

Library Director's Report

October 28, 2021

Program Attendance & Number of Programs Offered

	Children	Adults	Total Attendance	Children	Adults	Total Offered
Sept 2021	178	190	368	10	22	32
August 2021	201	131	332	11	19	30
July 2021	769	120	889	24	18	42
Sept 2020	463	365	711	20	38	58
Sept 2019	1,016	700	1,716	65	64	129

New Patrons

Sept 2021	142
August 2021	129
July 2021	163
Sept 2020	98
Sept 2019	225

Door Count

	Main	Bus	Total
Sept 2021	9,111 (closed 1 day)	800	9,911
August 2021	10,733	383	11,116
July 2021	11,470	766	12,236
Sept 2020	0	339	339
Sept 2019	22,117 (closed 2 days)	1,908	24,025

Adult Volunteer Hours

Sept 2021	424
August 2021	459
July 2021	154
Sept 2020	98
Sept 2019	806

Teen Volunteer Hours

Sept 2021	72
August 2021	67
July 2021	111
Sept 2020	0
Sept 2019	213

Interlibrary Loan (ILL)

	Requested/Received/Shipped
Sept 2021	114 / 100 / 4
August 2021	108 / 111 / 4
July 2021	115 / 122 / 2
Sept 2020	62 / 82 / 5
Sept 2019	158 / 146 / 3

Circulation Transactions

	Main	Bus	OverDrive	Total
Sept 2021	22,699	2,756	6,058	31,513
August 2021	24,817	2,088	6,299	33,204
July 2021	27,110	2,538	6,297	35,945
Sept 2020	10,467	2,208	6,026	18,701
Sept 2019	31,362	3,282	4,094	38,738

OverDrive	New Patrons
Sept 2021	60
August 2021	62
July 2021	53
Sept 2020	53
Sept 2019	66

Meeting Room Reservations

Sept 2021	0
August 2021	0
July 2021	0
Sept 2020	0
Sept 2019	21

Outreach News from Karen B.

- The library donated 200 free book coupons in the Lake Travis Senior Services Aging Well Expo Swag Bags. These coupons, in addition to coupons given out at outreach stops, have been redeemed in the bookstore and help to advertise!
- Karen B. took the bookmobile to Buda two times to Aguirre Paint and Body to have the beam under the bookmobile evaluated. Aguirre Paint and Body is able to do the

work, but the first attempt at having it repaired was unsuccessful as the part did not arrive at the shop as expected. Raj and Karen B. hosted bookmobile stops from their cars for seven stops with a cart full of books and an outside table. The bookmobile will go to Buda again after confirming the part has arrived and after the outreach events for Halloween and ChamberFest. We expect the bookmobile will be out of service for two to three weeks.

- Karen B. registered for the Association of Bookmobile and Outreach Services Virtual Conference and will listen to recorded sessions in the coming months.
- Ultimate ATX washed the bookmobile in preparation for five outreach events in the next two weeks. Raj, Gabe, and Karen Scott along with multiple volunteers are scheduled to staff these events, along with support from all library staff for outreach events.
 - The bookmobile was a stop on the Pumpkin Parade at the library on October 27th.
 - The bookmobile will attend Public Safety Day at Lake Travis Elementary School on October 30th.
 - Raj and Gabe will take a table to represent the library at Lakeway Church Trunk or Treat on October 30th.
 - The bookmobile will be at the Lakeway Witches Ride on October 30th.
 - The bookmobile will be at ChamberFest at the Hill Country Galleria on November 6th.
- Beth Yoder created an excellent pictorial retrospective on the last five years of bookmobile service! Staff, volunteers, and patrons have enjoyed seeing pictures, especially watching our youngest patrons grow up!

Reopening Notes

- We extended operating hours on October 18th and will consider adding additional hours in 2022.
- We plan to hold an in-person story time on the patio on November 12th.
- The Friends of the Library want to meet in person on Thursday, November 18th at 1pm.
- We plan to allow adult library programs to meet in person or in hybrid meetings starting in November. Each program will meet on a case by case basis. Tech Q&A, for example, will stay virtual for now. We hope to allow outside groups to reserve the meeting room starting in January.
- We plan to open the meeting room to the public in November to allow access to the space when it is not in use for programs.
- Beth and Caitlin Yoder will exhibit photographs in the meeting room when we are able to resume use of the space. Then, the art committee will schedule and solicit exhibits for 2022.
- After discussing with all staff, we removed the plexiglass barriers at the circulation desk because they impeded communication with patrons and there are conflicting reports about their effectiveness. For a number of reasons, we are keeping the barrier in the children's room for now. (This *New York Times* article informed the staff's decision to remove the barriers: *Those Anti-Covid Plastic Barriers Probably Don't Help and May Make Things Worse* 8/19/21 <https://www.nytimes.com/2021/08/19/well/live/coronavirus-restaurants-classrooms-salons.html>)
- We plan to return all of the furniture to the children's room.

Notes

- We have been recommended for approval for a \$11,125 grant from TSLAC for a Texas Supports Libraries Grant to purchase more hotspots.
- Raj was invited to be guest lecturer at UT for a First-year Interest Group (FIG) course for 15 incoming freshman students on September 28th. The focus was to share a bit about the lecturers themselves by discussing where they are from, their academic journey in their undergraduate/graduate school experience and ultimately, how they arrived at their career profession and teaching at the iSchool. She focused on hotspots and ‘how much I love my job :)’!
- Currently Reading Podcast hosts Meredith Monday Schwartz and Kaytee Cobb took professional photos at the library on September 30th. The Currently Reading Facebook and Instagram accounts have shared some of these photos and as a result, we have received some free publicity and exposure! In the two weeks after the initial mentions of LTCL, our Instagram account received 158 profile visits, an increase of 516% over the previous two weeks. We also received a .6% increase in account followers.
- Our Pumpkin Parade on October 27th was a huge success! Almost 100 people trick-or-treated to eight stations around the library from 10am to 11am. Sarah recruited costumed adult volunteers and added festive decorations around the building.
- I will attend the virtual TLA District 3 meeting on November 5th and moderate a few sessions.
- We plan to hold a Stuffed Animal Sleepover the evening of November 16th.
- We will close early on Wednesday, November 24th at 4pm.
- We advertised our digital resources on Facebook and in *Community Impact*. The October Lake Travis/Westlake *Community Impact* newspaper went to 59,093 residences with a readership of 95,140. The average age of readers is 52 and 36% of households receiving the newspaper have children.
- We will promote the bookstore with free book coupons at Papa Murphy’s and advertising in the December edition of *Community Impact*.
- We will partner with Green Santa to have a collection box in the library and to give coupons for one free item in the bookstore to each child.
- The Foreign Policy Association has announced the nine (instead of eight) topics for the 2022 Great Decisions program and the news that there will be no accompanying documentaries. Instead nine roughly half-hour master class lectures will be available. We will launch the program early next year.
- Bookstore shelves have been ordered and, due to supply chain delays, installation is tentatively scheduled for February. We also plan to purchase a new desk, signage, and task chairs.
- We have asked Stokes to give us a proposal to add two new signs by the staff entrance, create bookstore signage, and remove the Nancy’s Nook note. We may ask them to propose parking lot signage with arrows to direct traffic as well.
- TSLAC has official notified LTCL that we are accredited and will be a fully qualified member of the Texas Library System for State Fiscal Year 2022. Our preliminary population assignment is 31,910 (lower than the estimate we were given in May).
- Instead of a Volunteer Appreciation Party, we will give all volunteers a super cute ‘Lake Travis Community Library LOVES Our Volunteers’ tote bag.
- After years of trying to repair broken bookends, we purchased new magnetic bookends to solve our shelving problems.
- Maven Landscaping completed major repairs on the property. We have hired them for additional work – one pallet of grass, mulch by the entrance, 13 muhly plants by the

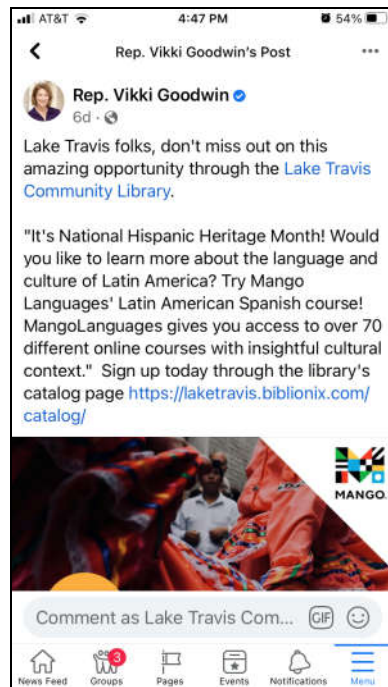
columns, and removing a tree stake. We will also have them trim a tree across from the library entrance to allow for bookmobile access.

- New blinds were installed in the workroom and Austintatious will return soon to repair a damaged blind in the meeting room.
- Kanopy stats for September were 1,589 visits, 444 plays and 15,937 minutes watched. We are up to 301 total library users who have created Kanopy accounts!
- I plan to take vacation days October 29, November 1, 2, 22, 23, and 24.
- I hope to attend the PLA conference in Portland, Oregon in March.
- The LTCL website had 5,784 unique visitors and 14,843 visits in the month of September.
- LTCL currently has 13,460 active cardholder accounts.

Patron Comments

- On October 12, Margaret wrote: I appreciate how you run the Library.
- From patron Joan on October 15 in response to Dr. Catherine Weaver's Speakers' Forum: Thank you so much for the speaker on the World Bank, IMF, etc. tonight. She was indeed VERY informative. Great explanation also of the national debt situation.

Morgan McMillian
10/27/2021



Circulation Snapshot – Tuesday, October 19, 2021

Type	Holdings	% of Total	Out	Titles	Main	Main Out	Bus	Bus Out	% of Total Out
1 - Default/Unassigned	0	0	0	0	0	0	0	0	0
2 - 000 - 099	118	0.2	7	116	105	4	13	3	0.1
3 - 100 - 199	295	0.6	57	293	280	49	15	8	0.6
4 - 200 - 299	238	0.5	37	235	223	34	15	3	0.4
5 - 300 - 399	1316	2.5	119	1287	1299	112	17	7	1.2
6 - 400 - 499	44	0.1	10	44	43	10	1	0	0.1
7 - 500 - 599	190	0.4	22	190	189	21	1	1	0.2

8 - 600 - 699	1428	2.8	164	1426	1391	141	37	23	1.6
9 - 700 - 799	536	1	25	535	530	21	6	4	0.2
10 - 800 - 899	273	0.5	21	266	267	18	6	3	0.2
11 - 900 - 919	245	0.5	25	245	241	22	4	3	0.2
12 - 920 - 921	29	0.1	2	29	28	1	1	1	0
13 - 922 - 999	842	1.6	60	792	834	59	8	1	0.6
14 - Adult Graphic Novel	96	0.2	9	96	96	9	0	0	0.1
15 - Audio	1791	3.5	148	1788	1775	147	16	1	1.5
16 - Beginning Reader	1954	3.8	602	1801	1688	474	266	128	6
17 - Biography	733	1.4	52	722	702	48	31	4	0.5
18 - Bluebonnet	40	0.1	33	20	37	31	3	2	0.3
19 - Board Books	1091	2.1	594	1007	948	514	143	80	5.9
20 - Caldecott	144	0.3	53	78	142	53	2	0	0.5
21 - Chapter Book	2357	4.5	812	2185	2170	739	187	73	8.1
22 - DVD	3323	6.4	389	3216	3068	320	255	69	3.9
23 - Family DVD	579	1.1	140	534	500	119	79	21	1.4
24 - Fiction	9928	19.1	1392	9603	9776	1329	151	63	13.9
25 - ILL	0	0	0	0	0	0	0	0	0
26 - J Audio	317	0.6	38	316	300	35	17	3	0.4
27 - J Biography	506	1	86	499	473	71	33	15	0.9
28 - J DVD	795	1.5	194	767	721	179	74	15	1.9
29 - J Foreign Language	20	0	1	20	20	1	0	0	0
30 - J Graphic Novel	1252	2.4	522	1130	1094	444	158	78	5.2
31 - Juvenile	3449	6.6	683	3332	3298	606	151	77	6.8
32 - Kits	230	0.4	68	221	210	60	20	8	0.7
33 - Laptop- In Library	3	0	0	1	3	0	0	0	0
34 - Large Print	719	1.4	98	718	630	67	89	31	1
35 - Launchpad	31	0.1	18	31	28	15	3	3	0.2
36 - Launchpad - In Library	0	0	0	0	0	0	0	0	0
37 - Lone Star	50	0.1	16	25	43	15	7	1	0.2
38 - Magazine	1063	2	130	133	1057	130	6	0	1.3
39 - Mobile Hotspot	46	0.1	42	1	36	32	10	10	0.4
40 - Music CD	92	0.2	1	91	92	1	0	0	0
41 - NF Audio	444	0.9	21	443	427	21	17	0	0.2
42 - NF Juvenile	2905	5.6	679	2873	2664	586	241	93	6.8
43 - Online Database	2	0	0	2	2	0	0	0	0
44 - Oversize	14	0	1	14	14	1	0	0	0
45 - Picture Books	8178	15.8	2171	7915	7408	1921	770	250	21.6
46 - Professional	0	0	0	0	0	0	0	0	0
47 - Reference	29	0.1	0	6	29	0	0	0	0
48 - Scouts	131	0.3	8	131	131	8	0	0	0.1
49 - Spanish - Adult	132	0.3	10	132	100	6	32	4	0.1
50 - Spanish - Children	586	1.1	91	572	373	50	213	41	0.9
51 - Story Time	0	0	0	0	0	0	0	0	0
52 - TV	1394	2.7	186	1371	1307	157	87	29	1.9
53 - YA	1635	3.1	170	1613	1615	167	20	3	1.7
54 - YA Audio	54	0.1	5	54	54	5	0	0	0
55 - YA Graphic Novel	244	0.5	29	244	233	23	11	6	0.3
Total	51911		10041	49105	48694	8876	3216	1165	