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

Children's

The following programs were offered:

Babies & Walkers	
Program	**Attendance**
Share, Create & Play x3	6+0+5 snow closing for 0
Preschool	
Winter Doughnut Faces	7
St. Valentines Day Scratch Art Hearts	6
K-1	
Pony Bead Snowflakes	5
Scratch Art Unicorn Hearts for St. Valentines Day	0 closed
Winter Owl Magnets	8
K-5	
READING WITH MILLIE	7
2-5	
Lunar New Year Dragon Puppets	12
Romare Bearden Collages	3
Sweet Potato Hand Pies Sign Language with Miss Dorie x2	4 7+6
Teens	
Teen Book Club	4
Nintendo Switch Saturday	3
Rainbow Looms	6
Watercolor Snowflakes	2
Family/Community	
Walk in Play time	4
Turtle Dance Music	8
Special Saturday- Lunar New Year	13
Winter Game Night	2
Walk in Story Time	6
Bilingual Bingo	4 kids 4 adults
Around the World Kickoff Event	24

Teen volunteer shifts- 51

Total # of Children Program attendance comparison.	
2024	2023
156	130

Adult Services & Programs

Reference Stats	Usage
Computer Users	407
Computer Help	59
Printing (Remote & From Phones)	307
Copy Assistance	76
Scanning	50
Faxing	41
Reference Questions Answered	164
Walk in Tech Help x 4	3
Genealogy	4
Book a Librarian	1
Museum Passes	9 total • Empire Pass 3 • Boscobel 2 • Museum of the Hudson Highlands 1 • Intrepid 3
Tutor.com Usage	3

Community Room A was reserved **51(39) times.**
Community Room B was reserved **56(44) times.**

Around the World

The Around the world kickoff took place on Saturday Feb. 17th. The kickoff event was extremely successful. Around 24 people participated in the event. You can see some of the photos from the event here: https://www.facebook.com/photo?fbid=770084881818221&set=pcb.770084968484879

Elizabeth wrote a press release for this, and it was published on Feb. 16th in their digital edition and print edition.

Stats & Info about Around the World in March

Continent	Take & make	Community Project	Link to Collection	# of Programs offered	Monthly prize
March/Europe	Painted wooden Gnome	Lego creations displayed in Childrens	Collection resources	17	Children: stuff animal Teens: Notebook Adult: Notebook

Adult Programs

The following programs were offered:

Program	Attendance
Bingo	na
Writing Club x 4	3
Will You Mary Me? Cherry Pies	5
Computer Class	6
Crafternoon	6
Friday Afternoon Movie x2	2
Memory Wire Bracelet Making	8
Thriller Book Club	8
Parenting Book Club	1
Travel Trivia	11

Total # of Adults Program attendance comparison	
February 2024	February 2023
50	34

Circulation

Circulation Stats	**February 2024 Usage**	**February 2023 Usage**
New card holders	239	53
Total # of Library Card Holders	**8,696**	**8,703**
Total Items Circulated	6,327	7,254
ILL Borrows	1,572	1,765
ILL Loans	1,041	1,383
Video Game Collection	90	133
Launch Pads	4	3
MWCSD Active Users	352	20
Discovery Kits	7	1
Laptops	3	2

Library Operations

- **IT part time Technician –** Jason Brewer, our new PT IT person has started three weeks ago. He will work Monday-Thursday. He is off to a great start and will be working on additional website updates.

- **MFL Inventory**
  We are more than 50% done with this project. Thank you to the circulation team under Melanies leadership for working diligently to get this done.
- **2024-2026 CWA Union Contract**
  As previously shared, the CWA Business Agent has provided us with a copy of the contract for our review and to hopefully vote approve. Once finalized, the CWA Union Library Staff members will receive their retro pay and their hourly rate will be adjusted to reflect the 2% increase as per the contract.
- **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	87,960	86, 037	
Electronic Collection Circulation increased	2023-22,190	19,147	More people are using Libby. Especially MWCSD students who received cards last year when we went to the HS.
Total collection Circulation increased	110,150	105,184	
Increase in Childrens Program Attendance	1,663	1,261	
Increase in Adult Program Attendance	767	676	
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
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.
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.

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.
- RCLS replaced the Childrens Help Desk computer, Susan Johnson's computer and a new sonic wall.
- **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.
- **ALA revised and approved new Core Values of Librarianship**. The core values went from 12 to 5. The Council felt this update was more in line with how many values other organization have and with
- **National Library Week** -April 7th-13th "Ready, Set, Library"

Financials

- See Attachments 2-4 for January Financials.
- The Town Board of Monroe provided MFL with their annual taxpayer support check which was deposited into our Connect One account and WallKill account on Feb. 29th.
- The last 10% of our Local Library Service Aid (LLSA) 2023 funds have been distributed to MFL in the amount of $698.00.

PR, Outreach & Fundraising/ Grants

Valentines for Vets

Mary organized a valentine for vets' station where patrons could write a valentine to a veteran. Over 60 patrons participated in this effort.

Outreach at Monroe Presbyterian

- Diane Barone went to Monroe Presbyterian and conducted a story time for 30 children.

Library Podcast

- The following episodes were released in February:
  Episode 11: Around the World with MFL
  Episode 12: Interview with MFL Head of Marketing

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.

MWCSD Library Cards

- Library card distribution took place the week of Feb. 12. March we will

distribute to the middle school, April to the elementary schools and May 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.

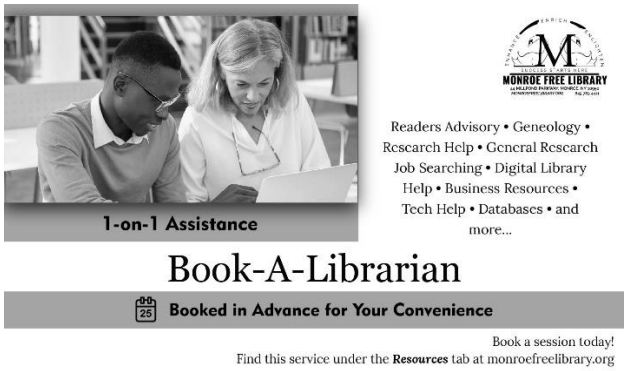
- Our Instagram page reached – 286 **and 55** -page visits, and **19** new page likes; had **60** content interactions and **18** link clicks.

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	2	4609	2030	51
Childrens email blast	1	2303	1027	34

Ads for photo news

These ads were published in the PhotoNews for February



MSC.

- We care what you think Cards & Google Reviews - To be read at the meeting.