Booth & Dimock Memorial Library

Director's Report January 2025

I. *Circulation* – Items that have been checked out, renewed, or loaned/borrowed through inter-library loan.
   - Total – **6,345** (2024: 6,294) (2023: 5,129)
   - Type (included in total)
     - Books & Serials – **4,629** (2024: 4,634) (2023: 3,737)
     - Video – **434** (2024: 584) (2023: 500)
     - Audio – **70** (2024: 73) (2023: 86)
     - Electronic – **1,098** (2024: 916) (2023: 712)
     - Other – **114** (2024: 87) (2023: 94)
   - Age (included in total)
     - Adult – **2,433** (2024: 2,362) (2023: 2,253)
     - Young Adult – **234** (2024: 333) (2023: 321)
     - Children – **2,550** (2024: 2,662) (2023: 1,816)
     - Not Assigned – **30** (2024: 21) (2023: 27)
   - Inter-Library Loan (included in total)
     - Borrowing – **589** (2024: 539) (2023: 615)
     - Lending – **431** (2024: 357) (2023: 408)

II. *Library Visits* – People walking through the door as tallied by an automatic door counter.
   - **2,882** (2024: 2,368) (2023: 1,958)

III. *New Library Cards* – Individuals who registered for a Coventry library card for the first time.
   - **33** (2024: 29) (2023: 32)

IV. *Reference* – Questions staff answered regarding library services, library catalog, local area, research, genealogy, homework help, and more.
   - **583** (2024: 743) (2023: 658)

V. *Internet* – Use of library wi-fi and desktop computers.
   - Desktop Computers
     - Total Users – **166** (2024: 185) (2023: 115)
   - Wi-Fi
     - Total Sessions – **9,463** (2024: 1,319) (2023: 2,62)
     - Total Devices – **335** (2024: 213) (2023: 166)
       - ***Total unique clients have doubled since 2023, and is our highest month on record!***
     - Average clients per day – **42**

VI. *Programs* – Events, activities, workshops, or lectures offered by the library.
   - Programs – **23** (2024: 22) (2023: 18)

- Participants – **876** (2024: 1,004) (2023: 446)
    - ***Our monthly Messy Munchkins program was featured in the Willimantic Chronicle on January 28.***

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

- Facebook
    - Posts – **29**
        - Views – **12,680**
        - Reach – **9,642**
        - ***The Library is doing a weekly promotional post on facebook, highlight library use, services, and offerings. In January, we put out 5 posts that had 4,303 views, reach 1,819 people, and 137 interactions!***
- Google
    - Profile Views – **381**
    - Business Profile Interactions – **594**
    - Website Visits – **435**
- Website
    - Site Visits – **1,757**
    - Page Visits – **2,969**

VIII. *Library Facilities*

- Absolute Alarm began upgrades to our system to enhance security of the library during community room after hours use. The scope of work was large than anticipated, as the existing transmitters could not accommodate more alarm contact points. Absolute Alarm needed to order more transmitters and will complete work in February. The additional price is about $600 more than anticipated.

IX. *Library Staff & Professional Development*

- Margaret attended the Bibliomation Finance Committee meeting on January 14.
- Margaret attended the America 250 CT Commission meeting in Hartford on January 15.
- Jennifer attended a webinar with CLC about their 2025 book contracts on January 15.
- Margaret attended an administrative workshop hosted by the CT State Library on January 15.
- Margaret attended CLA's monthly meeting on January 16.
- Kayla attended a Social Media Webinar series on January 24 and 29.

X. *General Updates*

- The Community Room was used 6 times by outside groups.
- Christa and Kayla applied to a community grant through Dollar General Grant for funds to supplement our summer reading program.