

## Assistant Director's Report

Sherry Kowalski

January 8, 2025

- Michelle B. and I met with our Ingram rep to find out about the inDemand program. It is comparable to the Baker and Taylor lease program that we used in the past. The inDemand program has some advantages. It is more cost effective and we don't need to have a separate contract with the County, Ingram is on the State contract list. The process of setting this up hasn't been as straight forward as I had hoped but once it is, there should be an improvement with getting multiple copies of popular fiction titles.
- The 4CLS Purchase Agreement went before BAC on December 23<sup>rd</sup>. The contract expires March 31<sup>st</sup>, with any luck, the new contract will be in place before that expires.
- The next contract that I will work on is hoopla, it expires on March 31<sup>st</sup>. We will increase the yearly amount to \$48,000/year. The usage of this service has been steadily increasing each year.
- We hosted a blood drive on January 2<sup>nd</sup> with the American Red Cross. They collected 10 units of blood. A single unit of blood can save more than one life.
- We are all excited to have James Ingram start this week as our Programs Coordinator. We are working to get his workspace set up. One of his job duties will be meeting room reservations. I will train do the initial training, but we can also request training from Library Market.
- I will attend a Communication and Conversation Techniques for the Library Workplace workshop on Friday January 10. This was scheduled for November but was canceled due to snow.

Information Services Report  
Submitted by Michelle Brandone

January 7, 2024

- The new weekly book ordering process is going very well and the department is focused on making sure we have copies of all the award winners and books that had buzz in 2024! We placed a book order for some new and exciting adult titles to highlight in our displays celebrating Black History Month.
- Cher is working on adding a Newsletter section to the BCPL website that will include a newsletter archive.
- The whole department attended an online training offered by 4CLS, *Managing Your Own Emotions During Conflict* that I thought was very helpful in covering strategies for staying calm when conflicts with patrons arise. Unlike a lot of other trainings I have attended on this topic, this training was very library specific and addressed specific concerns that arise when managing conflict with homeless patrons. December was a very conflict heavy month with the public at large. (Holidays are stressful for everyone.) Information Services Department staff are to be commended for acting with compassion and professionalism throughout.

### **Programming Updates**

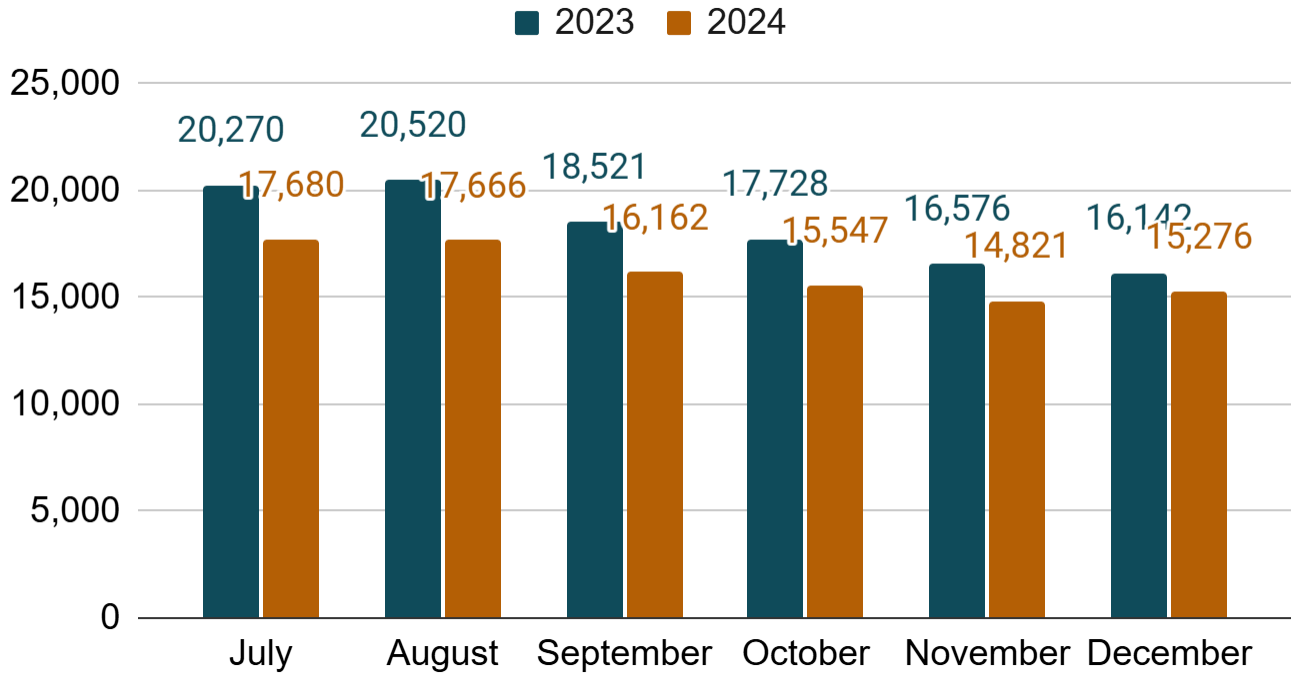
- Adult Take and Make crafts are back! Michaela has planned out a monthly calendar of kits for 2025, the first kit "painted holiday decorations" was well received by patrons in December!
- Michaela and I are developing art programming that would suit adults with learning, cognitive and developmental disabilities. We are planning on offering a monthly art session and a weekly art cart with self-directed crafts and art activities.
- Literacy Volunteers will be expanding their program in 2025. They are partnering with Workforce to reserve instructional time for referrals from their programs for information literacy and ESL tutoring. An additional 2-3 hours a week has been set aside for Literacy Volunteers to accommodate this expansion, and they have brought a volunteer tutor on board to assist.
- Cher is working on offering some afternoon public screenings of movies. We have movies scheduled celebrating MLK Day, Black History Month and Women's History Month.

# Data Analytics Monthly Report (December 2024)

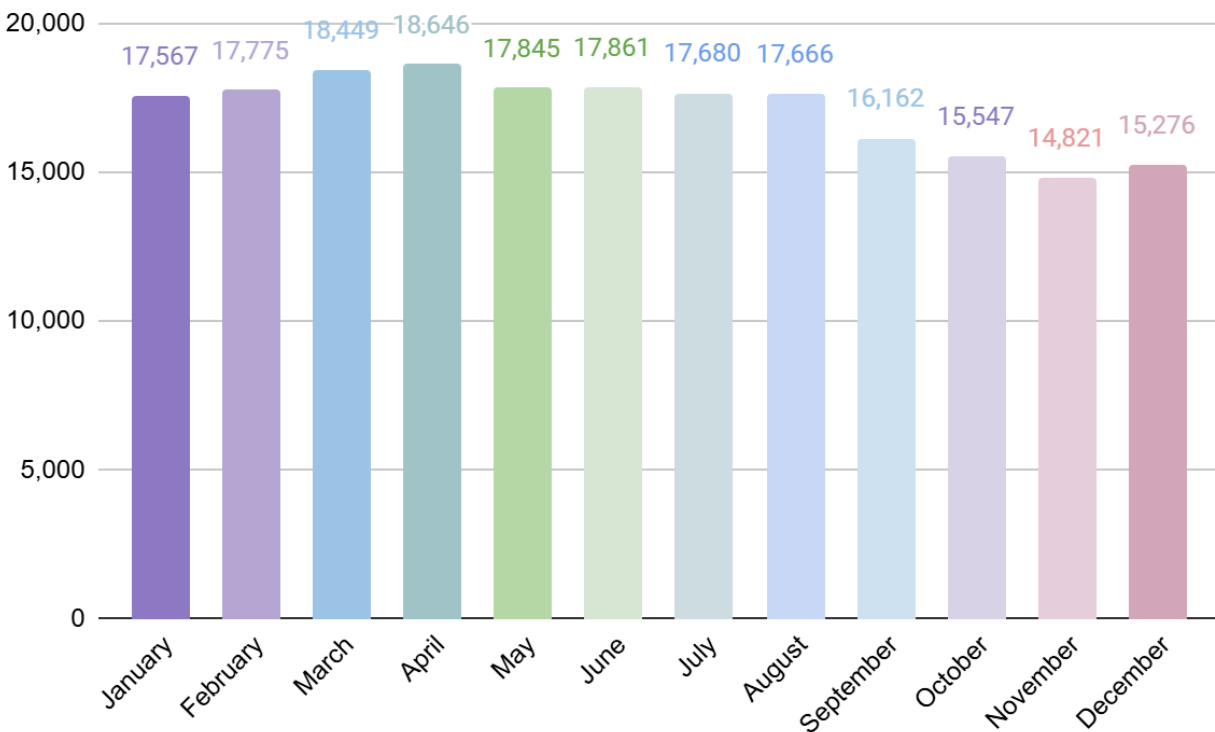
Submitted by Laura Haynes

## Circulation:

Circulation increased for December 2024!

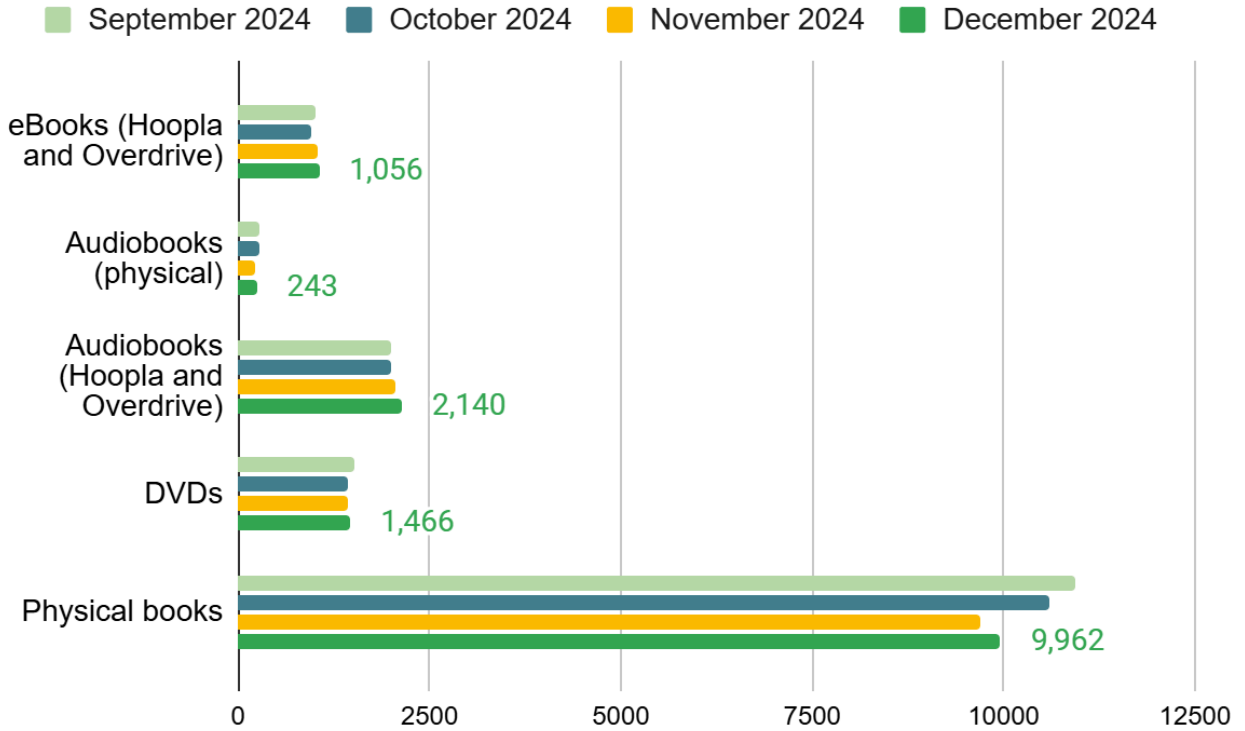


This graph shows the circulation stats for the past year:



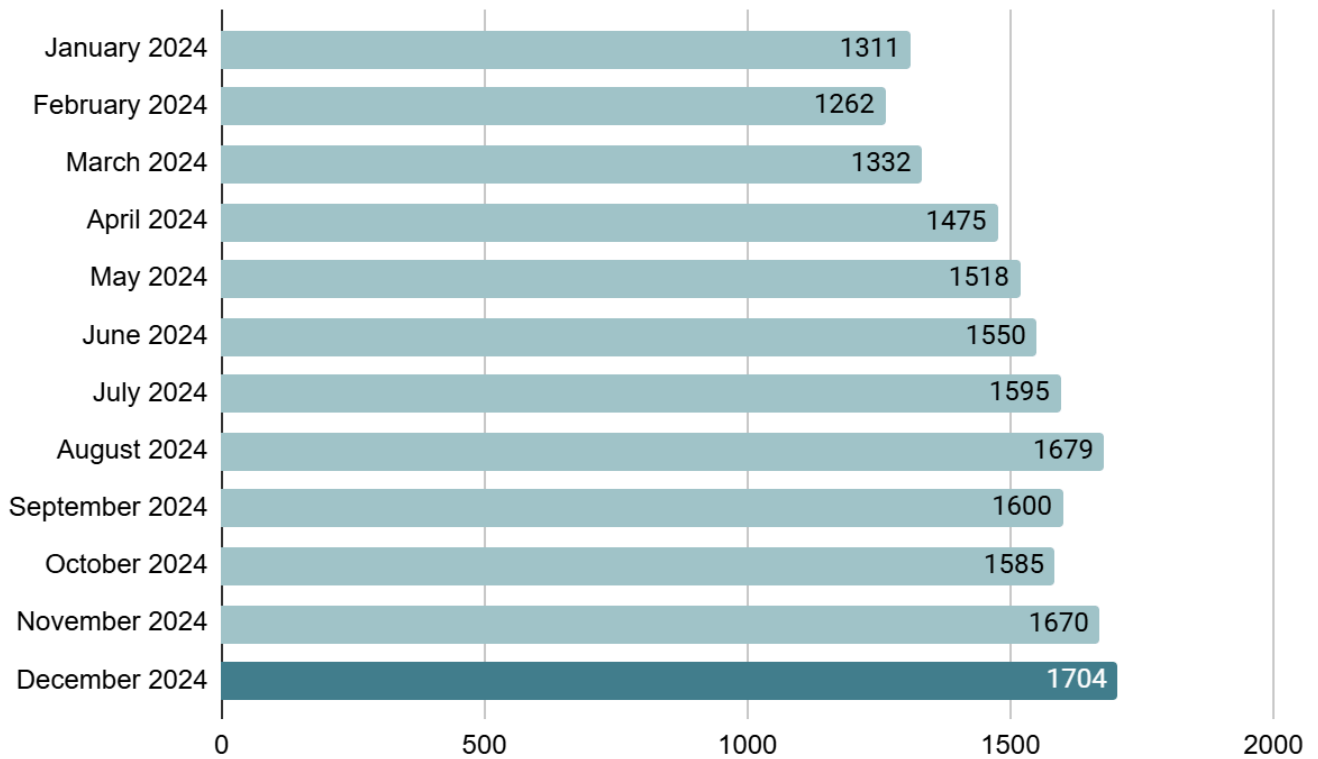
### Circulation by format:

Circulation increased for eBooks, e-Audiobooks, and physical books.



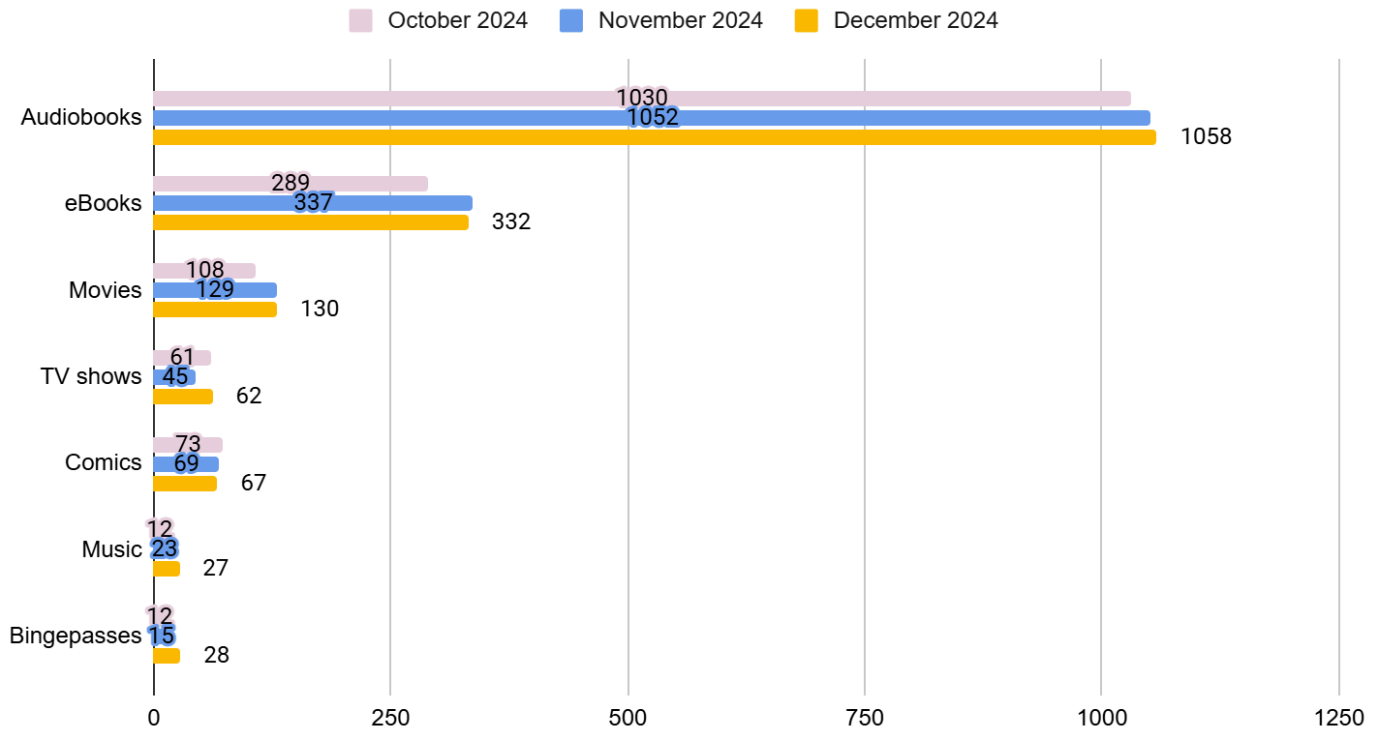
### Hoopla Circulation:

Hoopla circulation is continuing its pattern of increase.



## Hoopla Circulation by format:

Bingepass circulation spiked.



## Hoopla Annual Review:

Our Hoopla annual review for the past 12 months showed that the most popular Bingepass is Hallmark+:

### Top Bingepasses by Borrows

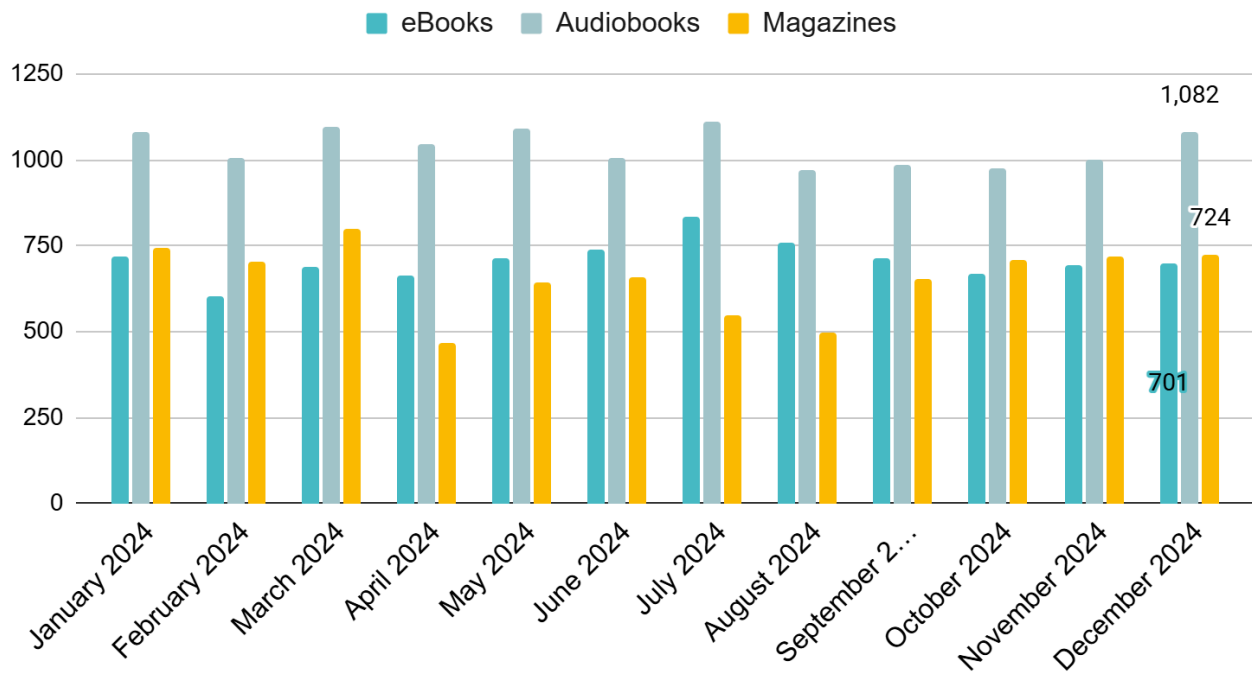
	Borrows	Circulations	Avg. Cost
Hallmark+ BingePass	42	238	\$0.55
The Great Courses Video BingePass	29	120	\$0.72
Puzzle Palace BingePass	19	71	\$0.53
hoopla Magazines BingePass	14	30	\$1.40
Curiosity Stream BingePass	13	13	\$2.99
Gardening with Monty Don BingePass	4	8	\$1.50
GoKidGo Spine Chillers Podcast BingePass	3	3	\$1.99
Comics Kingdom BingePass	2	10	\$0.40
Pokémon BingePass	2	10	\$0.60
medici.tv BingePass	2	3	\$1.99
<b>Total</b>	<b>130</b>	<b>506</b>	<b>\$0.73</b>

Here are the subcategories in the publisher-supplied metadata for diversity. You can see the number of times titles circulated in the past year and the number of patrons who borrowed books in the subcategories:

## hoopla Instant Diversity

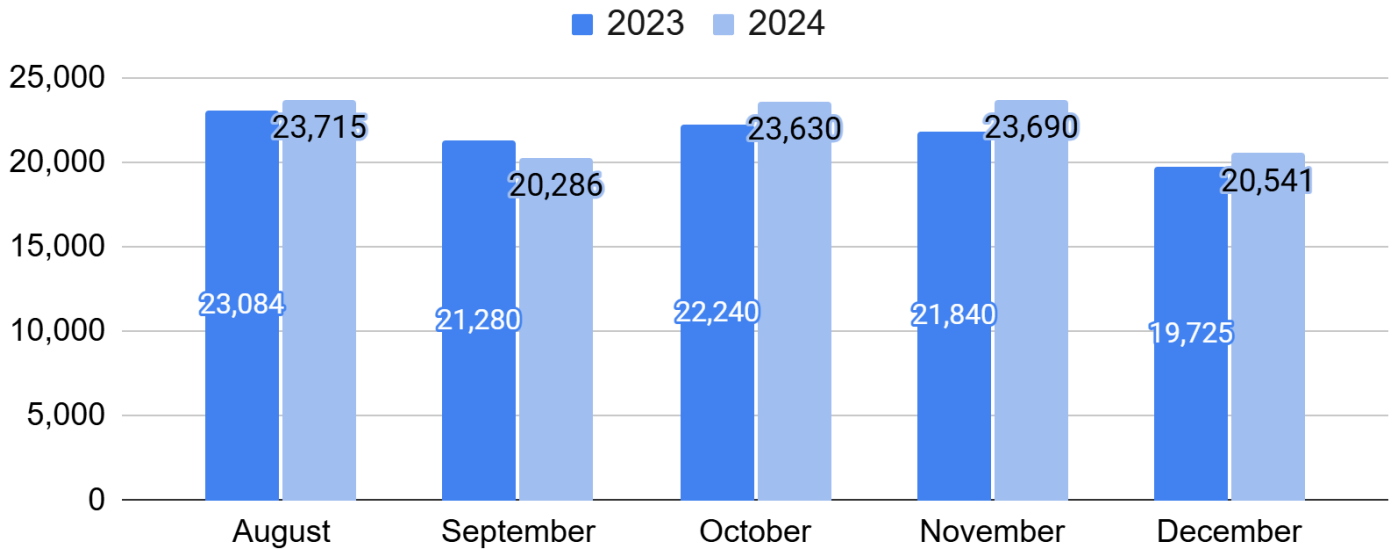
Diversity Category	Diversity Subcategory	# of Titles	# of Circs	# of Patrons
Gender	Women	62,707	1,479	409
LGBTQIA+	LGBTQIA+	22,296	141	77
Mental Health	Addiction	2,113	20	11
	Autism	526	10	7
	Bullying	1,793	9	8
	Depression	1,841	18	15
	Eating Disorders	562	3	2
	Mental Health	40,627	310	150
	Suicide	338	0	0
Race	Asian	7,482	48	33
	Black	18,444	67	47
	First Nation	4,302	33	22
	Latinx	8,734	26	22
	Race	9	0	0
Religion	Buddhism	1,775	12	9
	Christianity	92,013	1,108	241
	Hinduism	730	0	0
	Islam	2,050	4	4
	Judaism	5,290	43	34
Socioeconomic	Poverty	1,165	24	21
<b>Total</b>		<b>257,386</b>	<b>3,119</b>	<b>633</b>

### Libby Circulation for eBooks, Audiobooks, and Magazines over the last year:



## Door Count

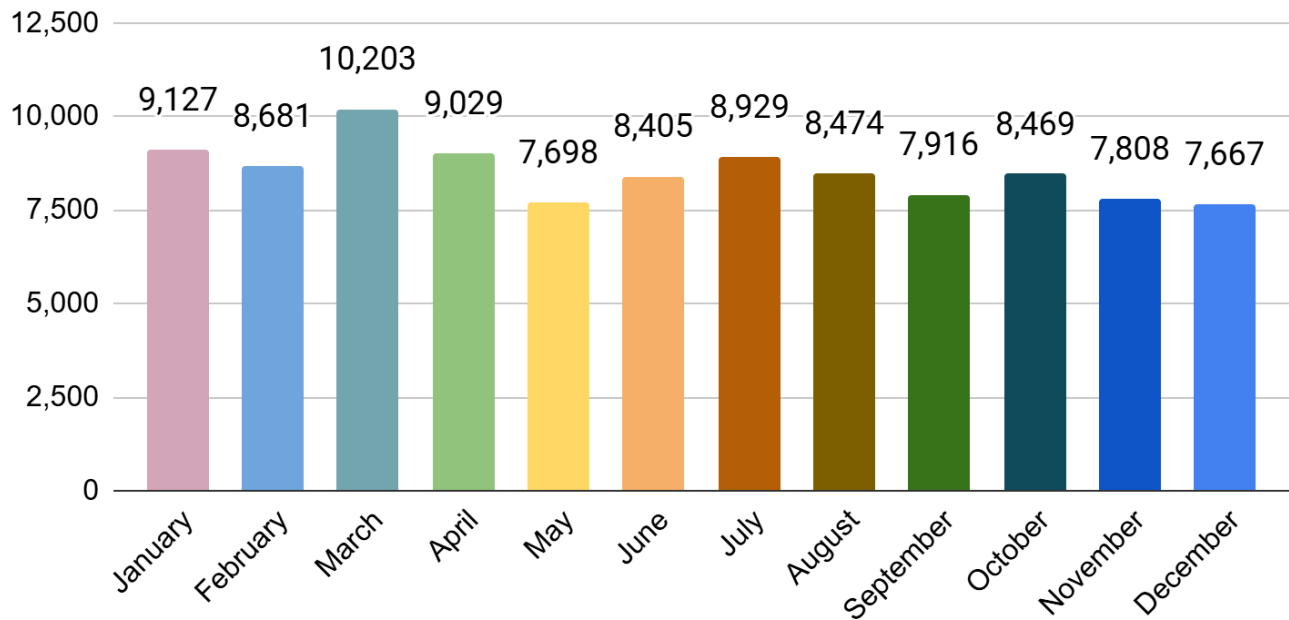
Door count is still doing better than last year.



## Website Analytics:

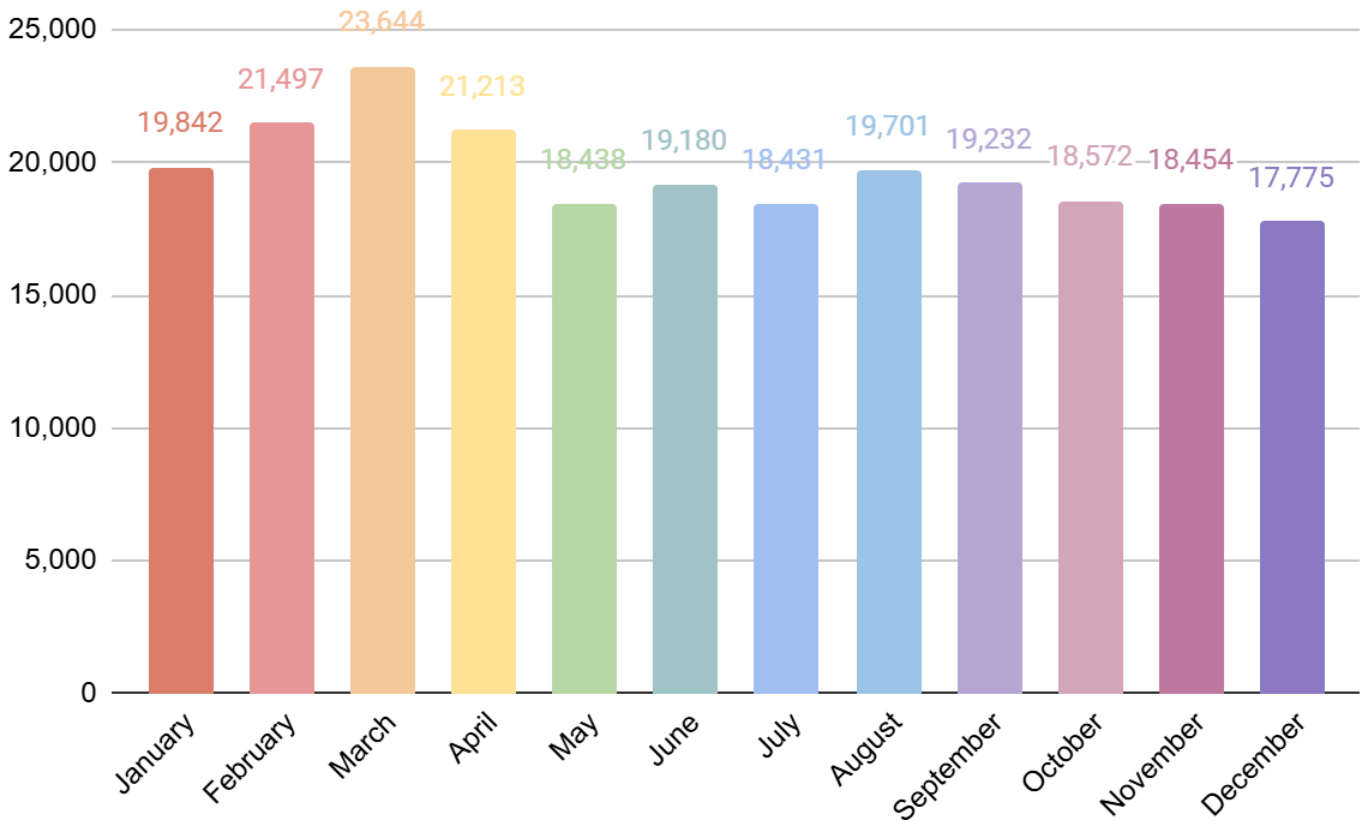
### Total sessions:

Website traffic decreased slightly.

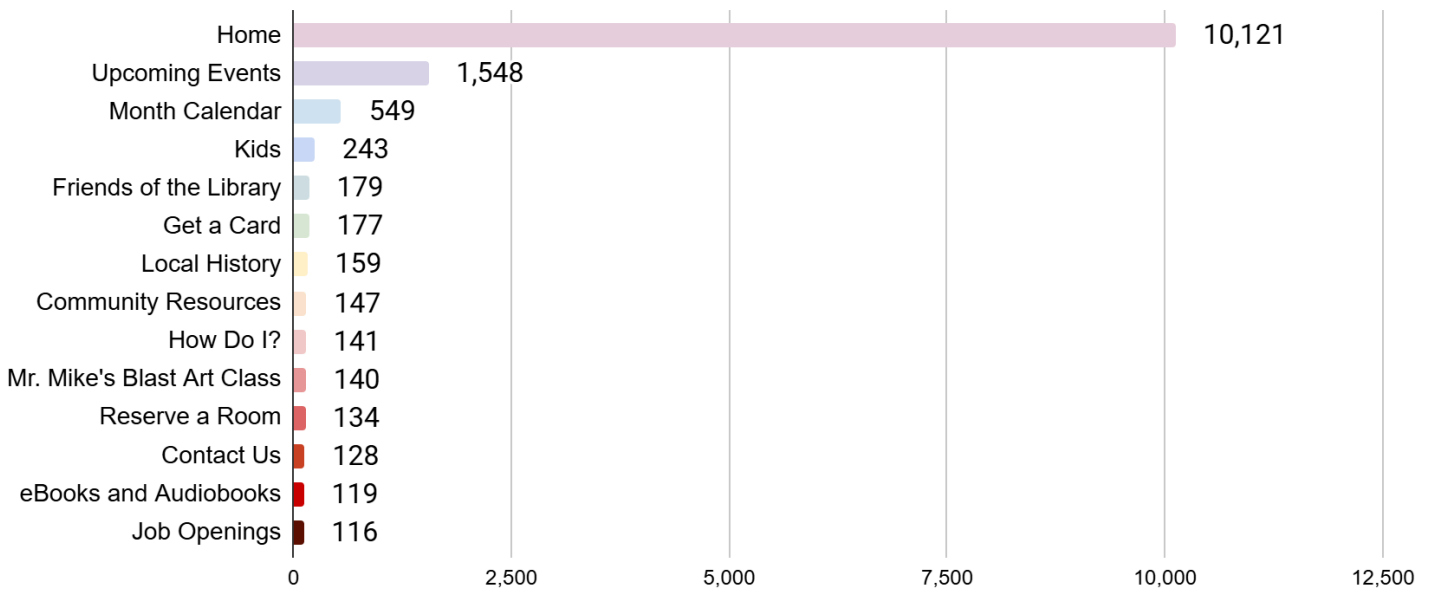


## Pageviews:

This graph shows total pageviews for the past 12 months.

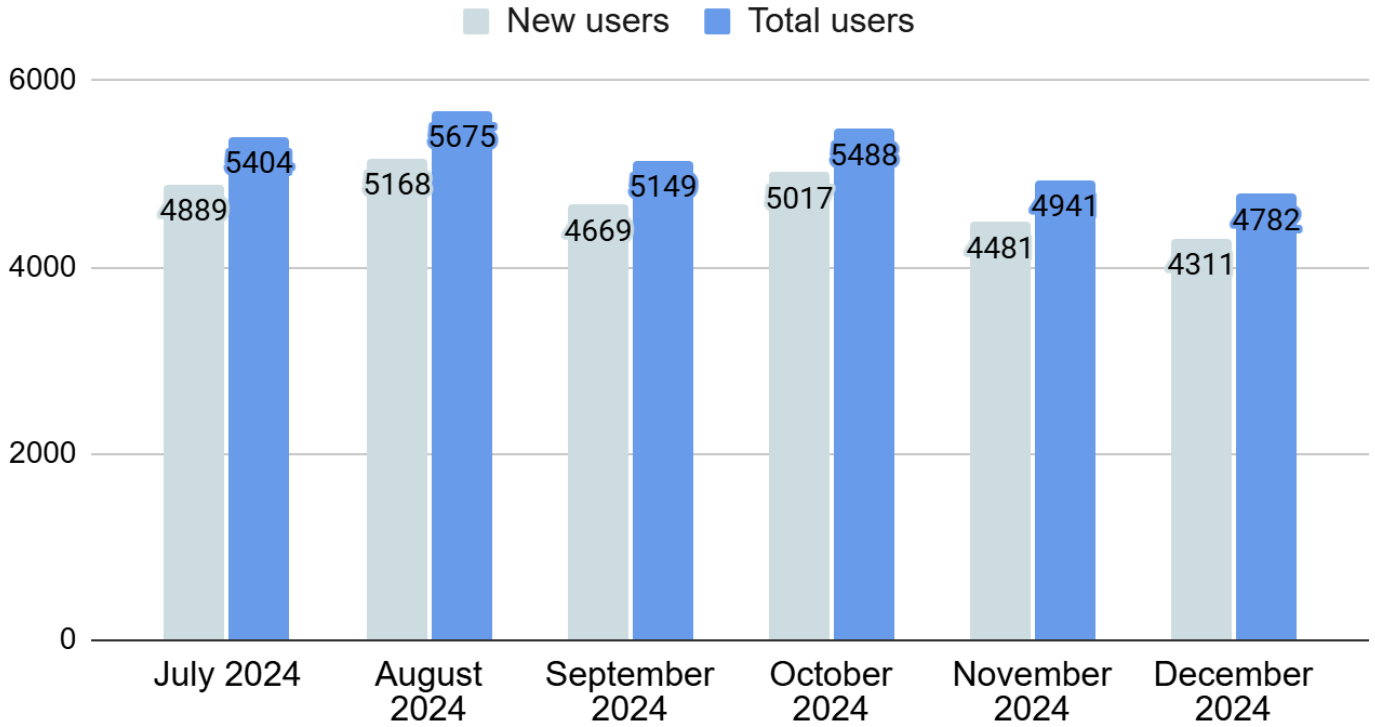


This graph shows a breakdown of views for the most popularly accessed pages in December.



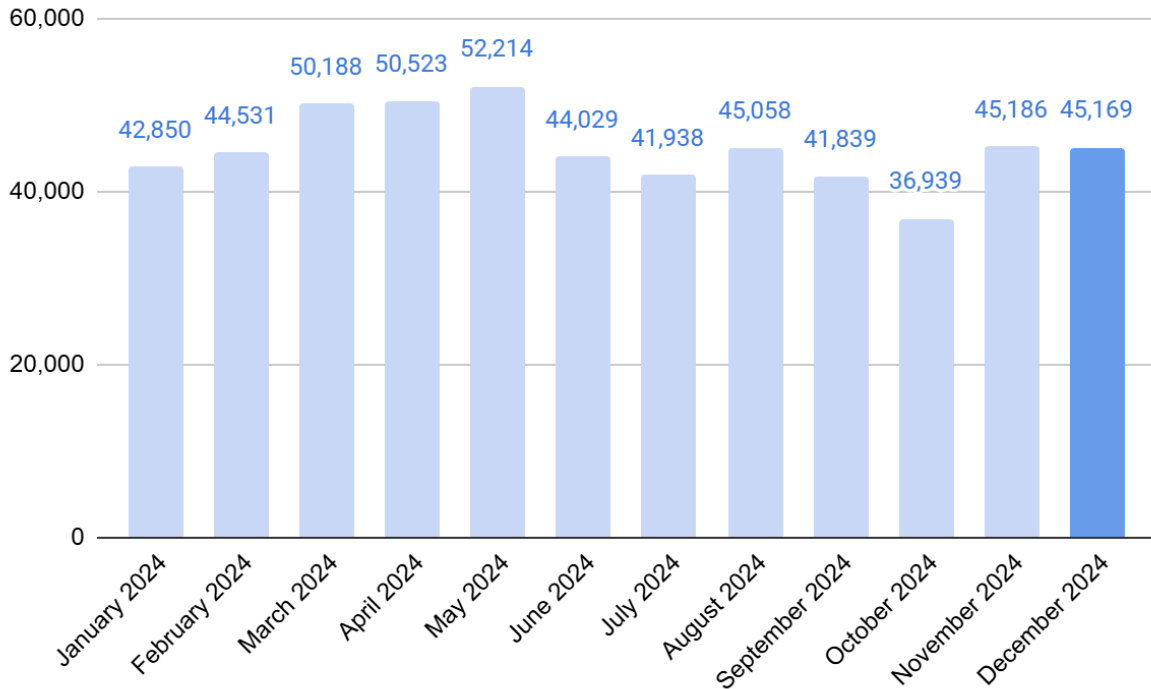


The total number of website users decreased.



### Number of Wireless Sessions:

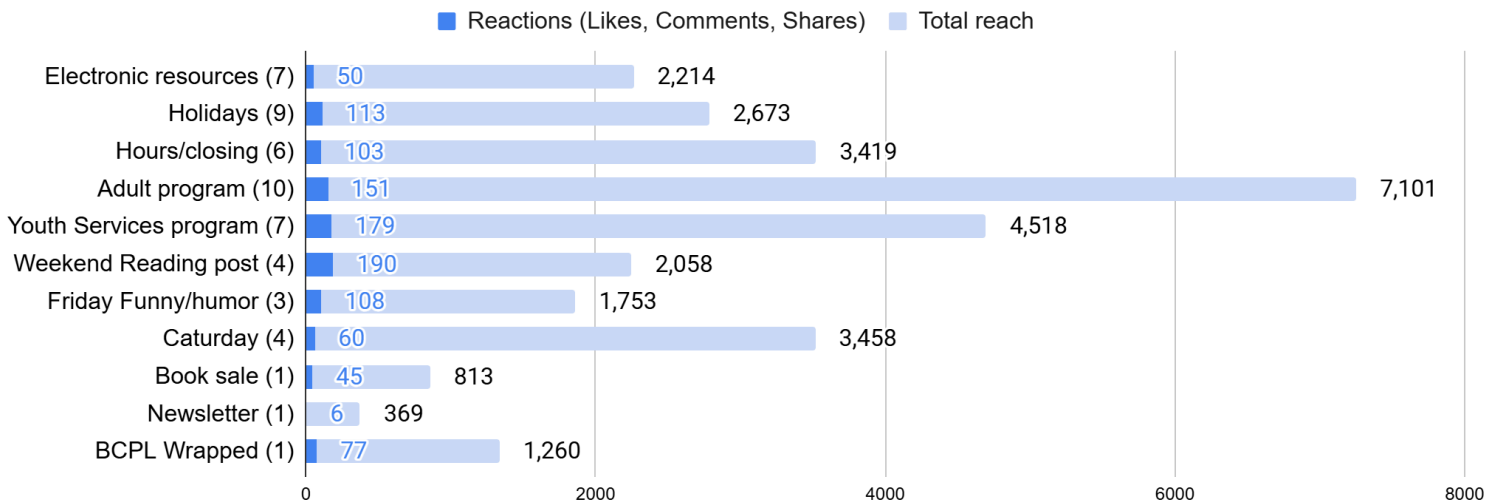
Wireless sessions stayed consistent.



Public computer usage module has changed and we don't have training on how to retrieve the statistics at this time.

## Social Media:

The number following each category is the amount of posts in that category.



The most popular social media post for December was the post about Adult Take and Makes coming back! This post had a total reach of 1,556 and 37 likes, comments and shares:

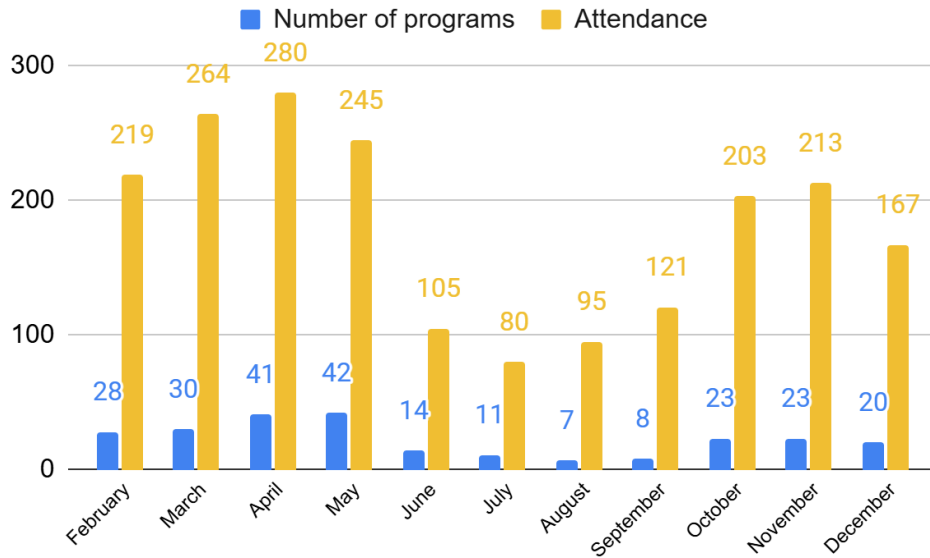
*Adult Take & Make*  
**PAINTED HOLIDAY DECORATION**

**For Ages 18+**

Pick up a kit with everything you need to paint a wooden holiday decoration! Kits will be available at the **Reference Desk** with **one per person**.

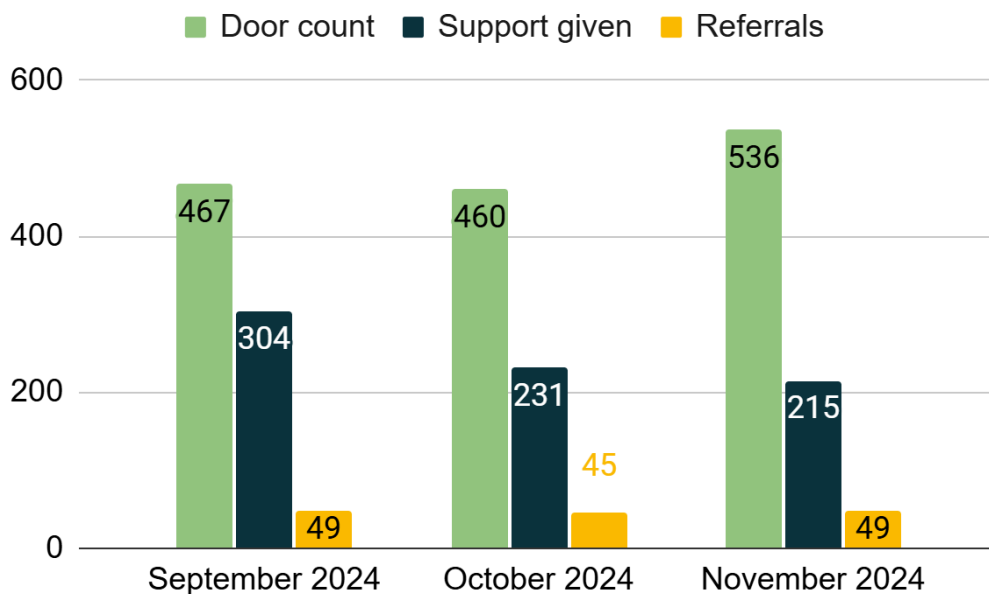
**December 16**

## Adult program attendance:



## Peer support:

For peer support, door count means foot traffic per month. Support given entails a number of things including providing a listening ear, usage of the room's phone, a number of hygiene items distributed, and printing social services documents for people. Referrals include organizations like ACBC, the VA, community meals and food banks, the Office of the Aging, and United Way. For November, foot traffic increased greatly but the number of times support was given decreased which could be because folks are coming in to get warm and may not know about or want to pursue services. December's statistics will be in the following report.



# December 2024 Youth Services Board Report

## Notable things to report in Youth Services:

- Michelle Ford will continue to be absent for the foreseeable future. Program offerings will remain limited, and the Youth Services Department will be unattended at times.
- Thank you to Kathleen for continuing to provide substantial coverage for the Youth Services Department. The Department could not function without all the support the Circulation Department provides. Thank you also to Michelle Brandone for offering a weekly Baby Story Time and to Monica for kindly offering support with book processing.
- Violet met with Rumble Ponies office staff to discuss future summer collaboration possibilities such as the mascots coming to summer reading programs and also distributing a reading log on their behalf which children would be able to return to the stadium when complete for free baseball tickets.
- A press conference was held at the Rumble Ponies stadium in celebration of a \$2,000 donation to the library to support youth services programming. We are very grateful to the Rumble ponies for their dedication to promoting literacy and bettering our community.
- Kelsey participated in the hiring committee for the new Librarian Assistant position.
- Youth services and reference held a craft night together which was wildly successful. All fifteen registration slots were filled as well as the 15 slots on the waitlist. We got very positive feedback and have planned a second craft night for January 30, and we hope to continue this program on either a monthly or quarterly basis.
- Mike Pucek has returned to offering his art classes which are now open to all children as opposed to only homeschoolers. We were pleased that both program dates in December had over 20 participants, we believe with increased advertising and a consistent schedule this will continue to be a well attended program.
- A zoom meeting was held with youth services staff from Johnson City, Endicott, and Vestal libraries to propose a rotating program designed to be a safe space for queer youth. The model is based on a program held at a library in Toronto, and although this is still in its planning stages all involved are excited to see what we can do with the program.
- Teen Dungeons & Dragons continues to quickly fill up all five registration slots each month with there frequently being one of more teens on the waitlist. The program is very well loved, and we are happy to have our schedule set for the first six months of this coming year.
- Kelsey attended a Head Start Policy Council meeting on December 11 to talk about the library.
- The Youth Services Department has worked on building its world language collection throughout 2024. Over 400 world language titles have been added since January 1, and languages added include Spanish, French, Italian, Haitian French Creole, Portuguese, Bengali, Urdu, Hindi, Arabic, Persian, Russian, Ukrainian, Romanian, Slovak, Hebrew, Somali, Japanese, Chinese, Korean, Vietnamese, Hmong, Burmese, and Tagalog. Our top five circulating languages are French, Chinese, Spanish, German, and Ukrainian. We have moved our world language collection to a more prominent location in order to increase awareness of the collection.
- December Program attendance:
  - Weekly Borrow a Grandparent-Average attendance of 6
  - Weekly Teen Craft & Chat-Average attendance of 7
  - Weekly Family Game Night-Average attendance of 8
  - Weekly Toddler Story Time-Average attendance of 8
  - Weekly Preschool Story Time- Average attendance of 5
  - Weekly Baby Story Time-Average attendance of 8

- Weekly Grab-N-Go Craft-144 craft kits were handed out
  - Bimonthly LEGO Club-Average attendance of 24
  - Bimonthly Therapy Dogs-Average attendance of 26
  - December 5-Wooden Sign Craft for all ages-Attendance of 14
    - This program was a collaboration with the Information Services Department.
  - December 7 & 21-Art Classes with Mike-Average attendance of 24
  - December 19 Teen Movie Night-Attendance of 3
  - December 27-Raspberry Pi Classes-Attendance of 6
  - December 28-STEAM Activities-Attendance of 11
  - December 31-New Year's Eve Crafts-48 craft kits were handed out
- Upcoming Programs:
    - Weekly Borrow a Grandparent
    - Weekly Teen Craft & Chat
    - Weekly Family Game Night
    - Weekly Toddler Story Time
    - Weekly Preschool Story Time
    - Weekly Baby Story Time
    - Weekly Grab-N-Go Craft
    - Bimonthly LEGO Club
    - Bimonthly Therapy Dogs
    - January 2 & 3-Outreach program at the Discovery Center
    - January 3-Board Games
    - January 9-Rainbow Pride Story Time
    - January 11-French Bilingual Story Time
    - January 11-Video Game Day
    - January 25-Teen D&D
    - January 25-Art Class with Mike
    - January 30-Button Picture Frame Craft for all ages
      - This program was a collaboration with the Information Services Department.

**Respectfully submitted by**  
**Kelsey Matoushek**  
**Librarian II**