

LIBRARY DIRECTOR REPORT

Submitted by Angela Zimmermann, Library Director

July 2020

2020 BUDGET

We are on track with spending of the 2020 budget. The Village does still state there shouldn't be any significant concern or need to cut expenses in the 2020 budget. As mentioned earlier, I will monitor the areas of concern in the revenues and make adjustments accordingly on the expenditure side of things.

BUILDING AND GROUNDS

The public bid for the air conditioning condenser unit ends on Friday, July 10th and quotes are due then. The Building and Grounds committee will come together and decide then who will be awarded the project. Again, this affects the older part of the building not the newer part.

Grunau had also informed me that the seal rings on both of our hot water circulation pumps were leaking. They were able to replace one of the seal rings just fine. The other one, they unfortunately could not get the seal ring apart and the entire pump seized. They will be furnishing and installing a new pump assembly to replace the seized pump.

Engberg Anderson will return to the August Board meeting (the 13th) and give the final presentation for the space needs / facility study. This will be an in-person, masked, socially-distanced, spaced-out meeting in the Community Room. If the Board is not comfortable with this, then I guess we keep pushing the date out with Engberg Anderson? We'll do whatever is deemed safest. I also have yet to pull together a meeting with the Building & Grounds Committee and the Village to discuss the options/ideas for what a potential expansion would look like.

The wave sensors that are to be installed at the handicap accessible buttons as well as the foot door openers for the bathrooms have all been delayed by the vendor. The whole world is attempting to go contactless so I'm being told that everyone is waiting on the parts from manufacturers. Installation was supposed to be Monday, July 6th. They are now hoping possibly by the end of this week.

CIRCULATION AND PROGRAMMING

Circulation was 19,503 in June of 2020, down 37.9% as compared to 31,386 in June of 2019. In the past month, curbside service has dropped significantly and most are coming in now to pick up their holds. The curbside service will remain though, pandemic or not, so for those that wish

to keep utilizing that service, that's great and we'll keep offering it. As expected, even with the doors open and since it's such limited services, we're down in every area: patron visits, computer usage, new library cards added, etc.

Here are statistics for June:

Circulation

Bridges Library System	This Year	Last Year	Increase/ Decrease	Year To Date
Village of Mukwonago	6,646	10,584	-37.2%	32,344
Town of Mukwonago	5,120	8,137	-37.1%	24,807
Eagle	601	1,507	-60.1%	3,662
Genesee	490	815	-39.9%	2,507
North Prairie	669	1,098	-39.1%	2,907
Vernon	2,017	3,285	-38.6%	9,077
All other Waukesha County	920	1,460	-37.0%	5,061
Jefferson County	324	375	-13.6%	1,059
<i>Subtotal Bridges System</i>	16,787	27,261	-38.4%	81,424
Other Wisconsin Counties				
Milwaukee County	2	154	-98.7%	141
Racine County	470	505	-6.9%	1,945
Walworth County	2,244	3,451	-35.0%	12,145
All other Wisconsin Counties	-	15	-100.0%	36
<i>Subtotal Wisconsin Counties</i>	2,716	4,125	-34.2%	14,267
Total All Counties	19,503	31,386	-37.9%	95,691
YTD ALL COUNTIES	95,691	158,185	-39.5%	

Facility Use & Volunteers

Subscription Databases & Other Highlights

	This Year	Last Year	Increase/ Decrease		This Year	Last Year	Increase/ Decrease
Meeting Room Library Use	-	94	-100.0%	MetaSpace 511 users (not programs)	2	7	-71.4%
Meeting Room Public Use	-	12	-100.0%	Overdrive Circulation	2772	2125	30.4%
Study Room Use	6	190	-96.8%	Gale Courses Verified (System Wide)	172	122	41.0%
Computer Usage	297	714	-58.4%	Interlibrary Loans Borrower	0	6	-100.0%
Patron Visits	5,152	13,607	-62.1%	Interlibrary Loans Lender	0	46	-100.0%
Active Volunteers	-	42	-100.0%	New Items Added	356	383	-7.0%
Volunteer Hours	-	271	-100.0%	New Cards Added	43	177	-75.7%

Programming

In regards to programming, we continue to do a variety of Youth Services and ALL of MetaSpace 511 programming virtually. Only a very select few have mentioned we should try programs with paid performers/events virtually, but I'm having a tough time justifying money spent on this as I just can't anticipate a great turnout. We do have several Bridges-sponsored Youth Services summer programs coming up virtually and we'll see how well-attended those are. Based on that, we may also try some adult-focused virtual programming. Youth Services continues to come up with a wide variety of ways to get kids engaged, reading, and even moving this summer. They are busy with requested book bundles, mystery craft bags, regular craft bags, and weekly reading challenges. Youth Services has also held one pop-up craft outside the library where patrons could come and pick up an Eric Carle based craft.



MCL Eric Carle Pop-Up Tent



MCL Storywalk

We also have a Story Walk outside the library (we had to come up with a new route that we could keep an eye on better as we found some of the signs being destroyed by children) where children can follow the story/poem and read along as a family. This coming week, we will also be coming out with a letterboxing project: [https://en.wikipedia.org/wiki/Letterboxing_\(hobby\)](https://en.wikipedia.org/wiki/Letterboxing_(hobby)). Our project includes clues of locally prominent people and historical houses, businesses, historical facts, and schools. Patrons will then have to walk and find the clues around Mukwonago. Those that finish the letterboxing can return their sheet at the library and everyone who completes it properly will be able to enter a raffle for a \$100 gift card.

Library Memory Project

Bridges libraries participating in the Library Memory Project met via Zoom at the end of May to come up with a plan for Memory Cafes this summer. It was decided that we will hold one Memory Cafe a month virtually, and libraries will collaborate to plan and run each Memory Cafe. We will also be working with Angela Meyers to develop a “Community Reads” for Memory Cafe participants. We will work with several other libraries to choose a title that is available in large print and audiobook formats. The Library Memory Project has received grant money that we will use to purchase copies of the Community Reads title, as well as supplies for self-led activities to go along with the chosen title. The Library Memory Project Community Reads will kick off later this summer.

For a complete list of all the programs we are offering virtually, please take a look at our calendar on our website: <http://mukwonago.evanced.info/signup/calendar>

Virtual Programming April – June

Here’s a graphic depicting the amount of virtual programs we offered during the months of April – June:

Virtual Programming April - June					
April Virtual Programs		May Virtual Programs		June Virtual Programs	
Kids:		Kids:		Kids:	
Storytimes	14	Storytimes	32	Storytimes	14
Family Challenge	4	Family Challenge	5	Family Challenge	5
				Story walk	6
				Grab N' Go	3
Adult:		Adult:		Adult:	
DIY & Zentangle	9	DIY & Zentangle	9	DIY & Zentangle	5
MetaSpace511:		MetaSpace 511:		MetaSpace 511:	
STEAM-tastic	4	STEAM-tastic	5	STEAM-tastic	4
		Tech Camp	4	Tech Camp	4
				STEAM Camps	10
				Other MetaSpace programs	8
Month Total	31	Month Total	55	Month Total	59

We did a decent amount of programming that please keep in mind, was not the easiest for us to immediately transition to OR get used to. There is some bad news though. It is official, that per the state, the only programming attendance that we can track AND COUNT on the State Annual Report will be livestreaming views and livestream interactions with patrons. We didn’t

livestream any of our programs but rather pre-recorded them as everyone felt more comfortable with that. Had I or had any of us known that programming was only going to be counted via livestreams, well, and then we would have possibly conducted all of our programs as such. Many of our programs did reach hundreds of views (a couple reached over one thousand) but per the Department of Public Instruction, only livestreams can be counted towards the State Annual Report. The Department of Public Instruction continues to still determine what counts as a program or a self-directed activity, and what does not.

CONTINUED SYSTEM INVOLVEMENT / AUTOMATION

Our next Director's meeting will be Friday, July 10th. I've not seen an agenda yet but I imagine topics of discussion will include the 2021 budget and further discussion on where libraries stand with reopening phases.

As mentioned at the last meeting, each Bridges library is receiving \$833 in CARES Act grant (Coronavirus Aid, Relief, and Economic Security Act). I've submitted our request to encompass the purchase of more hotspots (the aid does not cover the hotspot data) and to assist with the purchase of Tidio (our live chat feature on our website).

Bridges Library System will soon be coming out with the CAFÉ catalog app. We had to submit our specific MCL graphic design that we wanted for our library's subpages. The app should be released either September or October of this year.

As also previously reported, Hoopla Digital (a web and mobile library media streaming platform for audio books, comics, e-books, movies, music, and TV) allows library patrons to download or stream media content and is available with your library card and is a \$50,000 pilot project through the library system. The way the spending has been going, it may seem that we'll have Hoopla through beginning of December. Each MCL patron gets four Hoopla circs each month. The annual Bridges Library System Trustee dinner will be held virtually this year on October 1st at 7:00 p.m. with Guest Speaker and Author, Nickolas Butler. A formal invitation is to follow but I've *attached separately* a 'Save the Date' invitation.

MCL REOPENING PLAN / PHASES

Overall, it continues to go very smoothly. Traffic continues to be lighter than usual and we've made it very well-known that we are not allowing full capacity into the building. Considering that there are no programs, no meeting room allowance, and limited time allowed in the building, my expectations were that we'd obviously have less traffic. After seeing the circulation numbers for June and looking at comparable libraries, we were significantly down from those libraries. This is because their entire library is open for browsing. Discussing with the Department Heads, we felt we'd give it a try and open the children's **collection only**. It's gone very smoothly so far and parents understand it's a 'Grab & Go' situation. The decision also came based on contact frequency. An item that is in a person's home for three weeks and in

their care for that long is obviously differently treated (quarantined for 72 hours) than an item that's picked up for a couple of minutes in the library. We'll monitor how it all goes and if the rules aren't followed, we'll pull back on services. (Play area, computers, toys, and all furniture is inaccessible. Only immediate access to the collection.)

Demand for curbside service has slowed dramatically, almost to nothing. We'll gladly continue this service for those patrons that so desire it. I think it's a fantastic service to offer, pandemic or not! Ideally I'd like a drive-up window to make this easier, but maybe that can be worked into a new building. 😊

I know other libraries are also taking the step to restore public seating AND introduce in-person, pre-registered programs but I've not become that comfortable at all yet and we are (myself and the Department Heads) ok within the phase that we are in.

In the past week or so we've noticed that more and more people are entering with masks on. I've had a couple patrons accuse me of mask-shaming and being passive aggressive by 'highly encouraging' it, but overall, I'd say we're at about 85% of patrons wearing masks. I've also given staff the ok to say to someone that they're not comfortable helping them if a patron is not masked. We've not had any problems in mandating masks for patrons at computers. They have been very willing and understanding to do so.

OPERATIONS / VARIOUS PROJECTS

Website

One of my main objectives right now (during a pandemic) is to meet the patrons' needs as much as we can... digitally. That means eResources, social media, eNewsletters, and our website! With that, our website is about four years old and was new right before I came on as the Director. We've added tons of information to it and changed pages here and there and the customized theme but overall, I feel it's now quite outdated. A lot of my time has spent figuring out how to rework / recode our website. I've had several demonstrations with outside vendors but the cost of completely having someone else do our website could be more than \$15,000 at the least. I'm also interested in having a good amount of control at our fingertips in-house. I've already purchased Divi, which is a WordPress theme and visual page builder. We're going for a much more modern, blog-like (allowing way more Readers' Advisory), Pinterest-y feel for the website. All the information will be there but websites nowadays have to be built for quick-access, attention-grabbing patrons. So, first it needs to be inspirational and then informational. Some library websites we're using as guidance and insight would be the following:

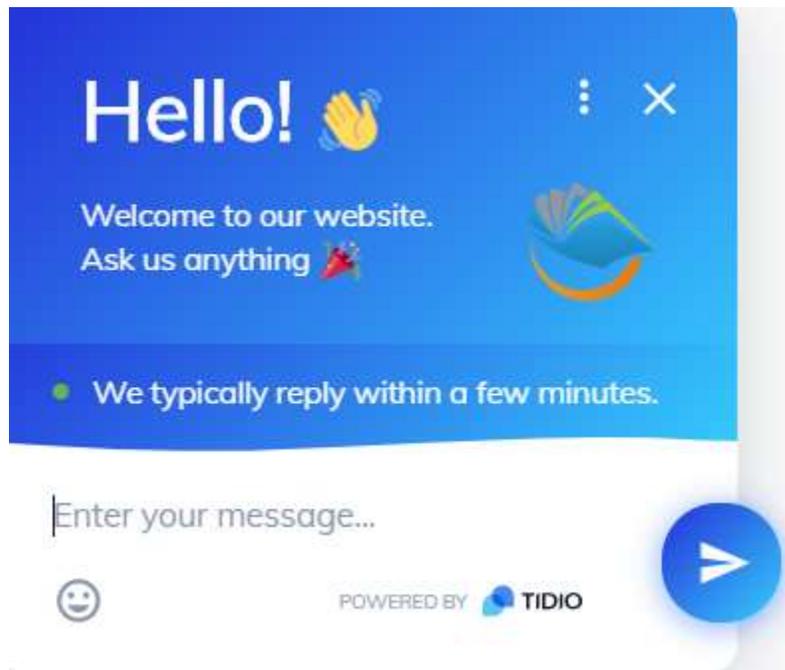
<https://www.library.aurora.on.ca/> (This would be a very blog-like website).

<https://www.vapld.info/>

<https://library.nashville.org/>

If there's anything the Library Board would like me to be sure that we focus on in the website's reorganization, please let me know.

Also in relation to our *current* website, the live chat is available now and looks like this on the homepage:



Phone System

I asked when I first started in the position, I've asked several times since then, and I asked after our last Board meeting since it was brought up. When we call patrons, the Caller ID on the patrons' phones state it's the Mukwonago Fire Department. Since the phones are through the Village, I've bothered them countless times about this and can't believe that in 2020, we can't get that changed. I'm being told though that it's a deficiency on Spectrum's phone network that affects some phone carriers and our only option would be to get our own phone system or wait until the Village hopefully switches to a new phone service provider (CenturyLink) and hopefully that remedies the issue. Just wanted to let the Board know that this was looked into again.

Credit Card Access at Print Release Station

We are attempting to work with EnvisionWare and get credit card access by the fax machine, scanner and copier. This means patrons would be able to go to the Print Release Station and use a credit card (in our continued attempt to go contact-less) to pay for fines and fees, payments for faxes, copies, etc. directly at that station. IF this is completely feasible, is yet to be determined as we need to set-up a merchant account. Discussions with the system and the Village have ensued to see if this is at all possible.

Collection

We've resumed full purchasing of new items in adult, teen, and children's areas. This results in VERY pleased patrons. Most new Adult items though don't even make it to the new shelf as there are holds on the items so they go out the door right away. While we were closed, Technical Services worked on weeding the audiobooks at MCL. In the end, over 33% of our audiobook collection was weeded out based entirely on lack of usage. We were then able to shift the audiobook collection shelves and have made room for an entirely new section of The Thingery. The Thingery will then move over to these shelves because of how much it has expanded. Once I allowed most Thingery items to resume circulating, we all pulled our heads together and really tried to imagine what could be useful to the community during this time we are all to be mostly at home as well as doing many outdoors things. We've added everything from camping chairs to canopies and tables to utility wagons and coolers (these were all items we already had). Coming will be a couple kayaks, paddleboards, and fishing poles as well as more backyard games and gaming consoles. Also mentioned before, more hotspots to help bridge the digital divide and provide wireless access to those that may not have it at home. We'll also be adding binge boxes to our DVD collection. We'll pick a theme and pull together five or six related movies and set them out for display.

Innovators in Residence

One of our Innovators in Residence from the IT Academy, Callie Fuchs, moved out of state so since then we have hired on Nathan Kitman to work alongside Noah Fairchild (other Innovator in Residence). They lead our virtual coding programs, STEAM camps, STEAM-tastic events/videos, and Tech Camps.

SUMMER LIBRARY PROGRAM

As of Tuesday morning (07/07), there are roughly 1100 participants signed-up for the Summer Library Program through MCL. We have three Bridges-sponsored virtual performers in the next month or so. Patrons will have to pre-register for the virtual event. We are mentioning the Summer Library Program to every patron that checks out and are promoting it as much as possible online. We don't have as many adults signed-up as in summers past but I would greatly expect this. Considering it's all online, I'm sure we're unfortunately excluding a good portion of older adults. We do offer to do everything with/for them and log all of those hours if they tell us each time they come to the library and we're doing that for some, but we're definitely missing a large portion of the seniors this year. Board members are also encouraged to sign-up: mukwonagolibrary.beanstack.org