



DIRECTOR REPORT

To: Plymouth District Library Board
From: Shauna Anderson, Library Director
Date: October 9, 2024

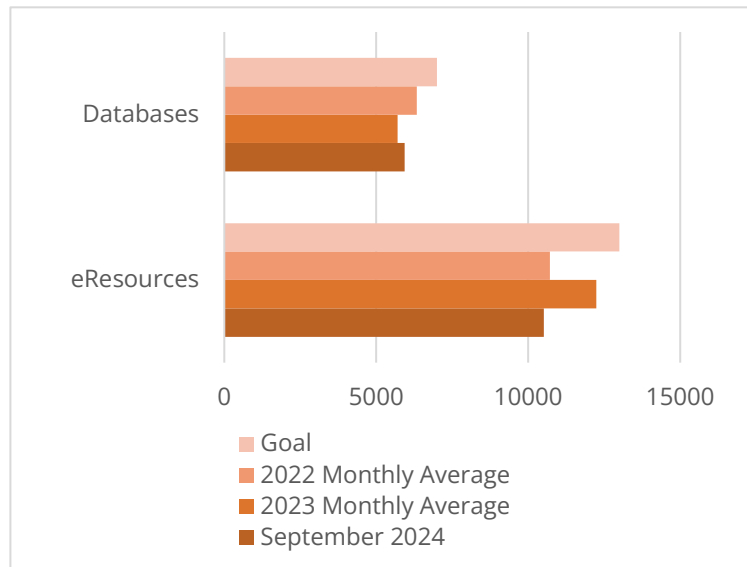
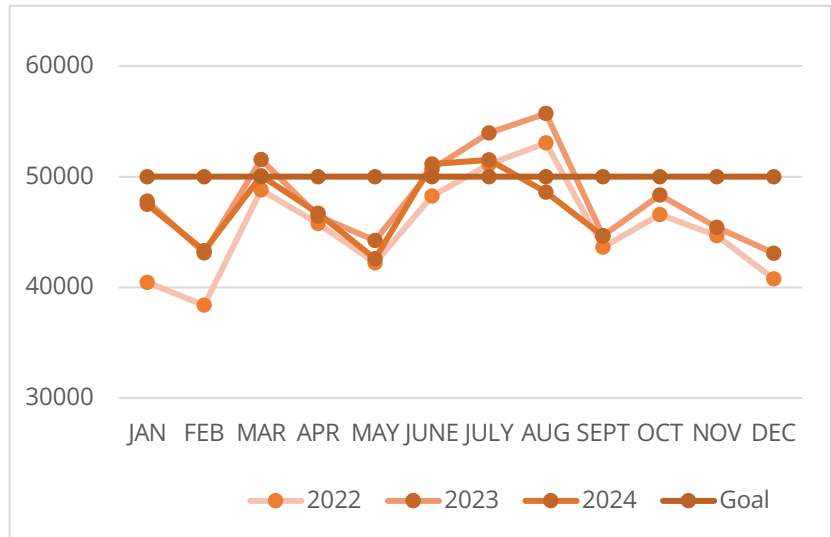
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Checkouts overall were on par with prior years.		New community collaborations in The Lab and implementation of Bibliocommons public OPAC	
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Large event at Penn Theater and full youth programs		Centennial Garden planting is wrapping up, working on rectifying paver defacement	
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Fall Fest and many other local event outreach		Welcoming a new RA and hiring for a new page	
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CIRCULATION

PHYSICAL COLLECTIONS

Physical circulation was on par for post-COVID figures in September. This was still lower than our goal for the month.



DIGITAL COLLECTIONS

eResource was down again for another month.

We now have a combined digital and physical circulation of 513k, at 81% of our goal so far this year.

SEPTEMBER'S MOST POPULAR TITLES

- The Women* by Kristin Hannah
- Funny Story* by Emily Henry
- Swan Song* by Elin Hilderbrand
- Here One Moment* by Liane Moriarty
- The Life Impossible* by Matt Haig

PARTICIPATION



(Above) Kids put together sock monster puppets in the youth department. (Below) Author Polly Leftofsky presents at the Penn.

PROGRAM HIGHLIGHTS

- The Polly Letofsky author event at the Penn was well-received by the community, with over 150 participants. She was extremely engaging and funny - a high energy speaker who laughed a lot and still made the audience think about breast cancer detection and treatment from a global perspective.
- Fall youth programs have resumed and many are already full.
- PDL hosted The Fairy Godmother of Music on the Fall Fest stage in addition to the booth that was staffed throughout the festival.

↓ 14,770

Library Visits

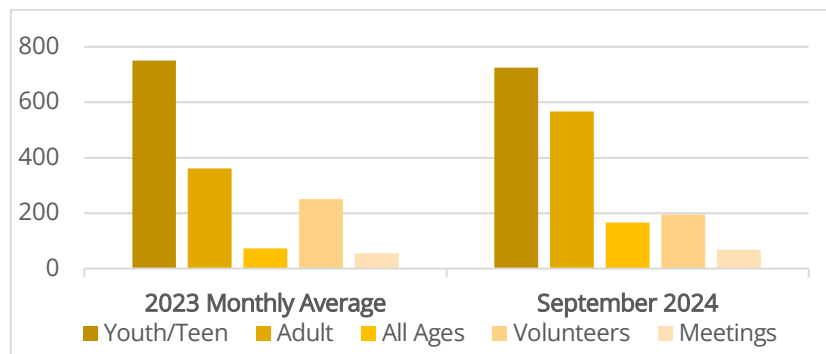
↓ 2,645

Questions Answered

↓ 69

Total Programs

Overall, participation across all spheres of the library dropped again in September, replicating our circulation trends.



COMMUNITY ENGAGEMENT

PROJECT UPDATES

Fall Fest

PDL hosted a booth at this year's Fall Fest which included a rock painting craft and staff answering questions about the library. 1352 people interacted with the library as a result of this community event.

Community Outreach

In addition to Fall Fest, the library hosted tables at the PCCA Senior Picnic, PCCS Back to School Bash, Farmer's Market, and Downtown Days events. These events produced over 600 interactions with the public.

Community Partnerships

Heather worked with the Michigan Philharmonic to produce a collaborative event with the Detroit Puppet Theater. The library also hosted a quarterly blood drive that continued to exceed the Red Cross' goal. PDL is also hosting a collection for period products alongside the Salem High School Women's Awareness Association in support of the Detroit Period Project. The League of Women Voters also hosted a table at the library for Voter Registration Day.

Plymouth District Library
September 5 · 🌐

Youth Librarian, Sam, recommends *Come and Join Us!* by Liz Kleinrock. "The illustrations are beautiful, and it covers so many holidays, most of which I either barely knew about and some I had never heard of!" Grab yours today! #PDLpick



👍👍 Yasir Khogali for Plymouth Library Trustee and 19 others

Plymouth District Library
September 11 at 10:00 AM · 🌐

Salem High School's Women's Awareness Assn. is collecting period products in support of Detroit Period Project. A pink collection box can be found in the Plymouth District Library lobby throughout September. We invite your support!



👍 Yasir Khogali for Plymouth Library Trustee and 12 others

9 shares

TECHNOLOGY

SPECIAL PROJECTS

Lab Updates

Michelle Berens, one of the library's Technology Assistants, began a relationship with PCCS to provide 3D printed resources for students with disabilities. Lab staff are also working with the Historical Museum to engrave wooden blocks for their newest installation.

Relevant IT staff began admin training with BiblioCommons

ILS Updates

Relevant staff are currently training on the Bibliocommons platform. The new public-facing catalog is set to go live with the public in December. We are finalizing a new connection to OCLC that will help us clean up poor records in our collection and allow for the new public-facing version of our catalog to be even more user-friendly.

↑ 14,513	↓ 1,494	↓ 587,330	↓ 11,381
WiFi Sessions	Computer Sessions	Website Hits	Mobile App Uses

IT INFRASTRUCTURE

INTEGRATED LIBRARY SYSTEM

An Ideal ILS Includes:

- Patron Data & Management: a module to collect patron data, track checkouts, while maintaining strict security and privacy
- Collection Data: a database module that records items in a collection alongside associated metadata in a MARC record format, the design of the information architecture in this module creates or inhibits findability
- Report Functionality: the product's ability to pull information from the various databases and arrange the data meaningfully to create insights into the library's operations
- Administration: with security and privacy in mind, locking down certain information or making it available to connecting systems

ASSOCIATED SYSTEMS

- OPAC (Online Public Access Catalog): the digital card catalog that the public can interact with for searching, connects to the ILS through various information sharing protocols
- Self-Check Systems: a standalone unit that allows individuals to access aspects of the patron catalog to support self-service, units are purchased separately or put together in a DIY approach
- Mobile Application: another standalone software that pulls data directly from the ILS to enhance the patron experience for searching and account self-service, specifically on a mobile device
- Library Databases & eResources: subscription services that libraries purchase on behalf of their patrons, must connect to ILS systems to determine eligibility to use the system
- Print & Time Management: IT systems that allow library patrons metered access to public internet machines and print systems, with privacy and security in mind, ILS often integrated for a more seamless experience
- Michigan eLibrary (MeL): a statewide consortium which allows for the sharing of materials across all public libraries and many private/academic institutions

-WorldCat: a nonprofit project to make all public library collection data visible and searchable online, increasingly interacts with Google to support library visibility, requires regular upkeep on our end to maintain

-Text/Phone Call Reminders: a separate service that sends text messages, emails, and phone calls to patrons to remind them of account updates, often utilizes direct connections and auto-generated reports from the ILS to maintain

-OrangeBoy Savannah: a data analysis platform that helps us understand patron behaviors and how to cater our messaging more appropriately to certain audiences, anonymized data is shared automatically from all our different data points to support the formation of marketing clusters

-Financial Software: a separate module that helps us track bulk acquisitions, budget, and pay vendors, does not connect directly to the ILS

FACILITIES

Centennial Gardens

Planting in the gardens is about 90% complete and the new irrigation system has been installed. Plants will be putting down roots before the winter so that they can come back fuller in the spring.

The work in the Amphitheater is stalled as the City weighs options for moving forward. Linking to a pipe under Main Street is another viable option that they are considering and is set to be finalized at the next City Commission meeting.

Outdoor Defacement

Nail polish was splashed around the outdoor pavers beneath the front steps. Facilities staff tried to remove the polish to no avail. A power washing company was brought in, and this also did not remove the marks. We are now working with a paver company to remove and reinstall matching pavers, keeping in mind the needs of the snow melt system underneath.

Miscellaneous Projects

The Facilities team worked with vendors redirect aspects of our gutters on the Northeast side of the building to mitigate storm water pooling near the book drop.

The receiving door in that same area was serviced to allow for better access for large shipments to the library.

PERSONNEL

Open Positions

Library Page

New Hires

None

Promotions

None

Terminations, Retirements, Resignations

Lintecia Johnson

Library Page

Employee Anniversaries

Sean Glasgow	10/12	8 years	Teen Librarian
Audrey Leblanc	10/17	19 years	Technical Services Clerk
David Franchok	10/30	1 year	Library Page

September FTE Count: 42.1

CONFERENCES

ASSOCIATION FOR LIBRARY SERVICES TO CHILDREN, ANNUAL CONFERENCE

Nicole Munson, Youth Librarian

Sessions Attended

Conscious Kid Kits - Marin County Libraries Staff
Climbing the Leadership Ladder
Disrupting Your Library's Status Quo
How the Science of Reading is Having an Impact on Public Libraries
A Playbook of Inclusive Early Literacy Services for Children in Informal Childcare
Nature Based Programming
Let's Play! Engaging Programs for Babies Beyond Storytime
Relax, Breathe, Read A Graphic Novel

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

I feel more energized in my work and filled with more ideas. Through the opening session I learned how to better look at the diversity of our collections and to make sure that we are not just having a shallow breath of diversity but that it actually makes an impact on our communities. I also learned many new ways to incorporate new techniques into our programming, like more programming focused on supporting caregivers (informal and formal), more nature based programs and new ideas for baby focused programming. Climbing the Leadership Ladder helped me to reflect on my position here at Plymouth, to realize that I am happy with where I am and that there are always opportunities to be a leader at my level. I think I am more focused after this conference at providing services and programs that are well thought out and have better depth to them rather than just planning programming just to have "something". I want to continue the idea that we work on our collection with the intention that my programming should also have the same attention to detail and care.

Anything we should consider implementing at PDL?

My biggest takeaways were the sessions on Informal Childcare, Nature Based Programs and Conscious Kid Kits. From the informal child care session, I would love to change the name of our parenting collection to caregiver collection, to reflect how welcoming we want to be to our community that isn't often just Parents but grandparents, nannies, babysitters and so on.

For Nature based play I would like us to consider utilizing more nature based items into our play with children as well as utilizing more community science partners to provide better science based education.

From the session on Conscious Kid Kits I would like to implement book kits on sensitive topics to create opportunities for parents to have hard conversations with their children on topics like Race, LGBT, Mental Health, World happenings or even personal events like Grief or Health issues.

I also loved the opening session from Daniel Nayeri where he stated that diversity is incredibly important but he believed that in the Specificity there is the Universal. He urged us to look at our diversity and make sure that we are not being shallow in its topics. He felt very strongly that just because you have a book for "everything" doesn't always mean that the quality will be good or that there will actually be much to glean from it.

ORANGEBOY IDEAS CONFERENCE

Donna Jackson, Marketing & Visual Design Specialist

Sessions Attended

Clinton-Macomb Public Library: Tagged Lists and Special Messages

Enoch Pratt Free Library: Strategic Planning with Orangeboy

San Francisco Public Library: Stats, Strategies, and Services

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

The 11th annual Orange Boy Idea Conference provided a unique opportunity for libraries utilizing the Orangeboy platform to meet and share their experiences in developing communication strategies, data collection, and strategic planning. Attending this conference allowed me to witness firsthand how libraries across the country have leveraged the Orangeboy platform for email marketing campaigns, strategic planning, and internal communication integration. The conference featured several insightful presentations, three of which particularly stood out.

Clinton-Macomb Public Library: Tagged Lists and Special Messages

It was great to see a fellow Michigan library, Clinton-Macomb Public Library, at the conference. Their presentation focused on the importance of targeted and tagged messages, especially during a critical period of closing one location and opening a new one amidst the challenges of COVID- 19 in 2021. They employed a strategic approach to target their most active users and those living near the new library location—an effective use of Orangeboy's message platform. This approach has inspired me to consider similar strategies for Plymouth District Library (PDL) as we plan for different phases of our redesign and construction.

In addition, Clinton-Macomb Public Library used targeted campaigns for specific audiences, such as promoting Summer Reading programs, reaching avid readers through the "Page-turners" segment, and offering newsletters for new and bestselling books. PDL is taking a similar approach as we focus on pushing our collection and increasing physical book checkouts, integrating collection-based campaigns into our communication plans.

Enoch Pratt Free Library: Strategic Planning with Orangeboy

Enoch Pratt Free Library, one of the oldest public library systems in the United States, shared valuable lessons from their experience using Orangeboy to facilitate their strategic planning. In the final year of their five-year plan, Enoch Pratt faced challenges with organizing and interpreting the data they had collected. They turned to Orangeboy to help streamline their goals and make the data more actionable.

Orangeboy's support helped Enoch Pratt identify key metrics for measuring the success of their strategic goals. The use of the Net Promoter Score (NPS) proved to be particularly useful in collecting feedback from both staff and patrons, allowing them to adjust their approach when needed. With the support of Orangeboy, they simplified their new plan, reducing the number of goals and establishing a standardized framework that made tracking and communicating progress much easier. This approach is one that PDL will consider as we solidify our own strategic planning goals.

San Francisco Public Library: Stats, Strategies, and Services

San Francisco Public Library not only served as a gracious host but also provided an enlightening presentation on event promotion strategies. They emphasized two practices that have significantly increased attendance at their events: a weekly roundup email of events and targeted marketing for signature programs. Their focus on effective email headings, engaging content, and the timing of their communications has led to an increase in unique click rates by 15-20%.

Inspired by their success, I have started implementing similar strategies at PDL, including weekly emails about our events, targeted campaigns for key programs, and a newsletter dedicated to our collections—especially focusing on the physical book and new acquisitions. This initiative began in September 2023 and aims to create a more engaged community.

Anything we should consider implementing at PDL?

The Orange Boy Idea Conference inspired me to make several changes at PDL:

- **Targeted Campaigns:** I have developed campaigns tailored to specific audience segments, such as new library card holders, avid readers, and occasional users. These campaigns remind our patrons of our role in their lives and community.
- **Weekly Event Email:** A new weekly email highlights upcoming events and programs at PDL, providing our patrons with timely information and encouraging them to participate.
- **Revised Newsletter:** The revised PDL newsletter now includes more about our collection, our connection to the Plymouth community, and information about the many services we offer that make life easier.

The goal of these initiatives is to enhance engagement online, ultimately translating to increased library visits and a deeper connection to our collections and services. The Orange Boy Idea Conference served as an incredible learning experience, and I am excited to continue implementing the strategies I discovered. By focusing on targeted communication, strategic planning, and consistent outreach, PDL is poised to foster stronger relationships with our patrons and continue providing valuable services to our community.