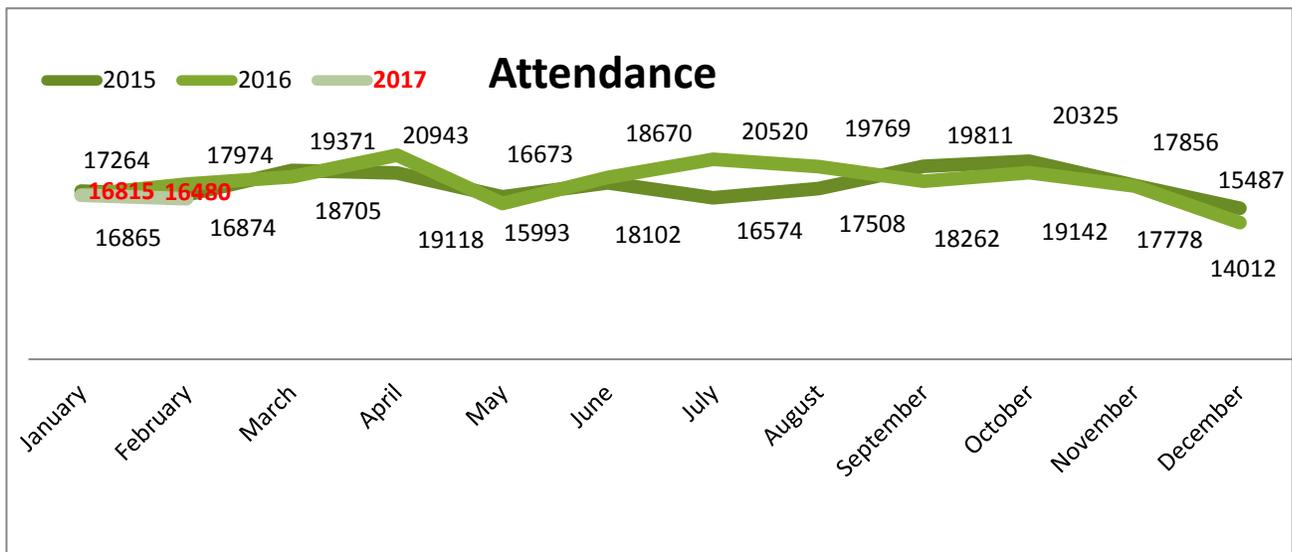




**Director's Report
February 2017
Submitted to the Library Board of Trustees, 3/21/2017**

Visitors to our Library:

Overall, attendance for February 2017 (16,480) was 1,494 lower than February 2016. The library was also open 28 fewer hours than the previous year. An average of 64 people per hour open visited the library in February 2017, compared to 63 visitors per hour open in February 2016. For these reasons, it will be helpful to also compare circulation per hour open to gage a true comparison of library habits comparatively speaking. The library was closed on Thursday, February 9 and Sunday, February 12 all day due to snow storms. On Thursday, February 23, the temperature was a record high of 69 degrees. On Friday, February 24, the temperature climbed even higher, to a record of 74 degrees. This is also a record high temperature for any day in December, January, and February since 1874, when they began keeping records! Again, on Saturday, February 25 (the day of our 3rd Annual Day Before the Awards Film Festival), the temperature was a record high 70 degrees. We also received 20.59 inches of snow in February (a typical average February receives 11.2 inches of snow).



Collections and Cardholders:

3,280 items were delivered through the courier service to fill requests for our patrons. 2,176 items were pulled from our shelves and sent to other libraries in UHLS, to fill requests for their patrons. 293 expired holds were not picked up by the patrons who requested them. 10 items were found on the library's shelves that were marked lost in transit. 11 items were found on the shelves from the unfilled but available item-level requests report.

Overall, circulation in February 2017 (32,866) is down 2% in comparison to February 2016 (33,620). Book circulation is down 1% (18,592/18,826), and AV circulation is down 5% (11,496/12,049). Museum pass circulation is up 50% (72/48) and electronic circulation is up 7% (2,344/2,187).

In comparison with the seven largest libraries in UHLS, East Greenbush circulation remains 4th, behind Bethlehem, Colonie, and Guilderland. East Greenbush circulation is higher than Albany Public Library and Troy Public Library main branches, and Voorheesville. The renewal limit increased to (3) three times on 2/21/2017.

Sue has been continuing to work on the Acquisitions Module project with the assistance of UHLS and colleagues from Albany Public Library, Bethlehem Public Library, and Guilderland Public Library. Orders with Baker and Taylor have now been successfully integrated into the Acquisitions module via EDI and Sue is in the process of training our librarians on the new ordering procedure. While the collection development will still remain the responsibility of the librarians, the actual orders will be placed by the Technical Services department in the future. This will integrate our orders with Sierra so that they automatically show up as “on order” during the actual ordering process without having to manually input this data. This should result in more up-to-date information being available to patrons regarding materials which have been ordered but have not yet arrived.

Lisa Warner has been working on two clean-up projects. Many of the NOLO (do-it-yourself legal books) have been incorrectly cataloged over the years as monograph titles instead of serial titles and therefore need corrections to their call numbers in the item record and on their spine labels. The second project is related to our migration to Sierra. Several of our collections came over in the migration with spaces missing between words in their call numbers. This may affect some reports when using call numbers as a search term.

The storage collection has now been resurrected. Extra copies of materials we want to keep, but do not want to take up shelf space/future replacement copies are now shelved in the storage room.

Fines have now been changed to allow DVD fines to be reduced. Most fines are now \$.25 (except for specialty items; e.g. museum passes, video games, and stories to go kits). At the UHLS Director’s Meeting there was a discussion regarding the “no-fine” trend in libraries. HOOF and POES both reported that they do not charge any fines. They have a “guilty jar” where they can accept donations and this has worked very successfully. A few articles that have recently circulated among library directors:

http://www.slate.com/articles/arts/culturebox/2017/02/librarians_are_realizing_that_overdue_fines_undercut_library_missions.html

<http://www.ala.org/offices/extending-our-reach-reducing-homelessness-through-library-engagement-7>

<http://newlondonpubliclibrary.org/fine-free-library>

<https://www.ila.org/publications/ila-reporter/article/21/fine-free-and-dandy-libraries-say-good-bye-to-overdue-charges>

<http://publiclibrariesonline.org/2015/11/the-end-of-overdue-fines/>

Collection Figures, February 2017

Number of items processed: 411

Audio: 32

Juv Fiction: 119

Juv Nonfiction: 41

Electronic: 1

Fiction: 43

Misc. Equipment: 7

Nonfiction: 25

Print Subscriptions: 133

Video: 10

On order records: 139

Number of items withdrawn: 202

Added year-to-date: 1,182

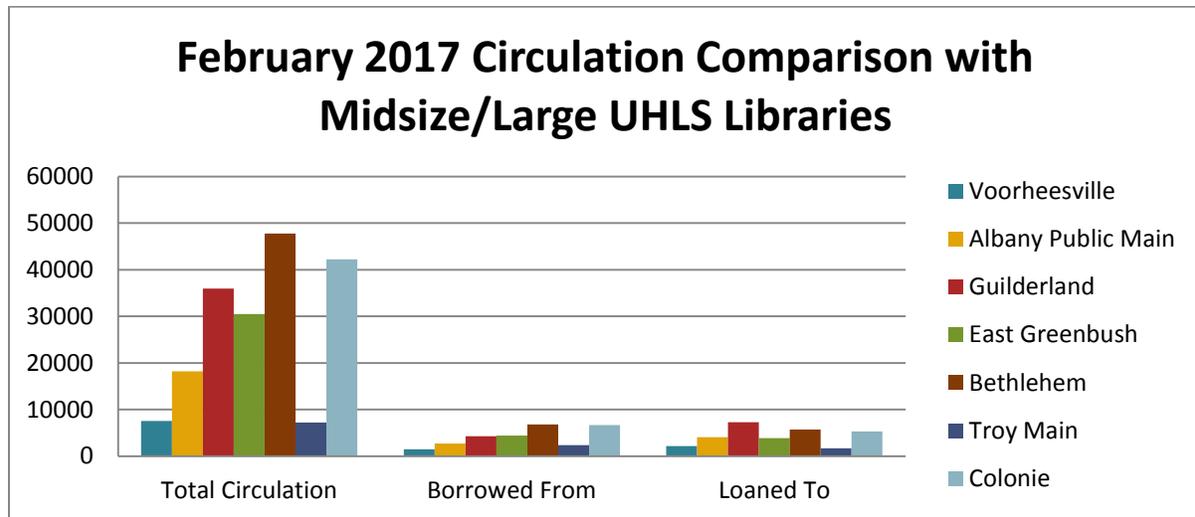
Withdrawn year-to-date: 421

Total items: 96,109

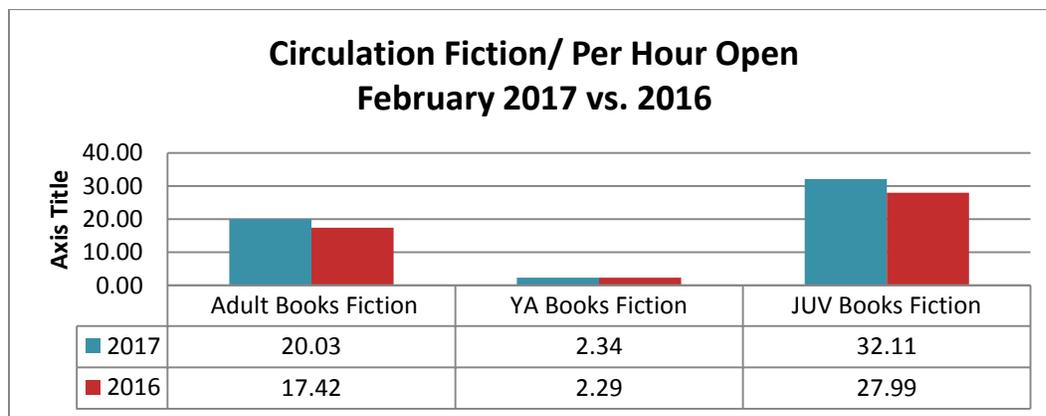
Online patron registration is live and working fairly seamlessly. We have also worked with UHLS to develop a date due slip template that can calculate the approximate value of items checked out. It has gone live. The ability to accept credit card payments from has been very popular with patrons with few challenges.

The UHLS eContent Advisory Committee would like to develop a stronger Spanish language collection and is looking for a member library staff person who is fluent in Spanish to assist. They have also been working with OverDrive to provide more accurate coding for circulation figures for UHLAN cards. The

language in OverDrive that asks for patrons' recommendations for purchasing new content will change. The current language seems to indicate that any recommendations will be purchased. The new language will make it clear that these are only suggestions and that there are no guarantees that the items will be purchased. It is likely that there will be a 5% increase in member library contributions towards eContent Reorder fund purchases in 2018. The ERO fund is used solely to purchase eContent that was metered or for which there is extensive holds (indicating a demand by patrons).

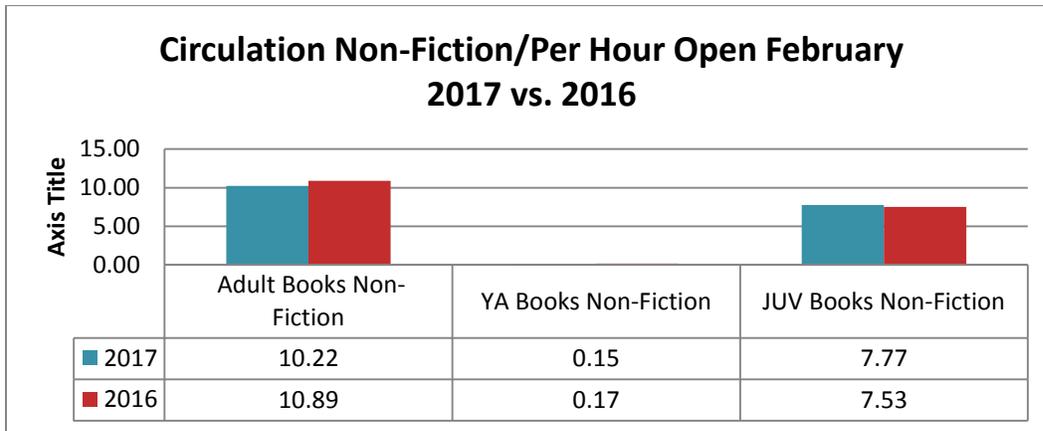


411 items were added to the collection in February and 202 items were withdrawn. Currently we hold 96,109 items in our collection. We registered 94 new library cards in February.



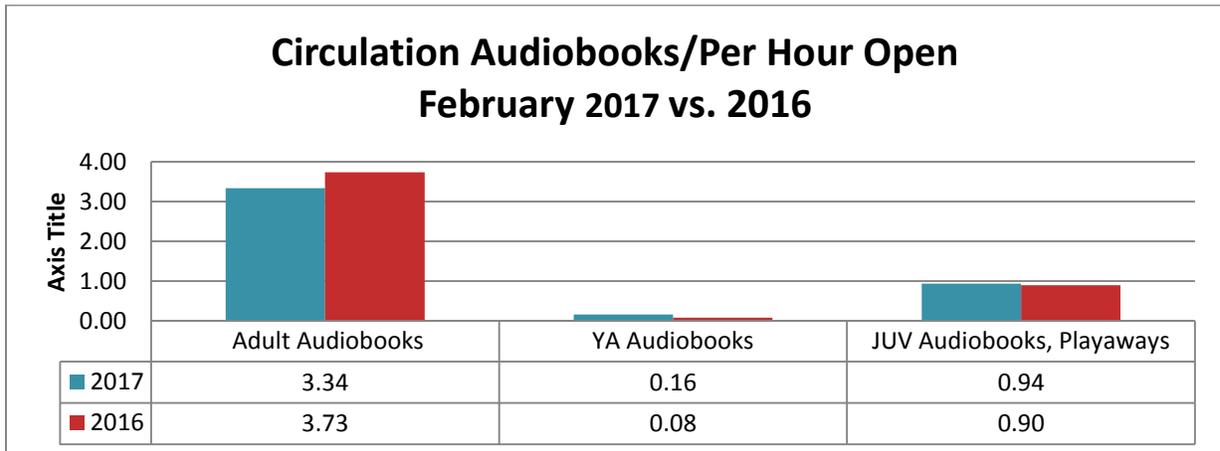
Overall Fiction Circulation February 2017 vs. 2016 (not taking into consideration hours open):

- Adult Fiction: increased 4%
- YA Fiction: decreased 8%
- Juvenile Fiction: increased 3%



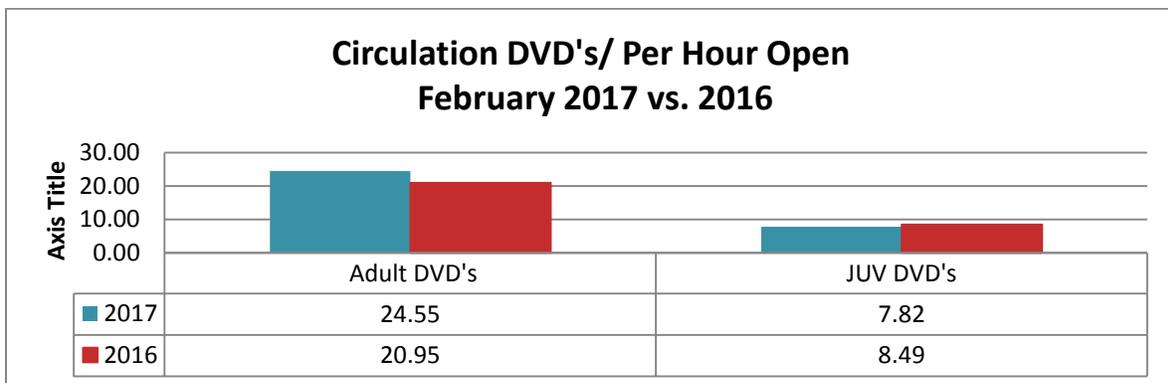
Overall Non-Fiction Circulation February 2017 vs. 2016 (not taking into consideration hours open):

- Adult Non-Fiction: decreased 15%
- YA Non-Fiction: decreased 20% *** note actual numbers are very small, so % is misleading
- Juvenile Fiction: decreased 7%



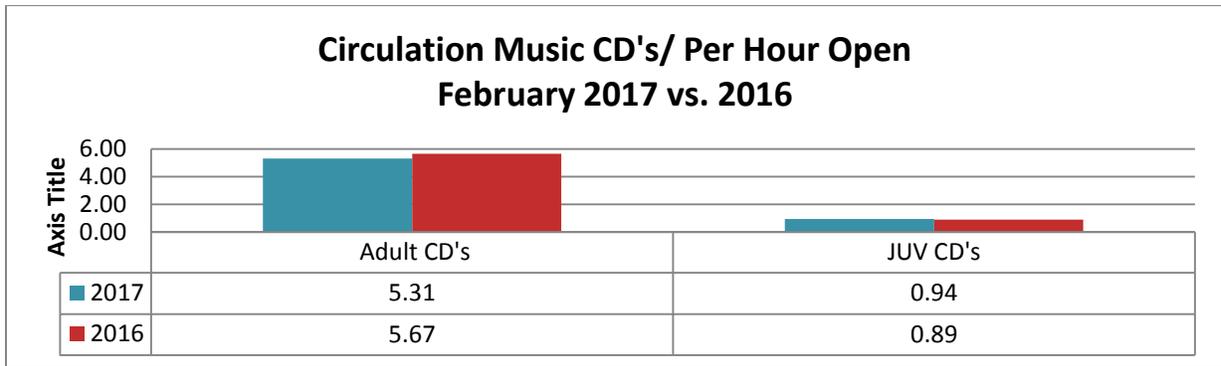
Overall Audiobooks Circulation February 2017 vs. 2016 (not taking into consideration hours open):

- Adult Audiobooks: decreased 19%
- YA Audiobooks: increased 86% *** note actual numbers are very small, so % is misleading
- Juvenile Audiobooks, Playaways: decreased 6%



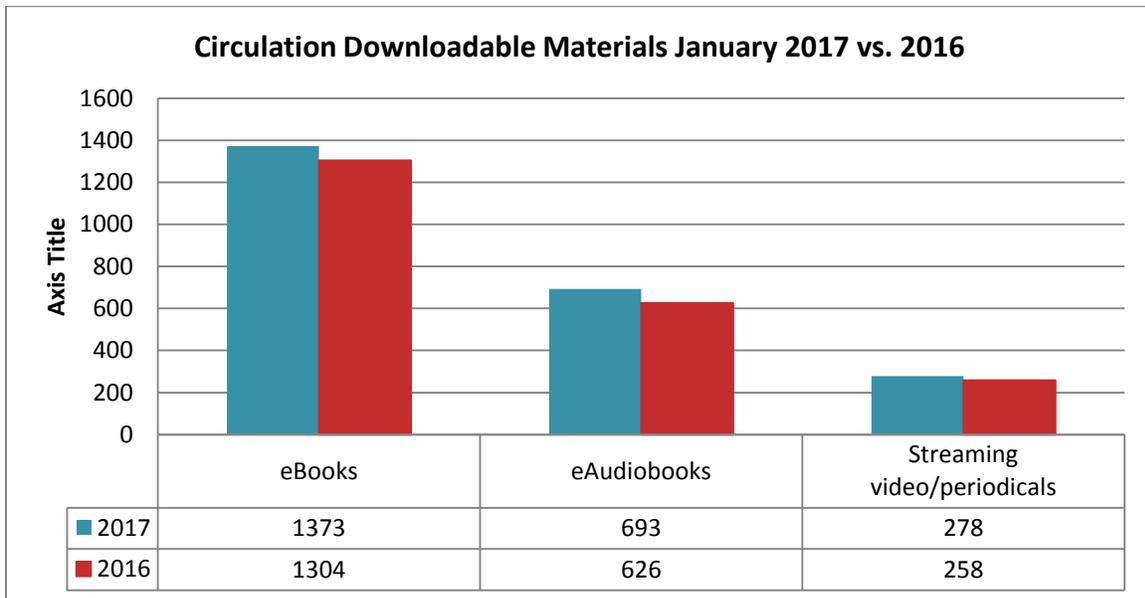
Overall DVD Circulation February 2017 vs. 2016 (not taking into consideration hours open):

- Adult DVD's: increased 6%
- Juvenile DVD's: decreased 17%



Overall Music CD Circulation February 2017 vs. 2016 (not taking into consideration hours open):

- Adult CD's: decreased 15%
- Juvenile CD's: decreased 5%

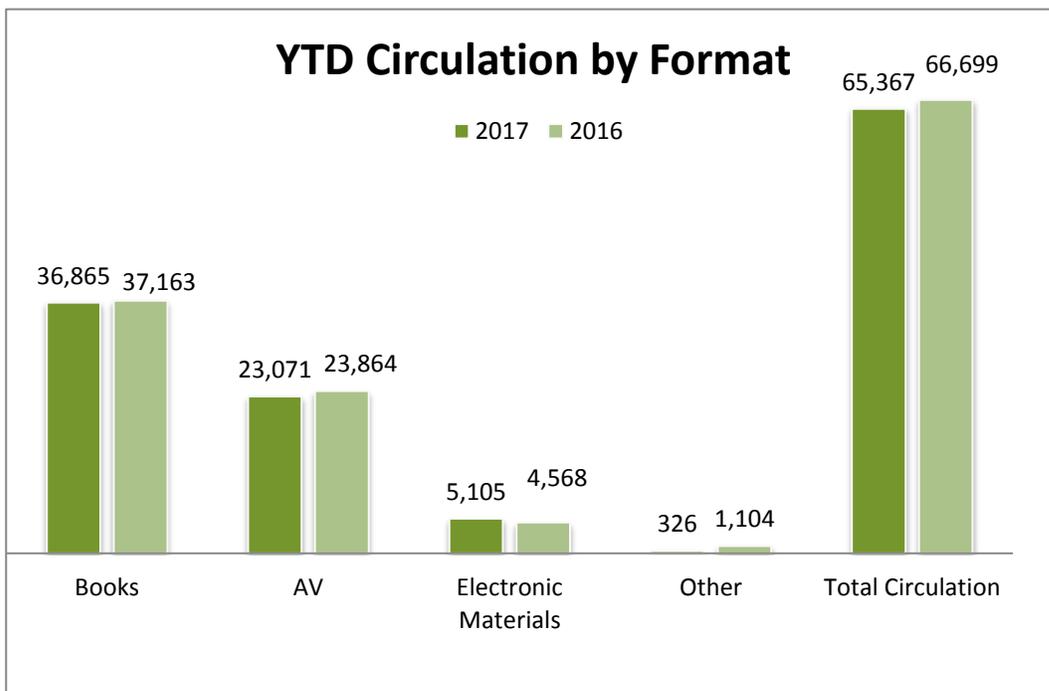


Downloadable Materials Circulation February 2017 vs. 2016

EBooks: increased 5%

eAudiobooks: increased 11%

Streaming video/periodicals: decreased 8%



Book Circulation YTD has dropped 1% in 2017 vs. 2016.

- Adult Fiction is flat
- Adult Non-Fiction decreased 10%
- YA Fiction decreased 19%
- YA Non Fiction decreased 9%
- Juvenile Fiction increased 4%
- Juvenile Non Fiction decreased 2%

AV Circulation dropped 3% in 2017 vs. 2016

- Adult Audio increased 3%
- YA Audio Increased 46%
- Juv Audio Increased 40%
- Juv Playaways decreased 27%
- Adult DVDs increased 1%
- Juvenile DVDs decreased 14%
- Video Game Circulation decreased 7%

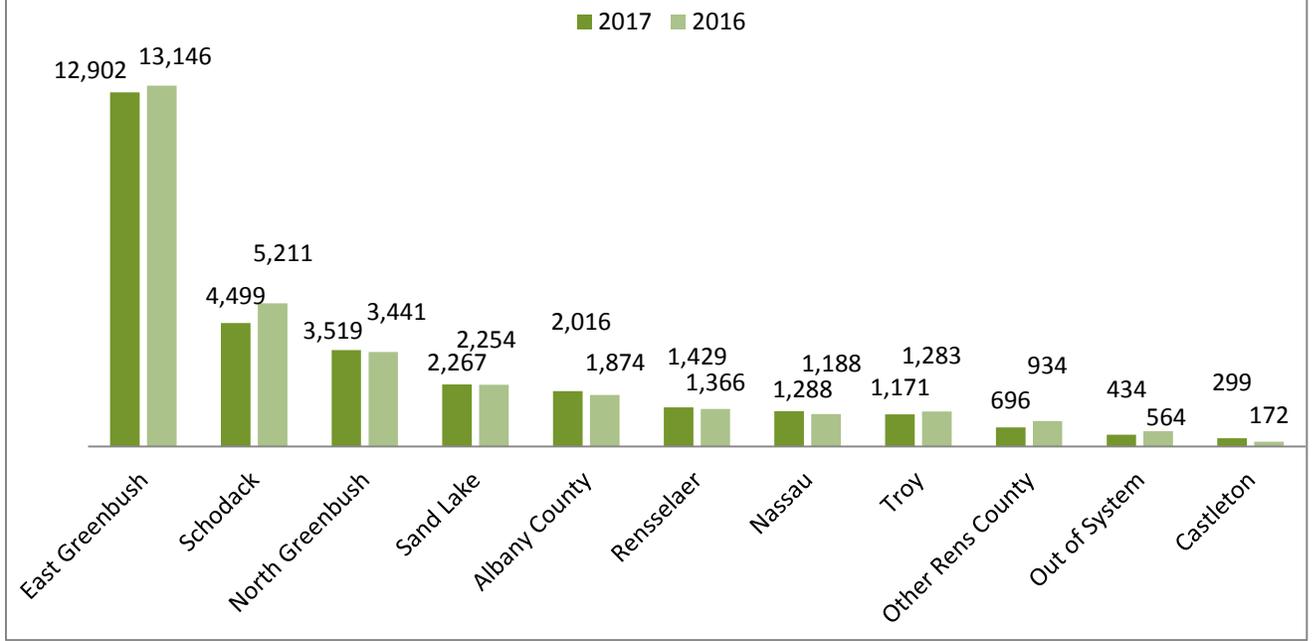
Electronic Materials Circulation increased 12% in 2017 vs. 2016

- E-books increased 7%
- E-audio books increased 23%
- Streaming Video/Periodicals increased 7%

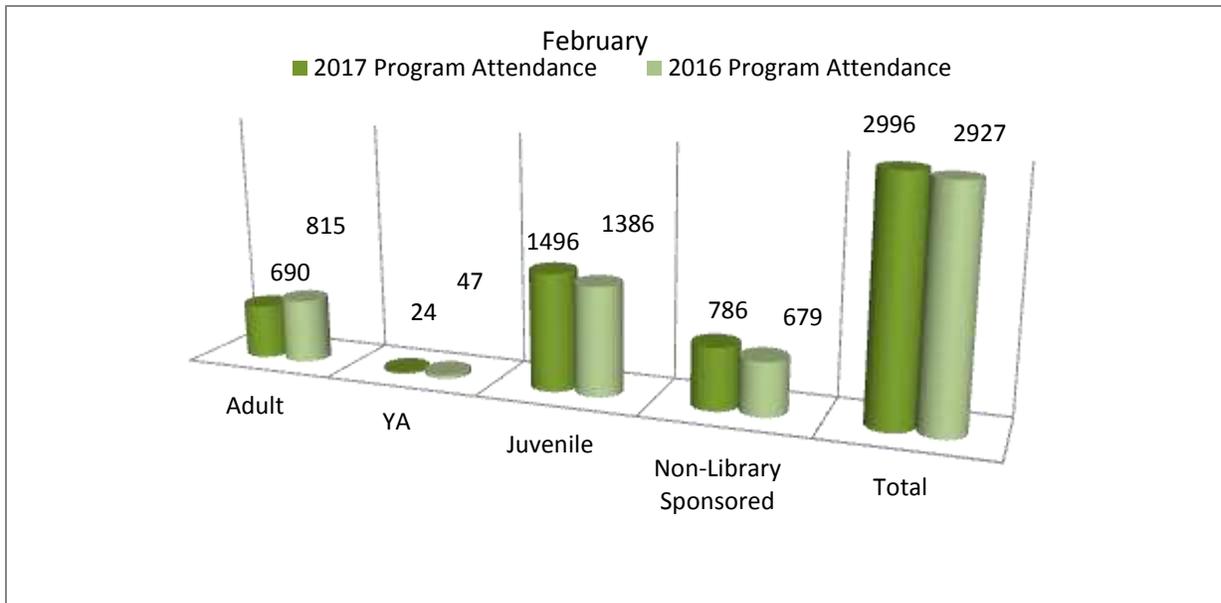
Other Materials Circulation decreased 7%

TOTAL CIRCULATION YTD 2017 vs. 2016 is down by 2%

February Circulation by Location



Programs:



Overall attendance at library and non-library sponsored programs increased 2% in February 2017 vs. February 2016. This includes a 15% decrease in adult programs attendance, 48% decrease in YA program attendance, an 8% increase in Juvenile program attendance, and 16% increase in non-library sponsored program attendance. Library sponsored program attendance increased 2%, due to the spike in juvenile attendance. Youth program attendance and circulation continued to grow in February. Major programs included Take Your Child to the Library Day and Day Before the Awards Film Festival. Children who signed up for their first library card received a goody bag on Take Your Child to the Library Day. We issued 22 new library cards that day. The Film Festival was once again a huge success, and went extremely smoothly, thanks to Laurie's meticulous planning and the assistance of many volunteers/staff. A special thanks to the Murphy family. Every year the Film Festival keeps getting

better and better. Moving the food to a separate room removed congestion from the hall and improved the flow. This year the Friends opted to sell DVDs during the Festival and made a nice profit. We were closed for two days in February due to inclement weather which could account for some of the decrease. There were no weather related closures in February 2016. Inclement weather caused the cancellation of four adult programs this month- a Greenbush Garden Club program, a genealogy program, a Greenbush Historical Society program, and a defensive driving class. This significantly affected program attendance. On the other hand, the adult programs which did take place were very well attended. Taxaide preparations got under way, with every slot taken. The final registration for the Adult Winter Library Challenge was 82, compared to 71 in 2016, and 60 in 2015. There is definitely a growing interest in this activity. Participants like it now that the Winter Challenge includes some movie and program events in addition to reading in various categories. The classical concert provided by Lark Strings was simply outstanding. Karrie and Laurie collaborated to present Digital Learning Day. We received many positive comments from patrons and many people asked when we plan to do it again.

Adult Programs held:

- Crafternoon x2 (11)
- Monday Evening Book Group- The End of Your Life Book Club by Will Schwalbe (6)
- Taxaide x4 (150)
- Audubon Society Program and Open House (57)
- Digital Learning Day (15)
- Lark Strings Classical Concert (58)
- Monday Morning Book Group- The Language of Flowers by Vanessa Diffenbaugh (17)
- It's a Brand New Year Adult Winter Library Challenge Finale (14)
- Day Before the Awards Film Festival (354)
- Book a Librarian (8) individual appointments were held

Tween/Teen Programs held:

- Anime Club x2 (12)
- Books & Cookies (9)
- Digital Grandparents x2 (3 teens & 2 adults)

Children's & Family Programs:

- Baby Bookworms x2 (34 children & 38 adults)
- Toddler Time x5 (116 children & 110 adults)
- Preschool Storytime x3 (83 children & 67 adults)
- Saturday Storytime x2 (48 children & 40 adults)
- Munchkins on the Move x2 (37 children & 28 adults)
- Pajama Storytime x2 (18 children & 16 adults)
- Preschool STEM x2 (2 children & 2 adults)
- Happy Babble x3 (38 children & 39 adults)
- Cardboard Fun (17 children & 14 adults)
- Dirtmeister (45 children & 21 adults)
- Color Paint & Draw (24 children & 17 adults)
- Jackie the Magician (41 children & 36 adults)
- Clifford the Big Red Dog with WMHT (49 children & 36 adults)
- Mini Movies (3 children & 2 adults)
- Pride Center LOOK (2 children & 6 adults)
- Take Your Child to the Library Day (Storytime- 59 children & 55 adults; Crafts- 106 children & 81 adults; Legos- 81 children & 73 adults)

Visits & Outreach:

- Y Camp Kids (9 children & 1 adult) - Students at the YMCA's school break week camp visited the library for a storytime with Miss Rose.

Outside Meeting Room Use:

- Capital Toastmasters Club x2 (20)
- Flying Knights MAC (20)
- GS Service Unit 132 Valentine Craft Event (36)

- Homeschool Families Youth Service Organization (15)
- EG Travel Group (40)
- American Needlepoint Guild (12)
- AUHV Antique Car Club (45)
- Columbia Youth Lacrosse Meeting (20)
- Improve & Support Rensselaer County Group (20)
- MVP Medicare Advantage Info (5)
- East Greenbush Art Club (24)
- Embroiderers Crewel Study Group (10)
- Trinity Wellness Center- Lyme Disease Support Group (15)
- GS Troop #1145 (12)
- Greeting Card Workshop (12)
- Capital Region Romance Writers (36)
- Upstate Early Ford V8 Club (40)
- B. Sheehan Knitting Group (4)
- Capital Roots Garden Registration (12)
- GS Troop #1111 (15)
- Twin Rivers BS Chartering (10)
- Friends Meeting (7)
- TRIP Homeownership (30)
- CDLUG Linux Users Group (30)
- The Capitolors Painting Workshop (24)
- PEO Sisterhood (20)
- Columbia HS Mock Trial (12)
- Alzheimer's Assoc. Young Onset Support (12)
- Greenbush Sand Lake LaLeche League (15)
- Friends of the Library Monthly Meeting (11)
- Library Board Meeting (12)
- Embroiderers Guild (10)
- Social Anxiety Support Group (15)
- Homeschool Families Board Game Day (20)
- SPIRITS of New England (60)
- Home Buyer Seminar (20)
- Area 73 Toastmasters Club (35)
- GS Service Unit 136 Leaders (20)
- The Writers Bloc (10)

42 outside meetings were held with 786 attendees. The Meeting Rooms were used 89 times, including library usage. There were 3 outside group cancellations this month (Homeschool Families Board Game x2 and GS Troop 1145).

Facility

- LED Lighting installation has begun.

Farmers' Market

- JoAnn and Vicki completed an online re-certification class with NY Agriculture & Markets for the Farmers' Market so that farms can accept FMNP and WIC checks. They also attended a presentation at the Bethlehem Public Library on 2/28/17 held by the Cornell Cooperative Extension where they learned about their new website "Harvest Connection," which promotes farms and markets in Rensselaer and other surrounding counties. We have been in touch with last year's vendors and farms and have commitments for many returning vendors and are simultaneously reaching out to new vendors. We hope to attract more artisans this season, as well as a craft winery and brewery.

Online Presence

- Most staff members have completed the Beanstack Connect2U module. The next step is to decide which (if any) programs we want to set up online before we go live.
- Boopsie mobile app information has been submitted to UHLS. We are waiting on a go-live date from UHLS.
- We are in the final testing phase for our website design. Staff was invited to provide input prior to going live. There is a website evaluation checklist posted on the staff intranet. Valuable feedback has been provided from staff and the board last month and is being integrated into the site.

Library Computers/Hardware

- New public laptops have been deployed. Initial patron feedback has been positive, although Wi-Fi connectivity speed continues to be slow at busy times. The eighth laptop that was defective was replaced and is in the process of being cataloged. 47 laptops were checked out in February.
- TaxAide staff reports that the new private network is working very well for them.
- Our new router has VPN capability, which will allow staff to login remotely without using TeamViewer software.

Library Advocacy Initiatives

- Approximately 40-45 people attended Advocacy Day at the LOB on behalf of UHLS, including Jill, Vicki, and Friends' members Lynne Oudekerk, Mari Harris, and Anne Burton. Approximately 60% of the legislators were visited by all State-wide attendees. Senators Marchione and Lopez noted that one of their primary concerns was opiate addition/use and UHLS is following up with them to see how local libraries can assist.
- The President's 2018 budget calls for the elimination of the Institute of Museum and Library Services and many other fundamentally important programs. The IMLS is the only federal agency that funds libraries nationwide. The IMLS is the main federal source for innovative library programs that support early literacy, workforce development, and community improvement through libraries. If this library program is cut - along with NEA, NEH, and PBS as proposed - the impacts would be felt in all libraries.
https://www.whitehouse.gov/sites/whitehouse.gov/files/omb/budget/fy2018/2018_blueprint.pdf

NYS Annual Report Division of Library Development

- Our Annual Report was submitted in advance of the March 1st deadline, after receiving confirmation from Marie Stark, auditor regarding the payroll adjustment from year-end 2015 which caused us to amend our beginning balance.

Volunteers

- 25 volunteers worked 183 hours.
- 8 teens worked a total of 19 hours in February. They helped with craft preparation, shelving in the Children's Room, and running the Digital Grandparents Program.
- The Friends of the Library were actively involved with the Day Before the Film Festival.
- Pam Katz has been instrumental in assisting us with the Columbia High School/Digital Grandparents Partnership.

Personnel

- Karrie McLellan has done a tremendous amount of work spearheading the website project. Elizabeth Putnam, Rose Stuart, Jenna Hubert, and JoAnn Jakiela have also spent countless hours providing design help, content, and input. We hope to go live with our website by late March/early April.
- UHLS Meetings Attended:
 - Sue Dague, Cataloging Advisory Council 2/2/17- working on coming up with standard procedures for entering magazine issues in the catalog. One of the points has been the difference among libraries in the way magazine holdings display in Encore. We would like to strive for more consistency in the way the holdings appear in the catalog.
 - I attended the Mobile Library Working Group 2/3/17- discussion about possibility of UHLS purchasing a mobile bus with the goal of it being available for use by member libraries. Discussion points: ownership, staffing, insurance, rotational system for member library use, collection within the bus (or not), maintenance, patron registration, fees for participation, parking tickets, Wi-Fi showing movies, fundraising, customization of the van. Discussions with CDTA have been had regarding the purchase of a decommissioned Star bus. Northern Onondaga library has a mobile library truck which was recently featured in an article here: <https://www.cadl.org/about/hours-and-locations/mobile-library>
 - I attended the UHLS Automation Advisory Committee meeting- discussions regarding the integration of reviews into Encore, customization of Sierra, and monitoring the implementation of Boopsie- this is slower than expected and we are now looking at a May rollout. Boopsie has an annual subscription cost of \$19,000, in addition to an \$11,000 implementation fee. These fees are covered by Central Library grant funds.
 - I also attended the Directors' Meeting- which discussed a number of items that have been identified earlier in this report.
- CDLC Meetings Attended:
 - Sue Dague, Committee on Resource Sharing 2/8/17- the committee is sending out a survey to assess interest in a new interlibrary loan mentoring program.
- Other Professional Development:
 - Sue Dague, OCLC update webinar 2/7/17
 - Kathy Rossello attended the New York State Library Assistants' Association meeting on 2/24/17.
 - Karrie McLellan, You Can Do I.T.! How to Empower Library Staff with Basic Tech Management Skills webinar 2/8/17
- Meetings with Vendors:
 - Sue Dague met with Recorded Books sales representative on 2/24/2017.

Trustee Training Opportunity

- The next UHLS CORE Trustee Training will be held on 4/5/17. Please see me if you are interested in attending. The course is appropriate for new and returning Trustees.
- The UHLS Annual Meeting will be held on Wednesday, June 14, 2017 at the Albany Country Club. The 2018 UHLS Annual Meeting is scheduled for Thursday, June 14 at the Hilton Garden Inn in Troy. I hope we will have a good turn-out from our Library and Friends' Boards.

Respectfully Submitted,

Jill Dugas Hughes
Director