



## Director's Report

**March 21, 2023**

*Respectfully Submitted: Jill Dugas Hughes, Director.*

### **Strategic Focusing, 2022-2023**

*Progress*

#### **Mission**

*The mission of the East Greenbush Community Library is to serve as a community center for lifelong learning with access to a broad range of ideas and information through traditional and emerging resources to meet the intellectual, recreational, and cultural needs of residents in a professional and friendly manner.*

#### **Core Values**

**R**ESPECT a variety of viewpoints and make them available in the interest of promoting a healthy learning environment.

**E**NCOURAGE library users to become comfortable using a variety of formats and instruct them in using new technologies.

**A**SSIST patrons in finding information they want, when they want it, in a form that is most useful.

**D**EVELOP partnerships to ensure that library services truly respond to the needs and desires of residents.

### Fiscal Accountability and Stewardship

*Ensure the Library is well supported to meet the needs of current and future generations of library users. Appropriate funding will sustain and enhance the quality of Library services, including staffing, collections, technology, programs, and the facility.*

#### **1. Migrate to QuickBooks Online**

*Status: In progress*

- We migrated to Quickbooks Online on March 8. We are still working with consultants to set up the reporting properly, especially for grants, and Dawn is working to add invoices that were added to desktop after the migration occurred. This project is nearing completion.

#### **2. Review/Update Financial Policies and Procedures (including depreciation limits and purchasing policy thresholds)**

*Status: In progress*

- The MOU between the Friends and Library was approved by the Library Board and discussed at the Friends February Board Meeting. It will be up for approval by the Friends Board at their next meeting in April.



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- Every so often, the Friends would export a membership list for the circulation department, and it was always outdated. Now that the Friends are using Keela, they are able to provide direct access to the current list. This is extremely useful, because Friends members who are not East Greenbush/Schodack residents can gain access to special collections (Hot off the Press and Museum Passes) by becoming a paid member of the Friends.
- General Accounting Practices Policies and Fund Accounts Policy were started in 2022 but were not worked on this month.
- The Admin Committee will work on crafting a Reserves Policy. This has not been started yet.

**3. Provide monthly gift/grant reports and list of expenditures to board for review/approval.**

*Status: Complete*

- Our 2023 budget, which includes gift/grant and reserve funds is in place. Internal codes have shifted to differentiate between restricted vs. non-restricted funds for easier reporting through QuickBooks.
- See above (1) notes re: QuickBooks Online transition and (2) notes re: Reserves Policy. Some recommendations for changes to the balance sheet/bank account set-up have been suggested by our auditor to help simplify the internal procedures which are now required with our new reporting needs. We will formalize these recommendations and they will be presented to the Admin committee for review. This will most likely occur at the same time as the Reserves Policy, which will not be addressed until the fall.
- The 2022 audit has been completed. Robert and Nicholas Gramuglia from Bryans and Gramuglia, CPA firm will present the audit to the Library Board at the March meeting.
- Jody submitted two grant requests totaling \$325 to "Poets & Writers" to help fund upcoming author events at the library. We are waiting to hear from the committee.

**4. Implement online donation capability.**

*Status: Complete*

- Friends of the Library are working on their outreach/membership campaign.

**5. Upgrade to Square Registers**

*Status: In Progress*

- We had planned to hold-off on implementation until after the Quickbooks migration, but the cash register at the reference desk failed. We have finalized the reporting needed in Square and meetings have occurred with Dawn, me, Karrie, Marion, and Catherine to craft new procedures. The new registers will be installed in the coming days.
- Add item images to Square display. Images should allow staff to find and enter items in the Square register more quickly.

**6. Building Conditions Study (Added to Strategic Planning Priors for 2023)**

*Status: In Progress*



- A formal engagement with Hyman Hayes Associates, LLC was signed on January 27, 2023 to prepare a library building conditions study.
- Michael and Charlie have been appointed to an ad-hoc facilities committee which will monitor the study's completion.
- A formal kick-off was held on February 16. Michael, Charlie, Jill, Paul and HHA consultants attended. The committee met with HHA architects and engineers on two separate occasions to go over interior and exterior concerns.
- HHA has visited the library weekly to complete interior and exterior documentation. So far, we are on-time and on-budget for this project.
- The Backflow Application and proposed project drawings were submitted, and we received approval from the Town of East Greenbush Water Department on February 24. GPI is obtaining pricing so we can determine if this is a project which will need to go out to bid.

### Center for Community Connections

*Develop partnerships and build collaborations across the community to share resources, expertise, and strengthen community. Continue to provide a welcoming and responsive environment, with a user-centered staff, that supports the library's mission and meets the community's changing cultural, civic, technological, and informational needs and interests.*

#### 1. Evaluate Partnerships using Project Outcome

*Status: Not Complete.*

- No progress this month. On hold until the fall.
- In February we partnered with the Greenbush Garden Club, American Red Cross, AARP, Community Caregivers, ConcernsU, East Greenbush Central School District, and Questar III BOCES.
- Shifts in the economy, post-COVID have had a marked impact on the number of farms able to participate in the joint Library-YMCA Greenbush Farmer's Market, due to staffing shortages. It impacted the overall experience for market visitors last year. In coordination with the YMCA, we made the difficult decision to not to run the Farmer's Market for the 2023 season. The Farmers' Market digital locations run by the library have been retired and vendors were notified.

#### 2. Prep for next Strategic Plan- Community Survey & RFP

*Status: In progress*

- The project schedule with an original target completion date for June has been extended slightly due to an emergency with one of our consultants. The written plan final draft is now targeted to be complete in early July. However, we will not present the full plan to the board until September because the July meeting includes our annual budget hearing/adoption and the board will not meet in August. Special thanks to



- Lynne, Mari, and Susan for all their work behind the scenes to implement the organizational and marketing shift to adjust our schedule. .
- The Community Survey went live on March 6, and we have extended the deadline for completion to April 14. The survey was translated into the top three languages in the EGCS: Spanish, Mandarin, and Urdu. A separate Youth Survey was also created. A marketing campaign is in full-effect. Board members and staff are encouraged to continue spreading the word about both surveys. <https://eglibrary.org/community-survey/>
  - The staff survey went live on March 3. It has also been extended until April 14.
  - Nine of the ten identified 1-1 interviews have been completed by Erica Bleiweis, and the last one will be completed next week.
  - To-date, the following individuals have committed to serving on the Community Advisory Council (CAC):
    - Tom Grant, Rensselaer County Legislator
    - Chuck Peter, Schodack Town Supervisor
    - Jeff Simons, East Greenbush Central School District Superintendent
    - Shay Harrison, co-chair, Literacy Volunteers of Rensselaer County and CEO Free Form Fibers
    - Elaine Rudzinski, Chief of Police, East Greenbush
    - Nichole Krisanda, parent, former President Green Meadow School PTO
    - Mary Pat Donnelly, District Attorney
    - Chris Horne, President Junior Achievement of Northeastern NY
    - Kelly Aldinger, East Greenbush Central School District, English as a New Language Teacher
    - Ed Nestler, East Greenbush, Town Councilperson
    - Jake Ashby, NYS Senator 43<sup>rd</sup> district
    - Jim Church, Director of Strategic Initiatives, Questar III BOCES

Unfortunately, we had to change the dates of 2 out of the 3 meetings with the project schedule change. These changes are being solidified and communicated to the CAC. We have reached out to a few other community stakeholders that were previously unable to commit to the previous schedule in hopes that they may now participate.

- The schedule change also necessitated a last-minute change to the focus group and community forum schedules. We have a draft schedule which will be solidified as soon as locations are secured. These changes will be sent out to everyone who was initially invited to the following focus groups: Parents & Caregivers of Children, Library Board & Friends Board, Local Businesses, Community & Faith Based Organizations, and 7th Graders. As soon as the information is finalized it will be posted on the library online calendar.

#### **Little Free Library on Rail Trail**

*Status: In progress*



- Installation complete. A formal process should be identified for book replenishment. Suggestions to intentionally fill the libraries with a diversity of titles was highlighted as an idea during the Equity Training wrap-up meeting. This is something we should work towards. It would be great to partner with the Friends more closely with this project.
- No progress was made this month.

**3. Work with Town to implement story-walk at Town Park**

*Status: Not completed.*

- No progress was made this month.

**4. 24/7 Used Book Donations**

*Status: Not Completed*

- Work with Friends to provide 24/7 possibility at library for library used book donations was halted. An opportunity to purchase a book return bin from another library was presented, and the Friends agreed to purchase. After further investigation, they determined that they were no longer interested (2022).
- Julie Ann was able to find another library to purchase the bin at the original purchase price, with the help of the Upper Hudson Library System.

**Operational Excellence and Culture of Learning/Growth**

*Continually evaluate internal processes, and invest in technology and human capital to eliminate, improve, or create new processes for driving organizational success. Embrace a culture of proactive and rapid problem solving, creativity, and innovation in the workplace to maximize staff productivity, morale, accountability, and trust.*

**1. Compensations Study updated organizational chart/job descriptions.**

*Status: In progress*

- At the January board meeting, the board approved funding to add an additional workspace for the soon to be posted Administrative Assistant position.
- In preparation for the new hire, we are in the progress of renovating the back office space which will allow us to create an additional workspace. We have also included an update to the drive-thru window space to make it more ergonomic. An order with Accent Furniture was placed on March 3. Additionally, we have moved the copier to create a temporary workspace for the new employee, once hired.
- I met with an outside consulting firm to discuss recruitment and/or temporary hiring for the Administrative Assistant position. The job duties have been finalized and I am working on securing a cost-effective search firm to manage the process. This continues to be a significant priority, unfortunately, work-load continues to push this to the back of the list.
- I am working on the next health insurance employer contribution rates/renewal process for July 1. The proposal will be presented to the Admin Committee in April for discussion. We have identified the need to increase library contribution rates, so



employees do not bear significant cost increases on their own. The committee will also consider a health insurance buy-out option for inclusion in the 2024 budget.

## **2. Organizational chart changes which allow more flexibility, reduced duplication, growth opportunities, & increased trust**

*Status: In progress*

- We have several open positions which will most likely not be filled until the spring: Senior Library Clerk (PT), and three Library Clerks (PT). Library visits, circulation, meeting room use, and program attendance has been picking up so it is likely that we will post new positions over the next two months.
- Catherine and I have had several conversations regarding the Library Assistant position for the adult services department that was funded for the 2023 budget, but has not been filled. Current department needs indicate that these funds will be better spent with a PT Librarian I position even though it would mean fewer hours with the budget allocated for the position. This will be placed on the April Admin Committee agenda for discussion.

## **3. Review/update policy/procedures**

*Status: In progress*

- Finish updating staff manual with input from staff manual committee- this took a backseat to other policies in 2022 but needs to be a priority for 2023. We have subscribed to an HR dynamic staff manual template. 64% of the data required has been entered into the template. In addition to the template (includes required NYS and Federal employment regulations), we have library specific information that needs to be included. This continues to be a project that I am working on as time allows.
- Continue to review/update internal and external policies; remove procedures from policies and post all approved policies to website; and document/update standard operating procedures.
- Review Cyber Security Measures. In 2022, we set a goal to maintain a secure environment that protects the integrity of patron and library data and infrastructure and regularly assess and act on cyber security measures and consider adoption of cyber insurance rider. To-date, significant research/work has occurred. A full break-down was reported last month. The previously drafted Acceptable Use policy has been renamed "Staff IT Guidelines" and will be presented to the Services Committee, along with the "Incident Response Plan" and Security Awareness Training and Testing Policy which was drafted by Karrie to address cyber security needs. As soon as Quickbooks Desktop is officially removed from our staff network we can proceed with applying for a more extensive Cyber Insurance Policy.
- Staff took KnowBe4 Security Culture survey. Survey provides insight into our org's security culture and shows where staff may need to change attitudes about security.



- Karrie converted the single printed IT Manual document into multiple documents arranged by subject for easier use and posted it on the Staff Intranet
- Laptops from both Dell and HP are much more expensive than expected this year. The replacement plan was reconfigured to work within the budget.
- The Multipurpose Room projector that previously showing a blue haze on the image was replaced 2/6.
- iPads that were in use have stopped getting OS updates and will soon stop getting security updates. We deployed new iPads and reset the old ones for staff use.
- Configured and deployed staff laptops. Staff desktops were reclaimed to use as spare computers, and we have already needed to deploy two to replace other failing desktops.
- Several kiosk and staff laptops were too slow to be useful and were deaccessioned.
- We have outgrown our BitDefender Antivirus (limited to 50 devices), so we are migrated to Avast CloudCare Antivirus to cover all of our devices.
- The Multi-purpose room Laptop battery is no longer recognized. Dell needed to come twice to fix.
- The 2022 Annual Report was submitted to the Upper Hudson Library System for review on February 17 and the NYS Division of Library Development on March 13, 2023.

### Lifelong Curiosity, Imagination, and Learning

*Provide access to materials, programs, technology, and services that empower the community to succeed in educational, professional, and personal interests. Patrons will be supported in their creative pursuits.*

- 1. Prioritize staff and financial resources toward mission critical programming (ex: Summer/Winter Reading programs, 1000 Books Before Kindergarten, Book Bundles, Readers Advisory, etc.). Host 20 programs monthly per department.**

*Status: In-progress*

- In February, the library sponsored 25 programs for adults with 776 participants: 28 programs for children with 1,635 attendees, and 8 programs for teens with 101 teen participants.
- After seating 80 people at the Third Thursday Movie on 2/16, we have decided to reduce capacity for adult programs to 60 or 65 people to allow wheelchairs and other mobility assisting devices more room to maneuver.
- Winter Reading Club (WRC) 2023: Passport to Adventure was a success with 133 adult participants (18 staff members, 115 patrons). Twenty-eight motivated participants completed the entire 15 item challenge! Beanstack continues to be the preferred method of WRC participation by the majority of adult patrons, 83 people used Beanstack and 32 people used a paper card.
- One of the displays for WRC allowed patrons to place in pin in our map to show their favorite vacation spot. 138 people participated and this activity held appeal even for





- those who didn't register for the Winter Reading Challenge. We will look for ways to include more participatory voting-type activities in the main library.
- For the 4th Reading Challenge in a row, the Target gift card was the most popular. 52% (66 people) of WRC participants identified East Greenbush as their town of residence; 7% (9 people) identified Schodack, 13% (16 people) identified North Greenbush/Wynantskill. 53 "end of challenge" surveys were completed; 12 respondents (23%) indicated that this was the first reading challenge they participated in. A selection of the 71 comments from WRC survey included the following: "I loved the theme and the focus," "I like book challenges because I always end up reading something I normally wouldn't have," "I learned Little Free Libraries exist," "Keep offering good programs both in-person and on-line," "It was fun to plan the dream trip...," "Keep challenging us to read outside our habitual patterns!," "Keep up the great work!," "I like the idea of learning about the world through books," "I always learn something new from the reading program," "The library does so much for the community!"
  - 121 kids and teens registered for our Winter Reading Challenge, and 69 participants completed it. Some comments about what people liked most about the program include: "I got to read a lot of books!; The PRIZES! It was also fun to read things I normally wouldn't; We liked the different activities to complete, especially the donating time and resources to charity activity! Love how it gets the kids excited to try new books; It's fun to earn rewards as a family. I love the challenges that push us into new spaces."
  - We celebrated Take Your Child to the Library Day for the first time since 2020 on Saturday, February 4th. Unfortunately, it turned out to be the coldest day of the year, and the Balloon Extravaganza performer was unable to attend as planned. We continued on with our LEGOS and crafts as scheduled and 45 children participated.
  - The Youth Services Department held another popular program the following Saturday with Valentine's Day crafts and activities and 28 children attended.
  - We are planning at least several Saturday morning programs per month now in order to accommodate working families.
  - Molly worked with the EGCSO school media specialists to choose the book for a community-wide literacy initiative titled **One District, One Community, One Book!** She and I attended an East Greenbush Schools Committee to Promote Global Education planning meeting to learn more about the project and finalize our partnership role. The initiative began on March 1 and runs through April 25. All ages are encouraged to read the community book **The Elephant in the Room** by Holly Goldberg Sloan. The book explores the importance of friendship, acceptance and the bravery we all must face when dealing with life's changes. <https://egcsd.org/wp-content/uploads/2023/03/20230307-One-Book-Family-Guide.pdf>. We will report on our collaboration next month. Here is a teaser if you would like to see Miss Molly read





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chapter 12: <https://drive.google.com/file/d/1xga4ZrA13zfQaVkfAJGUJlg2Y2-4X2a/view?ts=6407697f>

- Teen Area -- there were 91 teens in the Teen Area during the 13 days it was staffed in February.

<b>JANUARY 2023 YS PROGRAMMING</b>	<b>Date</b>	<b>Age</b>	<b># Participants</b>
100 Books Before Graduation (off-site)	January	teens	6
1000 Books Before Kindergarten (off-site)	January	kids	49
500 Books Before Middle School (off-site)	January	kids	25
Anime Club	1/11/2023	teens	9
Book Bundles (off-site)	January	kids	10
Friday Thing	1/6/2023	teens	7
Friday Thing	1/13/2023	teens	6
Friday Thing	1/27/2023	teens	2
International Lego Day	1/28/2023	kids	43
K-2 Crew	1/12/2023	kids	14
K-2 Crew	1/26/2023	kids	10
Marshmallow Madness	1/18/2023	teens	14
Penguin Scavenger Hunt	January	kids	267
Preschool Fair	1/21/2023	kids	64
Robot Take & Make Craft (off-site)	1/16/2023	kids	84
Rocket Take & Make Craft (off-site)	1/23/2023	kids	70
Snowy Day Take & Make Craft (off-site)	1/2/2023	kids	49
Storytime	1/10/2023	kids	51
Storytime	1/11/2023	kids	46
Storytime	1/13/2023	kids	70
Storytime	1/17/2023	kids	68
Storytime	1/18/2023	kids	40
Storytime	1/24/2023	kids	45
Storytime	1/25/2023	kids	35
Storytime	1/27/2023	kids	72
Storytime	1/31/2023	kids	90
Where the Wild Things Are Craft (off-site)	1/9/2023	kids	75
Winter Reading (off-site)	January	kids	50
Winter Reading (off-site)	January	teens	10
Winterfest @ Goff (off-site)	1/14/2023	kids	145
<b>JANUARY TOTALS (YOUTH)</b>		<b>30 Programs</b>	<b>1,526 Attendees</b>



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<b>FEBRUARY 2023 YS PROGRAMMING</b>	<b>Date</b>	<b>Age</b>	<b># Participants</b>
100 Books Before Graduation (off-site)	February	teens	10
1000 Books Before Kindergarten (off-site)	February	kids	40
500 Books Before Middle School (off-site)	February	kids	30
Anime Club	2/8/2023	teens	8
Book Bundles (off-site)	February	kids	14
Break Out!	2/22/2023	kids	11
Break Out!	2/22/2023	teens	13
Drawing Workshop	2/21/2023	kids	34
Friday Thing	2/3/2023	teens	5
Friday Thing	2/10/2023	teens	11
Gingerbread Take & Make Craft (off-site)	2/20/2023	kids	71
Gruffalo Take & Make Craft (off-site)	2/1/2023	kids	81
K-2 Crew	2/2/2023	kids	26
K-2 Crew	2/9/2023	kids	5
K-2 Crew	2/16/2023	kids	12
Mouse Take & Make Craft (off-site) (1-1)	2/6/2023	kids	67
One World, Many Dreams MLK	February	kids	104
Rose Revere w/ MiSci Museum	2/23/2023	kids	36
Storytime	2/1/2023	kids	51
Storytime	2/3/2023	kids	32
Storytime	2/7/2023	kids	70
Storytime	2/8/2023	kids	61
Storytime	2/10/2023	kids	72
Storytime	2/14/2023	kids	54
Storytime	2/15/2023	kids	53
Storytime	2/17/2023	kids	57
Take Your Child to the Library Day	2/4/2023	kids	81
Teen Take And Make Dice Bag (off-site) (1-1)	February	teens	30
Valentine's Day Crafts	2/11/2023	kids	56
Valentine's monster Take & Make (off-site)	2/13/2023	kids	70
Valentine's Scavenger Hunt	February	kids	361
Wildlife Bingo	2/24/2023	kids	42
Winter Reading (off-site)	February	kids	44
Winter Reading (off-site)	February	teens	14
Wreck-It Ralph Interactive Movie	2/17/2023	teens	10
<b>FEBRUARY TOTALS (YOUTH)</b>		<b>36 Programs</b>	<b>1,736 Attendees</b>



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<b>JANUARY 2023 ADULT PROGRAMMING</b>	<b>Date</b>	<b>Age</b>	<b># Participants</b>
3rd Thursday Movie-Mrs. Harris Goes to Paris	1/19/2023	Adult	28
AARP Smart Driver Course (Rescheduled from 1/23)	1/30/2023	Adult	26
Adirondack Lumber Camp Historic Songs	1/29/2023	Adult	90
Books with Wheels (off-site)	February	Adult	20
ENL: English as a New Language	1/10/2023	Adult	1
ENL: English as a New Language	1/12/2023	Adult	2
ENL: English as a New Language	1/17/2023	Adult	2
ENL: English as a New Language	1/3/2023	Adult	2
ENL: English as a New Language	1/24/2023	Adult	2
ENL: English as a New Language	1/26/2023	Adult	1
ENL: English as a New Language	1/31/2023	Adult	1
GGC: A Garden For All Seasons (documentary)	1/3/2023	Adult	26
Historical Society: History Of Hampton Manor	1/22/2023		75
How to Keep Yourself Safe When Shopping, Surfing, and Working on the Internet (Virtual)	1/11/2023	Adult	1
Introduction to Qigong Meditation	1/15/2023	Adult	16
Make 2023 a Great Year: Planning Camp 2023	1/24/2023	Adult	5
MLK Day Morning Movie-Selma	1/16/2023	Adult	17
Monday Morning Book Discussion	1/16/2023	Adult	11
PM Book Discussion	1/18/2023	Adult	8
Red Cross Blood Drive	1/9/2023	Adult	38
Techniques to Increase your Excel/Google Suite Skills (Virtual)	1/25/2023	Adult	5
Wednesday Night Book Chat (Virtual)	1/4/2023	Adult	29
Wednesday Night Book Chat (Virtual)	1/11/2023	Adult	13
Wednesday Night Book Chat (Virtual)	1/18/2023	Adult	29
Wednesday Night Book Chat (Virtual)	1/25/2023	Adult	23
Winter Reading Club (off-site)	January	Adult	48
<b>JANUARY TOTALS (ADULT)</b>		<b>26 Programs</b>	<b>519 Attendees</b>



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<b>FEBRUARY 2023 ADULT PROGRAMMING</b>	<b>Date</b>	<b>Age</b>	<b># Participants</b>
3rd Thursday Movie-Ticket to Paradise	2/16/2023	Adult	80
AARP Smart Driver Course	2/20/2023	Adult	39
Adult Craft - The Zen of Watercolors	2/5/2023	Adult	15
Adult Craft-Fold A Heart From A Book	2/4/2023	Adult	20
Are You A Good Neighbor? A Discussion with Antonio Booth (Hybrid)	2/8/2023	Adult	28
Become an Expert Communicator to Gain Respect and Avoid Conflict (Virtual)	2/22/2023	Adult	7
Books with Wheels (off-site)	February	Adult	20
ENL: English as a New Language	2/2/2023	Adult	1
ENL: English as a New Language	2/7/2023	Adult	2
ENL: English as a New Language	2/9/2023	Adult	2
ENL: English as a New Language	2/14/2023	Adult	2
ENL: English as a New Language	2/16/2023	Adult	2
ENL: English as a New Language	2/28/2023	Adult	2
GGC: Houseplants	2/7/2023	Adult	22
Historical Society: Reflections on Seven Decades in North Greenbush	2/12/2023	Adult	42
Monday Morning Book Discussion	2/20/2023	Adult	14
Planning Your Walt Disney World Vacation (Hybrid)	2/9/2023	Adult	45
PM Book Discussion	2/15/2023	Adult	9
Reach More Members Using Two Marketing Tools: Part 1- Email Lists (Virtual)	2/8/2023	Adult	7
SNOWDATE - Mrs. Harris Goes to Paris	2/19/2023	Adult	65
Tech Tuesday: Lifestyle Apps	2/28/2023	Adult, Teen	0
Wednesday Night Book Chat (Virtual)	2/22/2023	Adult	31
Wednesday Night Book Chat (Virtual)	2/1/2023	Adult	20
Wednesday Night Book Chat (Virtual)	2/8/2023	Adult	35
Wednesday Night Book Chat (Virtual)	2/15/2023	Adult	19
Winter Reading Club (off-site)	February	Adult	133
Advocacy Letter Writing Day! Sponsored by the Friends	2/25/2023	Adult	124
<b>February Totals (ADULT)</b>		<b>25 Programs</b>	<b>776 Attendees</b>

**2. Extend/change hours when needed.**

*Status: In Progress*

- Periodically, we investigated demand for extending/changing available hours of service. 2022 attendance and borrowing trends do not indicate extending hours in the evening. We might consider opening earlier in the day, although if we do that there would be



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some additional staffing needs. Many staff are already scheduled at the library at 9am (currently open at 10), but many are behind the scenes staff and other use that time regularly for collaboration, which we have prioritized in 2022 in our staffing plan. Ideally, we will wait to make any changes in hours until after the strategic planning process is completed.

- Although visits to the library continue to increase since the pandemic, they are still not at pre-pandemic levels. See chart for “Library Visits” below. I am also including a chart for “Physical Item Lending.” Circulation of physical items continues to grow, and we are nearing pre-pandemic levels which has already started to drop slightly as digital lending increased. Next month, I will compare physical item borrowing and digital item borrowing over time.

**LIBRARY VISITS**

	<b>2023</b>	<b>2022</b>	<b>2021</b>	<b>2020</b>	<b>2019</b>
January	10,034	7,220	4,695	14,607	14,300
February	9,917	7,530	4,709	14,030	14,422
March		9,282	5,882	6,383	16,054
April		9,890	5,504	0	14,060
May		8,161	5,311	0	16,354
June		10,452	7,073	1,185	14,871
July		11,141	9,312	3,997	16,114
August		10,902	8,534	4,767	14,614
September		8,530	7,549	5,219	15,275
October		9,862	7,944	5,191	16,853
November		10,322	8,644	5,044	14,092
December		7,786	6,935	4,955	10,600
<b>TOTALS</b>	<b>19,951</b>	<b>111,078</b>	<b>82,092</b>	<b>65,378</b>	<b>177,609</b>

**PHYSICAL ITEM LENDING**

	<b>2023</b>	<b>2022</b>	<b>2021</b>	<b>2020</b>	<b>2019</b>
January	24,940	19,314	18,223	28,926	29,533
February	24,577	21,661	18,832	29,065	27,958
March		21,926	21,926	13,512	31,493
April		24,970	20,054	58	28,364
May		22,996	15,787	545	27,844
June		24,714	21,726	4,102	29,212
July		27,616	25,806	14,322	37,260
August		28,865	24,007	17,883	32,694
September		23,879	20,610	19,379	26,411
October		23,587	20,379	19,611	27,768
November		23,131	19,882	18,620	28,532
December		22,970	19,050	19,556	24,574
<b>TOTALS</b>	<b>49,517</b>	<b>285,629</b>	<b>246,282</b>	<b>185,579</b>	<b>351,643</b>



**3. Restore In-Person Services “Trusted Community Hub” while balancing safety for staff and patrons (one-on-one and group technology assistance appointments/classes, indoor story times, meeting room reservation services for community groups)**

*Status: In progress*

- We will be reducing the number of paper newsletters mailed per year to three (April, August, December) to save costs. Despite changing vendors, costs have continued to soar. Each newsletter mailing costs almost \$4,000, which is almost double what it was pre-pandemic. The weekly e-newsletter will continue, and we will provide alternative programming marketing materials inside the library.
- Susan and Karrie have been planning a library card campaign which focuses on gaining new cardholder and cardholder retention. In February they created a project scope, created a Sierra list of new cardholders, finalized email design, scheduled targeted emailing, and they continue to track statistics ongoing campaign cycle for each group of new cardholders. They have researched Patron Marketing Automation Software platforms. We have chosen a software solution (Patron Point) which will allow us to automate campaigns using patron data to target marketing. It will help drive our digital marketing and attract, onboard, inform, engage and retain library customers through targeted marketing and automated engagement. Patron Point will connect to our ILS (Sierra), Overdrive, Hoopla, Databases, Library Market Calendar Registrations, and other platforms which will help ensure the messages are highly-targeted, personalized, and relevant. This project is targeted to begin implementation in the fall, which should tie-in nicely with the timing of our next strategic plan.
- Times Union best of contest campaign voting ended on March 3. Susan implemented a robust marketing campaign to encourage patrons to vote for the library. A thank you will go out when they announce the winners in April.

**4. Continue to restore print materials budgets and work to meet increased digital demand within tight materials budgets (Advantage plan- OverDrive, hoopla, databases, Hot off the Press, etc.)**

*Status: In progress*

- February adult displays: Winter Reading Challenge categories (x3), Black History Month
- February- children’s room displays: Black History Month, National Geographic-
- *Catherine attended the February Upper Hudson Library System e-Content Advisory Committee (ECAC) meeting and voted along with the rest of the committee to enter into a reciprocal lending agreement (RLA) with both Southern Adirondack Library System (SALS) and Mid-Hudson Library System (MVLS) in addition to the already existing RLA with MHLS.*

**5. Add video/digital meeting capabilities to A/B & Hurr Rooms**

*Status: Complete (February 2023)*

**6. Expand art gallery to M/P Room**

*Status: Complete*



- The gallery art system has been installed, and the Exhibits policy was amended on February 13, 2023, to reflect changes. We hope to have an installation soon.

#### **7. Electric dividing door A/B**

*Status: Complete*

- Replaced manual dividing door with electric divider door in Meeting Rooms A/B (NYS Construction Grant Funds) in 2022.

#### **Trends that may affect the strategic plans in future years....**

- Continued demand for physical and digital collections
- Social services direct service needs have increased, and funding/social services capacity decreased, creating new/heightened burdens on library staff
- Demand for more one-on-one service
- Demographic changes- ethnic, racial, social, and economic
- Continuing digital divide and net neutrality
- Growing need for public gathering spaces
- Growth in off-site delivery of service and presence
- Increased civic engagement and community participation and need for neutral place
- Increased major capital improvements required as building ages
- Increased physical facility and cyber security concerns
- Library of Things
- Hot off the Press
- Schodack contract
- Surrounding community funding for their libraries, leading to greater usage and demand on EGRN taxpayers
- Potential rise in book bans and censorship
- Need to reduce carbon footprint
- Industry-wide shortage of library career candidates