

TO: Plymouth District Library Board
RE: December Monthly Report

DATE: December 21, 2021
FROM: Shauna Anderson, Director

November 2021 Statistics:

Circulation – Books & Other	36,322
Circulation – Overdrive Downloads	7,315
Circulation – Hoopla	2,218
Circulation – Overdrive eMagazines	516
Circulation – Kanopy	213
Total Circulation	46,584

Electronic Access

Web Mobile Use	5,478
App Use	4,687
App Unique Devices	787
App Page Views	5,621
Public Computer Use	734
Wireless Use	9,763
Volunteer Hours	38
Meeting Room Use	99

Building

One of the lampposts on our property was hit by a car a few weeks back. It was repaired by our electrician late in November, and I am in the process of submitting a claim with our insurance company.

We have been experiencing consistent issues with the library's HVAC system. The rooftop unit that regulates the temperature in the lower level was hard-wired to one of our humidifiers during the

renovations last year. Whenever this humidifier malfunctions, the rooftop unit shuts down as a safety mechanism to prevent leaks. This has resulted in especially warm temperatures for both the public, primarily in the youth department, and for our staff, in the lower level office area. Our HVAC contractor has been called out multiple times to reset the humidifier and rooftop unit, but we keep requiring their services to retain a comfortable temperature. I will be working with our new facilities supervisor to bring in an additional contractor to help us evaluate the functionality of our humidifiers in the coming weeks.

Personnel

This month, we welcomed Sherri Potas-Garrett as our new Reference Assistant. Adult librarians Sarah Vargas and Tim Sherman were promoted to full-time status, starting in January. We are currently interviewing for Facilities Supervisor and Teen Librarian positions. We will be celebrating the retirements of Barb Dinan (14 years) and Karel Neubacher (18 years) in the coming weeks. The library is grateful for their years of service to the Plymouth community.

I held a series of virtual presentations for staff to learn more about the library's strategic plan and the proposed objectives for this upcoming year which were very well-attended. We are planning a hybrid all-staff training day for Monday, February 21. This day is set to include diversity training, retirement planning workshop, staff book discussions, and in-building projects. Board members are invited to join us online for any of the presentations or discussions. The finalized schedule will be provided via email when it is available.

The management team is demo-ing new software to help our payroll system become more transparent and efficient. Our current payroll vendor, ADP, is recommending products to add on to our current system that will allow us to digitize our timesheets and time-off requests.

Governance

In order to update the rest of the library's policies this upcoming fiscal year, I am recommending the following schedule for review:

- January: Financial Policy approval
- February: Board-Bylaws first-reading
- March: Board Bylaws approval
- April: Public Policy Manual first-reading
- May: Public Policy Manual approval
- June: Employee Policies first-reading
- July: Employee Policies approval

Going forward, I will recommend reviewing these policies every two years, with amendments as needed.

I will be utilizing a new format for board reports in the upcoming fiscal year to better demonstrate library outcomes over time. I hope that the new statistical dashboard will help us all evaluate the effectiveness of our interventions in the community and tell the story of the library.

Foster Swift, our attorneys specializing in library law, have decided to raise their billing rates. Hourly billing will be \$225/hour. Employee benefit work is capped at \$250/hour. Bond work and special projects will be billed on a mutually agreed upon flat fee. They have asked me to inform the board of this change and sign/send back their notification letter.

Finance

The library has already updated our bank accounts with JPMorgan and Chase. To continue the transfer of library accounts to current board members and appropriate library staff, I recommend the following schedule of activities:

January: Meeting of Financial committee to evaluate the current status of library investment funds. Sign over Huntington Bank accounts in-person with necessary board members. Address the upcoming maturation of the Community Financial Credit Union CD's.

February: Update information at Flagstar Bank and Community Financial Credit Union. This might require a combination of in-person and remote signing for necessary board members.

ANNUAL CIRCULATION -- PLYMOUTH DISTRICT LIBRARY

Books and Materials circulation, including in house use and electronic resources

	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	Change from previous year
JANUARY	87,551	88,408	84,739	76,457	76,430	75,399	70,347	67,220	65,816	65,672	32,760	-50.12%
FEBRUARY	85,085	86,994	79,891	76,133	72,587	72,523	64,813	62,271	60,969	63,332	30,953	-51.13%
MARCH	93,960	89,549	90,269	88,531	79,347	79,780	67,406	72,436	69,554	38,594	41,490	7.50%
APRIL	88,645	84,872	86,178	80,485	68,944	72,663	69,101	65,250	66,641	13,067	43,811	235.28%
MAY	80,787	79,194	73,298	77,661	69,006	68,816	66,070	61,116	62,829	14,318	44,061	207.73%
JUNE	93,841	91,929	86,209	89,418	82,853	79,146	74,359	73,759	68,681	13,558	52,894	290.13%
JULY	98,321	100,719	98,505	97,402	87,997	84,194	77,855	79,361	76,889	19,126	55,899	192.27%
AUGUST	97,431	94,868	88,896	86,989	85,330	82,568	74,516	76,302	74,749	41,930	54,918	30.98%
SEPTEMBER	75,596	76,733	71,428	72,392	68,676	67,208	61,033	60,255	60,028	44,730	48,096	7.53%
OCTOBER	80,382	84,453	75,643	75,774	69,897	69,130	64,490	63,278	63,175	45,999	47,230	2.68%
NOVEMBER	83,511	80,897	72,172	75,115	71,331	67,397	61,874	61,688	60,603	40,946	46,584	13.77%
DECEMBER	78,391	71,381	69,208	73,732	66,505	63,327	60,402	57,948	57,516	30,983		
TOTAL	1,043,501	1,029,997	976,436	970,089	898,903	882,151	812,266	800,884	787,450	432,255	498,696	
Change from previous year	-1.46%	-1.29%	-5.20%	-0.65%	-7.34%	-1.86%	-7.92%	-1.40%	-1.68%	-45.11%		

* January 2007 onward includes Overdrive statistics

* January 2015 onward includes Flipster statistics

* May 2015 onward includes in house use statistics

* March 2016 onward includes Hoopla statistics

* January 2019 onward includes Kanopy statistics

* May 2020--February 2021 includes RBDigital statistics

ANNUAL CIRCULATION -- PLYMOUTH DISTRICT LIBRARY

Books and Materials

	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	Change from previous year
JANUARY	86,807	86,829	82,673	73,797	72,782	69,340	63,731	59,332	55,920	55,037	19,497	-64.57%
FEBRUARY	84,332	85,254	78,151	73,631	69,080	66,621	59,195	54,857	52,372	53,363	18,634	-65.08%
MARCH	93,207	88,057	88,282	85,865	75,870	73,534	61,306	64,045	60,021	27,623	28,794	4.24%
APRIL	87,853	83,429	84,216	78,012	65,585	66,999	63,306	57,846	57,368	243	32,627	13326.75%
MAY	80,054	77,781	71,366	75,148	64,809	63,528	60,366	53,814	53,217	72	32,972	45694.44%
JUNE	93,014	90,287	84,050	86,829	77,524	72,824	67,524	65,241	58,496	629	42,280	6621.78%
JULY	97,484	98,891	96,288	94,483	82,188	77,485	70,392	70,474	66,458	6,220	44,518	615.72%
AUGUST	96,392	92,920	86,533	84,115	79,340	75,916	67,321	67,347	62,184	29,957	43,899	46.54%
SEPTEMBER	74,575	75,060	69,438	69,792	63,832	61,389	54,976	52,528	50,589	33,428	37,904	13.39%
OCTOBER	79,383	82,844	73,550	73,078	64,541	63,207	57,822	55,114	53,582	34,245	36,694	7.15%
NOVEMBER	82,408	79,326	70,246	72,378	66,306	61,883	55,531	54,208	51,398	29,727	35,866	20.65%
DECEMBER	77,051	69,705	67,092	70,915	61,290	57,609	53,731	49,760	48,215	18,420		
TOTAL	1,032,560	1,010,383	951,885	938,043	843,147	810,335	735,201	704,566	669,820	288,964	373,685	
Change from previous year	-1.87%	-2.15%	-5.79%	-1.45%	-10.12%	-3.89%	-9.27%	-4.17%	-4.93%	-56.86%		

ANNUAL CIRCULATION -- PLYMOUTH DISTRICT LIBRARY

Electronic resources

	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	Change from previous year
JANUARY	744	1579	2066	2660	3648	4349	5068	6779	8232	9342	13263	41.97%
FEBRUARY	753	1740	1740	2502	3507	4206	4520	6215	7567	8683	12319	41.87%
MARCH	753	1492	1987	2666	3477	4229	4910	6992	8158	10359	12696	22.56%
APRIL	792	1443	1962	2473	3359	4247	4580	6186	7870	12824	11182	-12.80%
MAY	733	1413	1932	2513	3144	4056	4733	6299	8164	14246	11088	-22.17%
JUNE	827	1642	2159	2589	3519	4338	5076	6878	8535	12929	10520	-18.63%
JULY	837	1828	2217	2919	3793	4907	5530	7226	8777	12906	10968	-15.02%
AUGUST	1039	1948	2363	2874	3875	4633	5398	7265	11064	11969	10680	-10.77%
SEPTEMBER	1021	1673	1990	2600	3609	4456	5077	6581	8564	11295	9759	-13.60%
OCTOBER	999	1609	2093	2696	3701	4385	5508	7022	8518	11747	10118	-13.87%
NOVEMBER	1103	1571	1926	2737	3533	4330	5154	6646	7913	11218	10262	-8.52%
DECEMBER	1340	1676	2116	2817	3825	4624	5596	7107	8305	12563		
TOTAL	10941	19614	24551	32046	42990	52760	61150	81196	101667	140081	122855	
Change from previous year	62.62%	79.27%	25.17%	30.53%	34.15%	22.73%	15.90%	32.78%	25.21%	37.78%		

* January 2007 onward includes Overdrive statistics

* January 2015-May 2021 includes Flipster statistics

* March 2016 onward includes Hoopla statistics

* January 2019 onward includes Kanopy statistics

* May 2020-February 2021 includes RBDigital statistics

Electronic Services – November 2021

Mary Kelly

Intranet and Website

- The new intranet is nearly ready for use. I have moved it over to DreamHost servers.
- Melanie also created some additional subdomains for practicing and testing.
- A few features, including our Knowledge Base section, have been updated to the premium version.
- This Knowledge Base is a critical component of our goal to shore up internal procedures and processes.
- The design of the new Intranet is different, but not too different. I believe the Intranet should be similar enough to the old Intranet to make staff adaptation easier. I am keeping much of the front page the same, but now we will have more opportunity to share information across departments.
- Main site: I have re-worked the photo galleries with a different plugin.
- Main site: I have also started the preparation for the new year changeover. This will include an updated document archive for reports.
- I am also trying to switch our sidebar information to a different part of the web page to make it easier for people using mobile devices.

Databases and E materials

- JobNow (Brainfuse) jumped to 40 unique visits this month. This is good news, as I had been disappointed in the initial use. Hopefully this means we are getting the word out about this product.
- HelpNow (Brainfuse) has had significantly more use in October and November. This makes sense, as school is now 3 months in.
- Ancestry will be discontinuing their remote access at the end of 2021.

Miscellaneous

I am in the process of creating materials to help staff use the Block Editor within WordPress. There are some great opportunities for functionality and design going forward.

I have also been trying to improve my skills for the Adobe Suite and back end support with PHP and MySQL database management.

Databases November 2021

Database	October 2021	November 2021	% Change	Notes
Ancestry unique searches	1,508	1,129	-25%	
BrainFuse-Help Now-unique visits	51	50	-2%	
BrainFuse-Job Now-unique visites	4	40	900%	
Consumer Reports-pg views	836	1,023	22%	
Consumer Reports-visits	62	62	0%	
Data Axle (formerly Ref USA)	19	20	5%	
Detroit Free Press	15	6	-60%	
Detroit Free Press (1831-1922)-HN	52	22	-58%	
Detroit Free Press (1923-1999)-HN	60	28	-53%	
Fold3 Library Edition	5	69	1280%	
Gale Courses (enrollees)	2	5	150%	
Heritage Quest	-	-	0%	<i>no activity</i>
Linked In-Logins	19	20	5%	
Linked In-Unique Users	15	15	0%	
LinkedIn courses viewed	59	54	-8%	
Mango Languages-sessions	51	53	4%	
Morningstar Page Views (Searches)	211	255	21%	
Morningstar Useage (total log ins)	47	72	53%	
Novelist Plus searches	157	259	65%	
Novelist sessions	34	36	6%	
Tumblebooks	106	262	147%	
Wowbrary Newsletters	3,038	2,421	-20%	
Wowbrary pages click through to catalog	1,234	987	-20%	
Wowbrary pages viewed	4,193	3,073	-27%	

Electronic Resources, Social Media, Web, and App

November 2021

	October 2021	November 2022	% change
Electronic Resources			
Overdrive ebooks checked out	4,338	4,464	3%
Overdrive eaudiobooks checked out	2,886	2,851	-1%
Overdrive new users registered	51	56	10%
Overdrive unique patrons	1,591	1,605	1%
Overdrive Magazines	595	516	-13%
Hoopla-new patrons	32	30	-6%
Hoopla-number of items used (circ)	2,066	2,218	7%
Kanopy-unique patrons	88	82	-7%
Kanopy-number of credits used	233	213	-9%
Social Media:			
Twitter Followers	3,086	3,087	0%
Instagram Followers	1,600	1,555	-3%
Facebook Followers	4,560	4,431	-3%
Reference Email	77	40	-48%
Reference Chat	12	12	0%
plymouthlibrary.org			
Web-Sessions	92,938	92,827	0%
Web-Users (at least 1 session)	78,210	77,651	-1%
Web-Page Views	155,914	156,084	0%
Web-Mobile Use (including tablets)	5,514	5,478	-1%
Mobile App			
Unique devices used during the month	792	787	-1%
# of times app was opened and used (launches)	5,135	4,687	-9%
Total Page Views (including home page)	5,972	5,621	-6%

Adult Services Monthly Report November 2021

Adult Virtual Programs

G11/01	ELL Conversation Group	7 students, 1 tutor
G11/01	ELL Reading Group	5 students, 1 tutor
A11/01	ELL Book Club	4 students, 2 tutors
G11/02	Medicare Part D	3
G11/03	Living Better with Low Vision	2
G11/08	ELL Conversation Group	8 students, 1 tutor
G11/08	ELL Reading Group	8 students, 1 tutor
A11/08	ELL Book Club	4 students, 2 tutors
G11/09	Medicare Part D	4
A11/09	Hat Moments	26
G11/09	Contemporary Books Discussion	16
A11/11	Financial Wellness: Borrowing Basics	14
G11/15	ELL Conversation Group	8 students, 1 tutor
G11/15	ELL Reading Group	7 students, 2 tutors
A11/15	ELL Book Club	5 students, 2 tutors
A11/15	Lincoln and Thanksgiving	36
G11/16	Medicare Part D	5
G11/18	Books on Tap	8
A11/18	DIA Behind the Seen	17
G11/22	ELL Conversation Group	7 students, 1 tutor
G11/22	ELL Reading Group	6 students, 2 tutors
A11/22	ELL Book Club	4 students, 2 tutors
G11/23	Medicare Part D	5
G11/24	Brown Bag Books	12
G11/29	ELL Conversation Group	3 students, 1 tutors
G11/29	ELL Reading Group	4 students, 2 tutors
A11/29	ELL Book Club	4 students, 2 tutors
G11/30	Medicare Part D	6
9 Adult programs, Attendance 124		28 Total programs
18 General programs, Attendance 137		261 Total attendance

Questions Asked at Service Desks

Total: 2192 (2202 in 10/21, 1591 in 11/20)	Ref desk: 639 (721 in 10/21, 277 in 11/20)
RA desk: 795 (720 in 10/21, 779 in 11/20)	Youth desk: 492 (522 in 10/21, 376 in 11/20)
Short ref: 2192 (1101 in 10/21, 1290 in 11/20)	Extended ref: 184 (193 in 10/21, 65 in 11/20)
Readers Advisory: 59 (46 in 10/21, 19 in 11/20)	Programming: 68 (85 in 10/21, 7 in 11/20)
Equipment Assist: 94 (69 in 10/21, 31 in 11/20)	Comp Instruction: 109 (105 in 10/21, 52 in 11/20)
Envisionware: 185 (166 in 10/21, 66 in 11/20)	Directional: 114 (120 in 10/21, 33 in 11/20)
Other: 198 (202 in 10/21, 26 in 11/20)	Group Study Rooms: 93 (115 in 10/21, 2 in 11/20)

Online Content:

YouTube subscribers	254 (245 in 10/21)	Total views 1,643 (552 in 10/21)
Total watch time hours	139.9 (76.9 in 10/21)	Most watched video: Navigating Medicare.gov

10/25	Kristy Robinett: A Ghost of a Story	167 views
11/09	Hat Moments	16
11/11	Financial Wellness: Borrowing Basics	8
11/15	Lincoln and Thanksgiving	24
11/18	DIA Behind the Seen	21

Youth and Teen Monthly Report November 2021

Online Engagement

- Numerous posts for Youth and Teen across multiple social media platforms

Virtual Programming

11/1/2021	Virtual Baby time Kit	21	
11/4/2021	AM Storytime	9	
11/4/2021	PM Storytime	9	
11/4/2021	GNBC	9	
11/4/2021	Teen Leadership		24
11/8/2021	D & D		5
11/11/2021	AM Storytime	10	
11/11/2021	PM Storytime	8	
11/13/2021	Outdoor Storytime	40	
11/15/2021	Pizza and Pages	6	
11/50/2021	Cards for Veterans	51	
11/17/2021	Wall Art		0
11/18/2021	AM Storytime	9	
11/18/2021	PM Storytime	9	
11/18/2021	Books and Bites		5
11/22/2021	D & D		5
11/22/2021	Virtual Baby time Kit	16	

197 kids and 39 teens served!

Take and Make Projects

Mask Lanyard Kits	17
Letter Art	12
Paper Chain	3

3 kits for youth given out, 29 for Teen

School Outreach

Starkweather Class Visit	12
Liberty	13

2 classes visits for a total of 25 kids

Virtual Teen Volunteers

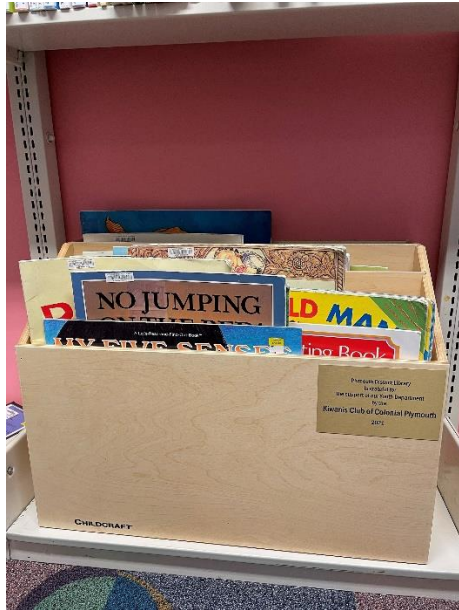
- 22 hours volunteered
- 8 new volunteers

Special Projects

- 6 Book Bundle requested and filled (Youth)
- Reference Meeting 11/9
- Series Passports: 4

- Sarah P. and Sean continue working on the Strategic Planning Committee
- Sean and Jessica working on the Social Media Committee
- Text and Learn Kindergarten (TALK)- 4 children signed up
- The Teen Dept is collaborating with Northville in promotion of Teen Events between the 2 libraries

Big Book Holder funded by the Kiwanis Club



First in person program (outdoor!!) since March 2020! Great turnout despite the cold and snow that started falling! We had 18 kids and 22 adults!



November 2021 Monthly Report – Community Relations & Marketing

Marketing Library Programs/Services

Regular on-going marketing activities included:

➤ Writing and editing two editions of our e-newsletter:

e-News	sent	opened	desktop/mobile	click through
Oct 3	10286	29.1%	75% / 25%	1.2%
Oct 17	10317	40.5%	83% / 17%	1.8%

➤ Communication with Plymouth DDA and Plymouth Chamber and Plymouth Township for library coverage in their updates and calendars

➤ Social media marketing in November promoted:

- Diwali
- Honoring Our Veterans display
- holiday book & movie collections
- Time change
- Novelist
- Veteran's Day
- PDL Picks selections
- Best non-fiction books of 2021
- Kirkus best fiction books of 2021
- Youth dept in-person return survey
- National Book Award winners
- Hoopla Bonus Borrowers
- Library Board Meeting
- PDL job postings
- Wowbrary (new library purchases)

• plus the following programs and resources:

Youth	Teen	Adult:
In-Person Outdoor Storytime Babytime Graphic Novel book club Steam collection Cards for Veterans New Activity Table	NHS tutors Yarn Letters craft	Hat Moments Borrowing Basics Library Reads E-Bookclub kits Lincoln & Thanksgiving Papercrafting DIA Behind the Seen

Meeting Rooms

99 meetings were held in our meeting rooms in November: 72 for outside groups/27 for PDL

Our new LibraryCalendar meeting room & event booking software went live on Nov 1 with no disruptions and minimal issues. Feedback from staff and patrons is mostly positive.

Adult Volunteers & Friends Liaison

16 PDL adult volunteer hours were logged in November

The first adult volunteer orientation since 2019 was held this month. I welcomed (and have now trained) **5 new adult volunteers** to work on shelving and/or with the Friends Used Book team.

Community Relations

The Library once again featured an **Honoring Our Veterans display** in the meeting room lobby, inviting the community to share images of service members that they would like to honor.

We hosted a **hat and glove collection** to benefit families at Allen Early Learning.

We also featured on the Youth floor a **community art project**, which was hosted at Pumpkin Palooza by The Art Attic.

PDL cross-promoted (on social media) community news re:

- United Way Make a Difference Day
- Madonna Mosaic Leadership Academy

PDL continues to promote Northville District Library events in our e-newsletter and on our website.

Committee Involvement

I continued to participate as a member of the Social Media Team and Strategic Planning Committee.



PC Reservation PC Usage Report

Organized By PC Area

Prepared 12/10/2021

From 11/1/2021 to 11/30/2021

Includes Timeouts, Inactivity, Early Close, Forced Close, Declined Policy

Totals

PC Area	Total Uses	Total Time	Average Session
ADA	28	14:16	30.571
Adult	672	619:35	55.320
Teen	11	4:51	26.455
Youth	23	8:16	21.565
TOTALS	734	646:58	52.886

This report was generated using the EnvisionWare Inc. Reporting Module

Technology Support

Summary of November 2021



From: Melanie Bell – Head of IT

November for IT was all about the transition from TLN email to Google email. It was a team effort with many staff helping to answer questions and train their peers. Through the generous support of the Friends and Google's non-profit offerings we will save \$5000 per year on email services now that we have completed the transition. We have also started exploring the extra functionality that is made available to us through team shared drives, Google meeting, chat, calendars and much more. I want to give special thanks to all the staff for being patient through this process and for doing a great job adapting to a new system. Also special thanks to Mary Kelly for helping to run the Google classes.

Servers and Network:

- Applied security updates to Linux and Windows Servers.
- Verified our backups.
- Renewed maintenance on content filter
- Updated patron database server and helpdesk server to send out notifications using Gmail.
- Migrated email from the TLN system to Google

Public and Staff Computer

- Ibrahim unpacked and registered the chromebooks to our Google Workspace account so that we can manage them centrally.
- I started work on security policies for the chromebooks.
- IT staff ran updates on the public computers.

Other:

- IT staff printed pictures submitted by patrons for the display honoring veterans.
- Mary Kelly and offered training session for staff to learn basic Google email and calendar functionality.
- Chaired TLN Tech Committee Meeting
- Attended Washtenaw Broadband Taskforce meeting
- 9,763 Wireless Sessions

Technical Services Monthly Report – November 2021

Statistics

Our technical services staff cataloged and processed 1,169 items new to our collection and placed 79 purchase orders in the month of November. We registered 138 new patrons this month.

For MeL interlibrary loan, we sent 915 items to other libraries, and received 938 items for our own patrons.

Katie Page
Technical Services Coordinator