

TO: Plymouth District Library Board

DATE: December 11, 2020 7

RE: Monthly Report

FROM: Carol Souchock
Director

December 2020 Statistics:

Note: The library's building closed on Friday, March 13 at 5 pm due the governor's order regarding COVID-19. Curbside check outs of library materials started late in June and the library reopened on July 29, 2020 for limited in-building public access. The library closed again on Saturday, November 23 at 5 pm and converted back to curbside and limited technology access.

Circulation – Books & Other	18,420
Circulation – Overdrive Downloads	7,957
Circulation – Hoopla	3,607
Circulation – Flipster (e-magazines)	324
Circulation – Rbdigital (new e-magazines)	264
Circulation – Kanopy (e-movies)	411
Total Circulation	30,983

Electronic Access	59,050 sessions to our web site
Web Mobile Use	5,564
App Use	4,451
App Unique Devices	750
App Page Views	5,318
Public computer use	87 hours of use
Wireless use	3,170 sessions (includes patrons accessing outside)
Volunteer Hours	0 Teens & 0 Adult = 0
Outside Groups Meeting Room Use	0 Meetings/0 attendees
PDL Porch/Lawn/Lot Use /attendees	0 Programs or Meetings
PDL Meeting Room Use	0 Programs or Meetings /0 attendees
Virtual and Online Programming	See individual department reports

Library Programs and Services in December:



With the demand of curbside services continuing to expand **ALL** library staff are involved and committed to supporting this service:

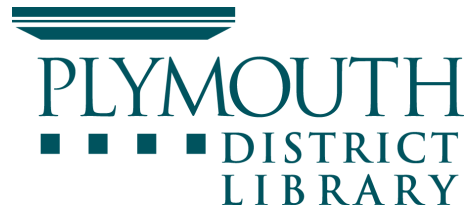
- From the reference staff who pull the holds recently placed
- All staff who check the holds out to the hold shelf
- The pages who shelf the holds (and handle the quarantine and reshelving when materials are returned)
- Circulation staff who prepare the materials for tomorrow's pickup appointments and run the holds out all to the tents/tables day long
- Our leadership team who help with all aspects of the process

We have over 500 items being requested each day which results in around 850 customers a week seeking appointments to pick up materials.

We have struggled to keep up with demand (particularly during the Christmas and New Year holiday closures) and continue to focus on ways to improve service. While we have struggled with demand all staff continue to work hard to provide this greatly appreciated service for our patrons.

Please see 9.2 in the attached board packet for our Current Service Improvement Plan. We continue to focus on expanding our capacity and to get our materials to our patrons who clearly want them.

Program attendance (in various ways due to digital programming) remains strong as evidenced by the attached reports. Our Rhapsody musical program this month offered a traditional musical performance by The Arbor Consort via a pre-recorded caroling tramp throughout downtown Plymouth.



Technology Updates:

As Melanie Bell, our head of Information Technology, shares in her December report she and her staff, continue to support curbside computer appointments in our main vestibule and they have been helping with preparing materials for curbside pickup.

Building Update:

For a second month in a row (this is a record) there were no pressing building issues this month beyond ongoing maintenance with our security camera. This allowed me to focus on responding to COVID-19 related needs and curbside service.

Director's Activities:

This month, along with our leadership team, I continued to serve as COVID supervisor. The role of the COVID supervisor expanded this month. We continue to make sure safety standards are enforced and provide our patrons and staff with support during these challenging times. In addition we now help with various aspects of curbside service.

I am meeting virtually regularly with local library directors via TLN (The Library Network) meetings. This provides an opportunity for libraries to learn from each other during these challenging times. Additional training took place with Foster and Swift our legal team and through the Detroit Chamber of Commerce regarding state employment requirements. Finally, I attended an online presentation on the Dolly Patron Imagination Library. This wonderful service provides a free book each month to children from birth to the month they start kindergarten. This service is not currently offered in our community but discussion is taking place to potentially provide this program throughout the State of Michigan. The biggest challenge is funding as the program is traditionally funded locally.

Once again, a big focus of my time this month was on helping to communicate the library's message, along with Susan Stoney, regarding service changes to the public and staff. In addition I worked with Susan Stoney to prepare for her retirement. Our staff and community joined us in acknowledging the impact of Susan and Jim Lafferty, our facility person with a wonderful drive by event.

December department reports are attached. All reports are posted on the Library's web page plymouthlibrary.org, and print versions will be filed at Main Floor Reader's Advisory Desk.

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	14,318	-77.21%
JUNE	96,317	93,841	91,929	86,209	89,418	82,853	79,146	74,359	73,759	68,681	13,558	-80.26%
JULY	103,150	98,321	100,719	98,505	97,402	87,997	84,194	77,855	79,361	76,889	19,126	-75.13%
AUGUST	103,073	97,431	94,868	88,896	86,989	85,330	82,568	74,516	76,302	74,749	41,930	-43.91%
SEPTEMBER	80,034	75,596	76,733	71,428	72,392	68,676	67,208	61,033	60,255	60,028	44,730	-25.48%
OCTOBER	84,161	80,382	84,453	75,643	75,774	69,897	69,130	64,490	63,278	63,175	45,999	-27.19%
NOVEMBER	86,823	83,511	80,897	72,172	75,115	71,331	67,397	61,874	61,688	60,603	40,946	-32.44%
DECEMBER	77,680	78,391	71,381	69,208	73,732	66,505	63,327	60,402	57,948	57,516	30,983	-46.13%
TOTAL	1,058,979	1,043,501	1,029,997	976,436	970,089	898,903	882,151	812,266	800,884	787,450	432,255	
Change from previous year	-1.74%	-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 include Hoopla statistics

* January 2019 onward include Kanopy statistics

ANNUAL CIRCULATION -- PLYMOUTH DISTRICT LIBRARY

Books and Materials circulation, including in house use

	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	Change from previous year
JANUARY	85,237	86,807	86,829	82,673	73,797	72,782	71,050	65,279	60,441	57,584	56,330	-2.18%
FEBRUARY	81,419	84,332	85,254	78,151	73,631	69,080	68,317	60,293	56,056	53,402	54,649	2.34%
MARCH	93,303	93,207	88,057	88,282	85,865	75,870	75,551	62,496	65,444	61,396	28,235	-54.01%
APRIL	85,011	87,853	83,429	84,216	78,012	65,585	68,416	64,521	59,064	58,771	243	-99.59%
MAY	80,116	80,054	77,781	71,366	75,148	65,862	64,760	61,337	54,817	54,665	72	-99.87%
JUNE	95,791	93,014	90,287	84,050	86,829	79,334	74,808	69,283	66,881	60,146	629	-98.95%
JULY	102,544	97,484	98,891	96,288	94,483	84,204	79,287	72,325	72,135	68,112	6,220	-90.87%
AUGUST	102,483	96,392	92,920	86,533	84,115	81,455	77,935	69,118	69,037	63,685	29,961	-52.95%
SEPTEMBER	79,484	74,575	75,060	69,438	69,792	65,067	62,752	55,956	53,674	51,464	33,435	-35.03%
OCTOBER	83,536	79,383	82,844	73,550	73,078	66,196	64,745	58,982	56,256	54,657	34,252	-37.33%
NOVEMBER	86,248	82,408	79,326	70,246	72,378	67,798	63,067	56,720	55,042	52,690	29,728	-43.58%
DECEMBER	77,079	77,051	69,705	67,092	70,915	62,680	58,703	54,806	50,841	49,211	18,420	-62.57%
TOTAL	1,052,251	1,032,560	1,010,383	951,885	938,043	855,913	829,391	751,116	719,688	685,783	292,174	
Change from previous year	-2.04%	-1.87%	-2.15%	-5.79%	-1.45%	-8.76%	-3.10%	-9.44%	-4.18%	-4.71%	-57.40%	

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	14246	74.50%
JUNE	526	827	1642	2159	2589	3519	4338	5076	6878	8535	12929	51.48%
JULY	606	837	1828	2217	2919	3793	4907	5530	7226	8777	12906	47.04%
AUGUST	590	1039	1948	2363	2874	3875	4633	5398	7265	11064	11969	8.18%
SEPTEMBER	550	1021	1673	1990	2600	3609	4456	5077	6581	8564	11295	31.89%
OCTOBER	625	999	1609	2093	2696	3701	4385	5508	7022	8518	11747	37.91%
NOVEMBER	575	1103	1571	1926	2737	3533	4330	5154	6646	7913	11218	41.77%
DECEMBER	601	1340	1676	2116	2817	3825	4624	5596	7107	8305	12563	51.27%
TOTAL	6728	10941	19614	24551	32046	42990	52760	61150	81196	101667	140081	
Change from previous year	85.50%	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 onward includes Flipster statistics

* March 2016 onward include Hoopla statistics

* January 2019 onward include Kanopy statistics

Electronic Services Narrative

December 2020

Mary Kelly

General Comments

The holidays and the return to curbside brought another round of social media posts and reworking the website. With the help of Veronica and Heather, I have been able to improve some of our web pages.

Website Updates

- Improvements to the COVID-19 Resources page. I expanded the information available from MDHHS on vaccines, referrals for testing, and other state resources.
- Created new Archive page that holds Board documents from 2019 and 2020.
- Created booklist content with Dee for expansion and improved access to adult reading lists. Many of these were based off of recent programs and were nonfiction in nature.
- Added chat reference button to additional pages, hoping to increase the use of this service.

Overdrive and other E-resources and databases

During December, Reference USA officially became known as Data Axle as part of a conglomerate of business oriented software and data services. All interfaces have stayed the same and from the user's point of view, not much has changed.

Our streaming services, Hoopla and Kanopy, both saw jumps in use for December. Kanopy's December use is the highest monthly use since we started with the product.

Overdrive will be integrating RBdigital magazines soon, and Flipster will be discontinued by spring of 2021.

Other Items

The social media team stepped up content posts after we went back to curbside only.

Reference referrals for me have been mostly about instructing patrons on using our electronic collections. Anecdotally, it seemed a good portion of these people had not used this service until recently or were new patrons.

Database Use December 2020

Database	November	December	% Change
Ancestry unique searches	1,052	153	-85%
Consumer Reports-pg views	1,269	872	-31%
Consumer Reports-visits	88	72	-18%
Detroit Free Press	16	19	19%
Detroit Free Press (1831-1922)-HN	83	72	-13%
Detroit Free Press (1923-1999)-HN	114	83	-27%
Fold3 Library Edition	16	54	238%
Gale Courses (enrollees)	3	8	167%
Heritage Quest	36	0	-100%
Lynda New Users	3	5	67%
Lynda Videos Viewed	338	363	7%
Lynda.com -active users	450	455	1%
Lynda.com log ins	77	71	-8%
Mango Languages-sessions	104	152	46%
Morningstar Useage (page views searches)	580	511	-12%
Morningstar Useage (total log ins)	38	86	126%
Novelist Searches	209	173	-17%
Novelist Plus sessions	23	24	4%
Reference USA (log ins)	25	41	64%
Tumblebooks	85	95	12%
Wowbrary Newsletters	2,473	2,468	0%
Wowbrary pages click through to catalog	712	642	-10%
Wowbrary pages viewed	2,923	3,057	5%

**Electronic Resources, Social Media, Web, and App
December 2020**

Electronic Resources	November	December	% change
Overdrive ebooks checked out	4,824	5,416	12%
Overdrive eaudiobooks checked out	2,420	2,541	5%
Overdrive new users registered	58	82	41%
Overdrive unique patrons	1,511	1,611	7%
Rbdigital Checkouts	180	264	47%
Flipster Downloads	232	266	15%
Flipster Online Views	56	58	4%
Hoopla-new patrons	36	55	53%
Hoopla-number of items used (circ)	3,197	3,607	13%
Kanopy-unique patrons	95	118	24%
Kanopy-number of credits used	309	411	33%
Social Media:			
Twitter Followers	3,082	3,090	0%
Instagram Followers	1,381	1,410	2%
Facebook Followers	4,170	4,198	1%
Reference Email	124	211	70%
Reference Chat	18	23	28%
plymouthlibrary.org			
Web-Sessions	57,943	59,050	2%
Web-Users (at least 1 session)	39,577	40,430	2%
Web-Page Views	131,173	128,735	-2%
Web-Mobile Use (including tablets)	5,675	5,564	-2%
Mobile App			
Unique devices used during the month	703	750	7%
# of times app was opened and used (launches)	4,494	4,451	-1%
Total Page Views (including home page)	5,506	5,318	-3%

Updated 1/15/21

Adult Services Monthly Report December 2020

Adult Virtual Programs

Virtual programs happen in real time on Zoom. We collaborated with the Northville library to cross-promote each other's programs. Attendance at their programs included, but not broken down by residency.

G 12/01	Medicare Part D	0
A 12/02	Human Trafficking Awareness	55 Zoom, 9 FB Live
A 12/02	Adult Craft on Zoom (Northville)	12
G 12/03	Medicare Part D	2
A 12/03	DIA Behind the Seen	11
A 12/03	Intro to DNA for Genealogy (Northville)	26
G 12/07	ELL Conversation Group	8 students, 2 tutors
G 12/07	ELL Reading Group	8 students, 2 tutors
A 12/07	End of Year Tax Planning	62 Zoom, 15 FB Live
A 12/08	Plymouth Railroads (Northville)	125
G 12/08	Contemporary Books	13
A 12/09	Plymouth Perseverance	53
G 12/14	ELL Conversation Group	9 students, 2 tutors
G 12/14	ELL Reading Group	9 students, 2 tutors
A 12/15	Birdwatching & Birding (Northville)	85
G 12/17	Books on Tap	10
A 12/17	Thursday Trivia Night (Northville)	12
G 12/21	ELL Conversation Group	9 students, 2 tutors
G 12/21	ELL Reading Group	9 students, 2 tutors
A 12/22	Home for the Holidays Harpist (Northville)	75
G 12/23	Brown Bag Books	13
G 12/28	ELL Conversation Group	6 students, 1 tutor
G 12/28	ELL Reading Group	6 students, 2 tutors
10 Adult programs, Attendance 540		23 Total programs
13 General programs, Attendance 117		657 Total attendance

Questions Asked at Service Desks

Total questions: 921 (1591 in 11/20, 3445 in 12/19)	At Ref desk: 61 (277 in 11/20, 980 in 12/19)
At RA desk: 67 (779 in 11/20, 1416 in 12/19)	At Youth desk: 793 (376 in 11/20, 695 in 12/19)
Short ref: 745 (1290 in 11/20, 1460 in 12/19)	Extended ref: 115 (65 in 11/20, 249 in 12/19)
Readers Advisory: 4 (19 in 11/20, 79 in 12/19)	Programming: 12 (65 in 11/20, 236 in 12/19)
Equipment Assistance: 4 (31 in 11/20, 287 in 12/19)	Computer Instruction: 7 (52 in 11/20, 154 in 12/19)
Envisionware: 0 (66 in 11/20, 389 in 12/19)	Directional: 5 (33 in 11/20, 140 in 12/19)
Other: 29 (26 in 11/20, 302 in 12/19)	Group Study Rooms: 0 (2 in 11/20, 149 in 12/19)

Online Content: Online content are programs that are pre-recorded or allow passive participation rather than in real time. They happen on various online platforms, including the library web page and social media.

12/02 Human Trafficking Awareness: YouTube views: 19	FB views: 101
12/06 Rhapsody: The Arbor Consort (Pre-recorded, not live):	YouTube views: 393
12/07 End of Year Tax Planning: YouTube views: 52	FB views: 164

YouTube subscribers 181 (171 in 11/20)	Total views 909 (423 in 11/20)
Total watch time 98.6 (48.5 in 11/20)	Most watched video: Rhapsody: The Arbor Consort

What Do I Read Next readers advisory form for adults: 6

Youth and Teen Monthly Report December 2020

Online Engagement

- 9 Stories Read Aloud by various staff for an average of 114 engagements on each video.
- 4 Virtual Storytime Kits were released for an average of 455 engagements. The kits were advertised on Facebook and sent out on Constant Contact.
- Teen had numerous posts across social media platforms.

Virtual Programming

12/1-12/30	Katarina	Code Wednesday	42
12/1-12/30	Jessica	Digital Escape Room	14
12/1/1930	Katarina	Graphic Novel Book Club	9
12/1/2020	Dana	Lego Club	7
12/8/2020	Dana	Pokemon Club	30
12/9/2020	Lauren	Teen Poetry	19
12/15/2020	Dana	Game Club	7
12/19/2020	Sean	D and D	4
12/21/2020	Jessica	Pizza and Pages	5
12/29/2020	Lauren/Jessica	Among Us (Teen)	7
12/30/2020	Barb	Teen Creative Space	0

11 programs with 144 participants

Take and Make Projects

12/1-12/30	Lauren	Among Us Keychains (Teen)	22
12/1-12/30	Dana	Winter Grab and Go Activities	63

85 kits distributed through curbside

Special Projects

- 51 Book Bundle requested and filled (Youth)
- 9 BookMatch requested and filled (Teen)
- Reference Meeting 12/8 attended by Lauren, Dana, Barb, Katarina
- Reference Meeting 12/22 attended by Lauren, Dana, Barb
- Social Media Meeting every Monday: Lauren and Jessica
- Virtual Story Kit Website had 27 unique hits
- Sean Glasgow from Adult Dept is helping with Dungeons and Dragons until we replace Shelby
- The Teen Dept is collaborating with Northville in promotion of Teen Events between the 2 libraries
- All staff has been creating and contributing content for Social Media
- Tuesday Clubs have been made virtual with the exception of Maker Club, we offer patrons an activity they can pick up and do at home, we post activities to our website and send them out via Constant Contact
- Organized a Hat and Mitten drive for Starfish Family Services, collected over 25 sets for families in need

Technology Support

Summary of December 2020



From: Melanie Bell – Head of IT

December has seen IT staff continuing to support curbside computer appointments and learning how to print hold slips so that we can assist with preparing other items for curbside pickup.

Servers and Network:

- Applied security updates to Linux and Windows Servers.
- Verified our backups.
- Applied updates to all the WordPress sites.
- Ordered new server to be deployed in 2021. This machine will host some virtual servers and allow us to retire some of our aging servers.
- Made change to the firewall to accommodate some new Kanopy servers, and support for our phone system.

Public and Staff Computers:

- IT staff updated all laptops, mobile devices, and staff machine in preparation for sending equipment home with staff to improve their ability to work from home.
- Survey staff on their home network environment in preparation for deploying work from home equipment.
- Charlie created excellent instruction on how to setup the equipment we'll be giving staff.
- Deployed work from home equipment to four staff to provide feedback on instructions and procedure.

Curbside Services:

- Made changes to the print release system to make it run smoother for patrons during curbside computer appointments.
- After the first few weeks of curbside computer appointments we made some changes to the procedures so we could accommodate a few more patrons per week.
- As I mentioned earlier we trained IT staff on how to print hold slips so that they can help with getting items ready to be put on the hold shelf.
- Made changes to computer time management system and curbside software to accommodate new January hours and new tables.

Other:

- TLN has signed a new contract for Telecommunications. As part of that new contract the pricing for our Internet services has dropped from \$10,875 (before e-rate) to \$8,013 (also before e-rate). So we should see a savings of approximately \$2,500 in our Internet service costs for this year.
- Purchase to SIM chips/data lines from T-Mobile so that we can offer phones for staff to use from home.
- IT staff assisted with 18 Zoom sessions this month

PC Reservation PC Usage Report

Organized By PC Area

Prepared 1/12/2021

From 12/1/2020 to 12/31/2020

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

Totals				
PC Area	Total Uses	Total Time	Average Session	
Vestibule	101	87:44	52.119	
TOTALS	101	87:44	52.119	

This report was generated using the EnvisionWare Inc. Reporting Module

Technical Services Monthly Report – December 2020

Curbside update

In total, we had 1,432 curbside appointments during the month of December, and our clerks checked out 8,624 items out to our curbside patrons.

We are investigating a variety of options that will help us expand our curbside capacity and improve our circulation service during our building closure. (See the Proposed Curbside Expansion document for details.)

Statistics

We issued a total of 72 new library cards this month.

Our clerks and pages received, cataloged, and processed 573 new items for our collection, and placed 67 new orders.

This month, we received 853 MeL items for our patrons, and sent 928 items to other libraries.

Acquisitions Rollover

Due to the shortage in staff hours, I was unable to complete the annual acquisitions rollover for the first time in a decade. We have a large backlog of material that should be received and invoiced from the 2020 budget. With Robyn's permission and cooperation, our department will continue to work through this backlog, and hopefully complete the rollover and begin to use the 2021 budgets later this month.

Katie Page

Technical Services Coordinator