

## September 30, 2016 for October 3, 2016 Annual Meeting

**To: Florida Public Library Board of Trustees**

**From: Madelyn Folino, Director**

### Monthly Report

September 2015 Circulation	Door Count: 1,893	Closed: 1 Sunday, 1 holiday
Adult: 1,953    Juvenile: 871	\$: 893.70    ILL loans: 676	ILL borrows: 799

September 2016 Circulation*	Door Count:	Closed: 1 Sunday, 1 holiday
Adult:                      Juvenile:	\$: 555.30    ILL loans:	ILL borrows:

\*Not yet available

### Programs

- Fall programs resumed on 9/12 and we are halfway through the six-week series. Rhymetime for ages 18-35 months reached an unexpected high of 8 toddlers attending recently. Storytime, temporarily moved to Monday a.m., has been well attended with 12 registered for a series of programs featuring science experiments per requests made for this topic during our recent survey.
- Books & Beyond for grades K-3 has gotten off to a slow start with 6 registered. They are learning about Roald Dahl's books in honor of the 100<sup>th</sup> anniversary of his birth. Tween Club's start was delayed until this past week due to school events. Teen attendance has grown to 10 students on Mondays.
- Dusty the R.E.A.D. dog remains a popular visitor for young readers of varying abilities and he is scheduled to be here one Saturday per month. The "Joys of Hiking" drew 19 attendees, many of them Scouts and the Fall Storytelling Café brought in 14 to hear BDSG members and Judith Heineman, a delightful teller from Chicago who specializes in the grimmest of Grimm's tales.
- Adult and Teen programs will feature five programs on Shakespeare this fall, including a 45-minute version of *King Lear*, a book discussion on a retelling of *The Taming of the Shrew*, presentations by Mary Warrener of SUNY Orange and local resident Anthony Patton, plus a showing of a PBS documentary.
- Program planners are just finalizing plans for the November/December schedule.
- *The Florida Focus* resumes publication in November and Meg is preparing our page.
- On Sunday, 10/9, Eileen and I will present a storytelling program at 2 p.m. at the Warwick Historical Society's Buckbee Center as part of a series to celebrate the Village of Warwick's Sesquicentennial. As I am donating my services, the program is jointly sponsored by the WHS and FPL and we will count program attendance for our records.

### Communications

- Condolence card sent to staff member Patty Velez on the death of her mother.
- Thank you note sent to staff member Ashley Baroch by Warwick Valley Humane Shelter, Inc. for saving and donating discarded FPL newspapers to the shelter.

### Financial/Donations

- \$300 – Donations – Clara Furst, in memory of Lawrence Furst.
- \$25 – Donations – Deborah Murnion, in honor of Thomas and Shirley Coughlin
- \$825 – Targeted Donations/Publicity – Friends of the FPL for Door to Door Campaign.
- \$145 – Grants/Aid – RCLS – 10% balance of annual LLSA payment.

## **Personnel**

- Received the Civil Service list for Library Assistant (Children's Services); sent out canvass letters and am in the process of interviewing candidates for the PT vacancy.
- We are working out coverage for the Books & Beyond and Tween Club programs in October during this transitional time.
- Subs are helping out to cover hours while both Amy and Maria care for sick parents.
- Weather permitting, I will be away 10/5-10/8. Sara will be in charge in my absence.

## **Building/Equipment**

Energy broker and patron Paul Block investigated why we have been receiving separate gas and electric bills from Orange & Rockland recently. He was told that this is because our gas use is so low that we are only being charged the minimum monthly fee. Their records show that last year, we "used no gas from June through October" and it was suggested that perhaps we would like to have the gas shut off for these five months to save \$30 per month. Although we do not use much gas, staff agree that we do need access to hot water for handwashing!

## **Friends of the FPL**

- The Friends have donated \$825, one-half of the cost of expenses for the Door to Door Campaign. They will consider donating the balance following their Used Book Sale/Bake Sale this weekend (9/30-10/2.) Set-up for the sale commences tonight under Ashley's direction. The books are already sorted and will require no additional sorting, a big time saver. The Members Only sale will be Friday 5-8 p.m. and open to all on Saturday and Sunday, 9 a.m. to 3 p.m. Following the sale, a potluck supper for volunteers will take place. Donations for the Bake Sale and supper will be much appreciated.
- Extra FPL T-shirts (\$16), baseball caps (\$20) and backpacks (\$12), ordered for the Door to Door campaign will be available for purchase at the Book Sale.
- The Friends will also provide \$300 to sponsor the 43<sup>rd</sup> Poetry café on 10/21. Poets & Writers have also awarded a \$150 grant for one of the featured poets.

## **RCLS**

- RCLS has announced that in addition to ILL (delivery of materials within RCLS) and SEAL (delivery of materials within RCLS and MHLS), another delivery system has debuted. Empire Library Delivery (ELD) will be available to deliver materials requested from the State Library and academic libraries within New York State. Requests will be processed through RCLS.
- The RCLS 2017 Budget must be approved by member library boards by 12/2/16 – on the agenda.
- Rosetta Stone, a popular language learning program will be available free to member libraries in 2017. This will save us the \$1,600 we pay for Mango.

## **Meetings, Travel & Events – Upcoming**

10/1 – Campfire/House Concert Fundraiser – RSVP to Madelyn

10/2 – 16<sup>th</sup> Anniversary of FPL at 4 Cohen Circle

10/10 – Columbus Day, FPL closed

10/11 – FFPL meeting, 6:30 p.m.

10/24 – CLOUSC – Sarah

10/25 – OLA Annual Meeting – Sara, Marie, Meg and other staff as coverage allows

10/26 – Trustee Orientation, RCLS, register online at [www.rcls.org](http://www.rcls.org)

10/28 – Fall Into Books Conference – Maria

11/3-11/4 – NYLA - Sara

## **Library Card Sign Up Month & Door to Door Campaign**

Our ambitious project for Library Card Sign Up Month and outreach during the Door to Door Campaign is coming to a close, although we are talking about a Part 2 in the spring. Following is a summary of our efforts.

### **Who was involved?**

Outreach was conducted by 6 Trustees, 6 Staff and 1 Friend of the FPL who formed 14 teams. An additional 4 Staff spent many hours copying materials and stuffing packets for us to hand out. Lawn signs were taken by 6 Library Champions for customization, but we don't know if all were displayed.

### **What was our goal?**

We hoped to visit as many households as we could to raise the profile of the library and to spread the word about FPL programs and services, to sign up 200 new patrons by June 30, 2017 to raise the percentage of library patrons from 56% to 60% and to promote teamwork among and between Staff, Trustees and FFPL volunteers.

### **How did we prepare?**

Reports were run using Web Reporter, Blue Cloud Analytics and property tax records on the Orange County government website were consulted to create lists of patrons and street addresses where we would concentrate our efforts. We focused our efforts on streets within walking distance of FPL plus Glenview and Village Park, two newer developments on the north and south boundaries of our service area. One training session was conducted to discuss goals, procedures and FAQs we all should know how to answer. Scenarios we might encounter were reviewed and record keeping was clarified. Staff were trained in the use of the RCLS mobile circulation units which were carried during the door to door campaign with limited success and used more effectively when stationary, as at Cedarcrest and during Back to School nights. Publicity included an article accompanied by photos of staff members in their FPL gear. Teams were photographed on the library steps before setting out to walk.

### **Where did we go?**

Two Friday visits to the Cedarcrest Pool in August (8 hours); two visits to Back to School nights in September (5 hours); the Door to Door Campaign covered 33 streets in Florida (12 hours) on a Monday and Tuesday (4-7 p.m.) and a Saturday (9 a.m. – 3 p.m.) We also displayed the project at the RCLS Legislative Breakfast and Annual Meeting on 9/16.

### **Promotional items ordered (\$1,650):**

FPL logo-imprinted T-shirts, baseball caps, backpacks, lawn signs and 11" x 14" enlargements of the Library Card Sign Up Month Proclamation signed by the Mayor; neon pencils in five colors imprinted with the FPL URL; red and white magnets listing FPL's hours. Also, business cards with FPL logo were created for Staff who campaigned and card cases purchased; I.D. badges with FPL logo were created for all campaigners plus comment cards to collect patrons' descriptions of FPL and paper bags filled with program flyers, bookmarks, the Copper Bottom Restaurant coupon (10% of each diners' bill donated to FPL by the owner), and information on Overdrive (brochure) and Boopsie (bookmark), these last two generating the most interest and surprise from people we talked to. We intended to include voter registration forms, but forgot. Door hangers created with an RCLS Accu-cut die and customized with 4" x 5" labels were left at empty houses. The Friends of the FPL will reimburse the library for the cost of the promotional items and sell the extra shirts, caps and backpacks left over.

## **Wrap-Up Events**

Staff and trustees involved in the project gathered at the conclusion of the final day of campaigning to enjoy apple pie, chocolate cream pie and beverages and to read the comment cards aloud and discuss their experiences. The dominant feeling was of satisfaction at having concluded this strenuous project and at having interacted so successfully with so many residents who were glad to see us. One donation of \$300 was collected during Saturday's door to door and several families of newcomers were welcomed to the community. Staff and trustee participants were eligible for a prize drawing for a pie and two plates of chocolate chip cookies. Winners were Ashley, Sara and Al. On October 1, a grand prize winner will be drawn from all new cardholders and receive a \$100 gift certificate from Werner's True Value on Main Street (funded by the FFPL.) Prize winners will also be drawn for new cardholders in the categories of child, teen and adult.

## **Facts, Figures and Conclusions**

Publicity: articles and photos in Barbara Bedell's column in the *Times Herald-Record* and the *RCLS Memo* generated the most recognition.

People: 13 campaigners; 4 support staff

Teams: 14 (overlapping members)

Locations: Cedarcrest pool, 2 public schools, 33 local streets

Houses visited: 534

New Patrons signed up: 107, including 4 who came to FPL in response to door hangers

Packets of information handed out: 383

Door hangers left: 287

Comment cards collected: 53 (these will be displayed and made into a word cloud)

Interactions with residents with no card/no interest: 14

Number of households in Florida with dogs (almost all friendly): estimated at 90%

Miles walked by team members: 87.04 (recorded + estimated)

Stories: many anecdotes were recounted by participants; we must make an effort to collect them in written form before they are forgotten.

Technology: The RCLS Mobile Circulation Units were not as useful as we had anticipated.

Issues included lack of service a few times, but mostly the cumbersome nature of juggling the iPad while carrying bags of information to hand out and managing clipboards with print-outs, small clipboards for new patrons to use to fill out card applications, blue pens for the applications, black fine tip Sharpie markers for signing library cards, colored Sharpie markers for filling out comment cards, etc. Each team of two members had to work out a sales pitch and choreograph the movement of pens, paper, packets, etc. plus carry any personal items such as water bottles and phones. We were moving too fast to stop and enter patron records on the go. We found it more efficient for one staff member at work to be in charge of entering all new patrons into Symphony and making sure they were also entered into the prize drawings. The mobile circulation units were fine in stationary locations.

What worked: print-outs of patron names and addresses gathered from several sources, teams of two members each taking a side of the same street, compiling and sharing statistics after each day of walking, carrying supplies in a clear plastic bag for easy viewing (same bags we use for juvenile literacy kits), staff members walking in their own neighborhoods for better recognition by residents, meeting residents face to face and establishing a personal connection, spending more time with senior citizens who were glad to have visitors, signing up new patrons whom we happened to catch visiting a relative on a targeted street, making friends with lots of dogs (bring dog biscuits next time), good guesses on how much territory we could cover in the time allotted, the enthusiasm of trustees for the project which convinced staff members that it was doable, the organization, creativity and discipline of staff members who planned the project, inspiration from the ALA webinar on door to door campaigning first viewed in October 2015.

