

February 2024 Director's Report

LIBRARY UPDATES

- The annual report has been submitted. A couple of trends I noticed this year:
 - 26% increase in programming participation
 - 15% increase in eaudiobook circulation
 - 15% decrease in print material circulation
 - 6% increase in computer and wireless use (more wireless sessions than previously and less computer use). Which means room usage was also up since people are looking for areas to work/study.
 - 3% decrease in items loaned, 5% decrease in borrowed items
- The library usage survey is now closed. I have attached the raw data for you to review. Upon initial review, the one main item we need to focus on is patron education. A lot of people requested things that we are already doing. For example, people say they are following the library on Facebook but never see the library's posts. They need to interact with our posts to see them in their feed or go directly to our page. Another example is that a few people mentioned they miss our Keurig. We had previously put it away during the pandemic for a couple of months, but other than that we have had two Keurigs out for the last 2+ years. Other top requests are increased programming. Most survey respondents were very happy with library services. I plan to further analyze the data next month and come up with a strategic plan.

PROGRAMMING HIGHLIGHTS

- Monday story times have recently taken the lead as far as attendance goes. Usually, Wednesdays are busier but not this past month!
- The Escape Room that Laura has been working hard on was this past weekend. It was amazing. There were props from the Phipps and UWRF. If you haven't checked out the pictures on Facebook make sure to do so.
- There will be a "Library Visits Bookmark Challenge" over Spring break. Each day each participant visits the library they will receive a stamp on their bookmark. Each stamp will get them a ticket to be entered to win a prize.
- Upcoming programs include: Student Art Show Open House, Rock Painting Craft, Craft Box & Recipe Swap, Card Making Class, a Novel Idea Book Club, and STEM.

Continuing Education and Meetings

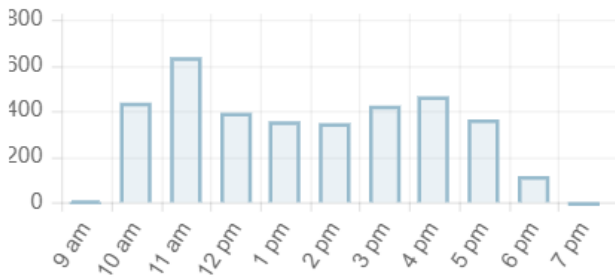
- Staff Meeting
- MORE Ops Meeting
- Chamber Meeting
- Acquisitions Training
- MORE Director's Council Meeting

February Statistics

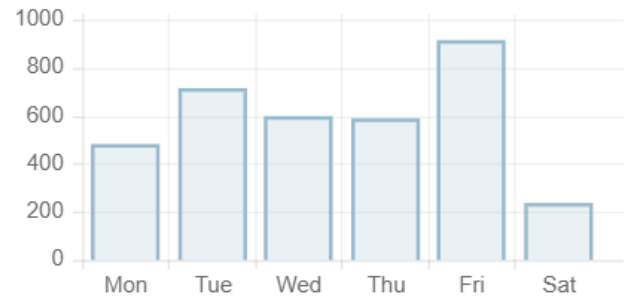
Summary (rank if applicable)

Checkouts	3,535 (15)
Checkins	116,436 (17)
Renewals	1,215 (13)
Total Circulation	4,750
Items Borrowed	1,093 (16)
Items Lent	645 (27)
Net Difference	-448
% Locally-owned Checkouts	69.08%
New Patrons	16 (27)
New Items	113 (27)
Pharos Sessions	55 (26)
Wireless Sessions	438 (18)
Overdrive Checkout	902 (25)
Freanding Checkout	0
Website Pageviews	2,062 (11)

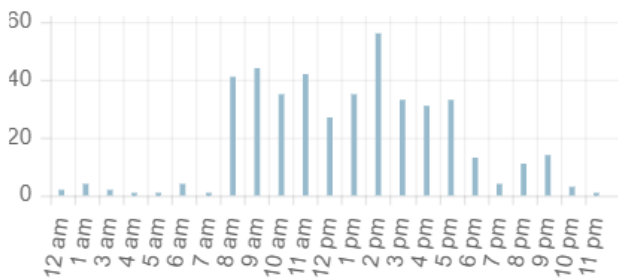
Checkouts by hour



Checkouts by day



Wireless sessions by hour



Wireless sessions by day

