Circulation Team Report

- Number of visitors to the library: 12,247
- Total items circulated: 29,775
- New cards issued: 232
- Number of active members: 8,117
Programming, Outreach and Community Collaboration

Adult Programs (Hannah Johnson & Allison Reeves)

March was a busy planning month for the Adult Programming Team. We made great progress on coordinating our summer program calendar, contacting potential instructors, brainstorming the summer printed program guide and t-shirt designs, and working on our summer program budget. As we continue to plan and prepare for the 2023 Summer Library Program (SLP), we’re thankful for the Friends of the BARLD, their continued support of our programming efforts, and their generous donation to this year’s SLP.

In preparation for the busy summer season, we spent time assessing our current processes and identifying opportunities to streamline where possible. Our first big improvement was for art classes, as we brainstormed how to reduce the staff time needed to set up and clean up the classes. We piloted using silicone mats (instead of butcher paper) to protect the tables during art classes, which proved to be a much easier layout for both staff and attendees, and makes clean up much faster.

While this has already been a big help, this change will really pay off in the summer months when we need to flip the rooms quickly to accommodate all of our additional summer programs.

Over the course of the past year, the library has received a number of requests from community members wanting to lead library-sponsored programs. Our programming team has fielded these requests to the best of our ability, but we saw the need to create a more standardized process. After researching other libraries, both in our area and across the country, Allison and Hannah created an official Program Proposal form to be completed by community members who wish to lead a program at the library. The new form has already been put to good use, and we are excited to see this process streamlined!

Lastly, we worked on updating website content for the Adult Programs page so that the website will better reflect the varied programs and services that we offer to adults in our community. We are excited to see these changes to our website content roll out in the coming weeks.

Program Highlights

Our AARP Tax Aide volunteers continued to work tirelessly throughout the month to help members of our community file their taxes. In March, they helped over 225 people with their taxes!

To kick off Spring Break, the programming team hosted a woodworking class. Patrons learned about the different machines available in the woodworking trailer and the basics of several of the larger machines. Each participant built and stained their own mini bookshelf to take home with them. A big thank you to Rich Herr for bringing the trailer up to the library
In honor of Spring Break coming to an end and St. Patrick’s Day, we hosted our second Trivia Night. This Trivia Night was all St. Patrick’s Day and Ireland themed trivia. Once again, we had a great turnout and everyone enjoyed the night!

Our four-part Introduction to Genealogy series kicked off in March. We are thankful for the volunteer instructors who are spending their Monday morning teaching attendees about the basics of family history research as well as how to use resources such as FamilySearch and Ancestry.

On March 25th, we had a Plant Swap. It was a beautiful Saturday morning to be on the front patio. In addition to swapping plants, we had two very knowledgeable Master Gardeners (both named Larry!) on hand to answer attendees’ questions. The two Larrys stayed busy the whole time answering many plant related questions. We had a total of 54 attendees stop by the event, and we got multiple requests to host this event more often.

March was National Craft Month and to celebrate, the programming team set up a Free Little Craft Cart in the lobby of the library. We stocked it with leftover craft supplies from our various programs and encouraged patrons to also donate their leftover supplies from home. All month long patrons took craft supplies that caught their eye and left some of their own supplies that they no longer needed. Judging by the number of people that stopped by the cart, and how often the supplies were changed out, we’re willing to say this program was a success. We could not keep the cart stocked, as it seemed that supplies flew off the cart!

**Outreach (Stephanie Emerson)**

March is my favorite month for many reasons but the bluebonnets are always the top of the list! The spring liveliness was in full force and energizing everything we did this month. We have reached 243 members of our community directly and many more through books and materials. Patrons checked out a total of 230 books for the month through Outreach and the Little Free Library tallies came in at over 105 donation books placed between the 3 locations.
ART DISPLAY: Our artist rotated to the lovely works of Claire Rhodes Stevenson. Her paintings provide variety in both size and subject. In the future, artists will be able to submit their application for the spotlight wall through a link on the Outreach web page. This will make the queue easier to manage and the stream of artists more constant.

BOOK CLUB: Books & Bites at the Bulverde Spring Branch Activity Center met to discuss *Bring on the Blessings* by Beverly Jenkins. This was a heartwarming book about turning tragedy into blessings that everyone thoroughly enjoyed. Several have reported that they are continuing to read the rest of the books in the series. We kept it simple for the “bite” with spring sugar cookies.

ASSISTED LIVING / HOMEBOUND: The Bulverde Assisted Living visits every other week continue to serve our 10 patrons. The active readers are getting back into the swing of things and checked out 44 books. The recently donated 300 piece puzzles are being rotated through for all to enjoy and are greatly appreciated as well!

OUTREACH COLLECTIONS:

- The Trekker collection is now at 380 active books, which is an increase of approximately 35 books this month. This month’s additions were comprised of a few donations, new purchases, and a couple of weeded library collection adult books. We continue to build a comprehensive children and juvenile selection to cover all reading levels from 6th grade and below to effectively serve any age that might attend a pop-up type of visit or mobile event.

  We hope to start building a Trekker LP collection to begin serving the assisted living and homebound patrons. Currently, their reading material is either from the main library collection, where the newer titles can have significant wait times, or the weeded LP selection that are currently rotated in the borrowing bookcases.

- The borrowing bookcases were refreshed with Outreach LP weeded inventory at The Bulverde Spring Branch Activity Center and Bulverde Assisted Living.

- The giveaway collection of bilingual and books in Spanish continues reaching the community at both Provisions Food Bank and the SHARE Center. The flyer in Spanish is updated each month for current dates and times on our ESL and bilingual storytime offerings. Some of the donated cookbooks are also being delivered to the giveaway bookcase at Provisions.
YOUTH OUTREACH:

Our first Pop-Up Library of the year was super busy! There was a steady stream of parents and children the entire time. Javier had multiple storytimes with Spring as the topic and there was nothing left over from our “plant a seed” activity. Children colored their tiny pot and planted a Forget-me-not. We even made sure mom or dad took a small instruction sheet for care and watering.

At the SHARE Center, Javier gave a combined Spanish and English storytime and provided a bumblebee craft. (He did it all solo as I was on Spring Break with my family.)

Living Rock Academy continues to be an Outreach success. They continue to check out 90-100 books at each two-week visit and we have had an increase in students coming into the library on a regular basis. Our last two visits for this school year will be in April. May will be spent collecting the entirety of the checked out Trekker collection before summer begins.

At SJRC this month, Allison demonstrated how to make chocolate covered pretzels. Even the staff enjoyed partaking in this one! Checked out books were returned, the onsite borrowing bookcase was rotated, and a few residents continue to come into the library to select more reading materials.

Sanctuary of Hope is now on the monthly schedule for on campus storytime. Montana introduced the residents to “1000 Books Before Kindergarten” and the benefits of reading to and with your child during our first visit in mid-March. There were stories, bubbles, free play and songs with participation by all.

OTHER NEWS: Jumbo Evans LFL had an unfortunate door failure. It has been repaired, reinforced, repainted and reinstalled.
**Makerspace** (Lindy Hargrave, Sam Stephens, Devon Rogers)

Hello everyone! It’s your Makerspace team reporting. This month, we taught our adult and teen patrons about electric circuits using 3-volt batteries, paper, and copper tape. It wasn’t our most successful class, as some patrons attended with the expectation of using the Cricut paper-cutting machines.

We also got our CNC mill up and running for our first Open Woodworking Hours! We hosted our Qualified Maker Hours on March 27th and had 3 appointments with our most expert patrons. Our laser cutters saw 9 hours of use, and our Ender 3D printer saw a little over 5 hours of use. We’ll probably see much more use on the 3D printer next month, as our April classes for teens and adults will be using them. Wish us luck!

**Teens** (Allison Reeves)

Like the other programming teams, teen programming was packed into March! We started off the month with a Teen Makerspace class where, despite a brief weather-related interruption, teens learned how to use the sublimation printer and the mug heat press. They each took home a mug that they designed!

This month’s Night at the Library: Teen Edition program was a big success! The teens chatted about books, school, and life in general while they made a bunch of fluffy slime. We made a huge mess but it was worth it!

Adult and Teen Programming kicked off Spring Break by hosting a woodworking class. We had several teens come out to learn about the different machines in the woodworking trailer and make their own miniature bookshelves. They all did a great job!

For the week of Spring Break, we had “Teen Time” on Monday, Tuesday, and Wednesday. Each Teen Time activity had a spring theme and teens ended up making fairy houses, birdfeeders, and decorating pots.

We closed out the week with Teen Drop-in Volunteer Hours and had several teens show up to help us prep programs, dust the library, and clean DVDs.

The monthly teen programs continued to meet in March. These include our Teen Tabletop Role Playing Games (TTRPG) group, the Anime Club, and the Genre Book Club. We’re happy to see these programs continue to grow each month!

Stephanie and I made a trip out to SJRC where we taught the teens how to make a super simple dessert - chocolate covered pretzels. They had a great time and several of them sat down to chat with us, which is always nice.
**Children's** (Montana Rindahl, Javier Gonzalez, Briana Gonzalez)

The big news for Youth Services in March is: We’re growing our team! Briana Gonzalez started March 29th as Youth Services Assistant. Briana will work in the Children’s Library in the afternoons and evenings helping with programming, patron assistance, shelving, desk coverage, and everything else we throw her way!

March was a long, busy month! One big programming change was the start of our five-week Family Place Workshop. Offering the workshop — for children 0-3 and their caregivers — a few times a year is a requirement of our Family Place certification and we are excited to bring it back after a long, COVID-induced hiatus! Offering a free, indoor place to play, connect with other families, and get support is a huge benefit for our community; we had approximately 30 children join us each week! The youngest is only eight weeks old!

Our art teacher, Tracy Fortune, led two classes for kids this month: one during Spring Break in addition to her regularly scheduled class!

This month our Tuesday crafters worked on a variety of fun projects such as cardboard llamas, paper flower bouquets and colorful prints.

We had plenty of activities throughout the week of March 13-18 for Spring Break. Kids were challenged to find picture book characters for a fun scavenger hunt in the Children’s Room. We had a total of 173 kids participate in the scavenger hunt. We saw an attendance bump for some of our regular programs like storytimes and crafts. To welcome spring, kids painted shamrocks and bluebonnets using puffy paint! For STEM Day, kids made their own self-watering planters using 2-liter bottles. They were given seeds and bean sprouts to grow at home! Montana also hosted a drop-in activity on St. Patrick’s Day where families got to decorate shamrocks and bookmarks!

Builders Club kids were tasked with building a community park. Kids built play equipment, ponds, trees, snack carts and wildlife! Everyone enjoyed getting to work together and our Lego park came out great!
One of our Tween Club projects this month was making Tiny Books! It was so popular we repeated the project for a drop-in craft day during Spring Break! On March 10th, the tweens celebrated MAR10 “Mario” Day by playing Mario Kart and Smash Bros!

Collections Reports

Adults (Kristin): We loaned 4 items to and borrowed 86 items from other libraries in the Interlibrary Loan (ILL) system. I proctored 4 exams in March. We worked one-on-one with 5 members to teach them how to use our electronic resources. In March the study guides and the Texana collection were weeded and the tote bags were inventoried. This month I will focus on inventorying Texana and weeding the music CDs.

Four adults were emailed a personalized reading list in March. Study guides were all re-cataloged to be 378 and the first 3 letters of the exam. Ex: 378 SAT, 378 GED

Teens (Allison): March was spent weeding the entire Young Adult (YA) Collection. This includes YA Fiction, YA Nonfiction, Graphic Novels, Anime, and the YA Audiobooks. After weeding, we then began completing inventory for the collection. So far we have finished Graphic Novels, Anime, and the YA Audiobooks. A big thank you to Taryn for helping with this as part of her practicum hours!

In March we fulfilled 2 purchase requests and ILL’d one Young Adult book for a patron.

Children (Montana, Javi & Brian): In March we inventoried the Early Readers collection. Inventory is helpful for not only discovering when items are missing, but also materials that have been cataloged incorrectly or need updating. We did a bit of records updating for ER materials this month!

Montana recently turned in the final report for the Texas Book Festival Grant we received last fall to purchase VOX read-along books. We are happy to report that AudioKit circulations have more than doubled in the months since adding VOX books to the collection!

We deleted items for the following reasons:

- Weeded – items
- Vanished – items (due to inventory)
- Lost and unpaid for – items (sent to collections)
- Lost and paid for – items
Marketing & Public Relations
(Marc Dunlap)

March concluded our Print Vendor exploration (for now) resulting in Minute Man Press as the superior customer service and willingness to work with us to produce the products we are looking for. Though there were some misprints, steps have now been put into place so it shouldn’t happen again.

In April we are looking forward to creating and producing the Summer Library Program’s calendars. Alongside that, the first draft of the complete Branding Book was put together; it is a good start but there is still work to be done to get it looking and feeling the way we want it to. The hope would to have a finished Version 1.0 by the end of April.

With the help of Devon Rogers, we are beginning to reach out to more local publications and get a firm grip on the timeline/processes for promoting our programs beyond our current means. Once that has been established and the Branding Book is moving along, then we will begin to look into both our direct mail options and social media advertising.

Technology (Rob Lerner & Marc Dunlap)

Stand-out-Issues

- We (Rob and Marc) had thought we had finally gotten to the bottom of the issues with the Large Format Printer, however after a successful print run of multiple items in one job the printer “decided” to do its own things once more.
- There is one last test we will perform in April, but after that, we might have to look into getting a technician in (which will unfortunately cost us).
- Late in the month a change to the Wi-Fi login page was made (source

MARCH 2023
MARKETING STATISTICS

March was an easygoing month and the new format for the “Mammen Mondays” and “Find out Fridays” seems to be working. There has also been a marked activity on the Teen Instagram account.

INSTAGRAM: *1,459
PROFILE VISITS: 171
NEW FOLLOWERS: 4
POST OF THE MONTH:
“Magic Act” (Storytime Video)
NOTES: We are where we want to be with impressions and reach, now we need to work on engagement!

FACEBOOK: *3,003
PAGE VISITS: 856
NEW FOLLOWERS: 11
POST OF THE MONTH:
Spring is at the Library
NOTES: Reach has leveled out again, and we are beginning to see the signs of patterned use on our page!

TWITTER: *247
PROFILE VISITS: 227
NEW FOLLOWERS: 3
POST OF THE MONTH:
Teen Time / Spring Break
NOTES: Even while reducing the number of tweets we still grew!

MAILCHIMP:
OPEN RATE: 33%
CLICK RATE: 1.1%
EMAIL OF THE MONTH:
Online Calendar
NOTES: We have begun to consistently send out two emails a week, and it hasn’t seemed to affect drop-rate at all!

UPCOMING PROJECTS:
- Signs all around the Library
- Summer Library Program...
- Still trying to get two months ahead on Newsletter and Post schedules.
unknown), the main difference being the background color obscures the confirmation checkbox. This has made it hard for many to easily log into our Wi-Fi without assistance. Disrupting classes/programs and causing a bit more than average “tech-help” from all staff members.

**Technology Help**

In March the continued rollout of Overdrive to Libby was really felt. Many patrons stopped by the Tech Desk to understand what is happening and get set up with either the Hoopla or Libby third-party library app. Also, with the increase of patrons “going digital” but not knowing exactly how their devices work... we saw a marked increase of people wanting help either setting up their devices or learning how to access our digital resources through them. There has been some confusion as to just “what” we can help with here at the library through the One-on-One Tech Help program. But, even when someone registers thinking we can handle building them a computer or that we will use our software and time to create something for them, after some explanation, they have still left more knowledgeable and happy.

**Facilities Management (Jewel English)**

Regular scheduled monthly maintenance for pest control, aerobic septic system, and grounds keeping maintenance.

**Study Rooms:** 468 people used the Study Rooms in March

**Public Meeting Room use:** 450 people used the meeting rooms in March, this includes about 300 people who came to the Bulverde Spring Branch Thrift Store “All Dolled Up Event”.

**Fence Project:** we reviewed four competitive quotes from four fencing contractors to build and install the fence around and install a gate to access the new property. We selected James Resendiz Construction and Welding for the new fence project. Materials have been ordered; clearing the fence line and fence work began on April 10th, and will continue until the work is completed, approximately four-six weeks. James Resendiz is the contractor who built the concrete pad and the awning over the lower book drop, and set the poles for the musical instruments in Eagle Scout Park.

**Automatic Door Control:** 3.10.2023 technician completed the annual PM on (3) automatic doors:

- Interior set of doors: are in good condition and no repairs are needed
- Exterior set of doors: the left hand break out door has a loose bottom guide, and recommend it to be replaced
- Interior set of doors: the right hand break out door has a loose bottom guide, and recommend it to be replaced
- Price quote for repairs: $1,409.10 – since all doors are working properly, we were told it’s not necessary to do the repairs at this time, and will hold off for now.

**Reupholstered Chairs:** 4.3.2023 Sam and Lana Story, owners of Supreme Touch Interiors, located in Bulverde, reupholstered the green chairs (2) – that were donated in memory of Helen Tenney and Brenda Stewart - with a Marine grade, heavy use, commercial vinyl, that can be wiped
clean with mild soap and water, or Fantastik, 409, Mr. Clean; 70% alcohol wipe will clean paint, lipstick, ink and Sharpie marks. Not only are the chairs beautiful, we are also extremely pleased to support a local business!

**New marine grade vinyl fabric – “Delta Blue”**

**New marine grade vinyl fabric – “Aqua Spray”**

**Before chairs were re-upholstered**

**New name plates:** Lindy Hargrave, Makerspace Team, made new name plates in the Makerspace: In Memory of Helen Tenney, Brenda, Stewart, and Emma Brann

**Old name plate**

**New name plates**

**Window blinds for Classroom: 3.29.2023** Rich Herr installed the blinds for the (6) windows – upper and lower, in the Classroom. The blinds will keep the room cooler in the summer, keep car lights from shining into the room when used in the evening, and darken the room when audio/visual is used.

**HVAC PM: 4.6.2023** Beyer Mechanical completed the 3rd PM per our Planned Maintenance Agreement dated May 12, 2023.

**Masters Electrical Service: 4.5.2023** Morgan Hallmark met with Susan to discuss the possibility and cost of adding duplex receptacles in pole(s) in the lower parking areas, and an outdoor receptacle next to the Chiller. The electrical outlets will be useful for not only for Summer Reading Programs and Events (bounce house, dunk tank, bubble machine), outdoor Movie
Night, Makerspace Programs, the Trunk or Treat Events, but also provide the ability to add additional security cameras.

**Eagle Scout Project:** Josh Grizzel will present his Eagle Scout Project proposal to build the deck between the building and the storage shed to the his Council by mid April and plans to start the project in May, with completion by the time Summer Reading beings.

**Groundskeeping 4.20.2023:** regular groundmaintenance, put the stakes and caution ribbon around the front entrance in preparation for early voting which begins on April 24.

**Administration (Susan/Cathy)**

Susan co-hosted the Library Districts meeting at Wells Branch in Austin. This is the winter gathering of the 15 Texas library districts and was the first time the group had met in person since Covid so it was nice to see everyone. Diane Insley, San Marcos Public Library Director, gave a presentation on the recent expansion/renovation of the San Marcos Public Library. The group then went on a tour of the new Round Rock Public Library which was very impressive! Round Rock uses the same kiosks and automated material handling equipment our library has. They and San Marcos have also installed skyfold partitions in their meeting rooms like ours.

We spent a lot of time in March interviewing candidates for the Youth Services Assistant position. We had several great candidates and while it was a tough decision, we are happy to have Briana Gonzalez join our team. We also hired Luca Rodriguez for our Circulation Team.

We walked the newly acquired property at 143 Bulverde Crossing, adjacent to the library, to determine what the storm tree damage was and are happy to report it seems minimal.

Susan completed the TSLAC annual report which allows us to remain accredited with the state library so that we are able to qualify for grants from them. She is working on regaining access to our SAM.gov account so that we can update our information as this is necessary should we receive any federal grant monies.

Susan also worked on budget packets for the various teams who need to ensure they have the funds they need in the coming fiscal year.