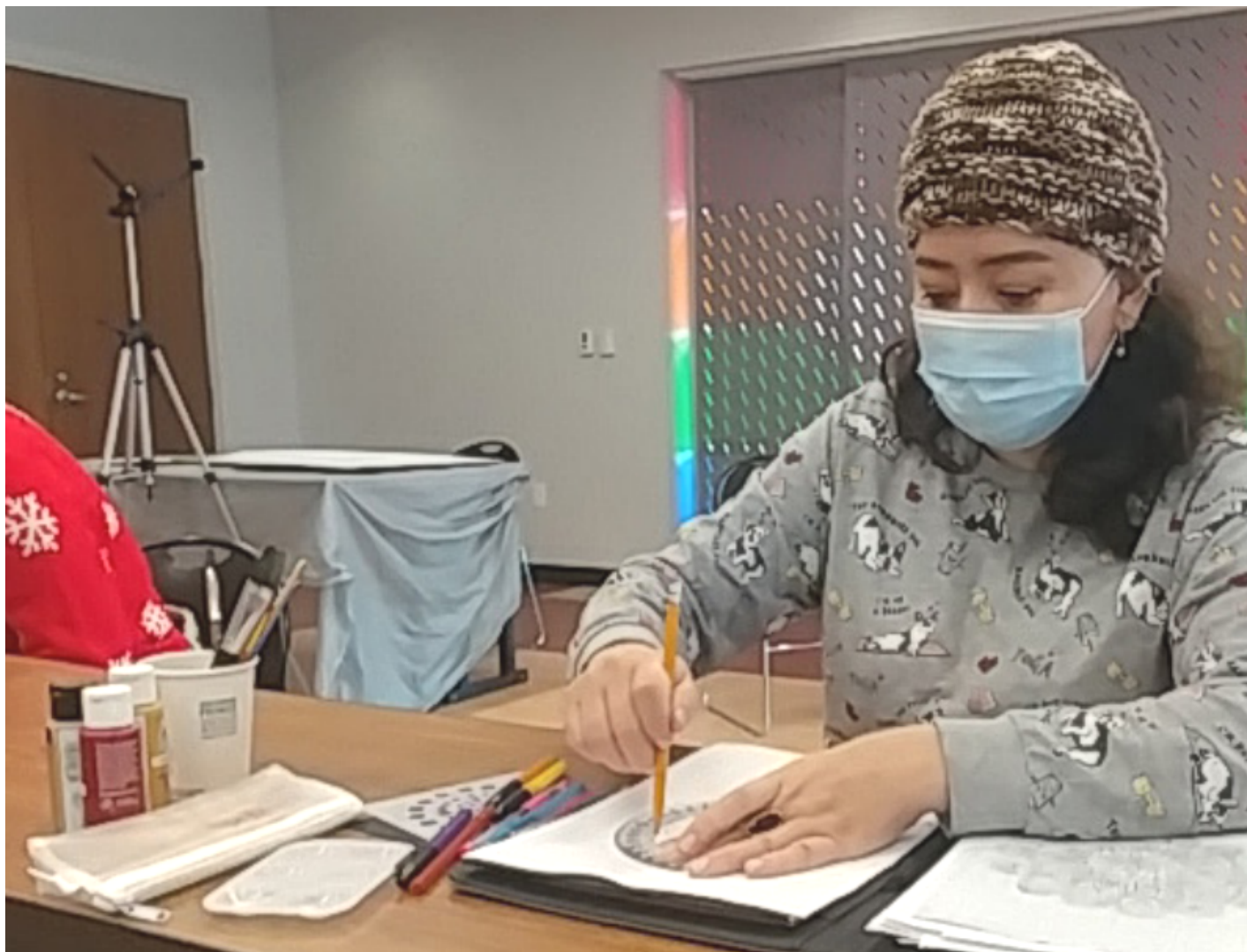


January 2021

LIBRARY ADVISORY BOARD REPORT

McKinney Public Library System



NEW YEAR, NEW OPPORTUNITIES

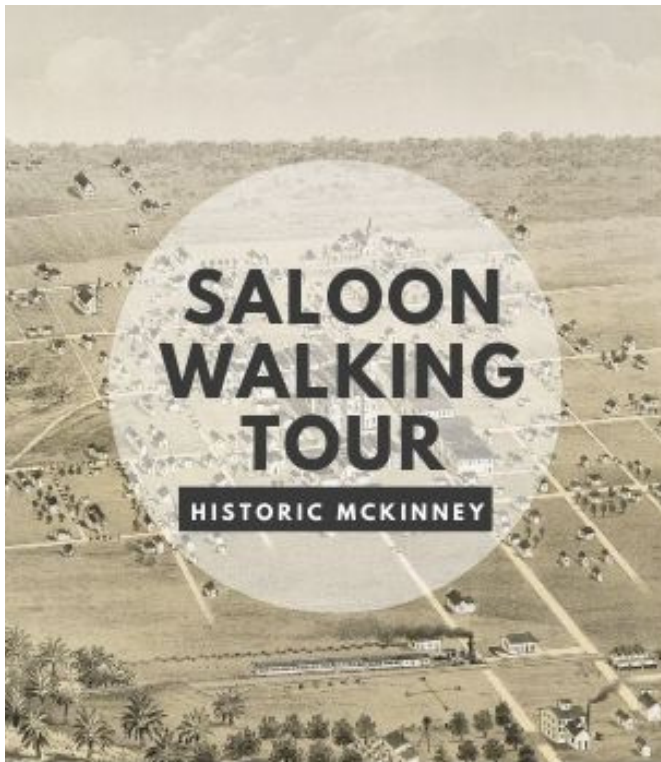
2021 Kicks off a new phase of library programming for McKinney Public Library System. We are slowly phasing in "in-person" programming using a hybrid approach. We have seen early success with this model that has allowed us to maintain social distancing while still providing library program experiences as a destination. Our program locations, dates, and time can all be found here: <http://bit.ly/spring21programs>.

This model allows us to shift quickly toward greater or fewer in person slots as the spring progresses, depending on the state of the pandemic. Overall, December program attendance was down 78%, but our Facebook engagements saw a **56% increase!**

PROGRESS TO WRAP UP 2020

New Programs, Some Growth, Return to Normal?

We wrapped up 2020 with the completion of one of our programming goals- to create a self guided walking tour highlighting the history of Downtown McKinney. Stephanie Harrison worked with a team from several departments to create the Saloon Walking Tour of Historic McKinney. The nearly 1km tour can be accessed by downloading the **Guidigo App** or by visiting <https://bit.ly/mckinneysalootour> and touring from your computer at home. When using the app with a smart phone, the tour will follow your path and guide you from point to point.



Dec20 vs Dec 19

'20 Total Circulation- Down 13%
'20 Total Computer Use- Down 21%
'20 Holds Filled- Up 33%
Time before average hold is filled-
down 73%

We saw a shift in how people are using our collection in 2020 as well. Despite increasing checkout periods to 3 weeks, circulation declined only 12%, mostly due to a strong showing at John and Judy Gay and a large growth in eBook checkouts. We noticed a shift to increased demand for placing items on hold for either curbside pickup or to simplify the visit inside the building. Staff fulfilled an average of 292 holds per day throughout the month while our acquisitions and technical services team shifted ordering and processing procedures to help us lower the average time people waited until their hold was ready for pickup from 15 days to 4!

While our computer use was down, we still served 96 computer users per day on average throughout the month. We continue to plan fine tune the layout and service at John and Judy Gay, but are also working on plans to migrate Roy and Helen Hall more toward the plan shared from the Reimagining Team at our last meeting.