

Booth & Dimock Memorial Library

Director's Report April 2022



I. Circulation

- a. BDML Total – **5,204** (2021: 3,871) (2020: 1,035)
 - i. By Item Type
 - 1. Books & Serials – **4,044** (2021: 2,771) (2020: 49)
 - 2. Video – **430** (2021: 281) (2020: 14)
 - 3. Audio – **115** (2021: 107) (2020: 2)
 - 4. Other – **72** (2021: 59) (2020: 0)
 - 5. Electronic – **543** (2021: 653) (2020: 970)
 - ii. By Age Profile
 - 1. Adult – **2,215** (2021: 1,545) (2020: 39)
 - 2. YA – **273** (2021: 245) (2020: 0)
 - 3. Juvenile – **2,164** (2021: 1,401) (2020: 209)
 - 4. Other – **9** (2021: 27) (2020: 787)
- b. ILL
 - i. BDML as Borrower **512** – (2021: 203) (2020: 0)
 - ii. BDML as Lender **329** – (2021: 319) (2020: 0)

II. Programs

- a. Total Programs – **13** (2021: 38) (2020: 30)
- b. Total Attendance – **491** (2021: 1,106) (2020: 1,070)

III. Internet

- a. Library Computers – **138** (2021: 50) (2020: 0)
- b. Wifi
 - i. Total sessions – **3,259** (2021: 2,642) (2020: 2,655)
 - ii. Total devices – **125** (2021: 95) (2020: 300)
 - iii. Total clients per day – **576** (2021: 383) (2020: 108)

IV. Reference – **472** (2021: 616) (2020: 13)

V. Patron Information

- a. Visitation – **1,325** (2021: 837) (2020: 0)
- b. Curbside – **15** (2021: 268)
- c. Registration – **23** (2021: 18) (2020: 6)

VI. Online Usage

- a. Facebook/Instagram
 - i. Posts – **19** (2021: 42) (2020: 82)
 - ii. Reach – **3,418** (2021: 9,086) (2020: 14,243)
 - iii. Engagements – **334** (2021: 971) (2020: 949)
 - iv. Reactions – **78**

- b. Google
 - i. Searches – **493**
 - ii. Profile views – **863**
 - iii. Website visits from Profile – **215**
- c. Website
 - i. Unique Visits – **802**
 - ii. Page Views – **1,327**

VII. General

- a. Staff would like to look into rebranding the library – new logo, new library cards, and creation of slogan – to be released in conjunction with our grand re-opening.
- b. Margaret filed BDML’s Charitable Organization Certificate with the State.
- c. Margaret filed Porter Library’s Business Registration.

VIII. Facilities

- a. The Town will be starting tree removal work at the library.

IX. Staff

- a. Kayla attended “The Public Library as a Protective Factor” through the CT State Library.
- b. Kayla and Christa attended “Youth Social Emotional Learning” through Booklist.
- c. Christa attended an information on Diversity Auditing through CLC.
- d. Margaret attended a meeting with community members to discuss the Arts on Main event, and how the construction will impact participation. Ideas to have a tent off-site are being developed.
- e. Margaret attended the Town’s quarterly Health & Safety Committee meeting.
- f. Margaret, Christa, and Rachel had a meeting with Debby Zeppa, and Carly Imhoff to brainstorm collaborations for the Libraries Love Lakes program – a nationwide initiative.
- g. Staff attended various CLC roundtable meetings.