

2016 Lynnfield Public Library Annual Report

2016 was a transformative year at the Lynnfield Public Library with new staff members joining the library and several aspects of library services being enhanced, all with an emphasis on being a 21st Century Public Library. Much of the year was spent focusing on submitting a Construction Grant application to the Massachusetts Board of Library Commissioners (MBLC) for a new library building.

During the year, the library continued to be a well-utilized community resource with over 300 patrons using the facility each day. To accommodate the demand for services, collections, and programming, the library made several adjustments and enrichments during the year, including;

Collections:

- Addition of a Grab n' Go Collection, an eclectic mix of fiction and non-fiction titles about current events and books made into movies--no holds can be placed on these items.
- Addition of an Adult Graphic Novels collection.
- Addition of Electronic Resources including Weiss Ratings (Financial Ratings and consumer guides), ArtistWorks (Streaming Music & Art lessons) and Comics Plus (electronic Comic Books and Graphic Novels).
- Usage of our in-library genealogy database - AncestryLibrary Edition - increased 13% from 2015 to 2016. Our patrons performed 10,652 searches for genealogical information on AncestryLibrary Edition!
- Increase in the use of our e-magazine collection from 269 checkouts in 2015 to 500 checkouts in 2016.
- Video games were added to the Children's and Young Adult departments.
- Numerous new sections were created, including themed picture books and manga, and various collections were moved in the Children's Department to better serve patrons needs and to make better sense of the space.
- A Collection Analysis was completed, providing a roadmap for collection management.
- Reference books were consolidated to open up fifteen shelves for expansion of the Large Print collection.
- Over 24% of the adult non-fiction books purchased for the library were in direct response to patron requests.
- 110,815 physical items were checked out/renewed.
- 5,823 e-books were borrowed.

Programs:

- During 2016, the library offered 372 youth programs ranging from storytimes to large-scale events. Youth program attendance was 7,676, an 85% increase from 2015.

Types of Programs:

Family Events

- Boo Bash
 - The first annual Boo Bash was a spooky success! We had face painting, a Halloween craft, a photo booth, a "Brain Bar" (decorate a brain cupcake) with "Brain Brew" (pink lemonade), spooky music, and a costume contest! 48 kids and 56 adults were in attendance.
- Harry Potter Party

- The first annual Harry Potter Party was a huge success! This party saw 72 kids and 49 adults attend. Every child that completed each of program activities had their name cast into the Goblet of Fire for their chance at Harry Potter-themed prizes. With the success of this program, the library will offer it again next December.

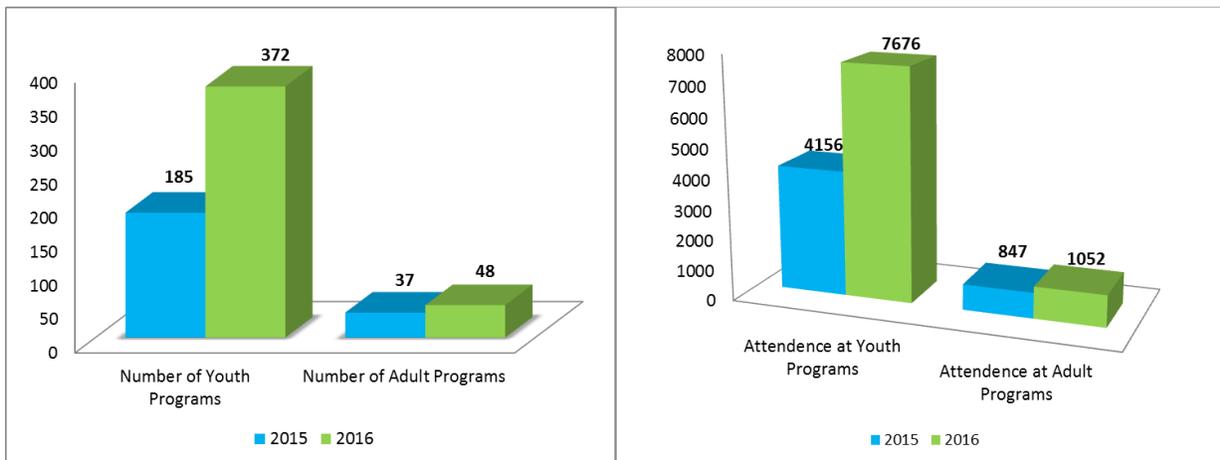
Storytimes

- Weekly storytimes on Monday, Wednesday, and Friday mornings. Friday storytimes are a new addition at the request of our patrons. Our average storytime attendance is 32 patrons per session.

Afterschool

- Every school-day afternoon for the middle-schoolers and high-schoolers we offered additional tables for studying/socializing, various crafts to enjoy, and video games to play. Our average afterschool attendance is 23 kids.

- Attendance at Adult Programs was 1052 in 2016, a 24% increase from 2015. In 2016, with financial support from the Friends of the Lynnfield Library, the library offered 48 adult programs featuring guest lecturers on topics from home roasting coffee to men of song and workshops on wide ranging topics such as food and floral centerpiece arrangements, Tai Chi, and wool applique.



Community Partnerships:

- Several programs were held in partnership with community groups, including the Lynnfield Mom’s Group, Lynnfield Flower Workshop, Village Home & Garden Club and Lynnfield Art Guild
- The library was present in the community through participation in community festivals, public schools events, teaching classes at the High School, and presentations to community organizations.
- Artwork created by Lynnfield High School students was displayed at the library during February and March.
- Essex Society of Genealogist continues to provide volunteer genealogy research support throughout the year.
- The Friends of the Lynnfield Library held fundraisers and continued to provide support to the library.

- Over 300 food items were collected during our annual Food for Fines program. Donations were given to Haven From Hunger in Peabody, MA.
- Ten teen volunteers devoted over 110 hours of community service to the library in 2016.

Library building:

- Community forums were held, gathering input on the plans for the new library building.
- The building received a fresh look with paint, new youth furniture, and reorganization of the children's room.
- Throughout the year information about and related to the Building Project was added to the Library's website under the Building Project section to keep the Lynnfield community up-to-date with forum announcements, warrant articles, timelines, and news.
- At the April Town Meeting, the community approved the preliminary schematic designs for the new building and approved the submitting of a construction grant application to MBLC.
- At the October Town Meeting, the community voted to approve a portion of Reedy Meadow as the site for the new library, transferring custody of the land to library trustees for a new building.

Technology:

- New technology was introduced, including: Chromebooks, tablets for kids, early literacy station, digital displays, charging cables, and video gaming equipment.

Services:

- We continued our Homebound Delivery Service to bring library resources to patrons living in Lynnfield who are unable to visit the library in person.
- Starting in March, the Library began accepting credit card payments online for fines, lost items and other charges.
- During National Library Card Sign-Up Month in September, we offered free replacement cards and encouraged new patrons to sign up for library cards. In total, we replaced 51 library cards and registered 48 new patrons throughout the month. During 2016, the library had 405 library card registrations. 72% of Lynnfield Residents hold a library card.
- Social media presence increased in 2016 with 575 Facebook followers and 1,030 patrons subscribing to the monthly email newsletter and calendar.
- A total of 821 passes to local museums and attractions were borrowed through the library Museum Pass Program (sponsored by the Friends of the Lynnfield Library), an increase of 8% from 2015. Each of our four most popular museums, Museum of Fine Arts, Museum of Science, New England Aquarium and Peabody Essex Museum, saw over 100 uses. Patrons saved an average estimate of \$23,842.00 (and possibly as much as \$37,807.00) on admission to the 13 participating museums and attractions.
- The Reference Department answered 11,003 patron questions: an increase of 13% from 2015. The majority of our transactions occurred in the library with one-on-one interactions with our patrons; we also answered a substantial number of questions via phone and e-mail.
- We added 4,373 items to our Adult Collections, 55 gift items to our Adult Collections, 1,527 items to our Youth Collections and 61 gift items to our Youth Collections

Personnel:

- Library Director Nancy Ryan retired and Holly Mercer started at the library as the new Director.
- New staff members joined the library with the hiring of a new Head of Youth Services, the promotion of a staff member to Head of Circulation, and hiring of a new Circulation Assistant.
- Two staff continuing education days were held and regular Department Head meetings occurred.
- During the year, the Winter Storm Policy was updated and the Emergency Procedures Plan was completed.

Board of Library Trustees

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Faith Honer-Coakley, Vice-Chair

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Rich Mazzola

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Library Staff

Administration:

Holly Mercer, Library Director

Samantha Cabral, Assistant Director and Head of Public Services

Patricia Nutile, Administrative Assistant and Secretary, Board of Trustees

Youth Services:

Jonathan Nichols, Head of Youth Services

Pam Griswold, Children's Assistant

Reference Services:

Patricia Kelly, Head of Reference Services

Irene Gorevitz, Reference Staff Librarian

Marilyn Graves, Reference Staff Librarian

Kathe Landergan, Reference Staff Librarian

Technical Services

Laurel Toole, Head of Technical Services

Pauline Silva, Technical Services Librarian

Circulation Services

Katherine Decker, Head of Circulation Services

Megan Doyle, Circulation Assistant

Jane Doherty, Circulation Technician

Allison Gallagher, Circulation Technician

Dawn Mayerson, Circulation Technician

Margaret O'Keefe, Circulation Technician

Beverly Lenehan, Circulation Technician

Circulation Technician Substitutes

Mary Kraft
Nathalie Lilley
Christine Rutigliano

Library Pages

Barbara Camann
Vicky Fitzgerald
Josephine Hilty
Nathalie Lilley
Abby Zarakovich

Library Building Project Committee

Russell Boekenkroeger, Chair and member of the Board of Trustees
Board of Selectmen – liaison – Christopher Barrett
Board of Appeals – liaison - Brian Shaffer
Planning Board – liaison - Heather Sievers
Finance Committee – Christopher Mattia
Holly Mercer – ex-officio
Members-At-Large - Steven Todisco, Ted Caswell, Nick Connors

* The list is based on year end data.

Respectfully submitted,
Holly Mercer, Library Director
March 22, 2017