

Newtown Public Library
Library Director's Report for September 2020
October 15, 2020

Statistics:

Although the library doors remained closed to patrons in September, our circulation of materials did not stop. The library's circulation in September (3,713 items) marked an increase of 6% when compared to August (3,505 items). Normally, circulation drops in September so this slight increase is encouraging. Also, we circulated about 50% of what we circulate normally in September (7,000 items on average) which is excellent, based upon what other libraries in the county are seeing whose doors are open. Our patrons have found us and are using our contactless pick-up service more than they have before.

As our circulation of physical materials has increased, we saw a decrease in eBook and eMagazine circulation. This could be due to the fact that the library has not purchased any more eBooks since June and therefore do not have the newest in demand titles at the moment. Our eBook circulation in September (1,380 items) is about 10% less than our circulation of eBooks in August (1,537 items). This number is still much higher than our pre-pandemic eBook circulation average (830 items). Delaware County Libraries will be using CARES funds to purchase more eBooks and eAudiobooks so we should see these numbers grow in the future. The eMagazine circulation also dropped in September (74 items) when compared to August (91 items). This is the lowest circulation of eMagazines this year. Magazines in general have been losing popularity so this decrease is not too surprising.

Hoopla has been a popular addition to the library's services. Since it started in May, we have seen 419 items circulate including electronic editions of books, audiobooks, graphic novels, movies, television programs and music recordings. The Friends' original outlay of \$1000 will need to be replenished soon in order to keep this popular service going.

Youth Services Update

From Angela Hegadorn, Youth Services Librarian:

"In September, we continued our popular take-home craft kits. They were themed around Pirates, as September 19th was Talk Like a Pirate Day! We passed out 75 craft bags this month, and demand for this program continues to grow. As of October 8, we've already given out over 50 bags and will likely surpass last month's numbers. Contactless pick up book bundle requests kept us busy, too. Our community seems to really enjoy this service in which we choose books based on their interests. Programs continue to be virtual. We held weekly music programs with a local preschool teacher who volunteered her time for a wonderful program! Special virtual events included a Princess Story Time and Zoom Family Bingo. We also posted a recorded story time to our Facebook Page."

Total attendance on virtual platforms: 143

Total views of Facebook videos: 301

Friends of the Library Update

The Friends of the Library have not met since the last report. The Friends are participating in Boscov's Friends Helping Friends shopping event on October 14 and 15. During the event, shoppers received 20% off their purchases with 5% of their purchase going to the non-profit of their choice. The Friends have also had some success with the pop-up book cart sale that takes place at the contactless pickup station on days with nice weather. In September, the cart made \$60 in sales.

Miscellaneous

The results of the contactless pick up satisfaction survey that was created in mid-September is attached. Overall, patrons are happy with this service.

The self-check station is ready to go although we are still waiting on the credit card processing module to arrive for installation. The system can be used without this module but we are hoping to get this ready as soon as possible. There is also an issue with emailing patron receipts from the system. The issue is with the county's firewall and the county IT staff are working on resolving the issue.

Arlene continues to work on the 2021 budget with the understanding that funding will be, at best, flat in the coming year. It's a challenging time to predict how things will be in the coming year. A budget draft will be available soon.

Arlene will be working from home October 19-21 in order to attend the virtual Pennsylvania Library Association's Annual Conference since it is difficult to focus on the content while in the library.

Five staff members (including the director) have renewed their criminal background and child abuse screenings as well the federal criminal history check (which required fingerprinting) for another five years. These requirements were instituted five years ago by the state for staff and volunteers at the library. Therefore, if volunteers are invited back to the library, it will be necessary for most of them to complete these three screenings before returning to service.

Respectfully submitted,

Arlene Caruso

Director, Newtown Public Library