



DIRECTOR REPORT

To: Plymouth District Library Board
From: Shauna Anderson, Library Director
Date: May 11, 2022

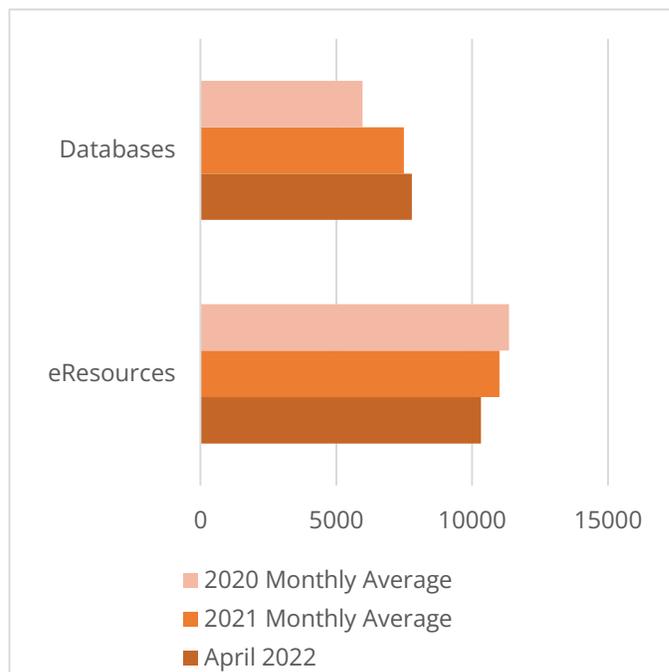
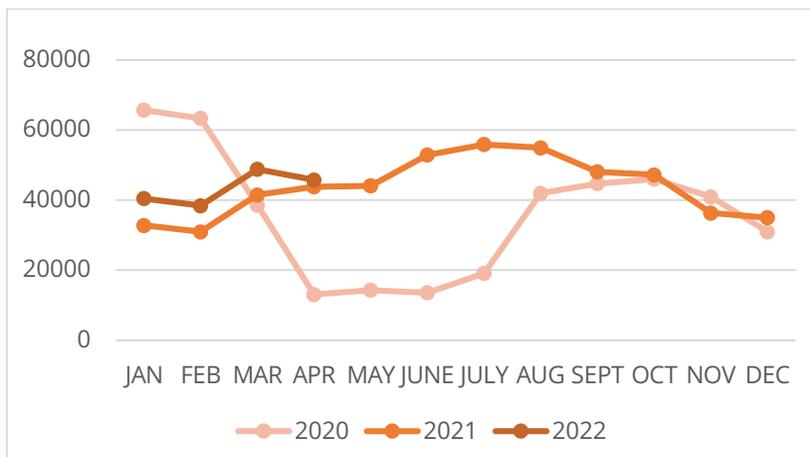
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CIRCULATION

PHYSICAL COLLECTIONS

This is the first month that our physical circulation showed a decrease in our trajectory over the previous year. I posit that more people traveling for spring break than previous years accounted for this discrepancy.



DIGITAL COLLECTIONS

Our databases saw a nice increase this month due to the release of the 1950 census. This is a big deal in the genealogy world, allowing current researchers and hobbyists alike the opportunity to dig deeper into more recent family histories.

FEBRUARY'S MOST POPULAR TITLES

The Women of Copper Country by Mary Doria Russell

The Last Thing He Told Me by Laura Dave

The Maid by Nita Prose

The Paris Apartment by Lucy Folley

Run Rose Run by Dolly Parton & James Patterson

PARTICIPATION



Kids from Our Lady of Good Counsel toured the library during a school visit. In April, 72 students participated in outreach activities with the library.

TAX SEASON

One under-the-radar way that the library has a large impact in the community is through our tax form services. This year, PDL handed out over 2,500 forms and booklets to support the tax reporting needs of our residents.

TAKE-AND-MAKE KITS FOR ADULTS

Take home kits proved to be an important way for the library to support youth and families throughout the pandemic. Recent kits made for adults have proven to be just as popular. Librarian Sarah Vargas

just received a grant to extend these kits to specifically support low-vision individuals.

↓ 14,908

Library Visits

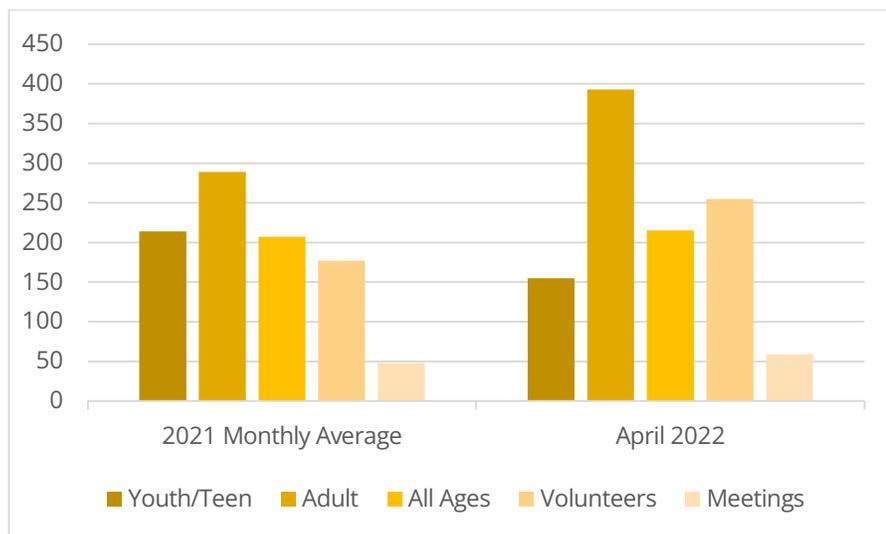
↓ 2,721

Questions Answered

↑ 57

Total Programs

Adult programs saw a steep increase in participation this month, due to the popularity of adult make/take kits. Volunteerism continues to exceed prior year averages. Not included in these stats are the youth and teen “passive programs” which had 92 participants.



TECHNOLOGY

SPECIAL PROJECTS

Circulating Chromebooks and Hotspots

The Chromebooks and wifi hotspots supplied by the BOSCH Community Fund are finally in circulation. Supply chain delays put our hotspots on backorder for an extended period of time. As of now, checkout is for one week with no renewals or holds. While the kits have been well-received by the public, current availability allows us to consider more generous circulation guidelines.

New Public Printer

After numerous issues with the public printer on the upper level of the library, Head of IT, Melanie Bell, secured a donated replacement machine from one of our contractors. Since installing the new hardware, service has been much more reliable for the public. Many thanks to Leader Business for their generous support!

Phone Line Provider Transition

Our longtime landline phone service provider recently went out of business. After selecting the new vendor, the transition was well-executed. Landlines are used sparingly throughout the library to support things like our elevators and different circulation needs.

↓ 13,132

WiFi Sessions

↑ 974

Computer Sessions

↓ 155,450

Website Hits

↓ 5,298

Mobile App Uses

COMMUNITY ENGAGEMENT

ONLINE AUDIENCE



PROJECT UPDATES

National Library Week

PDL celebrated National Library Week in April with drop-in activities and library tours. Due to the strong response from the community, tours will continue monthly, in alignment with our objective to better support new cardholders.

Volunteer Luncheon

Heather Pacheco coordinated the first in-person volunteer celebration in over two years. 70 volunteers attended the event, and the opportunity to connect in-person was a highlight for many in attendance.

PCCS Mental Health & Wellness Fair

The library participated in the Mental Health & Wellness Fair coordinated by Plymouth-Canton Community Schools. The event took place in Kellogg Park and the library's booth garnered over 200 true interactions from participants—one of our most successful outreach events so far this year.

Plymouth District Library
Published by Later • April 13 at 3:01 PM

PDL Staffer, Alice, recommends *Library of the Dead* by T.L. Huchu. Anyone who knows Alice knows they will never find her in the same place for too long. "This one caused me to spend half a day sitting still so I could finish it (unheard of)!" she says. "the first half seems almost cute but then it gets really dark." You can find this book with its beautiful cover art in the Sci Fi collection. #PDLpicks

1,098 People reached 82 Engagements — Distribution score [Boost post](#)

41 3 Comments 1 Share

Plymouth District Library
Published by Later • April 12

Plymouth District Library was happy to welcome Girl Scout Troop 40629 to work on their computer badge in our Creative Lab. They did great work and made some fun digital art too! #girlscouts

Smith Elementary Brownie Girl Scouts

Whoooo is using the library lately?

643 People reached 41 Engagements — Distribution score [Boost post](#)

24 3 Comments 1 Share

FACILITIES

Server Room HVAC Replacement

After securing a number of quotes to replace the mini-split HVAC system that supports the library's server room, a local vendor with excellent references supplied a quote below our threshold required for board approval. This quote also included a unit with higher load capabilities to support any potential growth needed in IT at a later date. This replacement is scheduled for early June.

Facilities Inspections

A number of formal inspections took place in April. The library's fire extinguishers were inspected and updated. Our liability insurance provider came for a loss prevention inspection. Updates were made to increase building safety as a result of their recommendations. PDL also received a sprinkler inspection by our landscaping contractor. Our annual elevator inspection also took place this month.

Exploratory Meetings

As we approach budget season, Yong Heo brought in a number of vendors to begin vetting relationships for future updates to the building and grounds, including landscape architects, HVAC specialists, and smart building consultants.

PERSONNEL

Employee Anniversaries

Cassie Cobb	04/01/13	9 years	Page Supervisor
Tami Krogmeier	04/20/18	4 years	Circulation Clerk
Keron Krol	04/25/11	11 years	Circulation Clerk
Alice McCardell	04/03/00	22 years	Adult Librarian
Sarah Vargas	04/02/19	3 years	Adult Librarian
Lynne Volker	04/29/21	1 year	Page

February FTE Count: 42.69

TAKE YOUR KID TO WORK DAY

PDL hosted a Take Your Kid to Work Day program on 4/28 for staff and their youngest family members. The day included planned activities for the kids to participate in to learn about the library and get to know their adult's workplace. 12 kids ranging from 3-16 years old participated in the event. Lots of fun was had by all involved.

CONFERENCE/TRAINING REPORTS

Keron Krol, Circulation Clerk

Sessions Attended

Zingerman's: The Art of Giving Great Service

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

I learned that there are different stages to learning a skill, and that the quality of customer (patron) service relies heavily on training. For example, most of the time, people who train new employees have reached a stage that Zingerman's calls "Unconsciously Competent." They know their job like the back of their hand, and have forgotten what it was like when they were nervous and "Consciously Incompetent" while learning their job for the first time. This can lead to feelings of impatience on behalf of the trainer, and inadequacy on behalf of the trainee. It is better to remember to be "Consciously Competent", remembering what it was like to learn the job.

Also, when giving patron service, it is a 3 step process: 1. Figure out what the customer wants by engaging fully with the patron. 2. Get what the patron wants for them accurately, politely (which includes avoiding the phrase "no problem"), and enthusiastically, making sure that the patron leaves feeling good about their experience. and 3. Going above and beyond what the patron asked for and/or expected.

While I already strive to do well in my position, it is good to be mindful of all of this. I will keep all of this in mind and approach both co-workers and patrons from a consciously competent frame of mind.

Anything we should consider implementing at PDL?

One thing that Zingerman's does is recognize its employees for excellent service. PDL used to have the "Above and Beyond" awards which was an attempt at that, but sadly it led to a lot of people feeling left out or unrecognized. Fellow co-workers would nominate each other. But, if someone went above and beyond for a patron without being seen by other co-workers, or if other co-workers just didn't report it, there was no recognition. I think it is important to recognize each other, so maybe we could come up with something similar to this that is more all-inclusive?

Sherri Potas-Garrett

Sessions Attended

Zingerman's: The Art of Giving Great Service

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

Made me even more aware of how important great customer service is and specific tools to improve my level of customer service. Such as always going the extra step, making sure customer knows they are being heard, trying to solve the problem yourself but if you can't it's ok to go find that answer and get back to the patron.

Anything we should consider implementing at PDL?

Tracking patron complaints (maybe a shared google drive form?) and frequency of each complaint so can improve service/provide more or different services. Also, really liked the idea of a board in staff area where staff can post notes complimenting/recognizing great things they have noticed each other doing (specific notes on xx had this situation and handled it fantastically by doing yyy).

COMPUTERS IN LIBRARIES VIRTUAL CONFERENCE

Melanie Bell, Head of IT

Sessions Attended

Delivering WOW Tech Experiences Without Breaking the Bank

The Wall: Two Story Interactive Digital Experience

Library Technology Industry Update

Online Checkout of Software License for Patrons Devices

Digital First All Library Planning Starts with Digital

Top 10 strategies to create irresistible organizations

The Future of Authentication: Landscape and Challenges

Library Digital Content: What's Next

Using Internet of Things to Connect People
Creating Virtual Outreach that Works
Using Raspberry Pi's in the Library

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

I received several great ideas for library of things items/kits that can be checked out and equipment/software that could be added to the Creative Lab. Some examples were raspberry pi kits with targeted projects like clockwork kits, and some different video design software. There was also an interesting project where a library setup a virtual environment through the use of a digital display wall that allowed them to make interactive teaching exhibits.

One of the more interesting sessions covered how to use internet of things devices in the library environment. They had interesting suggestions such as using tiles to track the locating of equipment that should stay in the library, and using programmable controls and sensors to automate heating, cooling and lighting in the building. This would take significant work and investment but is an interesting idea.

Another good session discussed that Google, Apple, and Mozilla are working on implementing better privacy for end users on their web browsers. A lot of current authentication technology looks like tracking from the browser view point. So these increases in privacy for browsers will result in a need to find new ways to authenticate in the upcoming years.

There was also good discussion on how to make your library attractive to employees for recruitment and retention of staff. One of the good recommendations that came out of that was interviewing new employees a few months after their hire to get recommendations on pain points in both the workflow and culture of the organization.

Lastly there was an interesting short session on using Raspberry Pi's for a picture booth, an arcade cabinet, print release station, digital display and more.

Anything we should consider implementing at PDL?

Establish a separate network for internet of thing devices and enable video casting in our meeting rooms. Start exploring other "smart devices" that we can use on that network. Explore more on how to checkout software to patrons. Very complex system for enabling and disabling licensing that could allow us to give patrons access to Adobe software on their own computers.

Need to research implementing multi-factor authentication among our staff and public.

Mary Kelly, Emerging Technology Librarian

Sessions Attended

Delivering WOW Tech Experiences Without Breaking the Bank

The Wall: Two Story Interactive Digital Experience

Library Technology Industry Update
Online Checkout of Software License for Patrons Devices
Digital First All Library Planning Starts with Digital
Top 10 strategies to create irresistible organizations
The Future of Authentication: Landscape and Challenges
Library Digital Content: What's Next
Using Internet of Things to Connect People
Creating Virtual Out Reach that Works
Using Raspberry Pi's in the Library

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

This conference is very much big picture but with a practical application or project to illustrate. I will also add this particular conference wasn't as good as previous years. I was focused on the Knowledge base course and project management. They were the most helpful. Both of these presentations focused on a "future proof" type of strategy that worked for things like onboarding, flexibility of the library to pivot to meet a challenge (aka pandemic).

Project management presentation was interesting since this library committed to expanding skills and paying for PM training. This also was helpful for a team since there was a timeline and clear expectations. There was a general attitude of skill development outside of "traditional" library skills. This also increased accountability especially because of remote work, multiple branches, etc.

All of the programs had the underlying themes of being prepared for anything. I believe the pandemic has forced libraries to do more internal evaluations of how their library is organized and the ability to stay on top of rapidly changing situations. My basic takeaway is that libraries need to be re-evaluating needs of the public and staff, making sure that our experienced people share what they know, and that everyone should commit to regular training.

There was also an interesting presentation on chat bots, but I wasn't a big fan of such an application for our library. David Lee King's All Planning Starts with digital wasn't as good as it should have been. A couple of others were just plain mediocre but I will try and get through some of these other presentations that had conflicted with some of my choices.

Anything we should consider implementing at PDL?

We are already doing much of what the presenters have suggested. The knowledge base project, "weeding" files from the nightmare of the staff drive, but also retaining a type of archive for future evaluation. The Project management people also discussed evaluation and reviewing what worked and didn't. We should have some kind of measure when we start projects and programs that are clear guidelines when to keep or drop projects. This conference is usually my favorite, but some of the programs were not up to par or weren't what I thought they would be. However, I do have some videos to view so maybe that opinion will improve.

Katie Page, Technical Services Coordinator

Sessions Attended

Leveraging Existing Data Sources to Create a Customized Patron Dashboard; Library Technology Industry Update; Understanding Library Visitors: Counting/Analyzing Tool; Impact of Industry Consolidation; Mining Library Data for Decision Making & Pivoting in a Pandemic; Library Material Equity & Access

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

In general, the theme of the conference for me was "How do we make better data-based decisions?" A few of the sessions I attended were about various data analysis projects at university libraries. Although the projects have little practical application to a public library setting, I was impressed that the speakers were able to generate some excellent broader discussion around their topics. (For example, a session about mining library data in order to create student portals turned into a great discussion around patron privacy in general.)

I particularly enjoyed two sessions: Mining Library Data for Decision Making & Pivoting in a Pandemic outlined the pandemic responses from 3 large library systems (NYPL, Brooklyn, and Indianapolis). It echoed what we did here at PDL on a much larger scale: analyzing data on how people were using the library, and then using that information to try to re-open library services in the safest way possible. Lots of great ideas for "post-pandemic" analysis.

Library Material Equity & Access was a fantastic session from a 9-branch public library system in MN. They considered library equity from multiple angles: physical space, online presence, etc. A lot of great discussion on the importance of being pro-active about community needs, instead of reactive, and making decisions based on data rather than anecdotes or isolated incidents.

Anything we should consider implementing at PDL?

Every session at this conference reinforced my belief that we need to strengthen our data-based decision making at our library. For example, we may not struggle with limited service hours due to budget cuts, but we should still continually examine whether or not our services and availability still match community needs. We've been doing all of this through strategic planning, but we need to make that a living process, not a checklist.

On a practical level, not a lot of the projects were applicable to our setting, except the extended access options the Scott County Library considered (re-thinking balance of staff to reflect community needs, more self-service options for patrons like hold pickup, drive-through window service, etc.)

MICHIGAN HISTORICAL SOCIETY VIRTUAL CONFERENCE

Dee Beaver, Adult Librarian

Sessions Attended

Riverfront Reborn: The Renaissance Center and Detroit River
Barbara McQuade: Breaking the Glass Ceiling
The Elusive Griffon: A Maritime Mystery
Classy Chassis: The Fisher Body Corporation
A Life in Review: Henry Ford
Stroh's Story: A Detroit Brewing Legacy
Building Corktown: The Architectural Fingerprint of a Detroit Neighborhood
A Window Into History: Vintage Detroit Postcards
Lost on Lake Michigan: The Wreck of the SS Chicora
Fore! Ben Davis and the African American Golf Hall of Fame

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

The Conference was a reminder of the many important historical events and people connected with Michigan. I had high expectations for the sessions. The interview with Barbara McQuade was excellent. Since PDL has already hosted a lecture and Q&A session with Ms. McQuade during the Pandemic, I don't believe that we would benefit from having her again. The titles and descriptions for the sessions were well done and I struggled somewhat to choose the programs I would "attend". However, while the topics were interesting, generally speaking, the lectures were not presented as well as I would have liked. For instance, with the presentation, "Riverfront Reborn: The Renaissance Center and Detroit River", I expected to learn about the history of the RenCen, but the speaker only referenced the history of the RenCen that involved GM. Additionally, the sessions that I watched lacked passion, excitement, and the level of professionalism that I would have expected from a Historical Society. This may be due to the "virtual" aspect of the conference. Some speakers do not present as well online as they may in person. This was a reminder to me to check references before booking speakers, and if possible, watch video, or attend their presentation.

Anything we should consider implementing at PDL?

Not at this time.

Mary Kelly, Emerging Technology Librarian

Sessions Attended

Riverfront Reborn, Gotham Hotel, Life in Review: Henry Ford, Stroh's Story, Sharp Shooters of Company K: Anishinaabek in the Civil War, Chuck Stokes, Karen Butcher and The DAR, The Griffon, WWJ Radio, Fisher Body

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

There was a lot that might shape some of our future collections, or topics that are worth programming. It wasn't as useful as I thought it would be.

Anything we should consider implementing at PDL?

There were some topics that would make interesting programming, but overall not as helpful as other programs.