

WICHITA PUBLIC LIBRARY
MONTHLY REPORT

September 2010



I. NARRATIVE

Partnerships have long been a way for the Wichita Public Library to leverage resources and to extend service reach into the community. Activities during September brought notable attention to the benefit of these cooperative initiatives.

Now in its third year, Wichita's The Big Read continues to expand in reach and impact. Each year, the number of organizations who become community partners grows. This year, more partners are also providing financial underwriting to help with the presentation of special events. Agencies in four counties of South Central Kansas are helping to sponsor and promote this year's Big Read program. Some of the newest partners are the Tallgrass Film Festival, the Wichita Chapter of Links and the Pratt Public Library. Media attention and collaboration has also grown with Active Aging, East Wichita News, The Wichita Eagle, the Newton Kansan, KSN, KNSS Clear Channel Outdoor and City7 all helping to promote this year's program.

A meeting of Library staff and representatives of the Workforce Alliance of South Central Kansas resulted in a list of ways that the two organizations might expand upon current collaborations in order to better support citizens with employment training needs. Ideas included ways to coordinate technology training, employment-related programming and how to increase access to each entity's online resources.

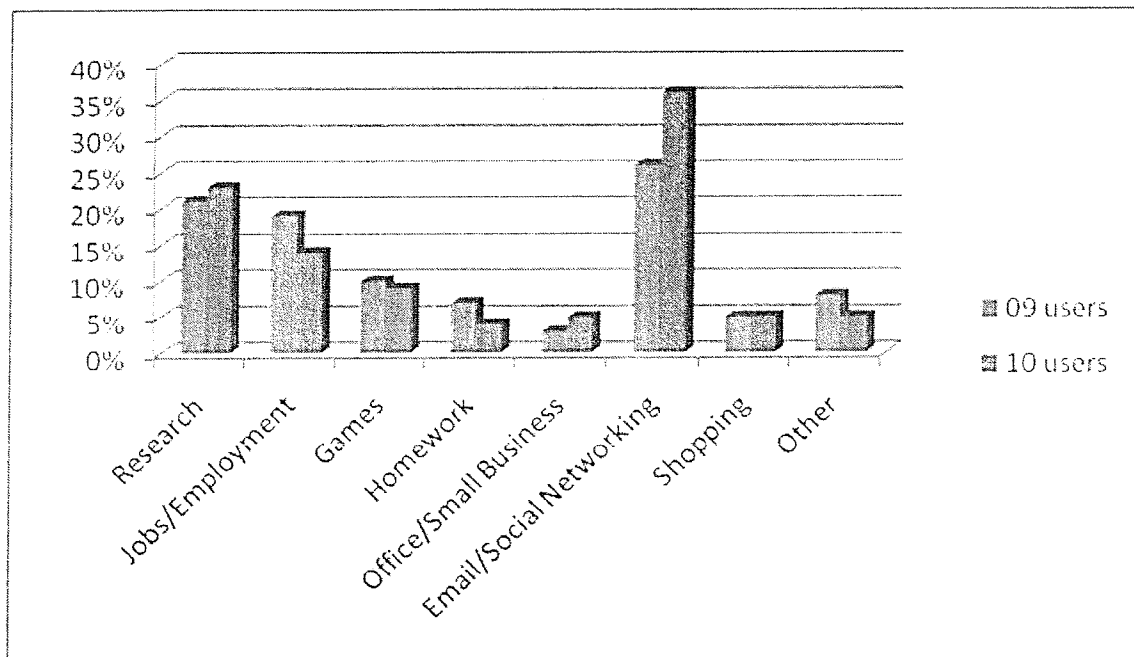
Implementation of a technology grant from the John S. and James L. Knight Foundation drew to a close as an additional wireless access point was added to the Central Library in order to provide Wi-Fi service in the Patio Room and four additional public access workstations were purchased. Training classes in branch libraries began on a regular schedule using curriculum developed or updated by a grant-funded intern. Shipping and setup of the lab equipment is working well with the classes proving to be popular additions to branch programming schedules.

Hispanic Heritage Month was celebrated throughout September. This year's activities included the traditional storytimes, puppet shows and displays. Other special events included a "Selena" film showing at the Westlink branch, a Poetry Festival at the Evergreen branch, a Grow Your Business session with local entrepreneurs from the Hispanic Chamber of Commerce and a Senior Wednesday presentation on Wichita's two Sister Cities in Mexico.

The Library appreciates the support of the many organizations and individuals who have helped to make these cooperative programs, activities and services possible.

POTPOURRI:

As part of the implementation of the Knight Foundation grant, a second survey of library public computing use was conducted during July 2010. Results have been tabulated and compared with a similar study conducted during the spring of 2009. Library users were asked to indicate the types of activities in which they would be working during use of public computers or the new wireless service. One or more activities might have been checked and completed by a customer during a single computing session. Data showed a significant increase in the use of public computing for email and social networking. There were smaller increases in use for personal research and office/small business activities. Almost certainly due to the summer timing of the study was a reported decrease in use for homework purposes. The biggest decrease was in use for seeking employment and job training. Not enough information was obtained on the survey forms to determine the reason(s) for this change.



The survey also sought to learn more about patterns of use of the new wireless service. 96% of respondents found the service easy to use. 97% of users were accessing information via laptop computers although 15% were also using smart phones or other similar mobile devices. 62% of respondents indicated that their average Library wireless session was less than one hour in length while 9% were using sessions of three hours per day or more. More than one in five users were accessing the Library's print management network as part of their wireless computing use.

Through the end of the third quarter, Library employees have worked a total of 155,183 hours without a worker's compensation claim or time lost to work-related light duty or injury leave.

The Library's 2010 transfer of unclaimed property has been completed. \$263.32 in credits was removed from customer accounts as part of this annual process.

Westlink's Signing Time, a storytime for 2 to 3-year-olds incorporating sign language began on September 13. The program, led by volunteer Janet Porter, requires pre-registration since the sessions are limited to 25 children. All spaces were filled by the start of the month.

Digital Service staff members met with the City's Information Technology director Mike Mayta to discuss best practices in creating and managing online manuals. Mr. Mayta's guidance will help the Library fulfill this year's departmental work plan goal of consolidating and better organizing operational manuals. He also provided support that will allow the Library to build upon its plan to expand use of staff developed training videos to help reinforce core competencies for department personnel.

Considerable time during September was spent working to improve methods of reconciling reports from the Library's Polaris acquisitions system with the City's Performance accounting system. Particular attention was dedicated to addressing the time delays between when invoices are received and processed in Polaris as opposed to when these same transactions finally appear in the Performance system. A series of process changes are being considered as ways to reduce these delays and to better manage expenditures near the end of the fiscal year for time-limited grants and funds.

The Genealogy Section had out-of-state visitors from Arizona, Colorado, Georgia, Florida, Illinois, Michigan, Minnesota, Missouri, Nebraska, Oklahoma, and Texas.

Agencies and individuals receiving outreach services during the month included: Hilltop, Martin Luther King, and Riverview Head Starts; All Saints and Loving Arts Child Care Centers; Via Christi and Wichita State University Child Development Centers; Branches Academy; Honey Tree Academy; Cloud and Kensler elementary schools; Pleasant Valley middle school; the Juvenile Detention Facility; the Kansas Humane Society; the Devoreur De Livres and Medleys book clubs; Shepherd Center of West Wichita; Chapter IY. P.E.O. and the Downtown Senior Center. Service was also provided to nine homebound customers and five family child care homes.

The Library was an exhibitor at ARC's community fair and at parent-teacher conferences at Hamilton Middle School.

83 volunteers contributed a total of 1,132.50 hours of service. This includes 48 adults, 29 Friends of the Library volunteers, 1 intern, 4 student volunteers and 2 Senior Community Service Employee program (SCSEP) workers. Two SCSEP workers left service. Two volunteers began work in the Central Library's Art, Music & Video Section, two at the Rockwell branch and one at the Alford branch.

\$8,578 worth of materials was added to Library collections during September through gifts and donations. This included 462 print items, 52 music compact discs, 3 spoken compact discs and 149 DVDs.

II. STATISTICS ARE ATTACHED

COLLECTIONS USE REPORT

September, 2010

	Circulation September, 2010	Difference From Sep,2009	% Change From Sep,2009	2010 Total Circ To Date	Difference From 2009 Total To Date	% Change From 2009 Total To Date
CENTRAL LIBRARY						
Art, Music & Video	18,533	(544)	-2.9%	168,971	(12,214)	-6.7%
Business & Technology	1,975	(435)	-18.0%	20,019	(426)	-2.1%
Children's Center	6,732	186	2.8%	66,648	(559)	-0.8%
General Reference	21,634	1,504	7.5%	196,513	11,604	6.3%
Wulfmeyer Center	0	0	N/A	0	0	N/A
Talking Books	5,147	299	6.2%	46,113	3,235	7.5%
CENTRAL TOTALS	54,021	1,010	1.9%	498,264	1,640	0.3%

DISTRICT/REGIONAL BRANCHES

Alford	23,869	649	2.8%	231,938	5,351	2.4%
Evergreen	13,538	717	5.6%	119,134	(1,562)	-1.3%
Rockwell	31,018	935	3.1%	285,898	7,058	2.5%
Westlink*	44,506	2,228	5.3%	411,972	(8,586)	-2.0%
DISTRICT/REGIONAL TOTALS	112,931	4,529	4.2%	1,048,942	2,261	0.2%

NEIGHBORHOOD BRANCHES

Comotara	10,151	1,601	18.7%	90,410	7,292	8.8%
Linwood	6,065	(18)	-0.3%	55,934	485	0.9%
Maya Angelou Northeast	3,700	25	0.7%	33,166	(1,656)	-4.8%
Orchard	3,042	655	27.4%	28,345	3,095	12.3%
NEIGHBORHOOD TOTALS	22,958	2,263	10.9%	207,855	9,216	4.6%

PARTNERSHIPS

Planeview Community Library	227	152	202.7%	3,684	(254)	-6.4%
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VIRTUAL SERVICES

Overdrive	3,642	916	33.6%	29,969	9,237	44.6%
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WPL SYSTEM TOTALS	193,779	8,870	4.8%	1,788,714	22,100	1.3%
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*Service at Westlink reduced to hold pickups only May 3 to 19 during branch remodeling.

COLLECTIONS USE REPORT

September, 2010

	Adult Circulation For Sep	Difference From Sep,2009	% Change From Sep,2009	Juvenile Circulation For Sep	Difference From Sep,2009	% Change From Sep,2009	Adult Total Circulation To-Date	Juvenile Total Circulation To-Date
CENTRAL LIBRARY								
All Divisions*	42,142	525	1.3%	6,732	186	2.8%	385,503	66,648

DISTRICT/REGIONAL BRANCHES

Alford	16,812	(263)	-1.5%	7,057	912	14.8%	159,082	72,856
Evergreen	9,268	414	4.7%	4,270	303	7.6%	79,943	39,191
Rockwell	19,875	597	3.1%	11,143	338	3.1%	179,816	106,082
Westlink ****	26,548	1,439	5.7%	17,958	789	4.6%	234,061	177,911
DISTRICT/REGIONAL TOTALS	72,503	2,187	3.1%	40,428	2,342	6.1%	652,902	396,040

NEIGHBORHOOD BRANCHES

Comotara	6,901	917	15.3%	3,250	684	26.7%	61,858	28,552
Linwood	4,590	(5)	-0.1%	1,475	(13)	-0.9%	41,314	14,620
Maya Angelou Northeast	2,529	26	1.0%	1,171	(1)	-0.1%	22,249	10,917
Orchard	2,131	453	27.0%	911	202	28.5%	19,357	8,988
NEIGHBORHOOD TOTALS	16,151	1,391	9.4%	6,807	872	14.7%	144,778	63,077

PARTNERSHIPS

Planeview Community Library***	227	152	202.7%	0	0	NA	3,684	0
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VIRTUAL SERVICES

Overdrive**	3,642	916	33.6%	0	0	N/A	29,969	0
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WPL SYSTEM TOTALS	134,665	5,171	4.0%	53,967	3,400	6.7%	1,216,836	525,765
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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

September, 2010

	In House Use September, 2010	Difference From Sep,2009	% Change From Sep,2009	2010 In House Use Total To Date	Difference From 2009 Total To Date	% Change From 2009 Total To Date
CENTRAL LIBRARY						
All Sections*	13,848	(809)	-5.5%	149,466	(2,446)	-1.6%
CENTRAL TOTALS	13,848	(809)	-5.5%	149,466	(2,446)	-1.6%

DISTRICT/REGIONAL BRANCHES

Alford	1,580	(1,806)	-53.3%	30,603	(4,595)	-13.1%
Evergreen	2,204	421	23.6%	25,442	5,443	27.2%
Rockwell	3,228	832	34.7%	26,477	7,093	36.6%
Westlink ***	2,600	(409)	-13.6%	28,141	(4,521)	-13.8%
DISTRICT/REGIONAL TOTALS	9,612	(962)	-9.1%	110,663	3,420	3.2%

NEIGHBORHOOD BRANCHES

Comotara	88	(45)	-33.8%	1,180	(218)	-15.6%
Linwood	101	(115)	-53.2%	1,927	(835)	-30.2%
Maya Angelou Northeast	471	133	39.3%	4,259	(203)	-4.5%
Orchard	17	(115)	-87.1%	1,859	(1,392)	-42.8%
NEIGHBORHOOD TOTALS	677	(142)	-17.3%	9,225	(2,648)	-22.3%

PARTNERSHIPS

Planeview Community Library**	NA	NA	NA	NA	NA	NA
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WPL SYSTEM TOTALS	24,137	(1,913)	-7.3%	269,354	(1,674)	-0.6%
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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

September, 2010

	New Customers	% Change From Sep. 2009	2010 Total Registrations To Date	% Change From 2009 Total To Date
CENTRAL LIBRARY				
Circulation	646	-1.2%	5,964	-2.9%

DISTRICT/REGIONAL BRANCHES				
Alford	198	28.6%	1,553	-9.1%
Evergreen	94	-14.5%	905	-11.4%
Ford Rockwell	171	17.9%	1,635	11.2%
Westlink **	223	15.5%	2,333	-4.4%
DISTRICT/REGIONAL TOTALS	686	14.0%	6,426	-3.2%

NEIGHBORHOOD BRANCHES				
Comotara	46	-31.3%	461	-7.1%
Linwood	37	-28.8%	427	-7.8%
Maya Angelou Northeast	78	2.6%	580	-6.5%
Orchard	25	19.0%	260	7.4%
NEIGHBORHOOD TOTALS	186	-13.9%	1,728	-5.1%

PARTNERSHIPS				
Planeview Community Library*	NA	NA	NA	NA
WPL SYSTEM TOTALS	1,518	3.1%	14,118	-3.3%

*Planeview Community Library does not report public library registrations.

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

REFERENCE REPORT

September, 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	1,410	1,183	83.90%	11,668	(1,221)	-9.47%
Bus. & Tech.	2,957	2,880	97.40%	25,108	(2,288)	-8.35%
Circulation	81	77	95.06%	845	516	156.84%
Youth Services	703	647	92.03%	5,712	477	9.11%
Gen. Reference	4,560	4,397	96.43%	36,736	4,657	14.52%
Genealogy & Local History	1,440	1,307	90.76%	11,960	(1,470)	-10.95%
Talking Books	5,794	5,794	100.00%	53,836	(920)	-1.68%
CENTRAL TOTALS	16,945	16,285	96.11%	145,865	(249)	-0.17%

DISTRICT/REGIONAL BRANCHES

Alford	634	634	100.00%	6,734	275	4.26%
Evergreen	523	441	84.32%	6,762	(403)	-5.62%
Rockwell	1,011	921	91.10%	11,791	(1,135)	-8.78%
Westlink **	733	699	95.36%	8,892	(3,213)	-26.54%
DISTRICT/REGIONAL TOTALS	2,901	2,695	92.90%	34,179	(4,476)	-11.58%

NEIGHBORHOOD BRANCHES

Comotara	506	467	92.29%	5,024	(1,831)	-26.71%
Linwood	326	279	85.58%	2,986	138	4.85%
Maya Angelou Northeast	424	411	96.93%	2,776	(334)	-10.74%
Orchard	360	257	71.39%	3,037	(175)	-5.45%
NEIGHBORHOOD TOTALS	1,616	1,414	87.50%	13,823	(2,202)	-13.74%

PARTNERSHIPS

Planeview Community Library *	NA	NA	NA	NA	NA	NA
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WPL SYSTEM TOTALS	21,462	20,394	95.02%	193,867	(6,927)	-3.45%
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Reference transactions were calculated based upon a one-week sampling period from 09/08 through 09/14

*Planeview Community Library does not report reference transactions

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

PROGRAMMING SERVICES REPORT

September, 2010

	Adult Programs			Juvenile Programs		
	Number Presented	Attendance	% Change, Current Month, from Sep. 2009	Number Presented	Attendance	% Change, Current Month, from Sep. 2009
CENTRAL LIBRARY						
Programs and Tours	4	69	1.5%	17	567	-4.4%
Technology Training Center	3	18	157.1%			
CENTRAL TOTALS	7	87	16.0%	17	567	-4.4%
DISTRICT/REGIONAL BRANCHES						
Alford	2	54	-5.3%	8	146	-14.6%
Evergreen	3	39	44.4%	13	433	-20.1%
Rockwell	1	8	14.3%	10	292	-18.0%
Westlink	2	15	50.0%	21	601	-4.0%
District Branches Technology Training**	2	14	140.0%			
DISTRICT/REGIONAL TOTALS	10	130	28.7%	52	1,472	-13.2%
NEIGHBORHOOD BRANCHES						
Comotara	0	0	0.0%	0	0	0.0%
Linwood	0	0	0.0%	0	0	-100.0%
Maya Angelou Northeast	0	0	0.0%	1	8	0.0%
Orchard	1	13	0.0%	0	0	0.0%
Neighborhood Branches Technology Training**	1	10	100.0%			
NEIGHBORHOOD TOTALS	2	23	76.9%	1	8	-91.1%
OUTREACH SERVICES						
Outreach Activities*	8	327	-63.5%	20	490	26.0%
PARTNERSHIPS						
Planeview Community Library *	NA	NA	NA	NA	NA	NA
WPL SYSTEM TOTALS	27	567	-47.8%	90	2,537	-8.3%

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

September, 2010

	Central Library	Combined District & Regional Branches	Combined Neighborhood Branches	Library System Totals
MEETING ROOMS & EXHIBITS				
Meeting Room Usage (Non Staff)	21	33	3	57
Attendance	509	638	43	1,190
PHOTOCOPIES*	3,474	2,016	140	5,630
INTERLIBRARY LOAN				
Requests From Outside Libraries	2,058	NA	NA	2,058
Filled For Outside Libraries	861	NA	NA	861
Requested By WPL Customers	493	NA	NA	493
Filled For WPL Customers	345	NA	NA	345
MICROFORM USAGE				
Microforms Used	985	NA	NA	985
Microform Copies	531	NA	NA	531
SERVICES TO THE HANDICAPPED				
T.D.D. Use	0	NA	NA	0
HOLDS				
Placed This Month	5,164	18,035	4,011	27,210
Filled This Month**				25,813
Placed Year-To-Date	46,990	161,982	36,853	245,825
Filled Year-To-Date**				222,789
** The number of holds filled is meaningful only at the system level				

BUILDING GATE COUNTS

	Current Month	Year To Date
Central	28,982	284,848
Alford	10,628	103,721
Evergreen	8,031	76,728
Rockwell	13,871	132,631
Westlink	21,001	205,146
Angelou/Northeast	4,732	41,794
Comotara	8,256	75,071
Linwood	3,771	38,104
Orchard	2,712	21,948
TOTAL	101,984	979,991

ELECTRONIC INFORMATION SERVICES REPORT PART I

September 2010

	Current Month	% Change From Sep. 2009	2010 Total Usage To Date	% Change From 2009 Total To Date
Electronic Database Searches Conducted				
Ancestry.com¹	3,154	30.3%	31,406	16.0%
Ebsco Education Reference Package²				
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%
FC Search¹	47	17.5%	1,576	235.3%
Heritage Quest²	299	190.3%	1,346	21.7%
Learning Express Library	21	-77.7%	474	-23.8%
NewsBank	980	585.3%	7,161	100.0%
Novelist²	0	-100.0%	1,548	-36.1%
Reference USA	1,436	212.2%	13,194	101.9%
Gale Databases:²				
Academic OneFile	533	640.3%	6259	1048.4%
Business and Company ASAP	447	727.8%	6150	1002.2%
Business and Company Resource Center	7	75.0%	176	74.3%
Chilton's Auto Repair	N/A	N/A	N/A	N/A
Computer Database	230	325.9%	4042	804.3%
Custom Newspapers	251	258.6%	4283	758.3%
Educator's Reference Complete	455	742.6%	6105	1227.2%
Expanded Academic ASAP	487	725.4%	6459	980.1%
Gale Virtual Reference Library	457	603.1%	6176	1219.7%
General OneFile	455	742.6%	6178	1225.8%
Gale Reference Center Gold	480	713.6%	6386	1729.8%
Health and Wellness Resource Center and Alternative Health Module	21	61.5%	169	77.9%
Health Reference Center Academic	254	296.9%	4473	796.4%
Hospitality Tourism and Leisure	21	N/A	169	N/A
Informa!	237	338.9%	4189	854.2%
InfoTrac Military & Intelligence	246	331.6%	4244	900.9%
InfoTrac Religion & Philosophy	235	335.2%	4211	848.4%
LegalTrac	241	346.3%	4252	990.3%
Literature Resource Center	43	79.2%	319	82.3%
Nursing and Allied Health Collection	253	351.8%	4293	910.1%
Popular Magazines	60	300.0%	942	447.7%
Student Editions	0	0.0%	0	0.0%
Homework Kansas	80	63.3%	746	68.4%

ELECTRONIC INFORMATION SERVICES REPORT PART I

September 2010

	Current Month	% Change From Sep. 2009	2010 Total Usage To Date	% Change From 2009 Total To Date
OCLC WorldCar²	417	-30.6%	4,988	7.9%
Opposing Viewpoints	619	22.1%	3,804	229.4%
ProQuest Nursing & Allied Health Source²	0	0.0%	0	N/A
SAMS	6	-73.9%	133	478.3%
World Book Databases²				
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
Total Electronic Searches Conducted	12,472	122.2%	145,851	161.8%
Polaris PowerPAC				
Number of patron logins	40,675	20.4%	353,416	26.2%
BookLetters				
Number of active subscriptions	8,581	5.5%		
Facebook				
Number of fans	1,225	122.3%		
Website				
Number of visits	38,163	-25.1%	334,576	-49.1%
Number of pages	115,313	-2.6%	1,056,756	-38.2%
Wichita Photo Archive				
Number of visits	3,812	-16.2%	55,992	-14.2%
Number of pages	16,373	-39.0%	241,489	-42.4%
Public Access Computing				
Number of customer sessions	13,925	8.3%	116,252	-0.8%
Number of computer copies made	24,991	16.3%	189,920	17.9%
Wireless Internet Access³				
Number of users	535	N/A	1457	N/A
Number of customer sessions	1812	N/A	4692	N/A
Hours of use	3040	N/A	8224	N/A

NOTES

¹ Databases available inside the library only

² State Library subscription lapsed 08/10.

³ Service began in July 2010