

**WICHITA PUBLIC LIBRARY
MONTHLY REPORT
December 2010**



I. NARRATIVE

2010 was a year of activity and productivity for the Wichita Public Library. Although not all activities on the department's work plan were accomplished, Library staff created service enhancements and produced results in many areas. Realizing that this work was accomplished while employees simultaneously addressed challenges of budget reductions, hiring freezes, staff downsizing and continuing increases in many categories of Library use demonstrates the commitment and expertise of the Library's employee team. Among the most notable goal accomplishments of the year were the following:

Increase Capacity of Service Through Expansion of Self-Service Opportunities

- Interlibrary loan requests can now be initiated through the Library catalog by customers as well as by staff
- Self-check served added at Westlink branch
- Self-hold pickup implemented at Alford, Evergreen, Rockwell and Westlink branches
- Self-PC reservation implemented in all library locations
- Wi-Fi access added in all library locations

Increase Use of Library Collections

- Comotara, Linwood, Rockwell and Westlink collections weeded for condition and age and adjusted in size and organization for better space utilization and customer browsability
- Large print and media collections rotated in order to create "new" collections in each location
- New shelving processes implemented at Alford and Westlink branches resulting in less handling of materials and faster reshelving of returned items
- Weekly orders of supplemental copies on longest hold queues initiated
- Expansion of public computing workstations improved access to in-house customer use of online subscription resources

Enhance Service by Reaffirming Knowledge and Skill Sets of Staff

- Employee development plans create individualized opportunities for skill set development
- New business model for operation of neighborhood branch libraries will provide greater opportunities for cross-training of branch staff assigned to each quadrant of the City

- Cross-training and cross-scheduling of Central Library Reference staff expands public service expertise and creates flexibility in times of staffing shortages
- All support staff trained in at least one public service function in order to help with backlogs and expanded workloads of service days immediately following closure days

Create and Consolidate Operational Plans

- Three-Year Technology Plan certified by State Library of Kansas
- Building program for proposed new Central Library approved
- Continuity of Operations (COOP) Plan updated
- New Strategic Planning Process initiated

Staff reorganizations were the focal point of Library activity during December. The four neighborhood branch managers assumed new duties: three in non-supervisory positions in larger branches and one through transfer to the Central Library General Reference. Three less tenured employees were displaced by these reassignments. One of those individuals transferred to a different branch, one was reassigned to a vacant position within the Central Library Reference division and the third accepted a placement in the City's new Call Center operation at City Hall. Six part-time employees were promoted into newly authorized part-time positions in neighborhood branches. Twelve other individuals were selected to fill vacant part-time positions resulting from these promotions and previous staff resignations.

POTPOURRI:

Printing and mailing of the new style of paper notices became effective in early December. In addition to being easier to read, the new mailers are faster and less expensive to print and process and allow for more information to be printed on each page, also creating postage savings.

Library staff members Julie Linneman, Jennifer Heinicke and Cynthia Berner Harris joined congressional spouse Vicki Tiaht and Wichita Public Schools Director of Media Services Janet Fowler in accepting Wichita Public Schools district-level Good Apple Awards for their leadership of The Big Read – Wichita.

Four members of the Library staff spent the month of December being trained to assist in the City's new Call Center. The training required each of the individuals to spend 20 hours per week (2 FTE) in training throughout the month. When implemented in January, the Library will continue to be required to reassign the equivalent of 1 FTE of staff time per week to support the Call Center service.

As part of the City's Records Clean-Up Week, the Library recycled 5,060 pounds of paper during the week of December 13. Program & Outreach Manager Julie Linneman ranked third among all City staff in terms of the number of electronic files purged from the City network.

Although traditionally not a month for significant programming, the Library did offer some events that proved noteworthy. On December 11, a program by Jonathan Bender, author of *LEGO: A Love Story* attracted an audience of 97 people. A building demonstration area allowed LEGO aficionados the opportunity to exchange tips and technique. Although promoted as an activity for adults, the program drew many children, most of them boys. Several of the parents expressed particular appreciation for the program and requested more library-sponsored events of this type in the future for their sons. This program and a life-sized Candyland Game at the Evergreen branch during Winter Break drew newspaper and television attention as well as positive buzz in social media. A Kwanzaa program by the Griots at the Angelou branch was also unusually well attended.

Several members of the Library staff met with peers from Exploration Place to share programming information, promotional materials and to discuss ways in which the two agencies can increase the effectiveness of the partnership.

During 2010, the Library's Facebook fans doubled from 700 at the start of the year. The 1,400th fan was added on December 31st.

Although the winter is usually a time of less travel, the Wulfmeyer Center hosted out-of-state researchers from Arizona, Colorado, Michigan, Minnesota, Missouri, Oklahoma, Texas and Wyoming.

Materials donations during December continued to be strong. Of the items received by the Friends of the Library, 428 books, 34 music compact discs, 56 DVDs and 3 spoken books on compact disc were selected for addition to Library collections. The value of these donations is estimated at more than \$8,200.

Agencies receiving outreach or special services during January included: Martin Luther King Jr, Riverview, Second Street and Stepping Stones Head Starts; Anderson, Cloud and McLean elementary schools; All Saints, St Elizabeth Anne Seton, St Francis of Assisi and St Joe. Ost schools; Branches and Honey Tree academies; Loving Arms Preschool; Via Christi and Wichita State University Child Development Centers; United Way of the Plains; the Juvenile Detention Facility; the Kansas Humane Society; USD 259 and six in-home family child care providers.

Volunteers remain an essential part of the Library's service delivery. Katy Culbertson, a 20 year volunteer, "retired" in December but 97 other individuals provided 1,105.75 of assistance during the month. This included 51 adult volunteers, 28 Friends volunteers, 15 student volunteers, and 3 Senior Community Service Employment Program (SCSEP) volunteers.

The Library completed the fourth quarter without a workplace injury. This brought 2010 department staff time worked without injury to 210,755.65 hours.

II. STATISTICS ARE ATTACHED

COLLECTIONS USE REPORT

December, 2010

	Circulation December, 2010	Difference From Dec,2009	% Change From Dec,2009	2010 Total Circ To Date	Difference From 2009 Total To Date	% Change From 2009 Total To Date
CENTRAL LIBRARY						
Art, Music & Video	17,770	(386)	-2.1%	224,521	(14,319)	-6.0%
Business & Technology	1,891	155	8.9%	25,984	(402)	-1.5%
Children's Center	5,118	67	1.3%	85,178	779	0.9%
General Reference	19,065	1,581	9.0%	257,908	16,346	6.8%
Wulfmeyer Center	0	0	N/A	0	0	N/A
Talking Books	4,703	(438)	-8.5%	60,681	3,641	6.4%
CENTRAL TOTALS	48,547	979	2.1%	654,272	6,045	0.9%
DISTRICT/REGIONAL BRANCHES						
Alford	21,967	(100)	-0.5%	302,460	5,868	2.0%
Evergreen	12,378	538	4.5%	157,470	268	0.2%
Rockwell	26,992	1,334	5.2%	372,660	10,731	3.0%
Westlink*	39,179	2,949	8.1%	539,175	278	0.1%
DISTRICT/REGIONAL TOTALS	100,516	4,721	4.9%	1,371,765	17,145	1.3%
NEIGHBORHOOD BRANCHES						
Comotara	9,100	1,416	18.4%	119,649	11,410	10.5%
Linwood	5,690	359	6.7%	73,828	1,177	1.6%
Maya Angelou Northeast	3,381	150	4.6%	44,121	(856)	-1.9%
Orchard	2,549	103	4.2%	37,029	4,040	12.2%
NEIGHBORHOOD TOTALS	20,720	2,028	10.8%	274,627	15,771	6.1%
PARTNERSHIPS						
Planeview Community Library	134	6	4.7%	4,175	(223)	-5.1%
VIRTUAL SERVICES						
Overdrive	3,603	982	37.5%	40,540	11,720	40.7%
WPL SYSTEM TOTALS	173,520	8,716	5.3%	2,345,379	50,458	2.2%

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

COLLECTIONS USE REPORT

December, 2010

	Adult Circulation For Dec	Difference From Dec,2009	% Change From Dec,2009	Juvenile Circulation For Dec	Difference From Dec,2009	% Change From Dec,2009	Adult Total Circulation To-Date	Juvenile Total Circulation To-Date
CENTRAL LIBRARY								
All Divisions*	38,726	1,350	3.6%	5,118	67	1.3%	508,413	85,178

DISTRICT/REGIONAL BRANCHES

Alford	16,147	0	0.0%	5,820	(100)	-1.7%	209,569	92,891
Evergreen	8,698	54	0.6%	3,680	484	15.1%	106,185	51,285
Rockwell	17,837	347	2.0%	9,155	987	12.1%	235,751	136,909
Westlink ****	24,556	1,506	6.5%	14,623	1,443	10.9%	310,437	228,738
DISTRICT/REGIONAL TOTALS	67,238	1,907	2.9%	33,278	2,814	9.2%	861,942	509,823

NEIGHBORHOOD BRANCHES

Comotara	6,507	1,360	26.4%	2,593	56	2.2%	81,693	37,956
Linwood	4,323	9	0.2%	1,367	350	34.4%	54,871	18,957
Maya Angelou Northeast	2,371	49	2.1%	1,010	101	11.1%	29,734	14,387
Orchard	1,812	(63)	-3.4%	737	166	29.1%	25,115	11,914
NEIGHBORHOOD TOTALS	15,013	1,355	9.9%	5,707	673	13.4%	191,413	83,214

PARTNERSHIPS

Planeview Community Library***	134	6	4.7%	0	0	NA	4,175	0
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VIRTUAL SERVICES

Overdrive**	3,603	982	37.5%	0	0	N/A	40,540	0
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WPL SYSTEM TOTALS	124,714	5,600	4.7%	44,103	3,554	8.8%	1,606,483	678,215
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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 to19 during branch remodeling.

IN HOUSE USE REPORT

December, 2010

	In House Use December, 2010	Difference From Dec,2009	% Change From Dec,2009	2010 In House Use Total To Date	Difference From 2009 Total To Date	% Change From 2009 Total To Date
CENTRAL LIBRARY						
All Sections*	11,494	1,374	13.6%	187,656	(5,531)	-2.9%
CENTRAL TOTALS	11,494	1,374	13.6%	187,656	(5,531)	-2.9%

DISTRICT/REGIONAL BRANCHES

Alford	1,427	(829)	-36.7%	37,588	(6,211)	-14.2%
Evergreen	1,385	(47)	-3.3%	31,284	4,829	18.3%
Rockwell	1,659	971	141.1%	33,529	7,816	30.4%
Westlink ***	1,122	(474)	-29.7%	35,134	(5,698)	-14.0%
DISTRICT/REGIONAL TOTALS	5,593	(379)	-6.3%	137,535	736	0.5%

NEIGHBORHOOD BRANCHES

Comotara****	NA	NA	NA	1,363	(464)	-25.6%
Linwood	176	0	0.0%	2,696	(907)	-25.2%
Maya Angelou Northeast	341	101	42.1%	5,343	(80)	-1.5%
Orchard	21	(67)	-76.1%	2,154	(1,373)	-38.9%
NEIGHBORHOOD TOTALS	534	(106)	-16.6%	11,552	(2,828)	-19.7%

PARTNERSHIPS

Planeview Community Library**	NA	NA	NA	NA	NA	NA
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WPL SYSTEM TOTALS	17,621	889	5.3%	336,743	(7,623)	-2.2%
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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.

****Use at Comotara unavailable for December 2010

NEW REGISTRATION REPORT

December, 2010

	New Customers	% Change From Dec. 2009	2010 Total Registrations To Date	% Change From 2009 Total To Date
CENTRAL LIBRARY				
Circulation	450	-10.0%	7,571	-3.9%
DISTRICT/REGIONAL BRANCHES				
Alford	103	-14.9%	1,966	-9.1%
Evergreen	86	36.5%	1,181	-6.2%
Ford Rockwell	118	10.3%	2,039	8.6%
Westlink **	135	5.5%	2,862	-2.5%
DISTRICT/REGIONAL TOTALS	442	5.5%	8,048	-2.3%
NEIGHBORHOOD BRANCHES				
Comotara	60	57.9%	614	-1.9%
Linwood	38	100.0%	532	-7.3%
Maya Angelou Northeast	53	43.2%	749	-3.6%
Orchard	25	-7.4%	320	9.2%
NEIGHBORHOOD TOTALS	176	45.5%	2,215	-2.4%
PARTNERSHIPS				
Planeview Community Library*	NA	NA	NA	NA
WPL SYSTEM TOTALS	1,068	2.7%	17,834	-3.0%

*Planeview Community Library does not report public library registrations.

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

REFERENCE REPORT

December, 2010

	REFERENCE TRANSACTIONS	REFERENCE TRANSACTIONS COMPLETED	COMPLETION RATE	TOTAL TO DATE	DIFFERENCE FROM LAST YEAR T-T-D*	% CHANGE FROM LAST YEAR T-T-D
CENTRAL LIBRARY						
Art & Music	824	704	85.44%	14,373	(2,544)	-15.04%
Bus. & Tech.	2,972	2,923	98.35%	33,796	(1,803)	-5.06%
Circulation	168	168	100.00%	1,274	635	99.37%
Youth Services	434	412	94.93%	7,503	463	6.58%
Gen. Reference	3,543	3,321	93.73%	48,010	5,129	11.96%
Genealogy & Local History	793	731	92.18%	15,060	(3,178)	-17.43%
Talking Books	5,177	5,177	100.00%	70,131	(3,228)	-4.40%
CENTRAL TOTALS	13,911	13,436	96.59%	190,147	(4,526)	-2.32%

DISTRICT/REGIONAL BRANCHES

Alford	332	306	92.17%	8,286	(81)	-0.97%
Evergreen	602	465	77.24%	8,716	(760)	-8.02%
Rockwell	744	682	91.67%	14,166	(2,890)	-16.94%
Westlink **	762	722	94.75%	11,417	(4,764)	-29.44%
DISTRICT/REGIONAL TOTALS	2,440	2,175	89.14%	42,585	(8,495)	-16.63%

NEIGHBORHOOD BRANCHES

Comotara	540	483	89.44%	6,610	(2,145)	-24.50%
Linwood	314	275	87.58%	3,923	181	4.84%
Maya Angelou Northeast	266	252	94.74%	3,713	(300)	-7.48%
Orchard	319	226	70.85%	4,076	(213)	-4.97%
NEIGHBORHOOD TOTALS	1,439	1,236	85.89%	18,322	(2,477)	-11.91%

PARTNERSHIPS

Planeview Community Library *	NA	NA	NA	NA	NA	NA
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WPL SYSTEM TOTALS	17,790	16,847	94.70%	251,054	(15,498)	-5.81%
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Reference transactions were calculated based upon a one-week sampling period from 12/08 through 12/14

*Planeview Community Library does not report reference transactions

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

PROGRAMMING SERVICES REPORT

December, 2010

	Adult Programs			Juvenile Programs		
	Number Presented	Attendance	% Change, Current Month, from Dec. 2009	Number Presented	Attendance	% Change, Current Month, from Dec. 2009
CENTRAL LIBRARY						
Programs and Tours	2	107	245.2%	9	178	-0.6%
Technology Training Center	3	27	285.7%			
CENTRAL TOTALS	5	134	252.6%	9	178	-0.6%
DISTRICT/REGIONAL BRANCHES						
Alford	0	0	0.0%	1	7	-89.7%
Evergreen	2	12	71.4%	2	88	51.7%
Rockwell	1	6	500.0%	3	150	-19.4%
Westlink	1	0	0.0%	6	288	-2.4%
District Branches Technology Training**	3	12	1200.0%			
DISTRICT/REGIONAL TOTALS	7	30	275.0%	12	533	-12.2%
NEIGHBORHOOD BRANCHES						
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%	1	52	477.8%
Orchard	1	12	-7.7%	0	0	0.0%
Neighborhood Branches Technology Training**	0	0	0.0%			
NEIGHBORHOOD TOTALS	1	12	-7.7%	1	52	477.8%
OUTREACH SERVICES						
Outreach Activities*	0	0	-100.0%	21	553	34.9%
PARTNERSHIPS						
Planeview Community Library *	NA	NA	NA	NA	NA	NA
WPL SYSTEM TOTALS	13	176	66.0%	43	1,316	9.2%

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

December, 2010

	Central Library	Combined District & Regional Branches	Combined Neighborhood Branches	Library System Totals
MEETING ROOMS & EXHIBITS				
Meeting Room Usage (Non Staff)	12	28	6	46
Attendance	424	673	72	1,169
PHOTOCOPIES*	2,026	2,021	232	4,279
INTERLIBRARY LOAN				
Requests From Outside Libraries	1,481	NA	NA	1,481
Filled For Outside Libraries	875	NA	NA	875
Requested By WPL Customers	447	NA	NA	447
Filled For WPL Customers	272	NA	NA	272
MICROFORM USAGE				
Microforms Used	761	NA	NA	761
Microform Copies	317	NA	NA	317
SERVICES TO THE HANDICAPPED				
T.D.D. Use	0	NA	NA	0
HOLDS				
Placed This Month	4,608	15,807	3,585	24,000
Filled This Month**				22,458
Placed Year-To-Date	61,577	213,217	48,826	323,620
Filled Year-To-Date**				293,922
** The number of holds filled is meaningful only at the system level				

BUILDING GATE COUNTS

	Current Month	Year To Date
Central	24,286	363,829
Alford	9,124	134,475
Evergreen	7,274	99,899
Rockwell	12,333	172,448
Westlink	17,623	264,230
Angelou/Northeast	3,932	54,632
Comotara	6,850	96,190
Linwood	3,814	49,604
Orchard	3,038	28,211
TOTAL	88,274	1,263,518

ELECTRONIC INFORMATION SERVICES REPORT PART I

December 2010

	Current Month	% Change From Dec. 2009	2010 Total Usage To Date	% Change From 2009 Total To Date
Electronic Database Searches Conducted				
Ancestry.com¹	1,119	-53.8%	36,177	-15.4%
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	59	47.5%	2,138	179.1%
Heritage Quest²	72	-30.1%	1,639	-30.6%
Learning Express Library	34	-63.8%	632	-18.1%
NewsBank	841	488.1%	9,668	102.8%
Novelist²	0	-100.0%	1,548	-52.9%
Reference USA	1,325	188.0%	18,131	97.6%
Gale Databases:²				
Academic OneFile	616	377.5%	7973	813.3%
Business and Company ASAP	612	787.0%	7778	829.3%
Business and Company Resource Center	9	-10.0%	206	62.2%
Chilton's Auto Repair	N/A	N/A	N/A	N/A
Computer Database	463	324.8%	5098	580.6%
Custom Newspapers	461	311.6%	5354	559.4%
Educator's Reference Complete	641	438.7%	7820	946.9%
Expanded Academic ASAP	615	174.6%	8173	698.9%
Gale Virtual Reference Library	616	455.0%	7840	901.3%
General OneFile	612	313.5%	7849	860.7%
Gale Reference Center Gold	615	384.3%	8059	1069.7%
Health and Wellness Resource Center and Alternative Health Module	11	83.3%	255	145.2%
Health Reference Center Academic	460	161.4%	5558	523.1%
Hospitality Tourism and Leisure	11	N/A	255	N/A
Informe!	460	322.0%	5226	609.1%
InfoTrac Military & Intelligence	460	530.1%	5263	655.1%
InfoTrac Religion & Philosophy	460	586.6%	5253	647.2%
LegalTrac	460	547.9%	5290	707.6%
Literature Resource Center	17	-92.6%	482	18.7%
Nursing and Allied Health Collection	460	307.1%	5348	667.3%
Popular Magazines	24	-77.6%	1110	215.3%
Student Editions	0	0.0%	0	0.0%
Homework Kansas	100	104.1%	999	59.3%

ELECTRONIC INFORMATION SERVICES REPORT PART I

December 2010

	Current Month	% Change From Dec. 2009	2010 Total Usage To Date	% Change From 2009 Total To Date
OCLC WorldCat²	363	-24.8%	6,264	5.8%
Opposing Viewpoints	60	-88.2%	3,893	152.5%
ProQuest Nursing & Allied Health Source²	0	0.0%	0	N/A
SAMS	9	-60.9%	160	595.7%
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	12,065	81.1%	181,439	114.0%
Polaris PowerPAC				
Number of patron logins	38,765	14.8%	472,745	68.8%
BookLetters				
Number of active subscriptions	8,683	6.7%		
Facebook				
Number of fans	1,400	101.4%		
Website				
Number of visits	36,731	-27.9%	448,312	-31.8%
Number of pages	105,119	-11.2%	1,385,503	-19.0%
Wichita Photo Archive				
Number of visits	7,272	48.1%	72,857	-18.1%
Number of pages	26,785	5.6%	310,405	-43.3%
Public Access Computing				
Number of customer sessions	13,544	15.4%	155,719	1.5%
Number of computer copies made	21,262	42.2%	211,182	-3.4%
Wireless Internet Access³				
Number of users	545	N/A	3157	N/A
Number of customer sessions	1709	N/A	10124	N/A
Hours of use	3101	N/A	18208	N/A

NOTES

¹ Databases available inside the library only

² State Library subscription lapsed 08/10.

³ Service began in July 2010