

The brief time in the office thanks to the holidays and personal time away doesn't leave much to report, but there are a couple items from me.

## **Facilities**

Working with Christina on quotes for carpeting the Coldwater Branch. I share the opinion of others on staff in appreciating the new pest control contract with Orkin. In addition to their expected services, they are offering suggestions for improvements that we can make to help decrease the likelihood of further pest issues.

## **IT Department**

I did needed maintenance on the Sherwood Branch's network and server during one of our holiday closed days to minimize disruptions.

Working on getting quotes together for this year's planned server replacement.

Also helped Cheryl Lawrence and the marketing team to prepare for our new Comics Plus service.

## **Meetings**

Coldwater Branch Advisory Board, Library of Michigan Directors.

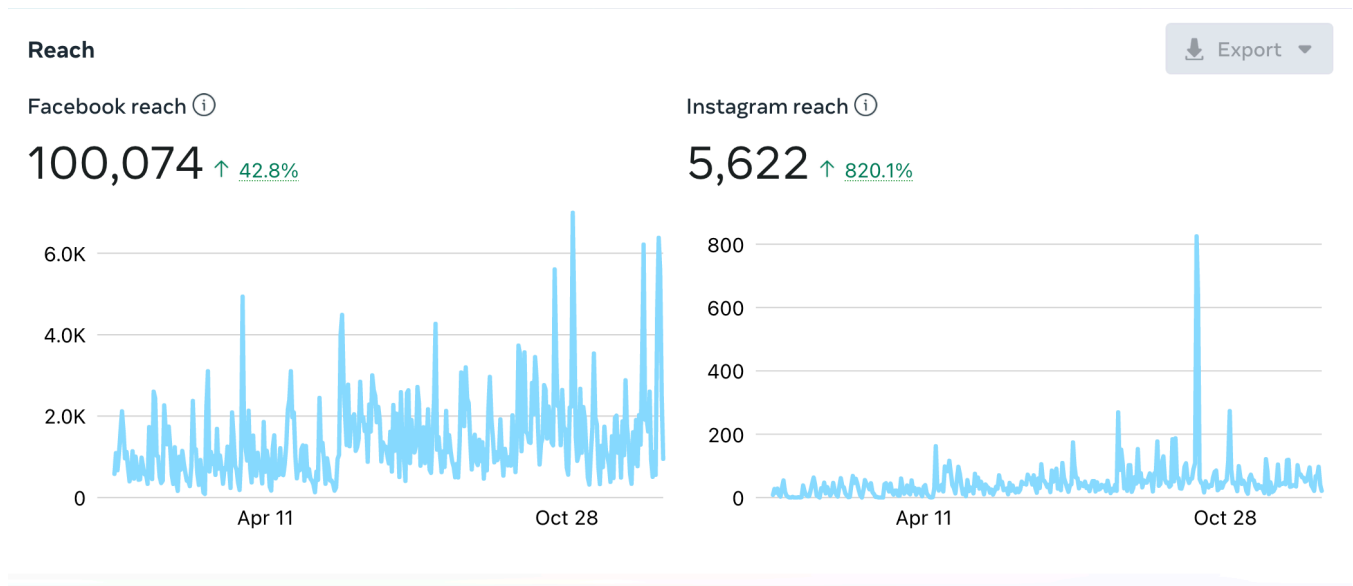
Submitted by John Rucker

## Technical Services

In 2023 technical services cataloged 9,575. This was a slight decrease from the previous year. The Library of Things collection kept things interesting. Our 2 person team added cake pans, video games, telescopes, karaoke kits, and a variety of other non-traditional items. for people to check out. The top three most circulated items from the Library of Things collection were: Verizon Hotspots, Playway Launchpads (kids tablet), and the Potholder Loom Kit.

## Marketing

BDL continues to use social media to share information with our users. Our Facebook and Instagram presence help to supplement our library website and event calendar. In June of 2023, we introduced a TikTok for BDL. For the 2023 year, our Facebook and Instagram page reach was up significantly. This can be attributed to the increase in video content on both platforms. Meagan Marsh, who was hired in March of last year, has been a creative genius creating cute, trendy, and informative videos to create buzz. Our low-volume email newsletter currently has 4,305 contacts. The newsletter contains library announcements, program information, and new items. Last year, we sent thirteen campaigns. The open rate for the year was 28%.

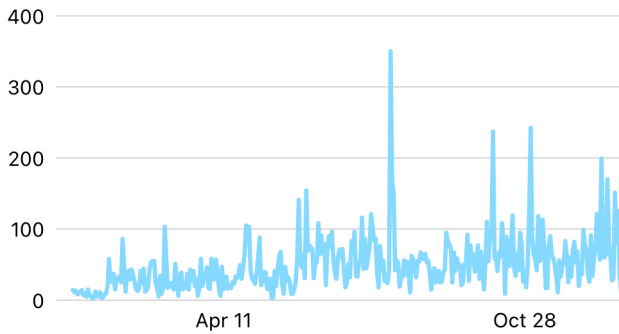


### Visits

Export

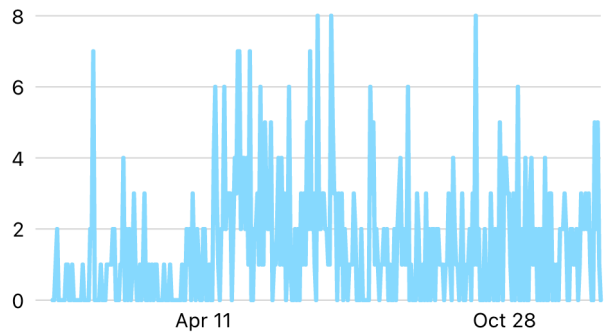
#### Facebook visits ⓘ

18,061 ↑ 412.1%



#### Instagram profile visits ⓘ

537 ↑ 231.5%



### Tik Tok Reach

Video views

26,263

Reached audience

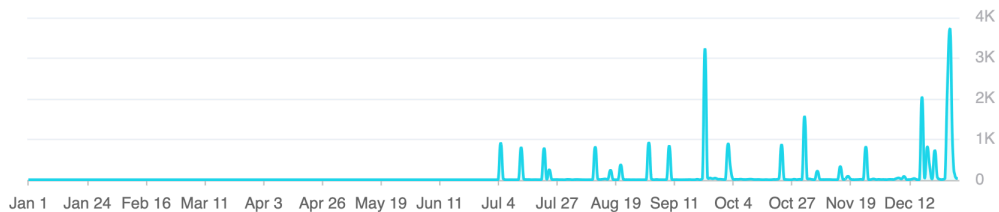
23,357

Profile views

221

#### Video views ⓘ

Jan 1, 2023 - Dec 31, 2023



### Tik Tok Engagement

Likes

1,359

Shares

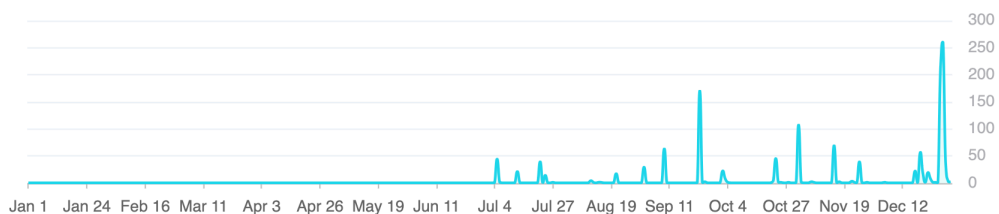
29

Comments

20

#### Likes ⓘ

Jan 1, 2023 - Dec 31, 2023



## **Maintenance**

Our new contract with Orkin Pest Control has started. They are being very detailed in working with our branches on any issues and concerns.

Submitted by Kimberly Feltner

- BDL's 2024 Winter Reading Challenge "Are You Yeti?" is up and running! Between now and the end of February, read at least 4 books and be entered into our grand prize drawing! We have three gift baskets that we're giving away that include a Yeti insulated tumbler, tea, and some fancy hot chocolate and fixings for it!
- All branches will be participating in the annual "Bring Your Child To The Library" Day on February 3, 2024. We have crafts, snacks, a scavenger hunt, and more!
- Lastly, just a reminder that our 2024 One Book One County read is *Remarkably Bright Creatures* by Shelby Van Pelt. This story summary is below:



*After Tova Sullivan's husband died, she began working the night shift at the Sowell Bay Aquarium, mopping floors and tidying up. Keeping busy has always helped her cope, which she's been doing since her eighteen-year-old son, Erik, mysteriously vanished on a boat in Puget Sound over thirty years ago.*

*Tova becomes acquainted with curmudgeonly Marcellus, a giant Pacific octopus living at the aquarium. Marcellus knows more than anyone can imagine but wouldn't dream of lifting one of his eight arms for his human captors—until he forms a remarkable friendship with Tova.*

*Ever the detective, Marcellus deduces what happened the night Tova's son disappeared. And now Marcellus must use every trick his old invertebrate body can muster to unearth the truth for her before it's too late.*