PLYMOUTH DISTRICT LIBRARY

TO: Plymouth District Library Board

RE: Monthly Report

DATE: May 16, 2020 **6**

FROM: Carol Souchock
   Director

April 2020 Statistics:

Note: The library's building closed on Friday, March 13 at 5 pm due the governor's order regarding COVID-19

Therefore these statistics do not reflect any physical material circulation or in building access.

Circulation – Books & Other	0
Circulation – Overdrive Downloads	8,108
Circulation – Hoopla	3,762
Circulation – Flipster (e-Magazines)	575
Circulation – Kanopy (e-movies)	379
Total Circulation	**12,824**

Electronic Access	77,038 sessions to our web site
App Use	1,691
App Unique Devices	532
App Page Views	2,417
Public computer use	0 hours of use
Wireless use	0 sessions
Volunteer Hours	0 Teens & 0 Adult = **0**
Outside Groups Meeting Room Use	0 Meetings/0 attendees
PDL Meeting Room Use	TBD Programs or Meetings /TBD attendees

Library Programs and Services In April:

The Plymouth District Library building closed to the public on Friday, March 13 at 5 pm per the governor's order due to COVID-19 Coronavirus but the library remains open for business virtually 24/7. We have always had a strong online presence but our staff continues to expand services in this arena for all ages as detailed in the attached reports. We continue to respond to patron inquires received via email and by phone (voice mail). In addition we have started providing distribution of tax forms.

Technology Updates:

Melanie Bell, our head of Information Technology, continues her work as an essential employee while predominately working from home. Please read her attached report which details the activities she continues with.

Building Update:

I continue to work aggressively with our Construction Management team (engineer from PBA, architect from Merritt Cieslak Design, McCarty and Smith) on our current HVAC issues this month in preparation to address these issues once the ban on construction work is released. This project was delayed due to the Staff Home Stay Safe orders from the governor. In addition I am planning regular budgeted facility maintenance such as refinishing the steps to extend their life. With the goal of completing this work during our building closure to minimize the impact of accessing our library once the building can reopen.

During our building closure the library building continues to be checked daily to make sure any building issues are promptly addressed. It is important that we do so to make sure there are no water or sewage issues and to take care of our fish and plants.

Director's Activities:

As an essential employee, I must focus my energies on facility maintenance at the library in addition to promoting the library's services with the assistance of Susan Stoney our community relations specialist from my home. This month we moved forward with a new eNewsletter using Constant Contacts which is being distributed to all card holders with email addresses that live in Plymouth. Over 10,000 residents will now be receiving regular electronic communication about the library. This service is vital to keeping our community informed on how the library can support them.

I continue in a greatly expanded role in supporting COVID-19 relief in Plymouth and in southeast Michigan through my work as President of the Plymouth Rotary Club. This month I worked with the Detroit Rotary Club/Foundation, my own Plymouth Rotary Club/Foundation and a private foundation to provide $20,000 in resources for the Plymouth community and Wayne County. More information will be forthcoming next month on how those funds are being distributed for basic needs to
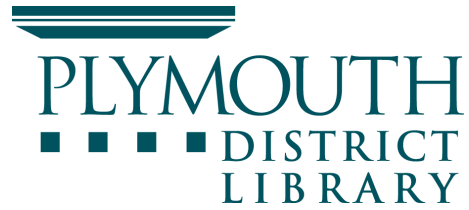
offset the suffering many are facing due to this pandemic.   I also work to bring our community together through regular meetings of community leaders to determine what issues need to be addressed and assist in finding the resources to address them. Through my work with the Salvation Army and the United Way I am able to let our staff and community know what resources are available and how they can help others. As I stated last month, my Rotary work is more important that I could have ever imagined this year. The attached photo of St. Joseph Mercy staff shows their appreciation for face shields purchased at my initiative as Rotary Club President.

April department reports are attached. All reports are posted on the Library's web page plymouthlibrary.org, and print versions are available in the public meeting packet at Upper Level Reference for access once the building reopens.

ANNUAL CIRCULATION -- PLYMOUTH DISTRICT LIBRARY

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

	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	Change from previous year
JANUARY	85,759	87,551	88,408	84,739	76,457	76,430	75,399	70,347	67,220	65,816	65,672	-0.22%
FEBRUARY	81,886	85,085	86,994	79,891	76,133	72,587	72,523	64,813	62,271	60,969	63,332	3.88%
MARCH	93,850	93,960	89,549	90,269	88,531	79,347	79,780	67,406	72,436	69,554	38,594	-44.51%
APRIL	85,582	88,645	84,872	86,178	80,485	68,944	72,663	69,101	65,250	66,641	13,067	-80.39%
MAY	80,664	80,787	79,194	73,298	77,661	69,006	68,816	66,070	61,116	62,829		
JUNE	96,317	93,841	91,929	86,209	89,418	82,853	79,146	74,359	73,759	68,681		
JULY	103,150	98,321	100,719	98,505	97,402	87,997	84,194	77,855	79,361	76,889		
AUGUST	103,073	97,431	94,868	88,896	86,989	85,330	82,568	74,516	76,302	74,749		
SEPTEMBER	80,034	75,596	76,733	71,428	72,392	68,676	67,208	61,033	60,255	60,028		
OCTOBER	84,161	80,382	84,453	75,643	75,774	69,897	69,130	64,490	63,278	63,175		
NOVEMBER	86,823	83,511	80,897	72,172	75,115	71,331	67,397	61,874	61,688	60,603		
DECEMBER	77,680	78,391	71,381	69,208	73,732	66,505	63,327	60,402	57,948	57,516		
TOTAL	1,058,979	1,043,501	1,029,997	976,436	970,089	898,903	882,151	812,266	800,884	787,450		
Change from previous year	-1.74%	-1.46%	-1.29%	-5.20%	-0.65%	-7.34%	-1.86%	-7.92%	-1.40%	-1.68%		

* January 2007 onward includes Overdrive statistics
* January 2015 onward includes Flipster statistics
* May 2015 onward includes in house use statistics
* March 2016 onward include Hoopla statistics
* January 2019 onward include Kanopy statistics

ANNUAL CIRCULATION -- PLYMOUTH DISTRICT LIBRARY

Electronic resources

	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	Change from previous year
JANUARY	522	744	1579	2066	2660	3648	4349	5068	6779	8232	9342	**13.48%**
FEBRUARY	467	753	1740	1740	2502	3507	4206	4520	6215	7567	8683	**14.75%**
MARCH	547	753	1492	1987	2666	3477	4229	4910	6992	8158	10359	**26.98%**
APRIL	571	792	1443	1962	2473	3359	4247	4580	6186	7870	12824	**62.95%**
MAY	548	733	1413	1932	2513	3144	4056	4733	6299	8164		
JUNE	526	827	1642	2159	2589	3519	4338	5076	6878	8535		
JULY	606	837	1828	2217	2919	3793	4907	5530	7226	8777		
AUGUST	590	1039	1948	2363	2874	3875	4633	5398	7265	11064		
SEPTEMBER	550	1021	1673	1990	2600	3609	4456	5077	6581	8564		
OCTOBER	625	999	1609	2093	2696	3701	4385	5508	7022	8518		
NOVEMBER	575	1103	1571	1926	2737	3533	4330	5154	6646	7913		
DECEMBER	601	1340	1676	2116	2817	3825	4624	5596	7107	8305		
TOTAL	6728	10941	19614	24551	32046	42990	52760	61150	81196	101667		
Change from previous year	85.50%	62.62%	79.27%	25.17%	30.53%	34.15%	22.73%	15.90%	32.78%	25.21%		

* January 2007 onward includes Overdrive statistics
* January 2015 onward includes Flipster statistics
* March 2016 onward include Hoopla statistics
* January 2019 onward include Kanopy statistics

Electronic Services Report - April 2020
Mary Kelly

Summary

April is bound to be our benchmark month for collecting data as we were closed all 30 days. Going forward it will be interesting to see if our pace stays steady. As you can see with the data, use of our electronic products such as Hoopla, Kanopy, Overdrive, and Flipster increased while databases overall dropped.

Website changes:

- Heather Pacheco created some beautiful icons for our databases both for youth and adult.
- Created logo links and standardized the size of these graphics
- Linked these new icons and updated the language and links to our databases
- Changed up slider content to promote current and future programs
- Added language about COVID-19 to different pages to reflect some of the temporary measures
- Temporarily removed (unpublished) some pages that were not relevant to our current situation

Social Media

We have been increasing our social media presence, especially in Facebook. The most popular posts in April were Miss Lauren's (and others) story times. The "meet the staff" posts were also popular. Also, Dee Beaver has been a great addition to the team.

Databases and E resources

- Hoopla and Kanopy have extended their offers of bonus material
- Ancestry is committed to remote access through May.
- With the exception of Ancestry and Detroit Free Press Historical, our database use has dropped.
- Tumblebooks had a spike in use during March and April.
- I am aggressively meeting and exceeding our hold ratios in Overdrive.
- Wowbrary is discontinued on the front page, but is still sending newsletters that promote our e-content.

Statistics Notes

Our statistics show that people are embracing remote access to the Ancestry database. As an aside, the minute they publicized giving remote access, all of the genealogy social media groups were really excited. You will notice that number went through the roof for April. Unfortunately, the remote access did not extend to Fold3 or Heritage Quest.

Our more academic databases dropped in use. This is probably due to the lack of in-person reference. (In my experience, these databases need handselling by the librarians.) It may also be due to the changed levels of school and research use. When school becomes a priority and starts opening, I expect these databases will rebound.

Wowbrary is continuing to send newsletters, and the content is reflecting our e collection. However, since the ability to place holds is unavailable, click-throughs to the catalog dropped. This is also the same issue with Novelist.

Electronic Resources, Social Media, Web, and App
April 2020

Electronic Resources	March	April	*%Change*
Overdrive ebooks checked out	4,733	5,610	*19%*
Overdrive eaudiobooks checked out	2,483	2,498	*1%*
Overdrive new users registered	130	149	*15%*
Overdrive unique patrons	1,502	1,571	*5%*
Flipster Downloads	393	401	*2%*
Flipster Online Views	168	174	*4%*
Hoopla-new patrons	96	125	*30%*
Hoopla-number of items used (circ)	2,312	3,762	*63%*
Kanopy-unique patrons	95	120	*26%*
Kanopy-number of credits used	270	379	*40%*
Social Media:			
Twitter Followers	3,029	3,043	*0%*
Instagram Followers	1,057	1,098	*4%*
Facebook Followers	3,724	3,787	*2%*
Reference Email	90	93	*3%*
plymouthlibrary.org			
Web-Sessions	94,132	77,038	*-18%*
Web-Users (at least 1 session)	81,788	69,595	*-15%*
Web-Page Views	148,748	100,866	*-32%*
Web-Mobile Use (including tablets)	6,248	2,786	*-55%*
Mobile App			
Unique devices used during the month	722	532	*-26%*
# of times app was opened and used (launches)	3,682	1,691	*-54%*
Total Page Views (including home page)	4,664	2,417	*-48%*

Database Use -April 2020

Database	March	April	% Change
Ancestry unique searches	251	2,207	779%
Biography in Context searches	0	0	*no change*
Biography in Context sessions	0	0	*no change*
Consumer Reports-pg views	730	721	-1%
Consumer Reports-visits	49	71	45%
Contemporary Auth searches	3	0	-100%
Contemporary Auth Sessions	1	0	-100%
Detroit Free Press	37	2	-95%
Detroit Free Press (1831-1922)-HN	64	69	8%
Detroit Free Press (1923-1999)-HN	64	75	17%
Fold3 Library Edition	115	*no remote access*	
Gale Courses (enrollees)	9	8	-11%
Gale Interactive Science searches	0	0	*no change*
Gale Interactive Science-sessions	0	0	*no change*
Heritage Quest	0	*no remote access*	
Lit Resource Center searches	2	0	-100%
Lit Resource Center sessions	1	0	-100%
Lynda New Users	8	10	25%
Lynda Videos Viewed	778	2,032	161%
Lynda.com -active users	404	412	2%
Lynda.com log ins	170	332	95%
Mango Languages-sessions	57	118	107%
Morningstar Useage (page views searches)	362	322	*-11%*
Morningstar Useage (total log ins)	69	69	*0%*
Novelist Plus sessions	13	n/a	note 1
Novelist Searches	85	n/a	note 1
Reference USA (log ins)	39	40	3%
Tumblebooks	46	82	78%
Wowbrary Newsletters	2,468	2,470	0%
Wowbrary pages click through to catalog	1,066	154	-86%
Wowbrary pages viewed	1,947	530	-73%

Note1: Ebsco data on Novelist was not verified. Waiting on Ebsco help request

Adult Services Monthly Report April 2020

Adult Virtual Programs

Virtual programs are events that happen in real time, live, using Zoom software. This month, as our first trials with online programming, patrons who previously attended these events at the library were invited to participate in these online equivalents. Next month, new virtual programs are being planned in which new patrons can register to participate.

G 04/15	Brown Bag Books "Practice" Zoom meeting	13
G 04/16	Books on Tap Zoom meeting	6
G 04/20	ELL Discussion Group	5
G 04/22	Brown Bag Books Discussion via Zoom	19
G 04/27	ELL Discussion Group	6

0 Adult programs, Attendance 0   5 Total programs
5 General programs, Attendance 49   49 Total attendance

Online Content

In addition to the virtual programs listed above, the library's YouTube channel has been given some attention this month. Many new videos were created by various staff members, organized on our channel into playlists. In order to customize our channel's URL, we did a push to reach the necessary 100 subscribers. Please visit our channel at http://youtube.com/c/plymouthdistrictlibrary, where we currently have 118 subscribers. The most-watched video in April was "NoveList Content in the Library Catalog with 93 views. Second was "Origami Butterfly" with 54 views, and third was "Tips for Downloading E-Books and E-Audios with Libby" with 46 views. There were 486 total views on our channel in April and 14.7 hours of total watch time. There are videos for all ages on our channel, including storytimes, adult programs, technology tips, craft demonstrations, and book talks.

We have also created a lot of content for our social media channels. Please visit our Facebook, Instagram, and Twitter profiles, all linked at plymouthlibrary.org. You can view our profiles and published content with or without a personal account of your own. If you do have an account, please consider sharing our content to increase its reach. On each of the platforms you will find links to community information, free online cultural events, book lists, staff picks, e-resource tips, homeschooling resources, fun memes, and library information such as promotion of our e-resources and virtual programs.

Special Projects

- The Adult Summer Reading Program will be completely online this year. It will be called Adult Summer Connection. Beanstack has been updated for 2020 and the program is ready to go live on June 1.
- Virtual book club kits are now available on our website to help patrons facilitate online book clubs of their own.
- Librarians are facilitating tax form requests from patrons, which Carol mails out.
- The Local Author Fair, originally scheduled for May 16, is being planned as an online Author Showcase for mid-May.
- We have subscribed to RB Digital for additional e-magazines. The link is live at plymouthlibrary.org/downloadables.
- Wowbrary newsletters are now focused on Overdrive content, so the "Top Choices" newsletter, for example, includes links to e-books and e-audios.
- We have added online programming to the Event calendar for May at plymouthlibrary.org.
- Staff are spending their time at home watching webinars, practicing databases and e-resources, contributing digital programming and social media content, reading and submitting book reviews and recommendations, and answering questions via email and voicemail.

Youth and Teen Monthly Report April 2020

Online Engagement
- 9 Stories Read Aloud by various staff for an average of 846 engagements on each video.
- Our most popular post for the month was highlighting Michigan History for Kids, http://michigankids.org/home/. We reached 4,400 people with this post.
- Our first Virtual Storytime Kit went live on Sunday April 26th. The kit was posted on Facebook (reached 775 people) as well as sent out in an e-mail blast.
- Veronica Schendel and Lauren Baker collaborated on a PDL Time Capsule. We posted the link to Facebook which reached 773 people. The PDF of the document is also highlighted on our Youth Web Page

Teen Virtual Programs
Our Virtual Programming for Teen has been Shelby and Nick running various Dungeons and Dragon sessions

4/15/2020	Shelby	D and D	4
4/15/2020	Nick R	D and D	4
4/17/2020	Shelby	D and D	4
4/22/2020	Shelby	D and D	1
4/22/2020	Nick R	D and D	5
4/24/2020	Shelby	D and D	4
4/29/2020	Shelby	D and D	4

7 Programs with 26 Attendees

Special Projects
- The Teen and Youth staff are working to revamp Summer Reading 2020. The new name is now Youth Summer Connection and Teen Summer Connection. Summer Connection will be online via Beanstack.
- Shelby has been focusing his attention on virtual Dungeon and Dragons.
- Barb has been focusing her attention on Teen Summer Connection and content/posting for Social Media across all platforms.
- Dana has been working in Beanstack to set up Youth Summer Connection. We normally have a paper take home option for Summer but this year we are making it all digital.
- Katarina and Barb have attended weekly MiYouth Zoom discussions regarding all things youth and teen, how to serve the under 18 patrons we have in the library during closures.
- All staff have been attending virtual webinars, creating social media content like Virtual Storytime Kits, Read Alouds, and submitting staff recommendations for Hoopla and Kanopy.

Marketing library programs/services/staff

- I have enjoyed introducing our staff to our facebook followers through a new post every other day.
- Youth eNewsletter
- BookTube
- Digital library card sign-up for teachers, students and area employees
- Creation of the library's new eNewsletter and direct mail piece

I have participated in weekly zoom meetings for our Social Media team and admin team along with bi-weekly reference meetings.

Community Relations

I attended a Chamber of Commerce zoom meeting with approximately 20 members from varied sectors of the business community.

I have been glad to notify our facebook followers about such community efforts as the 2020 U.S. Census, Plymouth Today magazine, the Salvation Army and the Plymouth Community United Way.

Volunteers

Over the last weeks I have tried to reach out and call several of volunteers – just to touch base, share news about online library resources and to let them know how valuable they are to the library. They are all missing the library and anxious to help with any reopening tasks we might have.

Meeting Rooms

At the beginning of the month I called all the community groups that were on the calendar for an April meeting. It was a great opportunity to talk with them, see how they are doing and to let them know about library resources. At the end of the month,I reached out to my contacts for all meetings on the May calendar, by email. My email included a list of available library resources.
I encouraged them
to forward this email
to their members.

> The Mill Race Basket Club, the Plymouth Red Hatters, and the Writing Group – just a few of the many groups we missed this month.

Technology Support
Summary of April 2020

From: Melanie Bell – Head of IT

Primary focus for this month was supporting staff in their online programming efforts and remote work. IT staff have been moderating and assisting with Zoom meeting as well as training staff. We have also been researching options to support one on one remote interactions with our patrons. Our department would like to join the rest of the staff in thanking the board for their continued support in these difficult times.

Servers and Network:
- Applied security updates to Linux and Windows Servers.
- Verified our backups.
- Katie Page and I met with our phone vendor to discuss solutions for allowing staff to make calls from home that show up with the library's phone number.
- Moved staff shared data to a new server and updated scripts that allow staff to connect
- Fixed some issues with scanning documents to the new server.
- Worked with our phone vendor to update security certificates on the phone server.

Public and Staff Computers:
- Unplugged all the Adult Internet computers so that they could be moved in preparation for the HVAC construction project.
- Moved the upper level catalog machines and reference machines in preparation for the HVAC construction project.
- Setup another computer and an ipad for staff to use for work at home and delivered them to the staff members.
- Updated all the remote workers computers so that they're connecting to the new server.

Website:
- Applied updates to all the WordPress sites.
- Still looking at chat/text solutions for interacting with our patrons

Other:
- Bruce and Charlie have been doing an excellent job moderating, scheduling and assisting with Zoom meetings.
- IT staff attended 14 webinars and training sessions this month
- I attended TLN Technology Committee meeting and learned about some resources other libraries are using to support work from home and online programming.

<u>Technical Services Monthly Report – April 2020</u>

The bulk of my time this month has been spent troubleshooting patron authentication and preparing the system for the eventual re-opening of the library.

Our new online card application system has been a great success. This month, I issued new library cards to 68 patrons, and I'm now getting about a dozen applications daily. For every new card, there are at least 3 other instances of patrons needing old card information updated so that they can access our digital resources. Our patrons are very appreciative of our downloadable resources during this time.

I am also working with Melanie Bell and our phone vendor, BSB, to provide an option for our staff to use the library phone system to make outgoing calls to patrons from home.

Although our pages and clerks are unable to do any of their traditional work from home, they are keeping up with library news and continuing to explore online training. We hope to be able to give them more opportunities to help and more projects to work on as soon as possible. They are very eager to get back to work and help in any way they can.

As always, we are incredibly grateful for the Board's support during this challenging time.

Katie Page
Technical Services Coordinator