

Library Director's Report

January 28, 2021

Program Attendance & Number of Programs Offered

	Children	Adults	Total Attendance	Children	Adults	Total Offered
Dec 2020	598	138	736	16	17	33
Nov 2020	332	220	552	14	25	39
Oct 2020	610	242	852	26	32	58
Dec 2019	1,274	460	1,734	55	43	98

New Patrons

Dec 2020	55
Nov 2020	52
Oct 2020	78
Dec 2019	84

Door Count

	Main	Bus	Total
Dec 2020	0	360	360
Nov 2020	0	267	267
Oct 2020	0	402	402
Dec 2019	17,836 (closed 3 days)	1,104	18,940

Adult Volunteer Hours

Dec 2020	27
Nov 2020	37
Oct 2020	76
Dec 2019	783

Interlibrary Loan (ILL)

	Requested/Received/Shipped
Dec 2020	82 / 76 / 4
Nov 2020	59 / 86 / 3
Oct 2020	68 / 83 / 2
Dec 2019	115 / 109 / 4

Teen Volunteer Hours

Dec 2020	0
Nov 2020	0
Oct 2020	0
Dec 2019	199

OverDrive

	New Patrons
Dec 2020	37
Nov 2020	38
Oct 2020	45
Dec 2019	44

Circulation Transactions

	Main	Bus	OverDrive	Total
Dec 2020	10,974	2,505	6,028	19,507
Nov 2020	10,848	2,082	5,846	18,776
Oct 2020	12,460	2,886	6,168	21,514
Dec 2019	27,365	2,681	4,013	34,059

Meeting Room Reservations

Dec 2020	0
Nov 2020	0
Oct 2020	0
Dec 2019	18

Circulation Snapshot (as of January 20, 2021)

Material Type	# of Items	% of Total Holdings	# items currently checked out	% checked-out of total material type	% of total checked out
Adult AV	6,083	11.7	459	7.5	6.8
Adult Fiction	10,692	20.6	1,256	11.7	18.6
Adult Non-Fiction	7,348	14.2	596	8.1	8.8
Juvenile	20,678	39.9	3,353	16.2	49.7
Other	7,069	13.6	1,083	15.3	16.1
Total	51,870		6,747	13.0	

Outreach News from Karen Ballinger

- Four of the six hotspots through the Texas State Libraries and Archives Commission CARES grant have been distributed to the Lake Travis Crisis Ministries, Armadillo RV Park, Partners in Hope, and Briarcliff POA. The Lake Travis Crisis Ministries reported their hotspot has been working well, allowing their clients to quickly get online to send personal information to LTCM staff. Armadillo RV Park and Briarcliff POA are still working on their physical installations, and Partners in Hope plans to lend their hotspot to individual clients.
- The library delivered sixty Books for Babies packages to Baylor Scott and White Medical Center Lakeway in January.
- Karen B. changed the bookmobile generator oil on December 22nd and went to Discount Tire to have the bookmobile tire pressure checked on December 23rd.
- Morgan promoted the library at the Lake Travis Senior Services monthly webinar on January 11th, and Karen B. attended the Lake Travis Senior Service member meeting on January 18th.
- We continue to benefit from the October Association of Bookmobile and Outreach Services conference by listening to recorded presentations from the Georgetown Public Library and the Indianapolis Public Library.
- Fun notes: A patron stopped at the Deer Creek bookmobile stop on January 13th just to report to Raj that her daughter thought a toy UPS truck was the bookmobile. And Harper, a previous student at the Goddard School Lakeway, ran over to the bookmobile at HEB while Karen B. was getting gas to report how much she enjoyed the bookmobile when it visited her school.

Notes

- Karen hosted a hugely successful Learning with the Library origami class on December 30th with over 50 people from around the country – Kansas, Kentucky, Missouri, and more!
- Morgan met with former IMLS Director Dr. Kit Matthew (via zoom) on December 30th about new research project from the St. David's Foundation related to health and wellness and public libraries.
- The virtual Noon Year's Eve party once again surpassed expectations with a full house on December 31st with Magician John O'Bryant.
- Karen Scott completed her CPR certification on December 31, 2020.
- Raj was featured in the Lake Travis View article 'A Year of Reading in Review: Lake Travis area Libraries Top Ebooks of 2020' on January 8, 2021.
- Story Times have been particularly successful in January. On January 13th, Baby Story Time had participants from India!
- Our annual fire alarm inspection with Beckwith took place on January 26th.
- I will attend the zoom Library District Discussion Group meeting on January 29th.
- Morgan plans to attend the Lakeway Tuscan Village Condominium Community Master Association Board Meeting via zoom on February 26th at 2pm.
- The Foreign Policy Association has announced the topics for the 2021 Great Decisions program, which we plan to launch via zoom for eight consecutive weeks starting March 4th.
- Lake Travis Reads 2021 will feature Lisa Wingate's *The Book of Lost Friends* with a zoom event on Wednesday, March 10th at 7pm. We began promoting it a few days ago and already have 50 people registered to attend the event!
- Friends of the Library Service Scholarship applications are now available and due on April 1st.

- Sarah is planning an all-virtual 2021 Summer Reading Program, possibly with an in-person outdoor finale if safe!
- When Sarah started the Take and Make Crafts program, she create 50 to 80 packets of crafts each week. Due to high demand, she increased the supply to 120 weekly - sometimes up to 200 for popular holiday themes such as the Thanksgiving placemat. Even though we state that Take and Make Crafts are available until supplies last, Sarah is sure to keep back-up crafts on hand. The program has been very popular!
- We received notice from TLSAC that for the 2020 Annual Report, the library's preliminary population assignment is 34,643. Its estimated maintenance of effort (MOE) is \$752,250.67, using the three-year average calculation.
- Morgan has begun work on the 2020 Annual Report. It's going to be an unusual one!
- Morgan completed the annual Special Purpose District Annual Reporting as required by the Transparency Team, Texas Comptroller of Public Accounts.
- We have surpassed 1,000 followers on Instagram. Way to go, Linden!
- Linden plans to apply for the TLA Branding Iron Award honoring creative marketing and public relations projects and activities for our Summer and Holiday Reading Challenges.
- The LTCL website had 6,637 unique visitors and 19,336 visits in the month of December.
- LTCL currently has 13,297 active cardholder accounts.

Phone System Solutions

We have struggled with our phone system practically since the date of installation in 2013. The handsets struggle to hold a charge, the connection frequently drops, and the audio is often static or garbled. We have received the attached quote from TFE for a new GoToConnect VoIP (Voice over Internet Protocol) system. From TFE:

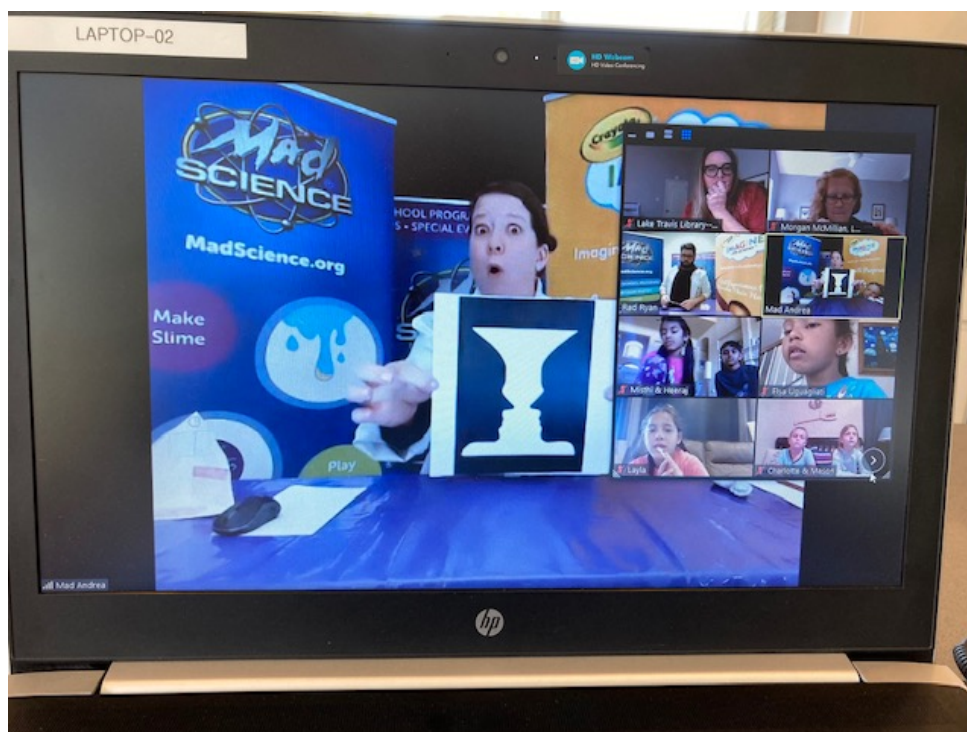
Primary benefits of migrating from your current voice solution to the updated GoToConnect solution:

1. The current system relies on POTS lines (analog) for calls. POTS lines are notorious for poor quality, especially compared to digital lines (voice over internet protocol – voip).
2. Your current phones rely on battery charges and the wifi network for good quality and this can introduce additional problems as you have found
3. The newly proposed phones are cordless rather than wireless and therefore use a base station for connection rather than a wireless access point. Coverage is determined by the phones being utilized
4. Your current solution requires the maintenance of hardware to run the call control of the phones. With the hosted solution, all call control is handled in the cloud which removes the maintenance cost for hardware
5. Traditionally, the cost of a VoIP solution is lower in operational costs because you are not paying high costs for POTS lines and hardware maintenance
6. The hosted VoIP solution is considered op-ex instead of cap-ex, as an on-premise solution is defined.
7. With the hosted solution, support for your solution is included if you prefer to work directly with GoToConnect vs a Cisco-partner. You still have the option to work with a GoToConnect partner for support, that cost would not be included in the solution costs

Patron Comments

- From Edie on December 22: I am so grateful for all of you and your hard work to keep the library going! It has been wonderful to be able to continue safely using the library.
- Patron Andee tweeted on December 28: Shout out to @LakeTravisLib their curbside is the best I've encountered this year – not just for libraries but in general.
- From book club member Sue on December 29: I have enjoyed keeping connected and informed with such educated women. Everyone adds so much to our group. The library has handled this crazy time with perfection.
- From Patty on December 31: We'll get through this and having continued access to the library for books has been a life-saver! Thank you for what all of you have done to retain some normalcy and continue to reach out to the community.
- After the Body Balance Physical Therapy Fall Prevention workshop on January 11, Sylvia emailed: Thank you for the great presentations that the library arranges! Enjoyed very much!
- Patty wrote on January 12: Thank you for keeping the library running smoothly during a very distressing time.
- Suzi wrote on January 13 about the Learning with the Library series: I so appreciate the library's sponsoring this wonderful series! Thank you so very much!
- From patron Becky on January 20 after attending Learning with the Library: Thank you for arranging the program from the Bullock History Museum today. Very interesting!
- We received individually wrapped Tiff's Treats warm cookies (!!!) on January 22 with this note: Thank you from Diana Rodriguez and family! For the curbside pick-up and make and take.

Morgan McMillian
1/27/2021



Mad Science: Optical Illusions presented to 17 families at the Learning with the Library program on January 27th.