

WATERFORD TOWNSHIP PUBLIC LIBRARY

Director's Report - January 2021

FROM THE DIRECTOR

Metroparks and The Library Network (TLN), our library cooperative, have developed a grant project to provide mobile hotspots and a one-year unlimited data plan for select libraries in our cooperative based on demographics, budget, and current availability of such devices among other factors. Waterford was selected to receive 5 devices & data plans for each. We are using these as a pilot project to determine demand for this addition to our circulating collection. Circulation parameters are

- 7 day loan
- 1 renewal
- 1 item limit
- Overdue fine \$1 per day, max \$20
- Replacement cost \$100

The resolution adopted by the Township Board in March 2020 reestablishing the library under the revised Charter Township Act was sent to the Library of Michigan for review. They contacted us in early November asking for clarification of the recitals pertaining to our current establishment before they can accept this resolution. A meeting with the Township attorney is scheduled to determine how best to do so to bring this project to completion.

The Michigan Library Privacy Act (1982) has been amended to clarify the language of the act meant to protect patron privacy in using library resources. It also takes into account current technology as well as foreseeable developments of this technology. This goes into effect on March 28, 2021. We will be reviewing library policies with the Township attorney to be sure that they are in compliance with the new act and working with the police department to ensure we have a common understanding of the impact of the new law in helping us to continue to ensure a safe environment for library users. It provides more autonomy to provide certain information to law enforcement, more clarity on "library records, and more clarity on which entities can have access to information. An additional result is greater clarity on consequences of violation of this Act.

The Waterford Township Friends of the Library have transformed the "Book It" Family Fun Run/Walk fundraiser into a virtual event. It will take place from May 1 - May 15, 2021. Participants choose the place and set the pace that works for them to complete a 5k run or walk in support of the library. Race packets will include a commemorative t-shirt displaying our sponsors and a logo medal. Logo items and discount coupons and special offers from sponsors will be included as well.

SERVICE UPDATES

The following Service Updates are highlights by our department heads of activities their staff have been involved in this month.

Adults, Outreach, & Teens Services

Submitted by J. Hansen, Head of Adults' & Outreach Services

Our federal tax forms and instructions shipments came in.

I continued making good progress weeding the 300s. And Liz and Lynne and Lindsay also ramped up their weeding in preparation for getting stuff off the bottom shelves because of the carpeting project.

I created a small flyer about how people can send documents to us for printing and then pick up. Mary finished revising and redesigning the teen book lists on our website.

I ran the CARL report, on the Library's automation system, we need in order to do our annual purge of magazines back issues older than the date ranges we retain. Heather Purdon got it ready to send to TLN for them to remove the issues from our system.

Outreach circulation detail		Home or Mini-Branch Visits with Materials	
Materials delivered to homes	196	Homebound Visits	42
Materials used at mini-branches <small>NOTE: No count from Whispering Woods this month because they had some water leakage/damage in the area where the library is located.</small>	113	Senior sites: Inn-at-Cass-Lake	1
TOTAL	309	TOTAL	43

Children's Services

Submitted by C. Walker, Head of Children's Services

The library was still closed in January to in-person browsing and computer usage. Patrons could still pick up materials in our entranceway, and the librarians were still working at the reference desk during our normal business hours. Almost all library services were being conducted virtually; although, we did have a few patrons who stopped in the entryway for walk-in reference service. Half of the staff worked at home on a rotating basis.

We were still doing our virtual Ready Reads storytime and our Saturday Craft Corner demonstration videos.

We began ordering new books for the children's collection and continued to weed materials in the children's collection.

NOTE: Craft Corner videos are included on the Waterford Township Public Library's YouTube Channel.

Circulation Services

Submitted by J. Deahl. Circulation Services Coordinator & Page Supervisor

Status quo, smooth operations continue.

DONATIONS THIS MONTH

Total \$ 450

- \$300, Joel & Mary Walter, unrestricted
- \$100, Mary & John Ritchie, book memorial for Madge Schulze
- \$50, Tom Hehir, book memorial for Madge Schulze

VIRTUAL PROGRAMS & FACEBOOK POSTS

PROGRAM	PARTICIPANTS
ADULTS	
Waterford Genealogy Society (1 session) via Zoom	17
Waterford Genealogical Society Evening via Zoom	6
Evening Book Discussion - via Zoom	7
Weekly Knitting Group (4 sessions) via Zoom	46
Library Garden Club	
TOTAL	76
CHILDREN	
FACEBOOK	REACH
Saturday Craft Corner - craft project videos (4 presentations)	1,049
Ready Reads - storytime videos (16 presentations)	3,688
Various Facebooks posts including New Book Tuesday, Shares of posts of interest to parents and school-age children, and database promotions of useful homework resources.	8,856
TOTAL	13,669
<p><i>NOTE: Reach is an estimate of the number of people who saw our posts at least once. Engagement is the number of times people engaged with our posts through reactions, comments, shares and clicks.</i></p>	

2021 STATISTICAL SUMMARY				
		2019	2020	2021
ANNUAL				
CARDHOLDERS		FINAL	FINAL	YTD
	TOTAL	20,503	20,503	20,751
	NEW	2,762	2,762	206
	% RESIDENTS	28%	28%	28%
COLLECTION				
	TOTAL	160,506	161,386	175,726
<i>NOTE: As of 2020 Hoopla statistics based on</i>	eCONTENT	40,358	40,636	55,044
<i>items circulated not holdings in their database</i>	% eCONTENT	25%	25%	31%
MONTHLY - JANUARY				
TOTAL SERVICE HOURS		248	235	193
VISITS				
	TOTAL	61,045	59,009	40,236
	IN-LIBRARY	11,596	10,641	943
	AVG/DAY	374	343	30
	REMOTE	49,449	48,368	39,293
CHECKOUT TRANSACTIONS				
	TOTAL	23,829	19,843	10,601
	eCONTENT	4,914	4,972	6,460
	% eCONTENT	21%	25%	61%
INTERLIBRARY LOAN				
	SENT	2,032	4,741	2,507
	RECEIVED	3,150	7,106	4,824
NET LENDER / (NET BORROWER)	NET	(1,118)	(2,365)	(2,317)
REFERENCE TRANSACTIONS				
	TOTAL	1816	1703	572
	AVG/HOUR	7	7	3
MEETING ROOM BOOKINGS				
(2021 Meeting rooms bookings suspended indefinitely due to COVID-19 protocols.)	TOTAL HOURS	263	345	0