

AYER LIBRARY

DIRECTOR'S REPORT

March finds the Library tightening up policies, refining processes, and exploring ways to best communicate amongst ourselves and with the public. We're turning our sights outwards to explore opportunities for community engagement outside of the building. And with a full staff and two new trustees on the horizons, we're beginning work on branding and values that we hope will produce a visual and visionary identity for our future work.

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 May.
- **1.2.a. Develop a Library messaging strategy that focuses on strengthening relationships with patrons and community members. 4.1.a. Create a distinct logo and branding kit for the Library. 4.3.a. Create and implement a marketing plan for the Library. IN PROGRESS.** We are taking a comprehensive approach to our work on these three items. We have begun development of a new website. Library Assistant Jim Clark will be putting his graphic design skills to work in the design of an Ayer Library logo. And we took a first step at Staff Day in the generation of a set of organizational values that can guide our work and decision-making. I hope to engage the Trustees in a similar exercise at a future board meeting as a next step. Our intention is for our values, logo, and website deliverables to provide the foundation for an organizational rebranding.
- **2.1.c. Develop and implement a process for onboarding new Board members. COMPLETED-ONGOING.** I plan to bring my updated onboarding checklist to the May Trustees meeting to position us for a June reset.
- **2.4.c. Improve safety training for staff and volunteers. COMPLETED-ONGOING.** As part of our staff development day on March 22, we conducted a safety refresher for all staff.
- **3.2.d. Evaluate options for a staff website, wiki, or other method of creating and maintaining a digital operations manual for the Library. IN PROGRESS.** We have begun work on a Staff Google Site that will give organization and narrative to our policies and procedures documents.
- **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.** On 3/29 I visited the Ayer migrant shelter and met with several staff members to explore partnership opportunities.

OPERATIONS

- The new Aspen catalog went live 3/5. The transition was smooth.
- On 3/1 several stakeholders in the Harm Reduction initiative met to discuss next steps. On 3/13 I met with Jenna Montgomery for an update. On 3/14 the Library Board of Trustees voted to approve moving forward and directed me to explore logistics considerations for hosting a mobile harm reduction van in the Library parking lot. On 3/25 I met with Town Manager Robert Pontbriand on the topic. He, Police Chief Brian Gill, and Fire Chief Tim Johnston were invited to attend an already scheduled 4/3 meeting with Jenna Montgomery from Nashoba Associated Boards of Health and representatives from all stakeholder organizations.
- On 3/8 I met with Erin Thomason from the Community Foundation of North Central Massachusetts. She shared an overview of the services they provide and sent some additional documentation I will share as we continue to explore the possibility of starting a foundation.
- On 3/19 I attended the CW MARS Users Council Meeting. CW MARS libraries voted to approve online renewals for public patron permission groups and update the service level policy.
- On 4/24 PACE has reserved the Reading Room for an event about their PFAS work.

FACILITIES

- On 3/14 Facilities Director Chuck Shultz signed the final contract for our new VOIP phone system. We have a kick-off call 4/8 to plan for the installation.
- On 3/15 I signed a contract for alarm system software that will allow us to make changes to users ourselves. Until now we have had to call the alarm company, and they are very slow to respond.

PERSONNEL & PROFESSIONAL DEVELOPMENT

- The Town has circulated paperwork for the new health insurance transition on 7/1.
- Staff Development Day on 3/22 was a success.
- On 3/27 I attended a disaster plan training with dPlan. The MBLC offers a one-year subscription to their services, which aid libraries with emergency planning.
- Head of Adult Services Barbara Cheeks will be attending the Public Library Association Conference in Columbus, OH 4/2-4/5.
- We will be sending Barbara Cheeks, Sue Hauk, Sarah Gomes, and myself to the Massachusetts Library Association Conference in Framingham 5/6-5/7.

FINANCES

- On 3/24 I attended the final public budget forum. There were no questions for the Library.
- On 4/2 the Select Board will approve the final Town Meeting Warrant and Budget.
- Town Meeting is 4/22.

ACCOUNT	LINE	DESC	APPROPRIATED	ADJUSTED	SPENT	AVAILABLE	% USED
LIBRARY FY24			\$709,023.71	\$709,023.71	\$493,533.61	\$215,490.10	69.61%
01610	51000	Salaries	\$94,454.86	\$94,454.86	\$72,389.34	\$22,065.52	76.64%
01610	51100	Wages	\$367,954.35	\$367,954.35	\$218,455.75	\$149,498.60	59.37%
01610	52000	Services	\$76,900.00	\$76,900.00	\$63,516.16	\$13,383.84	82.60%
01610	52100	Utilities	\$20,000.00	\$20,000.00	\$10,506.14	\$9,493.86	52.53%
01610	54000	Supplies	\$14,000.00	\$14,000.00	\$23,321.99	-\$9,321.99	166.59%
01610	54100	Materials	\$134,714.50	\$134,714.50	\$104,772.23	\$29,942.27	77.77%
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%

FRIENDS

- On 3/13 Sarah and I met with the Friends Executive Board to debrief about the MOU meeting. We clarified some points in the document, discussed some best practices moving forward, and started making plans for future fundraising efforts
- The Dinner for a Cause fundraiser on 3/26 at Tiny's earned the Friends \$450.

- The Friends have supported the purchase of eclipse viewers that we have offered to the public.

PROGRAMMING

PROGRAMS	DATE	PPL	KITS	AGE	TYPE	SITE	FUNDS
Pokemon Club	03/01/24	31		6-11	Live In Person	Onsite	Library
Tot Time	03/01/24	18		0-5	Live In Person	Onsite	Library
Community Reading Day	03/01/24	25		All Ages	Live In Person	Onsite	Library
Adult Craft: String Eggs	03/01/24		40	Adult	Passive	Onsite	Library
Adult Tea: Chai Tea	03/01/24		40	Adult	Passive	Onsite	Friends
Winter Brain Bundle	03/01/24		35	Adult	Passive	Onsite	Library
Staff Plates: Granola	03/01/24		18	Adult	Passive	Onsite	Library
Story Ninja	03/05/24	13		6-11	Live In Person	Onsite	Library
Growing Places Market	03/05/24	15		Adult	Live In Person	Onsite	Grant
Cozy Activities	03/06/24	1		Adult	Live In Person	Onsite	Library
Teen Dungeons & Dragons	03/07/24	6		12-18	Live In Person	Onsite	Library
Story Time: Tumble Bumble	03/07/24	22		0-5	Live In Person	Onsite	Library
Nashoba Park Book Group	03/07/24	16		Adult	Live In Person	Offsite	Library
Tot Time: My Farm Friends	03/08/24	15		0-5	Live In Person	Onsite	Library
Read-It-All Book Group: Eleanor Oliphant	03/09/24	12		Adult	Live In Person	Onsite	Library
Genealogy 101 Class	03/09/24	6		Adult	Live In Person	Onsite	Library
Story Ninja: Mythology	03/12/24	21		6-11	Live In Person	Onsite	Library
Family Partnership: Music & Movement	03/12/24	21		0-5	Live In Person	Onsite	Library
Cozy Activities	03/12/24	2		Adult	Live In Person	Onsite	Library
Dungeons & Dragons	03/13/24	4		12-18	Live In Person	Onsite	Library
Storytime: Green Sheep	03/14/24	42		0-5	Live In Person	Onsite	Library
Tot Time	03/15/24	19		0-5	Live In Person	Onsite	Library
Historical Fiction Book Group : Widows War	03/15/24	8		Adult	Live In Person	Onsite	Library
Ayer Film Society	03/16/24	2		Adult	Live In Person	Onsite	Library
Story Ninja: Mythical Creatures	03/19/24	22		6-11	Live In Person	Onsite	Library
Grief Group	03/19/24	0		Adult	Live In Person	Onsite	Library
Lego Club	03/20/24	19		6-11	Live In Person	Onsite	Library
Storytime: Yoga and Therapy Dog	03/21/24	30		0-5	Live In Person	Onsite	Library
Deaf & Hard of Hearing Family Group	03/23/24	43		All Ages	Live In Person	Onsite	Library

ASRHS Lightning Thief Actors Visit	03/23/24	40		All Ages	Live In Person	Onsite	Library
Visible Mending Class	03/23/24	9		Adult	Live In Person	Onsite	Friends
Story Ninja: Legends & Comix Store	03/26/24	24		6-11	Live In Person	Onsite	Library
Stitch Circle	03/26/24	2		Adult	Live In Person	Onsite	Library
Storytime: Flip Flap Fly	03/28/24	18		0-5	Live In Person	Onsite	Library
Tot Time	03/29/24	22		0-5	Live In Person	Onsite	Library
Dungeons & Dragons	03/30/24	11		12-18	Live In Person	Onsite	Library

- Youth Displays: Women's History, Greek Mythology, Spring Holidays, Luck
- Adult Displays: Money, March Into a Series, Monstrous March, Call the Doctor & Nurse

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	2469			
Study Rooms	19	26	19	29	30	31	27	33	21			
Museum Passes	46	56	16	11	18	27	17	33	31			
Public PCs			488	265	236	278	265	213	207			
Wireless	159	186	142	163	166	145	159	179	176			
Web Hits	4584	4405	3311	3974	3869	3324	4175	4223	4014			
New Patrons	60	50	34	43	37	28	50	49	51			
Circulation	6055	6792	5397	5491	5538	4902	5980	6043	6061			
Overdrive	1320	1287	1187	1312	1303	1427	1578	1357	1476			
Items Added	405	609	604	424	363	248	590	495	414			
FB Followers	1414	1429	1438	1445	1453	1454	1457	1474	1503			
FB Reach	4196	2556	3032	2507	3050	2580	2993	2627	3867			
FB Visits	1230	1077	1172	1127	933	892	1077	1112	1132			
IG Followers	1045	1075	1090	1094	1103	1111	1117	1130	1143			
IG Reach	307	315	408	365	236	392	237	290	312			
IG Visits	45	74	53	48	43	65	42	54	36			

TOWN

- On 3/13 I attended the Town Department Head Meeting.
 - ASRSD submitted a final assessment. Department budgets are adjusting accordingly.
 - The Town will be unveiling their new ClearGov budget platform soon.
 - Financially, Ayer is in a good financial position compared to surrounding towns.
 - The FY25 Town Meeting Warrant will include articles to create an opioid settlement fund and fund the purchase of 71 Sandy Pond, among others.
 - The Town continues to explore options for the future of the IT Department.

TRUSTEES

- Current trustee Brenda Richard will appear on the May election ballot for the 3-year seat.
- Trustee candidate Obadiah Brown will appear on the May election ballot for the 1-year seat.
- The remaining vacated 2-year seat did not make the deadline to appear on the ballot. The board will need to appoint someone to the position at its June meeting.