



TREDYFFRIN TOWNSHIP LIBRARIES

TREDYFFRIN PUBLIC LIBRARY & PAOLI LIBRARY

Director’s Report to the Library Board of Trustees

August 27, 2020

Tredyffrin Township Libraries began allowing staff back into the libraries on June 5th in order to begin checking in returned items and to prepare to offer some form of library services. Curbside pickup of library holds began on June 15th and the libraries reopened for public access on July 13th. The libraries are currently offering a mix of curbside pickup of holds and public access for holds pickups, browsing, and use of library PCs.

Beginning July 13, 2020, the libraries opened for public access and door count began to be recorded again. For July 2020, 2,357 visits were recorded for Tredyffrin and 1,185 visits were recorded for Paoli. By comparison, in July 2019, the libraries had a total of 20,984 visitors. Comparing July 2019 to July 2020, this is a decrease in total visits of 17,442. The door count will continue to be tracked, however, given the reduced operating hours and decrease in service offerings, door count numbers will likely remain significantly lower than usual for the remainder of 2020.

Curbside reservations for the past 30 days (July 25, 2020 through August 24, 2020) have totaled 1,062. Completed reservations (holds picked up via curbside) for both libraries totaled 947. Previous reservations from June 21, 2020 through July 21, 2020 totaled 2,014. Tredyffrin has reduced curbside pickup hours in favor of in-person holds pickup at the circulation desk. Looking at the data from June 23, 2020 through July 23, 2020, 1,736 holds were filled at Tredyffrin Public Library; 330 were filled by curbside pickup and 1,406 were filled by in-person visits.

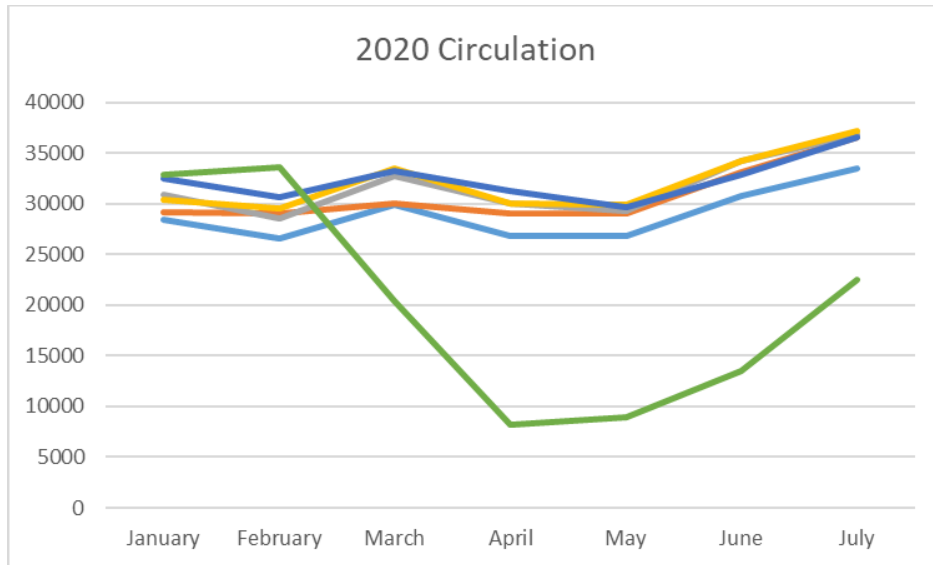
A summary of circulation transactions (for both print and electronic) by month over the past 6 years is included below.

	January	February	March	April	May	June	July	TOTAL
2015	28,397	26,554	29,862	26,823	26,856	30,768	33,426	202,686
2016	29,112	29,095	30,008	29,071	28,985	33,163	36,592	216,026
2017	30,829	28,503	32,762	30,000	29,348	34,212	36,846	222,500
2018	30,450	29,542	33,492	30,027	29,914	34,180	37,196	224,801
2019	32,444	30,670	33,220	31,319	29,629	32,899	36,563	226,744
2020	32,884	33,602	20,374	8,202	8,923	13,557	22,464	140,006



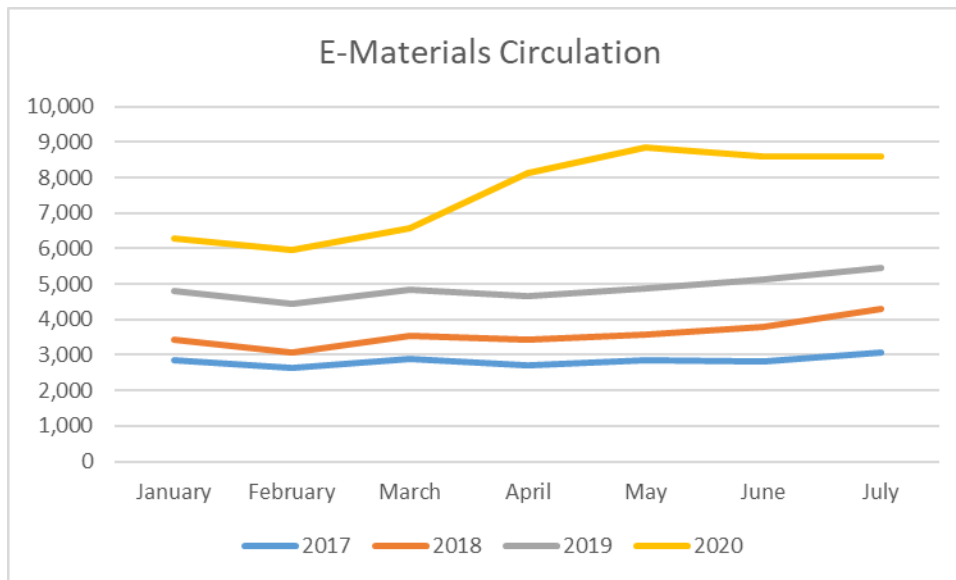
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We continued increasing e-materials purchases and our percentage distribution of circulation has increased as a result. The table below totals checkouts of e-materials for January through July over the past four years.

	January	February	March	April	May	June	July
2017	2,861	2,650	2,895	2,713	2,851	2,822	3,087
2018	3,426	3,082	3,544	3,434	3,573	3,799	4,286
2019	4,823	4,437	4,851	4,644	4,864	5,127	5,464
2020	6,275	5,945	6,591	8,115	8,871	8,611	8,599





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For the month of July we've recorded 2,259 visits, an increase of 1,179 visits compared to June. We are currently averaging 79 visits per hour between the two libraries. Paoli Library has also expanded hours on Mondays and Wednesdays to accommodate access for individuals that work during the day.

	10 AM	11 AM	12 PM	1 PM	2 PM	3 PM	4 PM	5 PM	TOTAL
Monday				153	106	101	79	29	468
Tuesday				159	122	117	127		525
Wednesday				174	129	140	120	50	613
Thursday				120	34	11	0		165
Friday	90	78	76	103					347
Saturday	0	0	2	1					3
TOTAL	90	78	78	710	391	369	326	79	

Tredyffrin Public Library's first floor LED lighting replacement project continues to move forward. Unfortunately, the bids received via PennBid all came in much higher than what was budgeted for this project. The book stack lighting specifications included replacement of 250 lights with direct-fit LEDs which significantly increased the expense and made the project impractical. As such, I requested that the bids be rejected (this happened at the July 20, 2020 Board of Supervisors meeting) in favor of re-advertising the project with new specifications for that lighting (in consultation with the engineer that helped put the initial bid together) in order to bring the total project expense down. It is expected that this project will move forward beginning October 2020.

Details on departmental programs are included below. One special program of note occurred on July 31, 2020, when the libraries hosted best-selling author Madeline Miller for a conversation and Q & A session for 'The Song of Achilles' & 'Circe'. There was both a general public Q & A session as well as a donor appreciation event prior to the public event which allowed donors access to a special Q & A session with Ms. Miller.

Children's Notes (Submitted by Angie Andre)

From June 19-August 15 we used the Beanstack platform to run our virtual Summer Reading Program. TPL had 190 registrants ages birth-12. Participants read 1,834 books and recorded 10,716 minutes (approximately 4,377 days) of reading. For every 7 days a participant met their personal reading goal they received a virtual raffle ticket. These tickets were entered to win 3 prizes. Kindle Fire, New Wayne Pizza Coupons, Handles Ice Cream Coupons.

In addition to the prizes, participants were able to earn virtual badges as well as real badges for completing educational activities. We will be handing out the badges in the library until September.

In addition to our robust summer reading program we offered many virtual programs on a variety of platforms including you tube, Instagram, facebook, and Zoom. Programs included are storytimes, art classes, live BINGO, author visits, live art classes, live and passive trivia and more.



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Teen Notes (Submitted by Laurie Doan)

The Teens in July continued with Journaling Group, Roundtable Discussions of Current Events, JackBox Game Night's, and College Essay Help with Dr. Calabrese.

We had students accomplish the Reading Excellence Award and some participated in the virtual Reading program.

A special event this month was the production of our first virtual play. Max Mooney directed 10 Ways to Survive Life in a Quarantine by Don Zolidis. Feedback included: "The play was fantastic, and all the actors were wonderful!", "They loved it! So glad they participated. They really enjoyed the sessions with Max. What a gem!", "The show ran like clockwork! Everyone in the audience got a front row seat, thanks to the zoom performance!"

One parent summed it up, "Thank you so much for the wonderful time, great performance and lovely memory. Melissa had a blast and learned a lot. Thank you to the Tredyffrin library for supporting the students and the programs."

Max Mooney and Zoe Pratt, our 2020 teaching artists were also able to move the Performance Arts Summer Camp online. They offered private and group coaching as well as a 4-week series in Playwriting and Movement. Pop-up events included Theatre Games and an Open Mic/Talent show. The teaching artists did an amazing job and to hear a student say, "when I finish my play", with absolute confidence that it would be finished, was entirely heartwarming.

Thank you to The Tredyffrin Friends of the Library for supporting our Teen Program and enabling us to buy the rights to the show and purchase the JackBox Games. We couldn't have made all these memories without you!

Thank you to Dr. Calabrese for supporting our students with college essay coaching!

For July, 66 programs were offered and 382 attendees were recorded

Adults Programs and Community Outreach Notes (Submitted by Zoey Mills)

In July 2020, TPL had a total of 380 attendees for 56 virtual adult programs or services.

Summer Reading 2020

The Summer Reading 2020 challenge concluded August 14th. The Adult Summer Reading Challenge had a total of 111 registrations—36 participants marked Paoli Library as their "home" library and 75 marked Tredyffrin Public Library as their "home" library.

Winners were chosen and will be featured on library social medias and within the next AdLib issue.



YouTube Videos by Category

TTL video statistics, as retrieved from YouTube channel analytics, cover the “lifetime,” or since time of upload, of the videos published. Additionally, views and subscription increases are covered between the dates of July 15th and August 20th. The Tredyffrin Township Libraries YouTube channel has a total of 211 subscribers, with an increase of 5 subscribers since July 15th.

Book Talks

As of August 20th, the Book Talks playlist received a total of 1,991 views for 24 unique book talks. There was an increase of 139 views since July 15th.

Adult Database Walkthroughs

As of August 20th, the adult database walkthrough video playlist on YouTube, received a total of 763 views for 11 unique videos. There was an increase of 44 views since July 15th.

Adult Virtual Programs

As of August 20th, the “Adult Virtual Programs” playlist received a total of 543 views for 11 unique videos. There was an increase of 46 views since July 15th.

Read Alongs

Director of Reference and Technology, Kate Shaw, continues read-alongs for the books *Anne of Green Gables* by Lucy Maud Montgomery, *The Prisoner of Zenda* by Anthony Hope, *Secret Garden* by Frances Hodgson Burnett, and *Jane Eyre* by Charlotte Brontë. As of August 20th, her read alongs have received a total of 1,345 views for 123 unique videos.

Virtual Programs Survey Overview

On August 3rd, Tredyffrin Public Library began collecting responses to an online survey in regard to public opinion of virtual programs. The survey can still be accessed at <https://bit.ly/TPLProgramsSurvey>.

Questions were designed to collect information about program types, timing, and preferred platforms (i.e. Facebook Live, Zoom, etc.) for current and future library programs. An additional section was added to the survey to gather information about past programs and how the programs were received.

As of August 20th we’ve received a total of 204 results. Responses were generally positive and yielded insightful information. Out of 15 predetermined options, the community would like to see more of author talks or lectures (70.6%), cooking seminars or workshops (39.2%), and book chats (38.7%). The best times for programs include Wednesday (65.2%) and Tuesday (64.7%) during evening, 4:00 p.m. – 7:59 p.m. (52.5%) and night hours, 8:00 p.m. – 9:00 p.m. (52.5%). Generally, Zoom Meetings were the preferred platform (84.3%). The open-ended questions did not provide concrete information other than feedback about usage of Facebook, limited in-person library hours, and compliments to the librarians for their hard work. I am currently coding the open-ended questions to provide a better report.



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Response to virtual programs is generally positive. 48.7% strongly agree that the virtual programs offered by Tredyffrin Public Library are informative. 53.6% strongly agree that the virtual programs offered by Tredyffrin Public Library are enjoyable. 34.2%, however, have no opinion about if the programs occurred during times they were able to attend; while 30% strongly agree that the programs occurred during times they were able to attend. 35.8% strongly agree that the virtual programs offered by Tredyffrin Public Library cover topics that they are interested in. And, finally, 46% strongly agree that the facilitators of the virtual programs offered by Tredyffrin Public Library are knowledgeable about the topics covered.

Reference Notes (Submitted by Kate Shaw)

The reference staff continues to work on all fronts of library operations, from circulation and reference desk coverage to curbside pickup and remote reference chat. In late July/early August, the software that was providing our reference chat function was "updated" and unfortunately we lost all functionality. I was able to swap to a new, freely available platform that has worked very well so far. The staff are finding it easy to navigate and response from patrons has been positive. We are seeing a slight increase in usage through reference chat and saw a slight increase on website visits in general.

Respectfully submitted by Christopher Kibler