

Mammen Family Public Library

Monthly Report – February Activities

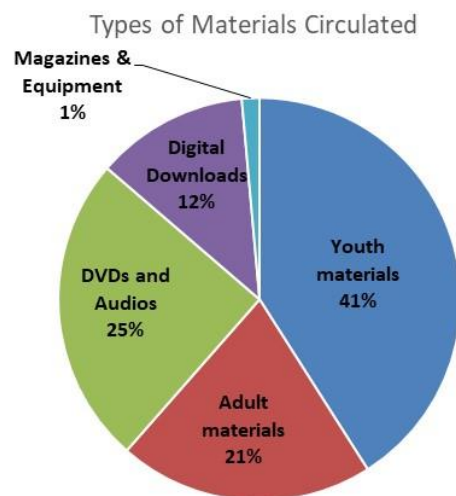


Our program of the month was the Holocaust Memoir Presentation with holocaust survivor Rose Williams presenting with coauthors of her book, Robin Philbrick and Becky Hoag. Her moving talk was full of caution to never repeat the past and optimism for the future. Rose's talk was truly a thought provoking and memorable experience.

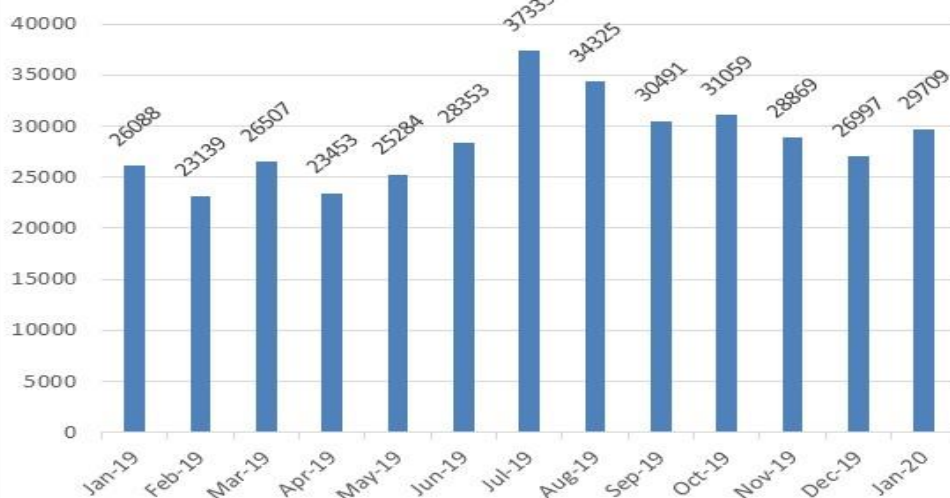
In the Children's department, 1000 Books Before Kindergarten kicked off at the library with Montana putting together the format of the program in an easy way for parents to log books and keep the numbers of books read at home easily recorded throughout this program. Great job on getting this going in our community Montana!

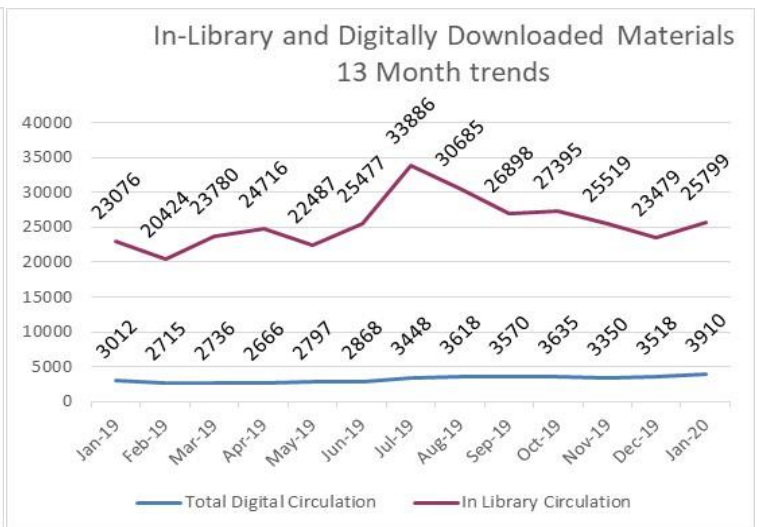
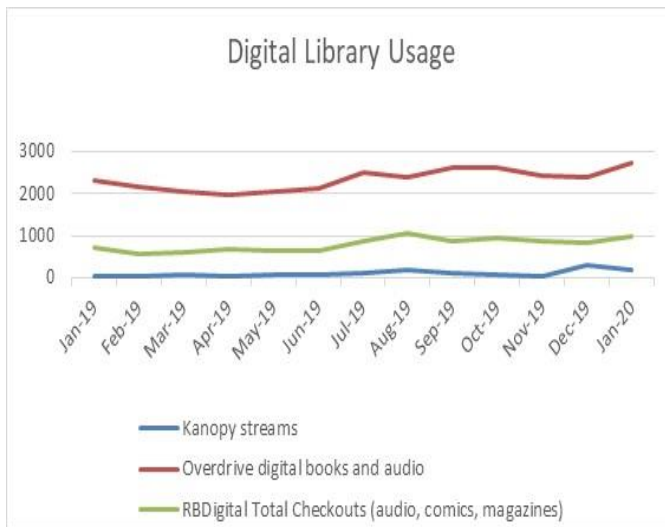
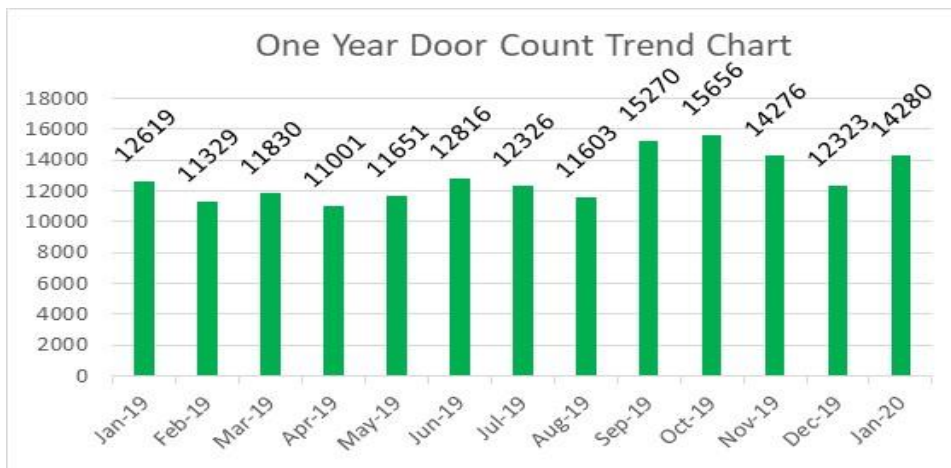
Circulation Team Report

- Number of visitors to the library: 17,148
- Total items circulated: 30,165
- New cards issued: 247
- Number of active members: 8,538
- Meescan (checking out via our phone app): 64
- Percentage of people using self checkout: 54%



One Year Circulation Trend Chart

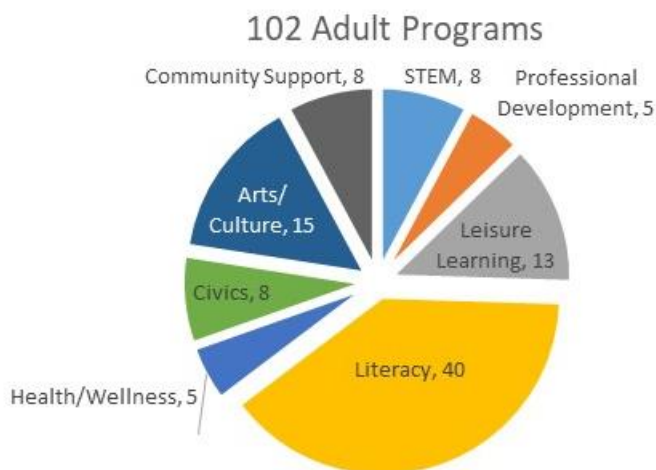




Programming, Outreach and Community Collaboration

Adult Programming is thankful for volunteers who taught or helped out in over 240 hours of programming this month!

| Program Focus | Total Number of Programs | Attendees |
|---------------|--------------------------|-----------|
| Adult | 102 | 1246 |
| Teen | 9 | 95 |
| Children | 44 | 1056 |



Art and Culture - Expand appreciation and understanding of the world and appreciation of the visual and performing arts

Our very own Katie Paul taught the adult Mixed Media Class this month and lead the members through an acrylic painting.



Moore Storytelling Guild was back at the library with several professional storytellers coming out this month and adding to the group some new tales. Tim Tingle who leads the group is going to provide a free children's storytelling event here this summer during our reading program to show his appreciation to our library and community.

Leisure Learning

Joanne Butner began a monthly program teaching members how to create Julie Nutting Paper Dolls, cards, gift tags and journaling with these delicate creations.

Community Support

Electronics Recycling was held in February and AARP Tax Aide Prep began and will continue on Fridays from 10:30 -3pm until April 10th. We have an awesome group of 10 volunteers bringing this free resource to our community.

We have begun a program series for those transitioning to retirement and to later in life stages every other week on Tuesday afternoons. The classes that were presented in February were Medicare 101 by Juan Fararis and Understanding Your Social Security Benefit Options by Kelly Lesnick.



Literacy - Understanding of the written and spoken word

The Adult Education programs of GED and ESL are continuing with the GED program finishing up with the Language Arts Section of the text. Two students went to test and both Darcie Tourville and Chris Carter passed this section of the GED! Congratulations goes out to both of them and proud teacher, Effi Brandenburg! The group has moved on to study the math section of the GED.

An exciting new development for ESL is staff member Samantha and volunteer Jessica Manley have started a program for the children of the ESL students during Wednesday's class time so the parents can stay more focused on learning. We are excited for the future of this program and the first day was very successful! Great job Sam, for getting this program, a long-standing dream, on its feet and running!

Teen Programming - Elizabeth and Rob

Teen programming for February began with a very well attended Sushi Making Class. The teens learned how to make maki California rolls and uramaki Spicy California rolls. Skills learned included food prep and rolling techniques.



For Valentine's Day, we had a candy, candy box, and card making party. The teens used molds to make pretty candy to place into boxes they made and decorated. They used the foil press to make

Valentine themed cards.

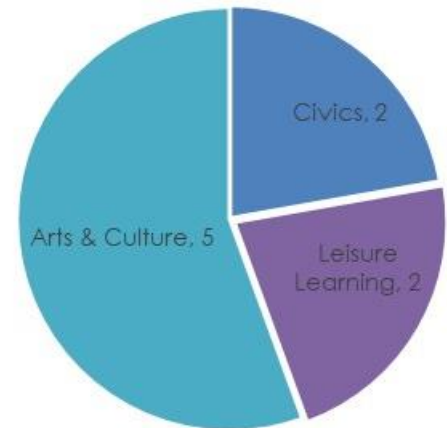
The League of Women Voters gave a presentation to the teens on voting history, different types of elections, and how to register to vote. Comal County Election Officials gave a tour of the voting area set up at the library for early voting and gave a practical demonstration of the voting process in Texas.

Unfortunately, the Teen Advisory Board had to be cancelled due to low attendance. We will continue to mention the board during other activities.

Attendance at Anime continues to be strong with up to 11 teens attending.

Teen volunteers logged a lot of hours this month and were able to get some big projects out of the way including some final storage of files from the library's renovation.

9 Teen Programs

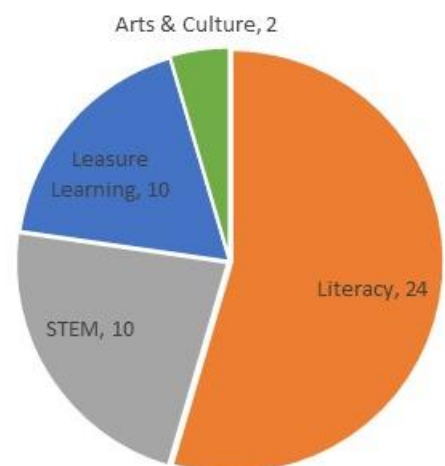


Children's Programming

Program Spotlight: Party time! Kids celebrated Valentine's Day and Mardi Gras in February. February is also Library Lovers' Month so kids made valentines sharing what they love about MFPL on hearts in the program room! Valentine's partygoers also made crowns and took pictures in our "I love the library" photo booth. I think the kids' favorite part was Sam's special Valentine's trail mix!

Nearly 40 kids got to make their own mini-King Cake during our Mardi Gras party! Baking during a one-hour program was a little more ambitious than I realized, but kids love any excuse to eat frosting and sprinkles so it worked out! We

44 Children Programs



also had a mask-making station, Mardi-Gras tic-tac-toe, and a “Pin the Mask on the Chick/Bunny” game!



Recurring Programs: Storytime in February focused on emotions. Katie's painting classes both had full registrations! Early voting threw most of our regular programs – Young Scholars, Science Night, Chess Club, and Craft it Up, and Family Movie – into Rooms A, B, and/or C. Many thanks to the adult programming team to having us (and all our stuff!!) in their space and to Jewel for organizing all of our rooms! Wednesday mornings in February we hosted the last four weeks of 123 Grow With Me (our Family Place Workshop), with local guest resource specialists including a pediatrician, occupational therapist, speech therapist, and nutrition expert!

Outreach

Overall, Outreach saw around 142 community members in February, expanded programs at the Bulverde Activity Center, began programs at the Loft, and planned out all the Movies In The Park and worked out all details of this program we co-sponsor with Chief Haecker and the Bulverde Police department.

Outreach extended its time at the Bulverde Activity Center. Instead of a quarterly craft, Jeannette visits monthly to do a special craft with the ladies. In February they made Vicks shower melts and lavender drawer sachets. They had a lot of fun!

Jeannette and Sam set up a kids book shelf at The Loft Coffee House with materials and programming guides. We hope that more families will be exposed to the library this way and will want to visit! This new partnership has been great so far and we know that the months ahead will continue to grow that new relationship.



Gilda has been regularly visiting the pregnancy center to share both an English and Spanish story time with the families there. Because the number of families has dwindled, she plans to attend on a different day while classes are being offered to hopefully reach more children and adults.

Kristin continued her regular visits to the Activity Center to bring her ladies books, and Montana and Jeannette visited Living Rock Academy.

Jeannette is taking great strides at the Assisted Living, visiting every other Tuesday afternoon, getting more book requests and even bringing puzzles to the residents. They love her!

Jeannette Leroy has joined our outreach team! Jeannette and Montana visited Living Rock twice in February.

Kristin took the Trekker to the Bulverde Activity Center on the 1st and 3rd Monday to offer hands on help with library resources and check out books.

Marketing & Public Relations (Katie Paul)

Marketing:

- 50 program flyers created for March classes/events
- Create slides for MagicInfo, kiosk slides for March
- Work on Summer Reading Shirt Design
- Design banner for Spring Break
- Design new Great Decisions poster
- Design new signs for Meeting Room rules
- Order Spring Program guides
- Begin design for Summer Reading program guides
- Create ad for Chamber Map
- Take photos and video at events
- Get in contact with bconnected about program guide distribution

Public Relations:

Social Media Schedule:

- Monday - National Month/day post
- Friday - Bookface Friday
- Saturday – funny post
- Post pictures of events/classes and the library throughout the week

Publicity:

- 8 individual event eblasts & 4 week of eblasts
- Upcoming March events press release sent to Front Porch News and Welcome Home
- School-Relate Stress and Great Decisions article sent to Front Porch News and Welcome Home along with photos
- 3 events added to Google Business
- 11 March events added to BSB Chamber calendar

FEBRUARY 2020

STATISTICS

FACEBOOK



PAGE FOLLOWS:
2,060 LAST MONTH | 2,093 THIS MONTH

PAGE REACH:
25,826

EVENT REACH:
30.3K

INSTAGRAM



PAGE LIKES:
1,045 LAST MONTH | 1,074 THIS MONTH

POST ENGAGEMENT:
4.576

POST REACH:
10,481

ROBLY



WEEKLY EBLAST OPEN RATE:
14.675% OUT OF 4 EBLASTS

SPECIAL EBLAST OPEN RATE:
25.525% OUT OF 8 EBLASTS

GOOGLE BUSINESS



VIEWS ON GOOGLE BUSINESS:
20.5 K

SEARCHES FOR OUR LIBRARY:
11,350

- 5 March events added to Kids Out & About
- 5 March events added to Alamo4Kids
- 21 March events added to Facebook

Collections Reports

Adult: We loaned 2 items to and borrowed 86 items from other libraries in the Interlibrary Loan (ILL) system. We worked one-on-one with 6 members to teach them how to use our electronic resources. In February the western paperbacks were weeded and the nonfiction was inventoried. This month I will focus on weeding the DVDs and inventorying the westerns.

Children: We inventoried the juvenile non-fiction books in February.

Makerspace: We continue to enhance current labs and have added about 129 makerspace items to the library catalog but so much more to go! Kudos to Elizabeth and Susan G. on this effort.

We deleted 151 items for the following reasons:

- Weeded – 118 items
- Vanished – 2 items (due to inventory)
- Lost and unpaid for – 18 items (sent to collections)
- Lost and paid for – 13 items

Technology *(Rob, Lois)*

Lois' improvements and issues:

- Many issues related to the public access computers are ongoing and related to the Iteam software we have used for many years. Their support has degraded and we are contracting with Envisionware which should be installed by the end of March.
- We tried to begin issuing our new cards with the Mammen Family Public Library name but have had issues with Biblionix possibly due to some changes made while trying to implement the Envisionware software. For some reason, when existing cards are issued new cards, their Overdrive (ebooks) account is not attached correctly, losing all their data. But now it is also happening when we issue our old cards as replacements as well. Our team is working with Biblionix on the issue.

Rob: We continued to make progress on our server upgrade. The two new servers are installed and have been brought online. We upgraded the Operating systems to the latest Windows Server OS, replacing all of the different iterations of Windows Server that we've been running, going all the way back to Windows Server 2008.

We were also able to test a new print and time management software for our public access computers to replace our old and now unreliable software. We should be able to complete all of our server transitions and software upgrades by the end of March if all goes well. This includes updating all of our patron access computers to Windows 10 replacing the Windows 7 desktops that they currently use, and installing EnvisionWare time and print management.

All library staff and board members need to complete Cybersecurity training by mid-May. We will be sending instructions soon.

Facilities Management (Jewel English)

Meeting and study room use in January:

Administration (Susan/Cathy)

We submitted the Kronkosky grant report for the \$145,000 they donated via the Foundation for the RFID. We thought it was the final but will have to submit a final report next February so we will have much more data to share at that time.

TSLAC Rolling DIY grant – We continue to spend down the grant funds for this final year of the Rolling DIY Cooperative grant. The woodworking trailer has been outfitted and is now a mobile woodworking lab, ready to hit the road! Our build out team thinks we need a few more tools, basic sets, for the trailer so classes will have everything they need to get to work.

Susan H. submitted the quarterly performance and narrative grant report to the TSLAC for the last quarter.

Susan H. continues to enter data in the state report, work on the strategic plan and has begun work on the budget packets for the next fiscal year. She created an Emergency Preparedness plan for the library to address contingencies should the COVID19 virus cause any issues in our community.

Some of the staff attended the TLA Virtual Conference which mostly addressed programming but our greatest interest was for the session on going Fine Free. We didn't find the session to be as helpful as we hoped but Tye Preston went fine free in January and has found so far that it hasn't made much of a difference in the amount of items returned although they did say some are coming back a little later than before. Customers are happier though. At the monthly Director's meeting, there was some discussion on the topic and San Marcos had at one point gone fine free but then went back to charging fines and said there were pros and cons to doing it each way.