

WICHITA PUBLIC LIBRARY
MONTHLY REPORT
February 2011



I. NARRATIVE

February was a month of technology challenges and programming successes.

The 23rd annual African American History Celebration featured the Wichita Griots. Programs were held at five Wichita schools, three Wichita Public Library branches, the Sedgwick County Juvenile Detention Center and The Kansas African-American Museum. 2,048 people attended events during the program series. In addition to the Griots programs, the celebration included a Family Fun Time highlighting African American storytelling at the Central Library and a Senior Wednesday program featuring a screening of the KPTS documentary "The Dockum Sit-In: A Legacy of Courage" with remarks by Galyn Vesey, a participant in the sit-in.

The 25th Annual Academy Awards Short Films program began February 26th at the Orpheum Theater. Two hundred forty-five people were on hand to view the nominated short films. The program opened with a presentation by Sondra Koontz, a former Library employee, who founded the program. She told an engaging history of the program's origins. Additional programming continued throughout the week, concluding with a second daylong screening of films at the Old Town Warren Theatre. As always, the community response was enthusiastic. Even in its 25th year, the program continues to draw new audiences: a full third of the evaluations from the opening screening were from first time program attendees, some traveling from as far away as Arkansas. The members of the Art, Music and Video Section, under the direction of Sarah Shetlar, are to be complimented on overcoming last minute licensing issues with several of the documentary films in order to make them available for Wichita viewers.

On Friday, February 18 all voice and data services to the Evergreen Branch were accidentally severed as construction began on the new Opportunity Project/North school immediately to the north of the branch facility. Members of the Information Technology Department immediately began work assessing the damage and making plans to restore service. Through the generosity of Child Start, which receives its data services independently of the City agencies operating in Evergreen park, Internet access of the Plaza de los Niño's Head Start Center was shared in order to allow the Library to restore online circulation services. Telephone lines were redirected to the Central Library Circulation desk. A few days later, temporary cell phones were made available at Evergreen for emergency voice communication with other library locations. By the end of the month, all public computing services including Wi-Fi access remained out of service. The Evergreen staff demonstrated a great deal of flexibility and team work in order to minimize the impact of the technology disruptions to the greatest degree possible, however the experience has clearly demonstrated the importance of reliable technology both as a tool for service delivery and as an expected and much used information resource by citizens.

POTPOURRI:

An annual safety inspection of all Library facilities was completed with good results. The Angelou, Evergreen and Orchard branches had no violations noted. The Alford branch had one light out and the Linwood branch had a shelving unit anchor which had pulled away from the wall. Both have since been fixed. The Westlink branch had a leak in the basement from a pipe which Public Works is aware of and in the process of fixing. The Comotara branch had two shelving units where anchoring to the walls was recommended but modifications were made to the units so that the anchoring was no longer necessary. The Rockwell branch was cited for some housekeeping issues in the basement. Staff is at work getting the area into better order. At the Central Library, several minor items like missing electrical covers, anchors on shelving units, tiles needing glue and missing covers on a fire door and elevator motor were noted. The maintenance staff is in the process of fixing all the violations noted and will have them completed by March 25.

An upgrade of the Polaris library automation system was installed on a test server. Staff has found no problems with the new product so plans for an installation on the Library's primary production server remain in place for March 16-17.

Through a partnership with the Information Technology Department, Customer Service Manager Jaime Prothro and the Library's Branch Managers tested webcams as an alternative method for in-person meetings. Timing of the test was ideal as testing took place on a day when Wichita experienced its second blizzard of the month. The cameras worked well, but the sound quality was not as effective as needed, perhaps because most of the managers were relying on the microphones built into the cameras. Managers agreed that this will be a good tool if the sound quality was improved. Additional tests are expected.

Members of the newly configured neighborhood branch staff team spent February focused on cleaning and reorganizing those facilities. At Angelou, the workroom was significantly reorganized to provide better work space and work has begun on weeding the collections. Linwood staff revamped the public seating areas and replaced a tall shelving unit at the service desk with a shorter one that allows staff to more easily visually supervise all areas of the branch. Orchard staff added a shelving unit to the teen fiction section and began shifting collections to make browsing easier. Comotara staff is learning weeding practices and have increased the amount of shelf space for new titles.

Work began in February to benchmark training development for the new neighborhood branch staff. Knowledge benchmarks include topics as general as the ability to state major intersections for each branch facility and as specific as the steps required to download an audio book onto a MP3 device. The ambitious list will be completed by the end of 2011.

Julie Linneman and Jennifer Heinicke shared information about the Library's 2012 Summer Reading Program with a Wichita State University marketing class. Four teams of five students each designed sample Teen Volunteer T-shirts as an exercise in teamwork. The Library's Youth Programming Team reviewed the students' work and selected the design they deemed most appropriate for the reading program and of most likely appeal to teens.

In appreciation for the Library's book set collection which is used frequently by numerous community book clubs, the Wichita State University Women's Association has purchased a ten-volume set of *Snow Flower and the Secret Fan* by Lisa See.

Agencies receiving outreach services during January included: 2nd Street, Hilltop, Martin Luther King, Riverview and Stepping Stones Head Starts; All Saints, Envision and Wichita State University and YMCA/East Child Development Centers; Loving Arms Preschool; Tutor Time/Maple; Anderson, Clark, Cloud, Gardiner, Hyde, Isley, L'Ouverture and Stanley elementary schools; Mayberry Middle School; Northwest High School; Northfield School; Blessed Sacrament and Resurrection Catholic schools; St. Mary's Faith Center; Branches and Honey Tree Academies; the Juvenile Detention Facility, the Kansas Humane Society; Life Ventures; the Kansas African-American Museum; Parents as Teachers and one in-home child care facility.

The Library was an exhibitor at the Towne East Kidgit's Book Blast and received a small number of book donations that were contributed by shoppers during the event.

The Wulfmeyer Special Collections Center had out-of-state visitors from Arizona, California, Missouri and Texas.

February offered several opportunities to take advantage of earned media promotion. The Griots were enthusiastic about their own performances and assertive about earning their own media, although this did not translate into an increase in attendance for library performances, the roles of the Library, the City or Wichita Public Schools in promoting their school performances. The Academy Award Shorts were covered by the Wichita Eagle, KMUW, East Wichita News, The Community Voice, Wichita on the Cheap and The Examiner. To help promote spring break events, KPTS included "March @ Your Library" fliers in 100 Kids Club packets. East Wichita News also covered the upcoming "The Wartime Escape" exhibit in their March issue.

Members of the Technical Services Section are participating in a variety of activities intended to evaluate opportunities for streamlining materials cataloging processes. Based on data collected during February, it appears that the staff catalogs at close to 100% accuracy. As a result, it has been determined that double-checks of accuracy of changes for items being moved from one part of the collection to another is no longer necessary. Eliminating this revision step will save several hours of staff time each week.

Volunteerism remains high throughout the library system. During February, 74 volunteers contributed a total of 859.75 hours of service. This included 32 adult volunteers, 31 Friends volunteers, 9 student volunteers, and 2 SCSEP volunteers.

Donations also remain a way to stretch the Library's acquisitions budgets. In February, 20 DVDs, 33 books on compact disc, 58 music compact discs and 1,136 books donated by citizens were added to Library collections at an estimated value of just less than \$27,000.

II. STATISTICS ARE ATTACHED

COLLECTIONS USE REPORT

February, 2011

	Circulation February, 2011	Difference From Feb,2010	% Change From Feb,2010	2011 Total Circ To Date	Difference From 2010 Total To Date	% Change From 2010 Total To Date
CENTRAL LIBRARY						
Art, Music & Video	16,241	(1,445)	-8.2%	35,004	(2,091)	-5.6%
Business & Technology	1,833	(200)	-9.8%	3,858	(340)	-8.1%
Children's Center	4,751	(569)	-10.7%	10,561	(690)	-6.1%
General Reference	18,168	(884)	-4.6%	39,562	249	0.6%
Wulfmeyer Center	0	0	N/A	0	0	N/A
Talking Books	4,282	(278)	-6.1%	9,009	(523)	-5.5%
CENTRAL TOTALS	45,275	(3,376)	-6.9%	97,994	(3,395)	-3.3%

DISTRICT/REGIONAL BRANCHES

Alford	21,283	(1,399)	-6.2%	47,820	(235)	-0.5%
Evergreen	11,343	(721)	-6.0%	24,119	(846)	-3.4%
Rockwell	26,793	(979)	-3.5%	57,469	1,242	2.2%
Westlink	41,587	1,553	3.9%	86,589	5,906	7.3%
DISTRICT/REGIONAL TOTALS	101,006	(1,546)	-1.5%	215,997	6,067	2.9%

NEIGHBORHOOD BRANCHES

Comotara	9,224	632	7.4%	18,926	906	5.0%
Linwood	4,809	(188)	-3.8%	10,435	482	4.8%
Maya Angelou Northeast	3,006	(321)	-9.6%	6,279	(322)	-4.9%
Orchard	2,474	(62)	-2.4%	5,046	123	2.5%
NEIGHBORHOOD TOTALS	19,513	61	0.3%	40,686	1,189	3.0%

PARTNERSHIPS

Planeview Community Library	148	(14)	-8.6%	306	(36)	-10.5%
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VIRTUAL SERVICES

Overdrive	3,375	580	20.8%	7,180	1,357	23.3%
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WPL SYSTEM TOTALS	169,317	(4,295)	-2.5%	362,163	5,182	1.5%
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COLLECTIONS USE REPORT

February, 2011

	Adult Circulation For Feb	Difference From Feb,2010	% Change From Feb,2010	Juvenile Circulation For Feb	Difference From Feb,2010	% Change From Feb,2010	Adult Total Circulation To-Date	Juvenile Total Circulation To-Date
CENTRAL LIBRARY								
All Divisions*	36,242	(2,529)	-6.5%	4,751	(569)	-10.7%	78,424	10,561

DISTRICT/REGIONAL BRANCHES

Alford	15,210	(1,427)	-8.6%	6,073	28	0.5%	33,960	13,860
Evergreen	7,818	(702)	-8.2%	3,525	(19)	-0.5%	16,664	7,455
Rockwell	17,445	(918)	-5.0%	9,348	(61)	-0.6%	37,470	19,999
Westlink	24,967	522	2.1%	16,620	1,031	6.6%	52,644	33,945
DISTRICT/REGIONAL TOTALS	65,440	(2,525)	-3.7%	35,566	979	2.8%	140,738	75,259

NEIGHBORHOOD BRANCHES

Comotara	6,524	451	7.4%	2,700	181	7.2%	13,395	5,531
Linwood	3,690	(335)	-8.3%	1,119	147	15.1%	7,990	2,445
Maya Angelou Northeast	2,179	(129)	-5.6%	827	(192)	-18.8%	4,484	1,795
Orchard	1,924	22	1.2%	550	(84)	-13.2%	3,894	1,152
NEIGHBORHOOD TOTALS	14,317	9	0.1%	5,196	52	1.0%	29,763	10,923

PARTNERSHIPS

Planeview Community Library***	148	(14)	-8.6%	0	0	NA	306	0
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VIRTUAL SERVICES

Overdrive**	3,375	580	20.8%	0	0	N/A	7,180	0
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WPL SYSTEM TOTALS	119,522	(4,479)	-3.6%	45,513	462	1.0%	256,411	96,743
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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

IN HOUSE USE REPORT

February, 2011

	In House Use February, 2011	Difference From Feb,2010	% Change From Feb,2010	2011 In House Use Total To Date	Difference From 2010 Total To Date	% Change From 2010 Total To Date
CENTRAL LIBRARY						
All Sections*	12,501	(3,441)	-21.6%	26,669	(5,985)	-18.3%
CENTRAL TOTALS	12,501	(3,441)	-21.6%	26,669	(5,985)	-18.3%

DISTRICT/REGIONAL BRANCHES

Alford	1,913	(1,123)	-37.0%	3,221	(3,689)	-53.4%
Evergreen	2,021	(741)	-26.8%	3,917	(1,306)	-25.0%
Rockwell	2,322	(258)	-10.0%	5,774	638	12.4%
Westlink	2,415	(1,454)	-37.6%	5,687	(1,695)	-23.0%
DISTRICT/REGIONAL TOTALS	8,671	(3,576)	-29.2%	18,599	(6,052)	-24.6%

NEIGHBORHOOD BRANCHES

Comotara	54	(58)	-51.8%	158	(99)	-38.5%
Linwood	296	273	1187.0%	482	280	138.6%
Maya Angelou Northeast	644	261	68.1%	936	111	13.5%
Orchard	293	(45)	-13.3%	601	69	13.0%
NEIGHBORHOOD TOTALS	1,287	431	50.4%	2,177	361	19.9%

PARTNERSHIPS

Planeview Community Library**	NA	NA	NA	NA	NA	NA
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WPL SYSTEM TOTALS	22,459	(6,586)	-22.7%	47,445	(11,676)	-19.7%
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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

February, 2011

	New Customers	% Change From Feb. 2010	2011 Total Registrations To Date	% Change From 2010 Total To Date
CENTRAL LIBRARY				
Circulation	520	-9.1%	1,080	-11.5%
DISTRICT/REGIONAL BRANCHES				
Alford	122	-10.3%	269	-15.9%
Evergreen	61	-26.5%	146	-14.1%
Ford Rockwell	114	-16.2%	261	-8.7%
Westlink	162	-21.7%	360	-15.7%
DISTRICT/REGIONAL TOTALS	459	-18.3%	1,036	-13.9%
NEIGHBORHOOD BRANCHES				
Comotara	40	-11.1%	109	5.8%
Linwood	32	18.5%	74	19.4%
Maya Angelou Northeast	36	-32.1%	98	-13.3%
Orchard	16	-23.8%	40	-16.7%
NEIGHBORHOOD TOTALS	124	-15.1%	321	-1.5%
PARTNERSHIPS				
Planeview Community Library*	NA	NA	NA	NA
WPL SYSTEM TOTALS	1,103	-13.8%	2,437	-11.4%

*Planeview Community Library does not report public library registrations.

REFERENCE REPORT

February, 2011

CENTRAL LIBRARY	REFERENCE			TOTAL TO DATE	DIFFERENCE	% CHANGE
	REFERENCE TRANSACTIONS	TRANSACTIONS COMPLETED	COMPLETION RATE		FROM LAST YEAR T-T-D*	FROM LAST YEAR T-T-D
Art & Music	716	568	79.33%	1,770	(1,255)	-41.49%
Bus. & Tech.	2,808	2,620	93.30%	5,926	1,108	23.00%
Circulation	16	16	100.00%	43	5	13.16%
Youth Services	404	404	100.00%	842	(271)	-24.35%
Gen. Reference	3,276	3,216	98.17%	6,677	(2,244)	-25.15%
Genealogy & Local History	656	608	92.68%	1,263	(1,770)	-58.36%
Talking Books	4,492	4,492	100.00%	9,820	(2,394)	-19.60%
CENTRAL TOTALS	12,368	11,924	96.41%	26,341	(6,821)	-20.57%

DISTRICT/REGIONAL BRANCHES

Alford	552	524	94.93%	1,234	(276)	-18.28%
Evergreen	380	288	75.79%	1,186	(384)	-24.46%
Rockwell	640	580	90.63%	1,588	(1,016)	-39.02%
Westlink	1,140	1,048	91.93%	2,531	(223)	-8.10%
DISTRICT/REGIONAL TOTALS	2,712	2,440	89.97%	6,539	(1,899)	-22.51%

NEIGHBORHOOD BRANCHES

Comotara	324	324	100.00%	647	(698)	-51.90%
Linwood	120	80	66.67%	204	(453)	-68.95%
Maya Angelou Northeast	344	340	98.84%	716	121	20.34%
Orchard	124	100	80.65%	204	(394)	-65.89%
NEIGHBORHOOD TOTALS	912	844	92.54%	1,771	(1,424)	-44.57%

PARTNERSHIPS

Planeview Community Library *	NA	NA	NA	NA	NA	NA
WPL SYSTEM TOTALS	15,992	15,208	95.10%	34,651	(10,144)	-22.65%

Reference transactions were calculated based upon a one-week sampling period from 02/14 through 02/20

*Planeview Community Library does not report reference transactions

PROGRAMMING SERVICES REPORT

February, 2011

	Adult Programs			Juvenile Programs		
	Number Presented	Attendance	% Change, Current Month, from Feb. 2010	Number Presented	Attendance	% Change, Current Month, from Feb. 2010
CENTRAL LIBRARY						
Programs and Tours	4	57	612.5%	25	311	-56.4%
Technology Training Center	2	17	6.3%			
CENTRAL TOTALS	6	74	208.3%	25	311	-56.4%
DISTRICT/REGIONAL BRANCHES						
Alford	3	121	175.0%	11	103	-61.9%
Evergreen	2	10	-54.5%	6	128	-54.4%
Rockwell	2	35	2.9%	14	340	-25.9%
Westlink	1	12	33.3%	29	688	-13.6%
District Branches Technology Training**	2	0	0.0%			
DISTRICT/REGIONAL TOTALS	10	178	63.3%	60	1,259	-30.3%
NEIGHBORHOOD BRANCHES						
Comotara	0	0	0.0%	0	0	0.0%
Linwood	0	0	0.0%	1	4	400.0%
Maya Angelou Northeast	2	18	-41.9%	1	9	-71.9%
Orchard	1	4	-66.7%	1	11	1100.0%
Neighborhood Branches Technology Training**	0	0	0.0%			
NEIGHBORHOOD TOTALS	3	22	-48.8%	3	24	3000.0%
OUTREACH SERVICES						
Outreach Activities*	3	298	60.2%	32	2,647	-6.1%
PARTNERSHIPS						
Planeview Community Library *	NA	NA	NA	NA	NA	NA
WPL SYSTEM TOTALS	22	572	58.0%	120	4,241	-21.0%

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

February, 2011

	Central Library	Combined District & Regional Branches	Combined Neighborhood Branches	Library System Totals
MEETING ROOMS & EXHIBITS				
Meeting Room Usage (Non Staff)	20	42	4	66
Attendance	422	1,079	39	1,540
PHOTOCOPIES*	2,500	2,038	561	5,099
INTERLIBRARY LOAN				
Requests From Outside Libraries	1,755	NA	NA	1,755
Filled For Outside Libraries	1,177	NA	NA	1,177
Requested By WPL Customers	512	NA	NA	512
Filled For WPL Customers	332	NA	NA	332
MICROFORM USAGE				
Microforms Used	848	NA	NA	848
Microform Copies	3	NA	NA	3
SERVICES TO THE HANDICAPPED				
T.D.D. Use	0	NA	NA	0
HOLDS				
Placed This Month	4,809	16,673	4,035	25,517
Filled This Month**				22,799
Placed Year-To-Date	10,411	35,980	8,689	55,080
Filled Year-To-Date**				48,578
** The number of holds filled is meaningful only at the system level				

BUILDING GATE COUNTS

	Current Month	Year To Date
Central	22,688	49,396
Alford	9,703	20,208
Evergreen	6,240	13,752
Rockwell	11,500	23,424
Westlink	19,400	39,868
Angelou/Northeast	3,575	7,360
Comotara	6,239	13,289
Linwood	3,157	6,856
Orchard	2,172	4,281
TOTAL	84,674	178,434

ELECTRONIC INFORMATION SERVICES REPORT PART I

February 2011

	Current Month	% Change From Feb. 2010	2011 Total Usage To Date	% Change From 2010 Total To Date
Electronic Database Searches Conducted				
Ancestry.com¹	2,123	-35.8%	4,160	-32.2%
Ebsco Education Reference Package				
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	0	-100.0%	29	-88.1%
Heritage Quest	65	-52.6%	164	-49.4%
Learning Express Library	126	59.5%	294	111.5%
NewsBank	530	-25.1%	1,147	-3.5%
Reference USA	2,103	121.6%	3,389	100.2%
Gale Databases:				
Academic OneFile	231	-74.1%	446	-84.0%
Business and Company ASAP	212	-75.6%	430	-84.8%
Business and Company Resource Center	9	-40.0%	16	-74.2%
Chilton's Auto Repair	N/A	N/A	N/A	N/A
Computer Database	194	-71.3%	286	-88.8%
Custom Newspapers	200	-77.7%	282	-90.0%
Educator's Reference Complete	211	-75.6%	440	-84.1%
Expanded Academic ASAP	216	-77.0%	452	-84.8%
Gale Virtual Reference Library	242	-73.4%	477	-83.1%
General OneFile	224	-75.0%	439	-84.2%
Gale Reference Center Gold	230	-77.6%	457	-84.4%
Health and Wellness Resource Center and Alternative Health Module	24	26.3%	30	-53.1%
Health Reference Center Academic	199	-79.4%	293	-90.0%
Hospitality Tourism and Leisure	53	178.9%	59	-7.8%
Informe!	194	-77.5%	272	-90.1%
InfoTrac Military & Intelligence	207	-76.8%	285	-89.7%
InfoTrac Religion & Philosophy	194	-77.8%	272	-90.2%
LegalTrac	194	-77.6%	286	-89.6%
Literature Resource Center	16	-59.0%	21	-88.4%
Nursing and Allied Health Collection	199	-77.4%	277	-90.0%
Popular Magazines	71	-81.0%	77	-89.1%
Student Editions	53	N/A	59	N/A
Homework Kansas	130	128.1%	215	79.2%

ELECTRONIC INFORMATION SERVICES REPORT PART I

February 2011

	Current Month	% Change From Feb. 2010	2011 Total Usage To Date	% Change From 2010 Total To Date
OCLC WorldCat	364	-47.5%	749	-49.0%
Opposing Viewpoints	161	-93.7%	245	-91.0%
ProQuest Nursing & Allied Health Source	0	0.0%	0	N/A
SAMS	17	-26.1%	20	-13.0%
World Book Databases				
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	8,992	-60.0%	16,068	-72.0%
Polaris PowerPAC				
Number of patron logins	39,560	17.1%	83,270	-70.3%
BookLetters				
Number of active subscriptions	8,872	7.3%		
Facebook				
Number of fans	1,537	103.6%		
Website				
Number of visits	38,694	17.9%	81,835	103.1%
Number of pages	105,159	-13.4%	229,989	89.3%
Wichita Photo Archive				
Number of visits	2,161	-81.3%	8,039	-48.0%
Number of pages	16,287	-59.6%	46,846	-25.9%
Public Access Computing				
Number of customer sessions	11,679	-5.5%	24,453	97.8%
Number of computer copies made	23,312	56.1%	47,681	48.0%
Wireless Internet Access²				
Number of users	828	N/A	1392	N/A
Number of customer sessions	1496	N/A	3209	N/A
Hours of use	4490	N/A	7329	N/A

NOTES

¹ Databases available inside the library only

² Service began in July 2010