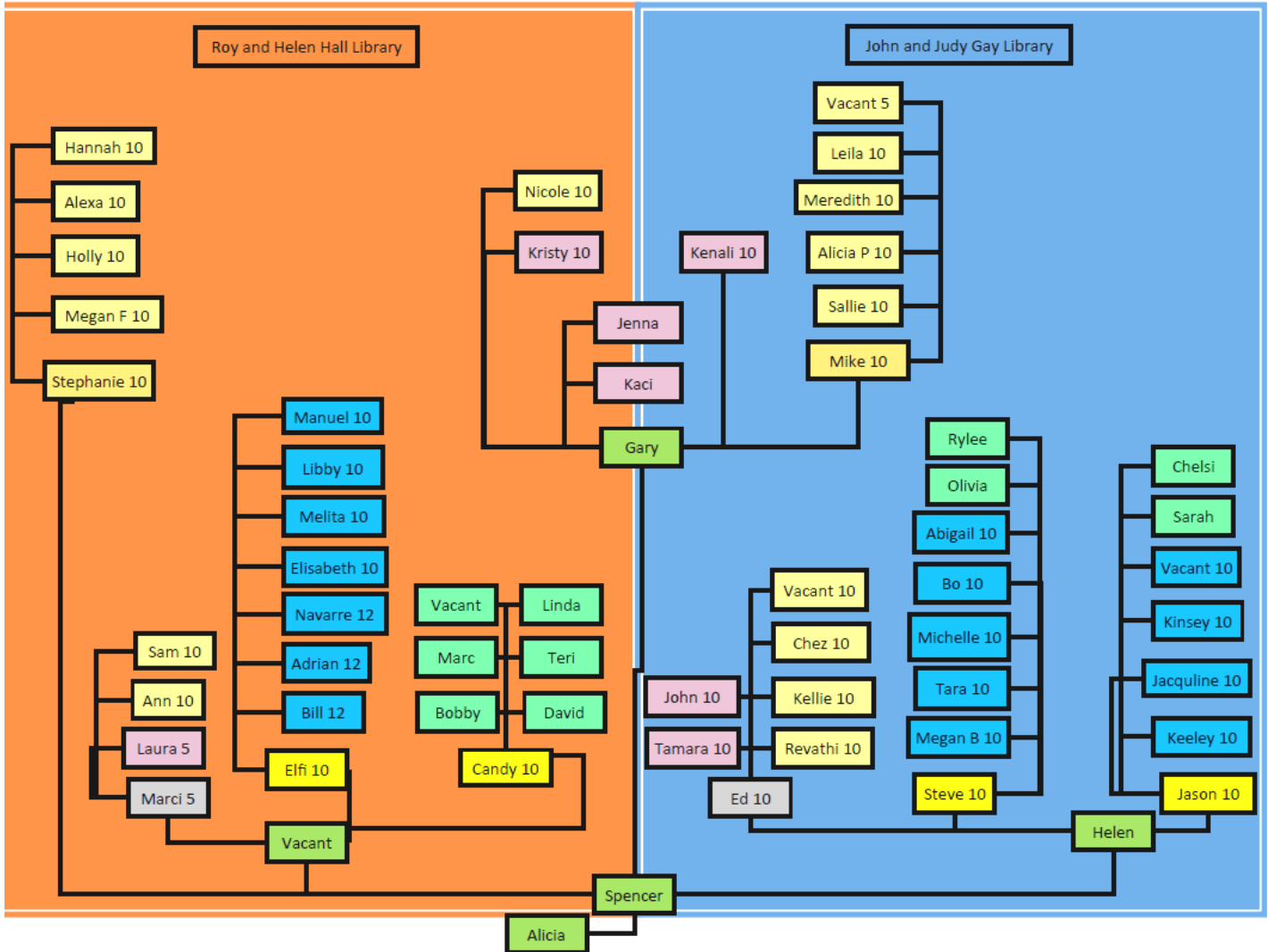


March 2021

# LIBRARY ADVISORY BOARD REPORT

McKinney Public Library System



## STAFFING CHANGES COMING SOON

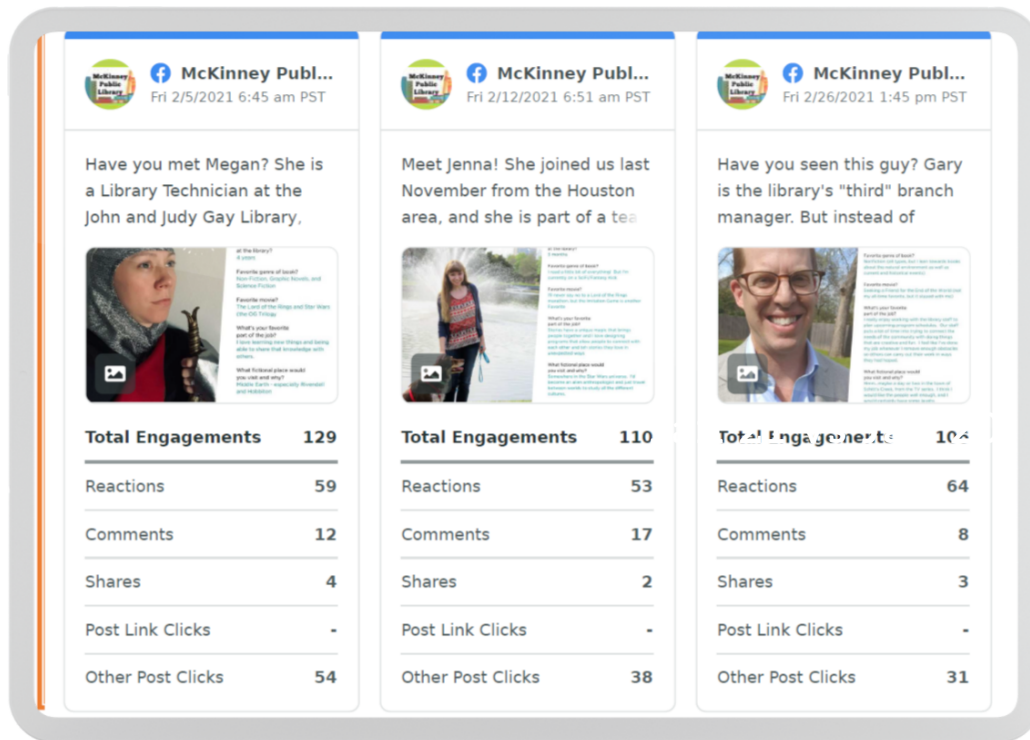
With Lisa's retirement, the library leadership team has worked over the last few months to develop some changes to our organization chart that will refocus and rebalance staff in a way that will let us continue to focus on customer service and programs while allowing us to provide clarity for the future branch manager at Roy and Helen Hall Branch.

These include the creation of an analytics and training department, a streamlining of materials acquisitions, and a more equitable span of control for all supervisors. This should help us get a better quality of library service on a more consistent basis.

# BY THE NUMBERS

## Social and Programs

Our Facebook presence has continued to see increasing impressions and engagement, with our top posts focusing on introducing library staff profiles to the public. These posts are a positive way for us to continue to build personal relationships between staff and the community.



- Facebook Impressions-Up 320%
- Digital Checkouts - Up 48%
- Physical Checkouts- Down 23%
- Program Attendance- no change!

Physical checkouts were significantly down in February, with a mix of the pandemic and the winter storm. However, total checkouts at JJGL were only down 5% from last year, even with the facility being closed for nearly 25% of the month.

Program attendance saw a difference of only 4 total attendees from last year thanks, in large part, to the continued popularity of the take and make kits. Our top attended events were the Author Talk with Hafsah Faizal (51!), Pre-K Story Time (34!) and So You Think You Can Draw (33!).

We have also opened our study rooms and room reservations, with the online portal launching by the end of the month. We will also send a notice to all accounts with overdue items and fines that we will return to restricting access for accounts that have overdues or fines over \$10 at the beginning of April. This is approximately 5% of accounts.