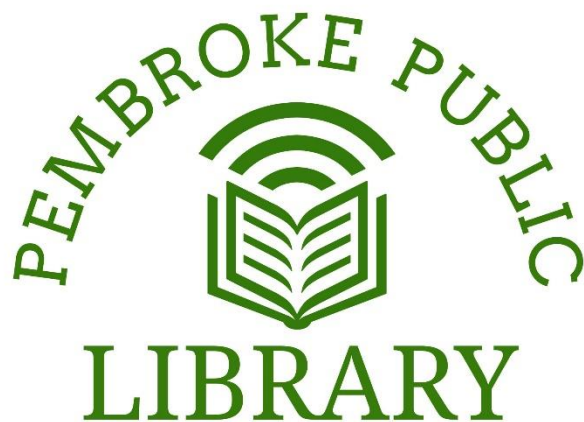


Pembroke Public Library

Annual Report FY21

Presented to the Trustees October 20, 2021



- I. Introduction
- II. Personnel
- III. Collection
- IV. Circulation
- V. Events, Classes and Other Services
- VI. Financial
- VII. Youth Services
- VIII. Reference/Adult Services
- IX. Closing

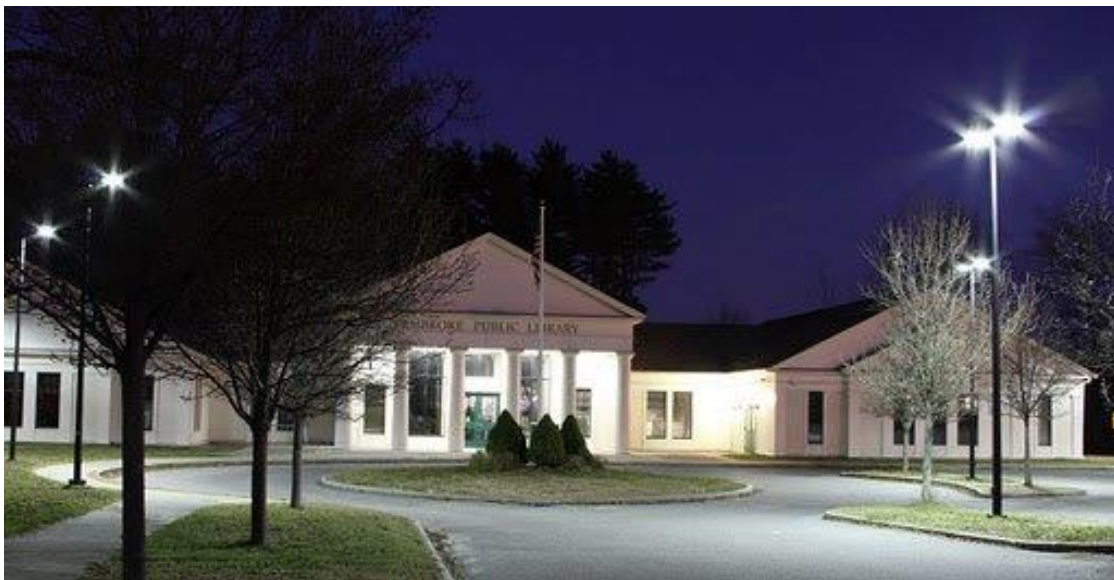


Photo by Deborah Wall.

Pembroke Public Library Mission Statement

The Pembroke Public Library's 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. Even during challenging times, and even more so then, this is where the community learns, connects, and creates.

I. Introduction

After the wrenching twists Covid caused in March of FY20, FY21 began on a slightly more positive note, though the pandemic continues. Curbside delivery became popular and the library prepared to open for limited services in August. Another closure from December to February, due to a Covid surge, caused another increase in curbside delivery. While hours were not normal until June due to staffing constraints and hiring freezes, staff continued to serve the town both online and in-person whenever possible.

II. Personnel

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. From assisting with events to providing information and reserving museum passes, to helping to open an email account, staff are always there and happy to be of service.

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: Madeleine Bishop, Michaela Brennan, Gillian Canniff, Olivia Chilcott, Gregory Diskin, Brendan Farrell, Roselyn Kubek, Mary Lowe, Cory Mahnke, Karen McPhee, Patricia Merlin, Jacqueline Murdock, Christine Murphy, Julia Nee, Matthew Newman, Perry-Lee Pelkey, Kimberly Pickering, Pamela Shea, Brian Raynor, Rosemarie Silva, Carly Walsh.

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

III. Collection

The library offers a wide variety of subjects in many formats to meet the recreational and educational needs of residents: 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*	Cd-roms and games	Misc.	Periodical volumes	Total
FY21	83,356	5,380	5,039	63,259	238	251	413	157,936
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

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

Holdings	Adult	Young Adult	Children's
FY21	108,304	10,766	38,866
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

There were 160 print magazine titles and 9 newspaper subscriptions in FY21.

IV. Circulation

Due to Covid, only curbside services were available for physical items until August when people could walk in again. The library was forced to close again from December until February. Circulation numbers have not yet recovered, but are improving. No category of library materials comes close to physical books in popularity, they are 65% of the total, which is an increase from last year's 60%. The building being open, allowing people to browse, has a huge impact. Online materials circulation (eBooks, eaudio, emagazines and evideos) remained

steady at 20%. Most people prefer physical books, many need them. Video usage has declined visibly; last year it was 19%, this year only 9%.

Circulation Figures

	Books	Audio	Video/ DVD	Overdrive*	Periodical	Misc	Electronic format	Total
FY21	70,153	2,579	9,443	22,152	3,372	639	180	108,488
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

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

Items checked out by age group.

all materials	FY17	FY18	FY19	FY20	FY21
adult	83875	77104	87497	73724	72,052
young adult	6691	5564	7482	5620	4,598
juvenile	46479	40357	51604	38304	31,838
total	137045	123025	146583	117648	108,488

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. New this year, funded by CARES ACT monies, is Scholastic Teachables and Tutor.com to help parents and teachers with remote learning. These electronic collections and services, research tools and the other databases offered by the SAILS Library Network and the state, were used 9934 times. These are all free to use with a library card.

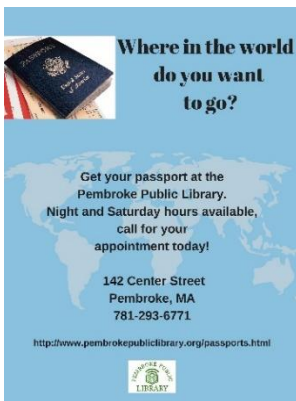
Because of Covid closures, library cards were available with online registration or a phone call, and all online products were available to use. This change was made to accommodate more residents while the building was closed and was continued until all SAILS libraries returned to service. Curbside service continued as well. Beginning in FY20, late fees were waived for almost all item and this policy became permanent in FY21. This change was in recognition of

the challenges presented to people because of the pandemic; libraries nationwide are adopting a fine free environment to lessen barriers to people that prevented them from fully using the library.

There were 13,074 library card holders, with 11,451 card holders living in Pembroke. Non-Pembroke residents borrowed 15,624 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	FY17	FY18	FY19	FY20	FY21
Borrowed	19153	18940	22636	17105	21,808
Loaned	25787	25334	28751	22872	29,603

V. Events, Classes, and Other Services



Covid-19 impacted library events on many levels. Passport applications had a lull then took off again as people anticipated the ability to travel and there were 432 applications submitted. Libraries are community centers and events, classes and recreational programs were presented for all ages in Pembroke, though mostly remotely in FY21. (Please see the Youth Services and Adult Reference sections for more detail.)

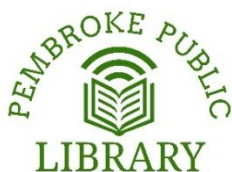
In-person events were not allowed until late in the year, so event numbers are reduced. People were expressing a strong desire to return to them, so FY22 should look better. Covid is still an impact, so it is not expected that they will be at pre-Covid numbers. This fiscal year the museum passes were checked out 280 times, which does not reflect actual usage since each pass allows admittance of from 2 to 4 people. Many museums struggled to reopen.

Events	FY17	FY18	FY19	FY20 (held IN library)	FY21
Adult programs & classes	123	162	158	118	Live = 1
Adult attendance	1377	1809	1641	1240	Live = 13
YA programs	75	38	31	19	Live = 3
YA attendance	1457	928	559	331	Live = 13
Juvenile programs	247	277	272	197	All ages Live=24
Juvenile attendance	9014	8536	10048	6573	All ages live = 329

Working with the community is fundamental to the library mission statement. The director continues to serve on the board of PACTV, the Public Government Access center, to represent Pembroke. Collaborations were of course reduced this year but they included the Pembroke Food Pantry as a drop off site. Community bulletin boards slowly returned as it became “allowed” to have handouts again. The meeting rooms were not open until June, so there were only 6 uses, there is the expectation that usage will return in FY22.

Residents used the public computers 1872 times. This does not include use of the wifi, which is not counted. There are usually 9 public computers, but due to Covid protocol spacing needs, there were only four in use for most of the year.

The library was open to walk-ins 1303 hours in FY21, for 38 weeks, including 36 Saturday hours. The library was not open on Sunday in FY21, primarily due to staffing issues. The plan is that they resume in FY22



Marketing initiatives changed in FY21. Since in-person events did not exist, attention was given to promoting service hours and online opportunities for residents. The library is very active on several social media platforms, Facebook, Twitter, and Instagram. There is also the popular e-newsletters. 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 FY21. The municipal budget was \$734,896 which included a 1% real increase in payroll (there was voted as 2% but this was only budgeted by the town for half the year) to cover staff COLAs. The library received \$30,302.85 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. 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 \$13,190 and \$3,752 was expended on staffing and materials in FY21. In FY21, \$2,047 was received in fines and lost/damaged materials and \$2,000 was expended on materials. As noted earlier, fines were suspended due to Covid in March 2020 and remained suspended in FY21. The Board of Library Trustees voted to go “fine-free” for most items permanently.



In FY21, the Friends of the Pembroke Public Library purchased the museum passes, children's books, and the Best Seller collection. Their total contributions in FY21 were \$7,017. The library depends upon the Friends of the Pembroke Public Library's support to provide events and services as well as to help meet materials spending requirements set by the state. Covid reduced their fundraising events in FY21, though they had a very successful outdoor book sale and are planning FY22 events. The Trustees and staff all greatly appreciate their efforts. One of the long-time trust funds, the Della Chiesa Fund, sent the annual donation.

VII. Youth Services

Youth Services Annual Report FY 2021

July 2020 – June 2021 at Pembroke Public Library

Submitted by Melissa McCleary

Attendance Statistics:

Program	# of Programs	Youth Attendance	Adult Attendance
Storytime (Recorded)	2	62	0
Pre-K Special Events (Online)	8	32	26
Pre-K Performers (Live)	6	76	49
Pre-K Storytime Kits (Passive)	6	239	156
Take & Make Kits – School-Age Kids (Passive)	11	555	255
School Age Special Event (Online)	8	106	7
All Ages Special Events (Live)	1	11	7
LitLoot Boxes for Teens (Passive)	2	4	0
Teen Special Events (Online)	3	13	0
Pre-K (ages 0-5) totals	22	409	231
School-Age (ages 6-11) totals	21	680	276
Teen (ages 12-18) totals	5	17	0
TOTAL	48	1106	507
Number of Volunteers	2 teen volunteers		
Volunteer Hours	4 teen volunteer hours		

COVID-19 and the Library:

As the Pembroke community and the world at large continued to grapple with quarantine and the COVID-19 pandemic, the library continued its services through a variety of avenues to ensure patrons of all ages had access to education and entertainment. Some of the new services the library offered included take-home crafts for kids, themed storytime kits for preschoolers, a book subscription box for teens, StoryWalk® outside the library building, and virtual classroom visits.

Each program was designed to cater to the developmental needs of youth populations in the form of education or entertainment (and, usually, both!). At the same time, the basic visibility these services provided reassurance to families that the library would be a constant in the community.



Summer Reading Report 2020
“Imagine Your Story”
June 29 – August 21, 2020



Participants

Program Name	# of participants	Total Logged Read
1,000 Books Before Kindergarten (babies – pre-K)	18	572 books
Read & Bead (age 3 – grade 6)	82	16,328 minutes
Team Read (grade 6 – 12)	8	1,080 minutes
At-Home BINGO (ages 18+)	32	87 books

Comparisons to previous years

	# of Kids	# of Teens	Total hours & books
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
Summer Reading 2020	82	8	290 hours + 8 minutes

Program Attendance

	Programs & Events	Child/Teen Attendance	Adult Attendance
Kids Programs	6	74	3
Teen Programs	2	11	n/a
Total (youth)	8 events	85 kids/teens	3 adults
<i>Adult Programs</i>	3	n/a	23
Total (library-wide)	11 events	85 kids/teens	26 adults

Programming During a Pandemic:

As mentioned above, the library offered some new and creative resources and programs during the height of the pandemic and quarantine. Below are selected highlights of these services but staff dedicated much of their time and energy other projects as well, both big and small.

StoryWalks® were posted around the library's front walk during the months of October, November, and April and all received positive feedback. Many pages of the books, laminated and taped to lawn signs, had a note to caregivers about how they could interact with the story (i.e. How do you think Little Ghost feels? Can you hoot like an owl?) to encourage early literacy and build cognitive skills.

Take-and-Make Kits were launched in November with a new activity available for reservation and pickup each month through June for kids and teens. Altogether, over 500 kits were prepared and given out to the community throughout these months with craft instructions and supplies families could use at home to create birdseed cookies, shrinky dinks, yarn pom poms, and more!

Storytime To-Go Kits helped fill the void left by the cancelation of in-person storytimes with a variety of worksheets, suggested activities, and craft supplies appropriate for ages 2 to 5. The most popular Kit was themed "Starry Nights;" kids could build their skills with activities like coloring their own paper constellations, learning about shadow puppets, and creating their own number puzzle.



One patron sent us a photo of a tufted titmouse enjoying a birdseed cookie from February's Take-and-Make kit.

Collection Development & Online Resources:

In addition to our usual purchases for youth services including books, movies, video and board games, and Parent/Teacher kits (book and educational toy pairings), the library added more resources with education in mind as more families schooled their children at home this past year.

In September a digital subscription to Scholastic Teachables was launched; this is a database of educator-created downloads and printables for caregivers and educators. Materials included on the site include lesson plans, worksheets, and flash cards.

At-Home Education kits were created and designed to assist in teaching STEM, problem solving, and critical thinking with popular items such as Cody the Coding Mouse bot, Rainbow Counting Bears, and a bug discovery kit (featuring real bugs in acrylic). Most of these Kits were funded by the Friends.

Finally, a Juvenile Puzzle collection was added, all with between 24 to 100 pieces; puzzles are great for developing concentration, memory, spatial awareness, and hand-eye coordination. Both physical collections are popular with a wide range of ages while parents and caregivers have discovered and used Teachables.

Favorite Moment of the Fiscal Year:

In May the library hosted our first in-person program since March of 2020; hearing kids uncontrollably giggling during a Storytime was absolutely delightful! The library staff is working hard to ensure that more of these events can happen in a safe and comfortable environment, allowing youth the chance to learn and grow with their peers.

VIII. FY21 Reference/Adult Services Statistics

Reference Requests (Reference Desk only)

Total requests:	237
General information:	53
Technology:	63
Research:	13
Item requests:	35
Readers’ Advisory:	43
Passports:	30
In person:	78
Phone:	73
Email:	28
Website forms:	58

Year	FY18	FY19	FY20	FY21
Total requests	446	509	498	237

Reference service in FY21, even more than in FY20, was affected by COVID-19, as library services in general were restricted for the majority of the year. There was a large increase in requests towards the end of the year, especially in May and June, as operations returned more to normal and in-person help steadily increased. Our two new website forms, developed during the shutdown last year, continued to be popular this year. The Readers’ Advisory form was especially popular during our two periods of curbside-only service, but still gets some use with the building having reopened, while the “Ask a Question” form on the homepage has gotten consistent use throughout the year.

Adult events: Virtual (July-May)

Type of event	Number of events	Attendance
Discussion groups: Book Club	11	116
Interest groups: Knitting & Crochet	17	80
Speakers: Gravestone Girls, Ted Reinstein	2	71
Workshops/Classes: Poetry, Short Stories	15	116
TOTAL	45	383

Adult events: In Person (June)

Type of event	Number of events	Attendance
Discussion groups: Book Club	1	13
TOTAL	1	13

Year	FY18	FY19	FY20	FY21
Total programs	162	158	125	46
Total attendance	1,809	1,641	1,398	396

Programming was entirely virtual for eleven out of the twelve months of FY21 due to COVID-19. All virtual programs were held via Zoom. Stephanie continued leading the Book Club every month, which maintained consistent attendance throughout the year with the majority of members able to join virtually and even a few new members joining in. The knitting and crochet group also opted to start using Zoom in the fall. Roz led various educational sessions on poetry, short stories, and art, which were very popular. We were also able to feature two outside speakers, the Gravestone Girls and Ted Reinstein, in October and March respectively. Although we have found that virtual programming is not nearly as popular as in-person events, we were happy to be able to continue offering some form of programs for adults throughout the year, and received a generally positive response.

We also offered a few passive programs for adults throughout the year: four take and make crafts (57 adult participants total), two Facebook discussion groups (104 members total), a video of the Gravestone Girls presentation on our YouTube channel (110 views), Summer Reading in July and August (31 adult registrants), and the Book Blizzard in January through March (22 adult registrants).

Passports

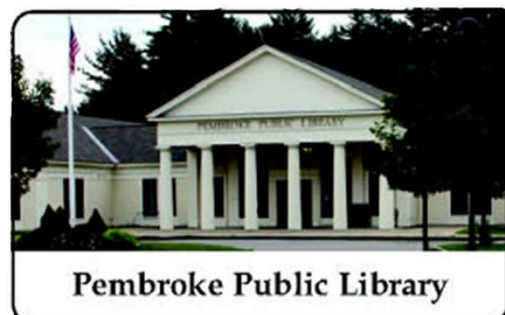
Month	Passports Processed
July	0
August	12
September	21
October	22
November	16
December	20
January	41
February	40
March	70
April	65
May	70
June	55
Total	432

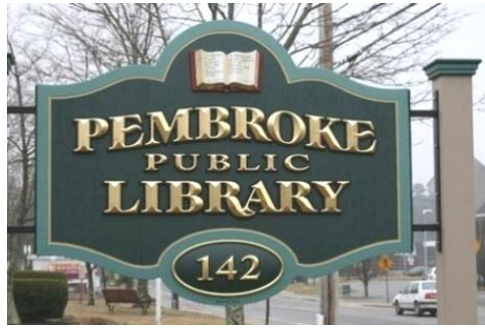
Year	FY19	FY20	FY21
Total passports	465	472	432

IX. Closing

FY21 was challenging for the library and the world. The focus remained on service while supporting the health and well-being of staff. Everyone is hopeful for FY22.

Completed by Library Director Deborah Wall





*Serving Pembroke for
over 143 years.
1878-2021*

