PLYMOUTH DISTRICT LIBRARY

TO: Plymouth District Library Board

DATE: August 14, 2020 **6**

RE: Monthly Report

FROM: Carol Souchock
Director

July 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.

Circulation – Books & Other	6,220
Circulation – Overdrive Downloads	8,447
Circulation – Hoopla	3,518
Circulation – Flipster (e-magazines)	401
Circulation – Rbdigital (new e-magazines)	201
Circulation – Kanopy (e-movies)	339
Total Circulation	**13,759**

Electronic Access	28,563 sessions to our web site
App Use	3,037
App Unique Devices	656
App Page Views	4,027
Public computer use	31 hours of use
Wireless use	4,197 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 /87 attendees	4 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 July:

We welcomed patrons and staff, along with the return of library materials, back to the library in as the month of July with great appreciation expressed by our community. Our staff continues to provide outstanding customer service as we transition to in building service in a variety of ways.

Service was provided in the building starting in late July and **curbside service** was provided throughout the month. We continued to offer curbside first out of our receiving area with material pick up in the drive through area while the library was closed and then from the Waldorf Room with pick up tents set up near the handicap ramp once returns were accepted starting July 27. 903 curbside appointments took place in July with thousands of materials checked out. As soon as the HVAC duct work project allowed greater building access we expanded our curbside hours.

We began **accepting returns of library materials** on Monday, July 27. As you know we had over 25,000 checked out while the library building was closed. All incoming materials are routed through the book drop room as part of our four day quarantine process. As planned we started to quarantine items in the Waldorf and Dunning rooms but ran out of room to do so on the second day. Quarantined library materials are also placed on tables throughout the lower level of the library and great care is taken to ensure that materials are checked in, held in quarantine for at least four days, and then holds processed, and materials are reshelved. This is extremely time consuming and hard work. Our page staff, along with their supervisor Cassie Cobb, has taken on the bulk of these duties with the assistance of other staff. From July 27 – August 7 we have processed 12,294 patron returns. So about half of the materials previously checked out have been returned at this time.

Pent up demand for access to library materials resulted in an **avalanche of holds** being placed on titles. Since July 27, our staff has pulled 4,203 holds for pickup either in the building or via curbside. Due to limited access of the upper level, due to the HVAC duct project, adult nonfiction titles were not available to be pulled for patrons placing holds until early August. Many of the patrons visiting the library in person once we reopened on July 29 were here to pick up holds.

We opened our doors to provide limited Grab and Go service on July 29 with a Plymouth Chamber of Commerce ribbon cutting. We had a crowd of folks waiting with a cheer when the library to reopen.   A tremendous amount of work and care went into planning and implementing the library's reopening as safely as possible. I thank my staff for their assistance and suggestions throughout this process and our leadership team for their enthusiastic commitment to reopening. I am proud of the way they focused on expanding access to resources on the main floor by moving popular collections from the other floors and creating new resources like the youth Grab and Go bags.

Our library, like other businesses has to follow a variety of rules and guidelines from the CDC, State of Michigan and local authorities due to COVID-19. This includes **occupancy limits** on the number of people allowed in the building at one time. Our local fire marshal has determined that State rules limit our occupancy to 33 people on the main floor at one time including staff. We will have similar occupancy limits for the other floors once we are able to reopen them. We hear from our patrons on a daily basis how grateful they are to have the library back and how important it is in their lives.

Technology Updates:

As Melanie Bell, our head of Information Technology, shares in her report it has been a demanding month for our technology staff.   Melanie, and her team, relocated computers to the main level of the library for public access, set up software to allow our IT team to provide assistance remotely patrons using our technology here in the building.

Building Update:

Work continued this month on the HVAC duct project with completion of that work by mid-July which allowed us to reopen the library. However, unexpected direction from the fire inspector resulted in additional work and cost to this project as we were required   to relocate and replace existing light fixtures and fire suppression plumbing to provide better fire suppression coverage.   New lighting was required in two areas of the textured tray ceilings. The lighting will be LED to help with long term cost efficiencies and has been ordered. Arrival and installation is expected to take place within a month or so.
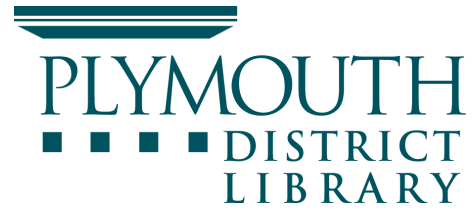
Director's Activities:

This month I focused on closing out the HVAC project, planning for the reopening of the library building and supporting our staff through this process. With the support of Robyn Lowenstein, our HR and Business Administrator, and our department supervisors I lead each group of employees through a reboarding process, orientation to the changes in their daily duties, and education on safety expectations.

July department reports are attached. All reports are posted on the Library's web page plymouthlibrary.org, and print versions will be available in the public meeting packet at Main Floor Reader's Advisory desk with the upper level of the library closed.

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		
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	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		
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	81289	
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

ANNUAL CIRCULATION -- PLYMOUTH DISTRICT LIBRARY
Books and Materials

	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	69,340	63,731	59,332	55,920	55,037	-1.58%
FEBRUARY	81,419	84,332	85,254	78,151	73,631	69,080	66,621	59,195	54,857	52,372	53,363	1.89%
MARCH	93,303	93,207	88,057	88,282	85,865	75,870	73,534	61,306	64,045	60,021	27,623	-53.98%
APRIL	85,011	87,853	83,429	84,216	78,012	65,585	66,999	63,306	57,846	57,368	243	-99.58%
MAY	80,116	80,054	77,781	71,366	75,148	64,809	63,528	60,366	53,814	53,217	72	-99.86%
JUNE	95,791	93,014	90,287	84,050	86,829	77,524	72,824	67,524	65,241	58,496	629	-98.92%
JULY	102,544	97,484	98,891	96,288	94,483	82,188	77,485	70,392	70,474	66,458	6,220	-90.64%
AUGUST	102,483	96,392	92,920	86,533	84,115	79,340	75,916	67,321	67,347	62,184		
SEPTEMBER	79,484	74,575	75,060	69,438	69,792	63,832	61,389	54,976	52,528	50,589		
OCTOBER	83,536	79,383	82,844	73,550	73,078	64,541	63,207	57,822	55,114	53,582		
NOVEMBER	86,248	82,408	79,326	70,246	72,378	66,306	61,883	55,531	54,208	51,398		
DECEMBER	77,079	77,051	69,705	67,092	70,915	61,290	57,609	53,731	49,760	48,215		
TOTAL	1,052,251	1,032,560	1,010,383	951,885	938,043	843,147	810,335	735,201	704,566	669,820		
Change from previous	-2.04%	-1.87%	-2.15%	-5.79%	-1.45%	-10.12%	-3.89%	-9.27%	-4.17%	-4.93%		

Electronic Services Narrative
July 2020

Most of July's work centered on promoting the opening day for *Grab and Go* phase of the library reopening process. Both the website and social media were devoted to this effort. From my point of view, it has been good to get back into the building talking to patrons.

Website activities/Intranet development

Website revisions accounted for most of my work this month. This includes:

- Additional forms and pages for youth department customized bundles
- Development of a page for virtual storytime kits
- Revising Admin info to communicate the changes in building access, hours, COVID policies.
- Installation of chat reference
- Updating sidebars and forms with new information
- Developed slider images for the front page
- Documentation and planning for a new Intranet. As we add additional processes and re-work procedures, this will become a higher priority.

Overdrive and other E resources and databases

- Updated and verified links to our premium databases to resolve issues of statistics reporting.
- Continuing to monitor the developments with the RB Digital and Overdrive merger. This merger could significantly change how our Overdrive collection is used. My latest information indicates we could have our choice of the Overdrive or RB Digital interface. Costs may also be impacted.
- Statistics on Overdrive, Hoopla, RBDigital, etc. stayed pretty consistent with last month.
- Our more academic databases didn't perform as well, but our genealogy products increased over last month. Ancestry has extended remote use through September 2020.
- Website stats dropped significantly for July compared with May and June. There was a spike as we got closer to re-opening, but most of the month was down compared to previous months.

Social Media

- Continued to develop new content for social media and the web.
- Heather and Veronica have created some amazing art to go with our promotions.
- A good chunk of July's social media was devoted to opening and building issues.

Other

- Professional development: Videos on design, web development, product tutorials.
- Practice with chat reference and scheduling software for the computers and hold pickup
- Assisted patrons with building issues, equipment/e-readers, general technology, etc.
- The general information email (info@plymouthlibrary.org) which is also connected to the Ask Us button, has seen a steady rise in use by our patrons. I think patrons are getting used to communicating with us that way. It will be interesting to see if that habit continues as we begin to open the building.

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

Electronic Resources	June	July	*%Change*
Overdrive ebooks checked out	5,653	5,735	*1%*
Overdrive eaudiobooks checked out	2,703	2,712	*0%*
Overdrive new users registered	86	85	*-1%*
Overdrive unique patrons	1,641	1,644	*0%*
Rbdigital Checkouts	197	201	*2%*
Flipster Downloads	321	331	*3%*
Flipster Online Views	26	70	*169%*
Hoopla-new patrons	78	55	*-29%*
Hoopla-number of items used (circ)	3,647	3,518	*-4%*
Kanopy-unique patrons	114	98	*-14%*
Kanopy-number of credits used	382	339	*-11%*
Social Media:			
Twitter Followers	3,065	3,069	*0%*
Instagram Followers	1,200	1,238	*3%*
Facebook Followers	3,964	4,000	*1%*
Reference Email	225	280	*24%*
plymouthlibrary.org			
Web-Sessions	60,435	28,563	*-53%*
Web-Users (at least 1 session)	47,936	10,377	*-78%*
Web-Page Views	103,660	92,114	*-11%*
Web-Mobile Use (including tablets)	5,573	5,756	*3%*
Mobile App			
Unique devices used during the month	647	656	*1%*
# of times app was opened and used (launches)	2,506	3,037	*21%*
Total Page Views (including home page)	3,598	4,027	*12%*

Database Use July 2020

Database	June	July	% Change
Ancestry unique searches	2,829	3,541	25%
Biography in Context searches	0	0	*no change*
Biography in Context sessions	0	0	*no change*
Consumer Reports-pg views	936	665	-29%
Consumer Reports-visits	90	62	-31%
Contemporary Auth searches	5	0	-100%
Contemporary Auth Sessions	2	0	-100%
Detroit Free Press	9	10	11%
Detroit Free Press (1831-1922)-HN	24	44	83%
Detroit Free Press (1923-1999)-HN	85	36	-58%
Fold3 Library Edition	119	639	437%
Gale Courses (enrollees)	7	7	0%
Gale Interactive Science searches	0	0	no change
Gale Interactive Science-sessions	0	0	no change
Heritage Quest	0	28	
Lit Resource Center searches	0	0	*no change*
Lit Resource Center sessions	0	0	*no change*
Lynda New Users	5	5	*no change*
Lynda Videos Viewed	1,196	1,121	-6%
Lynda.com -active users	433	439	1%
Lynda.com log ins	305	207	-32%
Mango Languages-sessions	179	158	-12%
Morningstar Useage (page views searches)	162	244	51%
Morningstar Useage (total log ins)	31	55	77%
Novelist Plus sessions	16	26	63%
Novelist Searches	141	208	48%
Reference USA (log ins)	24	37	54%
Tumblebooks	160	83	-48%
Wowbrary Newsletters	2,508	3,136	25%
Wowbrary pages click through to catalog	240	654	173%
Wowbrary pages viewed	1,129	1,747	55%

Adult Services Monthly Report July 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.

A 07/01	Art & Craft Hour (Northville)	1
G 07/06	ELL Conversation Group	7 students, 2 tutors
G 07/06	ELL Reading Group	7 students, 2 tutors
A 07/07	Virtual Concert Series/Pianist (Northville)	20
A 07/07	Talking Racism Series (Novi)	26 Zoom, 15 Facebook Live
A 07/09	Learn to Ferment! (Northville)	42
G 07/10	Twitter Chat	6
G 07/13	ELL Conversation Group	4 students, 2 tutors
G 07/13	ELL Reading Group	4 students, 2 tutors
A 07/13	Between the Lines Virtual Book Discussion (Northville)	2
A 07/14	Virtual Concert Series/Pianist (Northville)	17
A 07/14	Talking Racism Series (Novi)	25 Zoom, 15 Facebook Live
G 07/14	Contemporary Books	12
A 07/16	Talking Racism Series (Novi)	19 Zoom, 8 Facebook Live
G 07/16	Books on Tap	7
A 07/16	Thursday Trivia Nights (Northville)	5
G 07/20	ELL Conversation Group	7 students, 1 tutors
G 07/20	ELL Reading Group	8 students, 2 tutors
A 07/21	Virtual Concert Series/Pianist (Northville)	12
G 07/22	Brown Bag Books	12
G 07/27	ELL Conversation Group	7 students, 2 tutors
G 07/27	ELL Reading Group	6 students, 2 tutors
A 07/27	Virtual Foreign Film Discussion (Northville)	9
A 07/28	Virtual Concert Series/Pianist (Northville)	12
A 07/30	Talking Racism Series (Novi)	12 Zoom, 6 Facebook Live
A 07/30	Virtual Table Reading/Tipping Pt Theatre (Northville)	41

14 Adult programs, Attendance 287   26 Total programs
12 General programs, Attendance 106   393 Total attendance

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.

Adult Summer Connection   215 adults registered, 89 challenge completions (so far!)

YouTube subscribers	161 (142 in June 2020)	Total views 663 (491 in June 2020)
Total watch time	29.8 (21.6 in June 2020)	Most watched video: Curbside Pickup (498 views)

6/25-7/6   Berlin: History and Highlights of a Great City
             YouTube views: 23   Facebook: Views 185, Reach 565, Post engagement 9

6/30-7/8   Bees in the D   YouTube views: 29   (Was not on Facebook)

American Library Association Virtual Conference reports attached for Alice McCardell and Kathleen Kozakowski.

ALA Virtual Conference 6/24-6/26/20
Alice McCardell

This year's ALA Conference was conducted virtually with a bargain registration cost of $60. While there were initial technical difficulties, the sessions offered ultimately provided a good educational experience.

Of particular interest to the Board will be a session entitled "Advocating for Your Library: The E's of Libraries & Collecting Stories." The Five E's are: Education, Employment, Entrepreneurship, Empowerment and Engagement. While libraries are essential in these five areas, there can be a gap in the public's perception of us. While some understand our value, others think we are either nice to have around or obsolete. Many people who could significantly help us with resources or partnerships they need don't use us because they don't think of us as essential or know about all, or even most, of the things we do. Past perceptions still linger. We also aren't thought of as having one dominant activity so we don't necessarily spring to mind. When Library representatives such as Directors or Board Members speak with community members, they should focus on telling them what the community members need to hear, not what the Library representatives want to say. The message must be tailored to the audience's interests, using the "E" that is relevant to them, and it must be memorable. They strongly encourage using compelling stories of how the library solved a problem in the community. There are five parts to creating a good Library story: the person; the problem (emotional hook); Library intervention (the Library should be presented as a secondary character to the person, focusing on how the Library provided assistance to address their problem); a happy ending; and should offer only one fact/statistic that directly relates to the problem that was solved.   Many more important details were offered in this excellent session and I would encourage the Board to view it online if they are so inclined. They highly recommended the book Proving Your Library's Value: Persuasive, Organized, and Memorable Messaging which is available through the ALA Store.

The next couple of sessions I'd like to highlight relate to patrons' use of the Internet. The first, "Circulating Optimism: How Library Workers Have Shifted Rapidly to Engage & Assist their Communities" stressed that it is important at this time that we be less task-focused and more people-focused in the way that we think of our services. Some people are "visitors" to the online environment, meaning that they get online, use the tools they need and then get off. Others are "residents" who have ongoing, developed presences online and are already at home in an online environment. We need to ask the following questions: Are people who are normally visitors forced to become residents? Will this persist in a post-pandemic era? If so, will most of our services/programs need to be adapted to an online environment? How will we -- can we? should we? -- create experiences similar to the physical spaces in our libraries in our virtual library spaces? We need to place the Library in the life of the user. As we already know, we are not just a physical space. The Library may be the only place where some people will be digitally "at home."

The session "Cyber Hygiene Prescreening" explored how we can help people stay safe in the digital environment. They define Cyber Hygiene as training yourself to think proactively about your cyber security -- as you do your daily personal hygiene -- to resist cyber threats and online security issues. Particularly vulnerable are senior citizens, who may have low technology literacy, possible poor motor skills, and memory issues. They are most often the targets of fraud, including online and telephone phishing scams, confidence/romance fraud, and identity theft. Training for this demographic is best done using small groups, small chunks of content, hands-on activities, and allowing ample time for Q&A. They offered the following useful links (which I suggest we publicize) to help educate them on cyber safety:

- https://www.protectseniorsonline.com/resources/cybersecurity-best-practices
- https://www.safetydetective.com/blog/the-ultimate-internet-safety-guide-for-seniors/
- https://www.connectsafely.org/seniors/

Generation Z is also a vulnerable population for several reasons. They often use duplicate passwords across work and personal accounts. When questioned, fewer than half understood what the term "phishing" meant but most were confident that they would not fall for a phishing scam. They also have poor social media hygiene -- they tag and geo-tag everything and that metadata can be used for cyber crime and location tracking. To assist them, we need to instill values, not rules. We must embrace BOYD (Bring Your Own Device) as the new reality and find new way to engage and train them.

Underserved Communities are the next vulnerable population as they struggle with fundamental cybersecurity questions and often simply refer to friends and relatives for cybersecurity advice. They have a low adoption of cybersecurity best practices: many don't know what spam is, or use anti-virus software, and many report that their devices have been infected with a virus. Training for this group needs to focus on key cybersecurity terms and concepts; cyber hygiene and best practices; and downloading, installing, and use of anti-virus and malware software.

For those of us working remotely from home, they offer the following advice: keep work and personal devices separate; keep your systems up-to-date; use strong passwords/passphrases and two-factor authentication; beware of both phishing and public wifi; and if you need to conduct a virtual meeting, be sure to require passwords and use a waiting room so that you can approve each attendee. They recommend that we all download the mobile app New York Secure (secure.nyc) that "will alert you if your mobile device or tablet encounters threats such as a potentially unsecure Wi-Fi network and will offer recommendations on how to address the threats."

I attended many other useful sessions but felt that these, in particular, deserved highlighting. Thank you for the opportunity to attend the ALA Virtual Conference. I have discovered that I really enjoy virtual conferences as I find great value in having these sessions available for reference after the conference concludes.

Alice McCardell, Adult Services Librarian

ALA Virtual Conference Report
Kathleen Kozakowski

Advocating for Your Library: The E's of Libraries and Collecting Stories
This session offered insight into promotion of the library through messaging. The stories that we tell about our services in the community can have a powerful impact on the public's perception and willingness to support our mission. The *Above and Beyond* program nominations could be harnessed for the stories part of this presentation.

ALA President's Program Featuring Stacey Abrams
I watched this for the exposure to Stacey Abrams, who may be on the shorter list for the Democratic vice-presidential nomination. She was articulate, poised, and well-versed in the issues we must confront in the library world and our current society.

Closing Session Featuring Natalie Portman
Ms. Portman shared her rationale for the creation of her book of updated fairy tales. She discussed some of the issues facing parents as they choose literature to share with their young children. How do you balance your daughter's desire for princess stories, with their male heroes, with your own feminist perspective? This was an opportunity to recognize the shared humanity of someone regarded as an icon and celebrity. We often forget that our concerns may be theirs, too.

Digital Library Trends from COVID-19
This session highlighted the swift changes in patron requests for electronic materials caused by the COVID-19 library closures. I found out that residents of Ohio can enter *any library in the state* and obtain a library card. Wowza!

Intellectual Freedom, Hate Speech, the First Amendment and You
Library meeting-room use policies often "bump up" against free-speech issues related to fair use. According to the attorney from this presentation, the only hate speech prohibited is that which incites immediate physical harm to someone. The only true way to avoid any community backlash against hate-mongering organizations using a library's community space is to not allow any outside groups to use it. The doors must be open to all or closed to all.

Juntos: Latinx Family Engagement at Your Library
In the United States, Latinos number 59 million, making this group the largest minority population. Librarians from states with large Latino populations shared outreach and programming ideas that they implemented to reach this demographic group. According to the U.S. Census, the City of Plymouth has 137 Latino residents, while Plymouth Township has 443. These numbers will most likely increase with the 2020 Census. Latinos represent the fastest-growing minority group in the United States, with a 3.3% rate of population growth. Being aware of the interests and developments of this burgeoning population will serve PDL well in the future.

Opening Session Featuring Misty Copeland
Tracie Hall, Executive Director of ALA, offered a powerful statement about the current twin social concerns: the COVID-19 pandemic and racism. She also called for ALA's legacy to be justice, as all libraries must strive for racial equity. The interview with Misty Copeland opened my eyes to her life experience and struggles. Very inspiring!

Suggesting Own Voices to All Readers: EDI and RA Service
EDI (Equity, Diversity, Inclusion) should be a central tenet of a library's collection development policy, as well as a focus of displays, programming, and the library's role as a community resource. Librarians must make the effort to serve all populations. Reader's Advisory (RA) service should promote leisure reading to all. Our collections should represent the world at large, including marginalized groups such as LBGTQA+ and persons of color (POC).

Youth and Teen Monthly Report July 2020

Online Engagement
- 9 Stories Read Aloud by various staff for an average of 837 engagements on each video.
- Our most popular post for the month was Alice M. sharing If You Give A Mouse a Cookie by Laura Numeroff with 1,300 engagements!
- 4 Virtual Storytime Kits were released for an average of 611 engagements. The kits were advertised on Facebook and sent out on Constant Contact.
- Teen had numerous posts across social media platforms advertising Teen Summer Connection.

Youth Summer Connection
- 29 more Youth participants signed up for the month of July bringing our total to 184 for June and July.
- Four more weeks of our Tuesday Summer Challenges have engaged with 624 patrons on Facebook. We have received submissions for the challenges to our Summer Connection e-mail. Those submissions are being posted on our Youth Webpage.

Teen Summer Connection
- 11 more Teen Participants signed up for the month of June bring our total to 71 for June and July

Virtual Programming

7/1/2020	Nick	D and D	6
7/2/2020	Barb	Phoenix Freerunning	7
7/3/2020	Sean	D and D	4
7/9/2020	Lauren	Poetry with Brittany Rogers	6
7/11/2020	Sean	D and D	4
7/15/2020	Nick	D and D	6
7/17/2020	Sean	D and D	2
7/21/2020	Katarina	Family Book Club	5
7/25/2020	Sean	D and D	3
7/28/2020	Barb	Yo Yo	28
7/30/2020	Nick	D and D	6

11 programs with a total of 77 attendees

Special Projects
- Reference Meeting and Call back to Work meetings attended by Lauren, Dana, Barb, and Katarina
- Sean Glasgow from Adult Dept is helping with Dungeons and Dragons until we replace Shelby
- Rebecca Stout has continued on as a sub. She has been working on collection development for the Youth Picture Books and Youth Fiction books
- Katarina Q. has been attending the MiYouth Virtual meetings every week
- Barb has continued reviewing content for Beanstack that teens submit
- Barb and Jessica- MiLibrary Quest (engagement with teens and libraries across Michigan)
- The Teen Dept is collaborating with Northville in promotion of Teen Events between the 2 libraries
- Dana has finished curating Grab and Go lists, 50 bags have been made
- Dana attend- Online Gaming Webinar through Webjunction
- Dana familiarizing herself with Constant Contact, take over some Youth E-mails
- Lauren developed Book Bundles (personalized books for our young patrons)- 10 bundles given out in July since we re-opened
- Lauren has supervised 3 curbside shifts in the month of July (before the library re-opened)
- All staff has been creating and contributing content for Social Media
- Planning for Virtual Programs for Fall done by all staff

Marketing library programs
Over the last month I created two eNewsletters and one special Reopening eNewsletter, covering library services, digital offerings, reopening dates and instructions for patrons. Patron response to our eNewsletters has been positive. Since reopening, many folks have commented on how they read the reopening plans and felt prepared to come back to the library. Our response numbers for the eNewsletter are above national averages. On average, 37.5 % of our mailing list opens our email; 30% is considered exceptional. Those readers clicking through to a specific area of interest number 10.4% of total recipients. A click-through rate of 2.5% is considered successful.

I have maintained a quick half-page program update that has been included in all curbside pick-ups, and will continue to do so moving forward

Community Relations
We were able to utilize our porch for several events this past month. On July 18, Carol and I hosted the Friends Used Book captains for a meeting to create a plan to reengage the sale and all pieces of the puzzle: resuming acceptance of donated books, quarantine plan, sorting, shelving and scheduling. On July 24 at 11 a.m., we hosted a pop-up concert with the Michigan Philharmonic. Two talented violinists were on the porch and approximately 40 people brought chairs and sat in the parking lot. On July 29, we hosted a Chamber networking event in our parking lot from 8-9 a.m. Again, a nice event with about 25 people in attendance. At both the concert and the Chamber events, I was able to address the group and bring them up to date on our plans for reopening.

I attended lively Zoom discussions with Representative Koleszar and SEMCOG. I provided an afternoon snack on behalf of the Friends, to the crew at the Department of Municipal Services.

Volunteers
Our four book captains are currently the only volunteers working at this time. We are hoping to bring more volunteers back in the fall. Many have come in since we opened the doors and are anxious to return to their duties.

Meeting Rooms
The Walldorf & Dunning Rooms have been well used over the last few weeks for curbside service, sorting and serving as a place to quarantine returned items. We do not anticipate using these rooms for community meetings or library programs until at least the fall months.

Technology Support
Summary of July 2020

From: Melanie Bell – Head of IT

Our main focus in July was preparing for re-opening the building
for Grab & Go Services. We updated, moved, configured, and cleaned computer
equipment. IT staff continued to support Zoom sessions and online programming as well.
Staff were very happy to be back in the building!

Servers and Network:
- Applied security updates to Linux and Windows Servers.
- Verified our backups.
- Updated port configurations to support changes in equipment locations.
- Updated Envisionware print and time management server to support new printers and new hours for computer availability.
- Renewed server warranty/maintenance agreements

Public and Staff Computers:
- Installed remote support software on the six main level public machines so that IT staff could remotely help patrons on the public computers.
- Installed new public printer that supports Letter and Legal paper sizes and can print both color and black and white.
- Configured some new computers for staff and deployed them.
- Had preventative maintenance done on all the large printers/copiers.

Website:
- Applied updates to all the WordPress sites.
- Went live with online chat/text services.
- Updated curbside software for new hours and new tent locations.

Other:
- Refreshed staff on how to use the Chat services.
- IT staff participated in training regarding new cleaning duties and responsibilities for mitigating risks of Covid-19.
- Charlie assisted in resolving some staff laptop issues.
- Assembled one of the new teen 3D printers
- Attended webinar titled "A Discussion on Race Relations: Creating a Bridge of Unity to Promote Effective Change".
- Charlie worked with staff to show them how to use breakout rooms in Zoom.

PC Reservation PC Usage Report

Organized By PC Area

Prepared 8/13/2020

From 7/1/2020 to 7/31/2020
Includes Timeouts, Inactivity, Early Close, Forced Close, Declined Policy

Totals

PC Area	Total Uses	Total Time	Average Session
Main Level ADA	3	0:20	6.667
Main Level Sitting	14	9:48	42.000
Main Level Standing	74	20:56	16.973
TOTALS	91	31:04	20.484

This report was generated using the EnvisionWare Inc. Reporting Module

Statistics

This month, we issued 45 new library cards, still primarily through our online process.

As our clerks and pages returned to working in the backroom, we began working through a 4-month backlog of incoming material. During the first week of the clerks' and pages' return to processing new material, they have received, cataloged, and processed approximately **1,500** incoming backlogged items. We finished our backlog of adult print material within a week, and will finish our backlog of youth and A/V material soon.

During the first week of opening to the public (July 29-August 5), we checked out **6,030** items to patrons.

Item Returns

We began accepting item returns on Monday, July 27. Processing returns through bookdrop has been the primary focus for our page staff. All incoming material goes through a 4-day quarantine process. At the end of this period, our page staff sorts and shelves this material. Handling bookdrop and quarantine is an incredibly time-consuming and physically-demanding job, and I want to thank the page staff (and their supervisor, Cassie Cobb) for bringing an amazing amount of energy and positivity to these difficult tasks every day.

Since July 27 (through August 7), we have processed **12,294** patron returns.

Processing New Holds

Our entire staff has pitched in on pulling and processing a tremendous amount of holds. Since July 27, our staff pulled **4,203** holds for our patrons!

Curbside circulation

Curbside continues to be an enormous success. In July, we had a total of **903** curbside appointments. Patrons have been deeply appreciative of having the option to pick up their materials without going into the library, even after the building opened to the public. We began expanding our curbside hours on August 1.

Katie Page
Technical Services Coordinator