



## Director's Report to Wilton Library Trustees July 2010

Our vision: *The center for discovery in the heart of our community.*

Our mission: *Informed and inspired minds, enriched and connected lives.*

### Staff

- Staffing over the summer has been difficult as we cope with fewer service desk workers and vacation-related absences. We instituted new procedures that should help us deal with the situation.
- Sue Sullivan began working for the Library as a staff member (6 hours/week) to help with development. These hours were made possible because of greater efficiency in building maintenance. Shifting of human resources continues to help the Library remain responsive to staffing needs.
- Andrea Falkner initiated a "Sunshine Committee" at the Library to provide opportunities for staff fun and socializing. Karen Danvers, Susan Lauricella, and Karen Zeibak will help her plan activities.
- Kathy Leeds, Karen Zeibak, Mary Anne Franco, Cathy Steele, Andrea Falkner, Lesley Keogh, Marissa Antosh and Michelle Farella attended CLA's Leadership Institute at the University of Hartford and experienced a wonderful day-long seminar led by management guru Maureen Sullivan.
- Our Reference librarians all became certified as Notaries Public so that we are now able to provide service without appointments all hours that the Library is open. Although we have had at least one Notary on staff for almost 10 years, the need has grown for this service (very few banks offer it at this point).
- Two part-time technology assistants were hired so that staff and public now have Network Services help available all hours the Library is open. This improvement was made possible when one of our full-time staffers became part-time and freed up the dollars budgeted for his full-time benefits and salary. Karen Tatarka and Oliver Caner were trained and are already an integral and very welcome part of the Library staff.

### Program & Service Highlights

- The Farmer's Markets (5 Wednesdays), Summer Music & More Concerts (4 of them), and the Summer Sidewalk Book Sale drew crowds throughout the month. An art reception for the 66<sup>th</sup> Annual Summer Show and a New Perspectives documentary were well attended, too.
- We screened several movies for all ages during the "cooling center" days of the heat wave. Attendance was light, but the credit we got for being responsive was noteworthy.
- Teens took part in a record number of imaginative craft programs (postcards, bookmarks, "blooming bottles," altered books, sachets, decorative birdhouses, t-shirt bags, etc.). They also did community service at Weir Farm, attended yoga and self defense sessions, and learned how to make healthy snacks. Between 10 and 30 teens came to each program, and we suspect the continued impressive growth in circulation of teen collection items owes much to the fact that so many more are visiting us regularly.
- Princess Movie Night was a huge success with over 100 children present – thanks to staff and volunteers who were very convincing princesses for the evening.
- Our Dinosaur Club started in July, preparing a group of 4<sup>th</sup>-6<sup>th</sup> graders to compete at the Paleobowl at Yale in November.
- We received a seastar and 2 urchins for the fish tank and purchased a donation box so that kids can contribute to its upkeep.
- Book discussions, story times and craft sessions were well attended during the month, and our "blockbuster" events were visits from Pecos Bill (83 came), Robert the Guitar Guy (163), Slithery & Crawly Desert Animals (74) and *Glue & Go Costumes* Author Holly Cleeland (48).

### **Circulation and Usage Statistics**

- Circulation for July 2010 was down almost 6% from July 2009 in spite of a 13% increase in circulation of teen materials (adult and children's materials were both down 7%. The decrease in adult circulation for the month came primarily from CDs, DVDs and periodicals (books were up 10%), while the decrease in Children's circulation was due primarily to CDs and books.
- July 2010 website visits (75,107) were up 27% over July of last year.
- Library visits were down 10% from July of last year.
- We had 678 drive-thru visits during July, an average of 26 per day and up 23% from July of last year.
- During July we had 20 adult programs (2,367 attendees), 15 teen programs (172 attendees), and 60 children's programs (1,741 attendees), for a total of 95 programs with 4,280 attending. These numbers represented a 2% increase in programs with a 22% increase in participation for the month.
- Room rentals brought in just under \$600 for the Brubeck, Rimer, and Presidents' rooms and \$465 for study rooms during the month.

### **Technology**

- We tested Freegal Music (downloadable music) and ValueLine online to evaluate them for purchase.
- We launched BYKI (Before You Know It), an online language learning service.
- Our two new Horizon servers were built and an upgrade is planned for September.
- We entered into a new relationship with AOS when our consultant moved to this company. We will retain our relationship with Network Synergy and evaluate the two going forward. These companies offer backup for our network hardware and software when we encounter issues that are beyond the scope of our resources/ability. We pay them on an hourly basis only when needed.

### **Building & Grounds**

- We cleaned the parking lot area around our Farmers Market. The location of the Market continues to be a point of discussion, with the vendors disappointed in the turnout and sales. The very hot summer weather in July contributed to lower numbers, but the lack of visibility from the street continues to be an issue.
- Ed MacEwen and Bonnie Sailer continued to work on the mural for our Book Nook in the Children's Library.

### **Development**

- Over 1,000 "Thank You" postcards were mailed to our 2009-10 donors.
- Shelley Lindstrom updated our list of "power users" from the Horizon patron database to help us better target and segment our mailings.
- Among other gifts received in July was a \$6,000 donation from Steve and Alison Sherman to be used primarily for programs.