

City Librarian's Report

July 1990

I. Statistics

The Library experienced its second highest ever monthly circulation in July, with 76,341 items checked out. A new circulation record of 65,570 items was set in July for the main library, which is 83% of the total circulation. July circulation was up 6% (4,290 items) over July 1989. Twelve month circulation is up 4.3% (33,656 items) over the previous twelve month period.

Young adult circulation increased 16% (392 items) over July 1989, with a twelve month increase of 14% (2,941 items). Audiocassette and compact discs have replaced the vinyl record as the most popular music format. Audiocassette circulation increased 14% over July 1989 and 64% (9,253 items) for the twelve month period.

Children's materials accounted for 46% of the total library circulation in June and July, and represents 36% for the 12 month period. This is largely due to the children's summer reading program, which allows children to have fun while improving their reading and vocabulary skills. The summer reading program plays an important role in this community's effort to improve the literary skills of children.

Service statistics (reference questions asked) increased 19% (546 questions) over July 1989. Twelve month service statistics are up 8%. Patron usage of the library increased 7% (1,898 patrons) over July 1989.

All three of these measures (circulation, service statistics, and patron usage) show that July was a very busy month at the Library. July is also a peak month for staff vacations. I would like to commend the staff for the service provided during a very busy month.

II. Budget

The financial report was not available at the time of this writing. It appears, however, that we are within 1% of the budgeted spending level. The August financial statement should include the \$93,000 BIC grant.

I have been notified by Rolling Prairie Library System that they will again be paying us \$8,000 for services (payments will be made in October and January). Because of Rolling Prairie Library System's financial status, I was unsure whether any payment would be made this year.

The Business Information Center Future Funding Committee held its first brainstorming session in late July. This committee will work to find permanent outside funding for the BIC.

The laserdiscs were introduced in mid-July. Thirteen titles have been cataloged; there were 16 circulations for the month. Mr. Dick had a half-page article about the collection in the Herald and Review.

The Library's collection of plays is being updated and expanded. Ms. Ritchie, Young Adult Librarian, plans to inform the drama departments at local high schools and colleges, as well as Theater 7, about the collection.

IV. Personnel

Ms. Anderson and Mrs. Willis from the Circulation Department attended a two-day seminar on the CLSI computer operations. They reported that they both feel comfortable operating the new Altos computer which will be installed in September. They brought detailed notebooks back from the seminar explaining the basic operations.

Mary Fetrow, Library Clerk-Driver on bookmobile 548 for the past 16 years, retired on July 28.

Seventy-four volunteers worked a total of 230 hours in July.

V. Public Relations

This summer, 1,652 children (31 less than last summer) signed up for the children's summer reading program. These children also made over 3,700 return visits to the library in June and July to report their progress and collect prizes. Juvenile circulation for June and July, 1990 was down 4.8% from last summer.

Jane Carriger and Bruce and Carol Gibson presented a short lesson on music appreciation which was interspersed with several musical numbers for the July Books-Between-Bites program.

Fines for overdue materials will be increased on Monday, October 1. This was originally planned for September, but has been delayed by one month because of the installation of the new computer. During the installation, patrons will be restricted to checking out only five items at a time. Reserves will not be taken, and patrons will be allowed to use expired library cards.

Ronald McDonald will present a magic show in two appearances on August 13. Harlyne Geisler will present two storytelling programs for pre-schoolers on August 22 and 23. The "Teenage Mutant Ninja Turtles" film will be shown twice on August 15 to end the young adult summer reading program.