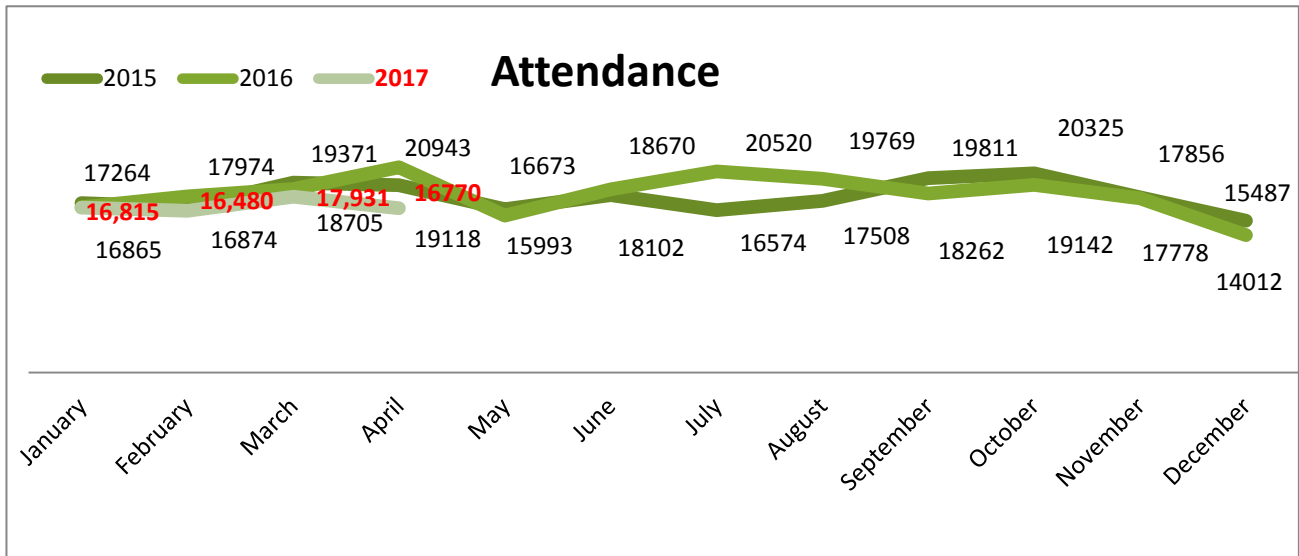




Director's Report
March 2017
Submitted to the Library Board of Trustees, 4/18/2017

Visitors to our Library:

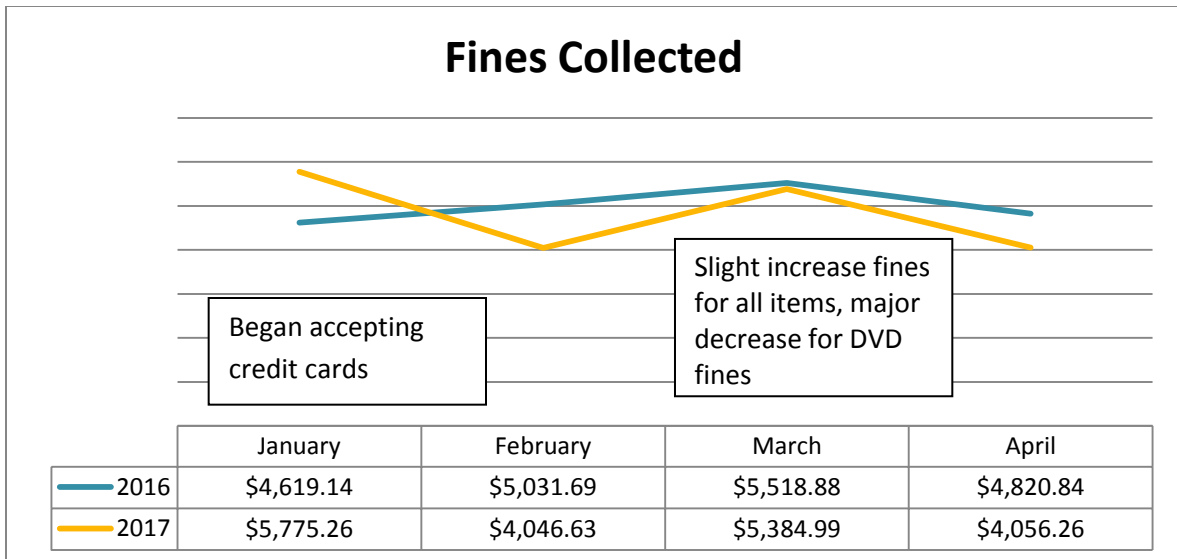
April attendance dropped significantly this year (16,660) over April 2016 (20,943) and April 2017 (17,931) was 774 lower than March 2016 (20,943). The library was open 9 fewer hours than the previous year. An average of 60 people per hour open visited the library in April 2017, compared to 73 visitors per hour the previous year. We continued to see record temperatures in April. Monday April 10, the temperature reached 81 degrees, and on Tuesday, April 11, the temperature reached a record high temperature of 87 degrees. This is a significant increase over the prior month (blizzard on March 14!). It is likely that these record temperatures had some impact on our attendance. April is also the book sale month, and last year was a record book sale year, which likely also had an impact on attendance.



Collections and Cardholders:

2,966 items were delivered through the courier service to fill requests for our patrons, a 7% decrease over last April. 2,523 items were pulled from our shelves and sent to other libraries in UHLS, to fill requests for their patrons, 3 % more than last year. 399 expired holds (15% increase) were not picked up by the patrons who requested them. 8 items were found on the library's shelves that were marked lost in transit. 40 items were found on the shelves from the unfilled but available item-level requests report.

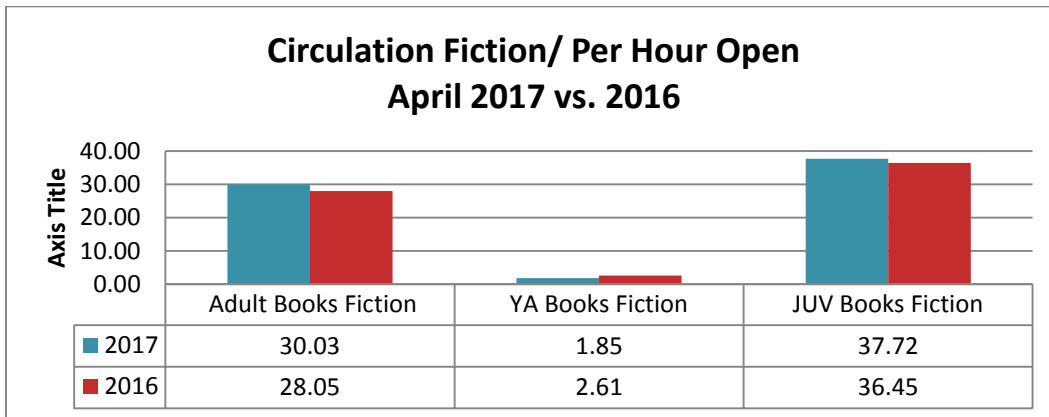
Despite having less foot traffic in the library, overall circulation in April 2017 (34,985) was 5% higher than April 2016 (33,488). Book circulation remained relatively flat (19,418/19,327), AV circulation increased 10% (12,670/11,493). Museum pass circulation declined slightly (70/75) and digital circulation is up 14% (2,447/2,143).



Laptop checkouts have continued to be popular, 117 laptops were checked out in April 2017, compared to 30 in April 2016.

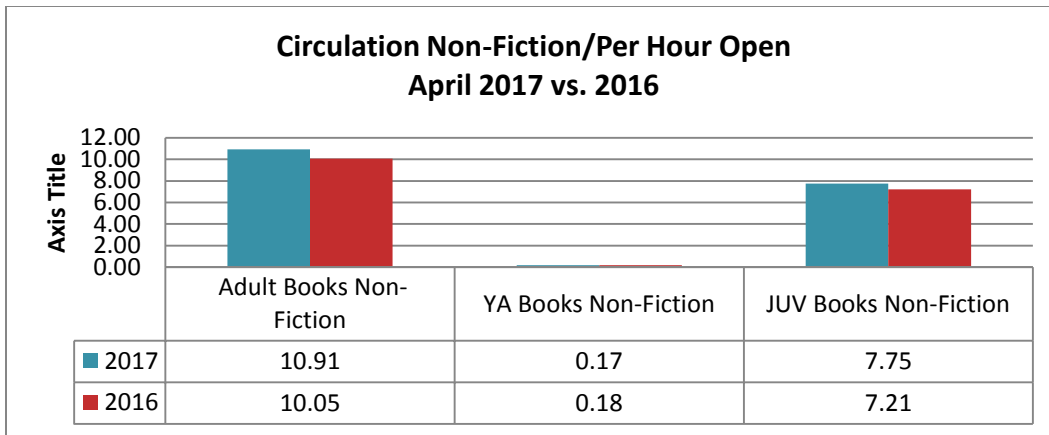
Collection Figures, April 2017

506 items were added to the collection in April and 478 items were withdrawn. Currently we hold 96,380 items in our collection. We registered 63 new library cards this month. Nassau resident circulation is up 35%, Rensselaer circulation is up 23%, and North Greenbush resident circulation is up 17%. Adult Book circulation, Juvenile NonFiction, Juvenile Audiobooks, DVD circulation, and CD circulation, and eAudiobook circulation were all significantly up this month. YA fiction, YA audio, Playaways, Video Games, and Magazine circulation all decreased this month.



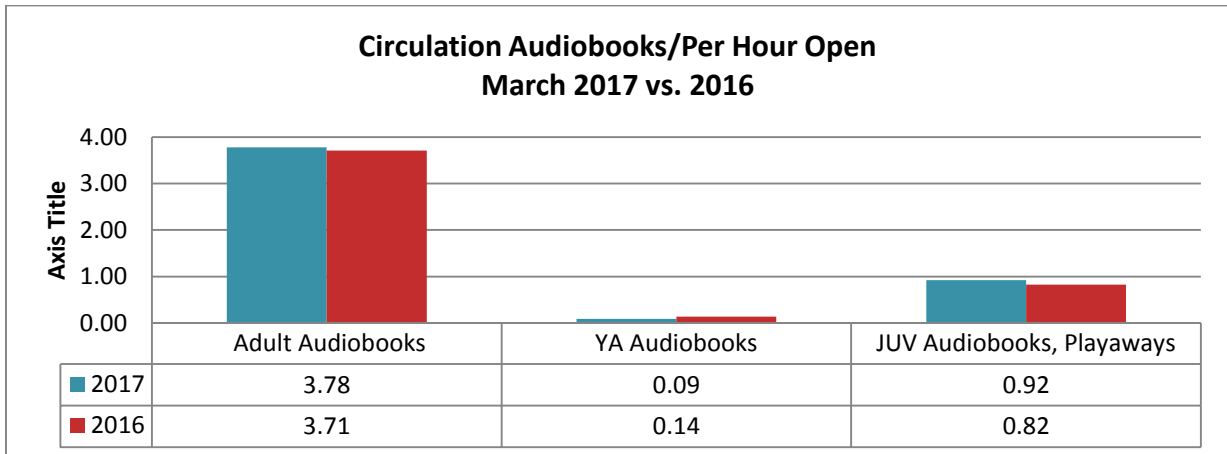
Overall Fiction Circulation April 2017 vs. 2016 (not taking into consideration hours open):

- Adult Fiction: increased 4%
- YA Fiction: decreased 33%
- Juvenile Fiction: decreased 1%



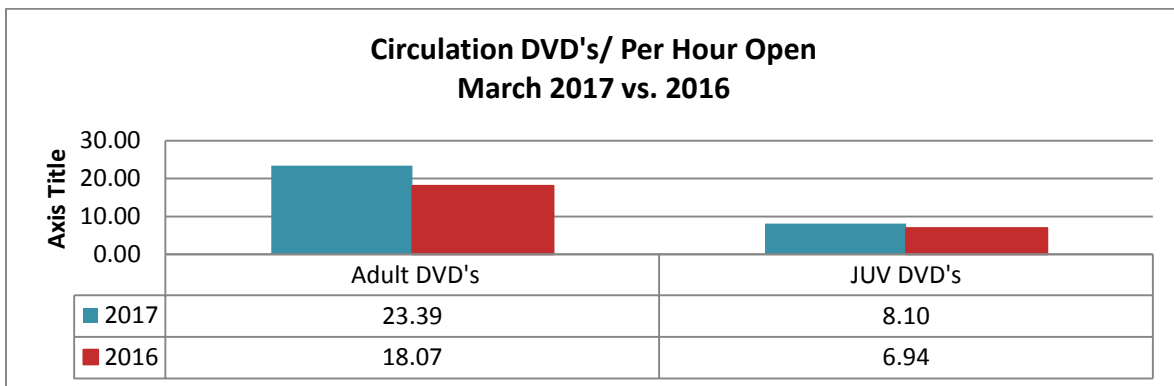
Overall Non-Fiction Circulation March 2017 vs. 2016 (not taking into consideration hours open):

- Adult Non-Fiction: increased 2%
- YA Non-Fiction: decreased 11% *** note actual numbers are very small, so % is misleading
- Juvenile Non-Fiction: increased 1%



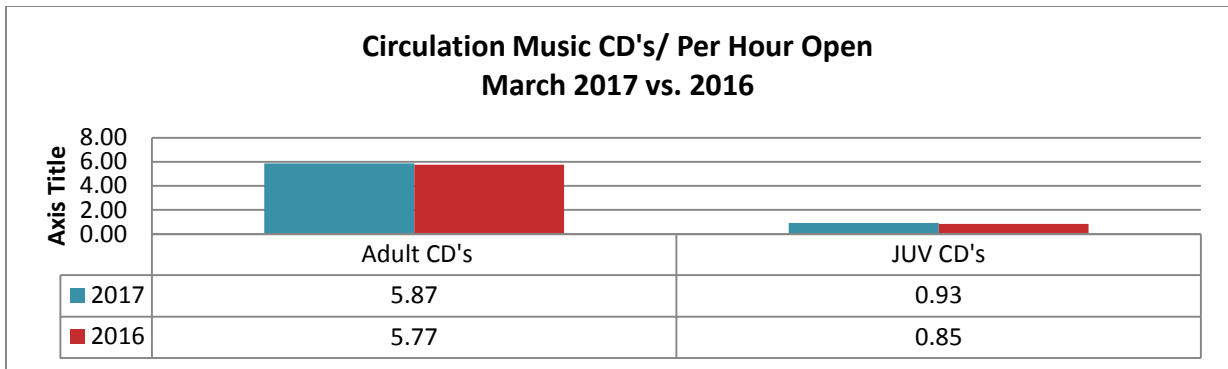
Overall Audiobooks Circulation March 2017 vs. 2016 (not taking into consideration hours open):

- Adult Audiobooks: decreased 4%
- YA Audiobooks: increased 38% *** note actual numbers are very small, so % is misleading
- Juvenile Audiobooks, Playaways: increased 5%



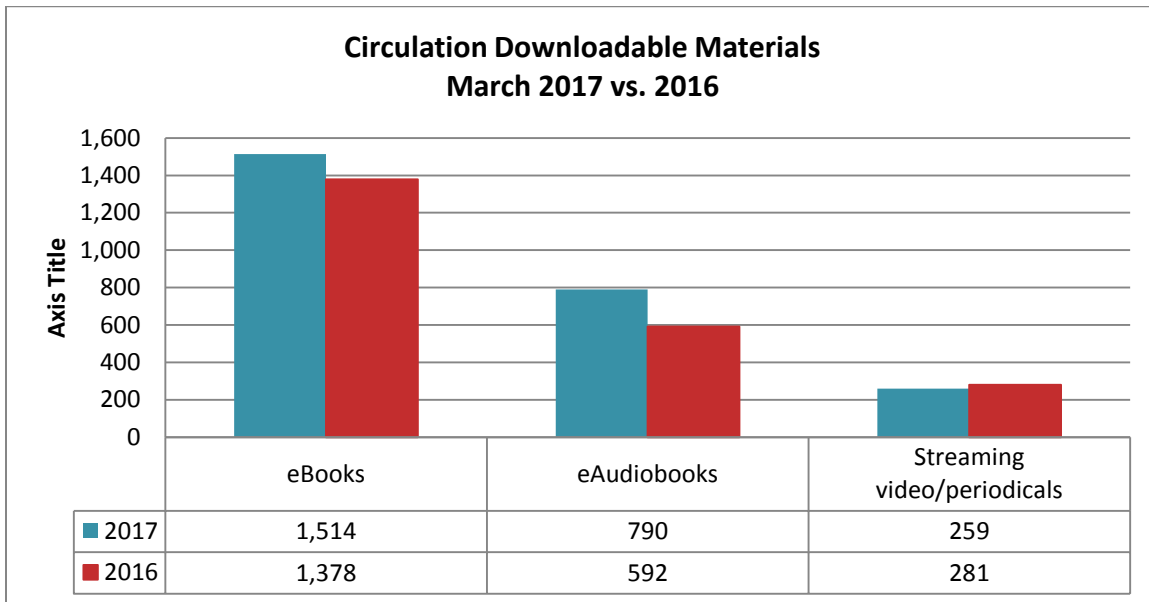
Overall DVD Circulation February 2017 vs. 2016 (not taking into consideration hours open):

- Adult DVD's: increased 22%
- Juvenile DVD's: increased 10%



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

- Adult CD's: decreased 4%
- Juvenile CD's: increased 3%

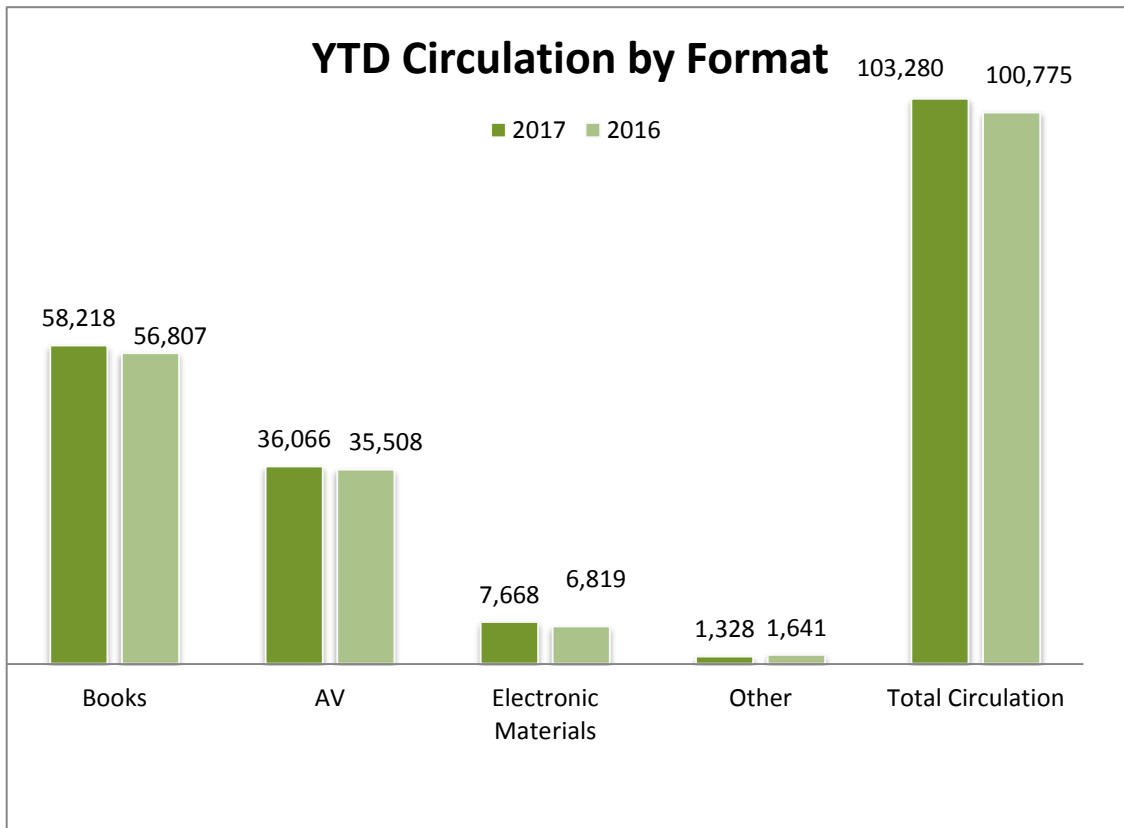


Downloadable Materials Circulation March 2017 vs. 2016

EBooks: increased 10%

eAudiobooks: increased 33%

Streaming video/periodicals: decreased 8%



Book Circulation YTD increased 2% in 2017 vs. 2016.

- Adult Fiction increased 2%
- Adult Non-Fiction decreased 6%
- YA Fiction decreased 22%
- YA Non Fiction decreased 10%
- Juvenile Fiction increased 9%
- Juvenile Non Fiction decreased 1%

AV Circulation increased 2% in 2017 vs. 2016

- Adult Audio increased 1%
- YA Audio Increased 7%
- Juv Audio Increased 46%
- Juv Playaways decreased 32%
- Adult DVDs increased 8%
- Juvenile DVDs decreased 6%
- Video Game Circulation decreased 2%

Electronic Materials Circulation increased 12% in 2017 vs. 2016

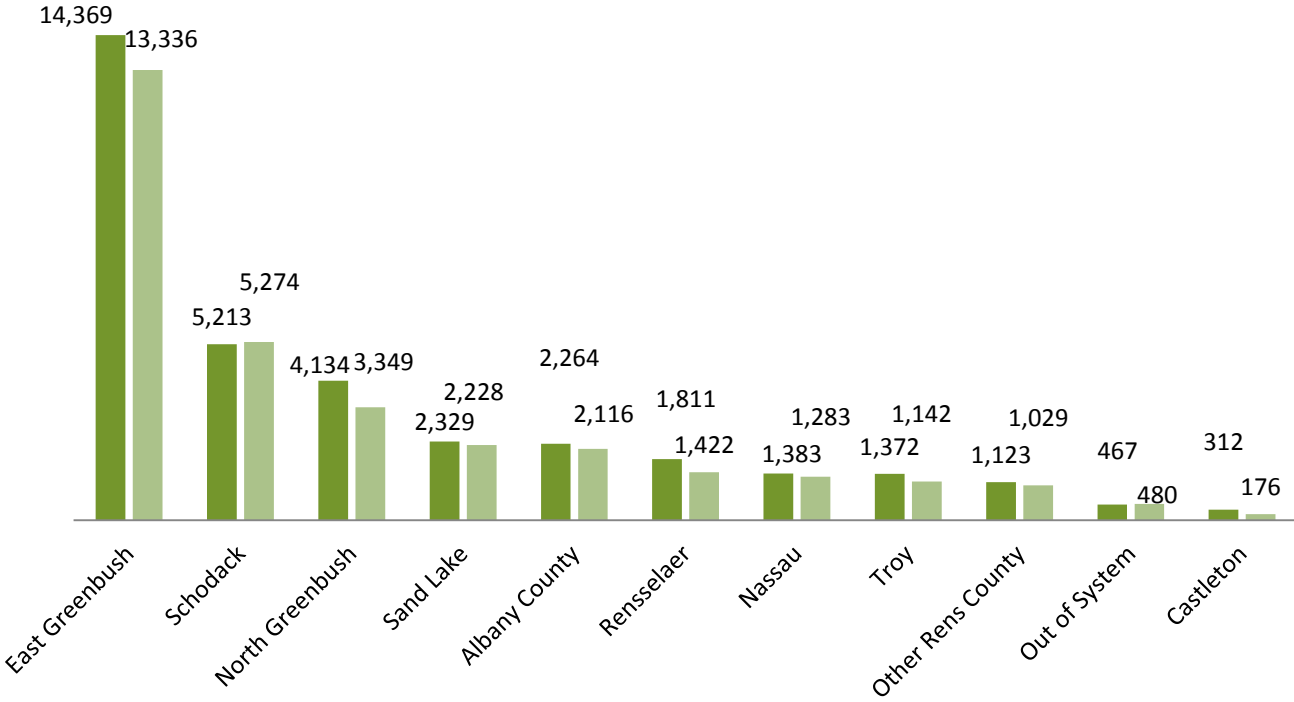
- E-books increased 8%
- E-audio books increased 27%
- Streaming Video/Periodicals increased 2%

Other Materials Circulation decreased 19%

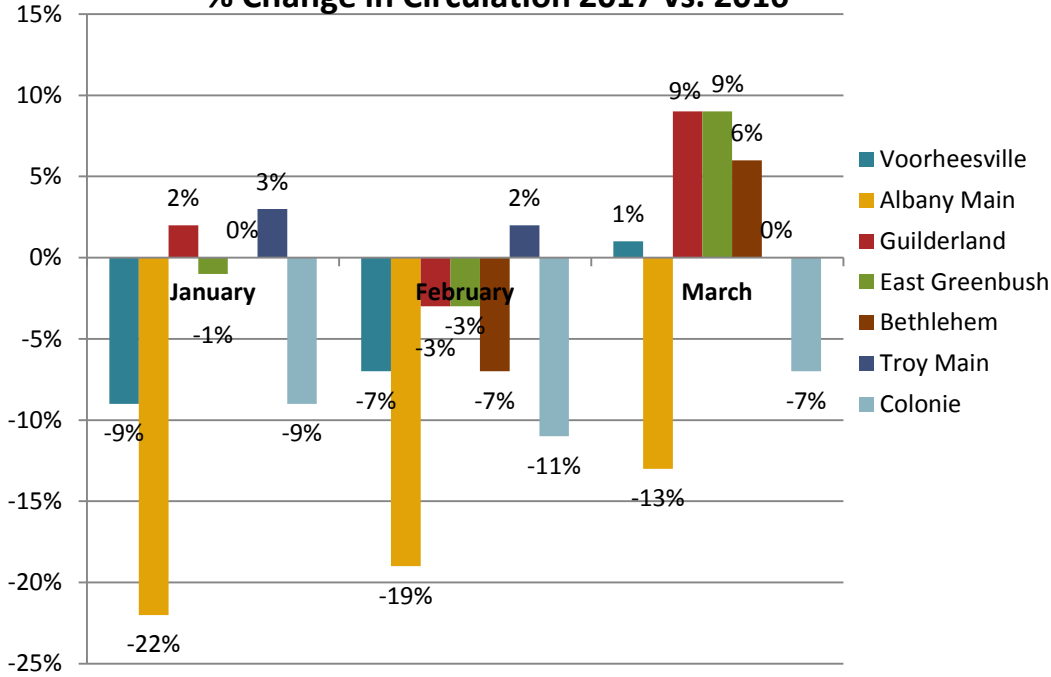
TOTAL CIRCULATION YTD 2017 vs. 2016 increased by 2%

March Circulation @ EGRN by Patron Residency

■ 2017 ■ 2016



East Greenbush Community Library in comparison to other locations in UHLS % Change in Circulation 2017 vs. 2016



When comparing the percentage change in “at the library/non-electronic” circulation to other libraries in UHLS, we are growing at a faster pace than all the similarly sized libraries, except for Guilderland. Most libraries have been seeing a decrease in circulation each month.

Circulation Decreased in 2017 compared to 2016

January:

- Voorheesville (-9%)
- Albany Main (-22%)
- East Greenbush (-1%)
- Colonie (-9%)

February:

- Voorheesville (-7%)
- Albany Main (-19%)
- Guilderland (-3%)
- East Greenbush (-3%)
- Bethlehem (-7%)
- Colonie (-11%)

March:

- Albany Main (-13%)
- Colonie (-7%)

Circulation Increased in 2017 compared to 2016

January:

- Guilderland (+2%)
- Troy Main (+3%)

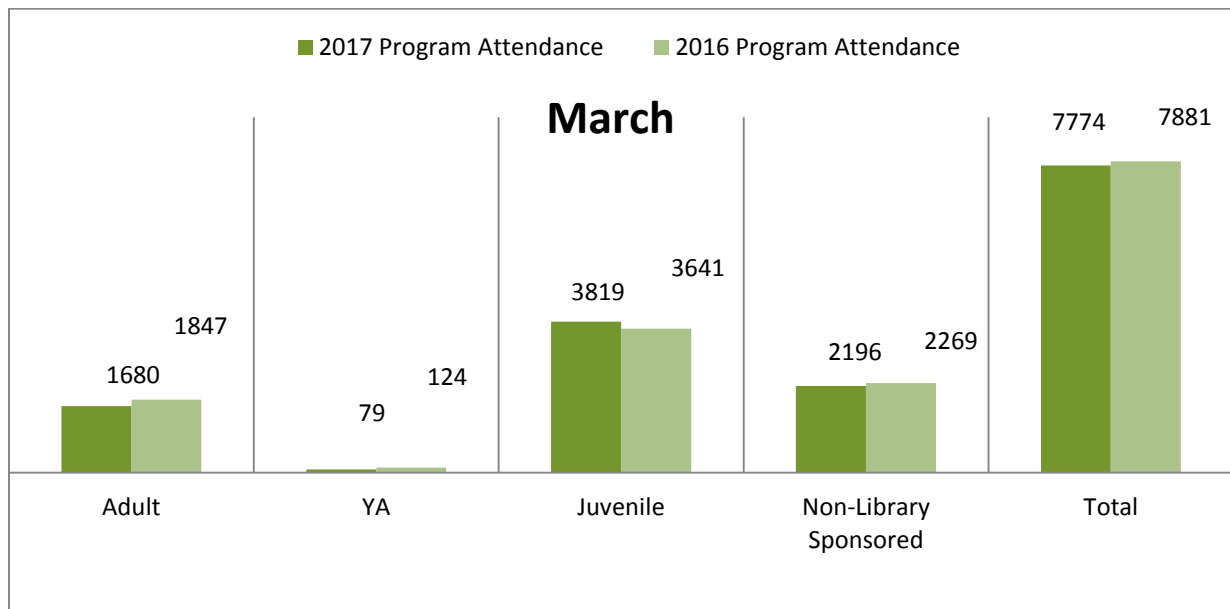
February:

- Troy Main (+2%)

March:

- Guilderland (+9%)
- East Greenbush (+9%)
- Bethlehem (+6%)

Programs:



Overall attendance at library and non-library sponsored programs decreased 1% in March 2017 vs. March 2016. This includes a 9% decrease in adult programs attendance, 36% decrease in YA program attendance, a 2% decrease in Juvenile program attendance, and 3% decrease in non-library sponsored

program attendance. A number of programs needed to be cancelled this month due to weather and school delays. Despite this, we still held 36 youth classes with 1,256 attendees, 25 adult classes/events with 598 attendees, and 54 outside group meetings/classes with 811 attendees. The meeting rooms were used 115 times, including library usage. There were six outside group cancellations this month (Burmese Myanmar, Upstate Early Ford V8 Club, Capitalview Toastmasters Club, GS SU #136 Leaders Meeting, Homeschool Families Board Game Day).

Lois and Marion worked collaboratively on a new enrichment program called cookbook club. The first meeting hosted seven enthusiastic participants, which were primarily new/underserved library users. This program is in response to the strategic planning survey, and is expected to grow.

We have continued our partnership with Field Goods to provide access to healthy foods from local farms year round to the community. A great article was recently posted by Field Goods about the value of working with libraries: <http://www.field-goods.com/2017/04/10/beets-books-library/>

Triskele provided a fabulous concert as they have in the past. The nailbinding workshop was fascinating. Plans are well underway for the adult summer reading challenge, summer music series, and youth summer reading programs.

Youth Services Librarians', Jen and Jenna, met with a youth services staff member from Colonie Library on 3/10 to train them on the summer reading volunteer software program we use. Two specialists visited our 1,2,3 Play With Me parent/child programs this month: a dental hygienist from Dr. Tucker's office in East Greenbush, and a speech therapist from Storyplace Preschool in Schodack. They were available during the program to answer questions from parents.

We partnered with several East Greenbush schools this month. We helped gather prizes to share with Green Meadow Elementary for their first literacy fair. We also lent out our Pokemon playing card collection to Genet from their after school enrichment programs, and worked with a Genet teacher to coordinator their annual school-wide Picture Book Bracket.

Nine (9) new children registered for the 1000 Books Before Kindergarten program this month. 23 children checked in this month to record another 100 books read, and one (1) more finished the program!

Two Book-a-Librarian appointments were held this month, 2 Legal Project Consultations, and 6 Digital Grandparents tutoring sessions.

Adult Classes/Workshops/Programs held:

- AARP Taxaide x7 (215)
- Crafternoon x2 (13)
- Monday Evening Book Group- *The Sweetness at the Bottom of the Pie* by Alan Bradley (6)
- Greenbush Garden Club presents Vegetable Gardening ABC (30)
- Triskele (93)
- AARP Driving Class (32)
- Poetry Conversations, American Voices x3 (15)
- 10 Essential Websites for Irish Genealogy (24)
- Society for Creative Anachronism presents Nailbinding (14)
- Greenbush Historical Society presents Phyllis Chapman as Anne Sullivan (48)
- Monday Morning Book Group- *Eleanor & Park* by Rainbow Rowell (16)
- Monthly Movie- *Jackie* (70)
- State Names from Native American Languages (5)
- Food for Thought Cookbook Club (7)
- Introduction to Memoir Writing (9)

Tween/Teen Classes/Workshops/Programs held:

- Anime Club x2 (11)
- Bad Art Party (5)
- TAG Meeting (1)

Children's & Family Classes/Workshops/Programs:

- Baby Bookworms x4 (68 children & 76 adults)
- Toddler Time x6 (160 children & 134 adults)
- Preschool Storytime x3 (101 children & 84 adults)
- Saturday Storytime x4 (104 children & 98 adults)
- Munchkins on the Move x4 (61 children & 47 adults)
- Pajama Storytime (9 children & 7 adults)
- 1,2,3 Play With Me x5 (99 children & 92 adults)
- Dr. Seuss Read Across America Day (31 children & 26 adults)
- Family Science Night (7 children & 6 adults)
- St. Patrick's Day Fun (9 children & 7 adults)
- Pride Center LOOK (2 children & 4 adults)

Visits & Outreach:

- Y Camp Kids (6 children & 1 adult) - Students at the YMCA's after school care visited the library for a storytime with Molly.

Outside Meeting Room Use:

- Capital Toastmasters Club x2 (40)
- Flying Knights MAC (15)
- Homeschool Families Youth Service Organization (20)
- Rensselaer County Land Trust (40)
- Red Hat Society (16)
- American Needlepoint Guild (8)
- EG Pop Warner (15)
- AUHV Antique Car Club (30)
- Lip Sync Practice x4 (72)
- Overcoming Depression Support Group x2 (12)
- EG Art Club x4 (100)
- Stop NY Fracked Gas Pipe Line (20)
- Trinity Wellness Lyme Disease Support (12)
- GS Troup #1145 x2 (32)
- BS Troup #522 (10)
- Homeschool Families Board Game Day (22)
- Greeting Card Workshop (15)
- Capital Region Romance Writers (30)
- CDLUG Linux Users Group (35)
- Mohawk Hudson Appalachian Mtn Club (12)
- Alzheimers Younger Onset Support Group (10)
- FC Empire Soccer (20)
- Key Club #18 Meeting (15)
- Burmese Myanmar Community Open Talk (25)
- Capital Hudson Iris Society (35)
- East Banks Arts Alliance Meeting (25)
- GS Troop #1296 (12)
- Greenbush Sand Lake LaLeche League (12)
- GS SU136 Leaders Meeting (20)
- Library Board of Trustees (12)
- Embroiders Guild (10)
- Lip Sync Practice- Spar x2 (18)
- Greenbush Historical Society Early Settlers (10)
- Capital Area Flute Club Rehearsal (15)

Monthly Exhibits

Walls- Traveling Oil Painting Exhibit: Truth, Compassion, Tolerance

Cases- Half Moon Button Club

Facility

- LED Lighting installation is in process. We have had several hurdles in the project, mostly due to the reduced level of light we have experienced in all of the areas where the 2x2's were installed. Our vendor has agreed to switch them to a higher light output at no cost to us. The new bulbs have been ordered. We have had several ballasts burn during the switch to LED, which the installers have fixed. All the parking lot lights have been completed, except for one light, which the vendor mistakenly did not order. They will be back shortly to install the final parking lot light.
- Heat Pump Project: I met with Dan Hampson and Michael Poost to begin the RFP process. Dan will be compiling the technical specification component for the RFP. He will be providing us with a quote for service shortly.
- ESCO has installed the filter rack for the new heat pump at no extra charge to us, after several negotiations.
- The Town Luther Road Sidewalk Project went out to bid on April 10. The bid opening is scheduled for 10:30 am on May 2nd. The library sidewalk connection is an alternate.

Farmers' Market

JoAnn, Vicki, and Laurie have been in contact with various vendors to obtain confirmations for returning vendors and to recruit new ones. We have a few hand craft vendors that will be joining the market part-time. Music has been booked for the first two weeks of the market so far. A new tent will be ordered for outside use by staff to promote library activities.

Online Presence

- The website will be going live within the next two weeks. We are just tweaking the color scheme and logo placement, based on feedback and it will be ready. You can log-in to view the progress by visiting: dev.eastgreenbushlibrary.org
UN: dev
PW: noaccess
- Several staff members have completed new Connect2U modules on Flipster and Mango.
- We are discussing the future of Beanstack at our library with department heads.
- Karrie, Lois, and I are working together to purchase a readers' advisory solution that would take some of the burden of creating and updating book lists off the librarians, so that they can spend more time interacting with patrons.
- JoAnn sent out a number of email blasts this month for programs which greatly helped attendance registrations. She is also actively working on the final graphic touches for the new website.

Library Computers/Hardware

- The eighth and final public laptop has been deployed for patron use.
- Wireless microphones are still out, awaiting repair or replacement. We are actively trying to gather quotes for replacement.
- We have subscribed to an IT asset management technology solution through Dude Solutions that will assist Karrie with managing our IT infrastructure, updates etc.

Records Retention

- Steve has been sorting through old library records, and has developed a list of records which may be destroyed according to NYS record retention guidelines. The library board will need to officially adopt the library director as a records retention manager, in order to legally destroy

any documents. For now, Steve has developed a working list of documents and has labeled all boxes, and separated records which are eligible for weeding.

Libraries = Education: A New Way of Thinking

On April 7, Betty Bellino Giugno, Jen Lubbers, and I represented the East Greenbush Community Library at a terrific workshop sponsored by UHLS, presented by Valerie Gross, President & CEO of Howard County Library System. We discussed the power of language and potential value to funders by equating libraries as a critical component of the educational system. Did you know that public libraries were established prior to public schools? The Libraries = Education model incorporates three pillars:

- I. Self-directed education
- II. Research, assistance, and instruction
- III. Instructive and enlightening experiences

All three of us, along with the other attendees found this workshop enlightening, and worthy of further discussion. UHLS plans to host some follow-up workshops and plans to incorporate Libraries = Education into future communications. I have reached out to Valerie Gross to find out how much it would cost to have her come speak to our board/friends. Her book should be arriving shortly, which I will certainly be sharing with the Board in order to facilitate further discussions.

<http://transformingourimage.com/>

“Highlights

- Redefines libraries in a new, innovative way that conveys their true worth
- Demonstrates how to heighten any library's visibility and stature
- Aligns the library with what the community values most: education
- Teaches how to incorporate value-enhancing words into everyday lexicon
- Presents marketing strategies that can immediately be integrated into your work
- Provides guidance on introducing the “Libraries = Education” philosophy and strategic vocabulary concepts to your staff, board, elected officials, and community” – Valerie Gross

Respectfully Submitted,

Jill Dugas Hughes
Director