Booth & Dimock Memorial Library

Director's Report February 2025

I. *Circulation* – Items that have been checked out, renewed, or loaned/borrowed through inter-library loan.
   - Total – **5,639** (2024: 5,912) (2023: 5,109)
   - Type (included in total)
     - Books & Serials – **4,089** (2024: 4,420) (2023: 3,815)
     - Video – **316** (2024: 486) (2023: 432)
     - Audio – **43** (2024: 91) (2023: 101)
     - Electronic – **1,080** (2024: 813) (2023: 638)
       - ***Highest Tumblebook circulation since October 2023, thanks to social media and in-house promotions.***
     - Other – **111** (2024: 102) (2023: 123)
   - Age (included in total)
     - Adult – **2,057** (2024: 2,290) (2023: 2,230)
     - Young Adult – **254** (2024: 332) (2023: 405)
     - Children – **2,219** (2024: 2,454) (2023: 1,819)
     - Not Assigned – **29** (2024: 23) (2023: 17)
   - Inter-Library Loan (included in total)
     - Borrowing – **473** (2024: 600) (2023: 565)
     - Lending – **386** (2024: 416) (2023: 328)

II. *Library Visits* – People walking through the door as tallied by an automatic door counter.
   - **2,642** (2024: 2,312) (2023: 1,948)

III. *New Library Cards* – Individuals who registered for a Coventry library card for the first time.
   - **31** (2024: 33) (2023: 26)

IV. *Reference* – Questions staff answered regarding library services, library catalog, local area, research, genealogy, homework help, and more.
   - **564** (2024: 662) (2023: 623)

V. *Internet* – Use of library wi-fi and desktop computers.
   - Desktop Computers
     - Total Users – **171** (2024: 151) (2023: 92)
   - Wi-Fi
     - Total Sessions – **8,312** (2024: 1,611) (2023: 2,62)
     - Total Devices – **307** (2024: 238) (2023: 166)
     - Average clients per day – **33**

VI. *Programs* – Events, activities, workshops, or lectures offered by the library.
   - Programs – **26** (2024: 22) (2023: 19)

- Participants – **738** (2024: 666) (2023: 615)
- Christa hosted a group of homeschooled families to discuss being a librarian for their career day on February 28, which 50 people attended.
- Jenn planned and orchestrated a four-part genealogy class. Attendees enjoyed curated assistance with their genealogy research.

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

- Facebook
  - Posts – **25**
    - Views – **8,130**
    - Reach – **6,185**
    - ***Promotional series continues to be successful. 4 posts in February featuring children's programming, teen services, homebound delivery, and copying & faxing services had 1,703 views!***
- Google
  - Profile Views – **364**
  - Business Profile Interactions – **555**
  - Website Visits – **305**
- Website
  - Site Visits – **1,290**
  - Page Visits – **2,228**

VIII. *Library Facilities*

- Absolute Alarm completed security system upgrades. Alarm contacts were added to three more doors and the after-hours door can now be armed separately from the rest of the system during after-hour programs.

IX. *Library Staff & Professional Development*

- Caira Peterson has been hired as a new shelver and began on February 20. She is a student at Coventry High School!
- Margaret attended two HR info meetings through CLC on February 6 and February 13.
- Margaret attended and America 250 CT meeting on February 11.
- Christa attended a workshop on EDI in Early Literacy through the CT State Library on February 11.
- Kayla attended a webinar on current events and their impacts on library services through the CLC on February 12.
- Margaret attended a library directors meeting on February 19.
- Margaret attended CLA's monthly meeting on February 20.
- Christa attended a workshop on Empathetic Learning Experience in Story Times through the CT State Library on February 25.
- Margaret attended an Arts on Main planning meeting on February 25. the 2025 Arts on Main will take place on September 20.
- Christa attended a workshop on providing accommodations for deaf and hard of hearing patrons through the CT State Library on February 26.

- Kayla attended “Youth Services Critical Conversations” through the CT State Library on February 28.
- Christa and Jenn have completed ALERT Training as part of the grant. The training is designed to teach participants how to help neurodivergent individuals with self-regulation. Christa has been utilizing the training during programs and with parents who have trouble finding ways to relieve high energy children during the cold months.

X. *General Updates*
- Kudos to LAII Aubrey Bond for creating and implementing a successful Facebook Promotional Series. In January and February, a total of 9 posts had 6,006 views and reached 2,825 people!
- The Library’s Winter Reading Challenge was a success, with a total of 588 books being logged in the challenge. We beat our previous record!
- The Community Room was used 11 times by outside groups. Highest month since starting!
- Staff are nearly complete with ordering materials for the ALA Transforming Communities Grant which closes on March 31. A big order of large-print materials was placed, a new quite/study nook is available, and memory kits are on order.
- A new pleco and albino catfish have joined our fish tank.

Library Assistant II Aubrey Bond tabling at the Winter Farmer’s Market for an outreach event.