



Library Director's Report

October 18, 2022

Submitted by Jill Dugas Hughes

TOP INITIATIVES for SEPTEMBER

- Meeting Rooms Reopened 10/1/2022
- Audit
- Meeting Room AV Installation
- Library Card Sign-Up Month- September
- IT Security Audit/Security Procedures and Training for Staff
- Election

VISITORS

- SEPTEMBER: 2022 September visits (8,530) increased 14% over September 2021 (7,459) and decreased 22% over August 2022 (10,902)

BORROWING

- Physical Items:
 - Total borrowing in September 2022 (23,879) was 16% more than September 2021 (20,610) and 17% less than August 2022 (28,865). Total borrowing includes checkouts and renewals.
 - Checkouts for September 2022 (16,131) were 8X% higher than checkouts in September 2021 (14,917)
 - Renewals in September 2022 (9,946) have increased 75% over September 2021 (5,693). Autorenewals continue to play a large role in physical borrowing increases.
 - Circulation Desk: (21,669) items were circulated in September 2022; an increase of 45% over September 2021 (14,917).
 - Drive-thru: (2,210) items were circulated September 2022; a decrease of 30% (3,161) over last year in September.
- Electronic Content Use:
 - 13,537 (5,048 use of electronic material- Hoopla & Overdrive) and (8,489 database usage) is a 15% decrease from August 2022 and an 50% increase over September 2021 (4,691 use of electronic material- Hoopla & Overdrive and 4,332- database usage).
 - A significant reason for the drop in Database stats this month over last month is Ancestry, a database only available for use inside the library. Usage of Times Union, Library Aware, Ancestry, Tech Talk, and Novelist continue to have high usage rates. Consumer Reports, Encyclopedia Britannica, and Gale databases have low usage rates. Databases are yearly subscriptions, so we monitor use when deciding which databases to purchase yearly.
 - Three Newsbank databases were not renewed in September due to low usage (Black Life in America, Gannett, and Heritage Hub).

FISCAL ACCOUNTABILITY AND STEWARDSHIP

Library Election & Budget

- The 2023 Annual Library Trustee Election and Budget was held on September 13, 2022 and passed 6-1. Turnout was similar to last year.

2023 Budget Election Results	
\$2,332,688	
Type of Vote	# of Votes
Yes	170
No	26
Total Votes for Budget	196

2023 Trustee Election Results	
Candidate	# of Votes
Michael Poost	169
Charlie Pensabene	170
Howie Kennedy (write-in)	1
Elected Trustee(s)	Charlie Pensabene & Michael Poost 5-year terms (2023-2027)

Business Office:

- We received a Draft copy of the Audit on September 14, and the followed up with feedback. To-date we are waiting on a final copy of the Audit. I have confirmed that the Auditors will be able to make a full presentation to the library board in November. Once received, a copy of the Audit will be distributed to the full board for review.

IT Security Audit/Security Solutions & Procedures and Training for Staff

- We are exploring pricing for Azure to resolve issues with multi-factor authentication and possibly removing the need for an on-premises server. May require cleanup of our Microsoft user list to keep costs down.
- Karrie is continuing work creating an information and guideline document for to inform staff of internal procedures and expectations regarding IT security as well as investigating firms to audit our IT security structure/practices and make recommendations to improve.

- All services are moving toward requiring multi-factor authentication (MFA). Microsoft migration is underway, but we need to decide whether to move to Azure (in 2023 budget), settle for lower security on shared accounts, or pay for voip.ms to establish an additional process for MFA. Karrie is working with our IT consultant to review all options.
- We have subscribed to KnowBe4 as a platform for providing recurring, customized training. A kickoff meeting has been scheduled for October 20.
- Exploring the possibility of engaging Web Instinct to add a layer of security to our website. They have already removed login access from outside the US and Canada.

OPERATIONAL EXCELLENCE AND CULTURE OF LEARNING/GROWTH

MARKETING/PUBLICITY

Instructional Videos for Digital Resources

- We now have instructional videos for all of our digital resources (except hoopla) on our YouTube page.

PERSONNEL

Adult Services Department

- Our new librarian, Heather, is making great progress in her training and is rapidly becoming an important member of the EGCL team!
- Adult Services held their first department meeting since April. They determined the dates and theme for Winter Reading Club 2023, established a base reference desk schedule, and discussed collection development responsibilities.
- Jody, Heather, and Catherine attended the UHLS/Rensselaer County ARC program "Providing Services for Patrons with Disabilities."

CENTER FOR COMMUNITY CONNECTIONS

TECHNOLOGY

Meeting Room A/B AV Installation

- Shure microphones were installed on October 13 which completed the Meeting Room AV project! The equipment is wonderful. Although it seems complicated, it is a quicker AV set-up than previous use of AV carts.

Facebook

- Deleting a former staff member from our Facebook admin list resulted in a temporary loss of control over who can edit our page. It has been resolved and permissions have been adjusted to prevent it from happening again.

MARKETING/PUBLICITY

Library Card Sign-Up Month

- September was Library Card Sign-Up Month. To celebrate we had giveaways and a chance to win a \$25 gift card. Thanks to a robust marketing campaign we issued 101 new library cards in September! Thirty-eight adults entered the new library card raffle.
- When children registered for their first library card, they received a goody bag with a Stewart's ice cream coupon and added to our library card display in the Children's Room.

September 2022 New Library Cards by Residency	
East Greenbush Adult	19
East Greenbush Youth	36
Schodack	14
North Greenbush Adult	9
North Greenbush Youth	6
Sand Lake Adult	1
Sand Lake Youth	4
Other Rensselaer County Adult	6
Other Rensselaer County Youth	2
Albany County Adult	2
Albany County Youth	2
TOTAL CARDS ISSUED	101

September 2022 New Library Cards by Age	
Adult Cards	51
Youth Cards	50
TOTAL CARDS ISSUED	101

Fine Free Planning

- We have begun planning to go Fine Free in January. Stay tuned more details about the project.

PARTNERSHIPS

Little Free Libraries

- Registry plates were installed on the Little Free Libraries.
- Planning on adding them to the Registry for Little Free Libraries Map. Outstanding issue is adoption of “names.”
- Marketing to name libraries started October 1 with enews, social media week of the week of October 3. Contest ends October 10 with announcement to follow. The Service Committee will decide on official names. Staff have been encouraged to participate.

Vanguard ASO- Instrument Donation Collection

- Partnered with Jill Rifkin at Vanguard ASO to collect musical instruments. Susan assisted with marketing content and worked with the East Greenbush Central School District to promote on their website. Vanguard promoted the collection on the radio.
- Instrument Donation Collection day took place at the Farmers Market on September 14. We collected 22 instruments at Farmers' Market, 2nd highest Jill Rifkin has ever collected at single event.

Bike with a Cop, Sponsored by Kiwanis Club

- Susan represented the library at the Bike With a Cop event at the Town Hall which was sponsored by the Kiwanis- unfortunately this event was not very well attended.

East Greenbush Community Day

- Molly and Marianne had more luck at a table with crafts and library card registration info at the first annual East Greenbush Community Day at the EG Town Park and registered four new patrons for library cards and made key chain crafts with dozens of kids.

BOCES/ENL

- We extended our partnership agreement with BOCES to provide English Language Classes for new learners for another year. This continues to be a successful program.

Meeting Rooms

- As of October 1, meeting rooms are now available for the public to request.
- Karrie and Selena delivered a combined 17 hours of tech and procedure trainings to prepare staff to open the meeting rooms.

LIFELONG CURIOSITY, IMAGINATION AND LEARNING

COLLECTIONS

Supply Chain Issues

- Supply chain issues and shortages continue to have significant negative impacts on our ability to receive books in a timely manner (or at all, in some cases).

PROGRAM HIGHLIGHTS

Third Thursday Programming Series

- The first of our "Third Thursday" programming series took place on September 15 and was successful, with 25 people in attendance. Great idea, Jody!

Storytimes

- In September we resumed the popular outdoor Wednesday morning storytime at the East Greenbush Town Park. They have been well attended and we will continue throughout the month of October.
- Indoor storytimes have also been busy on Tuesday and Friday mornings.

K-2 Crew

- A new weekly after-school program, K-2 Crew, run by our library assistant Elizabeth began this month, and combines a story with related crafts and STEM activities.

Reading Challenges

- We did a soft launch of two new reading challenges for older students -- 500 Books Before Middle School and 100 Books Before Graduation.
- These new challenges, which can be done on paper or through our online program Beanstack, give children the opportunity to continue tracking their reading after they complete 1000 Books Before Kindergarten, and earn free books to add to their home libraries as well.

Teen Services

- Teen Services is starting off the school year strong, with 123 middle and high schoolers using the Teen Room after school in the 19 days it was staffed.

- The most popular tween/teen program this month was by far the interactive movie showing of Encanto on a half-day of school, with 27 students in attendance. Each participant was given a goodie bag containing props (such as paper umbrella straws, glow sticks, and fabric flower petals), as well as instructions for what to do with their props during the movie.

AUGUST Library Sponsored Programs:

Teens: 5 programs; 140 attendees

- Movie: Encanto Interactive: 27 participants
- Friday Mashup: 4 sessions; 74 participants
- Book Bundles- Teens: 1 participant
- Anime Club: 2 sessions; 17 participants

Children: 17 programs; 31 sessions, 2,304 attendees

- Scavenger Hunt: 229 participants
- Take & Make Crafts: 4 sessions; 309 participants
- Music Together: 2 sessions; 62 participants
- 1000 Books Before Kindergarten: 28 participants and 1 graduation
- Book Bundles- Kids: 7 participants
- Story Time at Town Park: 3 sessions; 109 participants
- Indoor Storytime: 6 sessions; 266 participants
- Outreach: East Greenbush Community Day: 59 participants
- Outreach: Bike with a Cop: 3 participants
- K-2 Crew: 3 sessions; 63 participants
- 500 Books Before Middle School: 7 participants

Adults: 11 programs; 25 sessions; 216 attendees; attendance not captured at 7 events

- ENL: English as a New Language: 7 sessions; 26 participants
- Workshop- Greenbush Garden Club- Birds in Winter: 62 participants
- Wednesday Night Book Chat (Facebook): 4 sessions; 62 participants
- Monday Morning Book Discussion: 10 participants
- Monday Evening Book Discussion: 2 participants
- Concert: As Iz with Izzy Singer: 25 participants
- Quilt a Square for Project Linus: 30 participants
- Presentation: Historical Society- Russell Sage "The Money King": 60 participants
- Third Tuesday- Movie "Downtown Abbey: A New Era": 25 participants
- Read Out- Banned Books Week (all ages): 1 participant

Respectfully Submitted,
Jill Dugas Hughes