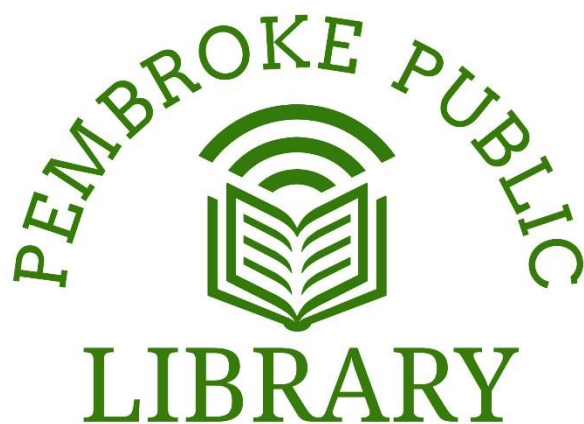


Pembroke Public Library

Annual Report FY20

Presented to the Trustees November 18, 2020



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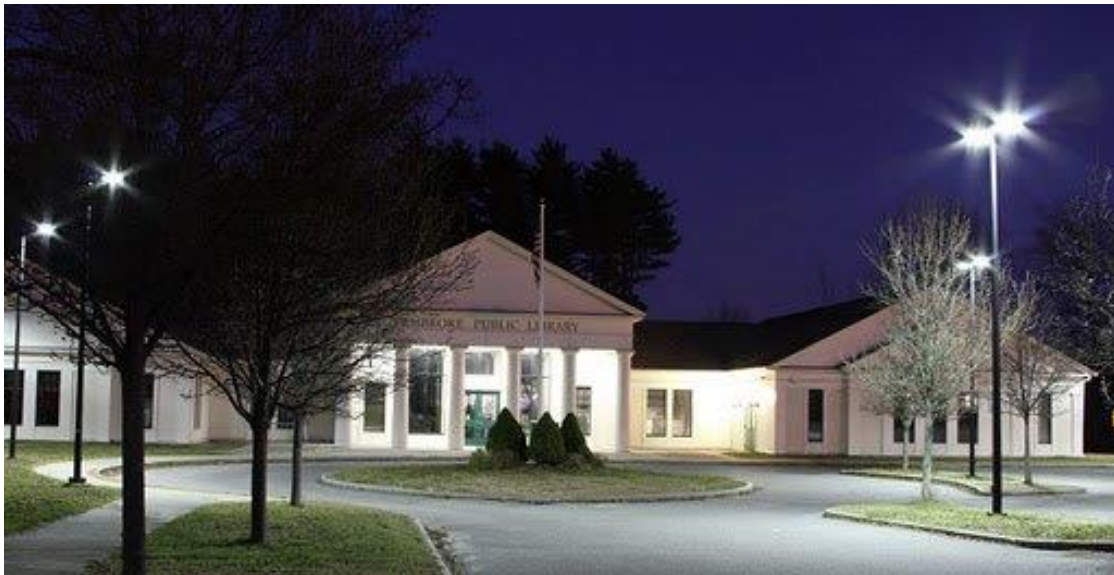


Photo by Deborah Wall.

Pembroke Public Library Mission Statement

The Pembroke Public Library is where the community learns, connects, and creates. The mission is to provide a welcoming physical and virtual space for the inspiration, education, and empowerment of community members by giving people access to resources, ideas, information, and experiences.

I. Introduction

FY20 began like any normal year. The budget supported level services, circulation was up, events were well attended. Then Covid and the shutdown hit in March and nothing was normal, yet the Pembroke Public Library and staff adjusted and went virtual and promoted online services. Libraries adapt to serve.

II. Personnel

Staffing is key to the library as a service agency. A positive customer service experience and the community connection are some of the many attractions to coming to the library. Staff promotes the collection and services offered at and through the library. Whether it is assisting with events, providing information and reserving museum passes, helping to open an email account, uploading resumes, filing taxes online, downloading e-books to devices and answering various computer questions, the staff are always there and happy to be of service.

When the state closed down in March, library staff moved to providing remote services and working from home. Staff also spent time on professional development and course work to enhance technology skills. All staff were allowed back into the building in May to prepare for June curbside services. Staff changes this year included the retirement of long-time employee Susan McDermott. Laura Donahue joined the staff in the Technical Services Supervisor position.

Full time Staff:

Deborah Wall: Director

Kathleen Benvie: Assistant Director and Head of Circulation

Janet Coleman: Circulation Supervisor

Melissa McCleary: Youth Services Librarian

Stephanie McBain: Adult Generalist Reference Librarian

Laura Donahue: Technical Services Supervisor

Linda Mavilia: Technical Services Assistant

Support staff: Bonnie Bowler, Gillian Canniff, Gregory Diskin, Rebecca Jordan, Melissa Joyce, Roselyn Kubek, Mary Lowe, Cory Mahnke, Karen McPhee, Patricia Merlin, Jacqueline Murdock, Christine Murphy, Helen Murphy, Julia Nee, Matthew Newman, Perry-Lee Pelkey, Kimberly Pickering, Pamela Shea, Teresa Sheedy, Brian Raynor, Rosemarie Silva, Laura Sullivan, Carly Walsh, Amelia Yarasitis.

Board of Trustees:

Larissa Curley (Chair), Mary Beth Courtright, Marilyn Dionne, Sean Fitzpatrick, Jill Taylor and Carol Watches.

III. Collection

To meet the educational and recreational needs of the community, the library offers a wide variety of subjects in many formats: audiobooks, downloadable titles, DVDs, magazines, music cds, and of course, print books which continue to be the highest used and demanded format. Materials are purchased with town funds, fine money, donations from the Friends of the Pembroke Public Library and others, and state aid grants.

Library materials by type

	Books	Audio	Video/ dvd	Downloadable*	Commonwealth ebook	Cd-roms	Misc.	Periodical volumes	Total
FY20	84,385	5,481	5,157	57,710	-	215	219	420	153,587
FY19	86,342	5,552	4,901	42,066	-	333	154	434	139,802
FY18	86,893	5,483	4,808	15,189	-	320	228	417	123,338
FY17	86,199	5,683	4,826	21,037	-	363	239	468	118,815
FY16	87,062	5,724	4,761	15,592	124,772	227	153	425	244,130

*Includes both the SAILS collection and the Library Advantage titles, ebooks, eaudio and magazines.

Holdings	Adult	Young Adult	Children's
FY20	106,006	10,041	37,450
FY19	94,043	9,379	36,380
FY18	76,904	9,751	36,683
FY17	74,158	9,251	35,406
FY16	70,262	9,110	36,286

There were 169 print magazine titles and 9 newspaper subscriptions in FY20. Newspapers were suspended during the spring.

IV. Circulation

Once the building was closed in March, the circulation of physical things became impossible until the building opened for Curbside Pick-Up in June. This of courses impacted circulation numbers, curbside pick-up did not replace the feel of browsing for many and some patrons struggled. They were offered assistance by phone or email. No category of library materials comes close to physical books in popularity, with 60% of usage. While online materials (eBooks, eaudio, emagazines and evideos) did see the expected increase while the library was closed, the percentage was only 19% of circulation. It remains true that not all people have smartphones or computers so they need the physical books, while many others just prefer them. Video has remained steady at 12%, and magazines are at 3.9%. The “Library of Things” collection continues to grow and includes croquet sets, handheld magnifiers, a bubble machine and more.

Circulation Figures

	Books	Audio	Video/ DVD	Overdrive*	Periodical	Misc	Electronic format	Total
FY20	70,803	4,284	13,964	22,911	4,565	784	436	117,648
FY19	95,642	6,738	18,244	17,737	6,825	886	511	146,583
FY18	80,421	6,432	15,651	13,412	5,584	989	536	123,025
FY17	91,841	8,048	17,416	10,414	7,758	793	775	137,045
FY16	85,078	8,007	19,188	9,012	6,198	1018	858	129,359

**includes e-books, e-audiobooks, emagazines and video.*

Items checked out by age group.

all materials	FY16	FY17	FY18	FY19	FY20
adult	79424	83875	77104	87497	73724
young adult	6638	6691	5564	7482	5620
juvenile	43297	46479	40357	51604	38304
total	129359	137045	123025	146583	117648

The Massachusetts Board of Library Commissioners fund statewide databases that the library would not be able to provide on its own. The library funds educational tools including Ancestry.com, Consumer Reports, Universal Class, TERC (Testing and Education Reference Center), Niche Academy, CreativeBug, an online arts and crafts program, and Mango Languages. Ancestry.com is usually available only in –library, but due to Covid the company

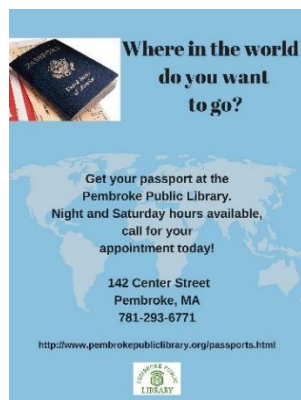
allowed at-home access to card-holders. These electronic collections and services, research tools and the other databases offered by the SAILS Library Network and the state, were used 10,315 times. These are all free to use with a library card. Hoopla, a subscription based, pay-per-use product was added in August. It offers ebooks audio, comics, music and tv shows.

During the Covid closure, library cards were available with online registration or a phone call, and all online products were available to use. This was a change made to accommodate more residents while the building was closed. Providing curbside service, including making copies and faxing for people, was a new experience for staff but the system put in place worked well and was appreciated.

There were 13,448 library card holders, with 11,780 card holders living in Pembroke. Non-Pembroke residents borrowed 18,231 items. Interlibrary Loan, the collaborative sharing of resources with other libraries in the state, is a vital and efficient collaboration. It is made possible by maintaining state certification.

ILL	FY16	FY17	FY18	FY19	FY20
Borrowed	20376	19153	18940	22636	17105
Loaned	27885	25787	25334	28751	22872

V. Events, Classes, and Other Services



Covid-19 has had a devastating impact on the opportunities for libraries to offer in-house programs, but there were 334 events total with 8,144 people participating before March. The library has continued to be a popular passport application center with 470 applications submitted. Libraries are community centers and events, classes and recreational programs were presented for all ages in Pembroke. (Please see the Youth Services and Adult Reference sections for more detail.)

There were music performances, speakers on several different topics, author visits, crafting workshops and book discussions. There were 133 adults who participated in the summer 2019 summer reading program and they read 541 books.



Events	FY16	FY17	FY18	FY19	FY20 (held IN library)
Adult programs & classes	124	123	162	158	118
Adult attendance	1300	1377	1809	1641	1240
YA programs	98	75	38	31	19
YA attendance	2134	1457	928	559	331
Juvenile programs	305	247	277	272	197
Juvenile attendance	8591	9014	8536	10048	6573

This fiscal year the passes were checked out 537 times, which does not reflect actual usage since each pass allows admittance of from 2 to 4 people, and of course stopped short in March. The Friends provide much needed support for collections and events and donated almost \$8,000 for materials, speakers, and performers. They accomplish all this through book sales, silent auctions, basket raffles and membership fundraising. Their Spring Book and Bake Sale did not happen in FY20 of course. The library Trustees and staff are grateful for their tireless efforts.

Working with the community is so fundamental that it is in the library mission statement. The director serves on the board of PACTV, the Public Government Access center, to represent Pembroke. Collaborations include, but are not limited to, the Pembroke Food Pantry as a drop off site, the Pembroke Cultural Council, the American Red Cross, and the Pembroke Arts Festival. Community bulletin boards provide groups a space to have their information available at the library, and local groups meet in the library in the normal times and will return post-pandemic. The Annual Community Pajama Drive is always popular.



One unique service in Pembroke is that the library serves as a shelter for the Pembroke Emergency Management Agency in times of emergencies and power outages. There is a generator powerful enough to run all services. Pets can be, and have been, accommodated in the meeting room if needed.

The meeting room and Trustee’s Room combined were used 317 times by groups including town departments, scout troops, book clubs, the Pembroke Arts Festival and others. The Local History Room was used by 15 individuals for research and countless times by staff. Due to Covid and the need to space staff safely, the Director moved her office to the History Room in May so it can only be accessed now by staff. Every month there is a usually a different artist's work on exhibit in the meeting room and various displays in the cabinets near the entrance. Beginning in June with the building’s reopening with curbside service and taking back returns,

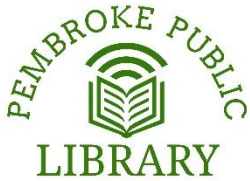
the main meeting room began serving as both furniture storage and quarantine space. Items are quarantined for seven days based on the most recent recommendations. There will be no meetings, or events, in person at the library until possibly late 2021.

Residents used the public computers an average of 158 times per week, 8216 last year. This does not include use of the wifi. There were 10 public computers for adults, but due to Covid spacing needs, there are now four.



The library was open 2233 hours in FY20, for 37 weeks, including 296 Saturday hours and 104 Sunday hours.

The library benefited from the help given by sixty volunteers of all ages. They donated 459 hours of service to the Library, most supporting youth events.



Residents need to be aware of opportunities available to them at the library, so marketing of library activities is crucial. The library sends press releases to the Pembroke Mariner & Express, WATD, Boston Globe South, local cable access (PACTV), and the Patriot Ledger. Social media platforms include Facebook, Twitter, and Instagram. There are flyers and displays created in-house for promotional efforts in the library, and a newsletter sent out to all patrons through email. The newsletter was bi-monthly but increased frequency during Covid. The library website provides easy access to library news as well as databases for reference help and reserving museum passes from home.

VI. Financial

The municipal budget provided for level service and met state requirements for certification in FY20. The municipal budget was \$732,480, which included 2% payroll increase to cover staff COLAs; and the Adults Reference Librarian position is now fully funded in the budget. The library requested an extra \$4988 for unexpected building repairs during the year. The library received \$25,383 in State Aid to Libraries Grants. Maintaining the municipal budget at state required levels allows for the awarding of the State Aid Grants, application for LSTA Grants and reciprocal borrowing privileges for residents with other libraries statewide. The Customer Service Grant was completed this year and it resulted in new online resources as well as staff training opportunities. Much of the state aid funds support the membership in the SAILS Library Network.

The library has two revolving funds that carry over year-to-year. The Passport Program took in \$16,450 and \$21,894 was expended on staffing and materials in FY20. Fines receipts are a

diminishing revenue source. In FY20, \$6,680 was received in fines and \$6,402 was expended on materials.

The library received a \$25,000 technology grant from the state thanks to the efforts of Representative Josh Cutler and now retired Senator Vinny DeMacedo. Included in the purchases were 4 new educational computers in the children's room, two new online catalog computers, a Nintendo Switch and games, cameras to be used in programs, 8 new staff computers and 4 new public ones, a new staff phone line, 2 Cricut die cut machines, one for the public and one for in-house use, and an upgraded WiFi system. All of the computers were needed due to the expiration of Microsoft Windows 7.



In FY20, the Friends of the Pembroke Public Library purchased the museum passes, children's books, and the Best Seller collection. They paid for programs and performers for adults and children. Their total contributions in FY20 were \$7,822. The library depends upon the Friends of the Pembroke Public Library's support to provide events and services.

General donations include gifts from the Mattakeesett Garden Club, and PTOs. The Della Chiesa Trust Fund sent the annual donation to the fund.

VII. Youth Services

Youth Services Annual Report FY 2020

July 2019 – June 2020 at Pembroke Public Library

Submitted by Melissa McCleary

Program Attendance Statistics:

Program	# of Programs	Child/Teen Attendance	Adult Attendance
Storytimes	56	1060	799
Baby Lapsit	35	500	456
Block Party Playtime	7	155	110
LEGO Club	9	137	92
Puppies & Pages	9	108	73
Passive Program (Kids)	7	767	n/a
Family Theme Event	18	287	203
Teen Theme Event	5	39	4
Family Guests (Performer/Workshop)	18	299	223
Teen Guests (Performer/Workshop)	1	14	n/a
Off-Site Community Visit (Kids)	42	971	312
Off-Site Community Visit (Teens)	1	35	50
Tours & Visits at Library (Kids)	4	56	13
Recorded Storytime	3	334	n/a
Virtual Read-to-Me Dog Visit	4	12	n/a
Livestream Storytime	8	60	n/a
Online Teen event (live)	1	15	n/a
Kids Program Total	220	4746	2281
Teen Program Total	15	206	54
TOTALS	235	4952	2335
Volunteer Hours		364 teen hr + 55 adult hr = 419 hours	
Number of Volunteers		7 adults + 51 teens = 58 volunteers	

Youth Summer Reading Report 2019
“A Universe of Stories”
June 17 – August 22, 2019

Participants

Program Name	# of participants	Totals
Rubber Ducky (ages 0-4)	69	608 early literacy activities
Read & Bead (age 3 – grade 6)	500	2,817 hours + 40 minutes
Team Read (grade 6 – 12)	140	748 hours + 45 min.



That’s over 148 days’ worth of reading for kids & teens!



Comparisons to previous years

	# of Kids	# of Teens	Total hours & books
Summer Reading 2016	518	89	2846 hr. 17 min.
Summer Reading 2017	454	97	2664 hr. 40 min. & 95 books
Summer Reading 2018	403	88	3,777 hours + 50 minutes
Summer Reading 2019	500	140	3,566 hours + 25 minutes

Program Attendance

	Programs & Events	Youth Attendance	Adult Attendance
Kids Programs	47	1,114	535
Teen Programs	13	180	n/a
Totals	60 events	1294 kids/teens	535 adults

COVID-19 and the Library:

As all reading this report are aware, COVID-19 changed many plans for everyone. These changes are reflected in several portions of this report including our statistics for programs and volunteers as well as our decreased community outreach and general programming implementation.

The Youth Services Librarian adapted and provided programs via Facebook Live and Zoom and passive challenges and activity ideas through library social media outlets. Much of this continues even after the doors have re-opened for adjusted hours. During closure, storytimes were presented both live and recorded so patrons could tune in later if their schedules didn't allow them to visit during the program. The most popular virtual events for both kids and teens were digital Escape Rooms. Attendees worked together to find clues, solve riddles, and ultimately "escape" the virtual forest, castle, or zombie-ridden city their group was navigating through text and pictures (with narration provided by the hosting librarians). The most rewarding program was a final virtual visit to Pembroke Public School first graders for a silly storytime.



Miss Melissa reads in Online Storytime and reacts to the tragedy of Llama's ripped dancing pants. This was one of many programs and services offered during Quarantine!

While the library was closed between March 17th to August 3rd, it never stopped being a resource to the community. Youth Services still answered questions via email, helped the Pembroke Public Schools develop resource lists for distance education; kept patrons updated with activities and learning resources for all ages; networked with librarians across the country; and more to help the library stay relevant.

Summer Reading:

The Summer Reading Program theme set by the Collaborative Summer Library Program was "A Universe of Stories." The 2019 July and August calendars were filled with a variety of programs including "Space Station Playgroup" (a playtime with STEM stations throughout the meeting room), two tween/teen babysitting workshops, and Dungeons & Dragons sessions for kids and tweens. Many local volunteers helped with these events to create unique, fun, and educational experiences for the youth in our community.

The most popular program of the summer was our Summer Reading Fest featuring Mini Golf (statistics for attendance available in Adult Services report). The library meeting room and youth area were turned into a mini golf course; patrons could putt through 12 holes with a variety of obstacles such as hills, tunnels, and even a loop-de-loop. The library also offered outdoor face painting, a book giveaway, crafts, and a prize wheel. Food included frozen treats sold by the Friends and the Shinetti's Grill food truck. Smiles were provided by everyone!

Programming:

Regular monthly programming included Storytime (ages 2-5), Baby Lapsit (0-24 months), Pop-Up Playtime (ages 0-5), Puppies & Pages (all ages), LEGO Club (ages 5-11), Teen Craft Night (ages 12-18), and VolunTeen program (grades 6-12). The library also hosts bi-monthly Scavenger Hunts as a passive program for all ages.

Craft programs were particularly popular for kids and teens this year. Crafts included Sock Snowpals (for teens), Tic-Tac-Toe To-Go (for kids), and DIY squishies (for both age groups). The most popular program and successful program for teens was a Puzzle Race event. Kids of all ages flocked to a variety of programs including Mini Movers (a preschool yoga class), the annual Stuffed Animal Sleepover, the annual Spooktacular, and a visit with the Snow Sisters.

March saw a transition to fully online and virtual programming, which dramatically impacted our outreach for programs (discussed above).

Programming Collaborations:

Many other programs were the result of collaborations with local businesses or individuals who were able to provide programs gratis (i.e. as volunteers). These included:

- a yoga instructor from Etoile Dance + Yoga Studio who performed 4 Mini Movers yoga programs for toddlers,
- two program instructors from South Shore Family Network, fully funded by a grant their organization receives; one hosted STEM Playgroups in October, the other hosted Raising a Reader workshops in February,
- 21 teens from Camp Pembroke who assisted in Space Station Playgroups and Astronaut Exploration Hour during the summer,
- a volunteer from 4-H Plymouth County's Round of a Paws for Barkology 101 to instruct families about the (body) language of dogs,
- and two teachers who hosted Dungeons & Dragons campaigns throughout the summer of 2019.

Grants & Funding:

The Friends of the Pembroke Public Library helped with several endeavors this year. They successfully acquired a grant from 3M for the youth department; the grant was for 3M supplies which included materials such as glue sticks, sticky notes, safety goggles, and more. The Friends also funded Mobile Mini Golf for our 2019 Summer Reading Fest, a teen Pop Up Art workshop for teens, and two Plymouth County 4-H Babysitting workshops for young teens and preteens.

The library was awarded the Summer Software grant to be used in the summer of 2020. This funds the purchase of the online software Beanstack.



Lots of llama llove in November's teen painting workshop! Two of our visits from the instructors of Pop Up Art School were funded by our LCC grant; one was funded by the Friends of the Pembroke Public Library.

The library also received a Massachusetts Local Cultural Council grant. This went to three art classes from Pop Up Art School, which blends art education with application. Two teen workshops and one childrens' workshop allowed many patrons to experience doing art with professionals.

Youth Services had several local donors throughout the fiscal year. These donors were Mattakeesett Garden Club, Bryantville PTO, North Pembroke PTO, and the Museum of Science.

VolunTeens:

The library program for teen volunteers remains strong. A total of 51 teens donated over 400 hours of community service in a variety of ways. Projects for these teens ranged from stamping bookmarks to assisting in preschool programming.

Volunteer involvement made bigger events possible for the library. The most notable example is the large number of volunteers that assisted through a collaboration with Camp Pembroke; the library hosted a much bigger preschool play session as teen volunteers had the ability to run eight activities and hold the attention of small groups at the same time. The success of these programs will hopefully continue with another summer collaboration.



One caregiver holds a storytime in the early reader aisle for a princess, a witch, and a mermaid during our annual Spooktacular. Volunteers assisted in this large event by doing crafts with kids, providing face painting, and taking photos such as the one above.

Collection Development:

In addition to our usual purchases for our youth collections including books, movies, video games, and Parent/Teacher kits (book and educational toy pairings), the library added two new collections. The library acquired a small collection of Playaways for young patrons; titles are geared towards ages 8-15 and are still gaining recognition. The library also began a board and card game collection for teens which has been popular with a variety of ages. Our most popular games have been “Exploding Kittens,” a strategy-based card game, and “On a Scale of One to T-Rex,” a game of charades.

Community Outreach & Involvement:

Community outreach was performed each month to increase youth exposure to the Library and the joy of reading.

Many outreach interactions took place outside of the library. Storytime visits to off-site locations were performed at least once at the following preschools: Bright Horizons, Plymouth County Healthy Families, and Community Nursery Kindergarten. All three local elementary schools and the middle school received visits for Open House at the beginning of the school year. Bryantville, North Pembroke, and Hobomock elementary schools all had bi-monthly storytime visits for first grade classrooms and special visits for events. Virtual visits were made to the first grade classrooms at local elementary schools for Summer Reading Readiness. Each off-site

program allowed the librarian to bolster relationships with community youth, caregivers, and educators.

VIII. FY20 Reference/Adult Services Statistics

Reference Requests (Reference Desk only)

Total requests:	498
General information:	126
Technology:	222
Research:	28
<u>Item requests:</u>	<u>122</u>
In person:	425
Phone:	28
Email:	16
Website form:	29

When the library building closed in mid-March due to COVID-19 we had to change our approach to Reference. In-person and phone questions have always been the most frequent, but when staff members were working from home they were no longer an option. We created two new online forms, “Ask a Librarian” and Readers’ Advisory, and made sure to emphasize on our website, on our Facebook page, and in our weekly newsletters that we were available every day for help by email. The “Ask a Librarian” form was used fairly consistently during the closure. When the building reopened for curbside pickup in June, the Readers’ Advisory form was especially popular and we received various requests to select books for patrons of all ages.

Year	FY17	FY18	FY19	FY20
Total requests	466	446	509	498

Adult events: In person (July-March)

Type of event	Number of events	Attendance
Discussion groups: Book Club, Genealogy Group	15	164
Interest groups: Knitting & Crochet, Writers’ Group	24	137

Movie screenings	32	487
Performers: Delvena Theatre Company	1	10
Speakers: Art for Your Mind, BSU Observatory, Grounded Goodwife, Mount Washington Observatory, Winchester School of Chinese Culture	5	106
Special Event: Summer Reading Fest	1	140
Workshops/Classes: Adult Craft, Yoga	40	265
TOTAL	118	1,309

Starting in mid-March, we were no longer able to hold in-person events due to COVID-19. We had signed up for a Zoom account for virtual staff meetings and thought this would be a good way to hold Adult programs as well. Stephanie and Roz offered to lead Book Club meetings and information sessions on New England poets respectively, and both had to familiarize themselves with Zoom and become comfortable leading programs virtually. Virtual programming began in late April. Although both number of programs and total attendance have not been as high as they were in person pre-COVID, we have received a positive response to our virtual programs and have maintained a consistent level of attendance.

Adult events: Virtual (April-June)

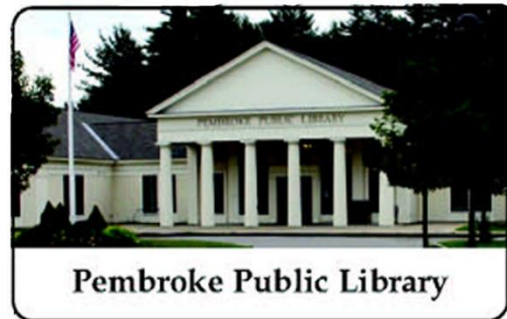
Type of event	Number of events	Attendance
Discussion groups: Book Club	2	24
Workshops/Classes: Poetry	5	65
TOTAL	7	89

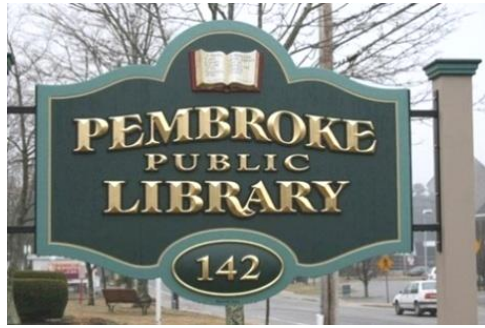
Year	FY17	FY18	FY19	FY20
Total programs	123	162	158	125
Total attendance	1,377	1,809	1,641	1,398

IX. Closing

The library made great use of grant opportunities to enhance technology offered to the public and focused on customer service during what turned into a very challenging year. The Library Board of Trustees, library management and staff will continue to work to provide residents with services needed in both traditional and innovative ways, in-person or online.

Presented by Library Director Deborah Wall





*Serving Pembroke for
over 142 years.
1878-2020*

