



## Clinton Community Library Director's Report January 2020

### Grants & Fundraising

We have had a strong response to the 2019 Annual Appeal. As of January 7, 2020 the library has raised \$14,578.94 (this figure does not take into account matching grants that have not yet been received – those funds add an additional \$300.00). *The 2018 Annual Appeal raised a grand total of \$13,682.03, in comparison.* Acknowledgements are up-to-date. Sue Ellen has been helping me with this.

In December we received \$786.00 in funds from MHLS from the outreach mini-grant. These funds were used to offset costs associated with our *Optimistic Aging* programming.

We also received the final allocation of Local Library Services Aid -- \$141.92 and the disbursement of the Family Literacy Grant -- \$1,300.00. Susan has created a thoughtful list of early literacy materials that MHLS and I both approved for use of these funds.

I have applied for the Stewart's Holiday Match Grant to support environmental science/sustainability programming and materials targeting children in grades K-8. I am requesting \$1,500. Last year we received \$1,000.

### Programming

**Total Programs held in December:** 39 (compare to 33 in 2018)

**Total Program Attendees:** 476 (compare to 334 in 2018)

- **6 Youth and Family Programs || Total Attendance: 122** (2018: 3 programs || 25 attendees)
- **33 Adult Programs || Total Attendance: 343** (2018: 30 programs || 309 attendees)

**Attendance continues to rise, and the quality of our programs just keeps getting better.** The annual Gingerbread House program was probably the hit of the month with 45 attendees. Most participants were families, but there were also a few adults who wanted to get in on the fun.

We had one outreach program in December. Susan's group for storytime at the Salt Point Tree Lighting was 20, but there were about 150 attendees for the event itself. It was a great opportunity to promote the library and its services, especially our children's programming.

Our 2020 calendar is shaping up nicely. We are bringing back technology workshops (the first focuses on digital resources available through the library), have scheduled more Saturday children's programming, added a documentary & discussion program, and booked a variety of educational programming including topics such as cheese making, speaking with elected officials, and elder abuse awareness. All this is in addition to our regular slate of popular programs. The staff and I are very excited about what's to come in the new year!

### Circulation & Statistics

**Total circulation for December was 739**, up slightly over December 2018 (724) and slightly higher than last month (711). Adult DVDs (276 – 37%) and Adult Fiction (231 – 31%) remain are most-circulated item categories, followed by Juvenile Fiction (86 – 11.6%) and Adult Nonfiction (84 – 11.4%)

**In 2019, CCL checked out 10,300 items!** Our top 5 Categories were Adult DVDs (3,561 - 34.6%), Adult Fiction (2,785 - 27.0%), Juvenile Fiction (1,930 – 18.7%), Adult Non-Fiction (1,151 – 11.2%) and Books on CD (432 – 4.2%)

Our Top 10 Checkouts of the year were:

- The wife (DVD) – 25 checkouts
- The old man and the gun (DVD) – 21 checkouts
- The bookshop (DVD) – 20 checkouts
- Green book (DVD) – 20 checkouts
- Mile 22 (DVD) – 18 checkouts
- Second act – (DVD)18 checkouts
- Where the Crawdads Sing (Large Print) – 17 checkouts
- The girl in the spider's web (DVD) – 17 checkouts
- Bohemian Rhapsody (DVD) – 17 checkouts
- The front runner (DVD) – 17 checkouts

Total unique Overdrive users with checkouts in November: 71

- Overdrive eBook circulation: 226 – *the highest month all year* (2019 Total: 2,303; 2018: 2,059)
- Overdrive eAudio: 122 (2019 Total: 1,516; 2018: 1,165))

RB Digital (digital magazines): 24 (2019 Total: 464)

Kanopy: 33 plays

New library cards: 6

Wireless Usage: 284

Tech help: 11 sessions

### **Technology**

In December, we purchased 2 Deep Freeze licenses for the public computers. **Deep Freeze** is software which allows system administrators to protect the core operating system and configuration files on a workstation by restoring a computer back to the saved configuration, each time the computer is restarted. It is widely used among public libraries and MHLS recommends it.

I also purchased the domain [clintoncommunitylibrary.org](http://clintoncommunitylibrary.org) for CCL. Currently it redirects to [clinton.lib.ny.us](http://clinton.lib.ny.us), but one of my 2020 goals is to improve our website for a better user experience, and I thought made sense starting by registering a domain that is easier for people to remember.

### **Staff**

I plan to begin employee evaluations this month and complete them by mid-February. Board-approved salary increases have been put into place for the next payroll period.

### **General Notes**

I will be attending the Dutchess Directors Meeting on Fri. 1/10 at Starr Library, and the Annual Report Workshop on Wed. 1/22 at Mid-Hudson to help new directors complete the state report.

I plan to be out on Friday, 1/17 and Monday 1/20.

Respectfully submitted,  
Carol Bancroft