

COUNCIL MEMO

Date: August 7, 2023

To: Mayor Steve Gander, Council President Mark Olstad, Council Vice-President Tim Riopelle, Council Members Clarence Vetter, Ben Pokrzywinski, Dale Helms, Brian Larson, and Karen Peterson.

Department Update:

From July 31, 2023 Campbell Library – Charlotte Helgeson, Library Director

1. **Provided by Robyn, Public Services Librarian**

Volunteers:

-In the last 8 weeks, we have had 16 SRP teens and 6 Jr. Volunteers that have accumulated 290 hours.

-We have accumulated a total of 893 volunteer hours thus far for the 2023 year.

Marketing – Social Media

-Increased reach within the last 90 days by 18% (7.2k to 8.5k)

-Increase in engagement in the last 90 days by 2.1 % Facebook / 25.1% Instagram

Outreach

-Townsquare Farmer's Market – 219 children, 457 adults, 1 volunteer. Promotion tabling, handing out event calendars, bookmark giveaways, and having 3 new cookbook club sign-ups.

-Good Samaritan pop-up library – a total of 125 patrons, 308 checkouts, 243 check-in, and 5 new library/reactivated cards.

2. **Provided by Linnea, Collections Librarian**

Physical collection:

--We have added 1863 items to the collection this year to date, 255 of which were added so far in July.

--We have rearranged our fiction collection to aid patron browsing and established a Junior Nonfiction section focused on materials for school-aged children.

E-materials:

--We've seen a 15% increase in Unique Users year over year (June 2022-June 2023)

--E-material usage has increased 25% year over year (June 2022-June 2023), driven in part by a nearly 40% increase in e-audiobook checkouts.

3. **Provided by Andrea, Program Coordinator**

--We had 119 kids register for Summer Reading Program, and they read and logged 1191 hours! That is almost 50 days of straight reading.

--We have had 48 family storytimes, 21 Music and Movements, and 7 Sensory story times so far this year. We have had 996 children and 635 adults attend Family Storytime, which is an average of 20 kids and 13 adults per storytime session. With my bulletin board unique count, we are averaging around 93 unique participants each quarter.

--We have had 693 children and 442 adults attend Music and Movement so far this year, with an average of 33 kids and 21 adults per Music and Movement session.

4. Library Board

At the July 26, 2023 Library Board meeting a unanimous vote changed open hours at the Library. The Library will close Sundays due to low patron numbers per staffing required to be open and room usage. To maintain the same 54 hours of service, the four Sunday hours will be added to closing at 8 p.m. on Mondays, Tuesdays and Thursdays with a 6 p.m. closing on Wednesday per patron requests. The new schedule begins September 1.