

Account	Budget-orig	Budget-adjust	Encumbered		Spent		Remaining	
Salary and Benefits								
6001000 SALARIES FULL-TIME	650,915				587,396.22	90%	63,518.78	10%
6001001 SALARIES PART-TIME	116,840				90,939.22	78%	25,900.78	22%
6001002 SALARIES TEMPORARY	0				1,467.80		-1,467.80	
6001003 SALARIES OVERTIME	0				2,892.13		-2,892.13	
Total Salary	767,755				679,803.24	89%	87,951.76	11%
6008001 STATE RETIREMENT	113,600				84,578.08	74%	29,021.92	26%
6008002 SOCIAL SECURITY	58,733				49,601.38	84%	9,131.62	16%
6008004 WORKERS COMPENSATION	4,095				4,095.00	100%	0.00	0%
6008006 LIFE INSURANCE	255				103.36	41%	151.64	59%
6008007 HEALTH INSURANCE	130,747				111,878.13	86%	18,868.87	14%
6008009 RETIREE HEALTH INSURANCE	321,917				212,935.20	66%	108,981.80	34%
6008012 EMPLOYEE TUITION REIMBURSEMENT	3,500				0	0%	3,500.00	100%
6008014 NYS Voluntary Defined Contribution	0				11,402.68		-11,402.68	
Total Benefits	632,847				474,593.83	75%	158,253.17	25%
Salary and Benefits	1,400,602				1,154,397.07	82%	246,204.93	18%
Capital Spending								
6002600 MAINTENANCE EQUIPMENT	3,900	3,900	0	0%	3851.08	99%	48.92	1%
Contractual Expenditures								
6004002 MATERIAL AND SUPPLIES - PAINT	0	1500	0	0%	1,244.38	83%	255.62	17%
6000404 MATERIAL AND SUPPLIES - OTHER	10,000	10,000	1238.49	12%	35,647.49	356%	-26,885.98	-269%
6004010 BOOKS AND SUBSCRIPTIONS	1,000	1,000	0	0%	560.47	56%	439.53	44%
6004012 OFFICE SUPPLIES	2,400	2,400	840.99	35%	1,475.67	61%	83.34	3%
6004021 BLDG MAINTENANCE SUPPLIES	800	800	0.00	0%	490.06	61%	309.94	39%
6004022 FUEL AND HEATING SUPPLIES	26,000	22,000	0	0%	13,693.34	62%	8,306.66	38%
6004023 BLDG AND GROUNDS SUPPLIES	4,300	4,300	85.69	2%	2,839.36	66%	1,374.95	32%
6004030 FOOD AND BEVERAGES	100	100	0	0%	24.49	24%	75.51	76%
6004048 MISC OPERATIONAL SUPPLIES	5,785	6,785	0	0%	6,980.49	103%	-195.49	-3%
6004055 COMPUTER SOFTWARE AND SUPPLIES	70,881	70,881	0	0%	64,247	91%	6,633.65	9%
6004056 COMPUTER EQUIPMENT(NON CAPITAL	2,000	2,000	0	0%	531.2	27%	1,468.80	73%

Account	Budget-orig	Budget-adjust	Encumbered		Spent		Remaining	
6004070 BOOKS ADULT SERVICES	64,000	64,000	-1,250.77	-2%	62,545.61	98%	2,705.16	4%
6004071 JUVENILE BOOKS	48,000	50,002	11,117.18	22%	42,216.53	84%	-3,332.21	-7%
6004072 REFERENCE MATERIALS	2,200	1,000	0	0%	0.00	0%	1000	100%
6004073 SUBSCRIPTIONS	5,000	0	0		0.00		0.00	
6004074 AUDIOVISUAL MATERIALS	35,000	48,000	4,151.22	9%	43,557.12	91%	291.66	1%
6004075 ELECTRONIC ACCESS MATERIALS	30,980	22,980	-1,120.54	-5%	22,042.48	96%	2,058.06	9%
6004100 POSTAGE AND FREIGHT	700	700	0	0%	356.22	51%	343.78	49%
6004105 DUES AND MEMBERSHIPS	2,050	1,450	0	0%	1069	74%	381.00	26%
6004112 BLDG GROUNDS AND EQUIP REPAIR	2,060	12,060	783.89	6%	9,736.00	81%	1,540.11	13%
6004113 WATER AND SEWAGE CHARGES	3,200	2,200	0	0%	1,127.80	51%	1,072.20	49%
6004115 ELECTRIC CURRENT	59,000	42,200	0	0%	42,026.89	100%	173.11	0%
6004117 BUILDING AND GROUNDS EXPENSES	29,750	29,750	40.00	0%	29,780.82	100%	-70.82	0%
6004136 OPERATIONAL EQUIPMENT REPAIRS	2,060	1,000	0	0%	0	0%	1,000.00	100%
6004137 ADVERTISING AND PROMOTION EXPE	2,000	2,000	0	0%	694	35%	1,306.00	65%
6004138 OTHER OPERATIONAL EXPENSES	15,000	34,347	3,276.08	10%	18,327.63	53%	12,743.48	37%
6004147 OTHER PROGRAM EXPENSES	0	10,000	0.00	0%	15,000.00	150%	-5,000.00	-50%
6004160 MILEAGE AND PARKING-LOCAL	1,000	200	0	0%	0	0%	200	100%
6004161 TRAVEL HOTEL AND MEALS	1,850	124	0	0%	123.5	100%	0.00	0%
6004162 EDUCATION AND TRAINING	1,000	1,700	0	0%	1488.95	88%	211.05	12%
6004165 ADVISORY BD/TRUSTEES EXPENSES	175	175	0	0%	0	0%	175	100%
6004193 HARDWARE MAINTENANCE	6,940	3,940	0	0%	2,740.00	70%	1,200	30%
6004196 COPYING MACHINE RENTALS	4,200	4,200	0	0%	3,831.30	91%	368.70	9%
6004504 OTHER FINANCIAL SERVICES	33	33	0	0%	32.9	100%	0.1	0%
6004573 OTHER FEES FOR SERVICES	9,270	8,255	0	0%	6,035.44	73%	2,219.56	27%
Total	452,634	465,981	19,162.23	4%	434,317.57	93%	12,501.39	3%

Chargebacks

6004602 INSURANCE PREMIUM CHARGEBACK	15,141				15,141.00	100%	0.00	0%
6004604 DPW SECURITY CHARGEBACKS	115,457				86,592.75	75%	28,864.25	25%
6004606 TELEPHONE BILLING ACCOUNT	5,085				3,585.71	71%	1,499.29	29%
6004609 DATA PROCESSING CHARGEBACKS	84,888				42,444.00	50%	42,444.00	50%
6004614 OTHER CHARGEBACK EXPENSES	9				0	0%	9	100%
6004617 DUPLICATING/PRINTING CHARGEBAC	10				0	0%	10	100%

Account	Budget-orig	Budget-adjust	Encumbered		Spent		Remaining	
6004618 OFFICE SUPPLIES CHARGEBACK	209				2.52	1%	206.48	99%
6004619 BUILDING SERVICE CHARGEBACK	41,720				23,655.82	57%	18,064.18	43%
Total Chargebacks	262,519				171,421.80	65%	91,097.20	35%
Debt								
6006000 PRINCIPAL ON SERIAL BONDS	6,032				6,032.00	100%	0	0%
6007000 INTEREST ON SERIAL BONDS	1,751				1,750.93	100%	0.07	0%
Grand Total (operating):	2,136,885		19,162.23	1%	1,767,919.37	83%	349,803.59	16%
FUND BALANCE (on 10/20)	451,446.26							
Projects & Grants								
6002207 FLOORING PROJECT	150,000		0	0%	150,000	100%	0	0%
6004117 STATE CONSTRUCTION AID	39,372		0	0%	0	0%	39,372	100%
6004570 DIGITAL LITERACY GRANT	6,898		0	0%	2,898	42%	4,000	58%
Total Projects & Grants	196,270.00		0.00	0%	152,898.00	78%	43,372.00	22%
Trust Fund								
4660036 LIBRARY TRUST FUND	8,550.63		0	0%	0	0%	8,550.63	100%

Account	Budgeted	Collected	Remaining			
Revenue						
5000100 LIBRARY COPY FEES	8,000	5,074.82	63%	2,925.18	37%	
5000102 COMMISSIONER OF FINANCE	0	91.35		-91.35		
5000177 RENTALS & FEES	11,500	6,170.00	54%	5,330.00	46%	
5000189 OTHER LOCAL GOVERNMENTS	767,905	761,900.00	99%	6,005.00	1%	
5000312 RENTAL CHARGEBACKS	17,000	17,000.00	100%	0.00	0%	
5000426 MISCELLANEOUS	15,000	10,836.50	72%	4,163.50	28%	
5000451 INTEREST AND EARNINGS	3,000	375.98	13%	2,624.02	87%	
5000470 VENDING MACHINE	700	43.88	6%	656.12	94%	
5000471 COMMISSIONS	800	0.00	0%	800.00	100%	
5000531 GIFTS AND DONATIONS	200	850.74	425%	-650.74	-325%	
5000545 CREDIT CARD REBATES	50	68.62	137%	-18.62	-37%	
5000562 TRANSFER FROM GENERAL FUND	1,235,124	1,235,124.00	100%	0.00	0%	
5000808 OTHER STATE AID	63,702	71,512.24	112%	-7,810.24	-12%	
5000952 ARRA DEBT REIMBURSEMENT	557	558.72	100%	-1.72	0%	
Total Revenue (operating):	2,123,538	2,109,606.85	99%	13,931.15	1%	

Projects & Grants					
5000165 DIGITAL LITERACY GRANTS	6,898	5,898	86%	1,000	14%
5000590 CAPITAL FUNDS FOR FLOORING	150,000	150,000	100%	0	0%
5000808 STATE CONSTRUCTION AID - lighting	7,313	7,313	100%	0	0%
5000808 STATE CONSTRUCTION AID - security	39,372	35,435	90%	3,937	10%
Projects & Grants Revenue	203,583	198,646	98%	4,937	2%

Trust Fund			
4660036 LIBRARY TRUST FUND	0	675.35	-675.35

Director's Report
Josias Bartram
December 9, 2021

Meetings – September

- 4CLS
 - Directors Meeting
 - Broome Directors – @ Vestal
 - Governing Council
- Board
 - JoAnne Hanrahan and Sara Tarricone – performance review
 - Jeffrey Boisvert – KidSpace (aka Youth Services refresh)
 - Kate Miller-Corcoran – DEI Plan
- Friends
 - November Meeting
 - Kathy Groover and JoAnne Hanrahan (x2)
 - Ellen Feldman and Wayne Rozen (SCORE), Kathy Groover, JoAnne Hanrahan, Wallis Kraham (x3) – annual appeal
- Grants and collaborations
 - Jerry Putman (Decker Foundation) and Dale Ketcham
 - Pat O'Neil (VA Clinic)
 - Kimberly DeSantis-Johns (Catholic Charities), Kathy Groover, and Dale Ketcham – Klee grant/peer counseling program
- Library Market - Logo/branding (x2)
- CSEA contract negotiations
- Librarian I interviews (with Sherry Kowalski, Jennifer Keysor and Kelsey Matoushek)

Frequently Referenced People and Terms

- I've continued to add the [Frequently Referenced People and Terms doc](#). It's by no means finished, but I will chip away at it a little bit every month. Let me know if there's anything that I should prioritize.

Finances/Budget

- The November financials are attached.

Grants

- As I notified you by email, our Klee Foundation Grant was approved, and we've begun working out the details and logistics of the program with Catholic Charities.
 - The project will run from 1/1/2022 to 12/31/2023, with the peer counselors starting mid-February.
 - There will be two part-time positions, starting at 19 hours/week each. Catholic Charities will hire and employ the counselors and they already know who they will be hiring. They are also providing a job coach who will help with the on-site supervision.
 - We will be setting up the Public Lounge to serve as the headquarters for the project.
 - We will be officially announcing the project at a joint press conference with the Klee Foundation, Jason Garnar, the Friends, and Catholic Charities in early January. We would love to

have any trustees who are available in attendance and will be sending an invitation once the date is set.

Fundraising

- I am continuing to work with the Friends on an inaugural direct appeal coinciding with Library Week (April 3-9, 2022). We will be asking for active involvement and support from the Board, so stay tuned for more details.

Logo/Branding

- Library Market has presented us with two rounds of impressive logo options, and we've narrowed it down to three options. My sense is that we are likely to make a decision at our next meeting on 12/15.

Personnel/Hiring

- We've promoted Nicole Paolillo to full-time Library Clerk to replace Lucy Cobb.
- We still have two part-time Library Clerk positions and are waiting for the civil service exam on 1/22.
- Along with Sherry, Jennifer, and Kelsey, I've devoted a lot of my time over the past month to two rounds of interviews with Librarian I candidates. We conducted more interviews than originally planned for both rounds because we received so many strong applications. I'd hoped to be able to announce a hire at this meeting and may still be able to add it at the last minute.
- We've also started the hiring process for our new Library Assistant position.
- I had hoped to present a new CSEA contract at this meeting for your approval. I will keep you posted.

Broken Window

- On November 19th, staff arrived in the morning to discover that one of the windows facing Court Street had been smashed. The window has two thick panes, and it clearly took a great deal of force to break it. Broken glass was scattered over a 30-foot radius. We also found graffiti and scuff marks on the Court Street emergency exit doors.
- This was one of several broken windows in the neighborhood that night, and a suspect was found by sleeping in the SUNY Broome Culinary School (aka the old library building) by Binghamton Police. Broome Security was able to obtain security camera footage of our window being smashed from a camera at AVRE and perpetrator matched the description of the arrested suspect.
- The window is currently still boarded up, but I signed off on a quote to replace the glass. It will be under \$200, so it's clearly not worth filing an insurance claim. Insurance and Risk did stop by to see the damage on the 19th.

Fun with County email

- I haven't been reliably receiving email from outside email addresses. Sometimes I receive them hours late, and sometimes I don't receive them at all. This is affecting other staff members as well. It's frustratingly difficult to know what I am missing, so please follow up with me if I don't respond to something that requires my attention.

Data Analytics Monthly Report (December 2021)

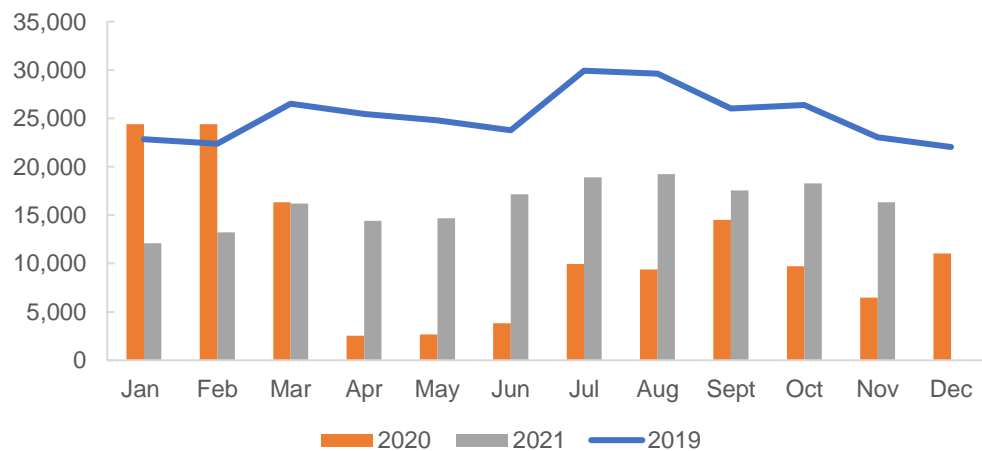
Submitted by Jennifer Keysor

Unique Management

	Cash Recovered	Materials Recovered	New Accounts	Paid in Full
MAY	\$333.79	\$682.78	2	6
JUN	\$49.00	\$1,200.66	5	2
JUL	\$199.35	\$210.94	2	3
AUG	\$156.92	\$493.75	9	4
SEPT	\$106.99	\$626.22	10	5
OCT	\$343.50	\$193.81	8	6
NOV	\$66.89	\$350.74	9	2

Total Monthly Circulation

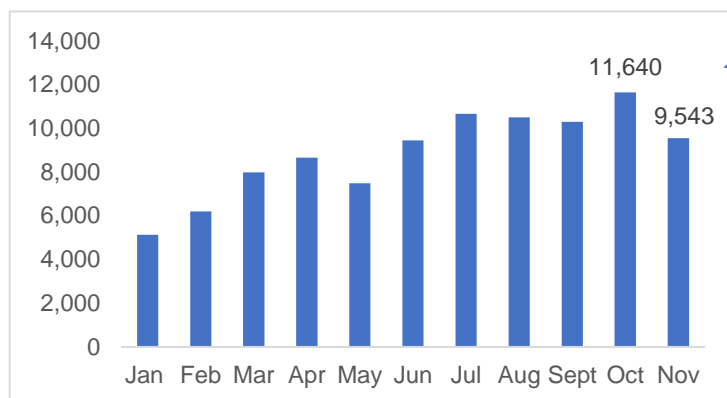
The total circulation for November was **16,323**. This was a 11% decrease from last month's circulation number. Circulation is still down 29% from November of 2019.



Door Count

November

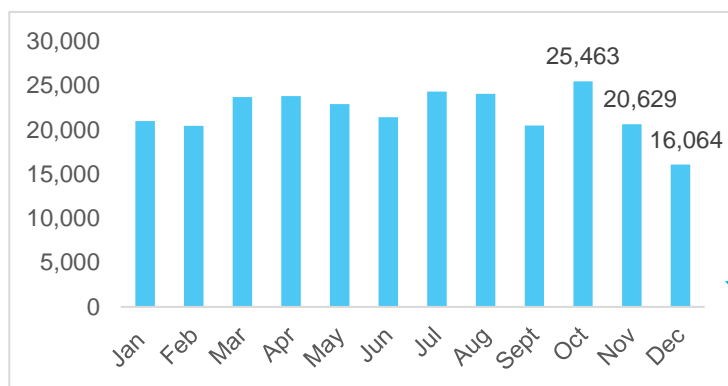
The total door count for November was 9,543, with an average of 415 patrons per day visiting the Library. Total visitors to the Library decreased by 18%, and visitors per day by 11%. Some decrease is normal at this time of year. For example, in 2019 total visitors decreased by 19% from October to November and average visitors per day by 8%, so we are in the same ballpark this year.



2021

To give you an idea of the normal ebb and flow of the Door Count over the course of a year for comparison purposes, I have also included a graphic for the number of visitors in 2019.

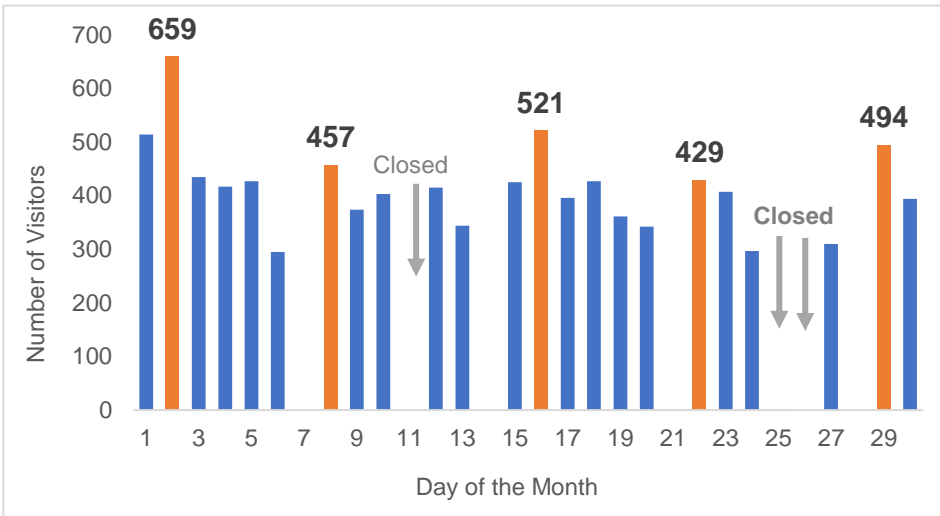
The numbers for 2019 are much higher, but you can see that same drop in visitors from October to November that happened this year, and then continuing into December.



2019

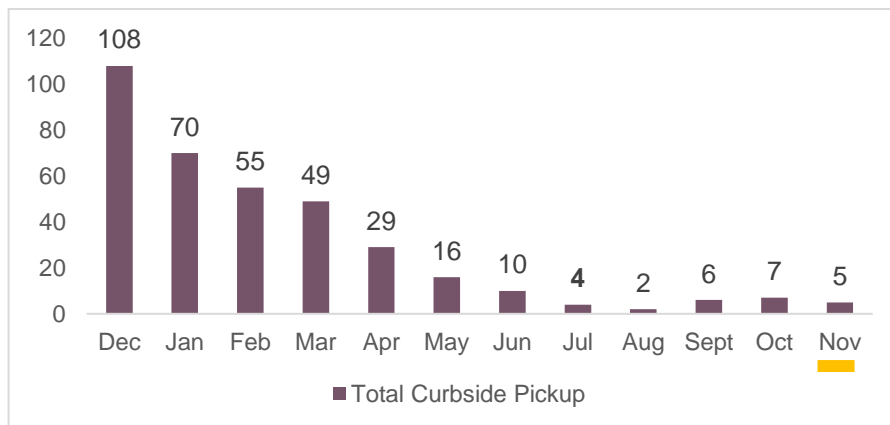
Daily Totals

The daily door count totals for November ranged from a low of 295 on Saturday, November 6, to a high of 659 on Tuesday, November 2. All of the days with the most visitors were at the beginning of each week, and with the exception of the day before Thanksgiving when we closed early, the day of the week with the least visitors was consistently Saturday.



Curbside Pickup

After hitting highs of 606 and 580 in October and November of 2020, Curbside Pickup began to steadily decline, as shown below. After a slight increase in the recent months, interest in Curbside Pickup has started to decline again.



Overdue and Lost Item Notices Sent Out in November

Overdue Notices Mailed

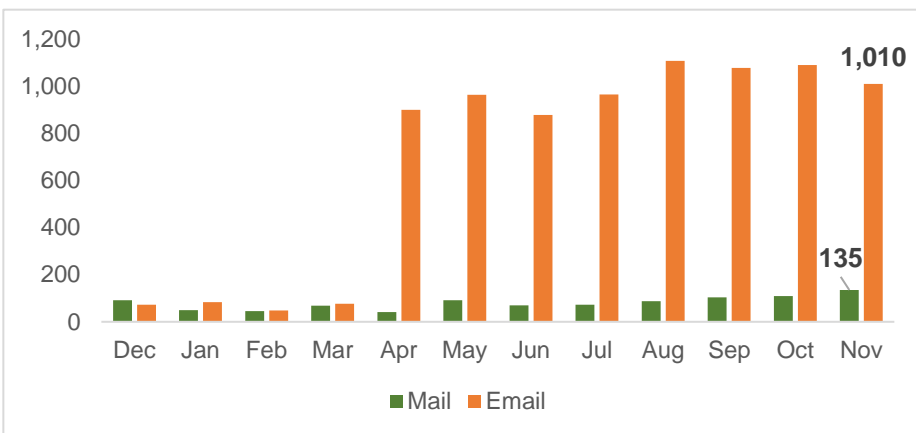
135 (12%)

Overdue Notices Emailed

1,010 (88%)

Overdue and Lost Item Notices Sent Out By Month

The total overdue notices sent out in November went down slightly from the previous month. For comparison purposes, there were 137 overdue and lost item notices mailed in November of 2019, and 1,369 notices emailed. This is one of the category where we come the closest to 2019 numbers.



New Patron Registrations

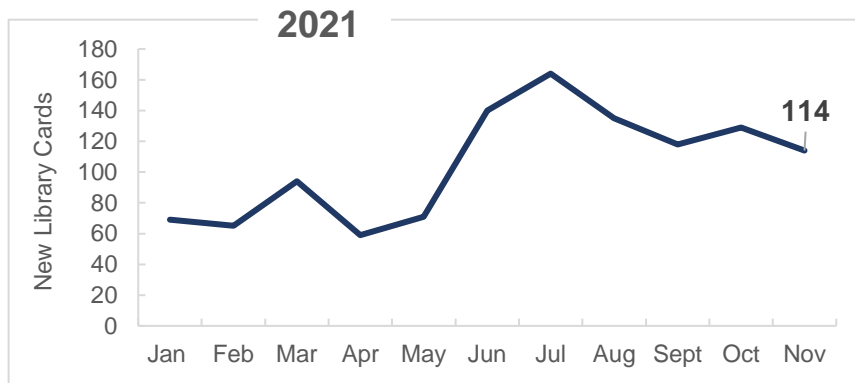
Comparison of New Patron Registrations for Library Cards, Hoopla, & Overdrive

The number of new registrations dropped across all three categories; Hoopla and Overdrive dropped by 14% and 11% respectively. Of the 114 new library card registrations, 101 of them were for adult cards and 13 were for juvenile cards. There was also an additional four online temporary library card registrations.

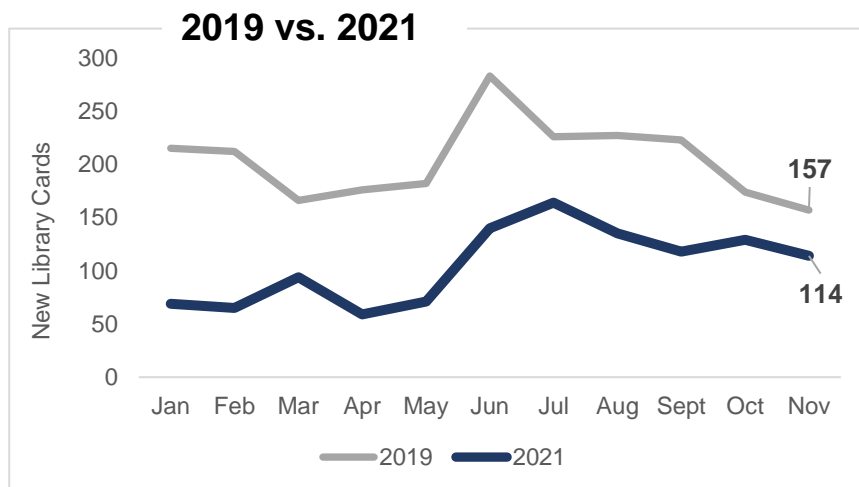
		Hoopla	Overdrive	Library Cards
2020	December	17	22	71
2021	January	20	20	69
	February	24	20	65
	March	18	17	94
	April	14	14	59
	May	18	19	71
	June	23	31	140
	July	25	27	164
	August	12	26	135
	September	22	28	118
	October	22	27	129
	November	19	24	114

New Library Card Registrations over the last 12 months

During the month of November, new library cards registrations decreased by 12% from last month. This decrease can be traced solely to a drop in the number of new adult library cards given out. The number of new juvenile cards remained stable.



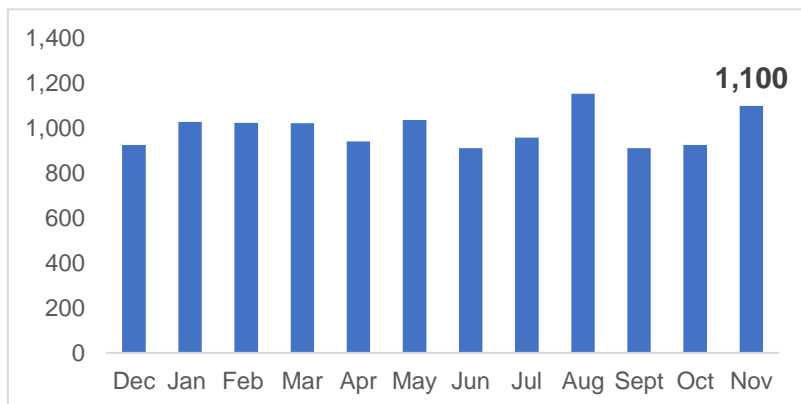
In comparing library card registrations for this year to those of 2019 (pre-pandemic), registrations were down by 27% from November of 2019.



Downloadables

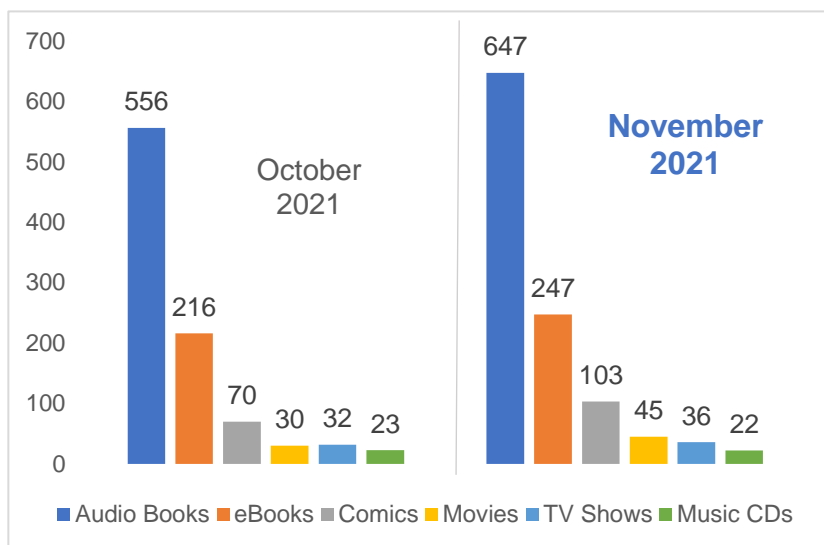
Total Hoopla Circulation Over the Last 12 Months

Total Hoopla circulation for November increased by 19% in comparison to October. Overall, we are maintaining a fairly consistent up and down pattern with circulation staying in the range of the low 900s to just over 1,000.



Hoopla Circulation by Category (November 2021)

As seen above, overall circulation for Hoopla went up. The increase was spread out over the majority of categories, with only Music showing a very slight drop. Although the increase in Audio Book checkouts is the most eye-catching, it is only a 16% increase. The biggest increases percentage-wise can be found in the categories of Movies (50%) and Comics (47%).



Overdrive Circulation Over the Last 12 Months

Overall, the circulation for Overdrive during November went down slightly, even as the circulation for eBooks increased by 14%. At the same time, the circulation for Audio Books decreased by 10%. This is a reversal of the pattern for the last couple of months. The average total circulation over the last 12 months is 1,126, so November's number is a little low but still close to average.

	eBooks	Audio Books	Total Circulation
December	584	612	1,196
2021 January	601	631	1,232
February	574	546	1,120
March	563	645	1,208
April	548	560	1,108
May	470	607	1,077
June	512	553	1,065
July	602	574	1,176
August	577	537	1,114
September	474	582	1,056
October	429	650	1,079
November	490	585	1,075

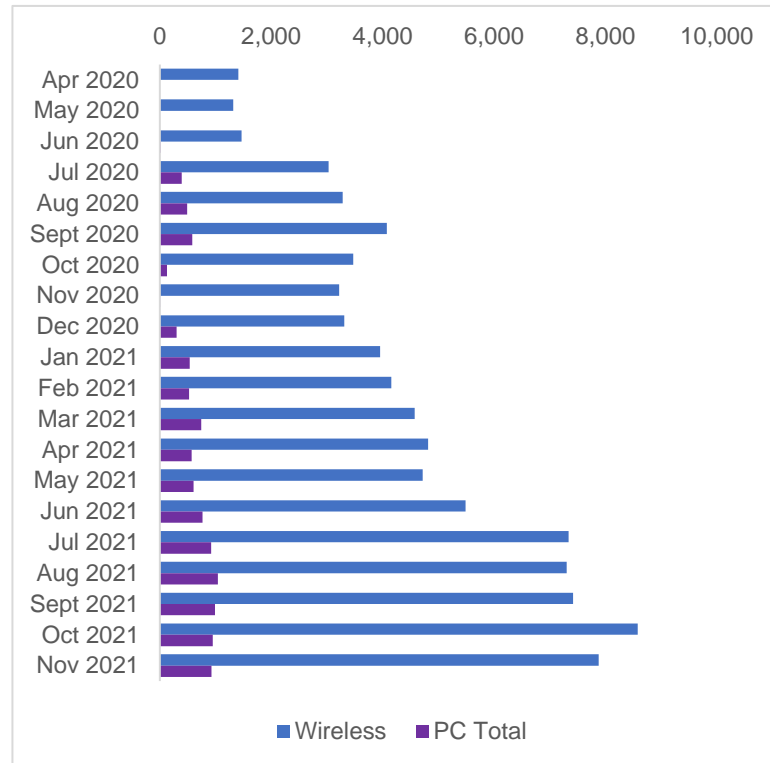
Public Computer and Wireless Access

The use of the public PC's decreased by 2% from October, and it is still down 66% from October of 2019. We continue to do much better with the wireless use, which was only down 27% from pre-pandemic levels this month. Use of the wireless went down by 8% over last month's number.

	Public Computer Sessions	Wireless Sessions
November 2019	2,709	10,852
November 2020	5	3,221
November 2021	925	7,881

PC and Wireless Use During the Pandemic

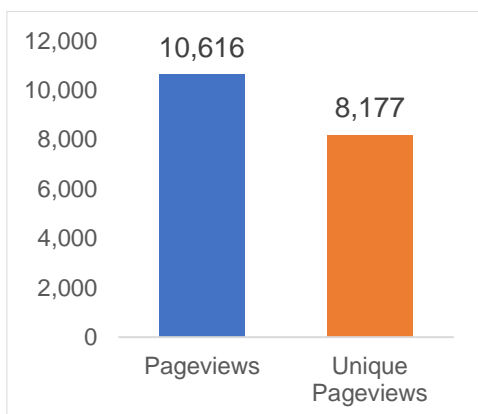
We lost a little bit of ground this month, but the overall trajectory for the wireless use is still going in a positive direction



Website Analytics

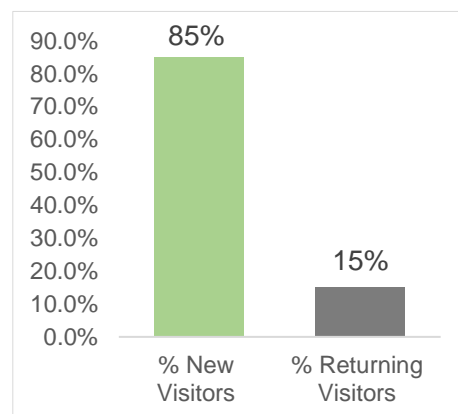
Pageviews vs Unique Pageviews

The number of unique pageviews for November was 77% of the total pageviews. This remains consistent with the trend for the last two years. During that time, the number of unique pageviews has gone up and down between 75% and 81%.



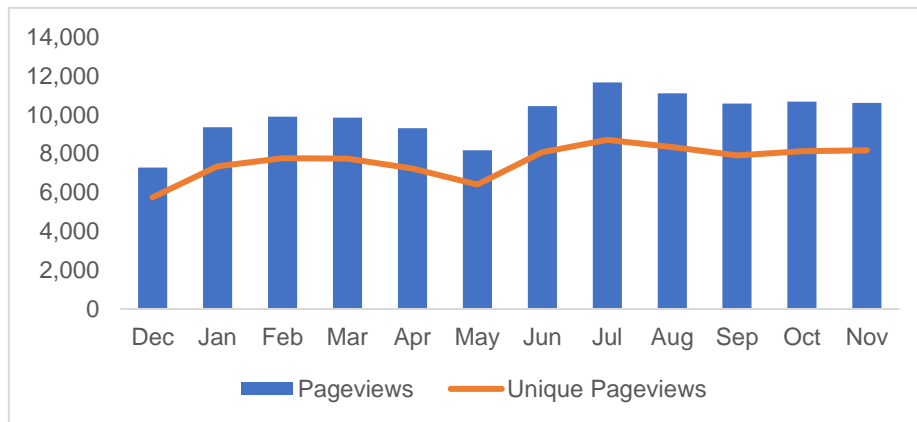
Visitors by Percentage

The percentage of New Visitors to the website was much higher than the percentage of returning visitors. This has been a consistent trend.



Pageviews and Unique Pageviews for the Last 12 Months

The number of Unique Pageviews went up very slightly in November, and the number of Pageviews went down just a bit.



Bounce Rate (percentage of users who leave the site without visiting a second page)

The bounce rate for new visitors in November was **65.9%**, and for returning visitors it was **63%**. This was an increase across the board.

Systems and Facilities

Submitted by Jennifer Keysor

Building Update:

- We had several incidents of vandalism during the night of November 18. Part of one of the windows along Court Street in the fiction area was shattered and caused a significant mess in the Library, although the hole created was not big enough for a person to crawl through it. The person responsible managed to break through two thick panes of glass with enough force that the glass was propelled over a large area. Broome County Security, DPW, and Risk & Insurance responded to the incident and we were able to get the glass cleaned up and window boarded up with plywood before the end of the day. Thank you to Tom for coming in early to take care of the glass. The Library was one of several buildings in the downtown area to be hit in this way, and we are working with Northeastern Plate Glass (recommended by DPW) to get replacement glass installed, but the plywood is currently still up.

During the investigation of the shattered window, we also discovered that presumably the same person had tried to kick in the Court Street emergency door and painted gang graffiti on the door. The scuff marks and the graffiti cannot be removed through cleaning and the door will need to be painted once it gets warm enough.

In an unrelated act of damage discovered on the same day, one of the handicap signs in the parking lot along the Garden fence was run over and knocked down. The metal post is bent, along with a corner of the sign. DPW will be able to repair it.

- A second technician from PCC was finally able to look at the projector in the Decker Room, which has not been working since October. We had initially purchased a replacement bulb, as that was the error message the projector was displaying, but even with the new bulb the projector continued to malfunction. We have been informed that the projector is unfixable for a variety of reasons and will need to be replaced. When we do this replacement, we will be upgrading to a laser projector (which will not need a bulb and can go much longer before it needs to be serviced) and replacing the screen with one that is better suited for current technology. In addition, we also have a quote for other upgrades to the current Decker Room system, including technology that would allow for video conferencing and hybrid in-person/virtual meetings.
- We were forced to call Drain Brain to unclog the floor drain in the women's bathroom off the Rotunda. It had been continuing to back up and DPW had reached the point where they couldn't do anything else with it. The plumber from Drain Brain was able to successfully address the issue and we have not had any more problems with it.
- We have moved the art hanging rails and wires from the Exhibit Room to the walls along the Colonnade, in addition to those already installed in the Court Street elevator alcove. This was done with the intention of having rotating community art exhibits in those areas. I am working on getting an exhibit of Vietnam War photos on canvas (Innocent Souls: Vietnam 1968) for some time in January. The photos were taken by a local American soldier during his tour of Vietnam. He is also willing to do a presentation.
- We were able to repurpose a metal shelving unit that Youth Services is no longer using for the adult Graphic Novels and Urban Fiction collections. Tom painted parts of it orange and it looks much better than what we were previously using.

- December's Friends of the Library book sale is this week, December 9 – December 11, in the Decker Room and Public Lounge. Thursday, December 9 will be for members of the Friends only, December 10 will be open to everyone, and December 11 will be the bag sale.

Youth Services

Submitted by Kelsey Matoushek

Notable things to report in Youth Services:

- All garden programs have been moved indoors and are being held in the Children's Room and Decker Room. Several patrons have expressed hesitancy about attending programs now that they are being held inside, especially while COVID-19 cases in Broome County remain so high.
- Attendance for in person programs in November:
 - 16 people attended the November 13 LEGO Club.
 - 50 Binary Bracelet kits were handed out as Grab-N-Go bags starting on November 20.
 - 15 people attended the November 20 LEGO Club.
 - The average attendance for Lapsit Story Times this month was 8 (This is a 60% increase from October's average attendance for this program).

*Due to the increasing popularity, the Fall Lapsit Storytime session has been extended and will now run through December 17 instead of November 19.
- Starting on November 15, 150 Thanksgiving themed Grab-N-Go bags were handed out to children, and 55 pumpkin melted crayon art Grab-N-Go bags were handed out to teens. All bags included treats. Thank you to Binghamton University's Circle K organization for packing the bags and thank you to the Friends of the Library for generously supporting this program.
- Circulation staff continues to weed the Juvenile fiction collection. Thank you to the Circulation staff for continuously working on this project. A weeding list for the Young Adult area has been generated.
- There was a contest to name the large giraffe stuffed animal that was donated to the Youth Services Department. The name Gerald was chosen, and the winner will have his photo taken with the giraffe.
- Kelsey is a member of the Hiring Committee for the open Librarian I position.
- Kelsey is working with Kathy Groover from the Friends of the Library on designing and implementing a bilingual story time program.

Upcoming in Youth Services:

- Kelsey will be joining the Head Start Policy Council as an At Large Community Representative in January.
- The Youth Services Department will continue to increase their program offerings.

The following events will be held in December:

- December 3-Holiday Story Time
- December 4-LEGO Club
- December 11-Kids Create: Light Up Holiday Cards
- December 13-Online craft program
- December 16-Teen Craft & Chat
- December 18-LEGO Club
- December 20-Grab-N-Go bags

Special programs for winter break:

- December 28-31-Plinko with prizes
- December 29-Kids Create: Gumdrop Engineering
- December 30-Self-Directed Snowflake Scavenger Hunt
- December 31- New Year's Eve Noisemaker Craft

Upcoming in 2022:

- The winter session of Lapsit Story Time will run from January 10 to March 11.
- Monthly programs for homeschoolers will restart in early 2022.
- Special seasonal and holiday programs will be offered intermittently throughout 2022.
- Additional programs for teens will be offered in 2022.
- The Tri Cities Opera will partner with the Youth Services Department to offer a Garden program for families on May 14, 2022. The program will be based on the book "Stone Soup." The author of the book, Heather Forest, will make an appearance at the event.

Circulation

Submitted by Kathleen Shores

Notable things in November:

- Lucy Cobb submitted her two weeks notice on 11/10/2021 and her last day was 11/24/2021.
- Nicole Paolillio was offered Lucy's full-time position and gladly accepted. She started working full-time hours on 11/29 and has been adjusting extremely well.
- The circulation department has been very busy recently due to the staff shortage and will continue to suffer slightly due to being short two part-time clerk positions. It will be hard at times, but we have a great team and we will persevere.
- During November, guest passes were given to visitors from Florida, Georgia, New Jersey, and Virginia.

Information Services Report Submitted by Sherry Kowalski

November Programs/Events :

Coloring Club for Adults: There were 3 sessions of the Coloring Club in November, 17 total people attended.

Virtual Sound Bath Immersion: Lorraine Stewart held 2 sessions of the virtual sound bath immersion in November and 11 people attended.

Book Club: Nine people attended the book club meeting.

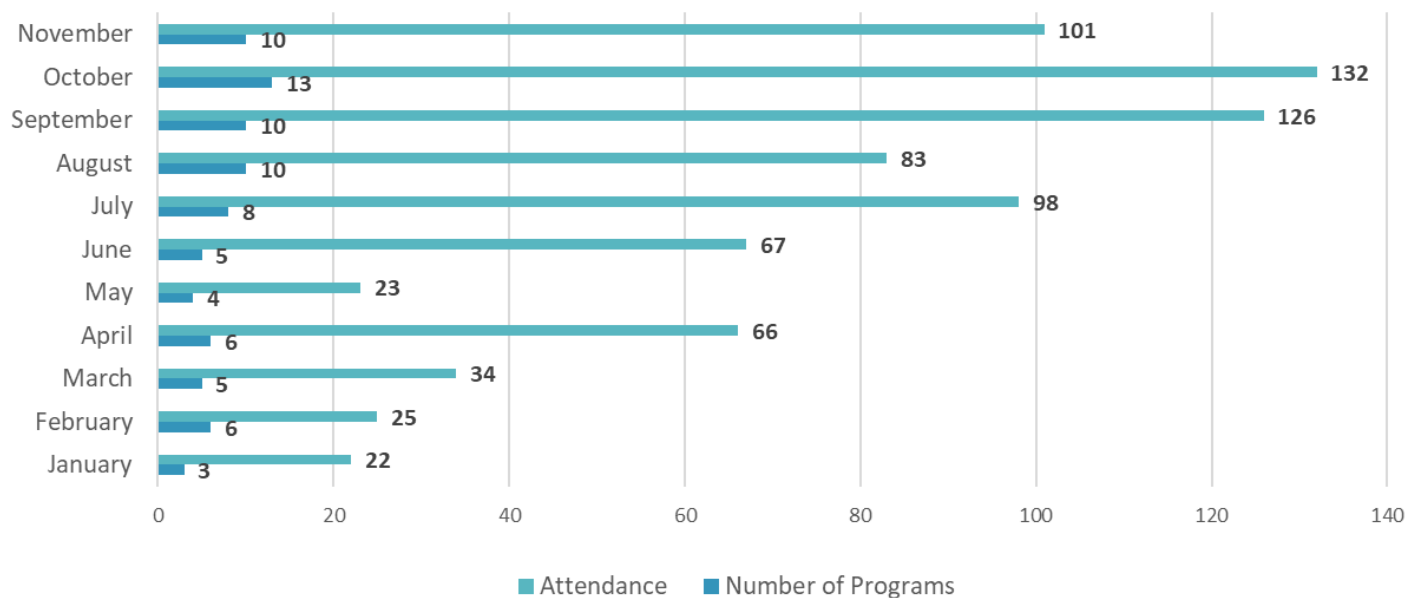
Library Knitting Group: Eight people attended the November knitting group meeting.

Books and Beans Book Club: Seven people attended the Books and Beans meeting to discuss Nine Perfect Strangers by Liane Moriarty. I continue to offer the option to attend the meeting on Zoom, one person attended virtually.

Plymouth Thanksgiving, Fact or Fiction?: Sixteen people attended the Thanksgiving program presented by Tim Bridgman. This program was funded by the Friends of Broome County Public Library

Hungry Ear: There were 33 people at the November “Hungry Ear” program. This was the last Hungry Ear program of the year, it will resume in February.

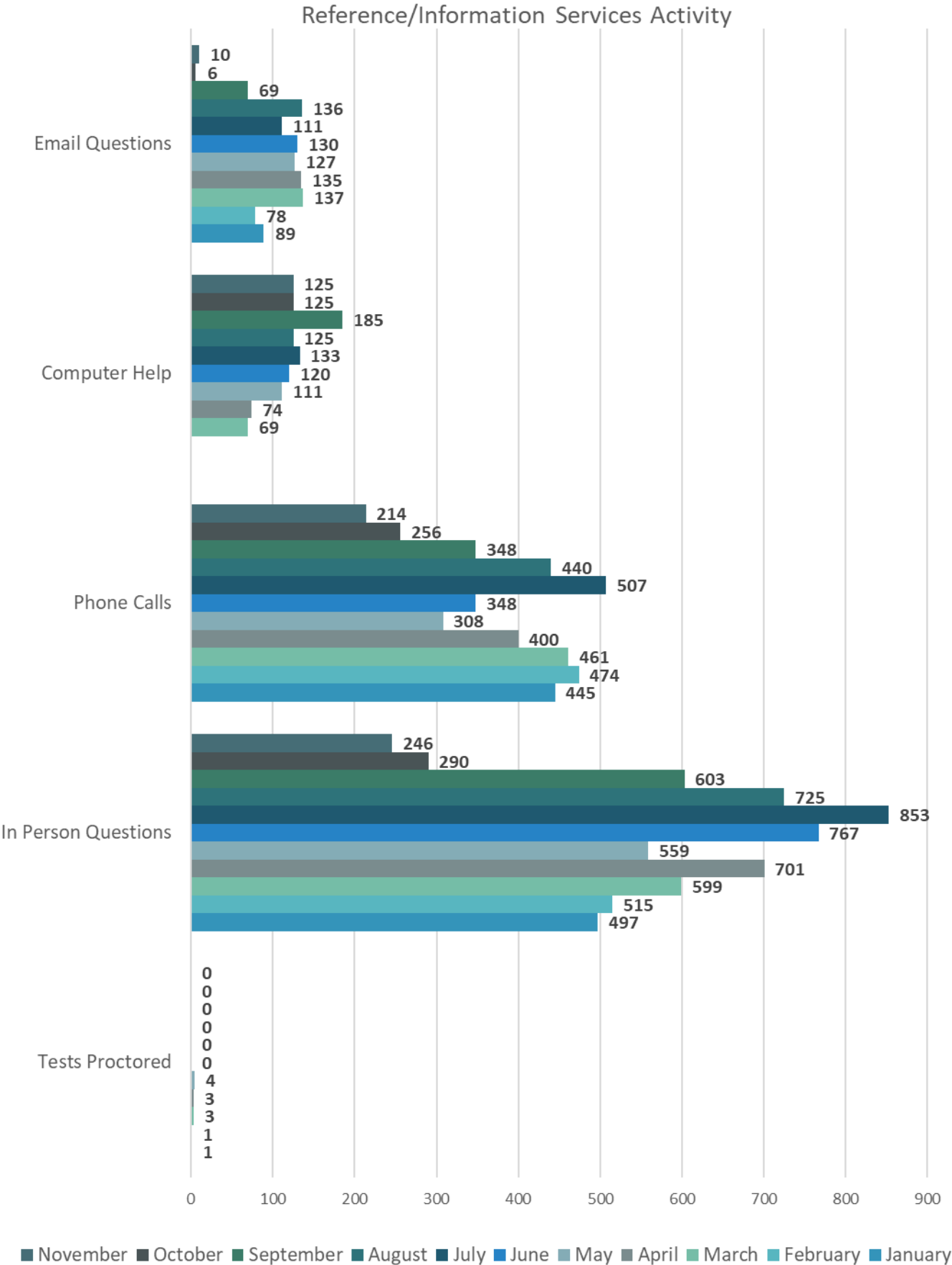
Adult Programming Statistics



Reference:

There haven't been any new developments in Reference. We will begin to expand our adult program offerings for 2022. Yoga will return in January. The Friends of Broome County Public Library have agreed to pay the instructor, Rick Gridley. For Martin Luther King Jr. Day of Service, I will organized a pop up food pantry. We will begin to collect non-perishable food items and personal care products the week of December 6th.

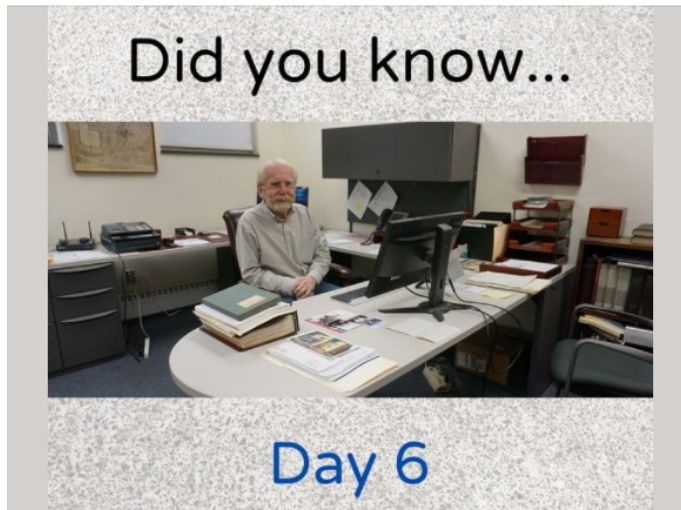
Information Services Report Continued:



Facebook Analytics Submitted by Sherry Kowalski

The Library's Facebook followers increased by 47. There was an increase for the age group 18-44. In October that demographic made up 57.4% of our followers but in November it was 63.3%. Our followers age 45+ were 42.6% in October but dropped to 36.7% in November. The top two posts in November were posts about the Local History department, from the "Did You Know?" series.

Did you know that the County Historian's office is in the Local History Department?



3,187
People reached

300
Engagements

↑ +3.8x higher
Distribution score

Boost post

👍❤️ 37

3 Comments 10 Shares

Did you know that the Local History Department has a collection of scrapbooks that date back over 100 years?



3,028
People reached

294
Engagements

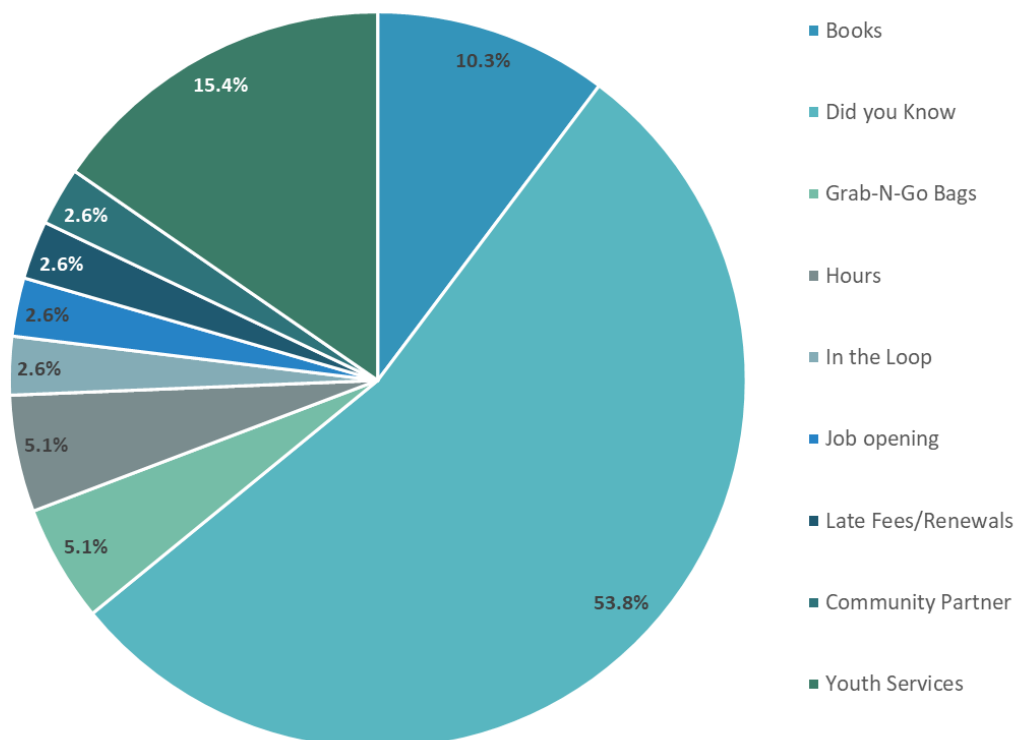
↑ +3.6x higher
Distribution score

Boost post

👍😮❤️ 32

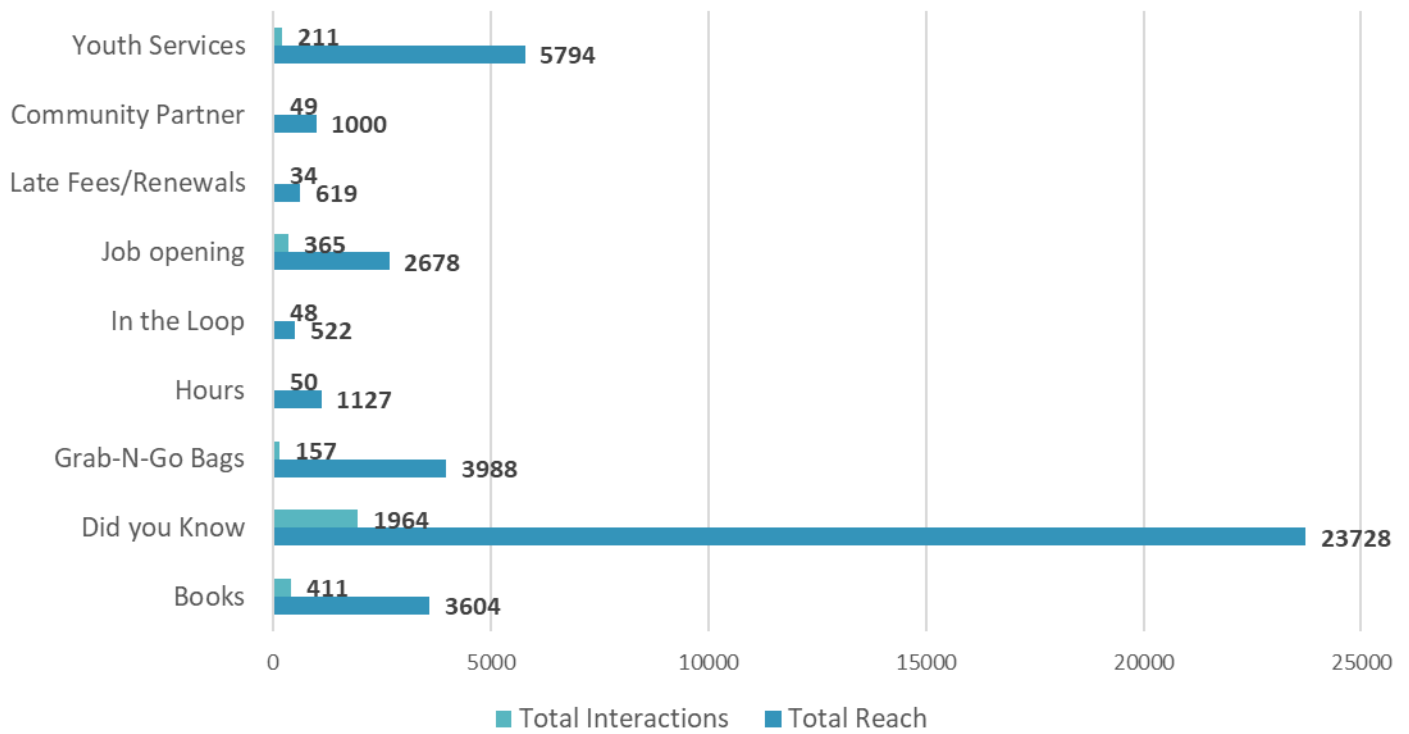
2 Comments 17 Shares

Percentage of Posts by Category

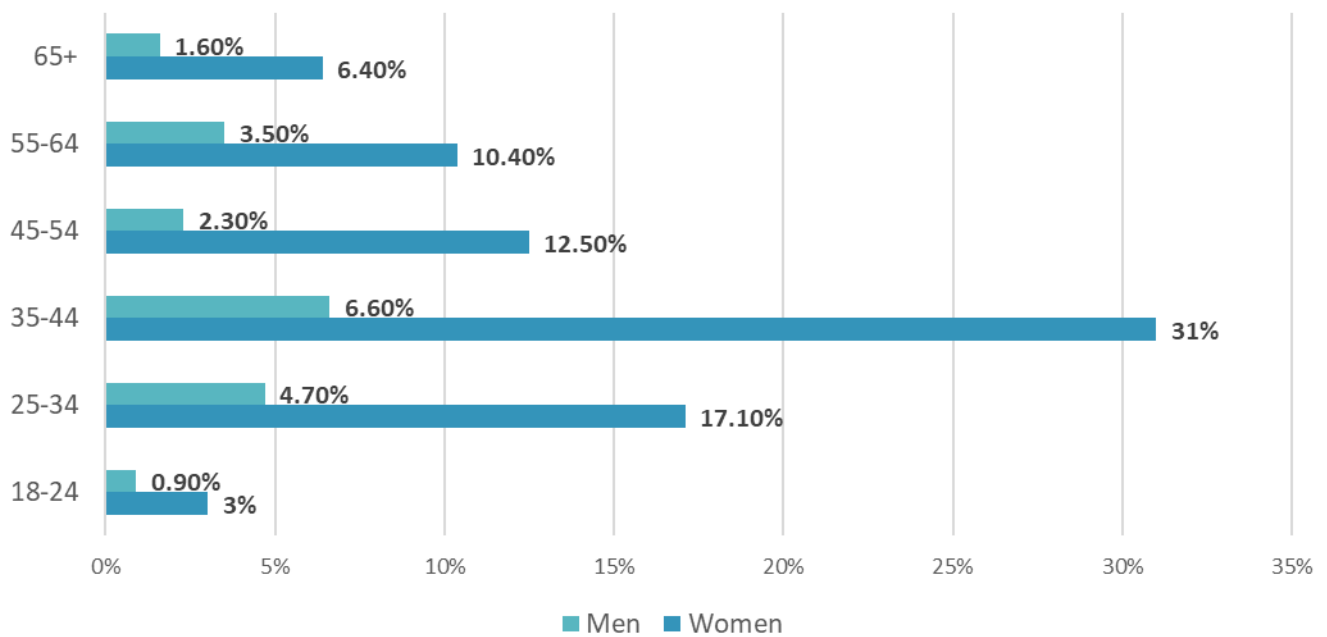


Facebook Analytics Continued:

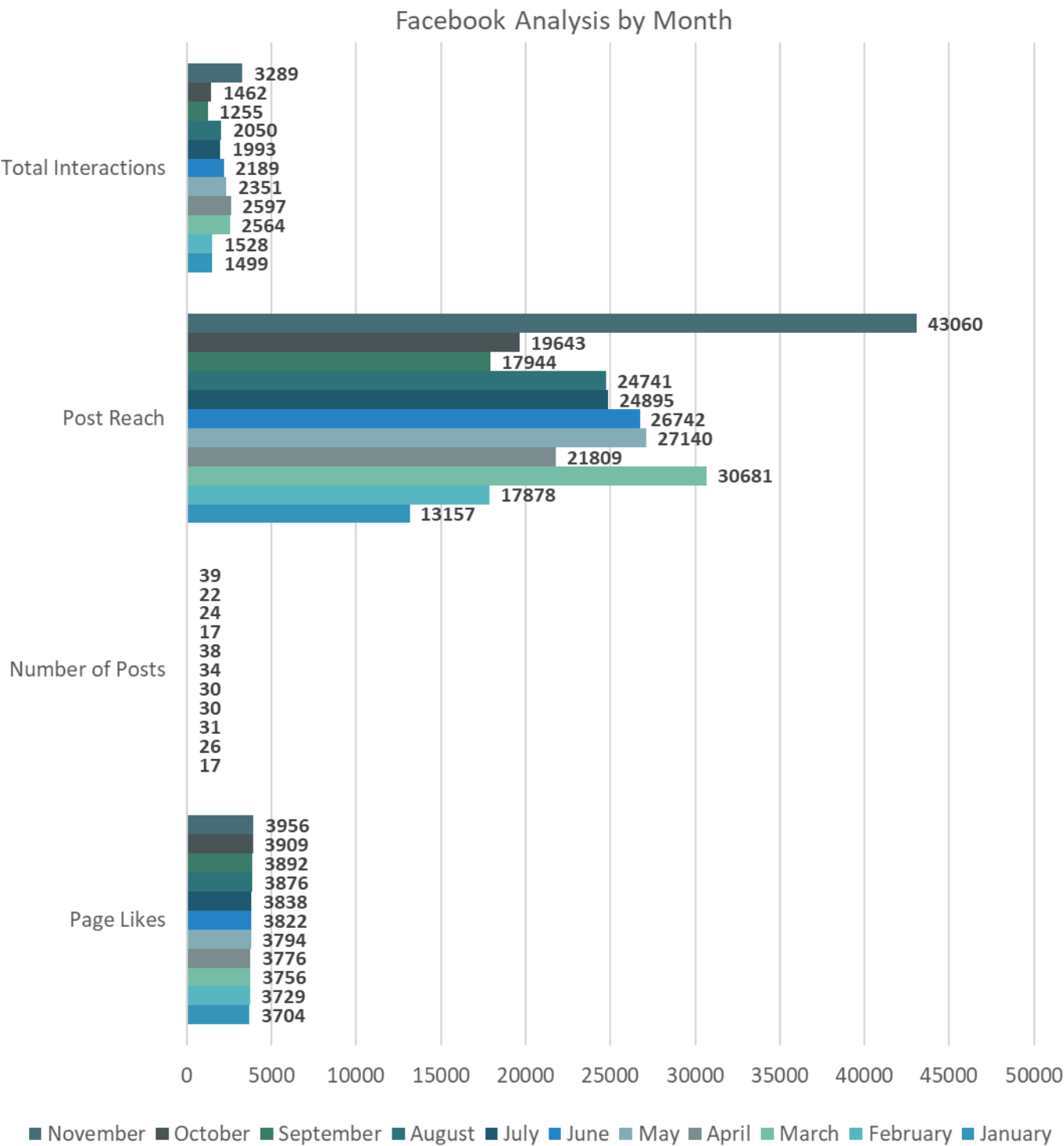
November Total Post Reach and Total Interactions by Category



Facebook Page Likes by Gender and Age as of December 3, 2021

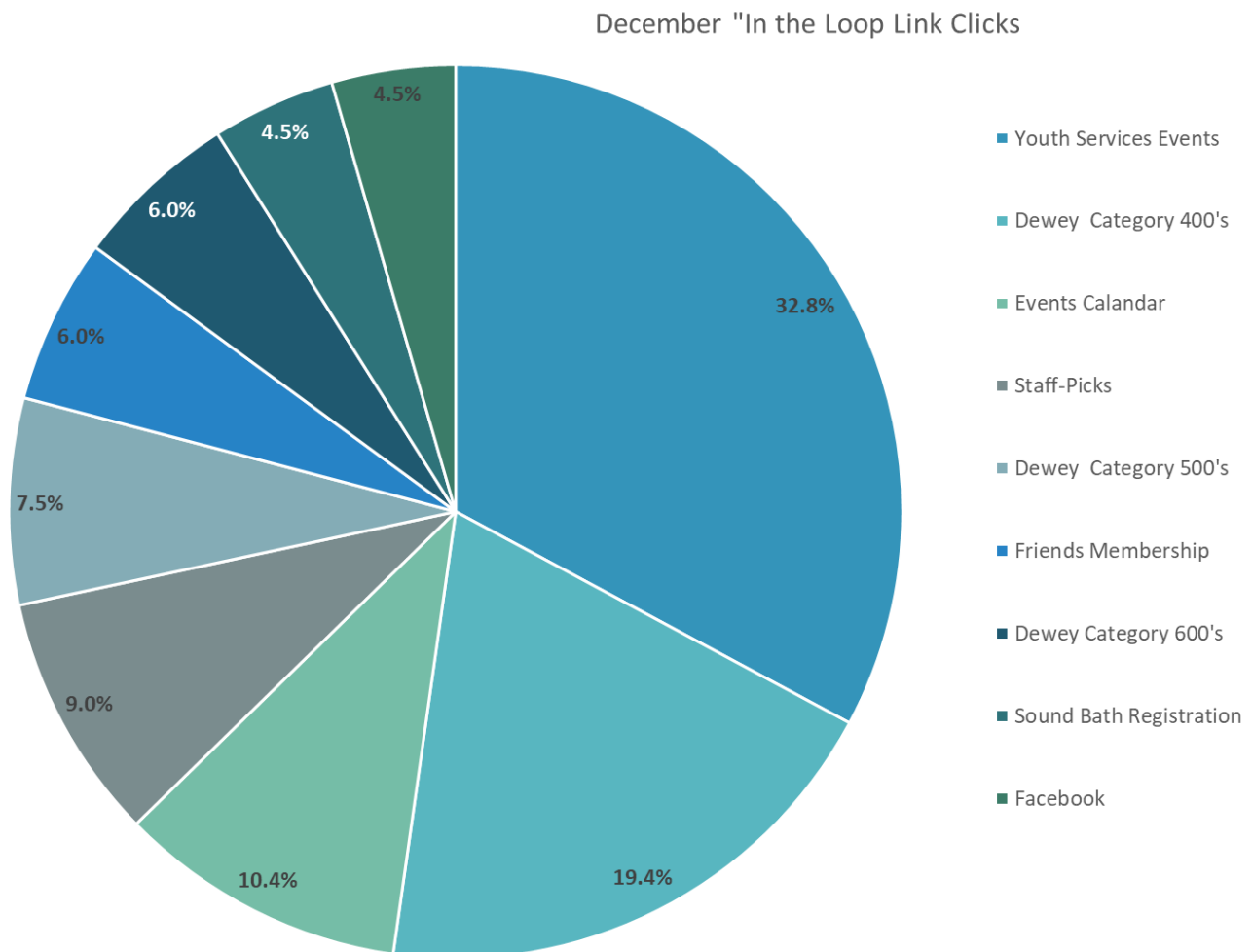


Facebook Analytics Continued:



Mail Chimp Analytics
December Issue of "In the Loop"
Submitted by Sherry Kowalski

The November issue of "In the Loop" was sent out on November 27, 2021. The newsletter was sent to 803 people, an increase of 28. The open rate for the December issue was 35.1%. An additional 160 people opened the newsletter from the link that was posted to our social media pages. Link clicks increased over last month. One third of the link clicks was the link to the Youth Services calendar of events.



Mail Chimp Analytics Continued:

