

**WICHITA PUBLIC LIBRARY**  
**MONTHLY REPORT**  
**August 2010**



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**I. NARRATIVE**

August at the Wichita Public Library followed traditional patterns of bringing to close activities of the summer and completing plans for promotion and presentation of fall events.

The receipt of bookmarks, reader's guides, posters and give-away copies for the 2010 The Big Read – Wichita program allowed staff an opportunity to get an early start on promotion of what is certain to be an exciting month of reading and learning activities.

With the more varied methods in which the Library promotes programs and services comes the requirement of additional time spent on preparing this information. In addition to the Library's own printed and online calendars, program details are submitted to numerous other web calendars. Because each calendar maintains information in a different format, the text must be entered manually on each site. In some cases, recurring event options are not available, meaning that each program session must be entered individually. As an example, it takes about ten days to enter all fall events onto the Library's Facebook page because sessions must be entered at a daily rate small enough to not be considered "spamming" for the page fans. This remains time well spent, however, since the results are immediately available to the growing number of people who monitor Library news through this service. The Wichita Eagle's Go! Calendar has also begun to accept submissions in an online format. This appears to be a positive change as several times the Library had two of three events listed on the front of Kansas.com as a result of these hours of staff data entry.

The Library's expanded emphasis on earned media generated results in other ways during August. Active Aging and The Community Voice included coverage of the upcoming The Big Read – Wichita. Expanded public computer offerings were the focus of an additional article in Active Aging while the announcement of the election of library board officers appeared in the East Wichita News. The Wichita Downtown Development Corporation (WDDC) has begun to include Central Library activities in its event listings. Posters for monthly events have been submitted for inclusion on WDDC bulletin boards that appear in locations throughout the core business district.

One new activity that got an early start in August was the expansion of technology training classes into branch libraries. Classes were held at the Lionel Alford and Rockwell branches using the new laptop lab received through the Library's Knight technology grant and newly updated curriculum prepared by Knight grant intern Meagan Tice. The classes were well-received and confirm that a continued emphasis on public computing and electronic resource instruction remains a vital service to the Wichita community.

## **POTPOURRI:**

For the second year in a row, Jennifer Heinicke's marketing campaign for The Big Read – Wichita has earned special recognition. The poster and corresponding campaign from the 2009 program received a first place award from the Kansas Professional Communicators and a third place award from the National Federation of Press Women in the public service category.

Use of couriers as a way to send and receive materials from other libraries continues to increase. In August, only one in three Interlibrary Loan items was processed by mail.

A partnership with the Kansas Humane Society continued to be well received as twenty-five people attended the second session of "Read to Rover."

The Wulfmeyer Special Collections Center had visitors during August from Colorado, Florida, Georgia, Idaho, Missouri, Ohio, Oklahoma, Pennsylvania, and Texas.

Agencies and individuals receiving outreach services during the month included: All Saints, Loving Arms and Tutor Time/Maple child care centers; Honey Tree Academy; New Song Academy; Wichita State University and YMCA/East Branch Child Development Centers; Cloud, Dodge, Mueller and St. Elizabeth Ann Seton elementary schools; Osage Recreation Center Summer of Discovery, the General Federation of Women's Clubs of Kansas Board of Directors and the Juvenile Detention Facility. The Library was an exhibitor at Royal Caribbean's employee health fair and at the League of Women Voters Women's Equality Day Celebration. Ten homebound readers and one family child care home also received service.

Gifts and donations continue to be an important way to offset reductions in materials budgets. During August, 1,048 books, music CDs, books on CD and DVDs with a combined value of \$14,490 were added to Library collections in this way.

Just as gifts and donations supplement materials collections, the work of volunteers supplements the department's staffing levels. 96 volunteers provided service to the Library during August. This included 49 adult volunteers, 25 Friends of the Library volunteers, 18 teen volunteers, 3 Senior Work Experience Program (SWEP) workers and 1 student intern. Collectively, these individuals contributed 1,293.5 hours of service. During the month 10 additional individuals began the process of joining the volunteer corps. The Central Library's Art, Music & Video Section and Wulfmeyer Center will benefit from this assistance as well the Alford, Rockwell and Westlink branches and the Library's Outreach Services Section.

## **II. STATISTICS ARE ATTACHED**

## COLLECTIONS USE REPORT

August, 2010

	Circulation August, 2010	Difference From Aug,2009	% Change From Aug,2009	2010 Total Circ To Date	Difference From 2009 Total To Date	% Change From 2009 Total To Date
<b>CENTRAL LIBRARY</b>						
Art, Music & Video	19,666	(2,346)	-10.7%	150,438	(11,670)	-7.2%
Business & Technology	2,165	(337)	-13.5%	18,044	9	0.0%
Children's Center	7,152	50	0.7%	59,916	(745)	-1.2%
General Reference	22,782	976	4.5%	174,879	10,100	6.1%
Wulfmeyer Center	0	0	N/A	0	0	N/A
Talking Books	5,467	836	18.1%	40,966	2,936	7.7%
<b>CENTRAL TOTALS</b>	<b>57,232</b>	<b>(821)</b>	<b>-1.4%</b>	<b>444,243</b>	<b>630</b>	<b>0.1%</b>

### DISTRICT/REGIONAL BRANCHES

Alford	26,487	1,864	7.6%	208,069	4,702	2.3%
Evergreen	13,965	368	2.7%	105,596	(2,279)	-2.1%
Rockwell	33,493	2,399	7.7%	254,880	6,123	2.5%
Westlink*	49,904	5,183	11.6%	367,466	(10,814)	-2.9%
<b>DISTRICT/REGIONAL TOTALS</b>	<b>123,849</b>	<b>9,814</b>	<b>8.6%</b>	<b>936,011</b>	<b>(2,268)</b>	<b>-0.2%</b>

### NEIGHBORHOOD BRANCHES

Comotara	10,768	1,448	15.5%	80,259	5,691	7.6%
Linwood	6,727	437	6.9%	49,869	503	1.0%
Maya Angelou Northeast	3,977	465	13.2%	29,466	(1,681)	-5.4%
Orchard	3,493	741	26.9%	25,303	2,440	10.7%
<b>NEIGHBORHOOD TOTALS</b>	<b>24,965</b>	<b>3,091</b>	<b>14.1%</b>	<b>184,897</b>	<b>6,953</b>	<b>3.9%</b>

### PARTNERSHIPS

Planeview Community Library	283	151	114.4%	3,457	(406)	-10.5%
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### VIRTUAL SERVICES

Overdrive	4,117	1,385	50.7%	26,327	8,321	46.2%
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<b>WPL SYSTEM TOTALS</b>	<b>210,446</b>	<b>13,620</b>	<b>6.9%</b>	<b>1,594,935</b>	<b>13,230</b>	<b>0.8%</b>
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\*Service at Westlink reduced to hold pickups only May 3 to 19 during branch remodeling.

## COLLECTIONS USE REPORT

August, 2010

	Adult Circulation For Aug	Difference From Aug,2009	% Change From Aug,2009	Juvenile Circulation For Aug	Difference From Aug,2009	% Change From Aug,2009	Adult Total Circulation To-Date	venile Total Circulation To-Date
<b>CENTRAL LIBRARY</b>								
All Divisions*	44,613	(1,707)	-3.7%	7,152	50	0.7%	343,361	59,916

### DISTRICT/REGIONAL BRANCHES

Alford	18,882	768	4.2%	7,605	1,096	16.8%	142,270	65,799
Evergreen	9,574	(29)	-0.3%	4,391	397	9.9%	70,675	34,921
Rockwell	21,921	1,303	6.3%	11,572	1,096	10.5%	159,941	94,939
Westlink ****	29,829	2,886	10.7%	20,075	2,297	12.9%	207,513	159,953
<b>DISTRICT/REGIONAL TOTALS</b>	<b>80,206</b>	<b>4,928</b>	<b>6.5%</b>	<b>43,643</b>	<b>4,886</b>	<b>12.6%</b>	<b>580,399</b>	<b>355,612</b>

### NEIGHBORHOOD BRANCHES

Comotara	7,677	1,262	19.7%	3,091	186	6.4%	54,957	25,302
Linwood	5,127	501	10.8%	1,600	(64)	-3.8%	36,724	13,145
Maya Angelou Northeast	2,698	272	11.2%	1,279	193	17.8%	19,720	9,746
Orchard	2,476	511	26.0%	1,017	230	29.2%	17,226	8,077
<b>NEIGHBORHOOD TOTALS</b>	<b>17,978</b>	<b>2,546</b>	<b>16.5%</b>	<b>6,987</b>	<b>545</b>	<b>8.5%</b>	<b>128,627</b>	<b>56,270</b>

### PARTNERSHIPS

Planeview Community Library***	283	151	114.4%	0	0	NA	3,457	0
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### VIRTUAL SERVICES

Overdrive**	4,117	1,385	50.7%	0	0	N/A	26,327	0
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<b>WPL SYSTEM TOTALS</b>	<b>147,197</b>	<b>7,303</b>	<b>5.2%</b>	<b>57,782</b>	<b>5,481</b>	<b>10.5%</b>	<b>1,082,171</b>	<b>471,798</b>
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\*Central Library statistics in this report include all sections except Talking Books

\*\* Overdrive does not provide a breakdown by adult or juvenile so by default, all is counted as adult circulation

\*\*\* Beginning October 1, 2009 Planeview Community Library is unable to provide a breakdown by adult or juvenile so by default, all is counted as adult circulation

\*\*\*\*Service at Westlink reduced to hold pickups only May 3 to 19 during branch remodeling.

**IN HOUSE USE REPORT**

August, 2010

	In House Use August, 2010	Difference From Aug,2009	% Change From Aug,2009	2010 In House Use Total To Date	Difference From 2009 Total To Date	% Change From 2009 Total To Date
<b>CENTRAL LIBRARY</b>						
All Sections*	16,762	(399)	-2.3%	135,618	(1,637)	-1.2%
<b>CENTRAL TOTALS</b>	<b>16,762</b>	<b>(399)</b>	<b>-2.3%</b>	<b>135,618</b>	<b>(1,637)</b>	<b>-1.2%</b>

**DISTRICT/REGIONAL BRANCHES**

Alford	3,326	(908)	-21.4%	29,023	(2,789)	-8.8%
Evergreen	3,569	801	28.9%	23,238	5,022	27.6%
Rockwell	3,003	1,599	113.9%	23,249	6,261	36.9%
Westlink ***	3,215	146	4.8%	25,541	(4,112)	-13.9%
<b>DISTRICT/REGIONAL TOTALS</b>	<b>13,113</b>	<b>1,638</b>	<b>14.3%</b>	<b>101,051</b>	<b>4,382</b>	<b>4.5%</b>

**NEIGHBORHOOD BRANCHES**

Comotara	173	49	39.5%	1,092	(173)	-13.7%
Linwood	488	219	81.4%	1,826	(720)	-28.3%
Maya Angelou Northeast	416	(355)	-46.0%	3,788	(336)	-8.1%
Orchard	35	(74)	-67.9%	1,842	(1,277)	-40.9%
<b>NEIGHBORHOOD TOTALS</b>	<b>1,112</b>	<b>(161)</b>	<b>-12.6%</b>	<b>8,548</b>	<b>(2,506)</b>	<b>-22.7%</b>

**PARTNERSHIPS**

Planeview Community Library**	NA	NA	NA	NA	NA	NA
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<b>WPL SYSTEM TOTALS</b>	<b>30,987</b>	<b>1,078</b>	<b>3.6%</b>	<b>245,217</b>	<b>239</b>	<b>0.1%</b>
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\*In House Use data is available at the building level only.

\*\*Planeview Community Library does not report in house use of materials.

\*\*\*No in-house use provided at Westlink May 3 to 19 during branch remodeling.

## NEW REGISTRATION REPORT

August, 2010

	New Customers	% Change From Aug. 2009	2010 Total Registrations To Date	% Change From 2009 Total To Date
<b>CENTRAL LIBRARY</b>				
Circulation	707	-5.9%	5,318	-3.1%

### DISTRICT/REGIONAL BRANCHES

Alford	178	-10.6%	1,355	-12.9%
Evergreen	118	3.5%	811	-11.0%
Ford Rockwell	200	29.0%	1,464	10.5%
Westlink **	253	-1.6%	2,110	-6.1%
<b>DISTRICT/REGIONAL TOTALS</b>	<b>749</b>	<b>3.3%</b>	<b>5,740</b>	<b>-5.0%</b>

### NEIGHBORHOOD BRANCHES

Comotara	63	28.6%	415	-3.3%
Linwood	45	-10.0%	390	-5.1%
Maya Angelou Northeast	69	-9.2%	502	-7.7%
Orchard	18	-47.1%	235	6.3%
<b>NEIGHBORHOOD TOTALS</b>	<b>195</b>	<b>-6.7%</b>	<b>1,542</b>	<b>-3.9%</b>

### PARTNERSHIPS

Planeview Community Library*	NA	NA	NA	NA
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<b>WPL SYSTEM TOTALS</b>	<b>1,651</b>	<b>-2.0%</b>	<b>12,600</b>	<b>-4.1%</b>
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\*Planeview Community Library does not report public library registrations.

\*\* Service at Westlink reduced during branch remodeling May 3 to 19.

## REFERENCE REPORT

August, 2010

CENTRAL LIBRARY	REFERENCE TRANSACTIONS	REFERENCE TRANSACTIONS COMPLETED	COMPLETION RATE	TOTAL TO DATE	DIFFERENCE FROM LAST YEAR T-T-D*	% CHANGE FROM LAST YEAR T-T-D
Art & Music	1,063	952	89.56%	10,258	(1,230)	-10.71%
Bus. & Tech.	2,564	2,524	98.44%	22,151	(2,592)	-10.48%
Circulation	111	106	95.50%	764	486	174.82%
Youth Services	438	407	92.92%	5,009	305	6.48%
Gen. Reference	4,048	3,893	96.17%	32,176	4,053	14.41%
Genealogy & Local History	1,205	1,054	87.47%	10,520	(1,620)	-13.34%
Talking Books	5,921	5,921	100.00%	48,042	(783)	-1.60%
<b>CENTRAL TOTALS</b>	<b>15,350</b>	<b>14,857</b>	<b>96.79%</b>	<b>128,920</b>	<b>(1,381)</b>	<b>-1.06%</b>

### DISTRICT/REGIONAL BRANCHES

Alford	766	762	99.48%	6,100	262	4.49%
Evergreen	762	624	81.89%	6,239	(202)	-3.14%
Rockwell	1,076	1,036	96.28%	10,780	(989)	-8.40%
Westlink **	757	757	100.00%	8,159	(2,373)	-22.53%
<b>DISTRICT/REGIONAL TOTALS</b>	<b>3,361</b>	<b>3,179</b>	<b>94.58%</b>	<b>31,278</b>	<b>(3,302)</b>	<b>-9.55%</b>

### NEIGHBORHOOD BRANCHES

Comotara	514	483	93.97%	4,518	(1,703)	-27.38%
Linwood	350	301	86.00%	2,660	116	4.56%
Maya Angelou Northeast	279	279	100.00%	2,352	(411)	-14.88%
Orchard	341	230	67.45%	2,677	(218)	-7.53%
<b>NEIGHBORHOOD TOTALS</b>	<b>1,484</b>	<b>1,293</b>	<b>87.13%</b>	<b>12,207</b>	<b>(2,216)</b>	<b>-15.36%</b>

### PARTNERSHIPS

Planeview Community Library *	NA	NA	NA	NA	NA	NA
<b>WPL SYSTEM TOTALS</b>	<b>20,195</b>	<b>19,329</b>	<b>95.71%</b>	<b>172,405</b>	<b>(6,899)</b>	<b>-3.85%</b>

Reference transactions were calculated based upon a one-week sampling period from 08/11 through 08/17

\*Planeview Community Library does not report reference transactions

\*\* Reference service at Westlink reduced during branch remodeling May 3 to 19.

**PROGRAMMING SERVICES REPORT**

August, 2010

	Adult Programs			Juvenile Programs		
	Number Presented	Attendance	% Change, Current Month, from Aug. 2009	Number Presented	Attendance	% Change, Current Month, from Aug. 2009
<b>CENTRAL LIBRARY</b>						
Programs and Tours	3	55	-76.4%	1	80	300.0%
Technology Training Center	2	12	9.1%			
<b>CENTRAL TOTALS</b>	<b>5</b>	<b>67</b>	<b>-72.5%</b>	<b>1</b>	<b>80</b>	<b>300.0%</b>
<b>DISTRICT/REGIONAL BRANCHES</b>						
Alford	2	83	-2.4%	0	0	0.0%
Evergreen	2	20	-9.1%	0	0	0.0%
Rockwell	1	3	-40.0%	0	0	0.0%
Westlink	1	11	22.2%	0	0	0.0%
District Branches Technology Training**	2	17	1700.0%			
<b>DISTRICT/REGIONAL TOTALS</b>	<b>8</b>	<b>134</b>	<b>10.7%</b>	<b>0</b>	<b>0</b>	<b>0.0%</b>
<b>NEIGHBORHOOD BRANCHES</b>						
Comotara	0	0	0.0%	0	0	0.0%
Linwood	0	0	0.0%	0	0	0.0%
Maya Angelou Northeast	0	0	0.0%	0	0	0.0%
Orchard	1	13	0.0%	0	0	0.0%
Neighborhood Branches Technology Training**	0	0	0.0%			
<b>NEIGHBORHOOD TOTALS</b>	<b>1</b>	<b>13</b>	<b>0.0%</b>	<b>0</b>	<b>0</b>	<b>0.0%</b>
<b>OUTREACH SERVICES</b>						
Outreach Activities*	3	455	61.9%	18	371	94.2%
<b>PARTNERSHIPS</b>						
Planeview Community Library *	NA	NA	NA	NA	NA	NA
<b>WPL SYSTEM TOTALS</b>	<b>17</b>	<b>669</b>	<b>1.5%</b>	<b>19</b>	<b>451</b>	<b>113.7%</b>

This report includes all programs presented by library staff, outside the library as well as in the library. Programs for young adults are included in juvenile statistics

\*Programs presented at Planeview Community Library are included in the Outreach Statistics

\*\* As of July 2010, Technology classes are being offered at District and Neighborhood branches

## OTHER SERVICES REPORT

August, 2010

	Central Library	Combined District & Regional Branches	Combined Neighborhood Branches	Library System Totals
<b>MEETING ROOMS &amp; EXHIBITS</b>				
Meeting Room Usage (Non Staff)	12	34	3	49
Attendance	305	810	45	1,160
<b>PHOTOCOPIES*</b>	875	1,833	132	2,840
<b>INTERLIBRARY LOAN</b>				
Requests From Outside Libraries	2,414	NA	NA	2,414
Filled For Outside Libraries	1,135	NA	NA	1,135
Requested By WPL Customers	553	NA	NA	553
Filled For WPL Customers	450	NA	NA	450
<b>MICROFORM USAGE</b>				
Microforms Used	992	NA	NA	992
Microform Copies	382	NA	NA	382
<b>SERVICES TO THE HANDICAPPED</b>				
T.D.D. Use	0	NA	NA	0
<b>HOLDS</b>				
Placed This Month	5,610	20,159	4,628	30,397
Filled This Month**				27,677
Placed Year-To-Date	41,826	143,947	32,842	218,615
Filled Year-To-Date**				196,976
** The number of holds filled is meaningful only at the system level				

## BUILDING GATE COUNTS

	<b>Current Month</b>	<b>Year To Date</b>
Central	31,576	255,866
Alford	11,064	93,093
Evergreen	8,591	68,697
Rockwell	15,869	118,760
Westlink	23,544	184,145
Angelou/Northeast	5,406	37,062
Comotara	9,232	66,815
Linwood	4,865	34,333
Orchard	2,757	19,236
<b>TOTAL</b>	<b>112,904</b>	<b>878,007</b>

## ELECTRONIC INFORMATION SERVICES REPORT PART I

August 2010

	Current Month	% Change From Aug. 2009	2010 Total Usage To Date	% Change From 2009 Total To Date
<b>Electronic Database Searches Conducted</b>				
<b>Ancestry.com<sup>1</sup></b>	2,509	3.6%	28,252	23.4%
<b>Ebsco Education Reference Package<sup>2</sup></b>				
Encyclopedia of Animals	0	0.0%	0	0.0%
ERIC	0	0.0%	0	0.0%
Health Source - Consumer Edition	0	0.0%	0	0.0%
MAS Ultra - School Edition	0	0.0%	0	0.0%
Middle Search Plus	0	0.0%	0	0.0%
Newspaper Source	0	0.0%	0	0.0%
Primary Search	0	0.0%	0	0.0%
TOPICsearch	0	0.0%	0	0.0%
<b>FC Search<sup>1</sup></b>	360	800.0%	1,529	243.6%
<b>Heritage Quest<sup>2</sup></b>	170	65.0%	1,047	14.3%
<b>Learning Express Library</b>	36	-61.7%	453	-18.8%
<b>NewsBank</b>	594	315.4%	6,181	101.1%
<b>Novelist<sup>2</sup></b>	83	-62.6%	1,548	-31.8%
<b>Reference USA</b>	1,510	228.3%	11,758	107.6%
<b>Gale Databases:<sup>2</sup></b>				
Academic OneFile	354	359.7%	5726	1110.6%
Business and Company ASAP	342	776.9%	5703	1031.5%
Business and Company Resource Center	3	0.0%	169	74.2%
Chilton's Auto Repair	N/A	N/A	N/A	N/A
Computer Database	131	235.9%	3812	870.0%
Custom Newspapers	113	151.1%	4032	839.9%
Educator's Reference Complete	334	756.4%	5650	1291.6%
Expanded Academic ASAP	363	495.1%	5972	1008.0%
Gale Virtual Reference Library	346	765.0%	5719	1319.1%
General OneFile	347	707.0%	5723	1289.1%
Gale Reference Center Gold	336	761.5%	5906	1936.6%
Health and Wellness Resource Center and Alternative Health Module	6	100.0%	148	80.5%
Health Reference Center Academic	130	176.6%	4219	869.9%
Hospitality Tourism and Leisure	6	N/A	148	N/A
Inform!	124	217.9%	3952	926.5%
InfoTrac Military & Intelligence	138	236.6%	3998	989.4%
InfoTrac Religion & Philosophy	122	212.8%	3976	919.5%
LegalTrac	124	217.9%	4011	1093.8%
Literature Resource Center	5	-90.2%	276	82.8%
Nursing and Allied Health Collection	129	892.3%	4040	994.9%
Popular Magazines	16	-59.0%	882	461.8%
Student Editions	0	0.0%	0	0.0%
<b>Homework Kansas</b>	136	177.6%	666	78.6%

## ELECTRONIC INFORMATION SERVICES REPORT PART I

August 2010

	Current Month	% Change From Aug. 2009	2010 Total Usage To Date	% Change From 2009 Total To Date
<b>OCLC WorldCat<sup>2</sup></b>	699	143.6%	4,571	13.6%
<b>Opposing Viewpoints</b>	40	-92.1%	3,185	181.9%
<b>ProQuest Nursing &amp; Allied Health Source<sup>2</sup></b>	0	0.0%	0	N/A
<b>SAMS</b>	15	-34.8%	127	452.2%
<b>World Book Databases<sup>2</sup></b>				
World Book Reference Center/World Book Student	0	0.0%	0	N/A
World Book for Kids	0	N/A	0	N/A
World Book Advanced	0	N/A	0	N/A
WorldBook Enciclopedia Estudiantil Hallazgos	0	N/A	0	N/A
<b>Total Electronic Searches Conducted</b>	<b>9,621</b>	<b>89.1%</b>	<b>133,379</b>	<b>177.4%</b>
<b>Polaris PowerPAC</b>				
Number of patron logins	44,935	27.3%	312,741	48.6%
<b>BookLetters</b>				
Number of active subscriptions	8,571	5.4%		
<b>Facebook</b>				
Number of fans	1,168	135.0%		
<b>Website</b>				
Number of visits	40,947	-25.9%	296,413	-32.0%
Number of pages	119,676	-14.2%	941,443	-19.9%
<b>Wichita Photo Archive</b>				
Number of visits	5,819	-0.6%	52,180	-14.0%
Number of pages	27,263	-32.2%	225,116	-42.7%
<b>Public Access Computing</b>				
Number of customer sessions	14,205	4.8%	102,643	-1.4%
Number of computer copies made	24,991	14.2%	140,223	0.4%
<b>Wireless Internet Access<sup>3</sup></b>				
Number of users	549	N/A	922	N/A
Number of customer sessions	1903	N/A	2880	N/A
Hours of use	3552	N/A	5184	N/A

### NOTES

<sup>1</sup> Databases available inside the library only

<sup>2</sup> Available through the State Library portal or with a valid Kansas Library Card.

<sup>3</sup> Service began in July 2010