



# DIRECTOR REPORT

**To:** Plymouth District Library Board  
**From:** Shauna Anderson, Library Director  
**Date:** September 11, 2023

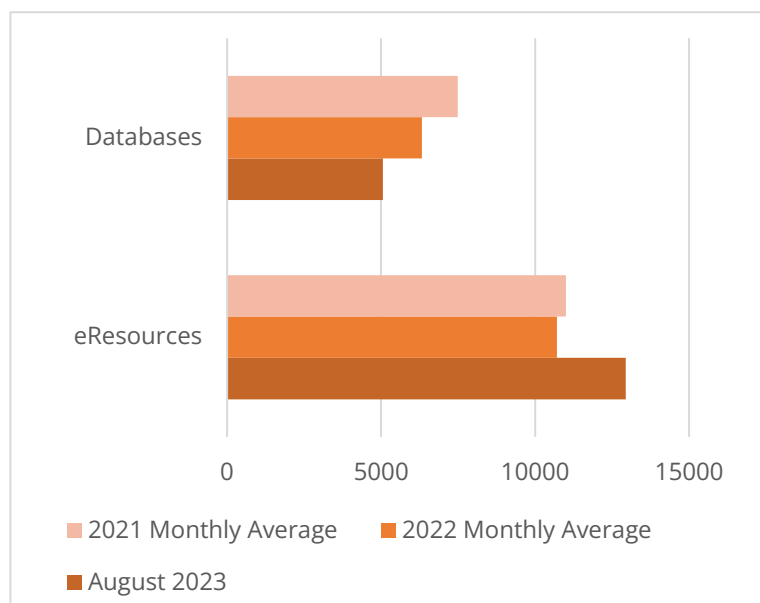
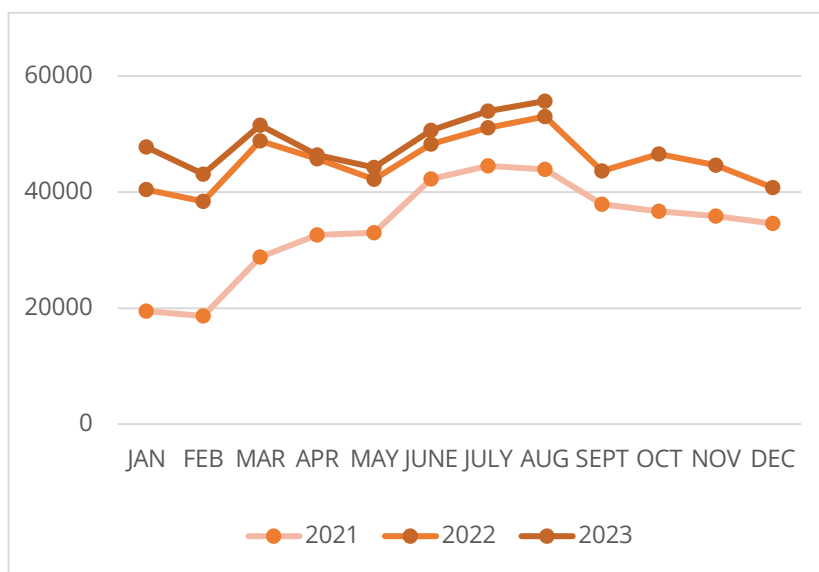
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Physical circulation continues to increase. Online resources show gains in usage.		Phone upgrades, time management implementation, catalog update	
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Summer Reading and Maker Fest had phenomenal participation.		General repairs, staff elevator issues, and Wellness Room update.	
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Book Bike pop-ups and local collaboration		Lots of onboarding for new hires.	

# CIRCULATION

## PHYSICAL COLLECTIONS

Circulation peaked for the year in August at the highest rate we have seen since pre-COVID. We expect to see a dip during the current month, as back-to-school provides less free time for reading.



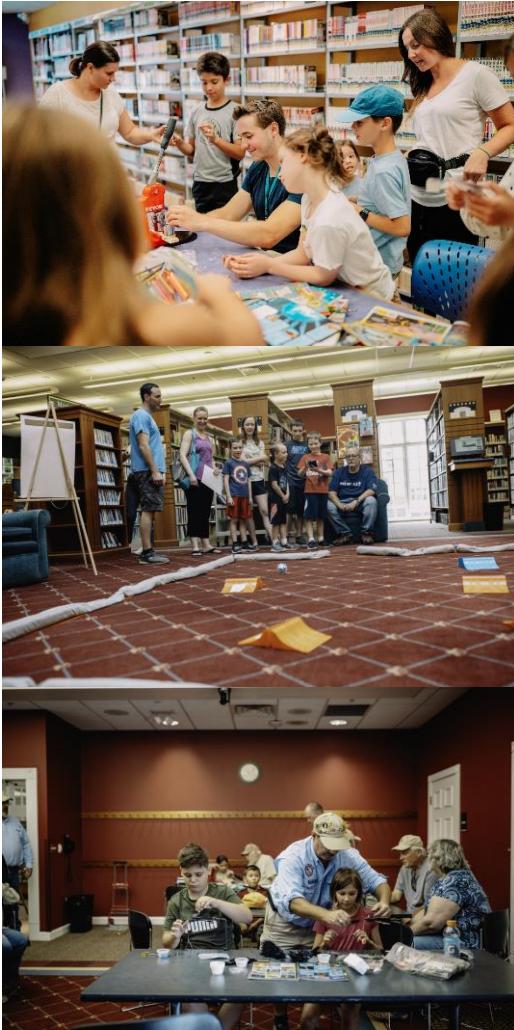
## DIGITAL COLLECTIONS

Our eResources collections prove to be extremely popular and grew in circulation over the month of July. At this point, online reading and viewing accounts for about 20% of all circulation, but due to the price of online resources, it accounts for 37% of the collection budget. In the near future (2025/2026), spending on online materials will likely eclipse spending on physical books.

## JUNE'S MOST POPULAR TITLES

- Simply Lies* by David Baldacci
- Lessons in Chemistry* by Bonnie Garmus
- Happy Place* by Emily Henry
- Out of Nowhere* by Sandra Brown
- It Starts With Us* by Colleen Hoover

# PARTICIPATION



## SUMMER READING

There were a total of 9746 check-ins this summer with an average of 750 per week. That equates to almost 10,000 hours of reading!

1714 people registered; 532 adults, 115 teens, 781 big kids, 257 little kids, 26 staff, and 3 with age group not identified.

The raffle drawing was livestreamed on Facebook and has been watched 620 times. Congrats to all of the winners!

## MAKER FEST

Hundreds of people joined us for Maker Fest on August 19 for a variety of DIY and technology-related activities spread throughout the entire library. Workshops included local experts in LEGO-building, fly tying, sewing, robotics, puppetry, and more. Since the event, we have seen an increase in demand for Lab technology.

↑ 23,122

Library Visits

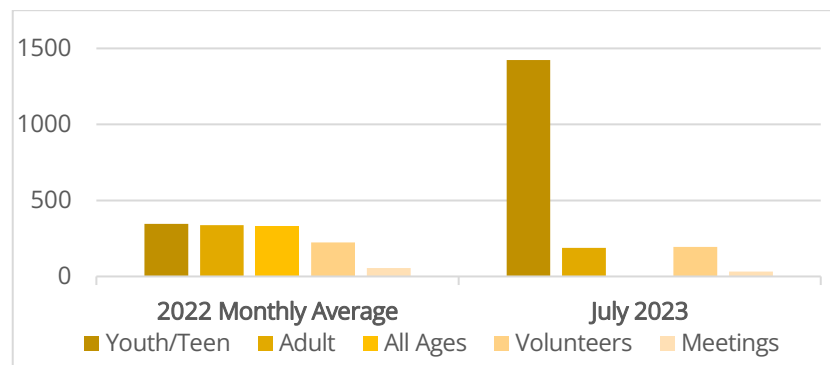
↑ 4,609

Questions Answered

↓ 67

Total Programs

Youth saw an additional increase in program participation this month. These numbers do not include Maker Fest, as there were too many interactions across the library to count. Over 350 participated before 11:30am that day!



# COMMUNITY ENGAGEMENT

## PROJECT UPDATES

### Outreach Opportunities

The Book Bike made a few stops at the Wednesday concerts in Kellogg Park, connecting with over 100 people at each visit. Staff also attended the PCCS Back-to-School Bash and Senior Picnic, sponsored by the Plymouth Community Council on Aging.

### Bridging to Belonging

A cohort of library staff met with interested community members to work on forming a group facilitated by the Interfaith Leadership Council of Metro Detroit. The group will follow the "Bridging to Belonging" curriculum and learn more about the choices we make that create a greater sense of belonging in our community.

### Local Support

PDL is hosting collection boxes for the United Way's school supply drive to support families dealing with financial insecurity.

Plymouth District Library  
August 31 at 2:00 PM

Wow, Plymouth! You did a LOT of reading this summer! Congratulations on earning all of these raffle entries!!!! Tune in to Facebook tomorrow morning, Friday, 9/1 live at 9:30am for our Summer Reading raffle prize drawing! All winners will also be notified directly.



👍❤️👍 107

10 comments 5 shares



Lisa Howard  
How wonderful!!!!

Like Reply 1w



👍 Top fan  
Isaac Watanabe  
I really hope my name is called lol

Like Reply 1w



Megan Daniel  
That's awesome! My kids loved checking in each week

Like Reply 1w



Peggy Fisher  
That is SO exciting !!!

Like Reply 1w



Kelly Onusko  
This was an absolutely PHENOMENAL summer reading program. Thank you so much for all of the amazing prizes and how fun you made it!

Like Reply 1w



Taran Muller Zackrison  
We can't wait!!!!

Like Reply 1w



Erin Wysocki Kostun  
This was a GREAT program this summer! I loved being able to participate as an adult - gave me motivation to make more time for me! And thank you - we enjoyed Buddy's for dinner tonight!

Like Reply 1w



Alea Lynn  
Definitely motivated my boys to read this summer!

Like Reply 1w



Angela Miller  
Thank you so much for all your efforts in the summer reading program. 🍷

# TECHNOLOGY

## SPECIAL PROJECTS

### Catalog Discussions

The library's most recent contract with our catalog provider is up in 2025, and I am suggesting that we research additional options for moving forward. The last ILS migration took place in 2010, and there are many financially viable options that would deliver a better patron experience than our current setup. We will take this next year to test out many different options and put forth a suggestion for the board to approve moving forward with, ahead of any contract termination. An ILS migration is an intensive process, and once a new vendor is identified, will likely take many months of data cleanup and conversion before a public launch would take place.

### Phone System Upgrades

After researching options for phone system migrations, we were alerted that our current phone system was eligible for a free upgrade. We are in the process of preparing for that upgrade, but our ancient paging system requires additional support to work with the updated phones. As we move forward, we anticipate an overhaul of our paging system in 2024 along with the potential for an additional mobile communication platform, that will allow staff throughout the building to communicate more effectively.

### Email Marketing Implementation

Email marketing through Orange Boy is set to launch for our public eNewsletters before the end of September. An updated template will include more opportunities to highlight library stories and will include new ways for us to automate communication so that it is timely and aligned with our patrons' expressed interests.

### Preparing for TBS Implementation

IT staff is working tirelessly to prepare for the implementation of new PC management and printing software. This will present numerous affordances for patrons and provide a system with greater reporting options and ease for staff on the backend.



\* After migrating to the newest version of Google Analytics, we got our catalog to begin tracking analytics like we used to in the middle of August. Next month should paint a clearer picture of the library's overall web visibility.

# FACILITIES

## Masonry Issues

Additional quotes are being sought out for the stepwise and differential cracking along the curved exterior brickwork portion of the Walldorf/Dunning Rooms. This project will likely take place in Spring 2024.

## Preventative Maintenance

Manufacturer recommended maintenance was completed on the library's boilers. Coolant replacement was provided to the library's generator.

## Lighting and Electrical Work

Danboise Mechanical finally resolved the broken lighting fixture in the lobby on the Main Level. They were able to complete the project using pieces from the former stairwell chandeliers. The additional pieces were kept to support any other lighting issues we might encounter in the future, as the current fixtures are no longer in production.

## Wellness Room Update

There was an issue with the ordering of the custom door for the lower level wellness room by the selected contractor, DTS. In an effort to move the project forward, PDL will be ordering the door and DTS will provide an updated proposal for the cost of their labor.

Security cameras were moved by Security 101 from the Wellness Room space into the New Book Nook on the lower level, to pave the way for the use of that space as soon as our contractor can install the door. Additional updates were made to our surveillance system, including a new PTZ camera at the library entrance, an additional outdoor camera covering the amphitheater, and the movement of cameras that provided duplicate coverage.

# PERSONNEL

## Open Positions

None

## New Hires

Lintecia Johnson	Library Page	Effective 9/11/23
Emily Weckesser	Library Page	Effective 9/11/23
Alexis Williams (internal)	Circulation Clerk	Effective 9/25/23
Michael Speath	Reference Intern	Effective 9/11/23
PJ Kim	Teen STEM Corps	Effective 8/31/23

## Terminations, Retirements, Resignations

Amelia DiCicco	Effective 8/14/23	Teen STEM Corps
Olivia Asam	Effective 8/21/23	Teen STEM Corps
Colin Haywood	Effective 8/31/23	Reference Intern

## Employee Anniversaries

Andrew Spongberg	9/6	6 years	Reference Assistant
Samantha Cooney	9/6	1 year	Youth Librarian
Jeff Wears	9/7	7 years	Reference Assistant
Pam Hakala	9/10	11 years	Library Page
Cathy Boismier	9/11	5 years	Circulation Clerk
Fern Edgar	9/16	32 years!	Tech Services Clerk
Kathleen Kozakowski	9/17	10 years	Adult Librarian
Alyssa Jacobsen	9/18	1 year	Circulation Clerk
Kristel Dobson	9/20	16 years	Tech Services Clerk

August FTE Count: 43.4



## ORANGE BOY IDEA EXCHANGE

Heather Pacheco, Community Relations Specialist

### Sessions Attended

Using Data to Engage Underserved Communities: Oak Park Public Library's Journey

Advancing Equity Dashboard

"Why Your Numbers Matter," an actionable, data-driven approach to executing library strategies

Translating Data Across the Library

Security & Privacy with OrangeBoy

### What did you learn? How do you think this conference will influence your work going forward?

We got a much better understanding of how libraries are using data from OrangeBoy, though there was a lot of representation at the exchange by large library systems - less so standalone libraries like ours. There was a lot of emphasis on direct mail campaigns targeted using OrangeBoy data, which OrangeBoy can help setup. (perhaps they were pushing this additional service and consequently invited specific speakers who have hired them to do so?)

Savannah definitely seems to be created with much more emphasis on data compilation and extraction than on email automation. Email automation was a primary component in our original search for software, but this is essentially a side benefit of the product. The true focus is on data integration and patron clustering for the sake of more targeted marketing. This is not a bad thing, just new territory for us to dedicate staff time and energy to (with good potential benefit!) And we gained a better understanding of how users are applying this data that OrangeBoy can help them glean.

I also learned more about NPS score... what it is and how to use it. (Though as a person that hates being polled and asked for feedback constantly, I am slow to warm up to this.)

Finally, I was able to poll some of the other users for how they set up their on-boarding series. Most seem to send the emails either weekly or bi-weekly. All folks questioned thought multiple in one week was too much.

### Anything we should consider implementing at PDL?

Some takeaways for me:

- \* Be less concerned with who we are not serving and more concerned with supporting unmet needs

- \* Convey to Abby to strive for diversity in photos because of the role these images can play in extending welcome

- \* Ask the circulation team to make it part of their card signup process to inquire what compelled someone to sign up for a card? (and track this info)

- \* Reminder: Get rid of stock photography on website and from campaigns.

- \* List strategic partnerships and grants received on website as a means to show public continued gratitude for this support

- \* Be transparent with public about data we are collecting and how we are using it. Christian County, Missouri, library has a good privacy policy that states which partner vendors agree to the library's privacy policy and it points out the fact that Overdrive does not agree.



## ORANGE BOY IDEA EXCHANGE

Melanie Bell, Assistant Director

### Sessions Attended

Advancing Equity Dashboard

Why Your Numbers Matter

Translating Data Across the Library

Privacy Data and Security

Intro to the Net Promoter Score

Orangeboy Product and Service Roadmap

### What did you learn? How do you think this conference will influence your work going forward?

We recently moved to a new bulk email system/marketing system called Orange Boy. This conference was specifically targeted at libraries and how they can use Orange Boy to improve their marketing strategies.

A few of the sessions mentioned re-engaging lapsed patrons. There was conversation about targeting a series of emails at patrons who have not used the library in over a year. One library did a very targeted direct mail campaign where they had Orange Boy narrow down on their lapsed users and then they did a whole direct mail campaign that started with a physical postcard promoting their new makerspace and then a second postcard that mentioned they were fine free and then a series of emails.

Another library had a mobile ad campaign encouraging people to get a library card.

A speaker and a few attendees mentioned that we need to promote more than just our programs. They mentioned that their active service population was much larger than their program attendance. So the majority of their patrons were not there for programs but the majority of the marketing was program oriented.

They also had a session that spoke about net promoter score (another feature that is offered by Orange Boy) and how to analyze the data from a net promoter score.

### Anything we should consider implementing at PDL?

We are currently just getting the basics of Orange Boy working for us. This includes migrating our e-newsletter and setting it up so that new users automatically receive a series of emails welcoming them to the library and giving them an overview of what service the library offers. However I think in the future we would want to pursue a lapsed patron campaign as well. We have access to the templates the libraries used for their different campaigns.

## MERIT MEMBER CONFERENCE 2023

Melanie Bell, Assistant Director

### Sessions Attended

Quantum Computing and the Emerging Cryptographic Risk

Michigan Elections Lab: People, Process, and Technology Makes Our Elections Secure

Quantumania: A Tutorial on the Concept of Quantum

Merit Security Operations Center

Trust Yourself, Trust Your Power: The Superpowers of Mental Health and Neurodivergence Are Real

Better than Phishing: Dropping USB

Achieving Digital Equity in Michigan with Federal Funding

Disaster Recovery and Business Continuity Explained

### What did you learn? How do you think this conference will influence your work going forward?

Merit presented a solution where they will monitor your security and server logs for you and basically supply a Security Operations Center service. Many other companies offer such services but this is the first time Merit is offering it. Merit is a non-profit and as a non-profit that supports other non-profits there may be some significant savings.

The session on the Michigan Elections Lab had some very good processes for simplifying and documenting security processes that are in place

They also had a really good session on breaking the stigma around mental health. Specifically how to ensure different individuals can succeed by viewing neurodiversity as a superpower not a problem. We are empathetic to superheroes and their struggles - seeing their gifts and power first. It's not all about the positive either superheroes still have struggles too. One brief example was that people with ADHD are similar to Nightcrawler and very good about changing focus quickly.

### Anything we should consider implementing at PDL?

Received some good advice/templates for disaster planning that we can use as well as contacts for further questions.

There was a session on good staff training topics and a good suggestion was also training staff in regards to QR codes. Training them to not just scan every QR code they come across because it's basically another link you should probably not be clicking on.