

LIBRARY DIRECTOR REPORT

Submitted by Angela Zimmermann, Library Director

October 2020

BUDGET

We are very much on track of spending the 2020 budget at 68.4%. Any other necessary mentions of the 2020 budget were discussed in the Audit and Approval of Expenditures. The Donations account (5806) remains very healthy thanks to anonymous donations from the community.

BUILDING AND GROUNDS

Nothing new to report in relation to the building and grounds! Hennes Services, Inc. has come in (again) to take measurements for the new air conditioning cooling compressor. I am to receive an update by the end of this week as to when they anticipate installation. I shall inform the Board on Thursday if I have that information.

CIRCULATION, PROGRAMMING, AND SERVICES

Circulation was 21,049 in September of 2020, down 16% from September of 2019. And even though September was Library Card Sign-up Month and we had various initiatives going on to promote that, new library cards added were down by 45.3%. The one thing that was positive in September was a 19.6% increase on OverDrive usage.

We continue to be utilized for Wi-Fi connectivity, study rooms, and meeting rooms. We continue to hold a hybrid of programming (in-person and virtual) with more trending back to solely virtual. The in-person ones are very easily manageable with registration required, social distancing, and masks. Patrons must remain in their designated area/spot within the room as well. By far the biggest hit and excitement in the past month has been the food trucks.

We also continue to utilize Beanstack for a wide variety of reading challenges.

Here are the statistics for September:

Mukwonago Community Library SEPTEMBER 2020 STATISTICS

Circulation					Programming			
Bridges Library System	This Year	Last Year	Increase/ Decrease	Year To Date	Type	Adults	Kids	Teens
Town of Mukwonago	6,021	6,773	-11.1%	41,932	Make N' Take (Passive Program)	100		
Eagle	616	988	-37.7%	5,604	Book Clubs (2)	13		
Genesee	696	606	14.9%	4,511	Various Adult Programs (20)	45		
North Prairie	862	1,028	-16.1%	5,285	Storytimes (8)	29	38	
Vernon	1,778	2,014	-11.7%	14,638	Apple-a- Day Program (Passive)	2	2	
All other Waukesha County	1,347	1,557	-13.5%	8,481	Other Kids programs (7)		4	
Jefferson County	259	228	13.6%	1,688	Homeschool Hangout (5) - Virtual	14	31	
<i>Subtotal Bridges System</i>	18,116	21,279	-14.9%	134,916	STEAM-tastic Wed: (5) - Virtual	2	40	
Other Wisconsin Counties					Print in 3D Program	1		1
Milwaukee County	22	37	-40.5%	211	Library Card Sign-Up Contest	50	26	
Racine County	378	478	-20.9%	2,841	Teen Contest			1
Walworth County	2,533	3,252	-22.1%	19,871				
All other Wisconsin Counties	-	22	-100.0%	38				
<i>Subtotal Wisconsin Counties</i>	2,933	3,789	-22.6%	22,961				
Total All Counties	21,049	25,068	-16.0%	157,877				
YTD ALL COUNTIES	157,877	245,664	-35.7%		Totals	276	141	2

Facility Use & Volunteers				Subscription Databases & Other Highlights			
	This Year	Last Year	Increase/ Decrease		This Year	Last Year	Increase/ Decrease
Meeting Room Library Use	29	76	-61.8%	MetaSpace 511 users (not programs)	4	4	0.0%
Meeting Room Public Use	3	16	-81.3%	Overdrive Circulation	2507	2096	19.6%
Study Room Use	52	109	-52.3%	Gale Courses Verified (System Wide)	129	153	-15.7%
Computer Usage	408	740	-44.9%	Interlibrary Loans Borrower	9	15	-40.0%
Patron Visits	9,422	11,205	-15.9%	Interlibrary Loans Lender	11	60	-81.7%
Active Volunteers	1	16	-93.8%	New Items Added	355	380	-6.6%
Volunteer Hours	2	98	-98.5%	New Cards Added	76	139	-45.3%

CONTINUED SYSTEM INVOLVMENT

The last APL meeting was held on Friday, September 11th. Discussion centered on the final program plan and budget for the 2021 Bridges Library System budget. There was also discussion on changing up how Summer Library Performers would work going forward. The system funds and coordinates three summer performers/events for each library in the system. I can't imagine the headache with scheduling all of these. They floated the idea by the Directors that they'd like to provide the individual libraries the choice in who they hire and when the performances will take place. This would have been accomplished by setting-up a pilot project in 2021 where the member libraries book three children's performances of their choosing and the Bridges Library System reimburses each library up to \$1,029 total. Well, this was not an easy discussion. Ultimately, way too many questions/concerns arose as to what qualified for the reimbursement (what if a library didn't want to hire an outside performer and wanted to use the funds for executing their own program), what if there won't be any programs next summer yet and everything remains virtual, or if they have to all be held outside or offsite, not much interest in continuing virtual performers due to low attendance in 2020, and much more. At the moment this discussion has been tabled.

HelpNow went live on October 1st as funded by the library system for all member libraries through the end of 2021. HelpNow is a free, online homework and tutoring tool for learners of all ages. With your library card, students, caregivers, teachers, and adult learners get access to: live tutoring, homework assistance, study and collaboration tools, and writing lab.

The next APL meeting is Friday, October 16th.

MCL REOPENING PLAN / PHASES

If I'd have to use a quote to describe the past six months, I'd have to say that the key to success is consistency, maybe? Not much has changed and we've stuck to the original MCL 'Return to Normal' plan very well. The only area that I've allowed to waver is in mandating the 30 minute time allotment within the building. We've never yet reached the capacity that we set forth in the original policy (40 people max, including staff), so everything really becomes a case-by-case basis and utilizing the 'Return to Normal' as a guide to make informed and sound decisions in the best interest and safety for all. Therefore, if someone needs a place to study for several hours and we're not busy, I'm not going to ask them to leave once 30 minutes is up.

As COVID cases continue to rise, I'm certainly watching the numbers closer and the impact within our area but do not feel at this time we need to roll back services. If the discussion / concern was to roll back services, my metrics would be: staff health and comfort, local active cases, county cases, % positive of total tests, local school district cases, and healthcare availability. I don't have a particular number in mind but rather look at the context across all of

these areas. Honestly, if the schools would go virtual, this would be almost a gut reaction of mine to have to revert back to curbside.

OPERATIONS / VARIOUS PROJECTS

Volunteers

I'm allowing interested volunteers to come back to assist with shelving. Volunteers must remain masked and cannot be in the back work area for lengthy times to minimize the amount of people in circulation back.

Website

The new website is live! Same URL as before: www.mukwonagolibrary.org. And it's so beautiful! In more professional terms, the site is clean, well-organized, efficient, user-friendly, and informational while also inspirational. The site is a responsive site, meaning that it should adapt to whether a patron views it on a mobile-device or tablet. We are finding some kinks though when viewing it via those platforms and we'll work through those. Via a desktop, it looks superb. We wanted a more blog-type feel, a place where patrons could come and find information on the MANY different services MCL provides, and to easily access information. If you recall the old website, things like our hours, contact info, Board info, policies, etc. were all oddly located in various places at the bottom. We've already received excellent feedback on the new site.

This has been a very time-consuming project (mine and Adult Services Librarian, Chris' time) in the past several months. The research of other larger libraries and website setup (as they obviously have the funds to simply outsource an entire project like this), the framework, the aesthetic look, and the organization of all of the information/services/resources. However, I must give ***IMMENSE*** kudos and accolades to Chris on this project. For his time spent on the very detailed aspects of every page, his dedication to the project, and for his insight and research and therefore recommendations on what would be the best way to build the site. He did a fantastic job.

Weekend Custodian

We had a new weekend custodian start this past weekend. Klassy Kleaners is a local business and had excellent reviews.

OUTREACH

Mukwonago Area Chamber of Commerce will, as of right now, be going forward with Midnight Magic. And this year, of all years, we are the charity of choice. The whole theme is even based on the library: A Storybook Christmas. I would be ecstatic any other year but am making it known the library may not be able to be fully involved this year. The parade can certainly end

here but it's unsure yet if the Friends will be able to manage a pre-packaged cookie drive or if we'll even have any sort of tree lighting. I'm certainly willing to have the discussions but what the library's actual role will look like this year - - will be different.

I've been invited to speak on our local radio station: WFAQ-LP Mukwonago. This will be happening tomorrow (Tuesday) and I've been asked to prepare for talking about general information on the library, a couple of 'stay tuned for more info' things, a spot about how the library has responded to the coronavirus, and about a couple more library events (whether in-person or virtual).

MCL also been asked to be part a new video story project initiative for LD&L (the Library Development and Legislation Committee). Their project is showcasing how libraries are "part of the solution", especially during the pandemic. They are filming events and patron testimonials during the month of October and our wonderful Bridges Library System nominated/asked if they could give Mukwonago's name to film here in relation to our project for making PPE with 3D printers during the earlier phases of the pandemic.

The ADRC is holding an event in November for National Caregivers Month and we were asked to partner with them as a pick-up site. The ADRC is putting together caregiver packages to be picked-up in local communities. This will be via contactless delivery to their cars. We will host and partner with them for this event on November 10th at MCL.