

AYER LIBRARY DIRECTOR'S REPORT

February 2023

FACILITIES

- The heating was not working when we arrived at the building Tuesday, February 7. Chuck was unable to diagnose the issue and we called Renaud for service. We closed the building at 11:30AM. Staff went home; Luke stayed in the building. Renaud arrived around 1PM and quickly identified the problem. They came up with a temporary fix that soon had heat working again, then returned the next morning with the correct part for the permanent fix. The repair was ultimately fairly minor and inexpensive.
 - The insurance company did a walkthrough on February 13. Nothing of significance to report.
 - We finally scheduled the staff break room repairs for February 28. Unfortunately, that was the day of the storm, plus the technician got sick. We are working on rescheduling.
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PERSONNEL & PROFESSIONAL DEVELOPMENT

- Our three promoted staff are officially working in their new capacities.
- We advertised the new Administrative Support Specialist position on February 21. We have received several applications and are working on scheduling interviews.
- Luke attended the MMA workshop “Managing Municipal Meetings” on February 7.
- Luke attended the MBLC workshop “Legal Issues for Libraries: Library Meeting Spaces” on February 7.

- Luke attended the ALA workshop “Managing First Amendment Audits and Social Media from the Inside Out” on February 9.
 - Library staff took part in a training on Trans and Gender Diverse Inclusion for Libraries on the afternoon of Friday, February 17. It was led by Stephen G. Krueger and Kalani Adolpho, co-editors of the forthcoming book *Trans and Gender Diverse Voices in Libraries*. Luke has shared the recording of the session with the Trustees.
 - Luke attended the MBLC-hosted workshop “Challenging Conversations without Fear” on February 23.
 - Luke attended the MBLC workshop “Legal Issues for Libraries: Library Collections” on February 28.
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OPERATIONS

- Our new youth programs have been a hit. Wee Read & Play is enjoying solid attendance and great feedback. And the new Dungeons & Dragons Club continues to be maxed out for each session. Congratulations Becca and Raye!
 - Luke held an all-staff meeting the morning of Thursday, February 9 to share with staff the new Compensation Policy and the personnel plan.
 - Luke, Barbara, and Amy met on February 16 to make plans for launching the telescope in April.
 - Luke met with Director of Community & Economic Development Alan Manoian on February 21 to explore opportunities for collaboration.
 - The Library closed Thursday, February 23 and Tuesday, February 28 in anticipation of inclement weather, following the announced closure of the schools.
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PROGRAMMING

Children's Programs

- 2/2: Storytime: Hands on Nature - 47
- 2/3: Wee Read & Play: Parachute games - 17
- 2/9: Storytime: Clifford Visit - 60

- 2/10: Wee Read & Play: Little Blue Truck - 17
- 2/16: Storytime: Strega Mama Valentine - 63
- 2/17: Wee Read & Play: Slime Play - 19
- 2/23: Storytime: Me & My Dragon - CANCELED
- 2/24: Wee Read & Play: Baby Dragon - 19
- 2/24: Dragon Party - 109 (fantastic job Youth Services!)

Teen Programs

- 2/1: Legends Comix Games - 15
- 2/3: Pokemon Club - 22
- 2/8: D&D Rescheduled - 25
- 2/15: Lego - 9
- 2/22: D&D - 10
- 2/25: D&D - 10

Adult Programs

- 2/03: Friday Flicks: *American Underdog* - 9
- 2/11: Book Group: *Black Cake* - 8
- 2/11: Watercolor Class - 12
- 2/14: Growing Places Farmers Market - 27 (great program partnership!)

Takeaways

- Brain Bundles - 275
- Adult Craft: Love Gnomes -25
- Tea of the Month: Chocolate Mint- 25

Displays

- Kid/Teen Displays: Valentine's Day, Black History Month, Dragon Party, Presidents Day, D&D
- Adult Displays: Black Authors, Winter Blues, Last Chance for Love, National Friendship Day

COMMUNICATIONS

Facebook

- Followers: 1361 (+18)
- Total Reach for Top Five Posts: 9330
- Top Five Posts
 - Growing Places Market (Feb. Meeting/First one) - 3,394
 - Dragon Party (includes pictures) - 1,595
 - Dungeons & Dragons - 1,544
 - Wee Read & Play - 1,415
 - Museum Passes (vacation week) - 1,382

Please note, these reach statistics reflect the combined metrics for the event (i.e. Wee Read & Play had four postings and the combined metrics of all the postings is 1415).

Facebook Page Reach: The number of people who saw any content from your page or about your page, including posts, stories, ads, social information from people who interact with your page, and more. Reach is different from impressions, which may include multiple views of your posts by the same people. Reach refers to individual numbers, not multiple views of your posts by the same people. Reach can include the number of people who had the post in their Facebook newsfeed, clicking "read more", clicking on the image of the post, etc.

Instagram

- Followers: 1033 (+3)
- Total Reach: 350 (-29.3%)
- Top Five Posts
 - Dragon Party Thank You - 181
 - Job Posting - 171
 - National Historic Park Series - 124
 - 2/28 Snow Closure - 109
 - Wee Read & Play Thank You - 105

POLICY

- Luke has been working on a first draft of a Dispute Resolution Protocol that will be presented at the March 9 meeting.
- Luke attended several trainings on First Amendment issues this month. Some of the takeaways will be incorporated into a set of policies and procedures designed to prepare the Library for these and other such challenges.

FINANCIALS

- See the attached spreadsheet for FY23 account balances.
- The FY24 Budget continued on its way through the Town Budget process:
 - Draft #2 was posted on February 21.
 - The next public budget hearing will occur on March 8.
 - Town Meeting will vote on the final budget on April 24.

TOWN

- Luke attended the monthly Town Department Head meeting on February 8.
 - Insurance rates are going up 13%, leading to increased concerns about the Town Budget.
 - Capital Plan approved projects to move forward, including Library's request for funding for roof repairs and additional HVAC maintenance.
 - The Select Board recommended a 2% COLA for non-union employees, including Library staff.

FRIENDS OF THE AYER LIBRARY

- Luke met with Laurie Sabol on February 21 to discuss topics related to the Friends of the Ayer Library.
- Thank you to the Adult Services Department for completing the processing of our new museum passes. You can now check out all of these new Friends-funded passes:
 - Harvard Museum of Natural History
 - Russian Icon Museum
 - Fitchburg Art Museum
 - Mass Audubon
 - Isabella Stewart Gardner Museum

COMMUNITY OUTREACH

- *Nothing outside of programming partnerships this month*