

LIBRARY DIRECTOR REPORT

Submitted by Angela Zimmermann, Library Director

August 2020

BUDGET

The next deadline for submission of COVID-19 expenditures is September 1st. I will continue to compile all expenses related to the pandemic and will submit accordingly. Otherwise, we are on track of spending of the 2020 budget at 54.6%. I will continue to monitor the expenses in relation to the revenues received for the year as we will be down in areas such as fines, faxes, copies, and the book sale.

In relation to the 2021 budget, I've been informed by the Village's Finance Director to budget as in years past and ask for the standard 2% increase. A reminder that the COVID-19 pandemic won't necessarily affect us immediately for the 2021 year. It will affect us for the 2022/2023 year. Cross-county funding for 2021 is based off of 2019 circulation and with the Village informing me to budget for the regularly assumed 2% increase, we won't be in too bad of shape for 2021.

BUILDING AND GROUNDS

Rinderle Door Company will be returning in the next few weeks to repair the handicap/wave sensor post outside. It's quite rusted and pretty beat up from many years of handling. Rinderle Door Company gave us a credit on the last sales order (the wave sensors and foot push pads in the bathrooms) so this will be done free of charge.

We'll be updating one of our water fountains in the foyer to be an easy touch control water cooler/bottle filling option. This installation should happen in the next month or so. This will be submitted for reimbursement due to COVID-19.

Grunau will be returning on Tuesday, August 11th to install the new pump assembly to replace the seized pump. This includes the removal of the existing impeller and motor and includes realignment of new equipment.

The HVAC preventative maintenance proposal and the discussion about the new air conditioning compressor unit are on the agenda to discuss on Thursday evening.

CIRCULATION AND PROGRAMMING

Circulation was 20,517 in July of 2020, down 40.5% as compared to July of 2019. We are down now 39.7% for the year. We are constantly trying to come up with innovative ways to reach the

community right now either through book bundles, passive programming, DIY Take N' Make kits, etc. I do think that many don't realize the library is open for browsing.

Here are the statistics of July:

Circulation				Programming				
Bridges Library System	This Year	Last Year	Increase/ Decrease	Year To Date	Type	Adults	Kids	Teens
Town of Mukwonago	5,424	9,289	-41.6%	30,231	Girls Who Code (Virtual)		11	
Eagle	680	1,749	-61.1%	4,342	STEAM Camp K-6 (Virtual)		15	
Genesee	635	799	-20.5%	3,142	STEAM Camp 7-12 (Virtual)			0
North Prairie	786	1,278	-38.5%	3,693	Take N' Make	100		
Vernon	1,952	3,406	-42.7%	11,029	Teen Grab & Go			12
All other Waukesha County	1,009	1,653	-39.0%	6,070	Pop-Up Grab & Go	23	47	
Jefferson County	174	302	-42.4%	1,233	Duke Otherwise (Virtual)	7	17	
<i>Subtotal Bridges System</i>	<i>17,686</i>	<i>29,643</i>	<i>-40.3%</i>	<i>99,110</i>	Nickey Finn (Virtual)	3	6	
Other Wisconsin Counties					Cover to Cover Book Club (Outside)	5		
Milwaukee County	19	77	-75.3%	160				
Racine County	236	643	-63.3%	2,181				
Walworth County	2,574	4,124	-37.6%	14,719				
All other Wisconsin Counties	2	6	-66.7%	38				
<i>Subtotal Wisconsin Counties</i>	<i>2,831</i>	<i>4,850</i>	<i>-41.6%</i>	<i>17,098</i>				
Total All Counties	20,517	34,493	-40.5%	116,208				
YTD ALL COUNTIES	116,208	192,678	-39.7%		Totals	138	114	12

Facility Use & Volunteers				Subscription Databases & Other Highlights			
	This Year	Last Year	Increase/ Decrease		This Year	Last Year	Increase/ Decrease
Meeting Room Public Use	-	13	-100.0%	Overdrive Circulation	2578	2152	19.8%
Study Room Use	7	212	-96.7%	Gale Courses Verified (System Wide)	105	136	-22.8%
Computer Usage	345	824	-58.1%	Interlibrary Loans Borrower	0	20	-100.0%
Patron Visits	5,881	14,953	-60.7%	Interlibrary Loans Lender	0	51	-100.0%
Active Volunteers	-	34	-100.0%	New Items Added	355	383	-7.3%
Volunteer Hours	-	445	-100.0%	New Cards Added	41	116	-64.7%

Programming

A very wide variety of virtual and passive programming is taking place at MCL, particularly at the Youth Services level. The family book bundles are utilized every single day. Parents send in requests for materials indicating the ages and genders of their children, and the Youth Services compiles tons of great reads.

Virtual Performers have taken place as offered through the Bridges Library System with Nickey Fynn (magician), Duke Otherwise (musician), and an upcoming performance with Comedy Sportz.

Youth Services continues to post virtual and weekly summer challenges. There will be an upcoming virtual family pet show & tell, virtual Girls Who Code, and virtual STEAM-tastic classes.



Figure 1 Virtual Visit with Duke Otherwise

We will also be utilizing Beanstack to offer various challenges:

- Kids Choice Awards (for 4th, 5th, and 6th graders to vote for their favorite books). You Read, You Vote! Kids in 4th, 5th, and 6th grades are invited to read and vote for their favorite books for the Bridges' Library System's Kids' Choice Awards 2020-2021. The Beanstack reading challenge begins July 24, 2020 and ends March 13, 2021. That's lots of time to read lots of books! Read at least six books to complete the Beanstack reading challenge and earn the reward of a box of theater candy and a free book from the Library's Prize Book Collection. Complete the Beanstack challenge and you are entered into a raffle for a Grand Prize \$50 gift card to someplace awesome. Also, Kids who read 3 or more of the books can vote for their favorite Bridges' Library System's Kids' Choice Award nominee at <https://bridgeslibrarysystem.org/kids-choice/> starting mid-February

and ending mid-March. The more books you read, the more votes you get: read six books, get two votes; read nine books, get three votes; etc.

- Eric Carle celebration (ongoing). Celebrate the work of Eric Carle through reading, crafting, and more. Revisit your favorite book characters like The Mixed-Up Chameleon, Brown Bear, and, of course, The Very Hungry Caterpillar. Earn a badges just for fun by completing each activity.
- Various summer activity challenges to earn more badges (closes August 31st)
- Read Woke Challenge: Read Woke is a movement. It is a feeling. It is a style. It is a form of education. It is a call to action; it is our right as lifelong learners. It means arming yourself with knowledge in order to better protect your rights. Knowledge is power and no one can take it away. It means learning about others so that you can treat people with the respect and dignity that they deserve no matter their religion, race, creed, or color. I concluded that a Woke Book must: Challenge a social norm; Give voice to the voiceless; Provide information about a group that has been disenfranchised; Seek to challenge the status quo; Have a protagonist from an underrepresented or oppressed. Cicely Lewis, creator of Read Woke.
- Teen 10 to Try: Teen 10 to Try is a challenge that asks you to read a book in each of 10 categories, keep track of your reading, and share your favorite discoveries with the library and your fellow readers. Complete the challenge and earn a gift card. Broaden your reading horizons!
- #OwnVoices Teen: #Ownvoices refers to books about diverse characters written by authors of the same diverse group, e.g., Native American protagonists written by Native American authors. Here is a list of authors and books for your consideration.
- 100 before Graduation: Read 100 books before high school graduation. Log your reading in Beanstack and earn a new set of badges plus some prizes!
- 1000 Books before Kindergarten

Beanstack can also be used for Adult Reading Challenges but nothing has been proposed or implemented yet.

Youth Services also held a very successful letterboxing passive program in which patrons could pick up the letterbox clues at the library and find the clues then within a half mile radius of the library and learn about the history of Mukwonago. Here was our marketing for it: “What is letterboxing? Letterboxing is a hobby that combines hiking and treasure hunting in a way the whole family can enjoy. People who wish to participate will seek out letterboxes by following clues. Getting Started! The Mukwonago Community Library has created a letterbox for everyone to enjoy as part of our Summer Library Program. All the answers can be found while

hiking within a half mile radius of the library. Once you have figured out all the clues, unscramble the circled letters to figure out the secret code.”

Youth Services is also spearheading our virtual involvement with the Wisconsin Science Festival, Zoom storytimes with elementary schools (if feasible), and further teen contests and grab & go bags.

Quite a few libraries within our system have initiated in-person programming outside with social distancing and masks. We’re exploring what we could safely execute with all safety precautions in place and limited slots, pre-registration, social distancing, and masks. Youth Services has already held a number of passive programs outside offering information and crafts from a safe distance.

Summer Library Program

The virtual Summer Library Program ends on Saturday, August 15th. 1,181 participants have signed-up for the SLP this year: 385 adults, 103 teens, 509 school-aged children, and 184 preschool. 1,181 is actually only 701 less participants than last year, which considering the current situation, I wouldn’t consider to be that bad. Also considering that we were marketing and having to learn an entirely new method of conducting the SLP, I’m quite pleased with the number.

CONTINUED SYSTEM AND INVOLVEMENT

As I mentioned at one the last Board meetings, this year’s Bridges Library System Trustees Dinner will be virtual. I’ve attached the invitation. The date of the event is Thursday, October 1st at 7:00 pm and the author visit this year is award-winning author, Nickolas Butler. Bridges Library System has purchased a copy of his book “Little Faith” for all of the trustees. I have a copy for each of the MCL Board Members. Some of you I see frequently and will get you your book, otherwise please let me know how best to get you your copy.

Bridges Library System has been named as one of the recipients of the American Library Association’s 2020 John Cotton Dana Public Relations Award for the Library Card Sign-Up Month ad campaign from last September (remember the awesome billboards you saw on the freeways!?!). Here’s a link to the press release: <http://www.ala.org/news/press-releases/2020/07/john-cotton-dana-library-public-relations-awards-announced>

The next Director’s meeting will be Friday, August 14th (may be cancelled for lack of agenda items) and the main topic of discussion will be how the reopening phases are going. The

Directors have been meeting biweekly to discuss various issues such as reopening, mask mandates, services, etc.

MCL REOPENING PLAN / PHASES

Overall, I and the staff feel things are going quite well. Patrons are beyond pleased and thankful for the services we're currently offering. The only change that we've made in the past month or so has been the opening of the children's *collection* for browsing. This has not caused any problems and we've still never exceeded more than 40 people in the building. There still also remains extremely limited furniture within the building to deter people from lingering/staying (sadly). I regularly ask the Department Heads and staff if anything needs to be changed/adapted, if we need to roll back on anything, if they have concerns, etc.

OPERATIONS / VARIOUS PROJECTS

Innovators in Residence (hired from the Mukwonago High School IT Academy)

Noah Fairchild, who has done spectacular things for MetaSpace 511 and was simply a fantastic and wonderful addition to the team, will be moving to college in the coming week. We can't thank him enough for all of the creativity and innovation he brought. All Innovators in Residence receive a thank you letter written by me on behalf of the staff and the Library Board. They also receive a laser-engraved plaque thanking them for their services.

As of this week then, we've hired Jacob D'Amour from the IT Academy. He'll be entering his senior year at MHS and will work virtually for us in leading the Girls Who Code class, Tech Camps, and STEAM-tastic events.

Collection

Our next exciting venture is we're going to intersperse the nonfiction DVDs into the print nonfiction collection. It's a little bit different and a bit of a gamble to do this but we don't see that much circulation of nonfiction DVDs and we're hoping by combining them in with the print, this could potentially increase their circulation. It also frees up an entire shelf for us.

The Thingery continues to be quite the crowd-pleaser at MCL. We've added paddle boards and kayaks, fishing poles, more backyard games, and various gaming consoles, to name a few things. We do quarantine everything for 72 hours from The Thingery as well (even the kayaks and paddleboards). This has also been relocated within the library to grab patrons' attentions better and prompt more questions.

Credit Card Access

I reported this at the last meeting and this will indeed be possible! The Village has worked with me to set-up a separate bank account where these funds would specifically go. Since we'd have this at the Print Release Station initially, there's no reason we can't begin with credit card usage

at the Circulation Desk as well. Unfortunately, since everyone is trying to go towards contactless features and more credit card usage, we're looking at a 4-6 week lead time still until EnvisionWare will be able to install this capability at the Print Release Station.

Website

We're diligently working away within the sandbox site for our new website. As I mentioned at last month's meeting, our current website is approaching four years of age is outdated and no longer the easiest to navigate. We should be finalized and ready to launch the new site within the next couple of weeks. As a reminder, we're striving for a more modern, blog-like feel for the website and have used sites such as the ones listed below as examples:

<https://www.library.aurora.on.ca/>

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

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

The funds that were approved at the last Board meeting will be utilized to outsource coding for a few items we simply don't have the skills/knowledge to accomplish internally.