

TO: Plymouth District Library Board

DATE: June 12, 2020 6

RE: Monthly Report

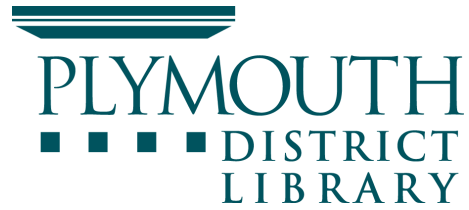
FROM: Carol Souchock
Director

May 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	72
Circulation – Overdrive Downloads	8,849
Circulation – Hoopla	4,183
Circulation – Flipster (e-magazines)	367
Circulation – Rbdigital (new e-magazines)	487
Circulation – Kanopy (e-movies)	360
Total Circulation	13,759

Electronic Access	62,960 sessions to our web site
App Use	1,435
App Unique Devices	533
App Page Views	2,398
Public computer use	0 hours of use
Wireless use	2571 sessions (patrons accessing outside)
Volunteer Hours	0 Teens & 0 Adult = 0
Outside Groups Meeting Room Use	0 Meetings/0 attendees
PDL Meeting Room Use	0 Programs or Meetings /0 attendees
Online Programming	See individual department reports



Library Programs and Services In May:

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 moved many of our regular programs (for all ages) to an online environment in a variety of formats including Zoom, Facebook, YouTube, etc. Each spring we hold a local author fair. This year, Dee Beaver, who started with the library earlier this year, transformed this event into an online local author celebration with great success with almost 17,000 Facebook reaches.

Staff in the youth, teen and adult departments moved our traditional (in building) summer reading programs to an online environment and rebranded our summer activities as your Summer Connection to better identify the many fun events taking place. Registration for summer fun at the library started on June 1 and as of today we have enrolled 127 folks in Adult, 41 in Teen, and 102 in Youth. We are able to provide these activities due to the generous support of our Friends of the Plymouth District Library.

We continue to respond daily to patron inquiries received via email and by phone (voice mail). We are in the process of expanding our communications methods by restarting our chat service and moving to live acceptance of phone calls in anticipation of starting curbside service.

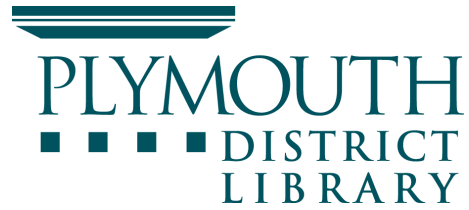
Patron use of our downloadable collection expanded by 75% this month in comparison to May of 2019. We continue to analyze our investment in online resources and you will see some changes taking place in the coming months. This month we introduced a new digital magazine resource called Rbdigital. This product was purchased through TLN, our library cooperative for cost savings, and greatly expands our magazine collection at a lower cost than our current service.

Technology Updates:

Melanie Bell, our head of Information Technology, along with working from home on server and network maintenance, and other projects and supporting her IT staff provided valuable assistance in preparation for our HVAC Duct work project. She moved all of the technology equipment out of the upper level of the library to protect the equipment from damage. Please read her attached report which details the activities she continues with. The IT staff continues to provide remote support of Zoom software for our programs. They are going to start providing general remote tech and Zoom support for our patrons this month.

Building Update:

Once the State of Michigan allowed construction work to start up again we moved forward promptly on our HVAC Duct Repairs and Maintenance project with the goal of completing this work before the library building could reopen. Our construction management team is working aggressively to complete this project as quickly as



possible. This work will not be completed until mid-July and we are not able to invite our patrons, or allow any large quantities of staff, back into the building until we can complete the majority of this work. As soon as possible we will reopen the building and move the construction work to night shift for the final stages of the project where we put the ceilings and walls back together.

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 continue to focus my energies on facility maintenance at the library in addition to supporting our staff and promoting the library's services with the assistance of Susan Stoney our community relations specialist from my home. We work together to provide our online eNewsletter via Constant Contacts and maintain library communications in all formats. In addition we continue to actively work with community partners like the United Way, Salvation Army, Plymouth Chamber of Commerce, etc. to support our community.

May 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 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	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		
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	14246	74.50%
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	55454	
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

Adult Services Monthly Report May 2020

Adult Virtual Programs

Virtual programs are events that happen in real time, live, using Zoom software.

G 05/04	ELL Conversation Group	9
G 05/11	ELL Conversation Group	11
G 05/11	ELL Reading Group	9
G 05/12	Contemporary Books	13
G 05/14	Virtually Connected Discussion Group 10am	10
G 05/14	Virtually Connected Discussion Group 7pm	4
G 05/18	ELL Conversation Group	9
G 05/18	ELL Reading Group	10
G 05/21	Books on Tap	5
G05/27	Brown Bag Books	5
0 Adult programs, Attendance 0		10 Total programs
10 General programs, Attendance 85		85 Total attendance

Online Content

Online content are programs and events that are pre-recorded or set up for passive participation rather than live/real time. They happen on various online platforms, including the library web page and social media.

5/16 – 5/23: Local Author Showcase - Congratulations to Dee Beaver for creating a week-long virtual event that created a lot of buzz and had a lot of participation. A full spreadsheet of participation statistics on each author showcased is attached.

YouTube subscribers	129 (100 in April 2020)
Total views	510 (486 in April 2020)
Total watch time	17.3 (14.7 in April 2020)
YouTube most watched video	Hoopla Tutorial
# of views of most watched video	126

The “What Should I Read Next” readers advisory form on our website is getting some use. We added a slide to the home page, highlighting the service, and have also advertised it on our social media channels a lot recently. There were 7 requests for reading suggestions in May.

Special Projects

- A fully online adult summer program is planned and set up in Beanstack, to begin June 1. Staff attended the Summer Connection Information Meeting via Zoom on 5/26.
- Librarians are keeping up with review journals and creating future order carts for collection materials.
- Librarians, Reference Assistants, and Interns are participating in webinars, live Zoom meetings, Gale Courses, LinkedIn Learning videos, and other professional development activities on a variety of library service topics.
- The English Language Learners added back their Reading Group content on Mondays in Zoom.
- In May we virtually celebrated special events like Teacher Appreciation Week, National Nurse’s Week, Military Appreciation Month, Asian-Pacific Heritage Month, Muslim Heritage Month, Earth Day, and college graduates via our social media channels and website.
- We are collaborating with the Northville District Library for adult summer online programming. We will be promoting each other’s adult events on our social media, website, e-newsletters, and event calendars.

Author	Web Page Hits	Facebook Reach	Facebook Engagments	Facebook Likes	Facebook Shares	Facebook Comments	Twitter Likes	Twitter Comments	Retweets	Instagram Likes	Instagram Comments	YouTube Views
Zach Hose	139	380	36	21	3	0	5	1	1	30	4	75
Sarah Heinrichs	101	1029	194	31	12	0	6	0	3	19	0	63
Baxter Bramatti	87	1103	147	24	16	4	6	0	2	15	4	54
Barry Levine	78	903	211	28	11	1	6	0	3	19	0	
Ayushi Jharia	77	2049	180	36	10	4	6	0	3	30	4	
Aryana Jharia	73	327	31	19	2	0	4	0	1	73	8	
Marietta Mills Jones	68	550	56	21	6	1	5	0	3	18	1	
Annemarie Schiavi Pedersen	67	1031	128	28	15	3	7	0	6	15	4	
Wanda Bryant	67	1194	299	40	14	13	6	0	2	19	0	
Michelle Alessandrini	63	855	184	26	10	0	5	0	3	73	8	
Laura Jannika	61	813	114	19	11	4	4	0	2	18	1	62
Ian Tadeshi Moore	54	846	108	24	16	6	5	2	3	19	0	46
Loraine Hudson	53	786	208	26	14	0	7	0	4	73	8	57
Gary James Erwin	52	512	51	23	9	0	5	0	3	19	0	
Nicholas Crivac	51	706	198	25	9	0	7	0	3	17	2	
Kinyel Friday	48	480	60	28	7	5	3	0	1	17	2	53
Susan Lauremann	44	429	46	22	4	1	4	0	1	30	4	
Laura Morrison	42	596	56	25	9	1	7	0	4	19	0	
Lucy Layne	41	479	51	25	6	0	7	0	3	17	2	46
Megan Scussel	40	544	65	24	6	3	7	0	4	15	4	
Chef Valerie Wilson	35	979	105	22	21	1	6	0	3	18	1	
Total on Individual Author Pages	1341											
Total on Local Author Fair Landing Page	953											
Social Media Totals		16591	2528	537	211	47	118	3	58	573	57	456

Youth and Teen Monthly Report May 2020

Online Engagement

- 9 Stories Read Aloud by various staff for an average of 808 engagements on each video.
- Our most popular post for the month was Alice McCardell reading Tacky the Penguin by Helen Lester reaching 1,900 people.
- The second most popular post was advertising PBS and Michelle Obama reaching 996 people.
- 5 Virtual Storytime Kits were released for an average of 648 engagements. The kits were advertised on Facebook and sent out on Constant Contact.

Teen Virtual Programs

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

5/1/2020	Shelby	D and D	3
5/6/2020	Shelby	D and D	4
5/6/2020	Nick	D and D	6
5/8/2020	Shelby	D and D	4
5/16/2020	Shelby	D and D	4
5/20/2020	Shelby	D and D	5
5/21/2020	Shelby	D and D	5
5/22/2020	Shelby	D and D	0
5/27/2020	Shelby	D and D	5
5/28/2020	Shelby	D and D	4
5/29/2020	Shelby	D and D	2

11 programs with 42 Attendees

Special Projects

- Most of the month was spent finishing up Summer Connection since it goes live on June 1st.
- Staff attended the Summer Connection kick off meeting on Tuesday May 26th.
- Shelby has been focusing his attention on virtual Dungeon and Dragons.
- Barb has been focusing her attention on Teen Summer Connection.
- Dana has been working in Beanstack to set up Youth Summer Connection.
- 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.
- Lauren attended TLN Youth Virtual Meeting regarding summer plans for the library.
- Lauren and Barb attended TLN Teen Virtual Meeting regarding summer plans for the library.
- Lauren and Barb attended a webinar about the products HelpNow and JobNow from Brainfuse for consideration.
- 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.

Electronic Services Report – May 2020

Mary Kelly

Website maintenance and Ebook management has taken a priority. I am aggressively trying to fill patron holds and expand offerings. In addition, I have been investigating and trying out new ideas for an intranet. We are looking to make that more helpful to all the staff and streamline communication. The uncertainty of the future, given the coronavirus, massive unemployment, and general unrest, will undoubtedly change how we deliver the best service going forward.

Website

- Basic maintenance for the website, including updates to information, creating new pages when necessary, and re-working some of the information.
- Updated documentation.
- Worked on creating better buttons/links to information.
- Heather P made a lovely graphic for the About PDL page.
- Re-read WCAG guidelines on accessibility issues.
- Analysis of our patron navigation through the website.

Intranet

- Continued work on ideas to improve the intranet; with an eye to remote work and accessibility.
- Melanie updated the theme to match the website, which should fix many of the problems we have had with the old theme.
- Holly and I have brainstormed many ideas to enhance the capabilities of the Intranet and make information more useful and findable for everyone.
- We have been working on the concept of a knowledge base that should be able to make this easier for everyone to keep up to date and review processes and procedures.

Social Media

- We continue to have an aggressive schedule of postings for all of our platforms.
- Being able to schedule Instagram through the Facebook Creator Studio interface was a huge discovery and time saver for me.

Databases and E-resources

- Ancestry is continuing to offer remote access and use is still increasing.
- There are some discrepancies with data from Proquest and EBSCO and I am waiting on responses to clarify some of the numbers reported.
- RBDigital Magazines had a great first month with patrons. We have also had some positive comments from patrons about this service as well.
- Attended the MCLS E-Books meeting regarding Overdrive. The maintenance fee at MCLS went up only 10%.
- MCLS is also investigating expanding our holdings with additional sharing with other Overdrive groups. This improves collection for all participants.

- SORA, the Overdrive product for schools, has been promoting more cooperation with public library collections. This has some cost and tech issues that could be problematic for some of the smaller libraries in the MCLS E-Books group. More information will be coming.

Professional Development

- Continued Lynda/LinkedIn Learning and other tech resources for web development and Wordpress.
- Attended the semi-annual MCLS E-books meeting
- Midwest Tapes/Hoopla enhanced website presentation
- Handful of videos on 3d printing and Raspberry Pi

Electronic Resources, Social Media, Web, and App

May 2020

Electronic Resources	April	May	%Change
Overdrive ebooks checked out	5,610	6,078	8%
Overdrive eaudiobooks checked out	2,498	2,771	11%
Overdrive new users registered	149	141	-5%
Overdrive unique patrons	1,571	1,672	6%
Rbdigital Checkouts		487	n/a
Flipster Downloads	401	282	-30%
Flipster Online Views	174	85	-51%
Hoopla-new patrons	125	211	69%
Hoopla-number of items used (circ)	3,762	4,183	11%
Kanopy-unique patrons	120	119	-1%
Kanopy-number of credits used	379	360	-5%
Social Media:			
Twitter Followers	3,043	3,058	0%
Instagram Followers	1,098	1,145	4%
Facebook Followers	3,787	3,861	2%
Reference Email	93	110	18%
plymouthlibrary.org			
Web-Sessions	77,038	62,960	-18%
Web-Users (at least 1 session)	69,595	55,749	-20%
Web-Page Views	100,866	90,342	-10%
Web-Mobile Use (including tablets)	2,786	3,714	33%
Mobile App			
Unique devices used during the month	532	533	0%
# of times app was opened and used (launches)	1,691	1,435	-15%
Total Page Views (including home page)	2,417	2,398	-1%

Database Use-May 2020

Database	April	May	% Change
Ancestry unique searches	2,207	2,538	15%
Biography in Context searches	0	0	<i>no change</i>
Biography in Context sessions	0	0	<i>no change</i>
Consumer Reports-pg views	721	920	28%
Consumer Reports-visits	71	80	13%
Contemporary Auth searches	0	1	n/a
Contemporary Auth Sessions	0	1	n/a
Detroit Free Press	2	76	3700%
Detroit Free Press (1831-1922)-HN	69	51	-26%
Detroit Free Press (1923-1999)-HN	75	71	-5%
Fold3 Library Edition	<i>no remote access</i>	<i>no remote access</i>	n/a
Gale Courses (enrollees)	8	10	25%
Gale Interactive Science searches	0	0	<i>no change</i>
Gale Interactive Science-sessions	0	0	<i>no change</i>
Heritage Quest	<i>no remote access</i>	<i>no remote access</i>	
Lit Resource Center searches	0	4	n/a
Lit Resource Center sessions	0	1	n/a
Lynda New Users	10	16	60%
Lynda Videos Viewed	2,032	1,356	-33%
Lynda.com -active users	412	428	4%
Lynda.com log ins	332	266	-20%
Mango Languages-sessions	118	197	67%
Morningstar Useage (page views searches)	322	220	-32%
Morningstar Useage (total log ins)	69	53	-23%
Novelist Plus sessions	n/a	n/a	<i>note 1</i>
Novelist Searches	n/a	n/a	<i>note 1</i>
Reference USA (log ins)	40	21	-48%
Tumblebooks	82	86	5%
Wowbrary Newsletters	2,470	3,121	26%
Wowbrary pages click through to catalog	154	258	68%
Wowbrary pages viewed	530	1,287	143%

Note 1 Ebsco gave us an updated link and going forward we should have more accurate statistics.

May 2020

**Susan Stoney
Community Relations**

Marketing library programs/services/staff

- I have posted library events, services, staff intros and various community events on Facebook
- I worked with PCCS staff on arranging Summer Connection promotion through the district's meal distribution program.
-
- 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 meeting

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 May 2020



From: Melanie Bell – Head of IT

Primary focus for this month was prepping for the HVAC project and continuing support for remote programming. IT staff continue to moderate and assist with Zoom meetings.

Servers and Network:

- Applied security updates to Linux and Windows Servers.
- Verified our backups and made adjustments to remove retired servers from backup jobs.
- Worked on refining the phone proposal that would allow specific staff to make calls from home and appear as if they are calling from the library.
- Identified network ports for security cameras and wireless access points so that some of that equipment could be moved in preparation for the HVAC project.
- Made adjustments to the firewall configuration to improve access to online services.

Public and Staff Computers:

- Moved four staff machine and the 50 new computers in preparation for HVAC project.
- Finished preparing more of the new computers for deployment in the public.
- Configured another staff machine for home use and walked them through setup remotely.

Website:

- Applied updates to all the WordPress sites.
- Changed the them for the staff intranet as updates to the original theme caused issues with the menus.
- Purchased the LibraryH3lp Chat/Text system and implemented it on our development site. Working on documentation and instructions for staff.

Other:

- Bruce and Charlie have continued to support Zoom sessions throughout the month of May. They've done a remarkable job working out the zoom schedule and staying on top of helping with the many different sessions.
- Ibrahim attended TLN Technology Committee meeting and learned about some of the steps other libraries are considering for re-opening.
- Purchased two small UV sanitizing systems for phones and other small objects.
- Bruce completed a 24 hour long online training course on PC Troubleshooting.

Technical Services Monthly Report – May 2020

This month, I issued 48 brand new library card to Plymouth residents. I also helped over 100 patrons re-activate their cards, or helped them troubleshoot their accounts so that they could access our digital resources. Our patrons remain incredibly grateful for these services during this time.

Otherwise, the tech services team is working on coming up with plans for curbside service and eventually re-opening of circulation activities. Linda Vanderlaan and Cassie Cobb have been indispensable during this period of brainstorming.

Our clerks and pages are eager to get back to work and help in any way they can. We are very lucky that one of our clerks, Andrew Spongberg, has been able to do a great deal of the library cataloging from home. (Thank you to Melanie for setting him up!) This will save us a great deal of time when we're able to process our new material. Our entire clerk and page staff continues to pursue professional development online, as well as offer valuable suggestions for our eventual opening procedure.

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

Katie Page
Technical Services Coordinator