

Upcoming Special February Events at Newaygo Library:

TWEEN SELF-DEFENSE CLASSES, Sat, February 2, 10a-12p & 1p – 3p at Newaygo Fitness Club, hosted by Newaygo Area District Library and Newaygo Police Department; held at Newaygo Fitness Club.

TEEN NIGHT Tues, February 5, 6:00p – 7:30p. Teens take over the library, special activity will be viewing the movie, “The Black Panther” and eating snacks. Lots of snacks.

LOCAL ARTIST ISAAC SCHNEIDER, Thu, February 7, 11a – 12p & 4p – 5p in the Upper Level of the library. Isaac will “Warm Up Your Winter” with melodies on his keyboard. Stop in!

PENCIL SKETCHING INSTRUCTION BY ARTIST RENAE WALLACE, Sat, February 16, 10:30am – 12:30pm. The 5<sup>th</sup> Michigan Grown Arts Program at NADL, supported, in part, by the MCACA LowellArts Mini-Grant.

On January 10, Sarah Welch and other staff greeted residents visiting the Library and City by offering warm beverages and words of encouragement. This was part of our **“Warm Up Your Winter”** reading program at Newaygo Library.



Camp Newaygo staff worked with NADL Youth Services staff Carly Abbott to present their program, “Health Through Literacy” to preschool story-time children at the library every Tuesday in January. Stories, music, movement, and food themed crafts—good times all around!

It may be a blizzard outside, but inside, NADL staff are cooking up hot summer reading events and reading programs! Public schoolchildren and local homeschoolers are invited to enter their T-shirt designs in our summer reading T-shirt design contest. The theme this year is “Space: A Universe of Stories.” Four lucky winners will win gift certificates to Shopko. The two first place winners will see their artwork splashed on 2019 NADL summer reading t-shirts. Contest ends March 30.



## **LIBRARY DIRECTOR'S REPORT**

**January 2019**

January was not the more leisurely month for library staff to catch up on work and reports as the weather turned colder. Despite patrons returning to regular work and school schedules, staff observed that they were busier than ever providing customer service and planning new activities for our community residents to enjoy. However, due to inclement weather NADL was closed January 28; open on the 29th for four hours; and closed again on both the 30st and 31st.

Despite that, program attendance, and check-outs of both electronic and physical materials showed growth in January. Circulation for 2018 showed a marked increase over previous years. Through more data-driven methods of collection management and development in 2019, staff and I will work toward continued growth in 2019.

The following activities provide examples of support for NADL's Strategic Plan's five service goals of Community Space, Current Topics & Titles, Lifelong Learning, Community Information, and Business & Career Information,

### **GOAL 1: COMMUNITY SPACE**

*Residents have a convenient, safe, and welcoming place to gather and interact.*

Activity – Ensure staff is engaged in continuing education to develop new skills and knowledge.

- Youth Services Manager Sarah Welch is registered to attend MLA Spring Institute in March. This two-day conference brings together more than 200 children and teen services librarians to share, discover and experience best practices. Formal sessions and vendor exhibits combine with networking and social activities in a fun and collaborative learning environment.

Activity – Maintain existing computers. Develop a technology replacement schedule.

- On February 1, two staff and two public computers were upgraded; two monitors were replaced.

Activity – Staff benefits and pay scales will be reviewed bi-annually.

- In December, pay scales at NADL were studied in comparison to other public libraries of comparable size and budget to Newaygo. Pay scales were established that were equitable.

### **GOAL 2: CURRENT TOPICS & TITLES**

*Residents have information about popular culture and trends.*

Activity – Weed out unused or worn materials as appropriate. Perform scheduled inventories.

- Inventories are being run systematically. Inventory of juvenile picture book fiction and adult non-fiction books is complete.

Activity – Develop a "Library of Things," such as e-readers, Playaways, WIFI hotspots, games, puzzles.

- Five VOX readers were purchased for circulation. These are children's books that "read" to the child as pages are turned. This helps the child read along and learn words as the narrative moves through the book.

Activity - Keep Library Facebook and Website current with upcoming titles and trends; and

Activity - Hire a Part-time marketing person.

- Circulation clerk Ivy Welch has added marketing responsibilities to her regular duties. She begins work before the library's opening hour to help her achieve regular postings to Facebook. Staff has developed a promotional form to help move advertising of events and services more efficiently through the steps to completion.

Activity - Host programming that supports Michigan authors and current titles.

- The library hosted author Tobin Buhk in Dec 2019. Upcoming authors are: Lori-Rader-Day on April 11; Viola Shipman on July 30.

Activity - Create library programming in partnership with local business activities.

- NADL partnered and hosted Camp Newaygo staff for “Health Through Literacy” story-times in January.
- In February, NADL and Camp Henry will meet to discuss activities these two organizations can share to make a difference in the lives of local youth.
- NADL youth services staff share Baby Babble-time and Preschool Story-time once a month with children attending daycare at Resonate Church.

### **GOAL 3: LIFELONG LEARNING**

*Residents have resources and opportunities to satisfy curiosity and stimulate imagination.*

Activity – Literacy.

- ✓ The teen and adult winter reading program, “Warm Up Your Winter” is in full swing.

Activity - Humanities: Continue Michigan Grown Arts programming and grant funding support for humanities.

- ✓ On November 17, 2018, and again on January 19 and March 23, free classes are being held for residents to learn to watercolor with instructor Lori Eslick. On February 16, a free class on pencil sketching is offered with artist instructor Renae Wallace. These have been popular; sign up is full with more potential students on a waiting list. These are supported in part by a LowellArts mini-grant through the MCACA.

### **GOAL 4: COMMUNITY INFORMATION**

*Residents have information about community resources, services, and activities.*

Activity - Create and maintain a topical Consumer Information Resources tab on the Website.

- ✓ Library Assistant Linda Rickert is organizing resources information on the library website. Under the Tab – “Find It” is seated an Assistance page and a Community page housing a growing number of links guiding seekers to the information and organizations they are seeking.

Activity - On Facebook advertise “Fast Facts” for public awareness.

- ✓ Marketing staff Ivy DeWitt has created “Monday Motivation” FB posts explaining how a library card can work for patrons, including advertising the many benefits and services the library provides. “Shout-Out Saturdays” are posts designed to highlight community events happening around Newaygo County and other West Michigan events.

### **GOAL 5: BUSINESS & CAREER INFORMATION**

*Emerging adults have information to make informed decisions.*

Activity - Create and maintain on webpage a business and career information tab with helpful links to information.

- ✓ Library Assistant Linda Rickert is organizing college and career resources information on the library website. Under the Tab – “Learn It” is seated an Educational Institutions page with a small but growing number of schools and educational links.

Kelly Tinkham  
Library Director  
Feb 1, 2019

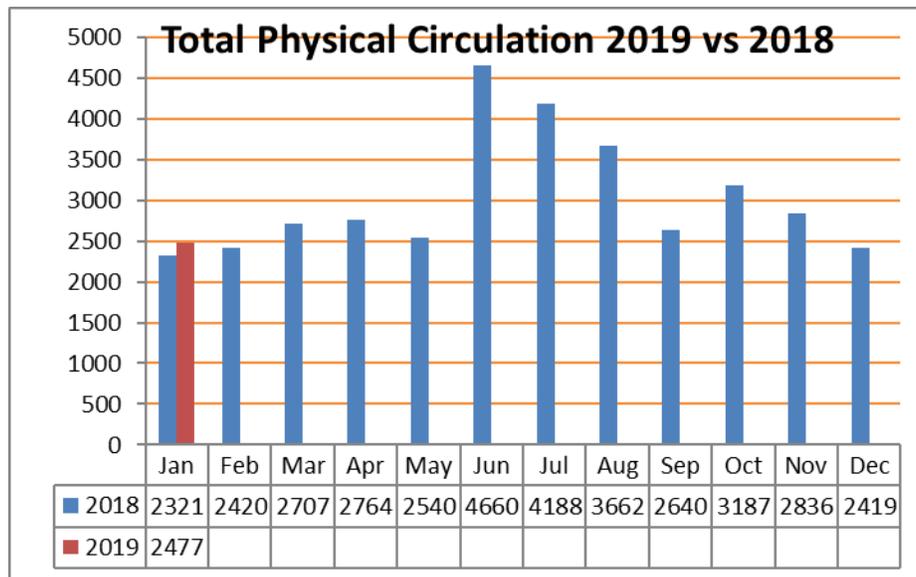
1. Programming.

January Programming Impact: Children- 43 on campus/16 off campus; 17 Tweens; 6 Teens; 16 Adults.

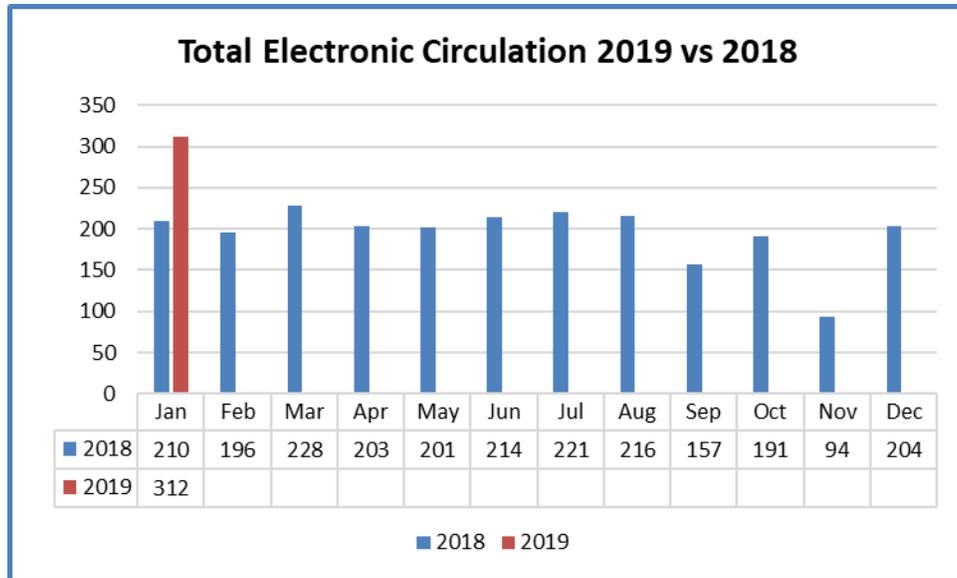
2. Library Staff Opportunities.

- ✓ Carly Abbott: 1/02, met with staff from Camp Newaygo to complete planning for “Health Through Literacy” Preschool Story-times in January; 1/23, Baby Babbletime at Resonate Church Day Care.
- ✓ Director Tinkham: 1/02, met with staff from Camp Newaygo to complete planning for “Health Through Literacy” Preschool Story-times in January; 1/03 attended Lakeland Library Cooperative RB Digital webinar; 1/07, met with Director Adam DeWitt to assist him in understanding steps for strategic planning at Fruitport District Library; 1/10, attended the LLC Advisory Council Meeting at KDL Service Center; 1/11, attended the TIFA Meeting; 1/16, attended River Country Chamber quarterly meeting held at Newaygo County Commission on Aging in White Cloud; 1/17, attended LSTA Grant Webinar; met with Susie Rodriguez, Senator Jon Bumstead’s local staff rep, to discuss needs of libraries; and attended the RB Digital webinar, part 2;
- ✓ 1/18, attended the LLC’s Trending Topics workshop – “Libraries as Community Centers”;
- ✓ 1/21, NADL Board Meeting; 1/24, attended NC Directors’ Meeting at White Cloud Community Library. 1/29, NADL Staff Meeting.
- ✓ Sarah Welch: 1/17, attended the LLC Continuing Education Committee meeting held at KDL Service Center. 1/18, attended the LLC’s Trending Topics workshop – “Libraries as Community Centers.”; 1/23, Preschool Storytime at Resonate Church Day Care.

3. Library Circulation.



**January Top Five Types:** Juvenile fiction 810; Adult fiction 361; Adult DVD 356; Adult Large Print Fiction 182; Young Adult fiction 171.



A large reason electronic circulation has increased so dramatically was because MIDWEST COLLABORATIVE LIBRARY SERVICES and LAKELAND LIBRARY COOPERATIVE opened access to each other's electronic materials when they are available. This was a wonderful opportunity to place a larger selection of e-books and e-audio books in the hands of more patrons quickly.

Overdrive Digital Materials.	RB Digital Audiobooks	RB Digital Magazines	MCLS
130 e-audiobooks; 123 e-books.	6 3-audiobooks.	5 e-periodicals	48 e-books

**Interlibrary Loan.**

Jan 2019: 257 items were borrowed by NADL patrons from other library collections; 259 items were loaned out from NADL.

**Mel CAT Activity.**

Jan 2019: Newwaygo Library borrowed 16 books through Mel Cat and loaned 13 books.

**4. Collection Management and Development.**

The DVD collection was inventoried and large print books were re-labeled through letter G. New books entered in circulation as of the end of January: 114 fiction; 32 non-fiction; 28 DVDs; 10 CD books; 3 large print fiction.

**5. Patron Interaction Data**

- ✓ Library Foot Traffic: Upstairs: 1581; Downstairs: 1726.
- ✓ Telephone Traffic: 420 calls.
- ✓ Facebook: 762 Likes (Up 3).
- ✓ Public Computer Use: 284.
- ✓ Study Room Use: 50.
- ✓ Conference Room Use: Library: 3; Other Groups: 7.

**6. Grants and Donations.**

- ✓ FACF 2018 Summer Reading Grant Final Report was submitted on January 13.

- ✓ FAF Circulation Grant Mid-Evaluation Report FY2018 was submitted on January 30.
- ✓ FAF 2019 Agency Profile was submitted on January 16.

**7. Building & Maintenance.**

**8. Lakeland Library Cooperative.**

LLC and KDL Library systems are in partnership to begin “Return Anywhere” on Feb 4, allowing patrons from both systems to conveniently return checked-out items to any library in these systems. (Grand Rapids Public Libraries have excluded themselves at this time.) During sorting at LLC headquarters, staff will check-in items fines free that were dropped off at a KDL library, and route them through delivery to the owning LLC library.

**9. Friends of the Library** The F.O.L bookstore continues to be open on Monday afternoons during Middle Zone Mondays.

**10. Did You Know?** NADL is developing new partnerships with local organizations to better serve our community:

- ✓ During January, Camp Newaygo staff shared “Health Through Literacy” with storytime children at NADL.
- ✓ NADL Staff shared Babbletime and Preschool Storytime with 16 daycare children at Resonate Church Daycare.
- ✓ Camp Henry staff and NADL staff are currently developing collaborative opportunities targeting youth ages 5 – 18 years to be held both at NADL and at the Camp.

