

# **MORTON GROVE PUBLIC LIBRARY**

## **LIBRARIAN'S REPORT**

### **FEBRUARY 2007**

#### **Activity Summary**

February has shaped up to be a pretty busy month for MGPL. While the statistics are down from January, February is traditionally a quiet month, it was still the best 'slow' month over the last 26. A review of the total monthly circulation counts since January of 2005 reveals a steady increase in loans since January of 2006.

The part time Reference Librarian position has been posted.

The Director and Colleen Ringel attended the Morton Grove Chamber of Commerce and Industry's Networking Mutli-Chamber Luncheon, an excellent opportunity to talk with local small business owners and gauge their understanding of library services and ascertain their information needs. My conversations with some 20 owners revealed they have little understanding of what their local public library can offer, but they are willing to try anything that can give them an edge in marketing or improving their business. Over the next six months the Library will experiment with ways to better serve the Morton Grove small business community.

Blogs as a means of electronically communicating with out having to use the established medial outlets have been around so long even the major political parties have picked up on the techniques. MGPL has sprouted several blogs of its own recently. There is one for most every library interest group – Teen Blog, Tech Services Blog (staff only), MGPL Parents Blog, MGPL Almost Teen Blog, MGPL Reference Blog (staff only) and Sunshine Times Blog (staff only). This is a great trend as it allows staff to directly communicate with quickly and effectively. Patrons can also respond via the blogs.

With all this experimentation underway some basic order is needed. A committee of Katy Opderbeck, Natalya Fishman and Colleen Ringel are developing guidelines for branding the public blogs so they are identifiably MGPL products. Policy is being developed establishing areas of responsibility and content control. The draft policy will be presented to the Board for approval at a future date. Establishing a policy to govern and

protect patron e-mail (and other electronic) communications with staff is also called for.

The 'Activity Room' is nearing completion and will be open to the public by the end of next week. While primarily intended for Youth Service and Young Adult Services other teams may make use of the space if called for. Once this task is complete planning will begin on the second floor changes.

The seating of the new Board will be an opportunity to address financial, managerial and long range planning issues. Fund raising, personnel policies, department organization, the role of the Library in the Morton Grove community and its impact on replacing or remodeling this building can be address now that the building can support current demands.

Several items concerning internal operations are in New Business. Your guidance will be very helpful.

## Statistical Summary

Total circulation for February was 23,475 down from 26,984 last month, a 13 % decrease. February 2007 total circulation exceeded February 2006 by 11%.

Adult circulation for February was 11,474 down 18.2% compared to last month's 14,028. It is up 9.5% compared to last February.

Youth Services circulation is up 12.4% compared to February of 2006. However the 11,975 items circulated is a 938 item decrease over last month.

The Reciprocal Borrowing Program (RBP) accounted for 3,868 items loaned to other communities or 16.5% of total circulation for the month. This is a decrease of 1,005 items compared to January. RBP circulation for February 2006 was 4,247.

Patron registrations for February are almost exactly the same as last month at 8,646 active cards, with 76 new and 102 renewals. This represents 38.5% of the Morton Grove population with active cards. While new registrations were up in February the total number of card holders increased by just 10 people.

Adult reference activity was down 6% (90 questions) compared to last February with 1,363 questions. It is also down compared to January 2007 by 342 questions.

Youth Services reference activity for the month was 817, up 11% over last February. YS answered 1,109 questions in January of 2007.

Morton Grove residents made 88 Interlibrary Loan requests (down by 15 from last month. Other libraries requested 129 items (down by 14 items from last month) from MGPL of which 60 were filled.

Online Database use, as reported by the vendors, was 1,109 users or sessions conducting 3,170 searches. Broken down by user type, 148 in-library users conducted 423 searches, 800 patrons connected remotely for 2,288 searches and staff signed on for 161 sessions and 461 searches.

Adult Internet PC usage was 691 compared to 773 in January and down -7% compared to last February. One Internet PC station was out of service for the month and is the most likely cause of the reduction in use. Youth Services Internet use was 171, down from

January's 194 and up 99% from February 2006. YS Mac/PC usage was up 40% from last year at 286 signups.

Website hits from non-staff users were 151,373 for the month (down from January by 22,012.) This is an average of 5,4063 hits per day, a 4% increase over last February.

MyMedialMall downloads were 37 for the month, up from last month by 5 with 69 year to date. Registration now totals 154 with 9 patrons joining in February.

MatchBook Select now has 740 subscribers: Children & Teen (182), Adult (454), Miscellaneous (104). Subscription increases by category are: Overall – no change, Children & Teens – no change, Adult – no change and Miscellaneous – no change. MatchBook Kids now has 31 registrations.

Program attendance was 712 for Adults, 1,429 for Youth Services totaling 2,141 for the month.

## Public Services Monthly Report

### Continuing Education/Workshops/Training/Professional Meetings:

NSLS Programmers, MGPL, 2/1/07, 9:30-12: N. Brothers hosted

Social Networking Sites for Libraries, NSLS, 2/6/07, 9:30-12: S. McGowan

Digital Past Users Group, NSLS, 2/8/07, 9:30-12: C. Ringel

LACONI, Library 2.0 program, Harold Washington Library Center, 2/9/07, 9:30-1: S. McGowan

Business Librarians Networking Group, NSLS, 2/15/07, 9-13: C. Ringel

LACONI-OPP Nuts and Bolts of Reading Programs, Ela Area Public Library, 2/16/07, 9:30-12:30: N. Brothers served as moderator

Wilmette Family History Center Open House for Librarians, 2/16/07, 8-10: C. Ringel

SIRSI SuperConference, Colorado Springs, Co, 2/19, 2/20, 2/21: H. Scherer

Copyright and Libraries, NSLS, 2/21, 1-4: K. Hansen

Marketing and PR Network meeting, NSLS, 2/23, 9:30-12:30: N. Brothers

Networking Explosion Multi-Chamber Luncheon, 2/28/07, 11-1: C. Ringel and B. Schapiro

**Displays and Booklists:** [Coordination/implementation of book displays for upcoming months/ongoing; ongoing kiosk and display features (K. Hansen)]

February displays — K. Hansen

*Cold Cases and True Crime*

*Celebrate Black Writers*

*Romance*

Displays to coordinate with programming events — N. Brothers

*Valentine's Music*

*Nat King Cole*

*Black History Month*

*Financial Planning and Taxes*

*Lyric Opera of Chicago* booklist and display — B. Zeitlin

*New Teen Books display* (ongoing permanent display in Teen section); regular maintenance of new and teen bookshelves — K. Opderbeck

End shelves displays — B. Zeitlin

Face-out displays in New Books and kiosk — K. Hansen

Range section display for ESL materials and Literacy display, continuing — B. Zeitlin

**Bookmarks:**

March Bestseller Previews — K. Hansen

**Miscellaneous**

March New Materials Showcase signs (audiobooks, CDs, DVDs, Large Print, Science Fiction/Fantasy, Teen/Graphic Novels) — K. Hansen

NYT Bestseller lists posted (weekly) — K. Tucker

Baxter Room (N. Brothers): Watercolors by Marge White

Lincoln Avenue Display Case: Lincoln Ave. display: Valentine theme of items made by Starlite Stitchery

Bay Window area: Valentine messages that patrons and staff have written.

**Programming/Public Relations (N. Brothers):**

**\*\*Programming/Special Events for February (Adult programming): 712**

**Total Adult Program Attendance for February:** 712 (32 programs; 37 sessions)

**Teen: 31** was the attendance for programs whose target audience was teens or included Teens (10 attendance for programs specifically for Teens 3 programs, 3 sessions); 0 attendance — 21 program, 1 session for programs whose target included Teens.

**Outreach:** 16 attendance for outreach efforts; 7 events; 7 sessions.

**High Interest:** 506 attendance (8 programs; 11 sessions) were for high interest programs;

**Training:** 10 attendance for training (10 program; 10 sessions); program for training consisted of 10 tutorial sessions for the public by reference staff

**Personal Growth and Self-Education:** 196 attendance for personal growth & self-education, including outreach efforts to Bethany and home deliveries; 14 programs, 16 sessions

**Total Youth Services Program Attendance for February:** 1,429(50 programs; 55 sessions)

**Preschoolers:** 449 attendance for programs aimed at preschoolers; 15 programs, 20 sessions

**Training:** 0 programs; 0 attendance

**Outreach:** 293 attendance in outreach efforts; 13 events; 13 sessions.

**High Interest:** 509 attendance for high interest programs; 5 programs, 5 sessions;

**Personal Growth & Self-Education:** 920 attendance for personal growth and self-education programs; 45 programs/events; 50 sessions; these figures for personal growth programs included offsite visits to community schools promoting the reading programs]; off-site school visits have been added to these totals as of March 2004.

**Youth Services:**  
Programs= 50  
Sessions = 55  
Attendance Total = 1,429

**Adult Services:**  
Programs = 32  
Sessions = 37  
Attendance Total = 712

**Total Adult and Youth Programming, February: 2,141**

**Publicity/Programming — N. Brothers:**

Displays to coordinate with programs/activities

Ongoing program/calendar planning for 2007; scheduling and promoting future programs/exhibits; meeting with artists regarding potential exhibits; piano recital applicants

Calendar maintenance

Press releases, PSAs, flyers in literature racks (for upcoming programs)  
*Books & Beyond* mailing list: 579 names

*Books & Beyond*: March/April issue disc to printer on 2/21; proofs reviewed 2/22; newsletter to be delivered on 3/1

Training of volunteers on new copiers

Downloading photos and other graphic functions

Planning, setting up, and clean-up for programming events and planning/scheduling of room use by community groups

**Outreach:**

Total adult volunteer hours for February 2007: 91 hrs

Homebound deliveries (4) — deliveries to Bethany (2 trips; 8 visits); homebound individuals on file: 7

School Visits: K. Opderbeck (none in February)