



SEPTEMBER 2020 DIRECTOR'S REPORT TO THE LIBRARY BOARD *Submitted October 20, 2020*

Highlight for September

CARES ACT FUNDING

We are working with Frederick County and Envisionware to process the \$10k of CARES funding for the self-checkout kiosk and inventory wand at Bowman Library. The expected ship date is October 21st with an early November install.

We applied for \$5K of CARES Funding reimbursement through the City of Winchester, which paid for some marketing costs and hotspot funds – we've been awarded that as of October and will be receiving a check.

PUBLIC RELATIONS & TECHNOLOGY COORDINATOR, MATT SWAIN

Public Relations

September was a busy month for PR as we focused on Library Card Sign-up Month with a press release, email campaigns, a "Library Card is your best School Supply" full-page ad in the Star (designed by Cheryl), 3 radio ads on WINC FM promoting this and our digital resources, and several social media ads.



For additional media pick-ups, DVM covered our back to school resources, John was interviewed on WINC FM, and we were awarded a \$1,000 ad grant on 95.3 where we ran two ads. NVD also posted about our new video games and the Winchester Star reported on Kim Bean's retirement. We also submitted an ad (Cheryl designed) for the 2021 calendar the Star gives to the community for our digital resources.

Technology

EBSCO Discovery (our power search website tool) and Open Athens (single sign on) are in the final stages of implementation. We expect to launch in late October/early November per the vendor. We are also revisiting costs and tech requirements on our laptop self-check-out kiosks and have reached out to the vendor for more information and availability.



September is Library Card Sign Up Month.
Go to www.handleyregional.org/librarycard to get yours.

Need WiFi at home? Borrow a T-Mobile hotspot to get a week's worth of free, unlimited internet service!

WiFi T-Mobile

We have the latest resources for learning at home and a huge digital library to explore. Students can access databases that support both student research and classroom instruction. Some databases also assist in educator lesson planning!

Need to print a document? You can send your document from the PrintLife app at home, and we'll have it ready for you to pick up at the Bowman or Handley Libraries.

GET MORE BACK TO SCHOOL HELP AT
WWW.HANDLEYREGIONAL.ORG/BACKTOSCHOOL



**BOWMAN AND CIRCULATION SERVICES DEPARTMENT
HEAD & OUTREACH COORDINATOR, MARY ANTON**

- Physical circulations continue to increase each month this fiscal year in comparison to the same months last year. It is encouraging to see the number of circulations growing – especially with our shortened hours and the Covid-19 situation generally. July was at about 51% of 2019 check outs; August was 68%; and September was 75%.
- Similarly, new patron registrations have increased as well, with Library Card Sign-up month bringing us back to about 66% of last year's total. This was up from July and August 2020 when we were at about 40%.



**YOUTH SERVICES DEPARTMENT HEAD,
DONNA HUGHES**

We helped local families celebrate the Back-to-School season by hosting a virtual Back-to-School Kid Concert on September 4 with family entertainer Mr. Jon and Friends. This live, interactive concert was full of fun music and movement, puppet friends, and more.

September was Library Card Sign-Up Month where Youth Services staff worked to educate community families on how powerful their library card is, detailed in one of our bulletin boards in the attached picture. Friends who were five years and older celebrated with a giant library card seen in the attached pictures, as well.

CLARKE COUNTY LIBRARY BRANCH MANAGER, LAURINE KENNEDY

September began steady and continued to get busier as local schools opened. Many parents are doing virtual learning and are making great use of our library. We have continued with our weeding and cleaning up sections, focusing in September on Reference and DVDs.

We are planning our second Zoom Live “Community Conversations” for October. Our long time Brown Bag with Books Book Club is going online beginning in November after a six-month hiatus. We hope to have an even larger attendance!

HANDLEY LIBRARY OPERATIONS AND BRANCH MANAGER, ANN WHITE

Handley Library Updates

- **HVAC & Roofing renovation:** HVAC renovations are wrapping up. Currently waiting for Washington Gas to reinstall gas line to the building in order for heat to be restored. A one-year warranty will begin after final inspection. Roofing repairs will begin around late October. The city is exploring additional items from the structural building study to incorporate into the current project. A walkthrough to establish a punch list of cosmetic touch ups to be completed will be conducted prior to the end of October.

Finance/HR

- **Annual Audit:** The annual audit has been completed. The auditors are scheduled to present the findings to the Finance Committee at 3:30pm on Tuesday, October 20th, just prior to the regularly scheduled board meeting.
- **Winchester City CARES Act Funding:** The library has been awarded \$5,000 in CARES act funding from the City of Winchester. These funds are to cover six months of mobile wifi service for the devices circulated through the Handley Library and to partially reimburse utility charges from March through June 2020.

- **Health Insurance Benefits administration moves online:** The Virginia Department of Human Resources, who administers the library's health insurance program will be moving all benefits administration functions to an online platform by March 2021. Over the next several months, there will be multiple virtual benefits administrator meetings and training to prepare for the transition. It is anticipated that by the library's May 2021 open enrollment period that all employees will be able to make their selections via the new online system.

ADULT SERVICES DEPARTMENT HEAD, ADRIENNE DAVIS

The Adult Services Division staff continues to use a range of tools to inform and engage with patrons. In the past three months, staff members have conducted over 160 webchats through the Library's new **UniqueChat** service. One new service established as a direct result of COVID restrictions is our form-based Reader's Advisory service **BookMatch**. Staff members have received and responded to over 40 requests so far.

Feedback from users has been very positive:

- Thank you for these book suggestions. I have read and enjoyed each one!
- Thank you very much for taking the time to consider my request and providing such thoughtful recommendations.
- I would like to thank whoever did my BookMatch. She or he did an excellent job.

The Division's **NextReads** eNewsletters gained over 180 subscribers in September. Todd Strader started a new one – *Graphic Novels for Adults* – bringing the total number of Reader's Advisory newsletters maintained by the Division to 20. Staff members also continue to write interesting and informative **blog posts** to keep patrons updated on services and collections. Topics for September included Zoom tutorials, the Bowman Lake Trail, tips for using the library catalog, and a product review.

FRIENDS OF HANDLEY REGIONAL LIBRARY DIRECTOR, BARBARA DICKINSON

Friends sponsored two programs through Zoom to the public. Jennifer Pharr Davis, a record setting thru hiker of the Appalachian Trail, and Susan Tschirhart from the local Appalachian Trail Community Committee talked about hiking in this time of renewed interest in getting to the out of doors. The other program was given by local author and nursing teacher Dr. Pam Webber on the topic of writing as a second career.

ARCHIVES LIBRARIAN, BECKY EBERT

The Archives team was busy this month helping customers, digitizing the collections, processing photos and more! They also worked with the DAR in preparing a lobby display, conducted a Zoom meeting with the Black Studies Group. They also with Jeff Keller, teacher of African American History class at Handley High School. This is class requested by Gov. Northam. Jeff had tour of Archives and we discussed projects and resources.