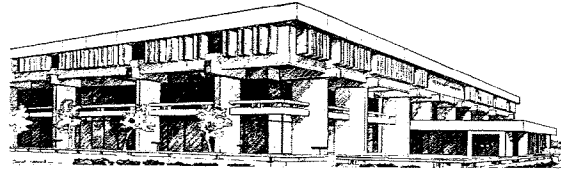


WICHITA PUBLIC LIBRARY MONTHLY REPORT

October 2009



I. NARRATIVE

October was a “big” month for the Wichita Public Library.

The Big Read - Wichita launched to an enthusiastic crowd on October 3 at the Wichita Art Museum. Brief comments by Honorary Chair Vicki Tiahr, Dr. Wilson Baldrige and the Wichita Art Museum’s Andrea Kepper, a reading by Dick Welsbacher, and performances by Ballet Wichita and Friends University singers gave the audience many ways to celebrate Poe. More than 300 people attended the event.

The kickoff was followed by numerous discussion programs, presentations and special events in Wichita Public Library locations as well as at sites of the community’s other Big Read partners. During a book talk at the East Wichita Shepherd Center, an attendee remarked to program presenter Jennifer Heinicke that “the marketing for The Big Read is sure good. Everywhere you look, there is Poe!”

A big day of learning occurred on October 12 as 129 department employees participated in a day of in-service training. Sessions began with “Survival Skills for Stressed Out Times and Stressed Out Customers” and continued with breakout sessions that reinforced customer service expectations, Polaris computer skills, book discussion facilitation, marketing and merchandising of library collections, and use of Library 2.0 technologies as a way to enhance collaboration and service delivery. Several members of the staff of the State Library of Kansas were also on hand to explain statewide library resources and services.

Announcement of the Library’s receipt of a \$122,500 grant from the John S. and James L. Knight Foundation was big news for Library customers and staff. Knight Foundation Local Program Director Anne Corriston’s announcement of the award during the in-service training day resulted in a standing ovation from library employees. When the announcement was made publicly during an October 15 news conference, there was an audible gasp of surprise and joy from attendees. The grant will allow the Library to provide wireless Internet access to customers in all library locations, will expand public computing and training through the addition a mobile laptop training lab and additional laptops for customer checkout, and through updating of the library’s technology training curriculum. Library customers were invited to join the celebration of the grant announcement by entering drawings to win a USB thumb drive. Over 270 entries were received over a two-week span at month’s end. Along with their contact information, entrants were asked to tell the Library “what public computing means” to them. The answers affirmed the importance of this service as responses included comments like the following:

- “Everything. I come here everyday to apply for jobs and job search.”
- “I need the computers to look for training & job opportunities, I use them every single day.”
- “Staying connected with family in Hawaii.”
- “All socioeconomic levels of patrons can access jobs, health information and the news as needed.”
- “Being able to do research and to learn cool and new things..”
- “Printer is available, mine broke 3 weeks ago.”
- “It is an excellent tool for research.”
- “Don’t have a computer at home. Can’t afford one. Helps a lot.”
- “Means that I will graduate.”
- “A lot! I am a college student who lives on my own & I can’t afford a computer.”
- “I love computers. It helps me with everyday life.”
- “Everything. It’s my only means of contact with my son that is in Iraq.”
- “My life, education and soul.”

POTPOURRI:

Work on a building program for the proposed new Central Library continues on schedule as Dan Meehan of HB+M delivered the first draft of the program to the Library during October. A steering committee of front-line employees is joining the department’s leadership team in reviewing and editing the draft.

A Friends of the Library/Library Foundation Barnes and Noble bookfair occurred on Oct. 17, and resulted in twenty-one purchases of books from the Library’s wish list and more than \$500 donated to these two groups. Foundation President Leah Barnhard arranged numerous special events throughout the day, from opera to Poe readings, but none were as visually arresting as the visit from costumed Star Wars characters.

Network problems throughout the month created significant disruption to the Library’s ability to maintain communication with its customers. On October 4, it was discovered that email and telephone notices had failed over the previous weekend, causing over 1,700 emails to be undelivered and a considerable delay in reaching customers by telephone. A network outage on October 17 caused the Telephony service to drop for a significant portion of the day. Email notices were disrupted once again during the last week of October, requiring staff to spend considerable time creating generic notices and manually created messages to replace those lost during the outage.

A pandemic/contagious diseases response plan was created and approved by the Library Board of Directors as an addition to the Library’s Continuity of Operations Plan just as employees began to experience the noticeable absenteeism due to illness. The plan outlines changes to cleaning techniques to be used in all public service areas and shared workspaces as well as ways to prioritize services and realign staff during times of significant illness-related staff shortages.

A request from Child Start to install security cameras around the perimeter of the Evergreen Branch building has been reviewed and approved by the Public Works Department.

Library 2.0 techniques were not just a topic of discussion during inservice training, but also implemented in a practical way at the Rockwell branch where The Cozy Mystery Book Club, a branch sponsored book discussion group participated in an Internet author chat hosted on the video communications site Skype.

On October 29th, the Via Christi "Back to Action" team came to the Library to evaluate physical requirements of the department's Clerk I positions. After observing the variety of tasks performed by employees in this job classification, the team determined that an immediate change to the job description for the class is necessary. Specifically, the team has recommended the addition of a fifty pound lifting requirement to the class description which currently does not include any lifting requirement. Based on their medical knowledge, the team also identified areas where Library work processes could be improved in order to help prevent injuries and offered to assist in any training that may be needed.

The Knight Foundation grant and The Big Read dominated Library earned media mentions. Other notable appearances included an article on jobseeker resources in The Plain Dealer, a monthly newspaper for union members.

The Genealogy Section had out-of-state visitors from Arkansas, Colorado, Florida, Iowa, Idaho, Illinois, Louisiana, Missouri, New York, Oklahoma, Oregon, Texas, and Washington.

Employees Ofonime Ikpe, Amy Ramsey and Sherryl Torres participated in the City's Disability Mentoring Day.

Agencies and individuals receiving outreach services during the month included: Ellis Street, Hilltop, Martin Luther King and Riverview Head Starts; Honey Tree Academy; Wichita State University Child Development Center; Annoor Islamic School; Tutor Time 21st; East and West Wichita Shepherd Centers; the Juvenile Detention Facility; Youth for Christ; Cessna Elementary School; Kindercare/Thurman; Kindercare/Socora; Catholic Care Assisted Living; Coleman and Marshall middle schools; Early Head Start's Child Care Partners; Butler Community College's Interaction Techniques with Young Children class; the Kansas Library Association's Public Library Section; four family child care programs and twenty-two homebound readers.

Service delivery was enhanced by 92 volunteers who provided 1,254.25 of assistance during October. This included 49 adult volunteers, 10 youth volunteers, 30 Friends of the Library volunteers and 3 Senior Work Experience Program (SWEP) volunteers.

II. STATISTICS ARE ATTACHED

REVISED COLLECTIONS USE REPORT

October, 2009

	Circulation Oct, 2009	Difference From Oct, 2008	% Change From Oct, 2008	2009 Total Circ To Date	Difference From 2008 Total To Date	% Change From 2008 Total To Date
CENTRAL LIBRARY						
Art, Music & Video	20,310	2,126	11.7%	201,495	76,068	60.6%
Business & Technology	2,161	326	17.8%	22,606	2,512	12.5%
Children's Center	6,213	(1,945)	-23.8%	73,420	1,730	2.4%
General Reference	19,831	1,718	9.5%	204,740	75,834	58.8%
Wulfmeyer Center	0	0	N/A	0	0	N/A
Talking Books	4,632	(548)	-10.6%	47,510	(4,928)	-9.4%
CENTRAL TOTALS	53,147	1,677	3.3%	549,771	151,216	37.9%

DISTRICT/REGIONAL BRANCHES

Alford	24,334	3,054	14.4%	250,921	24,278	10.7%
Evergreen	12,694	1,813	16.7%	133,390	20,373	18.0%
Rockwell	29,837	4,902	19.7%	308,677	14,397	4.9%
Westlink	42,577	4,288	11.2%	463,135	43,900	10.5%
DISTRICT/REGIONAL TOTALS	109,442	14,057	14.7%	1,156,123	102,948	9.8%

NEIGHBORHOOD BRANCHES

Comotara	9,117	1,252	15.9%	92,235	(695)	-0.7%
Linwood	6,031	1,319	28.0%	61,480	1,503	2.5%
Maya Angelou Northeast	3,720	458	14.0%	38,542	3,801	10.9%
Orchard	2,729	914	50.4%	27,979	3,433	14.0%
NEIGHBORHOOD TOTALS	21,597	3,943	22.3%	220,236	8,042	3.8%

PARTNERSHIPS

Planeview Community Library	159	213	-394.4%	4,097	2,321	130.7%
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VIRTUAL SERVICES

Overdrive	2,631	990	60.3%	26,199	10,065	62.4%
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WPL SYSTEM TOTALS	186,976	20,880	12.6%	1,956,426	274,592	16.3%
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Beginning January 1, 2009 this report no longer includes in-house use.

Beginning January 1, 2009 circulation of Popular Library materials is reported within the appropriate subject sections.

Teen materials previously counted in Central Children's Center are now reported as part of the General Reference Section

REVISED COLLECTIONS USE REPORT

October, 2009

	Adult Circulation For Oct	Difference From Oct, 2008	% Change From Oct, 2008	Juvenile Circulation For Oct	Difference From Oct, 2008	% Change From Oct, 2008	Adult Total Circulation To-Date	Juvenile Total Circulation To-Date
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CENTRAL LIBRARY

All Divisions*	42,302	4,170	10.9%	6,213	(1,945)	-23.8%	428,841	73,420
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DISTRICT/REGIONAL BRANCHES

Alford	17,600	2,462	16.3%	6,734	592	9.6%	175,219	75,702
Evergreen	8,760	1,069	13.9%	3,934	744	23.3%	90,680	42,710
Rockwell	19,403	3,077	18.8%	10,434	1,825	21.2%	195,797	112,880
Westlink	25,237	3,380	15.5%	17,340	908	5.5%	262,931	200,204
DISTRICT/REGIONAL TOTALS	71,000	9,988	16.4%	38,442	4,069	11.8%	724,627	431,496

NEIGHBORHOOD BRANCHES

Comotara	6,272	954	17.9%	2,845	298	11.7%	63,410	28,825
Linwood	4,541	946	26.3%	1,490	373	33.4%	44,497	16,983
Maya Angelou Northeast	2,715	659	32.1%	1,005	(201)	-16.7%	25,466	13,076
Orchard	1,825	461	33.8%	904	453	100.4%	19,165	8,814
NEIGHBORHOOD TOTALS	15,353	3,020	24.5%	6,244	923	17.3%	152,538	67,698

PARTNERSHIPS

***Planeview Community Library	159	213	-394.4%	0	0	NA	4,097	0
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VIRTUAL SERVICES

Overdrive**	2,631	990	60.3%	0	0	N/A	26,199	0
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WPL SYSTEM TOTALS	131,445	18,381	16.3%	50,899	3,047	6.4%	1,336,302	572,614
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Beginning January 1, 2009 this report no longer includes in-house use
Teen materials at the Central Library are now counted as adult items

*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 a

REVISED IN HOUSE USE REPORT

October, 2009

	In House Use October, 2009	Difference From Oct,2008	% Change From Oct,2008	2009 In House Use Total To Date	Difference From 2008 Total To Date	% Change From 2008 Total To Date
CENTRAL LIBRARY						
All Sections*	16,166	(2,797)	-14.7%	168,078	413	0.2%
CENTRAL TOTALS	16,166	(2,797)	-14.7%	168,078	413	0.2%

DISTRICT/REGIONAL BRANCHES

Alford	3,579	736	25.9%	38,777	5,658	17.1%
Evergreen	2,987	139	4.9%	22,986	(2,147)	-8.5%
Rockwell	3,527	1,849	110.2%	22,911	864	3.9%
Westlink ***	3,180	(341)	-9.7%	35,842	(26,180)	-42.2%
DISTRICT/REGIONAL TOTALS	13,273	2,383	21.9%	120,516	(21,805)	-15.3%

NEIGHBORHOOD BRANCHES

Comotara	154	141	1084.6%	1,552	61	4.1%
Linwood	521	521	0.0%	3,283	1,215	58.8%
Maya Angelou Northeast	486	347	249.6%	4,948	1,882	61.4%
Orchard	8	(105)	-92.9%	3,259	1,002	44.4%
NEIGHBORHOOD TOTALS	1,169	904	341.1%	13,042	4,160	46.8%

PARTNERSHIPS

Planeview Community Library**	NA	NA	NA	NA	NA	NA
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WPL SYSTEM TOTALS	30,608	490	1.6%	301,636	(17,232)	-5.4%
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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.

NEW REGISTRATION REPORT

October, 2009

	New Customers	% Change From Oct. 2008	2009 Total Registrations To Date	% Change From 2008 Total To Date
CENTRAL LIBRARY				
Circulation	622	-34.0%	6,765	-2.3%

DISTRICT/REGIONAL BRANCHES

Alford	159	-39.3%	1,868	2.4%
Evergreen	91	-43.1%	1,112	1.8%
Ford Rockwell	159	-22.4%	1,629	-3.4%
Westlink	195	-27.8%	2,636	3.9%
DISTRICT/REGIONAL TOTALS	604	-32.7%	7,245	1.1%

NEIGHBORHOOD BRANCHES

Comotara	58	-17.1%	554	-6.6%
Linwood	57	7.5%	520	11.8%
Maya Angelou Northeast	66	-41.6%	686	-10.9%
Orchard	13	-71.7%	255	-9.6%
NEIGHBORHOOD TOTALS	194	-31.2%	2,015	-4.5%

PARTNERSHIPS

Planeview Community Library	NA	NA	NA	NA
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WPL SYSTEM TOTALS	1,420	-33.1%	16,025	-0.9%
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REVISED REFERENCE REPORT

October, 2009

CENTRAL LIBRARY	REFERENCE	REFERENCE	COMPLETION	TOTAL	DIFFERENCE	% CHANGE
	TRANSACTIONS	TRANSACTIONS COMPLETED	RATE	TO DATE	FROM LAST YEAR T-T-D*	FROM LAST YEAR T-T-D
Art & Music	1,395	1,129	80.93%	14,284	1,397	10.84%
Bus. & Tech.	2,901	2,848	98.17%	30,297	(1,439)	-4.53%
Circulation	133	133	100.00%	462	57	14.07%
Youth Services	651	589	90.48%	5,886	(520)	-8.12%
Gen. Reference	3,654	3,352	91.74%	35,733	2,651	8.01%
Genealogy & Local History	1,714	1,625	94.81%	15,144	6,054	66.60%
Talking Books	6,165	6,165	100.00%	60,921	(4,235)	-6.50%
CENTRAL TOTALS	16,613	15,841	95.35%	162,727	3,965	2.50%

DISTRICT/REGIONAL BRANCHES

Alford	549	523	95.26%	7,008	1,066	17.94%
Evergreen	629	536	85.21%	7,794	582	8.07%
Rockwell	1,395	1,360	97.49%	14,321	137	0.97%
Westlink	1,475	1,382	93.69%	13,580	1,557	12.95%
DISTRICT/REGIONAL TOTALS	4,048	3,801	93.90%	42,703	3,342	8.49%

NEIGHBORHOOD BRANCHES

Comotara	647	540	83.46%	7,502	1,756	30.56%
Linwood	297	252	84.85%	3,145	577	22.47%
Maya Angelou Northeast	332	328	98.80%	3,442	(490)	-12.46%
Orchard	354	266	75.14%	3,566	(127)	-3.44%
NEIGHBORHOOD TOTALS	1,630	1,386	85.03%	17,655	1,716	10.77%

PARTNERSHIPS

Planeview Community Library *	NA	NA	NA	NA	NA	NA
WPL SYSTEM TOTALS	22,291	21,028	94.33%	223,085	9,023	4.22%

Reference transactions were calculated based upon a one-week sampling period from 10/20 through 10/26

*Planeview Community Library does not report reference transactions

PROGRAMMING SERVICES REPORT

October, 2009

	Adult Programs			Juvenile Programs		
	Number Presented	Attendance	% Change, Current Month, from Oct. 2008	Number Presented	Attendance	% Change, Current Month, from Oct. 2008
CENTRAL LIBRARY						
Programs and Tours*	9	134	-41.7%	16	542	-29.2%
Technology Training Center	1	7	-75.0%			
CENTRAL TOTALS	10	141	-45.3%	16	542	-29.2%
DISTRICT/REGIONAL BRANCHES						
Alford	5	81	8.0%	14	310	-28.2%
Evergreen	4	23	-82.8%	7	320	-16.7%
Rockwell	2	11	-66.7%	18	430	-31.6%
Westlink	2	12	-61.3%	26	839	-0.4%
DISTRICT/REGIONAL TOTALS	13	127	-53.5%	65	1,899	-17.0%
NEIGHBORHOOD BRANCHES						
Comotara	0	0	0.0%	0	0	0.0%
Linwood	1	7	75.0%	0	0	0.0%
Maya Angelou Northeast	2	5	0.0%	1	12	300.0%
Orchard	1	13	-18.8%	0	0	0.0%
NEIGHBORHOOD TOTALS	4	25	0.0%	1	12	300.0%
OUTREACH SERVICES						
Outreach Activities*	16	1,171	455.0%	21	450	-3.4%
PARTNERSHIPS						
Planeview Community Library **	NA	NA	NA	NA	NA	NA
WPL SYSTEM TOTALS	43	1,464	90.9%	103	2,903	-17.6%

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

*Until January, 2009 outreach statistics were included in Central Library totals
These numbers now reflect all Library presentations held outside Library facilities

**Programs presented at Planeview are included in the Outreach Statistics

OTHER SERVICES REPORT

October, 2009

	Central Library	Combined District & Regional Branches	Combined Neighborhood Branches	Library System Totals
MEETING ROOMS & EXHIBITS				
Meeting Room Usage (Non Staff)	27	41	5	73
Attendance	562	1,222	52	1,836
PHOTOCOPIES	3,026	2,281	268	5,575
INTERLIBRARY LOAN				
Requests From Outside Libraries	2,256	NA	NA	2,256
Filled For Outside Libraries	837	NA	NA	837
Requested By WPL Customers	408	NA	NA	408
Filled For WPL Customers	140	NA	NA	140
MICROFORM USAGE				
Microforms Used	1,048	NA	NA	1,048
Microform Copies	438	NA	NA	438
SERVICES TO THE HANDICAPPED				
T.D.D. Use	0	NA	NA	0
HOLDS				
Placed This Month	4,798	16,627	3,669	25,094
Filled This Month**				23,899
Placed Year-To-Date	51,647	173,602	37,400	262,649
Filled Year-To-Date**				238,634
** The number of holds filled is meaningful only at the system level				

BUILDING GATE COUNTS

	Current Month	Year To Date
Central	30,043	326,059
Alford	10,987	123,342
Evergreen	9,118	93,281
Rockwell	14,253	148,824
Westlink	21,592	240,475
Angelou/Northeast	4,906	49,357
Comotara	8,312	84,146
Linwood	4,012	42,918
Orchard	2,254	25,973
TOTAL	105,477	1,134,375

ELECTRONIC INFORMATION SERVICES REPORT PART I

October 2009

	Current Month	% Change From Oct. 2008	2009 Total Usage To Date	% Change From 2008 Total To Date
Electronic Database Searches Conducted				
Ancestry.com	6,119	3654.0%	33,186	1895.6%
Ebsco Education Reference Package^{3,4}				
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	178	69.5%	648	-5.1%
Heritage Quest³	405	426.0%	1,511	49.5%
Learning Express Library	47	-71.0%	669	-5.9%
NewsBank	331	136.4%	3,911	87.3%
Novelist³	275	-62.2%	2,697	-52.2%
Reference USA	769	10.8%	7,305	-12.7%
Gale Databases:³				
Academic OneFile	94	-20.3%	639	-29.4%
Business and Company ASAP	95	-20.2%	653	-28.3%
Business and Company Resource Center	1	-66.7%	102	-39.3%
Chilton's Auto Repair ¹	0	N/A	0	N/A
Computer Database	85	-19.8%	532	-31.1%
Custom Newspapers	94	-19.0%	593	-26.9%
Educator's Reference Complete	63	-47.1%	523	132.4%
Expanded Academic ASAP	92	-38.3%	690	-37.0%
Gale Virtual Reference Library	95	-15.2%	563	-30.6%
General OneFile	94	-22.3%	560	-37.1%
Gale Reference Center Gold	100	-7.4%	449	-47.2%
Health and Wellness Resource Center and Alternative Health Module	3	0.0%	98	60.7%
Health Reference Center Academic	112	1.8%	611	-34.4%
Hospitality Tourism and Leisure ⁴	3	N/A	98	N/A
Informe!	85	-19.8%	524	-32.0%
InfoTrac Military & Intelligence	85	-21.3%	509	-36.1%
InfoTrac Religion & Philosophy	85	-29.2%	529	-32.7%
LegalTrac	87	-20.9%	477	-40.0%
Literature Resource Center	0	-100.0%	175	-64.9%
Nursing and Allied Health Collection	53	-50.0%	478	128.7%
Popular Magazines ⁷	40	1233.3%	212	6966.7%
Student Editions ⁶	0	0.0%	0	-100.0%
Homework Kansas	59	-42.2%	502	-41.8%

ELECTRONIC INFORMATION SERVICES REPORT PART I

October 2009

	Current Month	% Change From Oct. 2008	2009 Total Usage To Date	% Change From 2008 Total To Date
OCLC WorldCat	481	103.8%	5,104	68.1%
Opposing Viewpoints	11	-92.9%	1,166	-36.7%
ProQuest Nursing & Allied Health Source⁴	13	85.7%	13	N/A
SAMS⁵	31	-54.4%	433	448.1%
World Book Databases				
World Book Reference Center/World Book Student	0	0.0%	5	0.0%
World Book for Kids ⁴	0	N/A	0	N/A
World Book Advanced ⁴	0	N/A	0	N/A
WorldBook Enciclopedia Estudiantil Hallazgos ⁴	0	N/A	0	N/A
Total Electronic Searches Conducted	10,085	113.4%	66,165	101.9%
Polaris PowerPAC				
Number of patron logins	34,414	114.0%	314,468	52.4%
BookLetters				
Number of active subscriptions	8,048	17.1%		
Website				
Number of visits	59,723	11.0%	550,962	-2.7%
Number of pages	143,686	-34.5%	1,456,757	-19.6%
Wichita Photo Archive				
Number of visits	9,937	-13.0%	75,195	-35.8%
Number of pages	51,946	-18.8%	471,346	-28.4%
Public Access Computing				
Number of customer sessions	13,088	-1.2%	130,429	16.9%
Number of computer copies made	18,797	-8.0%	179,896	4.4%

NOTES

1. FC Search started providing usage statistics for the first time in May 2008
2. Databases available inside the library only
3. Available through the State Library portal or with a valid Kansas Library Card.
4. Added by the State Library of Kansas, August 2008
5. Added March 2008
6. Reporting method changed, December 2008
7. Includes Horizon Information Portal uses through October 9, 2008