



A lifelong connection to learning, enrichment and entertainment

East Greenbush Community Library
10 Community Way
East Greenbush, NY 12061

Submitted February 2016, Jill Dugas Hughes

Mission, Success, Measurement

As the library staff closed the door on 2015 and begins to look at the potential for 2016, we continue to evaluate our mission and how we measure our success at meeting it. Library **visits increased +8%** over 2014 with 107,215 visits, and library **program attendance increased by +4%** with 18,723 attendees. Additionally, the community continued to use our free meeting rooms, with visits totaling 8,752. In total, 13% of visitors to the library attended a program in one of our meeting rooms (includes library and non-library sponsored programs). In addition, due to the mild weather, our total open hours increased by 40 in 2015 (+13%)

The library circulated 368,156 items (-1.3% over 2014), with another 25,215 digital items checked out from our ebook/audiobook platform. Digital checkouts grew by +22% since 2014, and website visits grew by +27%; making **digital services our largest area of growth**. Despite this statistical jump in digital services, **books are still at the heart of everything we do**. Our core mission and values still revolve around books. This will continue, even as our other services shift and evolve.

Monitoring trends and evaluating their feasibility will help the library to continue to adjust to the needs of the community and provide the services that best meet them. Our staff looks forward to 2016, and learning from the community how we might continue to succeed at our mission.

“Libraries have always been an economic driver of communities. Libraries are like Starbucks without the coffee: an important place to build social connections. Anyone can use it.”

—Robert Harrison, city administrator of Issaquah, Washington

As a part of the strategic planning process, an internal team at the library, dubbed the “Maker Team” has been created. This group is comprised of representatives from each major department directly serving the public: Lois Papp (adult services), Jen Duvelius (youth services), Anne Cataldo (teen services), Karrie McLellan (digital services), Marion Pierson (circulation services), and myself. Our charge is to **explore the idea of learning/enrichment through creation/making at the library**.

Creation/making at the library has long been an identity that youth services has embraced, through hands-on projects, particularly with the arts. We are exploring the possibility of expanding this identity. Our focus is to nurture existing and build new relationships with community organizations and patrons. Future programs and services will be driven by our ability to capitalize on the strengths and expertise of each other so that we can shift without putting more demand on taxpayers. We are cognizant of our financial constraints, and always looking for ways to shift and reallocate interests based on needs/and results data. The Maker Team is exploring the idea of promoting the library as a space for patrons to not only use the library to absorb information, but also as a place where patrons can use the library for creative expression. This will be particularly critical to incorporate as we seen to engage digital natives. We have begun this process by focusing on gathering community feedback.

We want to encourage patrons to make suggestions to make our library a better place. We have reinvigorated our old suggestion box to be more visible and graphically pleasing. We value patron feedback, and we hope that they subconsciously recognize this based on the care we took in creating our custom suggestion box. Marion Pierson affixed our service area map to the box, along with other unique and aesthetically pleasing decorative touches. We are placing the suggestion box in a highly visible area and will be sure to have paper and writing utensils in stock. Suggestions will be reviewed and promptly acted upon. Each person who makes a suggestion and leaves their contact information is thanked.

Library staff have exploring the the natural shift occurring at the library; from building collections to building human capital, relationships and knowledge networks in the community. **People are at the core as we seek to inspire and cultivate learning, advance knowledge, and strengthen our community.**

We are already helping people navigate new technology, and managing vast amounts of data to meet their informational needs. We try to anticipate individual and community needs and connect people to available resources, both locally and globally. As more information moves to digital formats, our library will naturally hold less material in our physical collection. We have already been shifting in this direction. Five years ago, our physical reference collection was three times the size it is now. We are again facing a shift in resources because so many of the best references resources are primary available on-line. Cutting edge research is already out-of-date by the time print publication occurs.

While traditional computer work stations remain important and in demand, personal or shared mobile devices that provide easy connections to library Wi-Fi and high-speed broadband networks are becoming a dominant form of connection. Our wireless connections increased by 15% this year. More people are bringing their own devices to the library and connecting to our Wi-Fi.

Anticipated future needs which will have an impact on the nature of our library's physical space include: gradual reduction in physical materials, greater patron mobility and the **desire for more collaboration and creation**. Luckily, we are in a much better position to be flexible and adapt to these shifts than most libraries. We have a flexible building with a variety of meeting room spaces that can easily embrace new patterns of interaction, learning, and accessing information.

Our library remains a destination for many users, particularly on our side of the river. It serves many purposes—personal quiet time for reading, research or homework; supervised after-school activities until parents get home from work; public events and performances; and collaboration spaces. We continue to invest in our infrastructure by updating technology to make sure our spaces are rich with tools and technologies that inspire and facilitate learning, discovery, and creation.

People and technology meet at the library. Our library is a place filled with active learning. This occurs both in our physical space and our virtual library, available 24/7 as shown through our significant growth in digital use in 2015. We will need to shift further resources in this area over the next several years as we investigate the best digital platforms which are robust enough to adequately protect patron privacy, and flexible enough to handle the interoperability of the diversity of patron platforms/devices.

As our role changes and expands, along with libraries all over the nation, we need to continue to **broaden our skill-sets to meet new needs and continuously define our value to our community.** Internally, we have been cross-training wherever possible and have continued to capitalize on our staff's skill-sets and passions to tweak the programs we are able to offer to the public.

For example, our **"Book-a-Librarian"** program is so popular, that we needed to find a easy to provide more individualized technology help without expanding our personnel budget. We enlisted the help of a tech-savvy library assistant, Selina Piro. With her assistance, we can expand the number of patrons who are able to receive one-on-one tech assistance. Simultaneously, we are trying to reallocated the expertise of our digital services librarian, Karrie McLellan to be able to focus on new programs/ initiatives. This new program is called **"Ask the Expert"** will begin in May. The first session is a drop-in with no preregistration required, where community members can have individualized assistance with anything from downloading ebooks to resizing images. In April, we will offer a **Windows 10 Workshop**, presented in a group format, highlighting new features and settings. Patrons are encouraged to bring their own devices to the workshop.

We are embracing our **role as coaches, mentors, facilitators, navigators, and teachers**, in addition to our traditional role as sources of information. Adult Services programs like **English Language Conversations Group**, one-on-one appointments with our career expert through **Career Clinics, AARP Smart Driver Course, Safe Boating Course, High Tech History** (local history geocaching scavenger hunt), **Focusing on Breathing** (meditation workshop), **Life Insurance 101, Farmers' Market**, and **Shirlock Holmes in Film and Fiction**, are all made possible through community partnerships. We draw on the expertise of our community partners, and library staff facilitate the connection between community organizations and library patrons. Youth and Teen Programs presented in collaboration with community organizations such as **Quicksand Science with WMHT** (is quicksand a liquid or solid?), **Zorro Dice Spanish Program, Music Together** (childhood music and movement program), **Miles the Reading Dog**, and **Cook with the Co-op**. Our youth services staff have significant practice as educators through their story times and early literacy programs. They often train other youth services librarians in the Capital District. Last month, at the summer reading training workshop, our head of youth services, Molly Chatt, and Teen Librarian-Trainee, Anne Cataldo kicked off the workshop in a fun way, with their creative Adele-inspired rendition of the hit song "Hello"; reworked to incorporate library inspired lyrics. **We have fun working together, and fun translates into better collaboration, investment, and ultimately better results for our library patrons.**

“. . . I have long felt that we're in the curiosity business. Sure, we answer questions and procure and deliver information. But, underneath all of that, we inspire imagination. In our collections and programs and services, in the direct contact we have with our young customers, and in the room between the books and the stories and the information exchanges, we carve out little spaces where curiosity can grow.

And boy do we need curiosity. From earthquakes to oil leaks, the world of today offers up issues and problems whose solutions demand cooperation and collaboration, openness and objectivity. Those qualities, in turn, owe their understanding to a receptive attitude. Inquisitiveness has never been more critical to our young people, and to our planet.”

--Thom Barthelmess, ALSCConnect June 2010

As we move forward with allocating resources in changing ways, **measuring outcomes will be far more important than measuring outputs**. We will continually survey our community, both through large structured means like our strategic planning process, less-intensive means like surveys, feedback cards, and inter-personal relationships.

Our goal is to learn directly from the community what types of library programs and services to provide and to collaborate with each other and nurture/build community partnerships to implement these programs and services. As I reflect on 2015 and acknowledge all the shifts made and to come; I feel strongly that we should, and do, still feel that **our best identity is books**. We do so much more than just loan books with our innovative programming, educational and outreach initiatives, and expansive digital resources. However, as we move forward with our strategic planning process, and use data to better serve our community, it is important that we still keep our primary identity, books, as our core mission.

What's going on?

Adult Services (Lois Papp)

- ✓ The adult winter reading challenged called *Celebrate!* began on January 4 and will run through February 25. To date, 70 people have registered.
- ✓ Elizabeth prepared an article about JobNow for *Our Towne* called "Education & Employment Support @ Your Library."
- ✓ 20 adult programs were held with 394 attendees: Colonial Courtship Practices, Career Clinic, Poets and the Afterworld Series, English Language Conversation Group Series, AARP Safe Driver Class, Plant People, Monthly Movie Series, American Red Cross Blood Drive, Coloring for Adults, New Device? Now What?, JobNow Public Session, Book Discussion Group, Riot in Greenbush- the Anti-Rent War Renewed.

Circulation Services (Marion Pierson)

- ✓ 1,010 fewer items were checked out in Jan. 2016 than in Jan. 2015. 3% decrease in circulation.
- ✓ 2,164 more items were checked out in Jan. 2016 than Dec. 2015; 9% increase this month
- ✓ 3 Notary services were provided.
- ✓ 13 Volunteers worked 60.75 hours
- ✓ 371 Reference questions were answered

Digital Services (Karrie McLellan)

- ✓ Configured a new website backup program that will send backups to our Google Drive.
- ✓ BookFlix (e-books for kids) and Gale Virtual Reference Library (nonfiction e-books) debuted this month. We are having authentication issues with BookFlix, so it is currently only available within the library. GVRL is available from anywhere with a UHLS library card. Links to these resources can be found on the E-media page of our website.
- ✓ Molly won an Asus ZenPad S 8.0 (Android tablet) for the library. In addition to being available for staff training/checkout, it may be useful in our future makerspace.

- ✓ Blu-Ray audio abruptly stopped working in the large meeting room during playback in a program. All attempts at troubleshooting have led to a dead end. All other devices still work with the wall inputs.

- ✓ Purchased high-quality speakers for Meeting Room A/B before the movie festival, rather than renting annually.

Technical Services (Sue Dague)

- ✓ Kathy converted selected Blu-ray titles to a newly established juvenile Blu-ray collection now shelved in the children's room.
- ✓ Changes are being made to the rules and procedures of the Direct Access Program to facilitate ease of participation. Many libraries stopped participating in DAP due to previous rules and procedures considered complicated and/or onerous. I would like to see our library participate again once the new program is put in place.
- ✓ Number of items processed: 593

Facilities (Jeff Pulver)

- ✓ New 100% Green cleaning system installed for entire facility
- ✓ New Corbin Russwin lock set installed in staff bathroom
- ✓ Air Handler: Bearings replaced

Resource Sharing and Access (Dawn Guerds)

- ✓ Requested 14 ILLS for our patrons and loaned 16 ILLS to out of system patrons.
- ✓ 3,159 items were delivered through the courier service to fill requests for our patrons.
- ✓ 2,618 items were pulled from our shelves and sent to other libraries within the UHLS, to fill requests for their patrons.
- ✓ 385 expired holds were not picked up by the patrons that requested them.

Youth Services (Molly Chatt)

- ✓ Children's Programs: Baby Bookworms (0-18 months), Toddler Time (18+ months), Preschool Storytime (3-5 years), Saturday Storytime (all ages), Playtime @ the Library (0-5 years), LEGO Club (5+), Family Art- Stamping (all ages), Bear Snores On with WMHT (3-6), Family Fun Night- Beach Party (all ages), Sunday Science- Snap Circuits (8+), Miles the Reading Dog (all ages).
- ✓ Teen Programs: Middle School Makers (grades 6-8), Teen Creative Writing (grades 6-12), Tween LEGOs (grades 6-8), Teen Video Gaming (grades 6-12)
- ✓ Total Children's Program Attendance: 27 programs ~ 524 children & 421 adults
- ✓ Total Teen Program Attendance: 4 programs ~ 28 teens
- ✓ 7 VolunTeens worked a total of 21 hours in January. They helped out in the Children's Room and Teen Area, prepped for YS & Teen programs, and helped with setting up/cleaning up Teen programs.
- ✓ 721 reference questions were answered at the Children's Desk.
- ✓ 106 teens frequented the Teen Area during the 10 days YS librarians spent in the Teen Area during the month of January.
- ✓ 469 users signed up for time on the Games computers.
- ✓ Molly is a member of the Family & Consumer Science Program Development Committee at the Cooperative Extension of Rensselaer County, and attended a meeting on January 25th.
- ✓ Molly met with two teachers from Belltop Elementary school on January 26th to discuss opportunities for future collaboration.

Meeting Room and Exhibit Report (JoAnn Jakiela)

**Monthly Meeting Room and Exhibit Report
 For January 2016**

Monthly Exhibits - Walls & Cases

Acrylic Paintings by Minling Lin

Outside Meeting Room Use & EERC

Group	#	Dates	Approx #
GS Troop #1526	2	4,18-Jan	22
MVP Healthcare Medicare Info	1	5-Jan	5
Odyssey of Mind - Bryan Regensburger Team	4	5, 12,16,30-Jan	25
GS Troop #1145	2	6,27-Jan	20
Capitalview Toastmasters Club	1	6-Jan	10
Wildwood Program Employment Services	7	6,7,13,14,20,21,28-Jan	60
Flying Knights MAC	1	6-Jan	20
TRIP Homeowners Center - 1st Time Homebuying	1	7-Jan	30
American Needlepoint Guild	1	7-Jan	12
GS Troop #1296	1	7-Jan	18
Rens. Co. Trail Blazers	1	7-Jan	12
Troy Homeschool Playgroup	1	8-Jan	20
Odyssey of Mind - Kristi group	1	8-Jan	12
Capital Region Romance Writers	1	9-Jan	35
BariatricPal Support Group	1	9-Jan	10
CDLUG Linux Users Group	1	9-Jan	25
Automobilists of Upper HV	1	10-Jan	40
Mohawk Hudson Appalachian Mtn Club	1	11-Jan	12
Social Anxiety Support Group	1	11-Jan	20
East Greenbush Art Club	3	12-Jan	22

East Greenbush Community Library
10 Community Way
East Greenbush, NY 12061

East Greenbush Board of Education	1	12-Jan	12
Cruising Solo	1	13-Jan	20
Greenbush Historical Society	1	15-Jan	10
EG Amateur Radio Association	1	16-Jan	10
Capital Community Voices	1	16-Jan	12
Capital Hudson Iris Society	1	17-Jan	25
GS SU 132 Disney Event	1	19-Jan	45
Friends of EG Library Planning Mtg	1	19-Jan	10
Library Board of Trustees Mtg	1	19-Jan	10
B. Sheehan Knitting Group	1	20-Jan	4
Upstate Early Ford V8 Club	1	20-Jan	50
Smarm Home Buyers - Miranda Real Estate	1	21-Jan	25
Key Club Division 18	1	21-Jan	15
Patroon BMW Car Club	1	23-Jan	40
GS Troop #1140	1	24-Jan	12
Cross Stitch Plus	1	25-Jan	12
Rens. Co. Library Director Meeting	1	26-Jan	12
SU 136 Girl Scout Leader Meeting	1	26-Jan	20
The Writers Bloc	1	26-Jan	8
Embroiderers Guild	1	27-Jan	10
NYS Archives Grant Application Session	1	27-Jan	15
GS SU 132 Self Defense Presentation	1	30-Jan	25
Capital Region Photography Meetup Group	1	30-Jan	20
Totals	56		852

Meeting Room Use Overall: 100 times

YS & Teen Useage: 30 times

Adult Useage: 14 times