

WICHITA PUBLIC LIBRARY
MONTHLY REPORT
April 2011



I. NARRATIVE

April was a routine month for the Wichita Public Library.

National Library Week and National Volunteer Week were jointly celebrated at the Friends of the Library's annual volunteer recognition luncheon on April 14. Honorees included Wichita's Telephone Pioneers for their forty years of volunteer service in support of the Talking Books program and Keith and Georgia Stevens for thirty years of support for the Library's Gift and Memorials book program. Kansas Library Association President Emily Sitz presented that association's Library Advocate Award to Senator Jean Schodorf for her support of libraries and literacy. Other award winners recognized during the luncheon included Beth Huffmier and Willa Heisler who shared the Melzer award given to the individual who contributed the greatest number of volunteer hours to the Library in the previous year, and Ann and Steve Starch in recognition of their nomination for Friends of Kansas Libraries Friends of the Year.

Applications for summer teen volunteer positions were made available beginning April 1st. At the Westlink branch, there was a line of parents waiting at the door when the library opened for business. Within the first thirty minutes, half of the Westlink volunteer spots were filled. All positions were matched with interested teens before the end of the day. Most positions in other branch locations were completely filled before the end of the month. The speed at which the volunteer program has filled is an early indication that the Library will have a busy summer.

As summer-related activity begins, the Library's primary involvement in tax season draws to a close. In spite of the emphasis on electronic filing, demand for paper copies of tax forms and booklets remains high. Through – and beyond – the filing deadline, citizens came to libraries looking for Kansas tax forms and booklets and were dismayed to learn that giveaway paper copies were not produced by the State Department of Revenue for this filing year. Although distribution of printed federal forms and booklets decreased approximately 9% from the previous year, more than 52,000 items were made available to citizens as a result of the Library's ongoing participation in the IRS Tax Form Outlet Program.

Through a grant from the State Library of Kansas, with additional support from the Wichita Public Library Foundation, Early Learning Station computers have been made added to the Central Library Children's Center, Alford and Rockwell branches. The stations have pre-loaded educational games and programs for young children, with color coded keyboards and mice designed for smaller hands. Response from customers has been positive with young users particularly enthusiastic: one young user gasped when she saw a Dora the Explorer program available on one of the workstations.

POTPOURRI:

As spring events temporarily wound down, so did earned media. KCTU topics in April included "The Wartime Escape," teen volunteer opportunities, technology training and electronic resources. The major earned media of the month came with the publication of the Wichita Eagle's Summer Activity Guide. Of the 12-page guide, the Wichita Public Library appeared on three pages or about one-fourth of the guide. A photo of attendees at the Volunteer Luncheon also appeared in the Eagle's Celebrations section.

To help staff better assist customers with answers to their e-book questions, Interim Digital Services Manager Rex Cornelius has been presenting brief workshops on different kinds of e-book readers, ways these books are made available and issues involved in downloading and using them. Because of the restrictive nature of the Adobe Digital Editions rights management and copy protection, most staff do not get to see the authorizing, downloading and transferring process. Nevertheless, they report the training on this timely topic has improved their ability to provide reference support on the Library's downloading services.

The capacity of materials returns remains an issue at busier locations when facilities are closed for holidays and/or furlough days. Central, Westlink, Rockwell and Comotara reported bins filled to capacity over the Easter weekend/April furlough closing. To make the volume of returns more manageable, beginning with the Memorial Day holiday weekend, due dates will be adjusted so that no materials become due on the first day after a special closing. This will provide customers with extra time to use materials while also reducing the volume of returns in materials drops and across service desks on the busy first days after special closings.

Workplace safety remains a department priority. During the first quarter of 2011, employees completed 47,950 hours of service without workplace injury.

Artwork for the 3rd Annual Young Artists' Exhibit was on display in all Library locations throughout April.

Through a partnership with the Shepherd Center of West Wichita, six weeks of technology training courses as part of the spring Adventures in Learning program ended in mid-April. Sessions included computer fundamentals, an introduction to Microsoft PowerPoint, and staying safe with social networking.

April is traditionally the month for receiving payments for many of the Library's grants. This year, the State Library distributed the remaining \$61,039.50 due for the Library's contracted operation of the Talking Books Subregional. The South Central Kansas Library System's initial grant distributed was received in the amount of \$42,672, particularly good news as this is \$1,708 more than the first allocation in 2010. State Grants-in-Aid funding was delayed pending final action by the Kansas Legislature.

The Wulfmeyer Special Collections Center hosted genealogy researchers from Alaska, Missouri, Oklahoma, Texas, Illinois, and Minnesota.

Volunteers remain a critical component of the Library's service delivery. During April, 91 individuals contributed volunteer service. This included 46 adult volunteers, 29 Friends bookstore volunteers, 13 student volunteers, 1 student intern and 2 Senior Community Service Employment Program volunteers. In total, these individuals provided 1,128.5 hours of assistance. This work included students from Wichita East High School's Aces in the Community Program who helped to stamp, count and bundle thousands of bookmarks that are distributed during library outreach visits.

Donations of materials are equally important in helping the Library to serve the community. During April, the Library added a total of 878 new items to collections as a result of donations. If purchased, these materials would have cost more than \$13,000.

Agencies receiving special library programming or services during April included: Branches and Honey Tree Academies; La Petite/Waco; Tutor Time/21st; KinderCare/Socora; KinderCare/Thurman; All Saints and Wichita State University Child Development Centers; Stepping Stones, Second Street, Martin Luther King Jr., Riverview and Hilltop Head Starts; Loving Arms Preschool; Anderson, Bryant, Cheney, Cloud, Franklin, Mueller, Pleasant Valley and St. Joe elementary schools; Marshall middle school; Gordon Parks Academy; Juvenile Detention Facility; Kansas Humane Society; Life Ventures; Shepherd Center of West Wichita; Old Town Barber College; one boy scout troop and seven in-home child care providers.

Library staff were also involved in numerous outreach activities. These included an information booth at the annual Green Eggs and Ham Literacy event attended by over 1,100 children enrolled in Child Start's Head Start 0-5 program; a booth at a Caregiver Resource Fair at St. Mark United Methodist Church; and a booth about summer reading and volunteer opportunities at the Library for Hadley Middle School's Spring Community Resource Fair. In addition, Program & Outreach Manager Julie Linneman presented information for parents of special needs children at the Wichita Public Schools' Summer Activity Fair.

II. STATISTICS ARE ATTACHED

COLLECTIONS USE REPORT

April, 2011

	Circulation	Difference	% Change	2011	Difference	% Change
	April, 2011	From Apr.2010	From Apr.2010	Total Circ To Date	From 2010 Total To Date	From 2010 Total To Date
CENTRAL LIBRARY						
Art, Music & Video	17,359	(203)	-1.2%	71,031	(3,740)	-5.0%
Business & Technology	1,920	(365)	-16.0%	7,789	(909)	-10.5%
Children's Center	5,863	321	5.8%	22,999	(262)	-1.1%
General Reference	20,174	(847)	-4.0%	81,135	(1,549)	-1.9%
Wulfmeyer Center	0	0	N/A	0	0	N/A
Talking Books	4,605	(892)	-16.2%	19,112	(1,787)	-8.6%
CENTRAL TOTALS	49,921	(1,986)	-3.8%	202,066	(8,247)	-3.9%

DISTRICT/REGIONAL BRANCHES

Alford	23,892	1,890	8.6%	95,829	1,365	1.4%
Evergreen	11,368	(350)	-3.0%	48,030	(1,725)	-3.5%
Rockwell	27,948	1,065	4.0%	116,767	2,188	1.9%
Westlink	42,443	2,073	5.1%	175,988	10,710	6.5%
DISTRICT/REGIONAL TOTALS	105,651	4,678	4.6%	436,614	12,538	3.0%

NEIGHBORHOOD BRANCHES

Comotara	9,126	445	5.1%	37,876	1,156	3.1%
Linwood	5,282	(244)	-4.4%	21,536	14	0.1%
Maya Angelou Northeast	3,289	340	11.5%	13,247	95	0.7%
Orchard	2,680	129	5.1%	10,602	273	2.6%
NEIGHBORHOOD TOTALS	20,377	670	3.4%	83,261	1,538	1.9%

PARTNERSHIPS

Planeview Community Library	168	(9)	-5.1%	676	(24)	-3.4%
-----------------------------	-----	-----	-------	-----	------	-------

VIRTUAL SERVICES

Overdrive	3,488	334	10.6%	14,327	2,078	17.0%
-----------	-------	-----	-------	--------	-------	-------

WPL SYSTEM TOTALS	179,605	3,687	2.1%	736,944	7,883	1.1%
--------------------------	----------------	--------------	-------------	----------------	--------------	-------------

COLLECTIONS USE REPORT

April, 2011

	Adult Circulation For Apr	Difference From Apr,2010	% Change From Apr,2010	Juvenile Circulation For Apr	Difference From Apr,2010	% Change From Apr,2010	Adult Total Circulation To-Date	Juvenile Total Circulation To-Date
CENTRAL LIBRARY								
All Divisions*	39,453	(1,415)	-3.5%	5,863	321	5.8%	159,955	22,999

DISTRICT/REGIONAL BRANCHES

Alford	17,160	1,553	10.0%	6,732	337	5.3%	68,935	26,894
Evergreen	7,885	(298)	-3.6%	3,483	(52)	-1.5%	32,937	15,093
Rockwell	18,322	889	5.1%	9,626	176	1.9%	75,529	41,238
Westlink	25,779	1,275	5.2%	16,664	798	5.0%	105,954	70,034
DISTRICT/REGIONAL TOTALS	69,146	3,419	5.2%	36,505	1,259	3.6%	283,355	153,259

NEIGHBORHOOD BRANCHES

Comotara	6,322	164	2.7%	2,804	281	11.1%	26,551	11,325
Linwood	4,166	(112)	-2.6%	1,116	(132)	-10.6%	16,533	5,003
Maya Angelou Northeast	2,384	232	10.8%	905	108	13.6%	9,434	3,813
Orchard	1,952	74	3.9%	728	55	8.2%	7,867	2,735
NEIGHBORHOOD TOTALS	14,824	358	2.5%	5,553	312	6.0%	60,385	22,876

PARTNERSHIPS

Planeview Community Library***	168	(9)	-5.1%	0	0	NA	676	0
--------------------------------	-----	-----	-------	---	---	----	-----	---

VIRTUAL SERVICES

Overdrive**	3,488	334	10.6%	0	0	N/A	14,327	0
-------------	-------	-----	-------	---	---	-----	--------	---

WPL SYSTEM TOTALS	127,079	2,687	2.2%	47,921	1,892	4.1%	518,698	199,134
--------------------------	----------------	--------------	-------------	---------------	--------------	-------------	----------------	----------------

*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

April, 2011

	In House Use April, 2011	Difference From Apr,2010	% Change From Apr,2010	2011 In House Use Total To Date	Difference From 2010 Total To Date	% Change From 2010 Total To Date
CENTRAL LIBRARY						
All Sections*	10,808	(3,431)	-24.1%	51,073	(13,503)	-20.9%
CENTRAL TOTALS	10,808	(3,431)	-24.1%	51,073	(13,503)	-20.9%

DISTRICT/REGIONAL BRANCHES

Alford	2,740	(309)	-10.1%	8,003	(5,091)	-38.9%
Evergreen	1,768	(312)	-15.0%	7,239	(3,625)	-33.4%
Rockwell	2,684	231	9.4%	11,629	1,972	20.4%
Westlink	2,392	300	14.3%	11,511	(2,578)	-18.3%
DISTRICT/REGIONAL TOTALS	9,584	(90)	-0.9%	38,382	(9,322)	-19.5%

NEIGHBORHOOD BRANCHES

Comotara	104	(66)	-38.8%	351	(275)	-43.9%
Linwood	260	(4)	-1.5%	1,110	423	61.6%
Maya Angelou Northeast	336	48	16.7%	1,578	136	9.4%
Orchard	288	(16)	-5.3%	1,257	200	18.9%
NEIGHBORHOOD TOTALS	988	(38)	-3.7%	4,296	484	12.7%

PARTNERSHIPS

Planeview Community Library**	NA	NA	NA	NA	NA	NA
-------------------------------	----	----	----	----	----	----

WPL SYSTEM TOTALS	21,380	(3,559)	-14.3%	93,751	(22,341)	-19.2%
--------------------------	---------------	----------------	---------------	---------------	-----------------	---------------

*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

April, 2011

	New Customers	% Change From Apr. 2010	2011 Total Registrations To Date	% Change From 2010 Total To Date
CENTRAL LIBRARY				
Circulation	583	-5.4%	2,438	-2.9%
DISTRICT/REGIONAL BRANCHES				
Alford	155	29.2%	597	3.8%
Evergreen	74	-20.4%	321	-11.6%
Ford Rockwell	141	18.5%	559	0.5%
Westlink	192	2.1%	802	-7.7%
DISTRICT/REGIONAL TOTALS	562	8.1%	2,279	-3.6%
NEIGHBORHOOD BRANCHES				
Comotara	38	22.6%	191	2.1%
Linwood	49	19.5%	177	17.2%
Maya Angelou Northeast	47	-9.6%	237	4.9%
Orchard	15	-42.3%	74	-22.9%
NEIGHBORHOOD TOTALS	149	-0.7%	679	2.9%
PARTNERSHIPS				
Planeview Community Library*	NA	NA	NA	NA
WPL SYSTEM TOTALS	1,294	0.6%	5,396	-2.5%

*Planeview Community Library does not report public library registrations.

REFERENCE REPORT

April, 2011

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	913	767	84.01%	3,573	(2,111)	-37.14%
Bus. & Tech.	2,580	2,447	94.84%	11,194	317	2.91%
Circulation	47	47	100.00%	196	23	13.29%
Youth Services	210	210	100.00%	1,504	(1,243)	-45.25%
Gen. Reference	3,973	3,909	98.39%	14,264	(2,518)	-15.00%
Genealogy & Local History	1,080	1,016	94.07%	2,910	(3,061)	-51.26%
Talking Books	4,719	4,719	100.00%	19,729	(5,120)	-20.60%
CENTRAL TOTALS	13,522	13,115	96.99%	53,370	(13,713)	-20.44%

DISTRICT/REGIONAL BRANCHES

Alford	836	771	92.22%	2,708	(417)	-13.34%
Evergreen	519	407	78.42%	2,143	(1,053)	-32.95%
Rockwell	746	660	88.47%	3,268	(2,868)	-46.74%
Westlink	1,170	1,033	88.29%	4,777	(307)	-6.04%
DISTRICT/REGIONAL TOTALS	3,271	2,871	87.77%	12,896	(4,645)	-26.48%

NEIGHBORHOOD BRANCHES

Comotara	369	364	98.64%	1,375	(1,035)	-42.95%
Linwood	133	111	83.46%	443	(863)	-66.08%
Maya Angelou Northeast	146	141	96.58%	1,154	32	2.85%
Orchard	180	150	83.33%	583	(664)	-53.25%
NEIGHBORHOOD TOTALS	828	766	92.51%	3,555	(2,530)	-41.58%

PARTNERSHIPS

Planeview Community Library *	NA	NA	NA	NA	NA	NA
WPL SYSTEM TOTALS	17,621	16,752	95.07%	69,821	(20,888)	-23.03%

Reference transactions were calculated based upon a one-week sampling period from 04/04 through 04/10

*Planeview Community Library does not report reference transactions

PROGRAMMING SERVICES REPORT

April, 2011

	Adult Programs			Juvenile Programs		
	Number Presented	Attendance	% Change, Current Month, from Apr. 2010	Number Presented	Attendance	% Change, Current Month, from Apr. 2010
CENTRAL LIBRARY						
Programs and Tours	4	97	-22.4%	9	284	-38.8%
Technology Training Center	3	20	400.0%			
CENTRAL TOTALS	7	117	-9.3%	9	284	-38.8%
DISTRICT/REGIONAL BRANCHES						
Alford	2	43	-20.4%	5	104	700.0%
Evergreen	2	20	-39.4%	4	254	-10.9%
Rockwell	1	10	-56.5%	4	101	-30.3%
Westlink	1	9	-25.0%	9	308	-19.8%
District Branches Technology Training**	2	7	700.0%			
DISTRICT/REGIONAL TOTALS	8	89	-27.0%	22	767	-7.3%
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%	0	0	-100.0%
Orchard	1	8	-42.9%	0	0	0.0%
Neighborhood Branches Technology Training**	0	0	0.0%			
NEIGHBORHOOD TOTALS	1	8	-42.9%	0	0	-100.0%
OUTREACH SERVICES						
Outreach Activities*	4	92	253.8%	51	3,721	-34.1%
PARTNERSHIPS						
Planeview Community Library *	NA	NA	NA	NA	NA	NA
WPL SYSTEM TOTALS	20	306	5.2%	82	4,772	-31.4%

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

April, 2011

	Central Library	Combined District & Regional Branches	Combined Neighborhood Branches	Library System Totals
MEETING ROOMS & EXHIBITS				
Meeting Room Usage (Non Staff)	29	35	5	69
Attendance	532	947	36	1,515
PHOTOCOPIES*	2,309	2,080	285	4,674
INTERLIBRARY LOAN				
Requests From Outside Libraries	1,932	NA	NA	1,932
Filled For Outside Libraries	1,021	NA	NA	1,021
Requested By WPL Customers	519	NA	NA	519
Filled For WPL Customers	367	NA	NA	367
MICROFORM USAGE				
Microforms Used	979	NA	NA	979
Microform Copies	193	NA	NA	193
SERVICES TO THE HANDICAPPED				
T.D.D. Use	0	NA	NA	0
HOLDS				
Placed This Month	4,782	16,805	4,016	25,603
Filled This Month**				24,763
Placed Year-To-Date	20,668	71,104	17,012	108,784
Filled Year-To-Date**				98,604
** The number of holds filled is meaningful only at the system level				

BUILDING GATE COUNTS

	Current Month	Year To Date
Central	23,867	104,069
Alford	10,638	42,486
Evergreen	7,208	28,763
Rockwell	13,101	51,165
Westlink	20,257	83,576
Angelou/Northeast	4,036	16,035
Comotara	6,776	27,584
Linwood	3,434	13,737
Orchard	2,210	8,895
TOTAL	91,527	376,310

ELECTRONIC INFORMATION SERVICES REPORT PART I

April 2011

	Current Month	% Change From Apr. 2010	2011 Total Usage To Date	% Change From 2010 Total To Date
Electronic Database Searches Conducted				
Ancestry.com¹	7,084	28.2%	15,088	-10.4%
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	358	331.3%	434	-43.6%
Heritage Quest	171	87.9%	432	-13.3%
Learning Express Library	68	38.8%	498	71.7%
NewsBank	415	10.7%	2,047	4.3%
Reference USA	1,205	-35.2%	6,909	38.3%
Gale Databases:				
Academic OneFile	536	-24.9%	1326	-68.0%
Business and Company ASAP	487	-29.6%	1220	-70.5%
Business and Company Resource Center	11	-71.1%	36	-73.9%
Chilton's Auto Repair	N/A	N/A	N/A	N/A
Computer Database	426	6.0%	939	-71.2%
Custom Newspapers	435	11.3%	956	-72.5%
Educator's Reference Complete	476	-31.5%	1224	-70.1%
Expanded Academic ASAP	519	-28.5%	1307	-70.2%
Gale Virtual Reference Library	571	-19.6%	1374	-66.9%
General OneFile	506	-28.5%	1262	-69.5%
Gale Reference Center Gold	511	-26.6%	1288	-70.1%
Health and Wellness Resource Center and Alternative Health Module	12	0.0%	66	-29.0%
Health Reference Center Academic	404	-7.6%	935	-74.4%
Hospitality Tourism and Leisure	61	41.9%	139	-63.4%
Informe!	391	0.0%	878	-74.2%
InfoTrac Military & Intelligence	397	1.5%	897	-73.9%
InfoTrac Religion & Philosophy	409	5.4%	907	-73.5%
LegalTrac	422	4.7%	923	-73.1%
Literature Resource Center	33	57.1%	97	-58.2%
Nursing and Allied Health Collection	399	-5.2%	915	-73.7%
Popular Magazines	84	47.4%	192	-77.0%
Student Editions	82	N/A	240	N/A
Homework Kansas	67	9.8%	411	72.0%

ELECTRONIC INFORMATION SERVICES REPORT PART I

April 2011

	Current Month	% Change From Apr. 2010	2011 Total Usage To Date	% Change From 2010 Total To Date
OCLC WorldCat	557	24.9%	1,773	-28.8%
Opposing Viewpoints	36	-68.7%	305	-90.1%
ProQuest Nursing & Allied Health Source	0	0.0%	0	N/A
SAMS	12	300.0%	54	-27.0%
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	17,145	0.1%	45,072	-50.3%
Polaris PowerPAC				
Number of patron logins	41,017	13.8%	166,723	13.1%
BookLetters				
Number of active subscriptions	9,050	7.7%		
Facebook				
Number of fans	1,709	75.1%		
Website				
Number of visits	40,131	9.0%	167,909	59.2%
Number of pages	114,431	-5.5%	485,903	38.9%
Wichita Photo Archive				
Number of visits	3,638	-36.8%	16,429	-28.6%
Number of pages	22,105	-5.5%	89,150	-4.8%
Public Access Computing				
Number of customer sessions	13,394	9.7%	51,865	5.8%
Number of computer copies made	25,479	15.5%	100,255	28.8%
Wireless Internet Access²				
Number of users	623	N/A	3067	N/A
Number of customer sessions	1954	N/A	7067	N/A
Hours of use	3441	N/A	16494	N/A

NOTES

¹ Databases available inside the library only

² Service began in July 2010