

TO: Plymouth District Library Board

DATE: May 14, 2021 6

RE: Monthly Report

FROM: Carol Souchock
Director

April 2021 Statistics:

Note: During the month of January Plymouth District Library provided curbside only circulation service.

Circulation – Books & Other	32,629
Circulation – Overdrive Downloads	7,551
Circulation – Hoopla	2,887
Circulation – Flipster (e-magazines)	48
Circulation – Rbdigital e-magazines)	N/A
Circulation – Overdrive (new e-magazines)	400
Circulation – Kanopy (e-movies)	296
Total Circulation	43,811

Electronic Access	78,224 sessions to our web site
Web Mobile Use	4,663
App Use	4,670
App Unique Devices	708
App Page Views	5,468
Public computer use	254 hours of use
Wireless use	4,089 sessions (includes patrons accessing outside)
Volunteer Hours	31 Teens & 2 Adult = 33 (Not Including Friends Book Sale Captain hours)
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 April:

The library reopened the youth floor for public access effective April 5 when all three floors were open for the first time since March of 2020. We continue to offer curbside service via the porch and have been seeing steady increases in our overall circulation.

Earlier this year our website was updated to reflect updates in our Strategic Plan. Visit <https://plymouthlibrary.org> About PDL, and Goals and Actions. From 2020 – 2021 during the unprecedented time of global pandemic, the library has continued to strive toward meeting our mission and upholding our core values of Access, Personalized Service, Literacy and Community Destination while focusing on safety and providing high quality service. I encourage you to visit our website to view the actions taken over the last few years.

At our May board meeting we will be discussing the service changes that have been recently implemented such as decreasing our quarantine time and forthcoming changes like expanding our service hours effective June 1.

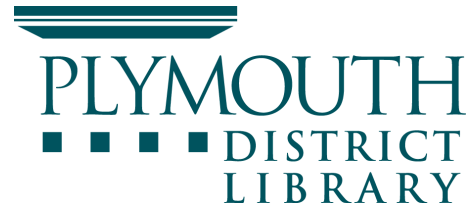
Building Update:

April was a month of preparation for future building updates including the elevator upgrade to return the cars to the nearest lower floor during power outages and the replacement of the roof top unit fan motor which will take place in April.

Director's Activities:

This month, I continue to focus on transitioning the library in preparation for my retirement in early June. Preparation for this transition started early this year. Once Melanie Bell was onboard as interim director she and I set up weekly meetings to bring her up to date and prepare her for taking over. I also continue to work along with our leadership team, in continuing to serve as COVID supervisor.

I continue to meet regularly with local library directors via TLN (The Library Network) meetings. In addition I meet with Rana and Robyn to prepare for our audit, the FOML (Friends of Michigan Libraries) and with representatives from a new event called the Plymouth-Canton Bookfest which will take place at PARC in October of 2022. In addition I helped our Friends book sale captain Donna prepare for the Friends participation in the Plymouth Artisan Event which was a very successful book sale event.



In closing out my last monthly report as director of the Plymouth District Library I would like to take a moment to recognize the staff of PDL and the outstanding commitment they have to provide high quality customer service and for how well they have adapted over this last challenging year. I knew when I started the interview process in 2013 that the Plymouth District Library was one of the best libraries in the Midwest and my time here certainly confirmed that perception. I thank the board, volunteers, staff and community for their support and wish you the best.

April 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

	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		
JUNE	93,841	91,929	86,209	89,418	82,853	79,146	74,359	73,759	68,681	13,558		
JULY	98,321	100,719	98,505	97,402	87,997	84,194	77,855	79,361	76,889	19,126		
AUGUST	97,431	94,868	88,896	86,989	85,330	82,568	74,516	76,302	74,749	41,930		
SEPTEMBER	75,596	76,733	71,428	72,392	68,676	67,208	61,033	60,255	60,028	44,730		
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	149,014	
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 circulation, including in house use

	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	71,050	65,279	60,441	57,584	56,330	19,497	-65.39%
FEBRUARY	84,332	85,254	78,151	73,631	69,080	68,317	60,293	56,056	53,402	54,649	18,634	-65.90%
MARCH	93,207	88,057	88,282	85,865	75,870	75,551	62,496	65,444	61,396	28,235	28,794	1.98%
APRIL	87,853	83,429	84,216	78,012	65,585	68,416	64,521	59,064	58,771	243	32,629	13327.57%
MAY	80,054	77,781	71,366	75,148	65,862	64,760	61,337	54,817	54,665	72		
JUNE	93,014	90,287	84,050	86,829	79,334	74,808	69,283	66,881	60,146	629		
JULY	97,484	98,891	96,288	94,483	84,204	79,287	72,325	72,135	68,112	6,220		
AUGUST	96,392	92,920	86,533	84,115	81,455	77,935	69,118	69,037	63,685	29,961		
SEPTEMBER	74,575	75,060	69,438	69,792	65,067	62,752	55,956	53,674	51,464	33,435		
OCTOBER	79,383	82,844	73,550	73,078	66,196	64,745	58,982	56,256	54,657	34,252		
NOVEMBER	82,408	79,326	70,246	72,378	67,798	63,067	56,720	55,042	52,690	29,728		
DECEMBER	77,051	69,705	67,092	70,915	62,680	58,703	54,806	50,841	49,211	18,420		
TOTAL	1,032,560	1,010,383	951,885	938,043	855,913	829,391	751,116	719,688	685,783	292,174	99,554	
Change from previous year	-2.04%	-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

	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		
JUNE	827	1642	2159	2589	3519	4338	5076	6878	8535	12929		
JULY	837	1828	2217	2919	3793	4907	5530	7226	8777	12906		
AUGUST	1039	1948	2363	2874	3875	4633	5398	7265	11064	11969		
SEPTEMBER	1021	1673	1990	2600	3609	4456	5077	6581	8564	11295		
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	49460	
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 onward includes Flipster statistics

* March 2016 onward includes Hoopla statistics

* January 2019 onward includes Kanopy statistics

* May 2020-February 2021 includes RBDigital statistics

Electronic Services Narrative

April 2021

Mary Kelly

Electronic Resources and Databases

- My April work was focused on managing the databases. For the past 2 years, I have been working to get our database renewals on a similar renewal pattern, so many of our databases were renewed and updated.
- Our vendors are doing some reorganizing, updating systems, links, authentication, statistics, etc. Most of this does not affect patron experience, however, it has caused some disruptions on the back end. Many of the products are now measuring data differently, so we should be cautious in making any conclusions until the vendors have had a chance to work through a few months. The data presented will note this where appropriate.
- All our vendors have experienced staff turnover and we have had many new representatives and contacts. This has also caused some problems with billing and required more of my time (and Robyn's) to sort through.
- Overdrive Magazines has been resolved by MCLS. The group *will* be adding magazines to our offerings for at least the next year, at which time we will vote again on whether to keep them. We got a great price through this consortium deal, saving us about \$2,000 compared to our previous RB Digital cost.
- I attended meetings with the MCLS consortium regarding Overdrive budgets. The overall budget for the basic Overdrive collection is apportioned by use. Our use fee will be rising about 8% and the overall collection budget will be increasing by 15%. This has been planned for in our eResources budget here at PDL.
- Overall use of the electronic materials decreased for April. March was an unusually high month for Hoopla, Overdrive, Kanopy, and some databases. April's numbers are probably more in line with average use. There were also above average new users for many of these products in March.

Website/Social Media

- Website updates are continual. My focus is on keeping the site up to date and focused on the products people are using. Mel and I are examining more options to make this site more accessible and user friendly.
- Statistics for our social media accounts have been steady, although our Facebook following jumped a bit in April.

Collections

I am still moving through the computer books and updating those materials. Katie and her staff have been instrumental in reorganizing the technology materials. Cataloging in this area of the collection is somewhat problematic as technology changes.

Databases April 2021

Database	Mar 2021	April 2021	% Change	
Ancestry unique searches	1,876	1,256	-33%	note 1
Brainfuse-Help Now	346	15	-96%	note 2
Brainfuse-Job Now	204	5	-98%	note 2
Consumer Reports-pg views	725	1,140	57%	
Consumer Reports-visits	59	59	0%	
Data Axle (formerly Reference USA)	30	28	-7%	
Detroit Free Press	20	3	-85%	note 1
Detroit Free Press (1831-1922)-HN	56	65	16%	note 1
Detroit Free Press (1923-1999)-HN	59	98	66%	note 1
Fold3 Library Edition	123	45	-63%	note 1
Gale Courses (enrollees)	2	2	0%	note 3
Heritage Quest	24	56	133%	note 1
LinkedIn Learning-Unique Courses Viewed	101	63	-38%	note 4
LinkedIn Learning-log ins	20	21	5%	note 4
LinkedIn Learning-unique viewers	15	19	27%	note 4
Mango Languages-sessions	116	83	-28%	
Morningstar Usage (page views searches)	386	n/a	n/a	April stats not published as of 5/10/21
Morningstar Usage (total log ins)	143	n/a	n/a	April stats not published as of 5/10/21
Novelist Plus sessions	34	31	-9%	
Novelist Searches	164	172	5%	
Tumblebooks	72	263	265%	note 5
Wowbrary Newsletters	2,454	3,048	24%	note 6
Wowbrary pages click through to catalog	902	765	-15%	note 6
Wowbrary pages viewed	3,079	2,764	-10%	note 6

Notes:

- 1 The genealogy products experience wild fluctuations depending on a variety of factors. These are all Proquest products, which have had recent problems with statistical reporting.
- 2 Brainfuse reporting is now separated by the 2 products: Job Now and Help Now. March has been corrected to reflect that change. March use was likely higher because it was new, staff was training on the product, PCCS had just gone back to in-person learning, and the first promotional push was in March. May might pick back up as the school year winds down, and we've pushed it again on social media.
- 3 Gale Courses are on a 6 week schedule, which can make month to month stats vary.
- 4 LinkedIn Learning was overhauled in March and reports different numbers with their new system. March onward will now reflect this new system.
- 5 Tumblebooks was promoted heavily in April.
- 6 Wowbrary is tabulated on a weekly basis; April had 5 weeks this year

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

Electronic Resources	Mar 2021	April 2021	% change	Notes
Overdrive ebooks checked out	5,255	4,979	-5%	
Overdrive eaudiobooks checked out	2,672	2,572	-4%	
Overdrive new users registered	66	43	-35%	
Overdrive unique patrons	1,648	1,597	-3%	
Overdrive Magazines	379	400	6%	
Flipster Downloads	56	41	-27%	note 1
Flipster Online Views	9	7	-22%	note 1
Hoopla-new patrons	36	30	-17%	note 2
Hoopla-number of items used (circ)	3,962	2,887	-27%	note 2
Kanopy-unique patrons	97	101	4%	note 2
Kanopy-number of credits used	363	296	-18%	note 2
Social Media:				
Twitter Followers	3,075	3,076	0%	
Instagram Followers	1,475	1,480	0%	
Facebook Followers	4,251	4,403	4%	
Reference Email	144	87	-40%	
Reference Chat	11	10	-9%	
plymouthlibrary.org				
Web-Sessions	80,834	78,224	-3%	
Web-Users (at least 1 session)	62,098	61,029	-2%	
Web-Page Views	155,927	148,341	-5%	
Web-Mobile Use (including tablets)	5,761	4,663	-19%	
Mobile App				
Unique devices used during the month	670	708	6%	
# of times app was opened and used (launches)	4,755	4,670	-2%	
Total Page Views (including home page)	5,648	5,468	-3%	

1 Flipster has been discontinued and is no longer available to our patrons.

2 Kanopy and Hoopla use was high for March. April's data reflects a more "normal" use.

Adult Services Monthly Report April 2021

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.

A04/01	DIA Behind the Seen	32
G04/05	ELL Conversation Group	10 students, 2 tutors
G04/05	ELL Reading Group	10 students, 2 tutors
A04/05	Purple Gang (Northville)	135
A04/06	Setting Financial Goals	30
A04/07	Adult Craft Tutorial on Demand (Northville)	3
G04/12	ELL Conversation Group	10 students, 1 tutor
G04/12	ELL Reading Group	11 students, 2 tutors
A04/12	Between the Lines Book Club (Northville)	6
A04/13	History About the Town	91
G04/13	Contemporary Books	15
A04/14	Financial Preparedness (Northville)	12
G04/15	Books on Tap	4
A04/15	Thursday Trivia Night (Northville)	23
A04/16	Armenian Genocide (Northville)	36
G04/19	ELL Conversation Group	8 students, 2 tutors
G04/19	ELL Reading Group	5 students, 2 tutors
A04/20	Cut the Cord	68
A04/21	Still Missing (Northville)	49
G04/26	ELL Conversation Group	10 students, 2 tutors
G04/26	ELL Reading Group	8 students, 2 tutors
A04/27	Sustainable Minimalism (Northville)	65
G04/28	Brown Bag Books	15
12 Adult programs, Attendance 550		23 Total programs
11 General programs, Attendance 121		671 Total attendance

Questions Asked at Service Desks

Total questions: 2091 (2087 in 03/21, 0 in 04/20)	At Ref desk: 431 (392 in 03/21, 0 in 04/20)
At RA desk: 708 (919 in 03/21, 0 in 04/20)	At Youth desk: 366 (218 in 03/21, 0 in 04/20)
Short ref: 1174 (1292 in 03/21, 0 in 04/20)	Extended ref: 156 (141 in 03/21, 0 in 04/20)
Readers Advisory: 55 (33 in 03/21, 0 in 04/20)	Programming: 16 (31 in 03/21, 0 in 04/20)
Equipment Assistance: 174 (161 03/21, 0 in 04/20)	Computer Instruction: 60 (49 in 03/21, 0 in 04/20)
Envisionware: 258 (249 in 03/21, 0 in 04/20)	Directional: 130 (94 in 03/21, 0 in 04/20)
Other: 67 (35 in 03/21, 0 in 04/20)	Group Study Rooms: 1 (2 in 03/21, 0 in 04/20)

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.

04/06 Setting Financial Goals 30 views

YouTube subscribers	207 (206 in 03/21)	Total views	132 (463 in 03/21)
Total watch time	8.3 (29.5 in 03/21)	Most watched video:	Curbside pickup on the porch

Youth and Teen Monthly Report March 2021

Personnel Updates

- Jessica Keeler started on April 5th, 2021 as our new Full Time Youth Librarian
- Katarina Barbosa resigned as part time youth Librarian on April 21st, 2021

Online Engagement

- 4 Early Literacy Tips posted to all social media platforms and our website.
- Teen had numerous posts across social media platforms.

Virtual Programming

3/30-4/6	Movie Club	2	
4/2/2021	D and D		4
4/6/2021	Storytime	36	
4/6/2021	Storytime	11	
4/6/2021	Graphic Novel Book Club	8	
4/6/2021	Lego Club	2	
4/7/2021	Jackbox		0
4/8/2021	Teen Leadership		15
4/10/2021	Animanga		3
4/10/2021	D and D		5
4/13/2021	Pokemon Club	2	
4/15/2021	Books and Bites		3
4/16/2021	D and D		7
4/17/2021	Smart Money Storytime	14	
4/19/2021	Pizza and Pages	8	
4/20/2021	Game Club	3	
4/21/2021	Jackbox Party		0
4/24/2021	Animanga		1
4/24/2021	D and D		6
4/27/2021	Maker Club	4	
4/30/2021	D and D		6

90 kids and 50 teens

Take and Make Projects

4/1/2021	Origami	62
4/17/2021	Smart Money Bags	57
4/27/2021	April Maker	6

125 kits requested

School Outreach

Project Lit	12
Marian High School books suggestions	1

12 students and 1 educator assisted

Special Projects

- 29 Book Bundle requested and filled (Youth)
- 3 BookMatch requested and filled (Teen)
- Youth floor reopened to the Public for the first time on Monday April 5th.
- Reference Meeting 4/13 attended by Lauren, Sean, Dana, Barb, Jessica
- Social Media Meeting Mondays: Lauren, Barb
- April 15th, Jessica Keeler attended Youth Mental Health Training
- 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
- 31 Volunteer hours (virtual) from the Teens
- Various webinars (free) and online training sessions have been attended by the dept as part of our work hours from home.

PC Reservation PC Usage Report

Organized By PC Area

Prepared 5/14/2021

From 4/1/2021 to 4/30/2021

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

Totals

PC Area	Total Uses	Total Time	Average Session
Main Level Sitting	126	97:53	46.611
Main Level Standing	269	156:40	34.944
TOTALS	395	254:33	38.666

This report was generated using the EmissionWare Inc. Reporting Module

Technology Support

Summary of April 2021



From: Melanie Bell – Head of IT

March and April saw several new vulnerabilities reported. An array of new vulnerability detection tools have accompanied most of these reports. We have performed an internal audit of our security. We have made some changes from that audit including the following: changes to the firewall configuration, setup more security for tracking account creation, modification, and deletion on the staff network. Further restricted access to admin tools.

Servers and Network:

- Applied security updates to Linux and Windows Servers.
- Verified our backups and ran offsite backups
- Applied updates to all the WordPress sites.
- Ran vulnerability testing tools .
- Made changes to firewall, and setup more restricted access of admin tools, and better monitoring/notification of changes to accounts.
- Fixed some issues on the Friends website that were preventing updates from running.
- Updated the staging/development site

Public and Staff Computer

- Setup or moved three staff machines
- Ibrahim and Charlie updated staff inventory of computer equipment.
- Setup forward facing monitors to make patron interactions easier at Reference and Youth Services service desks. There was already one setup at Reader's Advisory.
- Removed some more equipment from lower level in preparation for opening the lower level to the public.
- IT staff created more documentation for cleaning shared electronic equipment

Other:

- Ibrahim and Charlie worked cleaned up the IT supply room
- IT staff (primarily Bruce) assisted with 22 Zoom sessions this month
- Attended a webinar titled What Makes a Good Policy
- Attended TLN Tech Comm meeting

Technical Services Monthly Report – April 2021

Curbside service

The number of curbside appointments continues to decline dramatically, although our circulation is steadily increasing. (Our April circulation represented a 13% increase from our March circulation.) This month, we had a total of 273 curbside appointments.

Statistics

Our technical services staff cataloged and processed 1,012 items new to our collection and placed 47 purchase orders in the month of April. We registered 120 new patrons this month.

For MeL interlibrary loan, we sent 1,017 items to other libraries, and received 1,059 items for our own patrons.

Katie Page
Technical Services Coordinator