

To: NADL Board of Trustees

From: Kelly Tinkham, Library Director

RE: Director's December 2018 Report

Date: January 7, 2019

Twenty-eight came to an exciting conclusion in my neighborhood thanks to the pretty and easily accessible fireworks from the local fireworks store. Staff at Newaygo Library sincerely wishes all of you a New Year filled with unexpected wonders, too.

In 2018, Newaygo Library Board and staff completed a five year strategic plan. Our vision was that the library becomes a place to gather, connect, and explore in the community—not only to connect with information and services—but with each other! As we proceed into 2019, the words of Margaret Thatcher, former Prime Minister of the UK, come to mind: “Plan your work for today and every day, then work your plan.” Staff at the library is busy working *our* library plan. This is an update on activities.

Goal One-Community Space:

1. Installation of three ROKU TVs: one in the lower level to be used for movies and other programming opportunities; one outside the elevator on the ground level to be used for library advertising of services and events; and one in the conference room for use during meetings.
2. We are in the process of updating 2 staff PCs and 2 patron PCs. In April or May we expect installation of a new firewall.
3. We are planning a library community celebration for June 13, 2019.

Goal Two-Current Topics and Titles:

1. We are moving through the collection performing inventories and removing/replacing as needed worn or damaged materials.
2. Sarah Welch has been promoted to assist in systematic collections maintenance and development activities and planning.

Goal Three-Lifelong Learning:

1. Youth services staff are promoting literacy in our community through partnerships with the Newaygo Public Schools to share stories and literature, with Camp Newaygo for “Health Through Literacy” story-times in January, and with Resonate Church to provide a monthly Baby Babble-time and Preschool Story-times at the church facility.

Goal Four-Community Information:

1. On Facebook we have developed a system of daily posts to inform and inspire the community. On the Website we are developing links to careers/colleges and to community resources. We are also working to have an accessible website.

Other exciting activities are in the planning stages. Stay tuned for more happenings at Newaygo Library.

Kelly Tinkham, Director

Director's Report

The Library is not simply a place in the community, but an experience in the lives of our residents.

1. Programming.

December Programming Impact: 55 Children on campus/25 off campus; 19 Tweens; 25 Teens; 52 Adults.



a. In December, Mrs. Santa Claus, who looked suspiciously similar to Deborah Rouse, shared music, stories and goodies with preschool story time children.

b. Children enjoyed making ornaments for home.

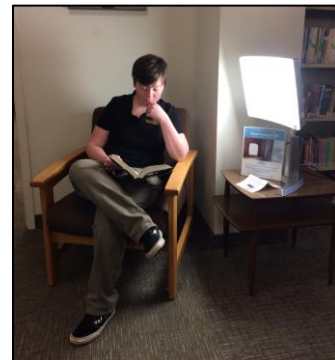
c. On Dec 19, NADL Youth Services staff Carly Abbott and Sarah Welch shared baby and preschool story times with children attending the daycare held at Resonate Church.



Upcoming events:

Sat, January 19, 10:30 am – 12:30 pm,
Lori McElrath-Eslick teaches watercolor.
Free class. Register with the library.

As part of “Warm Up Your Winter” reading program, sunlamps were installed on each library level to offset the overcast days in our residents lives. Staff Ivy DeWitt takes a well-earned break while catching up on a new book release.



2. Library Staff Opportunities.

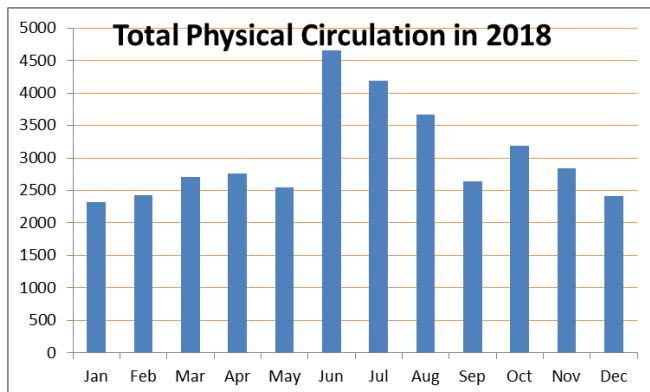
- ✓ Director Tinkham attended meetings: 12/10, NADL Board Personnel Meeting to discuss employee benefits; 12/13, LLC Board Meeting and ILS Meeting at KDL Service Center; 12/14, meeting with Ellie Zimmerman and other staff from Camp Newaygo to discuss collaborating to host “Health through Literacy” story time at the Library in January.



- ✓ Staff Luncheon was held on 12/27.
- ✓ 12/20, Sarah Welch attended the LLC Continuing Education Meeting at the KDL Service Center.
- ✓ 12/19, Sarah Welch and Carly Abbott shared Baby Babbletime and Preschool Storytime with children and staff at Resonate Daycare.

Director's Report

3. Library Circulation.



Physical Circulation was 2419 items in December 2018, 407 more checkouts than December 2017.

December Top Five Circulations: Juvenile fiction 767; Adult fiction 365; Adult DVD 302; Young Adult fiction 238; Adult Nonfiction 199.

Overdrive Digital Materials.

Dec 2018 had 202 checkouts: 89 audiobooks; 113 e-books.

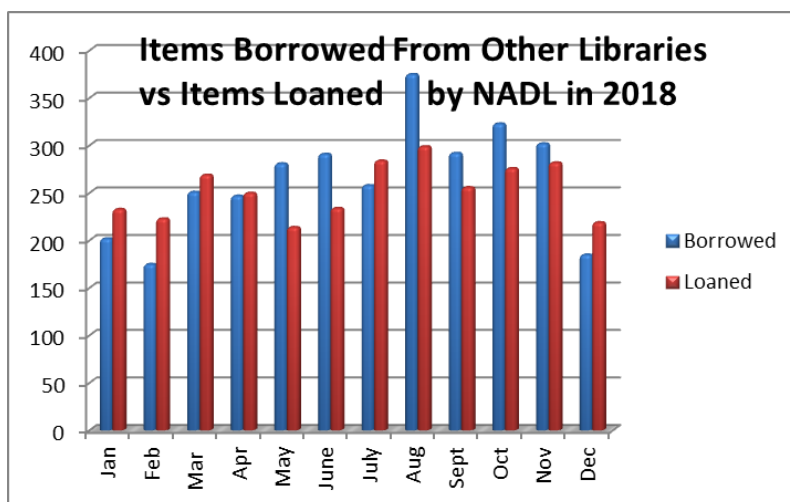
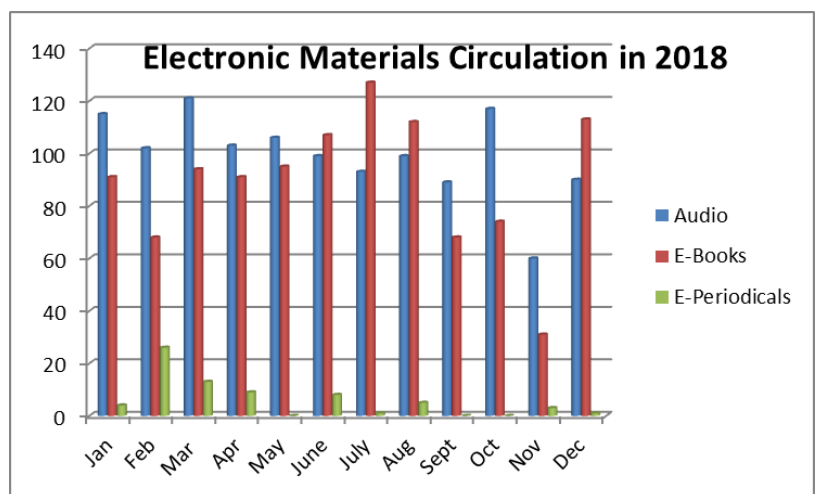
Dec 2017 had 155 checkouts.

RB Digital Magazines

Dec 2018 E-periodicals checkout: 1

RB Digital Audiobooks

Dec 2018 E-audiobooks checkout: 1



Interlibrary Loan.

Dec: 185 items were borrowed by NADL patrons from other library collections; 219 items were loaned out from NADL.

Mel CAT Activity.

Dec: Newaygo Library borrowed 19 books through MelCat and loaned 12 books.

4. Collection Management and Development.

- ✓ Completion of inventory of juvenile picture book fiction and adult non-fiction books.

Director's Report

5. Patron Interaction Data

- ✓ Library Foot Traffic: Upstairs: 1598
Downstairs: 1632.
- ✓ Telephone Traffic: 151 calls.
- ✓ Facebook: 759 Likes (Up 15).
- ✓ Public Computer Use: 261.
- ✓ Study Room Use: 71.
- ✓ Conference Room Use: Library: 4; Other Groups: 3.

6. Grants and Donations.

- ✓ FAF 2018 Summer Reading Grant Final Report due January 31.
- ✓ FAF Circulation Grant FY2018 due January 31.

7. Building & Maintenance. On Dec 7, several lightbulbs were replaced on both levels and in the men's restroom; on Dec 10, Unit 1 Furnace vent pipe was replaced.

8. Lakeland Library Cooperative.

- ✓ Phase 1 of migrating from TNS machines to I-Tiva for Telephone Notifications and Renewals went live for some libraries on Dec 6. On January 7, the new feature went live for NADL. This new notification system automatically calls patrons for holds pickups. Patrons may also dial 616-453-2575 to renew their own items automatically. Phase 2 of i-Tiva will allow individual libraries to print their own overdue and billing notices.

9. Friends of the Library

10. Did You Know? Overall circulation for 2018 increased 2248 checkouts over stats from 2017!

