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Library Director’s Report

October 19, 2021

Submitted by Jill Dugas Hughes

TOP INITIATIVES

- Farmers’ Market
- Summer Reading
- Library Card Sign Up Month
- Schodack Town Board Budget Presentation
- Library Budget & Election

HOURS/SERVICES

July Hours Open		August Hours Open		September Hours Open	
Current (2021)	Previous (2020)	Current (2021)	Previous (2020)	Current (2021)	Previous (2020)
198	145	200	132	237	142
July Days Open		August Days Open		September Days Open	
Current (2021)	Previous (2020)	Current (2021)	Previous (2020)	Current (2021)	Previous (2020)
26	22	26	18	27	22
July Visitors		August Visitors		September Visitors	
Current (2021)	Previous (2020)	Current (2021)	Previous (2020)	Current (2021)	Previous (2020)
8,278	3,997	7,563	4,767	6,703	5,219

FALL HOURS Effective 9/7/21		Average Number of Visitors Per Hour Open	SUMMER HOURS Effective 7/6/21		Average Number of Visitors Per Hour Open
Monday	10am-8pm	25	Monday	10am-6pm	40
Tuesday	10am-8pm	31	Tuesday	10am-6pm	40
Wednesday	10am-8pm	25	Wednesday	10am-8pm	38
Thursday	10am-8pm	21	Thursday	10am-6pm	36
Friday	10am-8pm	26	Friday	10am-4pm	47
Saturday	10am-5pm	31	Saturday	10am-4pm	34
Sunday	1pm-5pm	19	Sunday	closed	0

- Event tent for outdoor summer programming was installed on July 6, 2021
- Library Closed in honor of Labor Day (Saturday, 9/4/21-Monday, 9/6/21)

Virtual Collections Usage

eBooks

- Quarter 1 **9,240**
- Quarter 2 **8,367**
- Quarter 3 **8,684**

eAudio

- Quarter 1 **5,534**
- Quarter 2 **5,497**
- Quarter 3 **5,823**

eVideo

- Quarter 1 **349**
- Quarter 2 **251**
- Quarter 3 **286**

eMusic

- Quarter 1 **67**
- Quarter 2 **32**
- Quarter 3 **58**

ePeriodicals

- Quarter 1 **764**
- Quarter 2 **489**
- Quarter 3 **724**

Database Usage

- Quarter 1 **6,372**
- Quarter 2 **3,072**
- Quarter 3 **5,762**

Library Visits/Per Hour Open In Person

- Quarter 1 **9,641; 21 visits per hour open (456 total hours)**
- Quarter 2 **14,201; 24 visits per hour open (588 total hours)**
- Quarter 3 **22,544; 35 visits per hour open (635 total hours)**

YS Visits

- Quarter 1 **631 (began collecting data in March)**
- Quarter 2 **10,036; 17 visits per hour open (588 total hours)**
- Quarter 3 **16,571; 26 visits per hour open (635 total hours)**

Drive-thru window

- Quarter 1 **5,014; 11 visits per hour open (456 total hours)**
- Quarter 2 **3,687; 6 visits per hour open (588 total hours)**
- Quarter 3 **2,761; 4 visits per hour open (635 total hours)**

Physical Materials Borrowing

Library

- Quarter 1 **43,773; 96 items borrowed per hour open**
- Quarter 2 **47,669; 81 items borrowed per hour open**
- Quarter 3 **61,344; 96 items borrowed per hour open**

Drive-thru window

- Quarter 1 **15,208; 33 items borrowed per hour open**
- Quarter 2 **9,898; 17 items borrowed per hour open**
- Quarter 3 **9,079; 14 items borrowed per hour open**

TOTALS

- Quarter 1 **58,981; 129 items borrowed per hour open**
- Quarter 2 **57,567; 98 items borrowed per hour open**
- Quarter 3 **70,423; 111 items borrowed per hour open**

CIRCULATION/RESOURCE SHARING HIGHLIGHTS

JULY

- Circulation continued at the Farmers’ Market but had to shut down early due to heavy rain
- Marcia assembled multiple craft kits for Youth Services grab and go craft giveaways.
- Fines were reinstated on overdue materials beginning on July 6th.
- 61 new patrons registered at the library in July (36 East Greenbush, 10 Schodack, 15 Other).
- 25,806 items circulated in-person in July 2021 (11,484 more than same period last year).
- 6,159 digital checkouts/usage (5,528 fewer than same period last year).
- 30 Notary Services (notary services were not provided the same period last year).
- 5 ILL’s Requested; 6 Received; 2 Sent.
- 8,278 in-person library visits; 6,864 youth service department visits; 1,045 drive-thru window visits (6,433 more in-person library visits, and 1,107 fewer drive-thru window visits than last

year, same period. Youth service department visits were not collected the same period last year).

- Wi-Fi usage: 930; hotspots borrowed: 14; website visits: 9,798; public computer usage: 376; laptops borrowed: 8 (Wi-Fi was used 248 more times than same period last year, hotspot lending was not offered last year during this period, 434 fewer library website visits, computers were not available, laptop checkouts were not available in July 2020).

AUGUST

- 74 new patrons registered at the library in August, 67 in person (38 East Greenbush, 14 Schodack, 15 Other, 7 Online).
- 24,007 items circulated in-person in August 2021 (6,124 more than same period last year).
- 6,840 digital checkouts/usage (5,409 fewer than same period last year).
- 7 Notary Services (notary services were not provided the same time last year).
- 16 ILL's Requested; 12 Received; 0 Sent.
- 7,563 in-person library visits; 5,318 youth service department visits; 971 drive-thru window visits (4,637 more in-person library visits, and 870 fewer drive-thru window visits than last year, same period. Youth service department visits were not collected the same period last year).
- Wi-Fi usage: 868; hotspots borrowed: 23; website visits: 9,126; public computer usage: 408; laptops borrowed: 10 (Wi-Fi was used 62 more times than same period last year, hotspot lending was not offered last year during this period, 181 more library website visits, computers were not available, 3 more laptop checkouts than August 2020).

SEPTEMBER

- September was Library Card Sign-up Month. 49 children (and several adults!) signed up for their first library card. They added their name to a display in the children's room, received a goody bag and had a chance to get their photo taken to be shared on the library Facebook page.
- 89 new patrons registered at the library in September (54 East Greenbush, 9 Schodack, 21 Other, 1 Out of System) (31 more than same period last year)
- Library hours expanded after Labor Day. Though off to a slow start, we're hoping more patrons take advantage of the new evening and Sunday hours. The drive thru has been quiet in the evening, so patrons are instructed to ring the bell for service. This has been working out very well.
- 6,703 in-person library visits; 4,389 youth service department visits; 756 drive-thru window visits (3,310 more in-person library visits, and 1,070 fewer drive-thru window visits than last year, same period. Youth service department visits were not collected the same period last year).
- In mid- September, volunteers were asked to suspend their assistance with shelving due to the lack of work available for them. A few volunteers have agreed to assist with weeding the gardens instead. Special thanks to Marcia Rossetti for coordinating this effort.
- 20,610 items circulated in-person (1,231 more than same period last year)
- 5,734 digital checkouts/usage (4,449 fewer than same period last year; September 2020)
- 12 Notary Services (notary services were not provided last year during the same period)
- 8 ILL's Requested; 9 Received; 3 Sent

- Wi-Fi usage: 930; hotspots borrowed: 22; website visits: 7,937; public computer usage: 398; laptops borrowed: 14 (Wi-Fi was used 90 more times than same period last year, 7 more hotspots, 352 fewer library website visits, 393 more computer sessions, computers were not available, 7 fewer laptop checkouts than July 2020).

Checkouts	July 2021	August 2021	September 2021
Circulation Desk	22,988 <i>89% of in-person checkouts</i> <i>70% total checkouts</i>	20,786 <i>87% of in-person checkouts</i> <i>67% total checkouts</i>	17,449 <i>85% in-person checkouts</i> <i>66% total checkouts</i>
Drive-thru window	2,818 <i>11% of in-person checkouts</i> <i>8% total checkouts</i>	3,221 <i>13% in-person checkouts</i> <i>10% total checkouts</i>	3,161 <i>15% in-person checkouts</i> <i>12% total checkouts</i>
Circulation of Electronic Material (Hoopla & Overdrive)	4,492 <i>64% digital checkouts</i> <i>14% total checkouts</i>	4,832 <i>71% digital checkouts</i> <i>16% total checkouts</i>	4,691 <i>82% digital checkout</i> <i>18% total checkouts</i>
Successful Retrievals of Electronic Information (Database usage)	2,535 <i>36% digital checkouts</i> <i>8% total checkouts</i>	2,008 <i>29% digital checkouts</i> <i>7% total checkouts</i>	1,043 <i>18% digital checkouts</i> <i>4% total checkouts</i>
TOTALS	32,833	30,847	26,344

COLLECTIONS

New York Times

- We just received notice that NovelNY is adding full-text New York Times coverage to the NYS Newspapers database beginning August 31. We're excited to begin promoting this great resource addition to our patrons!

Diversity Audit

- Jody has been working on diversifying sections of the nonfiction collection: diversity audit on Indigenous Americans; ongoing efforts to add to bring a balanced blend of AOC in new purchases of history/cooking/true crime books.

DISPLAYS

Children's Room

- Tails & Tales Summer Reading (July)
- Olympics (July)
- Animals (July)
- National Dog Month (August)
- Back to School (September)
- Talk Like A Pirate Day (September)
- Autumn (September)

Teen Room

- Summer Reads for Teens (July)
- Back to School (September)
- Hispanic Heritage Month (September)
- Banned Books Week

Main Library

- Banned Books Week (9/27-10/3): Used in-library displays and social media posts to raise awareness of books challenged over the past several years. Our Facebook post created opportunity for dialog with two commenters.

OUTREACH

CoNSERNS-U

- Molly reached out to Jessica Zint, Program Coordinator at CoNSERNS-U, to ask if we could be a donation point for the backpack/school supply drive (July).

Town of East Greenbush

- Molly continued to try and coordinate the installation of a new Storywalk at the EG Town Park with Mike Martin, Recreation Supervisor. The town was busy with summer camp and was not able to commit to a timeline (July). Molly spoke again with Mike Martin at the town of EG about the Storywalk at a town park, no decisions were reached. At this point it does not appear like this is happening this year (September).

Rensselaer County

- Molly represented the library at the Rensselaer County Summer Food Kick Off event at the YMCA. After speeches by local government officials- Steve McLoughlin, Daphne Jordan, and Tom Grant, the YMCA campers ate lunch and collected take-and-make crafts supplied by the library. Other community organizations present were Cornell Cooperative Extension, Troy Drug Free Community Coalition, United Way of the Greater Capital Region, Valley Cats, and the Albany Empire Arena Football League (July).

East Greenbush School District

- Jenna spoke with the school librarians at Goff Middle School and Columbia High School to let them know about our fall tween/teen programming and the teen space that was available for students here after school. She also sent them flyers advertising the programs to distribute to their students (September).
- Jenna is also in the beginning stages of providing a type of "book bundle" to interested high school students and is working with the high school librarian at Columbia, Kate Banks, to get the books to the students.

Town of Schodack

- Molly is communicating with Debra Curtis and Kevin Konig at the Town of Schodack about the possibility of hosting outdoor storytimes at the Schodack Town Park in the future.
- Jill collaborated with the Castleton and Nassau Library directors to develop a joint library budget presentation and presented before the Schodack Town Board. Trustees, Mari Harris, Lynne Oudekerk, and Amanda Miller were in attendance.

Hawthorne Ridge

- Catherine responded to a request from Hawthorne Ridge for discarded books to use in a craft project.

Upper Hudson Library System

- Molly was a member of a panel "Virtual Programs: What Have We Learned" at the monthly YSAC meeting for UHLS.

PROGRAMMING/SERVICES**Storytimes**

- September brought the beginning of a new school year, and we began offering three outdoor storytimes a week to toddlers and preschoolers, as well as a weekly virtual Zoom storytime.

Teen Space

- We are offering a dedicated Teen space in meeting room a/b after school for middle school and high school students. Tweens/teens can do homework, lounge on beanbags, and do art/craft activities with the supplies provided on the Maker Space cart. We staffed the area for 13 days in September, and 35 teens took advantage of the space. We are hoping the number grows in the coming weeks.

Pop-Up Outdoor Youth Programs

- We offered three "pop-up" Saturday programs for families in September; if the weather seems good for Saturday, we prepare a craft and bring out sidewalk chalk and lawn games for families to enjoy outdoors on the patio.

Library Publication

- Our (first ever?) library book has been published! "Pen to Pandemic: A Community Anthology from the Time of COVID-19," edited by Jody Squadere, has been published by the Troy Book Makers and is now available at the library! Congratulations, Jody!

Blood Drive

- We were pleased to welcome back the Red Cross for our first blood drive in over a year. Thirty-three donors attended the drive on Monday, September 13.

Knitting Workshop Series

- East Greenbush patron and knitter Nancy Gendron led a series of four knitting workshops for us. "Intro to Knitting" ran at-capacity with 10 attendees.

Adult Summer Reading

- The Adult Summer Reading Challenge ended on August 13th.
- Participation: 193 adults participated (174 patrons and 19 staff in separate challenges). 50% patron participants listed East Greenbush as their town of residence (8% Schodack, 4% Castleton)
- Eight gift card prizes and one grand prize basket were awarded. The most popular gift card raffle entries were for Target (24% of entries), Stewart's Shops (16%) and Crisp Cannoli (16%).
- A (generous) sample of patron comments: "The EG Library is awesome! I can't think of a thing you could do better or add" / "More programs like this are fun and encourage learning!" / "Continue to offer challenges and the great programming that you do." / "Keep doing challenges! They are so good for the brain and the soul." / "you ROCK!!" / "I appreciate the Library team so Much!!" / "It was fun to try new things and branch out in genres that I wouldn't have. I can't say that I found anything which will change my reading in the future, but I am glad that I forced myself to try new things due to the challenges" / "I loved tracking my reading on Beanstack and seeing my streak increase each day" / "I liked trying some genre of books that I never really look at. I liked that I use the library more. Also, I learned a lot about services like book bundles, online magazines, and used the reserve a book now too." / "Love the reading challenges!!! Some of the activities lead me to read books I might not have read (which is WONDERFUL!!)" / "I took out-and read-at least 3 new books. One became a real favorite" / "I really enjoyed this summer's activities, especially the interactive ones that included links and reading suggestions built in." / "Easy access to books through the drive thru! I liked the personalized list of books!" / "I liked the daily reading log as a reminder to stop doom scrolling"

and instead read something to inform, entertain, and expand my awareness instead of being upset. I also made a small dent in my Mount ToBeRead piles!"

Readers Advisory

Catherine has begun organizing a diversity audit of our Personalized Reading Recommendation Service for Adults

- We've been offering our Adult Personalized Reading Recommendation service for approximately 15 months. One of our goals for the service is for each list we generate to have at least one book with a diverse set of characters or by an author of color. Catherine, with Lauren's assistance, performed a diversity audit on the service to see if we've met our goal. They sampled 15 completed recommendation lists (three from each librarian who participates), comprising a total of 134 titles. Twenty-eight had a non-white main character, and 27 had BIPOC authors. The audit concluded that we reached our initial goal, although further diversifying our collections and services remains an ongoing priority.
- Our Readers Advisory efforts are gaining attention: Library Aware has retweeted several of Catherine's RA flyers! (See images above and to the right).



STRATEGIC COMMUNITY SURVEYS

Program Suggestion Form (Adult Programs)

- Elizabeth and Jody, with Karrie's assistance, collaborated on a newly updated Program Suggestion Form, which will be used for all program suggestions, requests, and solicitations. The form has been added to the "Contact Us" page and the "For Adults" page of the website. Elizabeth and Jody have begun a review of our other programming documentation to update and adapt our forms to current programming practices.



Adult Summer Reading

- In a follow-up survey, 57 of 62 respondents (92%) said they would participate in our next reading challenge, 5 (8%) said they might, and none said they wouldn't.
- Lauren is working on sorting through the survey data to discover themes and trends, and organizing the many recommendations and comments entered by participants and using them to create book lists and flyers like "Popular Recommendations from Summer Reading Participants."

PERSONNEL

Youth Services

- Part-Time Youth Services Librarian: Donna Riley began working in Youth Services as a part-time YS Librarian, welcome Donna! She will be working approximately 20 hours per week (July).

Adult Services

- Adult Substitute Librarians: Dee Portzer started actively subbing again; Meg Kelly will be coming in soon for refresher training; Heather Nelson accepted a part-time librarian position at Pine Hills, so her availability to sub has decreased significantly.
- Elizabeth is working on a web form that will be used to recruit new substitutes. Karrie will be assisting in the roll out of the form on the web.

Circulation

- In anticipation of the extended hours beginning in September, a job description was posted for a library clerk to fill two positions vacated during COVID in July. Interviews were conducted in August to hire two part-time library clerks in anticipation of the expansion of hours set for September.
- The Circulation Department did not have a presence at the Farmers Market in August due to staffing shortages.
- In September, we welcomed two new staff members Jessica Adams and Lyssandra Sanchez! They will help cover the expanded evening and weekend hours in the circulation department.

Respectfully Submitted,
Jill Dugas Hughes
Director

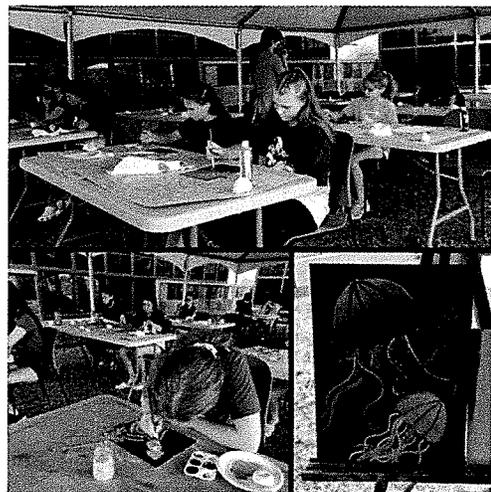
Tails & Tales Summer Reading 2021

Youth Services

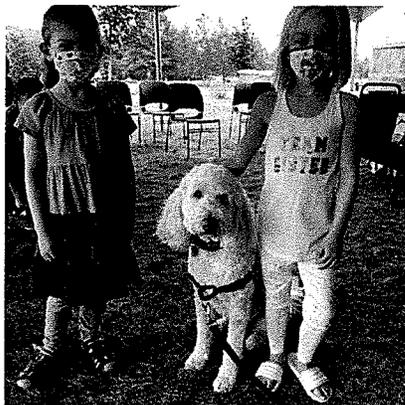
Tails & Tales Summer Reading Challenge was a great success! We were thrilled to be able to safely offer in-person programming for kids and teens under the big tent outside of the library this summer, and over **1600** people took advantage of the **62** programs we held. Reptiles, chocolate Olympics, lawn games, storytimes, pond ecology, and outer space programs were just a sampling of the fun events youth could attend. We also provided over **1300** take & make crafts for youth over the summer months. **402** children & **131** tweens/teens also participated in our reading challenge, earning prizes, free books, and buttons for their reading ribbons. We could not have done it all without the help of our **22** dedicated teen volunteers, who donated **240** hours of their time this summer.



Volunteers helping out with Family Fun on the Library Lawn.



Kids and teens read and did activities to earn buttons for their reading ribbons this summer.



IT Initiative Detail

Launched	Month	Type	Description
Intranet for Board of Trustees	June/July	workflow improvement	Because rebuilding SharePoint would be costly, and Bitrix24 does not offer enough storage space, Office 365 was configured for secure guest use and a team was created for the Trustees in Teams. Assisting UHLS on testing and improving the new UHLS app before release to the public. Initial release had several bugs that need to be worked out before the app could be released to patrons. Beta testing has finished and the app will be released to the public soon. Created a cheat sheet for staff.
Beta-testing new UHLS app	July	service improvement	Three major vulnerabilities were revealed involving Microsoft server printer spooler, and only two have been patched. The server spooler was shut down and individual instances of printers were installed on staff computers.
Server printing workaround	July	security change	Web Instinct did two rounds of improvements, resulting in a very fast website.
Website caching/speed issue Inventory	August	service improvement maintenance	Annual check for missing/outdated/moved items.
Troubleshooting new UHLS app	August	workflow/service improvement	The new app launched with self-checkout capabilities, which led to issues for many libraries. Coordinated to block self-checkout in the app for our library at this time.
Website UX/troubleshooting	August	service improvement	Finished this round of watching videos of users using our site to find patterns and improve layout/information flow to make using the site more intuitive. Discovered and fixed a few broken elements of our site, including our search box. Improved the layout of pages and findability of our most popular pages. Will repeat in the future.
Facilitate restoration of drive-thru doorbell functionality	August	fix	Pressing the doorbell button at the drive stopped ringing phones in the library, but Scott from Key Communications fixed it.
Sierra pull list issues	August	fix (workaround)	Not all items to be pulled show up in the Sierra pull list. There is an ad-hoc report with all of the items, and circ found a workaround to make it manageable.
Digital branding update	August	branding update	Updated age group branding across website, EnvisionWare, and calendar to make the "children's" color blend with our website palette better.
Website layout improvements, phase 1	August	service improvement/branding u	Reformatting pages one by one to improve form and function. Finished front page and merged popular subjects and digital page first. Updated remaining pages and posts to the new branding.
Website layout improvements, phase 2	September	workflow improvement	Creating page, post, section, row, and module templates for editors to use to keep new content in line with branding without requiring reference to a style guide.
Sierra crashes on Dawn's computer	September	fix	This resolved itself with the latest Sierra update.
Web editor email hints (ongoing series)	September	training/documentation	Regular emails (planned monthly) that each highlight one tip to make editing the website easier. Tips will be added to the style guide after being sent to the group.
WP Forms staff training	September	training/documentation	Text and video training for web editors creating forms with the new software was created. Deployment next month.
Configure donated nextbook laptop	September	(staff) service improvement	Windows 10 laptop in very good condition was donated to the library. Configured it to serve as a staff laptop.
Launch continuous recruitment form/page for substitute librarians	September		
Papercut update/logout issue on public copier	October	fix	New form/page for prospective substitute librarians to express interest.
Meeting room signs	October	fix	Patrons were unable to logout of the public copier after the latest Papercut update. Tech dispatched by NBE to fix.
Technology Survey	October	service improvement	Reported meeting room sign feeds were not updating. Library Market issued a patch to fix.
Meeting Owl/Windows app	October	workflow improvement	Survey results will inform future programming, "packaging" of resources, and training formats provided to patrons.
Started a TikTok account	October	service improvement	Installed on two staff laptops, and will install on meeting room laptops when they are switched out. BookTok is extremely popular, so have soft-launched an account to post videos and see if our patrons are interested in engaging there.

In progress

Created digital and paper versions of a form that will remove the login requirement and other barriers to creating reviews, in the hopes that staff will submit more often and keep content fresh. Also looking at whether to continue using Goodreads or return to the blogging format. Incentives will be key to the next iteration.

New "supermenu" and FAQ page are ready for website committee feedback.

Final quotes for meeting room AV have been submitted to administration.

It appears adding a recorded transcript to Zoom is less labor-intensive than getting GoTo to livestream. Will test creating transcript from meeting audio files

This would allow us to remove our old registers and account for all public financial transactions in the library on Square.

workflow/service improvement

service improvement

grant/facility improvement

workflow/service improvement

workflow/service improvement

Assist Adult Services in streamlining the process of submitting staff picks and displaying them on the website

Website layout improvements, phase 3

Meeting room AV updates

Zoom/GoTo - provide both livestream and saved transcript

Square - integrating cash drawer

In progress - not worked on this month

Many files are duplicated on our server, causing staff to lose track of the latest copies of documents. Duplicating to streamline files and prepare for eventual storage in the cloud only. When staff no longer need their Chromebooks, we may be able to repurpose them for patron lending. Pricing given was \$41 per device per year.

We have new AV teleconference equipment for staff and meeting room use. The Logitech Group is for large rooms and the Meeting Owl is for small groups.

Team pricing is much more expensive than individual pricing. Individual pricing per user is \$20/month, plus \$5 admin fee. Renewal at the same price is not guaranteed.

Use a shared outlook calendar to request and assign digital PR projects. This is proving to be very complicated, as some staff want to retain more control over their processes than others. Will meet to evaluate and revise (if needed) in October.

Variety of tasks, most involving the event calendar and communications, for the upcoming change in meeting room policy upon relaunch of patron meeting room use.

workflow improvement

service improvement

training/documentation

workflow improvement/service

workflow improvement

workflow change/training

Server file deduplication

Pricing Chrome admin and device licensing for future Chromebook lending

Meeting room teleconference equipment training (videos and docs are created, giving staff a break from training to prevent burnout)

Adobe Acrobat for Teams

Marketing calendar/PR request system

Meeting room policy prep tasks