



Library Director's Report

November 15, 2022

Submitted by Jill Dugas Hughes

TOP INITIATIVES for OCTOBER

- Meeting Rooms Reopened 10/1/2022
- Audit
- IT/Cyber Security Project
- Halloween Storytimes, Parades, Costume Swap
- Friends Book Sale

VISITORS

- OCTOBER: 2022 October visits (9,862) increased 24% over October 2021 (7,944) and increased 16% over September 2022 (8,530). Increased visits are likely due to the Halloween Parades, Costume Swap, and October Book Sale hosted by the Friends.

BORROWING

- Physical Items:
 - Total borrowing in October 2022 (23,518) was 15% more than October 2021 (20,379) and 2% less than September 2022 (23,879). Total borrowing includes checkouts and renewals.
 - Checkouts for October 2022 (13,773) were 8% lower than checkouts in October 2021 (15,034)
 - Renewals in October 2022 (9,745) have increased 82% over October 2021 (5,345). Autorenewals continue to play a large role in physical borrowing increases.
 - Circulation Desk: Items were circulated 21,490 times in October 2022; an increase of 25% over October 2021 (17,128).
 - Drive-thru: Items were circulated 2,028 times in October 2022; a decrease of 38% (3,251) over last year in October. Borrowing at the drive-thru window continues to decline. It will be interesting to see if the upcoming winter weather will have an impact.
 - 46% of total October circulation is from patrons residing in East Greenbush, and 20% is from patrons residing in Schodack.
- Electronic Content Use:
 - 13,098 (4,901 use of electronic material- Hoopla & OverDrive) and (8,197 database usage) is a 3% decrease from September 2022 and a 67% increase over October 2021 (4,785 use of electronic material- Hoopla & Overdrive and 3,052- database usage).
 - Consumer Reports usage increased when it was highlighted on our website home page for two weeks. We continue to monitor marketing statistics and are continuously developing priorities based on data metrics.

FISCAL ACCOUNTABILITY AND STEWARDSHIP

Audit and AUD

- The final 2021 audit was received October 31 and was distributed to the Admin committee to review and discuss at the November committee meeting. All seems to be in order and Robert and Nick Gramuglia (Bryans & Gramuglia CPA's) are planning to attend our November board meeting to present the audit.
- The 2021 AUD (Annual Update Document) was completed and submitted to the NYS Office of the State Comptroller along with the completed 2021 audit on November 1.

QuickBooks Online

- We have purchased a robust training software for QuickBooks online to assist with both the software training as well as basic accounting training for non-profits moving forwards. Dawn has begun training in preparation for our migration.
- I am finalizing our chart of accounts and setting up QuickBooks online. We are on-target to begin QB online January 1.

IT Cyber Security

- Staff Education:
 - KnowBe4 to provide phishing and security training on an ongoing basis. Launched November 10.
 - Staff Guidelines (under construction – no outside contractor needed) Estimate completion Q4 2022.
 - We are working on a policy which will be presented to the Admin committee once completed. It does not need to be in place before launching.
- Incident Response Plan
 - Drafts created, but they need refinement.
 - Need to finalize our third-party providers (server management, cyberattack remediation) before it can be finalized. This will likely be finished after the rest of the pieces are in place.
- Multifactor Authentication
 - Purchasing 40 Azure P1 licenses will allow us to deploy multifactor authentication that only kicks in outside the building. This will allow our copiers to continue emailing scans, allow circ staff to leave their phones in their lockers, and allow subs to share departmental accounts to access the intranet while working a shift.
 - In a future project, we can use Azure P1 to build security groups to fine-tune access to our intranet. This does not need to be completed before applying for insurance.
 - Karrie is planning to complete phase 1 for MFA with no outside consultant after more progress is made with other pieces. (Q4 2022 or Q1 2023)
- Managed Service Provider (MSP): The best security scenario would be to have a managed service provider and fully outsource our cybersecurity. However:
 - Most MSPs use MDR software to stay on top of the location's security, but we could get MDR direct.
 - The firms that will accept us charge \$5000-\$7200/month based on the number of users/computers we have.

- We are being rejected by many because Deep Freeze (necessary on public computers) doesn't play well with their software. The MSP route appears to be out of our reach. The next best option is to get on a server patching plan and supplement by adding next generation antivirus to all devices.
 - We will likely not be able to include an MSP in the plan.
- Managed Detection and Response Software (MDR): This is like an antivirus on steroids. It includes:
 - A 24/7 team that filters through tons of software alerts to find ones that need intervention.
 - When they can fix it, they just do. If they need us to do it, they write a program so we can just click a button on-site and deploy the fix and alert us.
 - The least expensive version I found was Huntress, at \$5000 per year.
 - Because next generation antivirus does the sophisticated detection piece, that should be enough to qualify us for insurance. If we are attacked, we will need to find a vendor to do remediation for us. As a time-sensitive issue, we should try to have some approved firms on standby.
 - We will likely not be able to include an MDR in the plan.
- Server Patching
 - Accu-Networks currently patches our server on an irregular basis. Having a monthly plan with them or another company may allow us to name them as CIO on the insurance form.
 - Waiting for a quote from Accu-Networks for a monthly plan. Another firm (DNS) would manage our server for \$50 per month and manage backups for \$75 per month. However, this would require dismantling/re-establishment of our ConnectWise installation (remote IT access and after-hours updates) and backup setup. Seeking additional vendors.
 - This does not let us check the box for a Security Operations Center (SOC). Community IT states if our insurance company is requiring a SOC, we should shop around. This is not usually a requirement.
- Next Generation Antivirus
 - Our current 50 licenses of BitDefender GravityZone qualify as next generation antivirus, but we are limited to 50 licenses by TechSoup. Expires in May but suggest migration before that.
 - TechSoup offers Avast Business, which is also a next generation antivirus, for \$8 per machine per year – no limits. Guilderland uses this and is happy with it. Suggest buying this for all (staff and public) computers/(staff) laptops (about 60) for \$480/year. It's more than we currently pay for BitDefender, but we'd be able to cover all machines under a single console.
- Miscellaneous Security
 - Confirm password reset and complexity policies/prompts for Active Directory (computer login) and Office 365.
 - Migrate to QuickBooks online and archive old company file on a single laptop.
 - Incorporate account removal timelines in offboarding procedures.

- Current Plan/Recommendations to/date:
 - Continue: Azure for MFA (\$24/month); KnowBe4 for staff education (paid); Staff guidelines; Incident response plan (when the rest of the pieces are in place); Miscellaneous security items
 - Other Suggested Next Steps: Quotes for monthly server patching plan/backups (We have one, contacting OGS for more vendors; Plan for migration to Avast Business antivirus and end BitDefender subscription)

Schodack

- Michael and Jill met with Charles Peters, Schodack Town Supervisor and Tracy Rex, Schodack Town Board Member. Discussions about 2024 contract process occurred. Schodack is interested in keeping contract costs low/stable. They agreed to begin contract discussions earlier this coming year.

OPERATIONAL EXCELLENCE AND CULTURE OF LEARNING/GROWTH

Marketing/Publicity

- Initial evaluation indicates marginal interest in some events on Facebook, no interest on Twitter, and Reader's Advisory works best on Instagram.
- Planning to add 1000 Books Before Kindergarten posts to Instagram, telling people more about our library's story on Facebook, and considering the retirement of Twitter.

Staff Training

- Sexual Harassment training was completed by all staff.
- Storytime Bootcamp (Elizabeth)
- NYLA Conference: Jill, Jenna, Jen, Jody, Elizabeth attended; Jen presented a wonderful workshop at the conference on Picture Book Genreification along with Guilderland Public Library staff (<http://bit.ly/3Tfze5i>; <http://bit.ly/3taU5fA>). I encourage you to visit the links to see the slides from her presentation as well as the handout that was distributed. Jill assisted the NYLA office for pre-conference prep, which will provide one free day of conference attendance next year.
- De-Escalation for Frontline Staff (Jen, Elizabeth, Jody, Heather, Jill)
- Molly has joined the UHLS 2023 Expedition planning committee
- SharePoint for Nonprofits (Karrie)
- Level Up Nonprofit Marketing and Communications workshops (Karrie, Susan)
- Me Difficult? Nah, They're Difficult! A trauma informed approach for libraries (Karrie)
- Back to Basics, Creating a Marketing Plan (Karrie, Susan)
- You CAN Edit and Create Eye-Catching Video Easily on Your Phone (Susan)
- Supervisory Challenges and Solutions (Catherine)
- Creating Safe Spaces for Individuals with Dementia (Jody)
- Keeping Your Digital Life Organized (Jill)
- Foundations of Evaluations and Assessment in Library Settings (Jill)
- The UHLS Automation Advisory Committee meets monthly, chaired by Jill. Recommendations for system-wide Library Card Registration parameters were presented to the Directors Association for vote. Current discussions center on elimination of barriers for service. We are discussing how to simplify online card registration next.

- RAC Vision 2022 Kickoff, NYS Library (Jill)
- Effective Meetings Utilizing Parliamentary Procedure (Jill)

CENTER FOR COMMUNITY CONNECTIONS TECHNOLOGY

Multipurpose Room Projector

- The projector has been showing a faint blue line when in use. Karrie has been working with our AV consultant to determine next steps. We will most likely need to replace the equipment, initial repair costs quoted are very close to replacement costs.

MARKETING/PUBLICITY

Fine Free Planning

- All lending parameters will remain the same when we go Fine Free in January, except for the following:
 - Automatic Renewals will decrease from three to two.
 - Late fees will not be charged on any items except for specialty items (e.g., Hot spots, library of things, computers, museum passed etc.).
- Lost item charges will still be instituted for items which are not returned to the library. Items will become billed on the same timeline as now.
- Current outstanding balances for fines/fees for overdue items and billed costs for lost items was presented to the Admin and Service committees for discussion at their November meetings. The consensus was to provide amnesty for outstanding fines/fees for overdue items (not billed lost items) for East Greenbush cardholders. In the mean-time, circulation staff have been empowered to generously work with community members who have overdue fines during the months of November and December if they are unable to pay (considered a scholarship, waive fines).

Friends Book Sale

- The Friends hosted another successful book sale October 7-9 and raised approximately \$6,000.

October Displays

- Indigenous Peoples Day, Spooky Stories (Children's Room)
- Spooky Books & Movies, Hispanic Heritage, Indigenous Peoples Day (Adult)

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. A naming contest was publicized with the community and the Service committee voted on two names: Run Ride Read and Rail Trail Tales. They will be announced to the community in November.

Meeting Rooms

- As of October 1, meeting rooms are now available for the public to request. The Hurr Room is limited, for the time being, to same-day reservations.

Teen Space

- In September we moved Teens back into the Teen Space during after school hours. It continues to be busy, and 163 teens used the space during the 19 days it was staffed in October. We have begun noticing an overspill of teens in the main library using collections and computers.

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). This will have an impact on our budget for the year. It is very challenging to predict when items will arrive, and therefore which fiscal year the expense will be realized. Librarians will continue to work within this year's budget. The board should be aware that actual costs will straddle two fiscal years.

Rotating Collection (UHLS)

- The Children's room is hosting a new UHLS rotating collection called "I'm Your Neighbor." The collection came with its own display for the 30 picture books about New Americans.

Halloween Festivities

- Halloween story times and indoor parades through the library and back offices returned this year; one of our most popular programs! Special thanks to the Kiwanis Club of East Greenbush who provided volunteers, light refreshments, and Halloween decorations.
- We also hosted our second Halloween Costume Swap, which was well received and generated a large number of costumes. Leftover costumes were donated to Joseph's House and Shelter in Troy.
- The YMCA hosted a 518 Teal Pumpkin Party on Saturday, October 22: an event for children with food allergies. Jessica and Jen led crafts and handed out non-food treats, all while dressed up in their matching Halloween costumes!

PROGRAM HIGHLIGHTS

Due to illness, program highlights in the adult services department are unavailable. In next month's Director's report, I will report on October and November programs for both departments.

Respectfully Submitted,
Jill Dugas Hughes