Director's Report for January 2023

Recent City Council actions related to library activities

- 2/6/2023: Council approved an interlocal agreement between the City and Lincoln Public Schools for the Library's ConnectEd program.
- 2/13/2023: LCL's 2021-2022 Annual Report was Placed on File as part of the Consent Agenda.

Recent meetings and appointments

I'm grateful to staff, board members, and Foundation Director Gail McNair for their continued assistance in providing introductions and connections for me to individuals and groups in the community. Being connected allows for better familiarity between myself/library and those whom we will have library-related opportunities and collaborations down the road. Some recent introductions and presentations include the Chamber of Commerce, several local foundations, NLHA, FLCL, County Commission, Humanities Nebraska, Lincoln Public Schools' Libraries, Lincoln Literacy, Nebraska Library Commission, Mayor's Neighborhood Roundtable, and many individual stakeholders and leaders.

Safety and Security

Due to recent security issues, we will receive assistance from LPD for purposes of conducting security audits at each of our facilities. The objective is to obtain reports that detail areas or issues of concern as related to safety and security. This then becomes a basis, justification and plan for recommended or necessary improvements and budget planning. As you know, of particular concern is Bennett Martin Library and issues resulting from a facility with a multitude of out-of-sight accessible spaces. Coinciding with the audits, we're working on a solution to help mitigate patron access to the lower-level area.

Innovative ways for access and engagement

Libraries have tools available that are designed to enhance access to collections and build engagement with patrons—making collections and services easier to use and reaching patrons in newer ways. Our library team has some great ideas including 1) implementing online library card registration for instant access to e-content. Most libraries offer this, and it affords a way for new patrons to make first contact with LCL. One of our busier "branches" is the online branch and those doors need to be open for new library cards; and 2) using a patron engagement system that automatically connect with newly registered patrons by communicating "Welcome to Lincoln City Libraries!" and sharing LCL information and news—and providing reader's advisory. Many libraries utilize patron engagement platforms. Our Circulation Committee and Support Services will be investigating how to implement these services.

Message Map
I am bringing in communications consultant Teresa Paulsen to lead a group of LCL staff and board members through a "message mapping" process over the course of the next month or two. A message map is a tool that guides communication, provides key messages, creates consistent narrative, and builds brand. It's the basis of all external and internal communication, and it creates a common, organizational voice for all communication (news releases, website language, print material). Teresa has excellent experience and expertise-including with UNL, ConAgra, and the Omaha Public Library. The first meeting for the group-which includes board members Joe Shaw, Lisa Hale, and Jackie Ostrowicki is set for early March and a follow up meeting will occur a month later. The results and direction produced from this work will be implemented as soon as possible for our communication strategies and will be timely for the website redevelopment. The end objective is to help build the library brand.

African American Read In
The library participated again this year in the annual LPS African American Read In event, where on Feb 7 we live-streamed the Read-In to our branches and conducted story times at three branches with assistance from LPS student readers. Thanks to several LCL staff and LPS' Pete Ferguson for their excellent work in making it happen, and Amy Huffman for her promotional work.

Book Sale
Many people are eager to see the annual book sale come back after a three-year hiatus. I was recently told by a staff person that *"When is the book sale coming back?"* is a consistent everyday question at our circulation desks. Over the course of the past three years Book Nooks and sales to Thrift Books have done remarkably well in providing patrons with access to quality used books at good prices and in bringing in replacement revenue. Ultimately, however, the ***best*** outcome for a FLCL-led library book sale is the positive experience and attachment it creates between residents and their library. People love good books at bargain prices, and to find it at a library used book sale adds value to the library for residents. I'm confident we can bring back a version of the book sale this year and am interested in finding ways to hold multiple smaller events (perhaps special genre sales) spread out at branch locations. An upcoming meeting with branch managers and FLCL will be held to identify any doable possibilities. Having mini-sales in our own spaces when feasible is great for us to showcase, introduce, or reintroduce the library to those who are not familiar, and also build community.

Onboarding employees
The City of Lincoln's HR Department has several initiatives underway including the creation of a more consistent, timely, and purposeful onboarding process for new employees. A better introduction and welcome to the organization leads to better engagement, awareness, and job satisfaction. An HR-led onboarding presentation is in the works with input from each department and should be available by spring. At the same time, LCL will be enhancing our own on boarding experience for our new staff and will include a presentation that covers org structure, library history, our vision for service, and introductions to our locations.

Winter Reading Challenge
We had 2236 registered readers, (1667 of those completed the challenge), 8827 separate completed activities (visiting a library, doing something nice for someone, etc.) and a total of 2,086,743 minutes read.

Statistical miscellanea for the month:
- Bennett Martin visits increased 34% and Williams Branch jumped 104% over January 2022

- Overall visits were up 26%

- LCL-wide youth print circulation increased 13%, while adult print circulation decreased 3%

- Youth program attendance shot up 378% over last January (4,909 vs 1,028...in person programming).

- Overdrive audio checkouts increased 16%, and usage of Ancestry Library Edition dropped 19% compared to January 2022.

Monthly Examples of the Strategic Plan in Action

Our Vision: The Library Experience—setting a distinctive tone in promoting and providing lifelong education for our entire community

Interactions
- Maddie O'Malley [Eiseley]: "While working the Adult Services desk, a patron and her husband needed to get onto a computer to scan and email immigration documents. The patron spoke mainly Spanish, so through the help of a translator app on the patron's phone, I was able to show her how to use the scanner and email the documents. She and her husband were very thankful for the assistance. A few days later, I saw the couple return to the library and they used the scanner all on their own!"

- Vicki Clarke [Walt] helped a woman at the circulation desk who came in with a heavy heart to pay for two items she was returning that had aged to Lost. Vicki scanned them in and explained that since she returned the books within the appropriate time frame the replacement fees were waived, as we are now a fine free library. She was silent and her eyes welled up as she caught her breath. She explained that she had recently experienced several unexpected medical procedures. Her days had been rough lately, and this was a welcome gesture of good faith for her.

- Sharon Sayre [BMPL] relayed that, with tax season upon us, staff have assisted patrons in locating tax forms, printing out forms, and answering question about volunteer tax services. Sharon said she'd received thanks from a patron who said how much he appreciated that we offer these services.

Programming
- Lisa Westlund [Walt] had 78 attend All Ages Storytime and over 100 for Stay & Play as part of Grandparents Day. At Storytime she read <u>One, Two Grandma Loves You</u> by Shelly Becker and Llama LLama Gram and Grandpa by Anna Dewdney. There was an action rhyme about grandparents and a flannel board about llamas both of which the children really interacted with. Children and families who filled out a paper heart anytime from 10:00-2:00 on Saturday could get frosted heart shaped sugar cookies.

- Garren Hochstetler [BMPL] led a beginner knitting program for adults. By the end of the session 15 people were knitting!

- Lane Gibson [Gere-South] received the following feedback from a parent of one of the teens who regularly attends the T3RPG program: "I just wanted to say thank you so much for hosting this group. [My son] was having a really tough 8th grade year, having trouble making friends, and was getting really depressed. The

first night I picked him up after D&D, he was smiling bigger than I'd seen him smile all year and said "MOM, I FINALLY FOUND MY PEOPLE!" He looks forward to coming every month and talks about what's going on in the game the rest of the time. It's really made a huge difference in his life. We love coming to the library!"

- Eiseley Branch hosted 105 participants for Lakeview Elementary family night.

- Bennett Martin's "Little Kids: Big Feelings" events were well received by those attending. Kim Jorgensen reported: "It was fantastic! We had 17 participants at Bennett Martin. Kids' ages ranged from 1 to 6 or 7. I started out the event with an action song, then read a short book about yoga and feelings. By then, all participants were ready to go. The children were very enthusiastic!"

- The Winter Reading Challenge was a hit this year with 2,236 registered readers, (nearly 1,700 completed the challenge), 8,827 activities were recorded (visiting a library, doing something nice for someone, etc.) and a total of 2,086,743 minutes were read.

Outreach
- Greg Welch [Gere] visited 11 classes at UNL Daycare this month on four days with 223 attending.

- Kim Shelley, NESU Manager, provided a short history of Lincoln City Libraries' facilities and namesakes to the Sunrise Optimists group on 01/04/2023. She will reprise the presentation on June 21, 2023, as part of the Nebraska History Lunch series sponsored by Aging Partners.

Collections
- "A mom and her fourth and six-grade daughters were perusing our [Walt's] collections one evening and asked for books on the Roman Coliseum. They found books and non-fiction DVDs, but they were also excited about all the other non-fiction DVDs they saw. They collected an armload of DVDs along with their books, and then staff showed them how to access Hoopla for more educational videos. Mom said she was "flabbergasted" at the selections available here as compared to the state they had moved from and that they have come to the library many times already."

Collaboration
- Scott Scholz [Polley]: "While not our programs, the Lincoln Ukulele Group officially started their rehearsal jam sessions in the 4th floor auditorium of BMPL this month. I attended their first meeting to introduce myself, and to help them set up for watching the movie "The Mighty Uke" as kind of a celebration of their new location. They'll be here on the 2nd and 4th Tuesdays of each month from now on, and that will bring lots of musically inclined folks into the building regularly. They generally have 20-25 participants each time they meet."

Areas of Excellence and Focus
Early Childhood
- Anderson Branch Manager Kim Shelley and Librarian Karrie Simpson are pleased to report that the youth technology area is nearly ready to unveil to the public. The tables are in place. The iPads have arrived. The iPad stands (for aesthetics, ease of use, and security) are ready to install.

- A new attendee at the Bethany Book Group complimented our staff and library, saying her area was in Early Education, and she's very pleased with the selection and display of our children's area and books. She was especially pleased with the diversity and how attractively they were arranged and displayed.

Additional Areas of Focus—in these, the library usually collaborates with other organizations

Low-income families
- Vicki Wood is working with Ali Bousquet and Garren Hochstetler to put together a series of events for students at McPhee and Elliott elementary schools based on a Nebraska Library Commission grant. The purpose of the project is to get the students and their families in the library habit by encouraging them to come once a month until May, then make sure they get signed up for the Summer Reading Challenge.

Employment
- The American Job Center opened its new location across the street from BMPL. Though they have had staff provide outreach in the library for awhile now, it's really nice to have the resource so close to utilize with patrons needing assistance. Nancy Peters noted a patron needing some specialized assistance with a job application and was pleased to be able to send them right across the street!

Celebrating the Diversity of our City
- Traci Glass and Jodene Glaesemann met with Jordan Feyerherm (Diversity Equity Inclusion Manager) and T.J. McDowell (Mayoral Aide -One Lincoln) to discuss bias training as part of the Urban Libraries Council anti-racist work. Jodene also had a follow-up meeting with Jordan to discuss moving forward with training.

Building up the Culture of Lincoln
Reading
- Virtual Services' Peter Jorgensen created a Web page with four booklists to accompany a press release about LCL's most popular titles of 2022, and another page to be a home for archived "Lunch at the Library" program videos, similar to what was done previously for the Ames Reading Series videos [all are on YouTube].

Innovation and Curiosity
- The Heritage Room has loaned the unique Oz Black cartoon collection to UNL for digitization. University Libraries Associate Professor Richard Graham is scanning the large cartoon panels, which were created for the Lincoln Star newspaper in the 1920s – 30s and donated to LCL by Oz Black. The images, with ownership attributed to Lincoln City Libraries, will be displayed in the UNL Media Commons, and LCL will receive copies of the files.

Ryan Wieber, Library Director
February 17, 2023

January 2023 Use Compared to January 2022
Lincoln City Libraries

Location	Print Checkouts 2023	Print Checkouts 2022	Print Loan Change	Non-Print Checkouts 2023	Non-Print Checkouts 2022	Non-Print Loan Change	Total Checkouts 2023	Total Checkouts 2022	Total Loan Change
BMPL	10,860	10,767	0.86%	2,556	3,091	-17.31%	13,416	13,858	-3.19%
Anderson	9,494	8,489	11.84%	2,392	2,338	2.31%	11,886	10,827	9.78%
Bethany	7,655	6,663	14.89%	1,202	1,114	7.90%	8,857	7,777	13.89%
Eiseley	21,980	17,585	24.99%	3,161	2,872	10.06%	25,141	20,457	22.90%
Gere	56,569	53,068	6.60%	7,594	8,586	-11.55%	64,163	61,654	4.07%
South	8,180	8,085	1.18%	1,404	1,505	-6.71%	9,584	9,590	-0.06%
Walt	37,346	35,385	5.54%	4,995	5,292	-5.61%	42,341	40,677	4.09%
Williams	634	507	25.05%	193	148	30.41%	827	655	26.26%
Lied Bookmobile	1,453	1,935	-24.91%	220	133	65.41%	1,673	2,068	-19.10%
InterLibrary Loan	250	268	-6.72%	0	0	0.00%	250	268	-6.72%
Subtotal Checkouts	154,421	142,752	8.17%	23,717	25,079	-5.43%	178,138	167,831	6.14%
Download/Stream Audio	0	0	0.00%	38,514	32,040	20.21%	38,514	32,040	20.21%
Download/Stream eBook	0	0	0.00%	31,405	27,567	13.92%	31,405	27,567	13.92%
Stream Video	0	0	0.00%	801	791	1.26%	801	791	1.26%
TOTAL CHECKOUTS	154,421	142,752	8.17%	94,437	85,477	10.48%	248,858	228,229	9.04%

Location	Youth Checkouts 2023	Youth Checkouts 2022	Youth Loan Change	Adult Checkouts 2023	Adult Checkouts 2022	Adult Loan Change	Visits 2023	Visits 2022	Visits Change
BMPL	5,099	4,282	19.08%	8,317	9,576	-13.15%	11,002	8,214	33.94%
Anderson	6,015	4,798	25.36%	5,871	6,029	-2.62%	5,085	3,903	30.28%
Bethany	5,065	4,329	17.00%	3,792	3,448	9.98%	2,992	2,369	26.30%
Eiseley	16,963	12,202	39.02%	8,178	8,255	-0.93%	8,598	6,725	27.85%
Gere	36,312	33,256	9.19%	27,851	28,398	-1.93%	18,081	15,072	19.96%
South	5,319	5,094	4.42%	4,265	4,496	-5.14%	3,138	3,053	2.78%
Walt	28,802	27,389	5.16%	13,539	13,288	1.89%	12,001	9,329	28.64%
Williams	635	440	44.32%	192	215	-10.70%	738	361	104.43%
Lied Bookmobile	1,016	1,227	-17.20%	657	841	-21.88%	163	151	7.95%
InterLibrary Loan	0	0	0.00%	250	268	-6.72%	0	0	0.00%
Subtotal Checkouts	105,226	93,017	13.13%	72,912	74,814	-2.54%	61,798	49,177	25.66%
Download/Stream Audio	5,405	4,708	14.80%	33,109	27,332	21.14%	0	0	0.00%
Download/Stream eBook	4,893	4,091	19.60%	26,512	23,476	12.93%	0	0	0.00%
Stream Video	0	0	0.00%	801	791	1.26%	0	0	0.00%
TOTAL CHECKOUTS	115,524	101,816	13.46%	133,334	126,413	5.47%	61,798	49,177	25.66%

Location	Program & Outreach Attendance - Youth 2023	Program & Outreach Attendance - Youth 2022	P&O Att - Youth Change	Program & Outreach Attendance - Adult 2023	Program & Outreach Attendance - Adult 2022	P&O Att - Adult Change	Computer Use 2023	Computer Use 2022	Computer Change
BMPL	203	232	-12.50%	154	360	-57.22%	2,360	2,015	17.12%
Anderson	163	8	1937.50%	10	0	0.00%	685	746	-8.18%
Bethany	209	0	0.00%	24	0	0.00%	240	198	21.21%
Eiseley	1,007	8	12487.50%	39	0	0.00%	1,190	997	19.36%
Gere	1,465	0	0.00%	34	28	21.43%	1,216	1,315	-7.53%
South	51	0	0.00%	7	9	-22.22%	426	493	-13.59%
Walt	1,477	8	18362.50%	73	0	0.00%	945	857	10.27%
Williams	188	0	0.00%	0	0	0.00%	56	26	115.38%
Lied Bookmobile	146	772	-81.09%	67	362	-81.49%	0	0	0.00%
TOTAL	4,909	1,028	377.53%	408	759	-46.25%	7,118	6,647	7.09%

Lincoln City Libraries
January 2023 Use Report

Location	Loans	Visits	Computer Reservations	Program & Outreach Attendance	January 2023 Total Use	January 2022 Total Use	CHANGE
Bennett Martin Public Library	13,416	11,002	2,360	357	**27,135**	**24,679**	9.95%
Anderson Branch	11,886	5,085	685	173	**17,829**	**15,484**	15.14%
Bethany Branch	8,857	2,992	240	233	**12,322**	**10,344**	19.12%
Eiseley Branch	25,141	8,598	1,190	1,046	**35,975**	**28,187**	27.63%
Gere Branch	64,163	18,081	1,216	1,499	**84,959**	**78,069**	8.83%
South Branch	9,584	3,138	426	58	**13,206**	**13,145**	0.46%
Walt Branch	42,341	12,001	945	1,550	**56,837**	**50,871**	11.73%
Williams Branch	827	738	56	188	**1,809**	**1,042**	73.61%
Lied Bookmobile	1,673	163	0	213	**2,049**	**3,353**	-38.89%
InterLibrary Loan	250	0	0	0	**250**	**268**	-6.72%
SUBTOTAL	**178,138**	**61,798**	**7,118**	**5,317**	252,371	225,442	11.94%
DownloadStream Audio	38,514	0	0	0	**38,514**	**32,040**	20.21%
Download/Stream eBooks	31,405	0	0	0	**31,405**	**27,567**	13.92%
Stream Video	801	0	0	0	**801**	**791**	1.26%
Download SUBTOTAL	70,720	0	0	0	70,720	60,398	17.09%
TOTAL CIRCULATION	**248,858**	**61,798**	**7,118**	**5,317**	**323,091**	**285,840**	13.03%

	January 2023	January 2022	CHANGE
WiFi Sessions	97,797	89,142	9.71%
WiFi Users	8,440	8,432	0.09%
Website Users	67,118	67,938	-1.21%
Website Sessions	133,449	134,210	-0.57%
Database Use	10,261	13,341	-23.09%

Holdings Report	PRINT		NON PRINT		Total
	Adult	Youth	Adult	Youth	
Owned	366,494	300,083	76,237	32,989	775,803
Added	2,819	1,980	436	52	5,287
Withdrawn	-5,974	-2,612	-378	-624	-9,588
Current	363,339	299,451	76,295	32,417	771,502

REGISTRATIONS	2023	2022	Change
Purged	626	35	1688.57%
Active			
Resident	146,490	199,213	-26.47%
ConnectED	42,312	42,998	-1.60%
County	9,149	12,979	-29.51%
NonResident	945	1,066	-11.35%
Reciprocal	481	788	-38.96%
Limited Use	8,558	10,753	-20.41%
Total Active	**207,935**	**267,797**	**-22.35%**