Director's Report – August 2020

Administrative Notes

- The District is applying for FEMA Public Assistance and county CARES grants, with final submission to follow by the end of September.
- Administration and IT staff are working to convert the manual Purchase Request workflow to a digital format.
- Management is exploring a virtual version of the annual In-Service Day for staff.

Library Service Notes

- Browse and Borrow services continued through August.
- Service to remote pickup lockers has resumed.
- Overdue notices for items retained after the closure have restarted.

Library Service in the Future (Service Iteration 3 – September 14 – October 26)

- Computer reservations in Business Technology will restart after a 'soft open' in mid-September.
- Borrow by mail options will be enabled for reserved item pickup. Borrow by mail will be assessed as a winter season replacement for Parking Lot Pickup.
- Fines-free policy is enacted.

Summer Reading Update

- 983 participants (-57%)
- Readers were more active this year than last (63% active in 2020 compared to 55% in 2019)
- Readers completed the program at a higher rate this year (42% compared to 34%)
- Readers read more per person than last year – an increase of 718 minutes per reader (130%).
- *Take the time to smile and wave at a neighbor throughout your day. How did that make you feel?*
  "Today I smiled and waved at my neighbors. It made me feel happy knowing that I might have just made someone's day a little better."
  -G.R. 7th Grade

Special Statistics Report (8/7 – 9/3)

What is our 'reach' right now?
Reach is the number of unique library users in a given time period. We want reach to increase.

- Digital reach (OverDrive) – 2,604 customers, up 4.3% since 8/7.
- Physical reach – 1816 customers, up 200% since 8/7.
- Total reach, excluding overlap – 3,991
- Over this period, 35% of users are physical-only, 55% are digital-only, and 10% use both.

How 'efficient' are customers' visits with respect to our collection?
Efficiency is measured by total items checked out per visit. We want efficiency to increase.

- Customers checked out 4.6 items per visit over this period.

Who is visiting?
We want the percentage of transactions by a given customer class to match their share of all customer cards.

- 81% of unique visitors have Adult Resident cards. Adult Resident cardholders compose 61% of all cards. Adults are visiting **more often** than other groups.
- 7.81% of unique visitors have Juvenile Resident cards. Juvenile Resident cards compose 13% of all cards. Kids are visiting **less often** than other groups.
- 5.98% of unique visitors are Reciprocal Borrowers. These cards compose 17.5% of all cards. Reciprocal Borrowers are visiting **less often** than other groups**.**

How is door count changing?

Door count is not a good measure of the success of library interventions, rather, it is an 'input' for all other outputs. An increase in door count without an increase in other metrics has no meaning outside of customers visiting and not finding what they are looking for.

- Door count is steadily increasing – each week that goes by we see **8%** more customers on average.

Community Notes

Met with the Barrington Breakfast Rotary's Environment Committee to present the Teaching Garden and secured a $9,455 donation.

Met with North Suburban library directors to discuss CARES Act and FEMA Public Assistance grant funding.

Met with District 220 Superintendent, Assistant Superintendent of K-12 Schools and Operations, and Assistant Superintendent of Teaching and Learning to discuss potential library interventions during remote learning and IGA for student cardholdership.

Met with Barrington Park District Executive Director and Superintendent of Recreation to discuss KEEP 2.0 program and collaboration between the library and the Park District.

Met with Village of Barrington Village Manager and other municipal heads for bi-weekly program and service updates.