



DIRECTOR REPORT

To: Plymouth District Library Board
From: Shauna Anderson, Library Director
Date: March 13, 2024

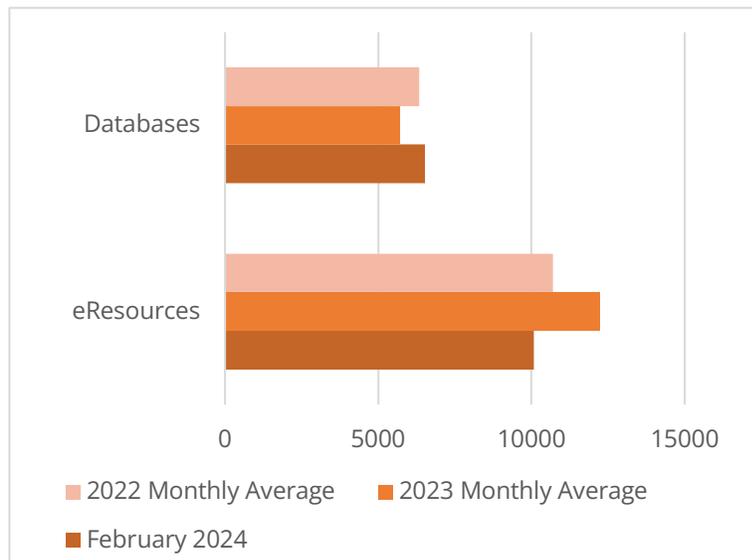
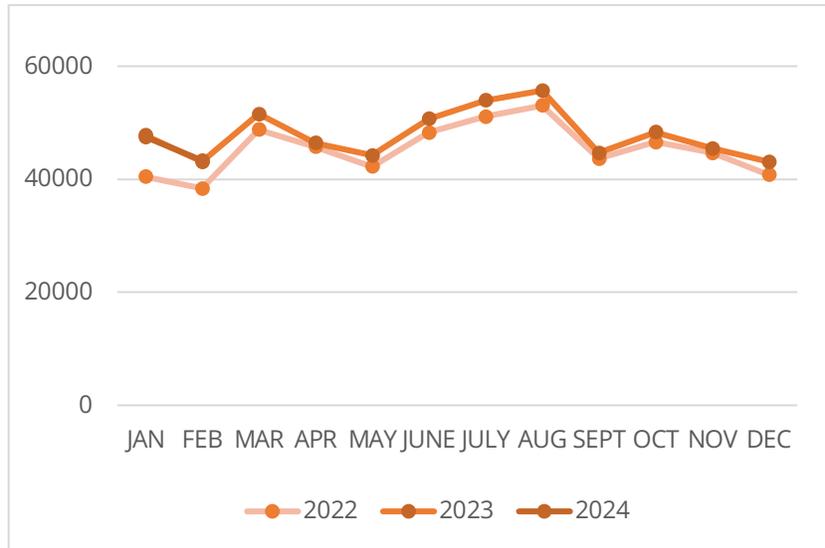
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Circulation again stayed on par with previous year. Online usage is evening out.		Ongoing construction in Teen Zone and Electrical Room.	
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Tax aid and upcoming BOSCH grant project proposal.		Michigan Afterschool Collaborative Conference	
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OPAC replacement, paging system analysis, and new Fixed Asset software.		As requested, a report on the use of PDL by adult residents of our district.	

CIRCULATION

PHYSICAL COLLECTIONS

Circulation once again tracked exactly on par with 2023 performance. I assess that this has to do with the lack of a mobile application to support remote searching and hold placement.



DIGITAL COLLECTIONS

eResource usage stayed the same compared to the previous month. Database usage also remained the same. This month, we removed BrainFuse's HelpNow online tutoring program and JobNow online job coaching platform, after repeated attempts to market the product resulted in insufficient usage. A new youth online reading mobile application, iVox, will be launching soon with a collection of interactive, digital picture books.

FEBRUARY'S MOST POPULAR TITLES

- Tom Lake* by Ann Patchett
- None of This Is True* by Lisa Jewell
- The Exchange* by John Grisham
- The Heaven & Earth Grocery Store* by James McBride
- The Women* by Kristin Hannah

PARTICIPATION



After donating puzzles the week prior, participants in February's Community Puzzle Swap event enjoy their updated puzzle collections. At opening, the line for the swap stretched down the front staircase.

PROGRAM HIGHLIGHTS

- Solar Eclipse glasses were handed out at a number of eclipse-themed events sponsored by a program through the American Library Association.
- After receiving deliveries for new Teen Zone furniture, excess cardboard was used to support a pop-up cardboard play session in our large meeting rooms. 64 adults and kids came through to enjoy large-scale imaginative play together.
- Our recent presentation on Lunar New Year in Korea resulted in particularly thoughtful dialog and participant interaction. Even programs that are more lecture-based provide important opportunities for like-minded community members to meet each other and learn together.

↑ 20,097

Library Visits

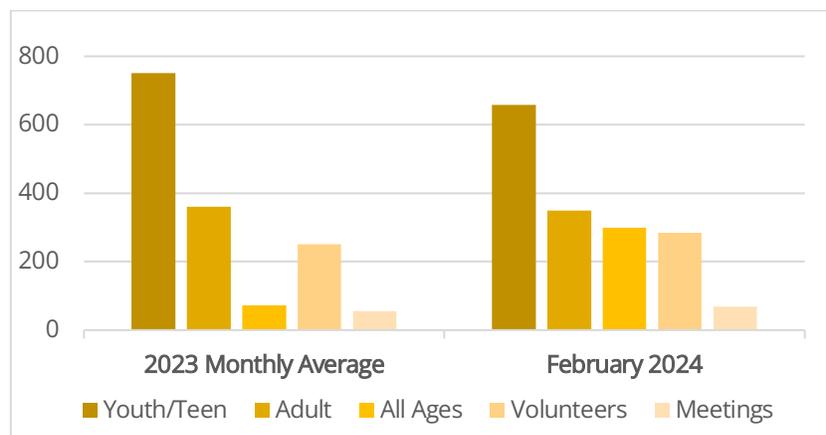
↑ 3,238

Questions Answered

↑ 75

Total Programs

Youth participation dipped back to an expected range, while attendance for all ages increased, due to the high-interest Puzzle Swap event this month.



COMMUNITY ENGAGEMENT

PROJECT UPDATES

Named “Essential” Public Library by State of Michigan

The library earned a rating of Essential in the Library of Michigan’s Quality Skills Audit Checklist (QSAC). Entry into this program necessitated a large report spanning areas of Collections, Public Service, Promotions, Facilities, Governance, and Human Resources.

AARP Tax Aid for Seniors

We brought back the AARP Tax Aid program for the first time in a few years, and the program filled up quickly. 56 taxpayers were supported with individualized tax help in February alone.

City & Township Presentations

Community Relations Specialist, Heather Pacheco, attended City and Township Commission meetings to give a short presentation on the library’s annual report. This is required annually of the library going forward to maintain our “Essential” status with the state of Michigan.

Ice Fest Ad

The library once again supported Ice Fest with an ad in their brochure. We publicized free snowflakes that were laser cut in the library’s lab. Over 200 individuals stopped by the library during Ice Fest specifically to visit the Lab for a snowflake.

Plymouth District Library
Published by Later · February 21 at 10:00 AM · 🌐

Friends of the Plymouth District Library is having a Mid-Winter Sale to clear space in their crowded sorting room! This Saturday and Sunday at the library, shop a wide selection of books and other media for a great price and help the Friends in their support the library! Sunday Special - Fill a bag for \$5!



Friends OF PLYMOUTH DISTRICT LIBRARY **Mid-Winter Sale**
Saturday, February 24 & Sunday, February 25

👍👍👍 Northville District Library and 48 others · 3 comments · 33 shares

Plymouth District Library
Published by Later · February 7 · 🌐

WARNING: SCROLL PAST IF YOU ARE HUNGRY
Our inaugural meeting of the Spice Club was a hit! Nearly thirty members of our community joined together to meet, socialize and test out different recipes featuring our first spice: juniper. From appetizers to desserts, we had it all. (Well, except for empty stomachs! 🤔)



👍👍👍 40 · 4 comments · 1 share

TECHNOLOGY

SPECIAL PROJECTS

New Fixed Asset Software

We added a new module to our BS&A financial software to support more accurate tracking of the library's fixed assets. This module will support even greater transparency and make audit prep a lot easier in the coming years.

OPAC Deployment

Implementation for the new fleet of OPACs is complete. The switch over to a chromebox environment necessitated a new approach to refreshing the page to support patron privacy, therefore, you will see our website hits have significantly increased. We are looking for ways to filter out OPAC refreshes from our website analytics to get a more accurate assessment of in-building website refreshes from the chromeboxes versus true patron usage.

Paging System Analysis

Since the breaking of the library's paging system interface last year, we have been looking for ways to update our system. All of our speakers are currently operational, but there is no longer a way for us to change or update our messages over the building-wide intercom system. We worked with a local company to analyze our current speakers to help us understand if the speakers can be reused with a new interface, however that will not be possible. Experts told us that they will need to be fully replaced to allow for an updated interface to work with the system. Due to the fact that this will be a significant disruption to service throughout the building, we have decided to postpone this project until 2025 when we anticipate building-wide re-carpeting.

↑ 13,871

WiFi Sessions

↑ 1,461

Computer Sessions

↑ 522,312

Website Hits

N/A

Mobile App Uses

FACILITIES

Garage Sale

The library hosted a garage sale in the basement storage area to help us move out old or broken furniture. The library made over \$800 from unused items during this sale. We will continue to post available pieces on our surplus website: plymouthlibrary.org/surplus

Teen Zone Construction

We brought in Allied Building Services to support light construction in the Teen Zone. We sealed up one of the crooked interior windows in the space and lowered the bar height seating to an ADA accessible height. The mustard yellow laminate was replaced by a wooden countertop. The space is still sealed off until we bring in Green Earth Coatings to paint the space and seal the countertops. Furniture that was originally in the space is being reupholstered or was sold at the garage sale

Wellness Room

This project was officially completed and the space is now open for use on the lower level. The room can currently be checked out at the Youth Information Desk with an ID. An adult 18 or older must accompany anyone under 18 into the space.

Electrical Room Repairs

The electrical room on the receiving level of the library is the only space that provides room for a large floor sink for our custodial team. The basin of this sink had cracked over time and the floor and walls suffered water damage as a result. The sink was replaced and the surrounding area was repaired and sealed with waterproof flooring and wall covering.

PERSONNEL

Open Positions

PT Custodial Technician

New Hires

Autumn Baumdraher-Rinna	Starting 3/25	Reference Assistant
Maxine Dragomir	Starting 3/25	Reference Assistant

Terminations, Retirements, Resignations

Ryan Madden	Teen STEM Intern
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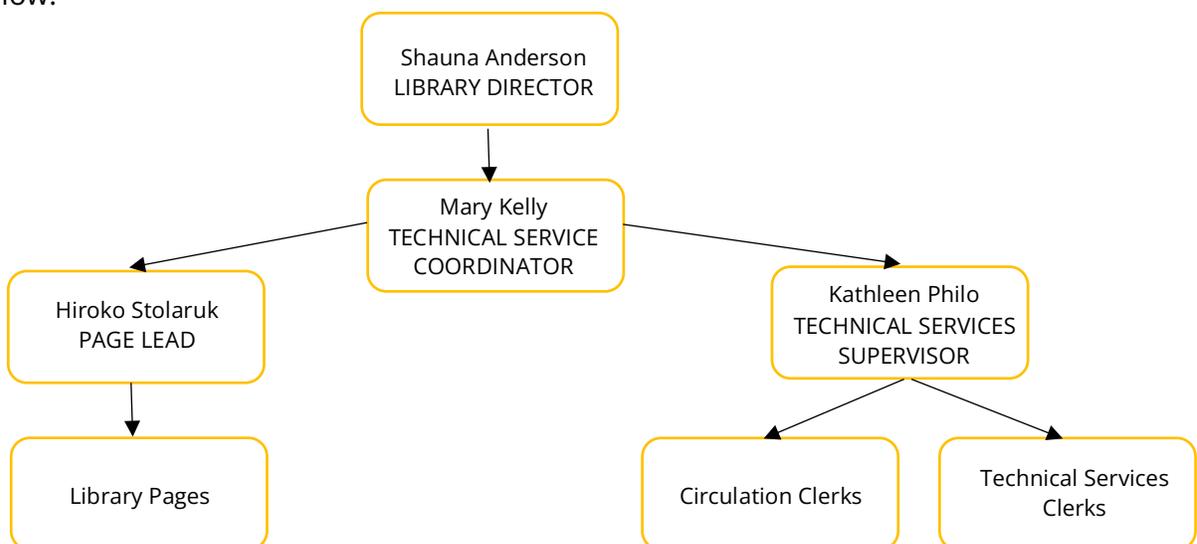
Employee Anniversaries

Charlie Stratton	3/26	6 years	Computer Support Technician
Marshall Draper	3/28	1 year	Custodial Technician

December FTE Count: 45.1

TECHNICAL SERVICES UPDATE

Mary Kelly has been promoted to Technical Services Coordinator. Mary is an international speaker on library collection maintenance and co-author of the book *Making a Collection Count*. She brings with her a wealth of skills related to the library's catalog, which she has developed in her role as Emerging Technologies Librarian. To support the transition, we re-organized a few pieces of the organizational chart. The updated section of the chart is below.



MICHIGAN AFTERSCHOOL COLLABORATIVE CONFERENCE

Lauren Baker, Youth & Teen Services Coordinator

Sessions Attended

Catalysts, Curiosity, & Kevin Costner: Cultivating Wonder All Around Us
Community and Family Engagement 101
Inspiring Inquisitive Minds with Interactive STEM
Supporting the Whole Staff
Cultivating Youth Voice into Planning Your Programs
Information, Not Speculation: Using Curiosity For Bias Awareness

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

The conference was absolutely fantastic. I was nervous about it since it is not within the scope of the library world. I picked up great information from just about every session that I attended and I made a few contacts within Southeast Michigan that I am hoping will turn into partnerships/collaborations.

Here are a few highlights of the important takeaways from the conference

Do not ask kids what they want to be when they grow up, ask them instead what problems do you want to solve. It changes the conversation from who do I want to work for to what do I need to learn to be able to do that. We might not be running before/after school care for children but we interact with kids and teens on a daily basis. We have the chance to impact their lives in a meaningful and positive way.

The session about cultivating Youth Voice into programs was very insightful. We talked about the kids showing up to our programs as 4 different things:

Objects: Adults have complete control

Recipients: Adults determine the needs- we base our program on what we think the needs are

Resources: Youth help plan, evaluate and implement programs

Partners- Youth and Adult share equal in the decision making power.

For a lot of our programming the kids are objects or recipients- we do programs based on their developmental age and what parents ask for. We are just starting to work more with the teens and tweens to have them be more resources and eventually partners. The way to have lifelong library users is to bring them in as young families and then cultivate that relationship to keep the kids engaged as they get older and older!

A few other points that we talked about was how to create a welcoming environment in your program space which included various layouts to set up space that do not include looking like a classroom.

- Opt for a closed shape to make it so the students can help lead versus classroom style where it is 1 leader.
- Have a “parking lot” board. Basically a piece of paper with ideas that kids want to talk about that do not fit the current discussion. It shows we have heard them and will circle back to their idea.
- Raise hands- set rules on whether to do this or not. Kids are taught to raise hands BUT when conversing with adults, we do not raise hands. We have back and forth communication. Kids do not do that yet. We need to conform to how they are.

General ideas that are not kid specific but should be included in any work/living place.

- Movement! We need to incorporate more movement into our workdays whether or not we are interacting with patrons. Changes the way our brain works. Studies have shown that movement helps the learning process!
- Group agreement/rules before programs/meetings
- Intent versus impact
- Explain/listen communication: This is what it means to me; what does it mean to you
- Yes/No- When you say ‘yes’ to something that means you NEED to say ‘no’ to something else.
- Set boundaries and clear expectations

Anything we should consider implementing at PDL?

I will start implementing a lot of the info above into my program/meeting planning. We are starting to do more Youth driven programs but it will take time to implement. Our Teen Services Librarians try to involve the teens as much as possible in the programs that are offered. For the under 12 crowd we plan programs on what we think they need. I believe we should re-evaluate how we come up with program ideas.

We receive feedback from the community regarding programs age 0-5 so we listen to the parents and offer as much as we can. For ages 5-12 we may be able to get more ideas from the kids themselves at the programs and see what else they want! I am already in talks with various organizations that are local to Southeast MI (YMCA, Salvation Army) on how we can help support their out of school time programs they offer.

The conference was very informative and very interactive. Some of the sessions we were on our feet and moving the whole time! Overall I thought it was a fantastic conference and I think it would be beneficial to add it to our list of professional development opportunities.

LIBRARY USAGE

BY AGE GROUP

It is a misconception that adults in this community do not use the library's collection and services. Although our youth events are well-attended and our youth picture book collection circulates more often than any other, adults far outweigh youth participation in a number of key areas.

89%

OF INDIVIDUALS WHO USED THEIR LIBRARY CARD IN THE PAST YEAR ARE OVER 18 YEARS OLD



CARDHOLDERSHIP

The library has over 34,000 library card accounts in our system, all of which have been used in the past three years. Active cards are defined as those which have been used in the past 12 months. Of the 15,631 active library card accounts in our system, only 932 belong to someone below 12 years old and only 702 belong to teenagers between the ages of 13-17.



PROGRAM PARTICIPATION

Although the library often presents a higher proportion of programs directed at youth, many of the programs encourage active caregiver participation. This is one way that we engage family connections and provide support for parents.

This past month of February 2024 alone, 970 of the 1308 total event participants were adults. Of the 75 events presented at the library, 43 were actively directed at an over 18 audience.

MARKET SEGMENTATION

Across all areas of library engagement, we use categories to better understand how people make use of our services. All of our major categories are comprised of adult users, noted below.

