

AYER LIBRARY

DIRECTOR'S REPORT

For the first time in over two years the Ayer Library is fully staffed. Employees who worked here during that time took on additional responsibilities when needed, worked additional hours to fill coverage gaps, and made themselves adaptable to ensure the organization continued to serve the public in meaningful and effective ways. During this time we've performed a sort of triage that prioritized our most urgent needs but shuttered a vision of the kind of institution we *could* be. As we add capacity we find ourselves revisiting those aspirations we've long held at bay. We are energized by the possibilities we might explore as we gain footing in this new landscape.

ACTION PLAN

- **1.1.b. Update the Library's collection development policy. IN PROGRESS.** I have finished a first draft of a collection development policy that I hope to bring to the Trustees in the spring.
- **2.1.c. Develop and implement a process for onboarding new Board members. COMPLETED-ONGOING.** We begin adhering to the new Trustee annual calendar in March with the Director's Evaluation. In April Trustees will conduct their self-evaluation. As we have gone through this process, I have some ideas for refining it. But otherwise we have successfully established this process for future years.
- **2.2.a. Develop an agreement between the Friends and the Trustees with respect to the roles and responsibilities of each group. COMPLETED-FINAL.** On February 8 the Trustees and Friends voted unanimously in support of the MOU.
- **2.3.b. Create a schedule for periodically reviewing staff job descriptions and responsibilities and reclassifying as necessary. COMPLETED-ONGOING.** We have finalized our internal personnel calendar and will include a consideration of job descriptions organically through the year. Document language can be reviewed in the spring ahead of contract renewals. Reclassification can be considered at any point depending on budgetary factors.
- **2.4.c. Improve safety training for staff and volunteers. IN PROGRESS.** As part of our staff development day on March 22, we will include a comprehensive safety refresher for all staff.
- **2.4.d. Create and implement a comprehensive customer service training program for Library staff. 4.1.b. Create new onboarding training for Library staff that builds a strong sense of team identity within the Library. IN PROGRESS.** With our two new hires and approaching staff development day we are putting energy into these items. We began by building and executing an Onboarding Checklist for new hires. And we plan to devote a significant portion of staff development day to teambuilding and values definition.

- **3.3.e. Create an IT plan to schedule and budget for the timely replacement of computers, servers, and other IT infrastructure. COMPLETED-ONGOING.** New public PCs for the adult floor were installed on February 5. They provide a significantly improved experience for patrons. Two new staff laptops were set up as well, offering improved performance and flexibility.
- **4.2.d. Look for opportunities to partner with organizations that can provide space or support for Library programs and services in other parts of town. IN PROGRESS.** Head of Adult Services Barbara Cheeks is working with Nashoba Park Assisted Living to explore a potential collaboration.

OPERATIONS

- On 2/7 I met with Jenna Montgomery from Nashoba Associated Boards of Health to receive an update on the possibility of offering harm reduction services in Ayer. On 2/29 the Ayer Board of Health voted to initiate further conversations with the Library about possible support. This will be an agenda item on the March Trustees meeting.
- We currently have 28 children signed up for 1000 Books Before Kindergarten.
- The Town Clerk's office distributed 12 Baby Bags since the program began. They report that the response has been very enthusiastic.
- We closed to the public during the storm on 2/13. The storm underdelivered, but the decision was consistent with the general institutional consensus and the new Closures Policy. Storm log update:

	Ayer Lib	Visits	MLS ILL	Town Hall	Sr Ctr	ASR SD	NV Tech	Grtn Sch	Grtn Lib	Hrvrd Sch	Hrvrd Lib	Lttltn Sch	Lttltn Lib	Shrly Lib
1/16/24	OPE N	32	CLO SED	OPE N	CLO SED	CLO SED	EARL Y	OPE N	OPE N	CLO SED	EARL Y	OPE N	EARL Y	OPE N
Storm worse than expected. Harvard closed 3 hours early at 5. Littleton closed 1 hour early at 7.														
2/13/24	CLO SED	0	CLO SED	OPE N	CLO SED	CLO SED	CLO SED	CLO SED	CLO SED	OPE N	OPE N	CLO SED	CLO SED	CLO SED
Over 500 school closings/delays. Most libraries closed. Discovery Museum closed. Non-essential state employees told to remain at home. Initially advised to close by DPW. Storm was lighter than expected.														

- February vacation week was busy. We hosted 10 programs for 200 attendees in addition to a steady stream of visitors.
- One meeting and one event have been conducted successfully by public groups in the Reading Room since we opened it to the public, and there has been additional interest in the service.
- The new Aspen catalog goes live on 3/4.
- We will close 3/22 For Staff Development Day for teambuilding, values work, a cataloging training with CW MARS, and a safety refresher.

FACILITIES

- February was another unexciting month. Systems continue to work well in 2024.

PERSONNEL & PROFESSIONAL DEVELOPMENT

- On 2/22 Jim Clark began as one of two new Adult Services Library Assistants. Jim Clark is a graphic designer who comes to us from the educational technology field.
- On 2/27 Dan Rinehart-Joseph began as our other new Adult Services Library Assistant. Dan has spent the last several years at Merrimack Public Library and Nashua Public Library.
- Throughout the month, every staff member completed trainings on the user experience of the new Aspen catalog.

FRIENDS

- On 2/8 the Friends Executive Board and the Trustees voted unanimously to adopt the Friends MOU.
- The Friends have scheduled a Dinner for a Cause fundraiser with Tiny's for March 26.

TOWN

- On 2/14 I attended the Town Department Head Meeting.
 - The initial assessment numbers for ASRSD have become public and reflect a significantly increased burden on taxpayers. As a result all Town departments were asked to explore cost-cutting measures to produce a more responsible budget.
- On 2/22 I met with Town Manager Robert Pontbriand for a general check-in on Library matters.

FINANCES

- In light of the evolving financial landscape, I agreed to consider some adjustments to our budget that would still ensure adequate services but provide some relief to taxpayers. We will pare down the initial increase requests on the Services and Supplies lines, which will in turn bring the required 19% Materials line down. All three lines will nevertheless still see needed increases. The new adjustments will cumulatively turn an assertive initial increase of \$45,109.11 or 6.35% into a

more palatable increase of \$8,246.56 or 1.16%. I am confident that this budget in combination with our accumulated State Aid funding will provide both the support and security to continue growing our services to Ayer effectively and responsibly. The adjusted budget proposal is attached.

ACCOUNT	LINE	DESC	APPROPRIATED	ADJUSTED	SPENT	AVAILABLE	% USED
LIBRARY FY24			\$709,023.71	\$709,023.71	\$432,234.91	\$276,788.80	60.96%
01610	51000	Salaries	\$94,454.86	\$94,454.86	\$65,150.40	\$29,304.46	68.98%
01610	51100	Wages	\$367,954.35	\$367,954.35	\$191,433.77	\$176,520.58	52.03%
01610	52000	Services	\$76,900.00	\$76,900.00	\$56,506.39	\$20,393.61	73.48%
01610	52100	Utilities	\$20,000.00	\$20,000.00	\$8,490.03	\$11,509.97	42.45%
01610	54000	Supplies	\$14,000.00	\$14,000.00	\$18,637.39	-\$4,637.39	133.12%
01610	54100	Materials	\$134,714.50	\$134,714.50	\$91,444.93	\$43,269.57	67.88%
01610	57000	Expenses	\$1,000.00	\$1,000.00	\$572.00	\$428.00	57.20%
LIBRARY BUILDING			\$250.00	\$250.00	\$0.00	\$250.00	0.00%
26615	57000		\$250.00	\$250.00	\$0.00	\$250.00	0.00%
CAPITAL FY24			\$25,000.00	\$40,000.00	\$39,800.00	\$200.00	99.50%
31610	58136	HVAC	\$25,000.00	\$25,000.00	\$25,000.00	\$0.00	100.00%
31610	58137	Roof	\$15,000.00	\$15,000.00	\$14,800.00	\$200.00	98.67%
CPC FY24			\$25,000.00	\$16,025.00	\$13,365.00	\$2,660.00	83.40%
23024	57001	Digitization	\$25,000.00	\$16,025.00	\$13,365.00	\$2,660.00	83.40%
STATE AID FY24			\$47,643.03	\$47,643.03	-\$6,258.53	\$53,901.56	-13.14%
26607	57000	State Aid	\$47,643.03	\$47,643.03	-\$6,258.53	\$53,901.56	-13.14%
ARPA BOILER FUNDS			\$75,000.00	\$75,000.00	\$73,319.38	\$1,680.62	97.76%
31610	58147	Boiler	\$75,000.00	\$75,000.00	\$73,319.38	\$1,680.62	97.76%

PROGRAMMING

PROGRAMS	DATE	PPL	KITS	AGE	TYPE	SITE	FUNDS
Teen D&D	02/01/24	5		12-18	Live In Person	Onsite	Library
Dungeons Dragons Teen	02/01/24	5		12-18	Live In Person	Onsite	Library
Storytime Groundhog	02/01/24	23		0-5	Live In Person	Onsite	Library
Pokemon Club	02/02/24	35		6-11	Live In Person	Onsite	Library
Tot Time	02/02/24	22		0-5	Live In Person	Onsite	Library

Growing Places Market	02/06/24	10		Adult	Live In Person	Onsite	Library
Story Ninja	02/06/24	14		6-11	Live In Person	Onsite	Library
Family Partnership Center	02/06/24	16		0-5	Live In Person	Onsite	Library
Felting Class: Racoon	02/07/24	12		Adult	Live In Person	Onsite	Friends
Storytime: Valentines	02/08/24	30		0-5	Live In Person	Onsite	Library
Tot Time	02/09/24	15		0-5	Live In Person	Onsite	Library
Read-It-All Book Group: Call Me American	02/10/24	10		Adult	Live In Person	Onsite	Library
Sailors Valentine	02/10/24	12		Adult	Live In Person	Onsite	Friends
Chocolate Tasting	02/14/24	36		Adult	Live In Person	Onsite	Friends
Cozy Movie : My Big Fat Greek Wedding	02/14/24	0		Adult	Live In Person	Onsite	Library
Storytime: Five Monkeys	02/15/24	38		0-5	Live In Person	Onsite	Library
Historical Book Group: The Royal Nanny	02/16/24	9		Adult	Live In Person	Onsite	Library
Tot Time: Trashy Town	02/16/24	33		0-5	Live In Person	Onsite	Library
Grief Group	02/20/24	2		Adult	Live In Person	Onsite	Library
Story Ninja: Strega Mama Star Wars	02/20/24	49		6-11	Live In Person	Onsite	Library
Thriller Book Group: The Only One Left	02/21/24	6		Adult	Live In Person	Onsite	Library
Lego Club	02/21/24	13		6-11	Live In Person	Onsite	Library
Dungeons & Dragons	02/21/24	13		12-18	Live In Person	Onsite	Library
Teddy Bear Clinic with NABsH	02/22/24	49		6-11	Live In Person	Onsite	Library
Polymer Clay	02/22/24	11		12-18	Live In Person	Onsite	Library
Tot Time	02/23/24	28		0-5	Live In Person	Onsite	Library
Fuse Beads	02/23/24	11		6-11	Live In Person	Onsite	Library
Ayer Film Society: Wings of Desire	02/24/24	4		Adult	Live In Person	Onsite	Library
Dungeons & Dragons	02/24/24	16		12-18	Live In Person	Onsite	Library
Stitch Group	02/27/24	5		Adult	Live In Person	Onsite	Library
One Year D&D Celebration	02/27/24	30		12-18	Live In Person	Onsite	Library
Story Ninja: Adventures of Super E	02/27/24	17		6-11	Live In Person	Onsite	Library
StormWater Management	02/28/24	18		Adult	Live In Person	Onsite	Public
Storytime: Yoga	02/29/24	34		0-5	Live In Person	Onsite	Library
Staff Plates: Chicken w Red Pepper Sauce	02/29/24		45	Adult	Passive	Onsite	Library
Adult Tea of the Month: Choc. Strawberry	02/29/24		45	Adult	Passive	Onsite	Friends
Adult Craft : Love Banner	02/29/24		25	Adult	Passive	Onsite	Friends
February Adult Brain Bundles	02/29/24		205	Adult	Passive	Onsite	Library
February Whiteboard Question	02/29/24		152	All Ages	Passive	Onsite	Library
February Scavenger Hunt	02/29/24		65	All Ages	Passive	Onsite	Library

- Kids Displays: Lunar New Year, Black History Month, Rick Riordan, Golden Tickets
- Teen Displays: Date with a Book
- Adult Displays: Love is in the Ayer, Spotlight on Black Chefs, Presidential/Royal Seal of Approval, I Read Canadian

USAGE, SOCIAL MEDIA, & PROGRAM STATISTICS

MEASURE	JUL	AUG	SEPT	OCT	NOV	DEC	JAN	FEB	MAR	APR	MAY	JUN
Visits	2314	2637	1798	2147	2028	2278	2498	2531				
Study Rooms	19	26	19	29	30	31	27	33				
Museum Passes	46	56	16	11	18	27	17	33				
Public PCs			488	265	236	278	265	213				
Wireless	159	186	142	163	166	145	159	179				
Web Hits	4584	4405	3311	3974	3869	3324	4175	4223				
New Patrons	60	50	34	43	37	28	50	49				
Circulation	6055	6792	5397	5491	5538	4902	5980	6043				
Overdrive	1320	1287	1187	1312	1303	1427	1578	1357				
Items Added	405	609	604	424	363	248	590	495				
FB Followers	1414	1429	1438	1445	1453	1454	1457	1474				
FB Reach	4196	2556	3032	2507	3050	2580	2993	2627				
FB Visits	1230	1077	1172	1127	933	892	1077	1112				
IG Followers	1045	1075	1090	1094	1103	1111	1117	1130				
IG Reach	307	315	408	365	236	392	237	290				
IG Visits	45	74	53	48	43	65	42	54				