

Director's Remarks, November 2011

Performance

Monthly circulation at Eastgate continues to increase. In September, there were 3,000 additional items checked out compared to last year's statistics. For the month of October, there were 3,500 additional items. This is a 47% increase. Circulation at all other branches was slightly down from last year's figures.

Circulation for downloadable titles continues to increase. There was a 150% increase over the same month last year.

Club Lib – Friends of the Public Library

This year's Club Lib has raised an estimated \$40,000 for the purchase of eBooks, eAudio Books and eReaders. With more local agencies competing for the same sponsor dollars, sponsorship was lower than previous years. Media partners contributed \$41,000 in advertising to promote the event. In March, Andria Davis will enter Club Lib in the John Cotton Dana Award contest, provided in conjunction with the H.W. Wilson Foundation, the American Library Association and EBSCO Publishing. Eight top awards of \$10,000 will be awarded. In 2009, we learned that our entry was one of the final 10 considered for the top prize.

Library Director – Interview Schedule

I have spoken with June Garcia concerning the schedule of the three final candidates for the Director's position. Our staff is excited that they will be involved in the process. I have asked for staff input on whom they think will make good tour guides for these applicants.

Criteria June listed for tour guides were: 1) Must be knowledgeable about our library system, 2) Should be able to carry on a good conversation, 3) Must have a positive attitude, 4) Should be able to detect deceit, 5) Their opinions should be respected by other staff members.

The staff are also giving me feedback on what they consider to be the most important aspects of the library and should be included on the tours. I believe this involvement will greatly improve staff morale and help make the transition to a new Director a smooth one.

Policy Changes

We will begin taking patron photos at registration beginning in January. In the meantime, webcams will be installed and staff will be practicing on each other in preparation.

There is increasing concern among patrons and staff concerning the \$50 library card charge for students who live outside of the Chattanooga city limits. I am requesting that the Library Board appoint a committee to review options concerning this library policy.

I would also like to request that the Library Board vote to change the name of the library to the Chattanooga Public Library.

Submitted by Eva M. Johnston, Interim Director