



# Library Director's Report

January 19, 2021

Submitted by, Jill Dugas Hughes

## DECEMBER 2020 HOURS/SERVICES

- Library was open 20 days / 116 hours for Public and Drive-thru.
- Returns were accepted 24 days / 144 hours.
- Library was closed all day Thursday December 17 (weather closure).

## TOP INITIATIVES

- COVID-19 response and planning
- 2020 Year-End Financials and setting up 2021 QuickBooks to include detailed program budgets, account numbers, and grant/donor information
- 2020 Analysis of statistics and programs and planning for 2021 data collection needs
- 2021 Department Budgets

## PROGRAM & SERVICE HIGHLIGHTS

### Adults

- The Adult Winter Reading Challenge, *Fun and Games*, or *“Just Roll with It,”* begins in January. Patrons may choose to participate online via Beanstack or with a traditional print game card. We’ve also prepared lots of supporting materials like book lists, a puzzle sheet, and a patron recommendation form. Once again, this year we’re offering a staff version of the contest, so get reading, everyone.
- Pen to Pandemic Short Story Contest. Jody has crafted a short story contest, kicking off in January, that asks Rensselaer County residents to submit an original story taking place during the COVID-19 pandemic. Jody has brought on the Town of East Greenbush and the Hart Cluett Museum as partners, and a slate of local judges who will select two winners at the conclusion of the contest in March. Stay tuned for details on a post-contest event featuring readings by the winners!
- Taxes. We plan to distribute federal and state tax forms as usual this year, but it will be our first season without AARP TaxAide in over a decade. Between the pandemic and the loss of our irreplaceable TaxAide coordinator (and beloved library patron) Irene Samuels, the service will not be available this year. We have been busy ordering tax forms, identifying alternate tax services for our patrons, and updating our tax information web page for the season ahead.



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## December 2020 Adult Programs

(6 programs, 71 attendees, average attendance per session: 12)

12/7/2020	Monday Night Book Chat on Facebook	Live Virtual Program	10
12/12/2020	Adult Craft Grab & Go: Happy Little Birds	On-Demand Program	25
12/14/2020	Monday Night Book Chat on Facebook	Live Virtual Program	3
12/18/2020	Hands-On Healthy Holiday Treats with Cornell Cooperative Extension	Live Virtual Program	13
12/21/2020	Monday Night Book Chat on Facebook	Live Virtual Program	10
12/28/2020	Monday Night Book Chat on Facebook	Live Virtual Program	10

## Youth Services

- December was a big month for Take & Make Crafts for kids, we handed out 387 kits in the Children's Room and at the drive-thru window. Projects included spiral snakes, pony bead & pipe cleaner animals, snowflake ornaments, and paper plate snow globes! Patrons continue to be happy and grateful for this weekly service.
- Once again, our most popular program of the month was Family Bingo! Bingo seems like it will be a permanent fixture in our virtual programming menu based on the enthusiasm of the participants. This month featured Book Bingo 2020, highlighting some of the best and most popular children's books of the year.

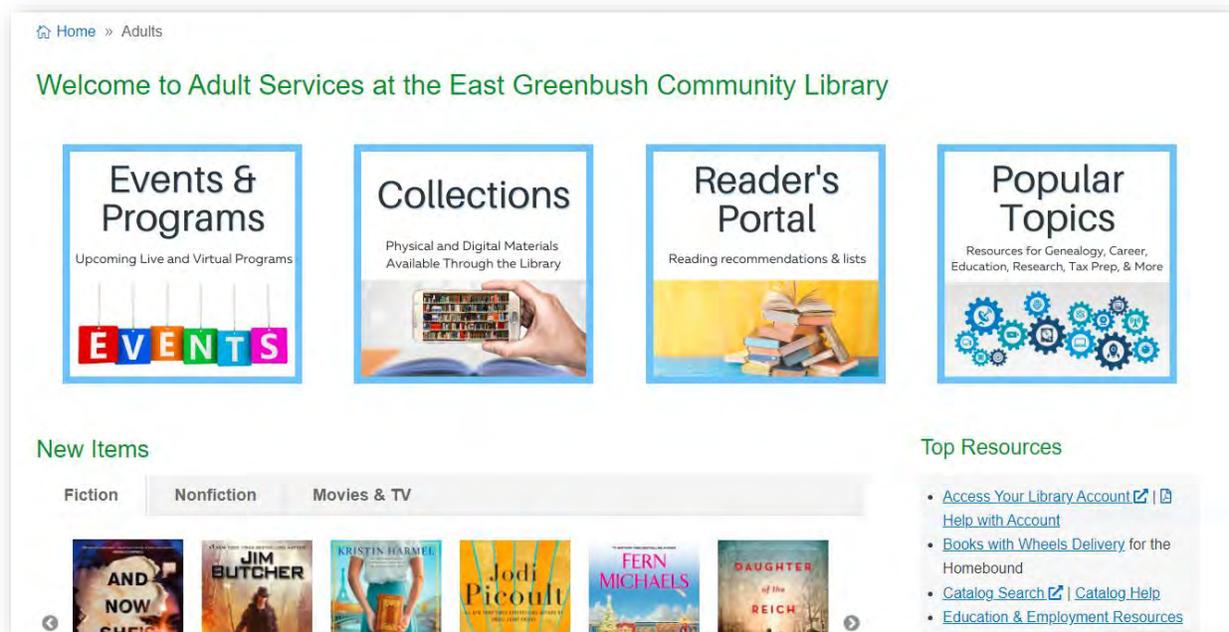
## December 2020 Youth Programs

(7 programs, 246 attendees, average attendance per session: 35)

12/11/2020	Butterfly craft	On-Demand Program	19
12/28/2020	Book Bingo	Live Virtual Program	44
12/29/2020	Ventriloquism workshop w/ Jackie Reynolds	Live Virtual Program	16
12/30/2020	Owl Ecology w/ George Steele	Live Virtual Program	35
Tuesdays	Zoom Storytime (3 sessions)	Live Virtual Program	132

## WEBSITE HIGHLIGHTS

- Reformatted the home page as part of a messaging shift, with an eye to making edits easier for any staff member with web editing credentials.
- “Pen to Pandemic” page went live
- Added a Winter Reading page
- Continuing to update the exhibits page
- The Adult Services web presence (eglibrary.org/adults) has been updated to provide clean, clear access points to our many programs, services, resources, and collections.



Home » Adults

### Welcome to Adult Services at the East Greenbush Community Library

**Events & Programs**

Upcoming Live and Virtual Programs

**EVENTS**

**Collections**

Physical and Digital Materials Available Through the Library



**Reader's Portal**

Reading recommendations & lists



**Popular Topics**

Resources for Genealogy, Career, Education, Research, Tax Prep, & More



#### New Items

Fiction | Nonfiction | Movies & TV



#### Top Resources

- [Access Your Library Account](#) | [Help with Account](#)
- [Books with Wheels Delivery](#) for the Homebound
- [Catalog Search](#) | [Catalog Help](#)
- [Education & Employment Resources](#)

## COLLECTION HIGHLIGHTS

- The Adult Services team launched grab-and-go book bundles for adults, themed groupings of 3-5 librarian-selected books bundled together for quick and easy checkout

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Head of Adult Services, Elizabeth Putnam reports:  
 “During a recent shift, I was approached by a patron looking for Catherine. She had come in to thank Catherine for finding just the right books for her during her last visit, and to let her know that she was really enjoying her picks. She likened her experience to visiting an upscale boutique where the shopkeeper whirls around pulling out just the right things to try on. She had come out of her way just to pass along her thanks.”

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- Youth Services Librarians continue to provide books for young readers with Book Bundles. We gathered books, audiobooks, and DVD’s for 27 children and 3 teens this month through this personalized reader’s advisory service.
- OverDrive purchased another magazine platform and gained access to some (but not all) of the magazines we get from Flipster. UHLS retired the Flipster service starting January 1st.
- Steep drop in Gale database usage this month (December: 59/ November: 1,111)
- UHLS budget cuts caused several system-wide resource cuts. Ancestry was one of the databases which was popular among our residents. As a result, we purchased a stand-alone subscription. Patrons experienced a short disruption in remote service (on-site access remained available). Ancestry has agreed to continue remote access through the end of March (typically they only allow on-site use) due to the pandemic. It should be set up shortly.

## TECHNOLOGY HIGHLIGHTS

- Parking lot Wi-Fi expansion hardware was installed in early January. We are waiting for one final part to arrive (plug and play) and then we will be able to go live.
- Two staff desktop computers have failed and were replaced with spare older computers. There are no acceptable spare computers to run staff applications, so new computer purchases are on the horizon. Last year we did not replace desktops due to the emergency need to purchase Chromebooks for staff who were working remotely.

## 2020 STAR LIBRARIES- LIBRARY JOURNAL

- The Library Journal just released 2020 *LJ* Index scores and Stars are based on 2018 data reported public libraries to their state library agencies and compiled nationally by the [Institute of Museum and Library Services](#). Libraries are assigned a peer group based on nine available spending categories: \$10K-49.9K, \$50K-\$99.9K, \$100K-\$199.9K, \$200K-\$399.9K, \$400K-\$999.99K, **\$1M-\$4.9M**, \$5M-\$9.9M, \$10M-\$29.9M, \$30+M.
- The top 30 libraries within each expenditure peer group received “stars.” The top ten scores receive a 5-star rating, the next ten scores receive a 4-star rating, and the remaining ten scores



receive a 3-star rating. Although we did not receive any stars, our LJ Index Score placed us at “49” out of 1,132 libraries in our category (\$1M-\$4.9M); the highest among all the UHLS libraries in our peer group. The following UHLS libraries are also in the same category as East Greenbush:

<b>2020 LJ Index Ranking</b> (based on 2018 data: <b>1,132 total USA</b> libraries in peer category)	<b>2019 LJ Index Ranking</b> (based on 2017 data: <b>1,251 total USA libraries</b> in peer category)	<b>UHLS Libraries in (\$1M-\$4.9M spending category)</b>
<b>49 (Top 4.33%)</b>	<b>83 (Top 6.63%)</b>	<b>East Greenbush Community Library</b>
53 (Top 4.68%)	79 (Top 6.31%)	Bethlehem Public Library
136 (Top 12.01%)	201 (Top 16.10%)	Voorheesville Public Library
297 (26.24%)	405 (Top 32.38%)	Guilderland Public Library
807 (71.29%)	828 (Top 66.12)	William K. Sanford Library
990 (87.45%)	1,111 (88.81%)	Troy Public Library

<b>2020 LJ Index Ranking</b> (based on 2018 data: <b>148 total NYS libraries</b> in peer category)	<b>2019 LJ Index Ranking</b> (based on 2017 data: <b>155 total NYS libraries</b> in peer category)	<b>UHLS Libraries in (\$1M-\$4.9M spending category)</b>
<b>10 (Top 6.76%)</b>	<b>21 (Top 13.55%)</b>	<b>East Greenbush Community Library</b>
13 (Top 8.78 %)	18 (Top 11.61%)	Bethlehem Public Library
31 (20.95%)	42 (27.10%)	Voorheesville Public Library
59 (39.86%)	79 (50.97%)	Guilderland Public Library
129 (87.16%)	130 (83.87%)	William K. Sanford Library
143 (96.62%)	152 (98.06%)	Troy Public Library

- There were 5,608 libraries in the US who reported data to Library Journal. Compared to all US libraries (no separation into peer expenditure categories), the East Greenbush Community Library ranked 238/5,608 (4.24%).
- Originally, LJ Index scores were based on four per capita service output statistics:
  - library visits
  - circulation
  - program attendance
  - public Internet computer use
- Beginning with the 2016 edition (based on FY 2014 data), circulation of electronic materials, or e-circ was added. The original four measures are positively related statistically. Other service output statistics available nationally patron registration counts, reference transactions, and interlibrary lending were not sufficiently related to these four original measures to justify their inclusion in the same index. E-circulation is related to the original measures, especially circulation, though it is not as strongly related to the original measures as they are to each other. This is not surprising, however, as e-circulation, unlike the original measures, is far less likely to require a physical visit to a library. Traditional circulation of physical materials, program attendance, and use of public Internet computers usually do require a physical visit.



- The chart below shows the data used to calculate the LJ Index ranking scores. I included the data used to calculate 2019 LJ Index Ranking (based on 2017 actuals) and the data which will be used to calculate 2021 and 2021 rankings. Only East Greenbush residents (legal service area) are used to calculate the per capita information. It is important to remember that COVID will have a significant impact on the 2022 and 2023 rankings for Library Journal.

Library 2020 Library Journal Ranking (based on 2018 data)	Population of Legal Service Area	Total Operating Expenditures	Score	Physical Circulation per	Circ of Electronic Materials per	Library Visits per Capita	Program Attendance per	Public Internet Computer Users	WiFi Sessions per Capita	Successful Retrievals of Electronic	FTE Staff	Volumes Held	Total Collection Expenditures
<i>2022 Estimates Based on 2020 data</i>	16,473	\$1,751,946	TBD	11.26	4.42	3.19	0.75	0.35	0.73	2.31	23.10	72,443	\$140,974
<i>2021 Estimates Based on 2019 data</i>	16,473	\$1,781,042	TBD	21.35	2.59	10.77	1.42	1.55	1.71	0.86	23.42	72,491	\$141,684
<b>2020 East Greenbush Community Library</b>	16,473	\$1,733,484	1,438	23.25	2.19	12.99	1.29	1.53	1.62	1.51	20.73	71,875	\$150,369
<i>Last Year based on 2017 data</i>	16,472	\$1,556,706	1,340	25.49	1.85	12.95	1.41	1.39	1.49	Not calcula ted	19.50	74,730	\$137,499
Bethlehem Public Library	27,878	\$3,691,949	1,405	21.09	2.46	11.67	1.29	1.35	3.94	1.95	39.50	102,978	\$456,224
Voorheesville Public Library	7,208	\$1,115,494	1,084	12.31	2.15	7.98	1.59	0.52	0.90	2.00	12.05	38,063	\$102,173
Guilderland Public Library	36,131	\$3,411,192	867	12.34	1.41	6.03	0.66	0.71	0.64	0.45	58.13	139,647	\$360,960
William K. Sanford Library	81,591	\$2,714,162	563	5.51	1.02	2.93	0.27	0.32	0.38	0.06	29.44	156,240	\$261,699
Troy Public Library	50,129	\$1,222,518	463	2.87	0.61	1.52	0.14	0.54	0.35	0.07	26.26	81,327	\$91,081

Analysis:

- LJ Index scores measure the levels of library service delivery relative to peer libraries nationally. The scores do not indicate the quality, effectiveness, or value of library services, nor whether the quantities of services provided sufficiently address community needs. Although this is a helpful snapshot, it does not tell the entire story.
- Per capita measures reflect the relative prevalence of library services and library utilization compared with the population being served. These measures have been traditionally used in librarianship to compare libraries serving constituent communities of different sizes. However, per capita measures do introduce certain irregularities which need to be kept in mind when interpreting comparative library statistics and rating systems like the LJ Index. Libraries delivering substantial amounts of services to non-resident users (for instance, libraries serving vacation communities, or libraries which have contracts for service with other communities

(Schodack), can show very high per capita service levels. These high levels exaggerate the relative levels of services these libraries deliver. Unfortunately, we do not have statistical tools for reliably identifying and adjusting for these cases in the IMLS data.

- Our library's LJ Index score increased compared with the prior edition. Given the approximate nature of national library ratings systems, this does not necessarily mean that our actual performance has changed. Multiple factors, including changes in data collection methods and the selection of libraries rated, also cause score differences between editions. However, after examining the individual data measurements, (per capita, per service) we have experienced growth in several areas and declines in other areas (described further below).
- Physical Circulation per capita has dropped each year, (in line with national and local statistics) but has remained among the highest among UHLS libraries. Another thing which could have contributed to circulation dropping slightly is the addition of the Hot Off the Press Collection, which is only eligible for circulation by residents. Regardless, the collection is in high demand for residents and greatly appreciated. It is one way which we can provide a perk for residents.
- Simultaneously, Circulation of Electronic Materials has continued to climb each year. I anticipate the Circulation of Electronic Materials and Successful Retrievals of Electronic Information (database usage) will continue to grow, especially during COVID. In 2019, we stopped access to Heritage Quest and did not replace it with another database. Based on the database usage growth over time, despite providing less databases sources, we will be researching new database options to add for 2021.
- Although Library Visits per Capita is among the highest in the system, it continues to drop. It is likely that some of this can be attributed to increased outdoor programming (visitors are not counted unless they come all the way through the library entry way doors).
- Public Internet Usage continues to grow as well as WIFI usage. Even though we have reduced the number of desktop computers available (pre-COVID), we added laptops and in mid-2017 we added Fiber Internet. We also replaced the public desktop computers in 2019, which resulted in happier patrons and increased use due to the speed.

## STATISTICAL HIGHLIGHTS (documents listed below are attached)

- December 2020 Snapshot
- 2020 Year in Review
- 2020 UHLS report (Overdrive, Flipster, Hoopla)

# December

# 2020



## Data Snapshot



**3,167**

VISITORS TO  
THE LIBRARY



**2,055**

ACTIVE  
BORROWERS



**7,449**

WEBSITE  
VISITS



**25,198**

COLLECTION  
USE

**317**

PEOPLE  
ATTENDED A  
VIRTUAL  
PROGRAM

**197**

PUBLIC  
COMPUTER  
SESSIONS

**713**

WIRELESS  
SESSIONS



**East Greenbush Community Library**

10 Community Way  
East Greenbush, New York 12061 | 518-477-7476  
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# CONTACT FREE PICK-UP

## DRIVE-THRU WINDOW

Pick up Items on Hold and Library Craft/Activity Kits

<b>1,707</b>	Patrons Used Window Service
<b>4,571</b>	Holds Picked Up
<b>412</b>	Activity Kits Distributed (387) youth & (25) adult



In November, 1,512 patrons used the drive-thru window to pick up 4,274 holds and 339 Activity Kits (317 youth & 22 adult)

Pickups increased (Nov-Dec) by 7%!

## December Checkouts



22%

5,642 DIGITAL CHECKOUTS

November: 8,933 Digital Checkouts



78%

19,566 PHYSICAL CHECKOUTS

November: 18,620 Physical Checkouts

# Year In Review

East Greenbush Community Library

2020



**52,610**

VISITORS TO THE LIBRARY



**33K**

Holds Picked up at Drive-Thru Window

**2K**



Craft Kits



**545**

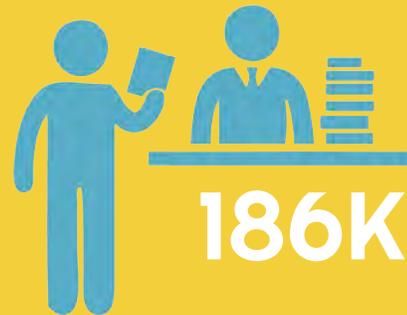
PROGRAMS OFFERED



**12,419**

PROGRAM ATTENDANCE

Virtual and In-Person



**186K**

PHYSICAL ITEMS WERE CHECKED OUT



**12K**

WIRELESS SESSIONS



**2,433**

FACEBOOK FOLLOWERS



**111K**

E-CONTENT USE

**10,689**

ACTIVE BORROWERS



**457**

NEW CARDHOLDERS



**92,575**

WEBSITE VISITS



**East Greenbush Community Library**

10 Community Way  
East Greenbush, New York 12061 | 518-477-7476  
eglibrary.org

# Circulation: OverDrive, Flipster, Hoopla

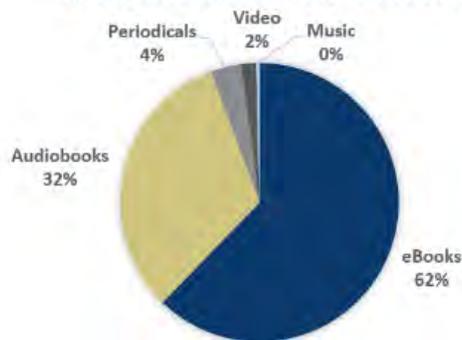
## East Greenbush Community Library

eBooks.....	38,934	↑	58%
Audiobooks.....	20,101	↑	27%
Periodicals.....	2,203	↑	5%
Music.....	223		n/a
Video.....	1,102	↑	762%
Total.....	62,563	↑	47%

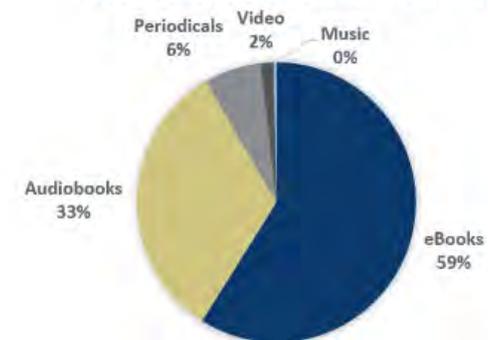
## System-Wide

eBooks.....	475,066	↑	49%
Audiobooks.....	263,280	↑	24%
Periodicals.....	53,047	↑	4%
Music.....	1,945		n/a
Video.....	12,824	↑	552%
Total.....	806,162	↑	38%

2020 CIRCULATION BY FORMAT



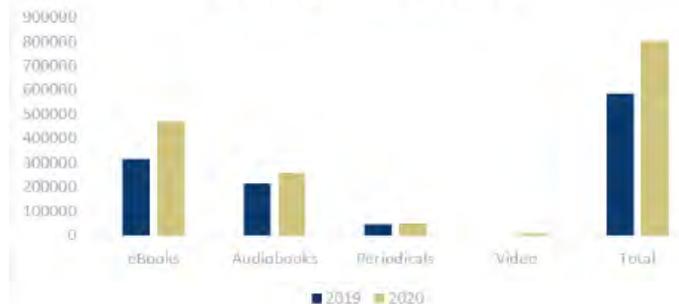
2020 CIRCULATION BY FORMAT



YEAR OVER YEAR CHECKOUTS:  
JANUARY - DECEMBER



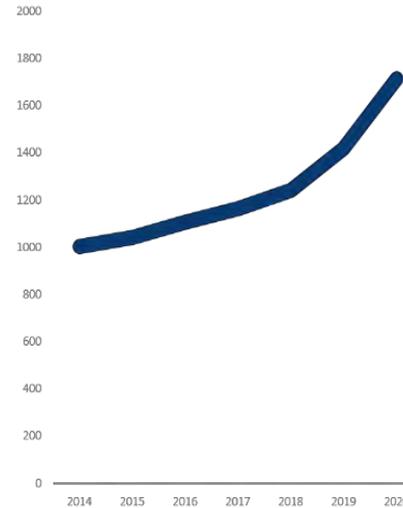
YEAR OVER YEAR CHECKOUTS:  
JANUARY - DECEMBER



## East Greenbush Community Library's OverDrive Users

Yearly Unique Users

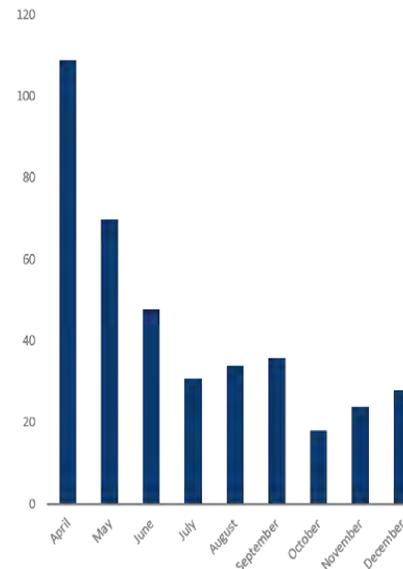
2014.....	1,005
2015.....	1,044
2016.....	1,106
2017.....	1,164
2018.....	1,244
2019.....	1,421
2020.....	1,716



## East Greenbush Community Library's New OverDrive Users

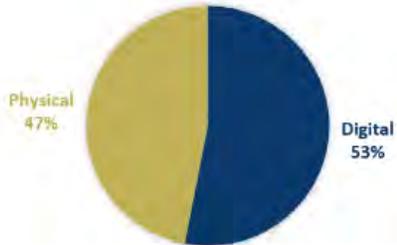
Monthly New Patrons: 2020

April.....	109
May.....	70
June.....	48
July.....	31
August.....	34
September.....	36
October.....	18
November.....	24
December.....	28

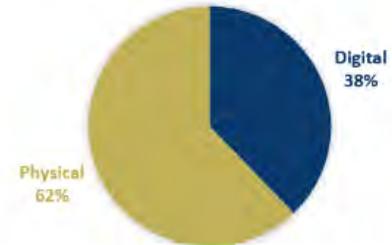


## Circulation Comparison: Digital v. Physical

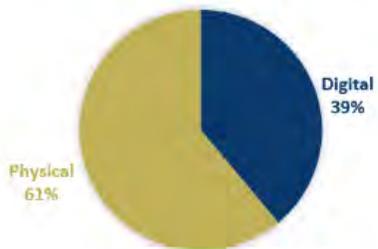
MAGAZINE CIRCULATION:  
LAST TWELVE MONTHS



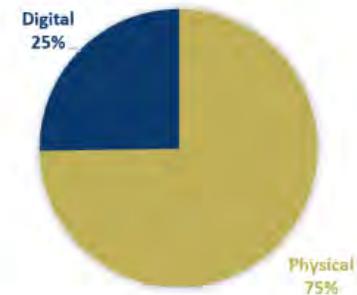
AUDIOBOOK CHECKOUTS:  
LAST TWELVE MONTHS



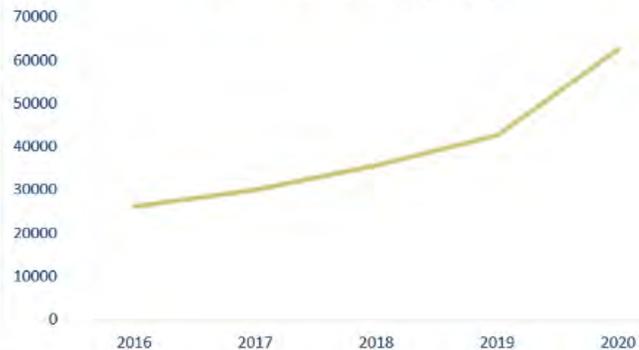
ADULT FICTION CIRCULATION:  
LAST TWELVE MONTHS



2020 TOTAL CHECKOUTS



TOTAL DIGITAL CHECKOUTS



TOTAL PHYSICAL CHECKOUTS

