

Booth & Dimock Memorial Library

Director's Report August 2023



- I. *Circulation* – Items that have been checked out, renewed, or loaned/borrowed through inter-library loan.
 - Total – **6,494** (2022: 6,503) (2021: 4,805)
 - ***No BDML owned titles were available for circulation during the first week of the month, limiting circulation potential by 25%.***
 - Type (included in total)
 - Books & Serials – **5,132** (2022: 5,078) (2021: 3,766)
 - Video – **391** (2022: 449) (2021: 301)
 - Audio – **101** (2022: 150) (2021: 129)
 - Electronic – **760** (2022: 689) (2021: 529)
 - Other – **110** (2022: 137) (2021: 80)
 - Age (included in total)
 - Adult – **2,328** (2022: 2,747) (2021: 1,950)
 - Young Adult – **415** (2022: 635) (2021: 409)
 - Children – **2,973** (2022: 2,415) (2021: 1,886)
 - Not Assigned – **18** (2022: 17) (2021: 31)
 - Inter-Library Loan (included in total)
 - Borrowing – **808** (2022: 640) (2021: 226)
 - Lending – **252** (2022: 338) (2021: 330)
- II. *Library Visits* – People walking through the door as tallied by an automatic door counter.
 - **2,100** (2022: 1,876) (2021: 1,448)
 - ***The Library was closed for the first week of August for the final move of the renovation.***
 - ***The last time the library had over 2,000 visitors a month was February 2020.***
- III. *New Library Cards* – Individuals who registered for a Coventry library card for the first time.
 - **80** (2022: 41) (2021: 40)
 - ***Over 20 new library cards were issued on our re-opening day of August 8.***
 - ***Average monthly card registration for the last 10 years is 28 cards. The only other month in the last 11 years to exceeded 80 new library cards was July 2015.***
- IV. *Reference* – Questions staff answered regarding library services, library catalog, local area, research, genealogy, homework help, and more.
 - **915** (2022: 742) (2021: 814)
 - ***Children's reference saw a spike with the opening of the new children's room and the start of school.***

V. *Internet* – Use of library wi-fi and desktop computers.

- Desktop Computers
 - Total Users – **145** (2022: 145) (2021: 140)
 - Average Hourly Use – Beginning in September
- Wi-Fi
 - Total Sessions – **2,483** (2022: 1,872) (2021: 1,277)
 - Total Devices – **190** (2022: 175) (2021: 148)
 - Total clients per day – **621** (2022: 639) (2021: 529)

VI. *Programs* – Events, activities, workshops, or lectures offered by the library.

- Programs Offered – **11** (2022: 11) (2021: 16)
- Attendance - **380** (2022: 218) (2021: 224)
- ***All About Opossums, presented by Ferncroft Wildlife Rescue on August 19, was the first program to take place in our new community room and brought in 55 people!***

VII. *Online presence* – Activity tracked on our Facebook, website, and Google Profile.

- Facebook
 - Posts – **20** (2022: 21) (2021: 26)
 - ***A post about reopening reached 1,657 people, and another post about the Opossum Program reached 1,573 people!***
 - Reach – **12,559** (2022: 6,815) (2021: 5,358)
 - Engagement - **691** (2022: 752) (2021: 285)
- Google Profile
 - Searches - **468**
 - Profile Views - **808**
 - Website Visits from Profile - **325**
- Website
 - Unique Visits – **1,386** (2022: 1,309)
 - Page Visits – **2,377** (2022: 2,195)

VIII. *Library Facilities*

- Library staff continued to work the first week of August on final touches to the library before the reopening on August 8.
- Margaret and Kayla attended weekly construction meetings with John Elsesser (Town Manager), Dan Lowell (Project Manager – Millennium Builders), Ron Paolillo (Project Manager – DRA), and Dudley Brand (Renovation Committee).

IX. *Library Staff & Professional Development*

- Margaret celebrated five years with the library on August 27.
- Margaret attended a Bibliomation Finance meeting on August 8.
- Library staff updated our statistic tracking sheets, which will take effect on September 5th.
- Margaret attended planning meetings for the Arts on Main event, taking place 9/16.
- Staff attended various roundtable meetings through CLC.

X. *General Updates*

- The library reopened after a two-week closure on August 8th. This also marked the opening of the downstairs, which had been closed since July 2022!