PLYMOUTH DISTRICT LIBRARY

6.0

TO: Plymouth District Library Board   DATE: 1 October 2021

RE: October Monthly Report   FROM: Shauna Anderson, Director

September 2021 Statistics:

Circulation – Books & Other	37,904
Circulation – Overdrive Downloads	6,949
Circulation – Hoopla	2,031
Circulation – Overdrive eMagazines	550
Circulation – Kanopy	229
Total Circulation	54,612

Electronic Access

Web Mobile Use	5,517	
App Use	4,649	
App Unique Devices	748	
App Page Views	5,530	
Public Computer Use	829	
Wireless Use	9,457	
Volunteer Hours	61	
Meeting Room Use	59	
Virtual/Online Programming	512	*295 at the Fall Fest A2 Magic Show

ANNUAL CIRCULATION -- PLYMOUTH DISTRICT LIBRARY

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

	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	Change from previous year
JANUARY	87,551	88,408	84,739	76,457	76,430	75,399	70,347	67,220	65,816	65,672	32,760	-50.12%
FEBRUARY	85,085	86,994	79,891	76,133	72,587	72,523	64,813	62,271	60,969	63,332	30,953	-51.13%
MARCH	93,960	89,549	90,269	88,531	79,347	79,780	67,406	72,436	69,554	38,594	41,490	7.50%
APRIL	88,645	84,872	86,178	80,485	68,944	72,663	69,101	65,250	66,641	13,067	43,811	235.28%
MAY	80,787	79,194	73,298	77,661	69,006	68,816	66,070	61,116	62,829	14,318	44,061	207.73%
JUNE	93,841	91,929	86,209	89,418	82,853	79,146	74,359	73,759	68,681	13,558	52,894	290.13%
JULY	98,321	100,719	98,505	97,402	87,997	84,194	77,855	79,361	76,889	19,126	55,899	192.27%
AUGUST	97,431	94,868	88,896	86,989	85,330	82,568	74,516	76,302	74,749	41,930	54,918	30.98%
SEPTEMBER	75,596	76,733	71,428	72,392	68,676	67,208	61,033	60,255	60,028	44,730	48,096	7.53%
OCTOBER	80,382	84,453	75,643	75,774	69,897	69,130	64,490	63,278	63,175	45,999		
NOVEMBER	83,511	80,897	72,172	75,115	71,331	67,397	61,874	61,688	60,603	40,946		
DECEMBER	78,391	71,381	69,208	73,732	66,505	63,327	60,402	57,948	57,516	30,983		
TOTAL	1,043,501	1,029,997	976,436	970,089	898,903	882,151	812,266	800,884	787,450	432,255	404,882	
Change from previous year	-1.46%	-1.29%	-5.20%	-0.65%	-7.34%	-1.86%	-7.92%	-1.40%	-1.68%	-45.11%		

* January 2007 onward includes Overdrive statistics
* January 2015 onward includes Flipster statistics
* May 2015 onward includes in house use statistics
* March 2016 onward includes Hoopla statistics
* January 2019 onward includes Kanopy statistics
* May 2020--February 2021 includes RBDigital statistics

ANNUAL CIRCULATION -- PLYMOUTH DISTRICT LIBRARY

Books and Materials

	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	Change from previous year
JANUARY	86,807	86,829	82,673	73,797	72,782	69,340	63,731	59,332	55,920	55,037	19,497	-64.57%
FEBRUARY	84,332	85,254	78,151	73,631	69,080	66,621	59,195	54,857	52,372	53,363	18,634	-65.08%
MARCH	93,207	88,057	88,282	85,865	75,870	73,534	61,306	64,045	60,021	27,623	28,794	4.24%
APRIL	87,853	83,429	84,216	78,012	65,585	66,999	63,306	57,846	57,368	243	32,627	13326.75%
MAY	80,054	77,781	71,366	75,148	64,809	63,528	60,366	53,814	53,217	72	32,972	45694.44%
JUNE	93,014	90,287	84,050	86,829	77,524	72,824	67,524	65,241	58,496	629	42,280	6621.78%
JULY	97,484	98,891	96,288	94,483	82,188	77,485	70,392	70,474	66,458	6,220	44,518	615.72%
AUGUST	96,392	92,920	86,533	84,115	79,340	75,916	67,321	67,347	62,184	29,957	43,899	46.54%
SEPTEMBER	74,575	75,060	69,438	69,792	63,832	61,389	54,976	52,528	50,589	33,428	37,904	13.39%
OCTOBER	79,383	82,844	73,550	73,078	64,541	63,207	57,822	55,114	53,582	34,245		
NOVEMBER	82,408	79,326	70,246	72,378	66,306	61,883	55,531	54,208	51,398	29,727		
DECEMBER	77,051	69,705	67,092	70,915	61,290	57,609	53,731	49,760	48,215	18,420		
TOTAL	1,032,560	1,010,383	951,885	938,043	843,147	810,335	735,201	704,566	669,820	288,964	301,125	
Change from previous year	-1.87%	-2.15%	-5.79%	-1.45%	-10.12%	-3.89%	-9.27%	-4.17%	-4.93%	-56.86%		

ANNUAL CIRCULATION -- PLYMOUTH DISTRICT LIBRARY

Electronic resources

	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	Change from previous year
JANUARY	744	1579	2066	2660	3648	4349	5068	6779	8232	9342	13263	**41.97%**
FEBRUARY	753	1740	1740	2502	3507	4206	4520	6215	7567	8683	12319	**41.87%**
MARCH	753	1492	1987	2666	3477	4229	4910	6992	8158	10359	12696	**22.56%**
APRIL	792	1443	1962	2473	3359	4247	4580	6186	7870	12824	11182	**-12.80%**
MAY	733	1413	1932	2513	3144	4056	4733	6299	8164	14246	11088	**-22.17%**
JUNE	827	1642	2159	2589	3519	4338	5076	6878	8535	12929	10520	**-18.63%**
JULY	837	1828	2217	2919	3793	4907	5530	7226	8777	12906	10968	**-15.02%**
AUGUST	1039	1948	2363	2874	3875	4633	5398	7265	11064	11969	10680	**-10.77%**
SEPTEMBER	1021	1673	1990	2600	3609	4456	5077	6581	8564	11295	9759	**-13.60%**
OCTOBER	999	1609	2093	2696	3701	4385	5508	7022	8518	11747		
NOVEMBER	1103	1571	1926	2737	3533	4330	5154	6646	7913	11218		
DECEMBER	1340	1676	2116	2817	3825	4624	5596	7107	8305	12563		
TOTAL	10941	19614	24551	32046	42990	52760	61150	81196	101667	140081	102475	
Change from previous year	62.62%	79.27%	25.17%	30.53%	34.15%	22.73%	15.90%	32.78%	25.21%	37.78%		

* January 2007 onward includes Overdrive statistics
* January 2015-May 2021 includes Flipster statistics
* March 2016 onward includes Hoopla statistics
* January 2019 onward includes Kanopy statistics
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Electronic Services – September 2021
Mary Kelly

I have been back virtually since mid-September and now back in the building more or less full time. Thanks to all the staff that covered for me during my recovery from knee replacement. Since I am running out of joints to replace, hopefully this is the last time I am talking about a medical leave.

Databases and Electronic Media
- Holly and I have discussed the databases and electronic media budget and we are changing procedures and billing practices to better utilize cash flow. Specifically, prepayments for large sums of money will not be the default for our accounts, particularly with Hoopla and Kanopy.
- Download limits were placed on Hoopla and Kanopy to ensure our budget lasts through the rest of 2021. The months of lock-down in early 2021 used a large portion of the yearly budget. The new limits should solve the problem with very little inconvenience to patrons.
- Kanopy has been purchased by Overdrive and as of this writing there is no solid statement on how this will integrate into the Overdrive platform.
- Overdrive will be discontinuing the Overdrive app in 2022. Everyone will be moved to the Libby app. As of this writing, there is no Kindle version of the Libby app.
- I reviewed some budget errors with respect to the databases line. In order to manage our funds better, I asked Mango and MCLS to delay billing until 2022. At that time, we will be paying for the remainder of 2021 and all of 2022 in April.
- *Brainfuse HelpNow* and *Tumblebooks,* jumped in use in September. This aligns with school resuming.

Intranet and Website

- I have created a new Intranet that will be department driven and feature a Knowledge Base of policies, procedures and helps for all members of staff.
- The new block editor is now an option for staff in creating content for the regular website. Eventually, this block editor will be the new default and I believe the classic editor will be retired.
- I am trying to improve the mobile capabilities of the pages, particularly for the youth and teen pages. A new teen page should be deployed shortly.
- I am creating training materials as we speak to help staff adjust to the new way of editing. The public view of the website will not change dramatically.
- I have combined and re worked the Participate (Volunteer page) with the About Us page. This improves the look of the menu on the front page.
- I am working toward eventually retiring the sidebar links with a more streamlined look. Sidebars are usually pushed to the bottom of the page and do not make for good mobile design.

Other

I attended (virtually) the Overdrive Digipalooza Conference in August 2021. Report is attached.

Databases September 2021

Database	August 2021	September 2021	% Change	Notes
Ancestry unique searches	941	891	-5%	
BrainFuse-Help Now-unique visits	3	6	100%	
BrainFuse-Job Now-unique visites	1	-	-100%	
Consumer Reports-pg views	1,066	n/a		
Consumer Reports-visits	61	n/a		
Data Axle (formerly Ref USA)	27	18	-33%	
Detroit Free Press	24	24	0%	
Detroit Free Press (1831-1922)-HN	3	3	0%	
Detroit Free Press (1923-1999)-HN	11	29	164%	
Fold3 Library Edition	33	51	55%	
Gale Courses (enrollees)	5	2	-60%	
Heritage Quest	-	-		*no use Aug and Sept 2021*
Linked In-Logins	21	19	-10%	
Linked In-Unique Users	17	16	-6%	
LinkedIn courses viewed	70	73	4%	
Mango Languages-sessions	117	85	-27%	
Morningstar Page Views (Searches)	171	n/a		
Morningstar Useage (total log ins)	44	n/a		
Novelist Plus searches	190	181	-5%	
Novelist sessions	37	26	-30%	
Tumblebooks	111	170	53%	
Wowbrary Newsletters	2,446	2,439	0%	
Wowbrary pages click through to catalog	1,135	706	-38%	
Wowbrary pages viewed	3,236	3,255	1%	

Electronic Resources, Social Media, Web, and App
September 2021

Electronic Resources	August 2021	September 2021	% change
Overdrive ebooks checked out	4,802	4,276	*-11%*
Overdrive eaudiobooks checked out	2,650	2,673	*1%*
Overdrive new users registered	66	64	*-3%*
Overdrive unique patrons	1,544	1,572	*2%*
Overdrive Magazines	476	550	*16%*
Hoopla-new patrons	46	36	*-22%*
Hoopla-number of items used (circ)	2,491	2,031	*-18%*
Kanopy-unique patrons	90	76	*-16%*
Kanopy-number of credits used	261	229	*-12%*
Social Media:			
Twitter Followers	3,085	3,083	*0%*
Instagram Followers	1,531	1,544	*1%*
Facebook Followers	4,511	4,411	*-2%*
Reference Email	56	44	*-21%*
Reference Chat	19	11	*-42%*
plymouthlibrary.org			
Web-Sessions	93,171	92,690	*-1%*
Web-Users (at least 1 session)	76,935	74,656	*-3%*
Web-Page Views	161,077	155,064	*-4%*
Web-Mobile Use (including tablets)	5,879	5,517	*-6%*
Mobile App			
Unique devices used during the month	819		
# of times app was opened and used (launches)	5,366		
Total Page Views (including home page)	6,258		

Adult Services Monthly Report September 2021

Adult Virtual Programs

G09/01	Living Better with Low vision	9
A09/02	DIA Behind the Seen	17
A09/07	Cut the Cord	72
G09/13	ELL Conversation Group	10 students, 1 tutor
G09/13	ELL Reading Group	9 students, 2 tutors
G09/14	Contemporary Books	11
G09/16	Books on Tap	7
A09/16	Financial Wellness: Creating a Budget	20
A09/18	Ergo for Fiber Enthusiasts	34
G09/20	ELL Conversation Group	10 students, 1 tutor
G09/20	ELL Reading Group	8 students, 2 tutors
G09/22	Brown Bag Books	15
A09/22	Adult Take & Make: Needle Felting Pumpkins	30
G09/27	ELL Conversation Group	7 students, 1 tutor
G09/27	ELL Reading Group	7 students, 2 tutors

5 Adult programs, Attendance 173   15 Total programs
10 General programs, Attendance 102   275 Total attendance

Questions Asked at Service Desks

Total: 2295 (2900 in 8/21, 2577 in 9/20)   Ref desk: 692 (760 in 8/21, 483 in 9/20)
RA desk: 866 (1077 in 8/21, 1648 in 9/20)   Youth desk: 470 (736 in 8/21, 223 in 9/20)
Short ref: 1195 (1533 in 8/21, 2073 in 9/20)   Extended ref: 161 (182 in 8/21, 119 in 9/20)
Readers Advisory: 61 (67 in 8/21, 31 in 9/20)   Programming: 138 (212 in 8/21, 24 in 9/20)
Equipment Assist: 90 (121 in 8/21, 32 in 9/20)   Comp Instruction: 92 (144 in 8/21, 82 in 9/20)
Envisionware: 187 (178 in 8/21, 110 in 9/20)   Directional: 129 (154 in 8/21, 55 in 9/20)
Other: 185 (261 in 8/21, 49 in 9/20)   Group Study Rooms: 57 (48 in 8/21, 1 in 9/20)

Online Content:

YouTube subscribers   243 (241 in 08/21)   Total views 259 (233 in 08/21)
Total watch time hours   10.8 (21.9 in 08/21)   Most watched video: Origami Butterfly

09/16   Financial Wellness: Creating a Budget   24 views

Other Projects:

- Library booth at Fall Festival
- Collection budget analysis as we enter the last quarter of the fiscal year.

Conference Report
August 3-5, 2021

Digipalooza 2021 is a virtual conference sponsored by *Overdrive*.

Keynotes:

- Professor Anita Hill
- Librarian of Congress, Carla Haydon
- Authors Andy Weir and Grace Burrowes

All the authors had new books coming out in the fall. All the author presentations were wonderful.

This conference was a mixed bag of issues for most of the librarians in attendance (including myself). One particularly contentious session was an author/publisher roundtable. Publishers were continually talking about libraries cutting into profits and "taking" away author profits and at the same time saying how important the libraries were in introducing new authors, handselling, etc.

Other seminars were on privacy, technological developments (the use of AI), and future visions for Overdrive. This was somewhat contradictory with privacy issues being addressed and the AI seminar was all about developing data from patron records.

The other significant news at this conference was the discontinuation of the original *Overdrive* app. It will not be supported beginning in 2022. This could be problematic as Amazon, does not work with the Libby app currently nor do they offer it in their app store. (Amazon, not surprisingly, has always had a somewhat difficult relationship with libraries and Overdrive.) Many of our patrons do use Kindle, so this might be a problem for many of our users.

I have attended many of these *Digipalooza* conferences and this was probably the most contentious. This was probably more to do with the fact that this conference was virtual. Regardless of the program, there was a continual stream of comments and questions that probably wouldn't be as aggressive if the conference was in person. However, pricing models and the long term viability of this arrangement could have severe budget implications.

Youth and Teen Monthly Report September 2021

Personnel Changes
- Barb Dinan announced her retirement to be effective the end of 2021. We are working on updating the job description with intent on posting the position in November.

Online Engagement
- Numerous posts for Youth and Teen across multiple social media platforms

Virtual Programming

Date	Program	Youth	Teen	All Ages
9/1/2021	Series Passports	31		
9/2/2021	Teen Leadership		17	
9/2/2021	Graphic Novel Book Club	7		
9/6/2021	Virtual Baby Time	23		
9/7/2021	Virtual Lego Club	6		
9/8/2021	Zoom ST PM	13		
9/9/2021	Zoom ST AM	13		
9/11/2021	Fall Fest A2 Magic			295
9/13/2021	D & D		4	
9/14/2021	Virtual Pokemon	5		
9/15/2021	Zoom ST PM	11		
9/16/2021	Zoom ST AM	12		
9/20/2021	Pizza and Pages	8		
9/20/2021	Virtual Baby Time	19		
9/21/2021	Virtual Game Club	3		
9/22/2021	Zoom ST PM	13		
9/23/2021	Zoom ST AM	13		
9/24/2021	Spanish Language Learners		2	
9/27/2021	D & D		3	
9/28/2021	Storytime PM	11		
9/29/2021	Storytime AM	15		
9/29/2021	Teen Craft Night		2	
9/30/2021	Books and Bites		6	

203 youth served and 34 teens; 1 all ages program with 295 attendees

Take and Make Projects

Date	Project	Count
9/1/2021	Leftovers from Summer	65
9/1/2021	School Supplies	36

101 projects given out to Teens

School Outreach

School	Count
Starkweather	16
Salem HS English 9 (Virtual presentation and survey)	
Salem HS English 10	52
Salem HS English 10 and Science Fiction	125

193 students reached and we checked out 155 books!

Virtual Teen Volunteers
- 41 virtual hours
- 13 new sign ups

Special Projects
- 1 Book Bundle requested and filled (Youth)
- Reference Meeting 9/14
- Youth and Teen Librarian Meeting 9/27
- Launched Virtual Babytime Kits on our Website, very popular!!!
- Launched Series Passports
- Sarah P. and Sean continues working on the Strategic Planning Committee
- Sean and Jessica working on the Social Media Committee
- Weeding projects has started with these collections: Parent/Teacher, DVD's, Fiction
- New fish tank delivered, Heather made an Informational Poster of our fish
- Text and Learn Kindergarten launched in September (TALK)- 26 children signed up
- The Teen Dept is collaborating with Northville in promotion of Teen Events between the 2 libraries

September 2021 Monthly Report –Community Relations & Marketing

<u>Marketing Library Programs/Services</u>

In September, our marketing efforts communicated regarding:

- new Sunday hours
- Labor Day closure
- exam proctoring services
- Banned Books week
- strategic planning input opportunities
- domestic violence awareness

- PDL picks recommendations
- MI StayWell support groups for adults & teens
- PDL magician and booth at Fall Festival
- adopt-a-magazine program
- Hispanic Heritage month, and
- the following programs and resources:

Youth	Teen	Adult:
squishy circuits TALK program Pizza & Pages book club series passports kids & anxiety program virtual babytime kits	teen volunteer food drive Spanish speakers club video gaming in teen zone animanga club	Cut the Cord program 9/11 poster series display e-bookclub kits Financial Wellness programs adult book clubs Library Reads recommendations job search resources

Regular on-going marketing activities included:
- social media graphics - creation and posting
- writing and editing two editions of our e-newsletter

e-News	sent	opened	desktop/mobile	clicks
Sept 1	10,194	35.1%	70% / 30%	5.4%
Sept 15	10,282	30.9%	70.5% / 29.5%	10%

- regular communication with Plymouth DDA and Plymouth Chamber and Plymouth Township for library coverage in their updates

<u>Meeting Rooms</u>
59 meetings were held in September: 51 for outside groups/8 for PDL

Implementation of the LibraryCalendar event and meeting room software continues. All room reservations Nov 1 and beyond have been recreated in the new system. Staff training is planned in October, after which all Nov 1 and beyond calendar events will be recreated in the new system and patron registrations duplicated as well. Nov 1 is the go live date for this new software.

<u>Adult Volunteers & Friends</u>
20 adult volunteer hours in September

Donations of used books to the Friends continue to be heavy. I have been working with the Friends Used Book team to improve messaging on their website and signage re: what kind of books are and are not helpful donations.

Community Relations

The Library made strong community connections in September through our presence at a number of community events:

- We once again sponsored a stage performance at the Plymouth Fall Festival featuring A2 Magic. At the festival, we also had more than 1500 visitors to our booth where people spun a prize wheel and had an opportunity to ask questions or learn about programming.
- We also had a presence at the PCCA Senior Picnic, sharing information and giveaways with local senior citizens.
- The library also sponsored a scarecrow in Kellogg Park featuring the monster from *Where the Wild Things Are* by Maurice Sendak

We hosted a poster in the meeting lobby from the Daughters of the American Revolution regarding Constitution Week.

PDL cross-promoted (on social media) community news re:

- DIA Partners in Public Art sculpture near Kellogg Park
- community shred and recycle day

PDL continues to promote Northville District Library events in our e-newsletter.

Community interaction through the strategic planning team community questions board in the lobby and through the online and paper survey has continued to be good. Survey responses submitted through Oct 8 will be entered into a drawing for a Plymouth gift certificate.

PC Reservation PC Usage Report

Organized By PC Area

Prepared 10/7/2021

From 9/1/2021 to 9/30/2021

Includes Timeouts, Inactivity, Early Close, Forced Close, Declined Policy

Totals

PC Area	Total Uses	Total Time	Average Session
ADA	31	23:27	45.387
Adult	729	655:20	53.937
Teen	36	14:12	23.667
Youth	33	6:16	11.394
TOTALS	829	699:15	50.609

This report was generated using the EnvisionWare Inc. Reporting Module

Technology Support
Summary of September 2021

From: Melanie Bell – Head of IT

September we started work on migrating from TLN email system to Google email system and finalized our enhanced 911 (E911) implementation. Now when a 911 call is placed from a desk or wireless library phone it will notify emergency services of the floor and zone/location that the call was placed from. This should make it easier for emergency services to locate the emergency in our 52,000 sq. foot building.

Servers and Network:

- Applied security updates to Linux and Windows Servers.
- Verified our backups.
- Created zones for E911 and finalized E911 setup. Did some testing to make sure it's working. Still need to update documentation and send out to all staff.
- Setup Google accounts for all the staff and met with TLN to prep for migrating from the TLN email system to Google in late November.
- Migrated some old email accounts to Google to test the process and determine an estimate of how long data transfer might take

Public and Staff Computer

- Began playing with the new anti-virus system Crowdstrike. Installed it on a few staff machines. Will be deploying in October.
- Changed the schedule for public computer availability to accommodate new Sunday hours.
- Ibrahim removed all equipment stored in the lab in preparation of opening the lab in Oct.
- Recycled four pallets of old computer equipment purchased around 2008.

Other:

- Attended TLN Tech Committee meeting where the demoed an interesting enterprise password management solution.
- Attended strategic planning meeting
- Attended suicide prevention training. Many thanks to Lauren for arranging it.
- Assisted with the Library booth at Fall Festival
- Received chromebooks, contacted Mobile Beacon about the hotspots to check on the status of our order and they are still reporting a 4-8 week delay.
- 9,457 Wireless Sessions

Statistics

Our technical services staff cataloged and processed 1,139 items new to our collection and placed 46 purchase orders in the month of September. We registered 142 new patrons this month.

For MeL interlibrary loan, we sent 948 items to other libraries, and received 1,013 items for our own patrons.

Katie Page
Technical Services Coordinator