Monroe Free Library
Executive Director's Report
March Stats for April 2024 MFL Board Meeting

Children's

The following programs were offered:
*Around the World Programs

Babies & Walkers	
Program	**Attendance**
Share, Create & Play x3	5+3+5=13
Preschool	
*Volcanoes	7
*Simple Caprese Salad	8
*Around the world: Faces & Places Collage	5
K-1	
*Volcanoes	4
*Caprese Salad	5
*Around the world collage	7
K-5	
READING WITH MILLIE & Max Sign Language with Ms. Dorie	3 6+2+2=10
2-5	
Frida Kahlo Self-Portraits	6
Ruth Wakefield's Chocolate Chip Cookies	6
*Van Gough Paintings	5
Teens	
Teen Book Club	4
Nintendo Switch Saturday	4
*Canoli dip	6
*Greek Myth Bookmarks	4
Adulting 101: Sewing with Kia	8
Family/Community	
Walk in Play time x 2	6+4=10
Turtle Dance Music	6
*Saturday Lego	9
Walk in Story Time	11
Special Saturday	13

Teen volunteer shifts- 51

Total # of Children Program attendance comparison.	
2024	2023
154	192

Adult Services & Programs

Reference Stats	Usage
Computer Users	470
Computer Help	58
Printing (Remote & From Phones)	241
Copy Assistance	78
Scanning	37
Faxing	46
Reference Questions Answered	172
Walk in Tech Help x 4	3
Senior Center Tech Help	1
Genealogy	2
Book a Librarian	2

Community Room A was reserved **68(67) times.**
Community Room B was reserved **54(59) times.**

Museum Pass	# Of Check Outs
Bethel Woods	2
Boscobel	0
DIA Beacon	1
Empire Pass	3
Museum of the Hudson Highlands	0
Storm King Art Center	0
Intrepid	1

Around the World
Stats & Info about Around the World in March & April

March:

Participation	New participation	Read/watch listen
78	17	36

Continent	Take & make	Community Project	# of Programs offered	Monthly prize
April/Australia	Dot Art	Dot Art	18	Children: Stuffed Animal Teen & Adult: Book Sleeve

Adult Programs

The following programs were offered:

Program	Attendance
*Bingo Around the World	3
Writing Club x 4	2
*Irish Soda Bread	7
Computer Class: 2 Topics	2
Crafternoon	5
*Friday Afternoon Movie x2	8
Spanish Speaking Practice x2	0
Belly Dancing	2
*Listen & Learn	5
Canva Basics	4
*Museum Village: WWII & Italian Front	7
Friday Fun Night	14
Workout with Latin Dance	4
*A Trip to Europe via Google Earth	7

Total # of Adults Program attendance comparison	
March 2024	March 2023
70	67

Circulation

Circulation Stats	March 2024 Usage	March 2023 Usage
New card holders	186	53
Total # of Library Card Holders	**8,881**	**7,747**
Total Items Circulated	6,844	7,993
ILL Borrows	1,400	1,947
ILL Loans	1,027	1,559
Video Game Collection	93	126
Launch Pads	4	3
MWCSD Active Users	161	20
Discovery Kits	6	2
Laptops	2	0

Library Operations

- **NYS Annual Report**

2023 Annual report has been submitted to RCLS on Feb. 29th See attachment 1 for the entire report. Upon their review, the MFL board needs to vote and approve the NYS Annual report. Below are some additional insights on the report.

Category	2023	2022	Insight
Physical Collection Circulation increased	66,142	63,640	
Electronic Collection Circulation increased	22,190	19,147	More people are using Libby. Especially MWCSD students who received cards last year when we went to the HS.
Adult Books	Fic: 23,159 / Non fic: 10,377	Fic: 22,732 / Non fic: 9,728	
Childrens Books	Fic: 26,130 / Non-Fic: 6,476	Fic: 25,448 / Non-Fic: 5,732	
Materials Received	20,6018	19,705	
Materials Provided	16,074	17,176	
Audio & CD Circulation	4,710	4,837	
DVD Circulation	17,159	16,263	DVDs remain to be popular item at MFL
Total collection Circulation increased	110,150	105,184	
Increase in Childrens Program Attendance	1,663	1,261	
Increase in Adult Program Attendance	767	676	

One on One sessions attendance	218	108	2023 we increased our services with senior tech help, walk in tech help and walk in genealogy.
Increase in Summer Reading Program (SRP) Participation	186	176	The largest increase was with teen participation. This year compared to last year we had a better group of teen volunteers who also participated in the SRP.
Summer reading program attendance	447	490	
Increase in one-on-one Support & attendance	Sessions offered: 209 Attendance: 218	Sessions offered: 145 Attendance: 108	In 2023 we started to offer weekly walk-in tech help, a full year of book a librarian, senior center tech help and walk in genealogy.
Reference Transactions	2,598	3,821	
Decrease in visits to the website	129,873	191,823	I am not sure why there is a decrease. It could have been that there was a disruption to our data collection and/or people are reading about our resources not on our website but in other places like social media and newspaper etc.

Homework Help
We relaunched Homework Help. Samantha Angarola, under the guidance of Melissa, has developed a new procedure. Teens were interviewed and trained. HW Help will be offered on Tuesdays & Thursdays for K-5 students. We are accepting same day, call in appointments only.

Inventory
Circulation continues to work on the inventory project for our collection. They have inventoried over 45,000 items.

MFL Annual Survey
As per one of our objectives in the LRP an annual survey has been created and will launch in April to align with National Library week. The survey will remain open for all of April.
https://rcls.libwizard.com/f/mflannualsurvey2024

Buildings & Grounds

Security Camera Proposals
Jason and I have been working with two local companies to get a quote for upgrading our security camera system. See attachments 2 & 3. It has been a challenge to get a third quote but if the board would like us to find another quote we can continue to try.

Siding Proposal
I was finally able to secure a proposal from a local construction company. See attachment 4. Again, it has

been a challenge to have anyone provide me with a quote. I can continue to look and try to secure at least one more.

Pipe leaking in mechanical room
There was a minor pipe leak in the mechanical room this past week. We had Ebner come in and for now they put a layer of sealant on the pipe and once the rain has subsided, they will return and check the roof to further inspect the issue.

RCLS & Other Library News

- **RCLS New App-**The New RCLS Go App has been launched. You can find it in your respective phone App stores.
- **National Library Week** -April 7th-13th "Ready, Set, Library"

Financials

- See Attachments 5-10 for February & March Financials.
- KeyBank bank accounts have been successfully closed and the money has been transferred over to our ConnectOne Bank account 0540. The reason for this change is because after we transferred the funds into the Prudential CDs the accounts had low balances and were getting charged maintenance fees.

PR, Outreach & Fundraising/ Grants

Round Table w/ Tony Cardone on WTBQ

I was recently invited to be a guest speaker on the Town Supervisors weekly radio program. It was a great opportunity to share what we are doing. We discussed our collaboration with the Senior Center, our upcoming Solar Eclipse Party and our Around the World Series.

Library Podcast

- The following episodes were released in March:
- Episode 13: Programming Party
- Episode 14: Interview with Principal Clerk, Dianne Kenny

Fundraising

- Stop & Shop has selected MFL to be they're not for profit of the month that will receive a portion of funds from each reusable bag sold during the month of March. Some simple marketing to encourage our patrons to participate went out early March.
- Bullet Aid- We received our $7,500 Bullet Aid from Senator Skoufis to be used for Children's programming. We spent some to purchase a play kitchen and dramatic play costumes, but we are still considering how to spend the rest.
- The last 10% of our Local Library Service Aid (LLSA) 2023 funds have been distributed to MFL in the amount of $698.00.

MWCSD Library Cards

- Library card distribution took place for the middle school in March. We plan to distribute in April to the elementary schools and June to the k-1 schools.

Social Media

- Our Facebook page reached – **2,875 and – 791** page visits, and **16** new page likes; had **376** content interactions and **50** link clicks.

- Our Instagram page reached – 286 **and 55** -page visits, and **19** new page likes; had **60** content interactions and **18** link clicks.

Email Blast Statistics (Open rates)

Emails in this month	How many emails sent	How many received emails	How many opened	How many clicked on the links
Adults Email blast	3	7004	2694	82
Childrens email blast	2	4669	1812	52

Bestselling Authors club Email Blast- 14 new sign ups were a direct result from the Email Blast.

Print Ads

These ads were published for March:

MSC.

- We care what you think Cards & other reviews- To be read at the meeting.

Laura Lerner, MWCSD Coordinator for Library Services- “I wanted to thank you for all your efforts and time in this very important initiative for our students.
It was great to work alongside you the past couple days here at the middle school and hear about the opportunities you are providing outside the school day.”

Feedback from the NYLA Conference:

- 27 Reponses and an average rating of 4.3 out of 5
- “Useful information from start to finish of a yearlong process. Beginning with staff engagement, forming a team, assigning tasks, budgeting, collecting and analyzing data, results, and reflection. Lots of information shared so it can be replicated in other libraries.”
- “It was honestly excellent, so no!”
- “The slides were engaging and the presenters were passionate about their program.”

Upcoming dates:

- 4/8- National Library Week & MFL Spirit Week
- 4/8 – Solar Eclipse Party
- 4/17- MFL Craft @ Senior Center
- 4/20 MFL Community Yard Sale
- 4/25 MFL Staff Tech presentation at Senior Center
- 4/27- MFL participation in Smith Clove Park Arbor Day Celebration
- 5/2 MFL Small Business Series Launch
- All of May- Around the World South America