

Programming Department Report

September 19, 2019

Beanstack registrations and minutes logged

Youth = 1,541 registered (1,715 in 2018 for 10% drop)
679,711 minutes logged (781,529 in 2018 for 13% drop)

Teen = 430 registered (321 in 2018 for 34% increase)
328,706 minutes logged (261,246 in 2018 for 26% increase)

Adults = 397 registered and 118,242 minutes logged

Total = 2,368 registered (2,036 in 2018 for 16% increase)
1,126,659 minutes logged (1,042,775 in 2018 for 8% increase)

Other Beanstack highlights:

- Reading Challenges were extremely popular (8,598 individual activities were completed across all three age groups) and proved to be a good alternative to awarding extra prize bags

Program Highlights:

- Continuation of popular weekly programs for year-round appeal
- ESL conversation class (first summer to offer, 20-25 attended per week)
- Monday Movie Matinee (40-55 attendees per week)
- Savage Sundays (small attendance, but unique offering)
- Crape Myrtle Trails of McKinney (130 attended at MPAC, George Fuller intro)
- Lite Classics Book Club (new adult book club at JJG)
- Travel Smart and Chess Club (popular ongoing programs presented by community members)
- Designing the Garden for Pollinators and The Fall Garden (popular programs that complement McKinney Environmental Education)
- Harry Potter Party (revisit of an event held in 2016, but with much greater effect)
- Heard Museum, Safari Greg, and Three Rivers Foundation as popular as ever
- Back to School Bash (450 attendees, first time closed Hunt Street for a library event)

Staffing changes:

- Hired Whitney Jones as 30hr Outreach Librarian in May, but she left for a teaching position at Garland ISD in September
- Hired Nicole Oquist as full-time Library Technician, after Sandra Thomas retired in June.

Looking Ahead to 2020

- The Teen After Hours Party (62 attended) and Truck Rodeo (150 attended) were moderately successful, and will likely be replaced in 2020 with new offerings
- Outreach efforts were robust, but effect on Summer Reading was uncertain (especially since youth registrations were down)
- Restructure of prizes probable for 2020, in part to improve partnerships with businesses and reduce donor fatigue, but primarily to improve overall experience for everyone. Free books were a popular complement to prize bags this year.
- Summer Reading 2020 kickoff will be coordinated with JJG expansion grand opening. Theme for 2020 is fairy tales/mythology/fantasy