

Auburn Public Library Advisory Board

November 16, 2021 at 10:00 a.m.

Library Program Room

- I. Call to Order and Roll Call
- II. Minutes of October 19, 2021 – action item (approval)
- III. Correspondence and Communications
 - a. Thank You Notes
- IV. Citizens' Communications
- V. Monthly Policy Review
 - a. Patron Database Maintenance – action item (recommendation)
 - b. Interlibrary Loan – action item (recommendation)
- VI. Auburn Public Library Foundation Report
- VII. Director's Report, Statistics, and Financials – Library Management Team
- VIII. Board Development
 - a. Materials Reconsideration Process
- IX. Announcements
 - a. Nominating Committee in December – Tyler
 - b. Other announcements
- X. Adjournment

Auburn Public Library Advisory Board

Karen Herring, Chair

David Housel, Vice-Chair

Marcia Boosinger | Betty Burgess | Bonnie MacEwan

Auburn Public Library Advisory Board Minutes from October 19, 2021

The Auburn Public Library Advisory Board met at 10:00 a.m. on Tuesday, October 19, 2021, in the Library Program Room. The following individuals were present:

Board Members	Karen Herring, Chair Betty Burgess Bonnie MacEwan
APL Staff	Tyler W. Whitten, Library Director Ashley Brown, Public Services Librarian Manager Leslie Johnston, Collection Development Librarian Brandon Rowland, Digital Services Librarian

The meeting was called to order by Board Chair Herring at 10:02 a.m.

APPROVAL OF MINUTES

- The minutes of the September 21, 2021 meeting were distributed to Board members in advance of today's meeting. MacEwan moved to approve the minutes as written. Burgess seconded. The minutes were approved unanimously.

CORRESPONDENCE AND COMMUNICATIONS

- Whitten mentioned thank you notes received by the staff for library services provided.
 - Engagement and Outreach received two notes from Library patrons thanking Programming Specialist Valerie Temple for her work leading story time programs and puppet shows.
 - Engagement and Outreach received a thank you note from Lakeview Baptist Church for a basic research skills class led by Engagement and Outreach Librarian Cynthia Ledbetter.
 - Whitten shared two anecdotal expressions of gratitude received by Engagement and Outreach staff for recent programs, one for the Southern Ghost Girls and the other for the Not Too Spooky Magic Show.

CITIZENS' COMMUNICATIONS

- There were none.

MONTHLY POLICY REVIEW

- The Borrower Privileges policy was slated for review this month. The draft presented included revised wording to eliminate redundant statements, focus on positive language, and improve flow. NOTE: The draft included

the increase in item circulation limits for book material types to 75, in celebration of the Library's upcoming 75th anniversary. This change will not take effect until January 2022. Burgess moved to recommend adoption as written. MacEwan seconded. None opposed.

- The waiving of nonresident fees for Macon County residents was revisited at this meeting, as this measure was enacted for one year during the October 2020 meeting. Library staff proposed to continue waiving the nonresident fee until such time as the Library Director can approach the Macon County-Tuskegee Public Library and work to form a collaborative partnership. MacEwan moved to continue waiving the non-resident fee. Burgess seconded. None opposed.
- The Borrower Responsibilities policy was slated for review this month. The draft presented included revised wording to eliminate redundant statements, focus on positive language, and improve flow. During the meeting, Library staff suggested removing the \$2 charge for replacement of a borrower's card. Burgess moved to recommend adoption of the draft, including removal of the replacement card charge. MacEwan seconded. None opposed.
- A copy of the policy documents will be attached to the minutes.

AUBURN PUBLIC LIBRARY FOUNDATION

- Whitten read an update on Foundation activities provided by President Dianne Ballentine, which included the following:
 - Vice President Connor Lowry attended the Cary Center Nonprofit Summit on October 5, 2021.
 - The Foundation partnered with Panera Bread for a fundraiser on October 15, 2021.
 - Vice President Connor Lowry will host an interest meeting on the evening of November 11, 2021.
 - National Giving Day on November 30, 2021, is under discussion for a potential event.
 - The final meeting of the year will be held on December 3, 2021.

DIRECTOR'S REPORT, STATISTICS, AND FINANCIALS

- Whitten and the Library Management Team presented the Board with a statistical report, a financial summary, and an update on Library activities.
- A copy of these reports will be attached to the minutes.

BOARD DEVELOPMENT

- Whitten and the Library Management Team presented an overview of the FY2022 budget.
- A copy of the budget review will be attached to the minutes.

ANNOUNCEMENTS

- Rowland discussed the Library Staff Institute, which occurred on October 11, 2021.
- Whitten read a report provided by Engagement and Outreach Librarian Cynthia Ledbetter on the Fall Reading Challenge, Library Card Sign-up Month in September, and the Library's participation in the National Night Out event on October 18, 2021.

ADJOURNMENT

There being no further items of business, the meeting adjourned at 11:05 a.m.

Respectfully submitted,

Tyler W. Whitten

Borrower Privileges

General Statement

The Auburn Public Library extends free borrowing privileges to anyone who:

- Lives, owns, or rents property in the City of Auburn, or
- Is employed in Auburn*, or
- Attends a SACS-accredited educational institution, kindergarten through college, in Auburn, or
- Is eligible for membership through the Horseshoe Bend Regional Library.

Any dependent or minor child whose parent or legal guardian is eligible for free borrowing privileges shall be granted the same status.

Individuals not meeting the above criteria may get a card by paying a non-refundable fee of \$25 per person, per year.

All applicants must provide valid identification. Any applicant under eighteen (18) years of age must have a parent or legal guardian present to show valid identification.

*Being employed in Auburn is defined as: (1) being employed by an Auburn business which possesses a current City of Auburn business license, (2) being self-employed and possessing a current City of Auburn business license, or (3) being employed by a government entity whose office or school is located within the Auburn city limits.

Item Checkout Limits

A borrower may check out a total of (75) items concurrently from the in-house collection of print books, audiobooks, and videos. Within this overall limit, certain material types have further limitations, as indicated below:

Type of Material	Checkout Limit
Books (Hardcover, Paperback, Large Print, Board, etc.)	75 items per card
Audiovisual and Mixed Materials (Blu-ray, Audiobooks, DVD, etc.)	10 items of each material type per card
Print Magazines	5 issues per card
Digital Resources (eBooks and eAudiobooks through cloudLibrary)	5 titles per card

Loan Period Limits

Type of Material	Loan Period
All Circulating Items	2 weeks (14 days)
Print Reference (newspapers, investment guides, etc.)	In-house use only

Renewals

Any circulating item may be renewed up to three (3) times, provided that the item has not been placed on hold at the request of another patron. Circulating items may be eligible for additional renewals at the discretion of the Library staff.

Hold

The Library will place circulating items on hold at the request of a Library patron.

Borrower Responsibilities

General Statement

In order to remain eligible for borrowing Library materials, all patrons must agree to:

- Return all borrowed items to the Auburn Public Library by the due date.
- Pay, or otherwise resolve, all charges for lost / damaged items and overdue ILL items.
- Present a Library card, valid identification, or Library card barcode via mobile app for each checkout.

Resolving Lost / Damaged Items

When resolving charges for lost or damaged items, patrons have the option to:

- Pay the full retail price, or
- Replace the item with a new copy, provided the replacement has the same International Standard Book Number (ISBN) as the original item, to ensure it is the same format and edition.

Fee Schedule

Type of Fee	Amount
Overdue ILL item	\$1 per item, per day (\$20 maximum, per item)
Replacement CD/DVD case	\$1.50 per case
Misc. minor damage or loss	A reasonable amount to be determined by Public Services staff
Non-resident borrower card	\$25 per person, per year
Prints from public computers	\$0.10 per printed page (black and white) \$0.25 per printed page (color)
Card stock	\$0.05 per sheet (plus printing charge, if applicable)
Envelope	\$0.05 each (plus printing charge, if applicable)
Labels	\$0.25 per sheet (plus printing charge, if applicable)
Recordable CD	\$1.00 per disc

FY2022 Budget Highlights

Overview

Of note, the departmental bottom line is the important number as we move through the year.

The funded account lines fall within three categories: Personal Services, Contractual Services, and Commodities.

Funds from Personal Services cannot be used to cover shortages in other categories, but available funds from other funded categories can move into Personal Services, if needed.

Within Contractual Services and Commodities, funds can move around as needed to cover expenses. For example, if we need more computer equipment than is budgeted, we will overspend computer equipment non-capital, with the understanding that another account line or a combination of lines will need to be underspent this year.

As the following year's budget is being prepared in the spring, we can request budget adjustments for essential purchases if funds need to be added to the departmental total. However, if we are absorbing the unforeseen cost within existing funds, no adjustments are made. Overspent and underspent account lines remain as they are. Again, the departmental bottom line is the number to watch.

There are also two other categories for account lines that are typically unfunded but used as needed: Capital Outlay and Projects.

Individual items costing in excess of \$5,000 are purchased through a capital outlay account line, even if the line is not funded. The Boykin self-check is an example. Due to the high value of having a Library presence in Northwest Auburn as quickly as possible, we made the decision to move forward with this project using existing funds to absorb the cost. Even though the self-check is computer equipment, we purchased it through a Capital Outlay account line due to the cost. Items purchased using a Capital Outlay account are added to our capital asset inventory and must be examined each year.

The Projects category contains account lines associated with grants and purchases made with funds provided through the Library's deferred revenue account. Account lines in the Projects category are not funded in advance. Rather, these lines are paid out by the Finance Department as transactions are processed during the year.

The Library's deferred revenue account holds the funds given to us by the APL Foundation. When the Foundation writes a check to the City of Auburn, the funds are deposited here until needed. When we make purchases to be paid with Foundation funds, we use account lines in the Projects category. During the year, Finance staff will review these accounts and pay them back to zero, debiting the deferred revenue account for any expenses.

In the spring of FY2022, the City will plan for a new biennial budget.

Account Line Highlights

Among the account lines, there are a few highlights worth mentioning. These include some increases approved during the budget adjustment process in the spring of FY21, as well as assorted insights specific to the lines mentioned.

Personal Services

Temporary PT – For FY22, the City of Auburn has increased the hourly rate for all temporary employees who earned \$7.91 per hour to \$10 per hour. As a result, this account was increased to accommodate the pay raise. Also, I requested an additional \$10,000 here so that we could offer more hours each week to our Library aides, who provide critical support to Library operations in a variety of ways, including sorting returns, shelving, and program preparation.

Contractual Services

Conference Training – We are planning a robust year of training in FY22, including opportunities for staff to attend the Public Library Association (PLA) Conference in Portland, OR.

Subscriptions – Please note that expenditures for subscriptions are heavily front-loaded, as most of these renew in the fall.

Commodities

State Aid – Our appropriation for FY22 is \$38,272.08, and we will spend these funds on eBooks. This account will show a negative balance until the budget adjustment period later in the FY.

Ebooks – Due to the sustained popularity of Pay Per Use (PPU) audiobooks, I requested an additional \$20,400 for this account in FY22, which was approved. We will use the additional funds to increase our monthly allowance for this service, which should work to alleviate wait times for patrons.

Audiobooks & Videos – Circulation among these physical materials has not recovered to pre-pandemic levels, despite prominent placement in the Library. Unlike books, which have rebounded well, audio and video items are still moving far less than they were. Possibly, the devotion that users show to physical books may not extend to physical A/V materials; therefore, a sustained shift to streaming audio and video may be playing a role in the decrease. This will warrant observation going forward.

Computer equipment – I requested an increase here of \$11,400 to purchase additional mobile technology for staff who will be providing services at the Boykin Community Center, additional RFID pads for staff workstations, and the software licensing to upgrade our self-check terminals to Windows 10.

Capital Outlay

Building Improvements – I requested a new Trane chiller for the adult wing at a cost of \$93,408 through our national purchasing contract. Delivery/installation is expected in January 2022.

Projects

APL Foundation Accounts – The Foundation will hold their annual meeting in January 2022. In light of the emphasis on stabilizing and relaunching the organization during FY21, we may need to keep expectations modest for this cycle with regard to financial support. Donations are starting to come in, and officers are calling all donors personally to introduce the organization and say thanks for previous support. The Foundation's financial situation will be reviewed as they approach the annual meeting, and this will help to inform our expectations.

GENERAL FUND EXPENDITURES

LIBRARY LINE ITEM DETAIL

Account Number Organization	Object	Account Description	FY2022 Budget \$
Personal Services			
100330	51000	LI - Regular Full Time	1,209,550
100330	51005	LI - Regular Part Time	65,027
100330	51020	LI - Temporary Part Time	83,312
100330	51040	LI - Overtime Regular Employee	22,000
100330	51100	LI - FICA	102,365
100330	51105	LI - Retirement	151,110
100330	51110	LI - Health Insurance	127,248
100330	51115	LI - Life Insurance	3,603
100330	51120	LI - Tuition Reimbursement	17,100
<i>Subtotal - Personal Services</i>			<u>1,781,315</u>
Contractual Services			
100330	52000	LI - Garbage Service	1,100
100330	52010	LI - Electricity	95,000
100330	52030	LI - Telephone	1,250
100330	52035	LI - Water	3,900
100330	52055	LI - Building Ground Contract	46,500
100330	52075	LI - Office Equipment Contract	3,000
100330	52110	LI - Conference Training	21,205
100330	52190	LI - Training Consult Prof Svs	5,000
100330	52215	LI - Office Equipment Rental	5,500
100330	52255	LI - Memberships Subscriptions	3,000
100330	52256	LI - Print Periodical Sub	18,550
100330	52257	LI - Digital Resources Sub	47,744
100330	52260	LI - Advertising	25,000
100330	52270	LI - Misc Contractual	12,500
100330	52273	LI - Misc Cont Svs Library Pro	14,500
100330	52275	LI - Bank Fees	2,200
<i>Subtotal - Contractual Services</i>			<u>305,949</u>

GENERAL FUND EXPENDITURES

LIBRARY LINE ITEM DETAIL, *CONTINUED*

Account Number		Account	FY2022 Budget
Organization	Object	Description	\$
Commodities			
100330	53000	LI - Office Supplies	15,000
100330	53001	LI - Materials Processing Supp	12,500
100330	53002	LI - Library Program Supplies	16,000
100330	53005	LI - Postage	2,500
100330	53010	LI - Janitorial Supplies	15,000
100330	53052	LI - Large Print Books	12,000
100330	53053	LI - World Language Materials	4,500
100330	53054	LI - Print Supplies - Adult	77,863
100330	53056	LI - Print Supplies-Child/Teen	86,032
100330	53057	LI - Ebooks	101,772
100330	53058	LI - Audiobooks	14,000
100330	53059	LI - Videos	7,000
100330	53060	LI - Computer Supplies	19,000
100330	53065	LI - Software - Non Capital	61,400
100330	53135	LI - Building Ground Materials	15,000
100330	53255	LI - Office Equip - Non Cap	4,000
100330	53260	LI - Computer Equip - Non Cap	14,400
<i>Subtotal - Commodities</i>			<u>477,967</u>
Total - Library			<u>2,565,231</u>

Thank
you

Dear Partners of AHA,

We greatly appreciate your
Participation in our annual
National Night Out (NNO)
You helped make it the best ever!

Thank you!
Charlette Malcox

Patron Database Maintenance [DRAFT ; 11.02.2021]

In order to maintain the accuracy and relevancy of the Library's patron database, all accounts will be reviewed periodically, and inactive accounts will be removed.

As part of the maintenance process, Library staff will

- update patron contact information every two (2) years and
- review accounts for renewal every four (4) years, except for paid non-resident accounts, which will be reviewed annually and renewed at the patron's request or made inactive.

Accounts eligible for removal will

- have less than \$10 in outstanding charges and
- have been inactive for a period of four (4) years.

Account removal will be performed during automated processing for records that have come into eligibility.

ILL Borrowing Policies

The Auburn Public Library will honor requests from registered library patrons in good standing for materials not available in its collection, with the following exceptions or conditions:

- To ensure accuracy when fulfilling requests, as much information as possible about the item is needed for all requests, including a citation. Library staff can assist patrons in obtaining appropriate information.
- Each patron will be limited to two (2) active requests at any given time. Active requests include those being researched by staff, those with materials in transit, and those with materials currently checked out to the patron.
- The following are not available via interlibrary loan (ILL):
 - Books published within the previous twelve (12) months.
 - Books on current bestseller lists or those receiving any other type of heavy usage or attention.
 - Textbooks.
 - Audio-visual materials, microforms, and other non-book formats.
 - Items usually requested as "document delivery services," including copies of magazines and journals not available through the Library's online resources.
 - Multiple copies of requested titles.
 - Rare, one-of-a-kind, excessively expensive, and/or irreplaceable items.
- The Auburn Public Library reserves the right to deny an ILL request if attempting to fulfill the request is deemed to be not in the best interest of the Library.
- Students from Auburn University or any other higher education institution should consult with their institution's library to request items on class bibliographies. Items instructors may have placed on reserve at their institution's library should be requested there.
- Faculty, staff, and students with borrowing privileges at Auburn University's library or any other local higher education institution will be asked to use their institution's ILL service for requests related to academic assignments or scholarly research.
- Requests for genealogical materials are generally not accepted unless a complete bibliographical citation is available and names of people to be researched are stated.
- The Library staff cannot guarantee how long it will take to obtain materials via ILL.
- All conditions set forth by the lending library will be honored.
- Renewals are not permitted on items obtained via ILL. Each item must be returned by the due date shown on the ILL sleeve.
- Patrons must agree to accept full responsibility for items borrowed while the items are in their care. Overdue fines for ILL items are charged at a rate of \$1.00 per item, per day, up to the full replacement cost of the item. Patrons must agree to pay in full any and all bills for materials lost, stolen, or damaged, including the full replacement price charged by the lending library and any processing fee that may be charged by the lending library.
- Abuse of the ILL service, including excessive lost/damaged materials or overdue materials, may result in permanent revocation of ILL privileges.

ILL Lending Policies

The Auburn Public Library will honor requests from other libraries for loan of its materials following the same conditions for borrowing materials as noted above. The following are some exceptions and/or additional conditions particular to lending:

- Requests made by telephone are not accepted. A written request will be required.
- The Library reserves the right to deny any request for materials from another agency when need by local patrons is anticipated.
- Items are sent on loan for a period of six (6) weeks.
- Renewals may be granted at the discretion of the ILL team.
- Any borrowing library that fails to return a book on loan, after a sufficient waiting and notification period, will be billed for the retail cost of the book.
- The Auburn Public Library reserves the right to set forth special conditions on books loaned.

Director's Report

Program of Work Updates through October 31, 2021

1. ACCESS & DELIVERY

- a. Enhance the patron experience by reducing barriers to materials and services.
 - i. Implement the Vega Discovery layer for our Polaris automation system to introduce next generation patron experiences in finding resources.
 - 1. October 2021 – The initial installation of Vega was completed during the week of October 18. Configuration and staff training are pending.
 - ii. Develop welcoming, patron-focused messaging for regular service point interactions, such as patron registration.
 - 1. October 2021 – The Public Services Management Team met for initial discussion and are creating a plan to launch this program.
 - iii. Establish a service point at the Boykin Community Center, featuring a Public Services office hour once per week.
 - 1. October 2021 – The Public Services Management Team met for initial discussion, and they have set a tentative rollout date of January 2022, after a planning period in the fall.
 - iv. Create tutorial videos and video user guides to assist patrons in navigating the Library and accessing collections.
 - 1. October 2021 – Digital Services and Engagement and Outreach discussed how the Library has utilized the City of Auburn YouTube platform in the past, as the videos will likely be hosted there. Library staff will work with the Office of the City

Manager to determine best practices for organizing information on the platform.

- v. Expand the Books by Mail pilot program to approximately fifteen (15) individuals. Develop guidelines and explore feasibility for a public rollout.
 - 1. October 2021 – The team is currently researching the policies of other libraries, in preparation for developing a policy that will guide our service. Additionally, team members have contacted a local assisted living facility to explore a partnership for expanding the pilot program this year.
- vi. Explore the feasibility of implementing automated materials handling (AMH) through discussions with potential vendors and a grant application.
 - 1. October 2021 – After an exploratory meeting with an AMH vendor, the cost estimate submitted was excessive and would have provided a poor return on investment, plus the proposed design did not meet library needs. We are waiting on further feedback from the vendor and exploring other options.
- vii. Continue the process of developing new safety and security procedures to ensure that patrons and staff have clear guidance in challenging situations.
 - 1. October 2021 – No updates at this time.
- viii. Enhance technology assistance to patrons by pursuing one (1) Microsoft Office Associate certification for 50% of the staff by September 2022. Eligible programs include Excel, Outlook, PowerPoint, and Word.
 - 1. October 2021 – Currently, four staff members have obtained certification. Several additional staff members are now pursuing certification through independent study options.

- b. Assess patron technology needs and implement resources and services to address deficiencies.
 - i. Implement cloud-based management of the public access computers by upgrading to the latest functionality offered by our vendor.
 - 1. October 2021 – We met with Information Technology staff and our software vendor to discuss the implementation plan. We are currently in the queue for installation.
- c. Establish more usable spaces for learning, studying, collaborations, and public meetings.
 - i. Conduct an internal pilot program to gauge best practices for study room use by small groups of up to four (4) people.
 - 1. October 2021 – We have observed the study room being requested for a variety of activities, with most sessions being individuals who need a quiet space for videoconferencing.
 - ii. In conjunction with the display team, enhance the décor in the youth area to increase engagement and provide for improved learning opportunities.
 - 1. October 2021 – Staff are brainstorming ideas for enhancing the appeal of the youth area. The solar system model is experiencing good engagement, and artistic skills present among staff members are proving valuable in creating ideas for the chalk wall.
 - iii. Continue to work with the Teen Advisory Board (TAB) to develop engaging, welcoming, and functional teen spaces, services, and programs.
 - 1. October 2021 – The TAB members have submitted schedules that detail when they are available for volunteering with duties such as shelving and shelf reading. Next, the staff

mentors will arrange a meeting with the TAB to discuss the next steps and determine times for training sessions.

d. Increase collection visibility and discoverability by employing retail merchandising techniques.

i. Explore ways to maximize the potential of the atrium and marketplace shelving to showcase popular resources and facilitate patron discovery.

1. October 2021 – The Display Team continues to target popular genres and subjects to be featured. Based on recent deselection activities, Materials Management is working with the team to create a display of items that have experienced lower circulation in an attempt to generate interest. Digital Services is developing an idea to aid in item discovery by linking curated lists to QR codes.

2. COLLECTIONS, PROGRAMS & OUTREACH

a. Expand breadth, depth, and diversity of patron-driven and inclusive physical and digital collections.

i. Research community wants/needs and develop a plan to implement a pilot program of unconventional collections in FY2022 and beyond.

1. October 2021 – Staff have a working list of possible implementations from the chalk wall poll. Next, the team will pick two of these and implement those collections, then monitor results.

ii. Ensure that physical resources get to patrons faster by implementing shelf-ready collections processing through our vendors.

1. October 2021 – Materials Management is beginning to receive orders from our primary vendor that are pre-processed, and these are getting to patrons much more quickly, with minimal adjustments needed. Staff are now beginning the configuration process with other vendors.
 - iii. Build the Library's collection of popular nonfiction in Korean.
 1. October 2021 – No updates at this time.
 - iv. Explore the addition of a language learning platform to the Library's digital offerings by FY2023.
 1. October 2021 – Digital Services will contact potential vendors to arrange a time for demonstration sessions.
 - v. Explore the feasibility of expanding the Library's LinkedIn Learning platform to the Auburn community in FY2023.
 1. October 2021 – Digital Services met with the vendor to discuss options and pricing for expanding the platform to library patrons.
- b. Expand breadth, depth, and diversity of relevant and needed programs and outreach initiatives.
 - i. Collaborate with Auburn City Schools to provide relevant eBooks and other digital resources.
 1. October 2021 – No updates at this time.
 - ii. Explore collaborations to develop one or more bilingual early literacy and family engagement programs.
 1. October 2021 – Engagement and Outreach has contacted Auburn University to partner, and they are looking to spring and summer semesters for

launching this initiative.

- iii. Continue to build relationships with groups in residence at the Boykin Community Center with the goal of better meeting their needs with regard to Library resources, and explore outreach opportunities.
 - 1. October 2021 – Library staff are working with the Boykin Center to develop a host of programs. We will launch this initiative by providing training for seniors on the tablet computers recently purchased by the Community Services Department with grant funds.
- iv. Explore developing a suite of programs focused on financial literacy and economic opportunity.
 - 1. October 2021 – Engagement and Outreach has a Budgeting 101 session planned for January 2022 that is marketed to ages 16 and up.

3. MARKETING & COMMUNICATIONS

- a. Maximize effectiveness of existing marketing resources and explore the development of new assets and programs to raise public awareness of Library resources, programs, and services.
 - i. In partnership with the Office of the City Manager, launch Library-specific social media channels to expand the Library's social media presence.
 - 1. October 2021 – Engagement and Outreach is working to build a calendar of posts for the next three months and is tentatively planning for a December launch of the Library-specific social media channels.
- b. Develop and implement marketing strategies to attract new users.

- i. In conjunction with the Auburn Public Library Foundation, explore hosting pop-up library card registration and engagement events in a variety of locations.
 - 1. October 2021 – No updates at this time.

One Year Comparitive Summary	Oct-20	Oct-21	% Change
Collection			
Circulation - Adult Print	8,106	9,202	13.52%
Circulation - Adult Audiovisual	2,128	1,937	-8.98%
Circulation - Youth Print	15,663	24,646	57.35%
Circulation - Youth Audiovisual	267	519	94.38%
Circulation - Other	6	3	-50.00%
Circulation - Digital	6,604	7,963	20.58%
Circulation Boykin	0	18	
Total Circulation	32,774	44,270	35.08%
Items Borrowed via Self-Checkout	10,891	14,133	29.77%
% of Circulation via Self-Checkout	83.83%	91.33%	8.95%
Total Database Hits	6,106	7,380	20.86%
Requests Filled	3,074	1,896	-38.32%
Borrowers			
Borrowers Added	132	232	43.10%
Total Borrowers	23,852	21,158	-12.73%
Borrowers Active	2,449	3,195	23.35%
% of Borrowers Active	10.27%	15.10%	31.99%
Reference Questions	4,168	3,345	-24.60%
Boykin Borrowers		41	
Active Boykin Borrowers		6	
% of Boykin Borrowers Active		14.63%	
Programming			
Adult Programs	3	3	0.00%
Teen Programs	0	0	
Youth Programs	58	54	-6.90%
General Audience Programs	1	6	500.00%
Outreach Events	6	42	600.00%
Virtual Programs	59	74	25.42%
Virtual Attendance	991	145	-85.37%
Total Programs/Outreach Events	68	324	376.47%
Total Attendance/Participation	1,289	3,237	151.12%
Visitors			
Visitors	7,569	10,416	37.61%
Website Page Views	8,459	10,367	22.56%

Sep-21	Oct-21	% Change
9,696	9,202	-5.09%
1,919	1,937	0.94%
24,126	24,646	2.16%
432	519	20.14%
0	3	
7,359	7,963	8.21%
3	18	500.00%
43,532	44,270	1.70%
15,344	14,133	-7.89%
92.66%	91.33%	-1.44%
7,181	7,380	2.77%
3,074	1,896	-38.32%
306	232	-31.90%
21,222	21,158	-0.30%
3,231	3,195	-1.13%
15.22%	15.10%	-0.79%
3,345	3,345	0.00%
	41	
	6	
	14.63%	
3	3	0.00%
0	0	
121	54	-55.37%
2	6	200.00%
39	42	7.69%
69	74	7.25%
148	145	-2.03%
165	324	96.36%
2,228	3,237	45.29%
10,968	10,416	-5.03%
10,371	10,367	-0.04%

Unique Website Users	4,820	5,526	14.65%
Study Room Bookings	0	10	
Study Room Hours	0	15	
Technology			
Computer Use (Hours)	782.00	1,322.00	69.05%
Computer Use (Logins)	1,281	1,696	32.40%

5,634	5,526	-1.92%
6	10	66.67%
10	15	50.00%
1,321.00	1,322.00	0.08%
1,859	1,696	-8.77%