

## **BCCF Annual Event**

Along with Jessica, I worked our booth at the Branch County Community Foundation's annual event. For the 2nd year in a row, it was outside at the Coldwater 4-Corners Park, and for the 2nd year in a row, the weather was absolutely lovely. We had a great time talking to visitors about our offline language learning tablets made possible by a BCCF grant, along with other library services.

## **Personnel**

Gains and losses have been processed for the back payments to our 401(a) contributions to staff. With that, we are completely caught up and can say that this new benefit for staff is fully launched.

A new state program came online for managing work permits: the Youth Employment Permit Portal (YEPP). Work permits are required for nearly all volunteer activities at the library, and this new system supplants paper records. YEPP is supposed to streamline the whole process, while keeping parents informed and safeguarding against abuse of minors. We are set up as an employer, but there are currently some known bugs that need to be fixed before we can be fully set up for minor volunteers.

I want to say a huge thank you to Jessica for planning and implementing a great staff training day. And thanks to the great BDL staff for being so engaged—and engaging!

This week and next week we are interviewing for the open half-time position at the Coldwater Branch.

## **Facilities**

Along with Sarah Strong, I met with Kurt Barve—the Quincy Twp. Supervisor—and Teddy Sinclair about the prospect of partnering to make an addition to the Quincy Branch. We and the Advisory Board will brainstorm and take those ideas to a future township meeting, and we'll see how it goes from there. Right now, there is a whole lot that we don't know, so this is all in the information gathering stage.

## **FOIA Requests**

I had 4 FOIA requests in the past month, all from 2 commercial data brokers that the library has not had dealings with before. One was from StarBridge, requesting copies of our bills from the last two years. This request was filled. The other 3 requests were from The Data Branch, asking for details about business relationships with a selection of specific vendors that

we have never had any contact with. The vendors were all in the public safety or industrial sectors and didn't even have anything to do with libraries, so these requests were not filled.

**Other Meetings Attended**

Coldwater Advisory Board, Library of Michigan Directors, BDL Finance Committee.

Submitted by John Rucker

## **Library Card Sign-Up Month**

A total of 14 library guests completed referral slips for family members and friends to get a library card. Of those 14, 10 received prizes to local businesses or gift cards.

During September, the library issued 140 new library cards. The referral campaign seems to have generated some participation. We have offered some form of sign-up month incentives for several years now. To me, it appears that promotional incentives have little impact on sign-up numbers. Library guests get a card when they need one rather than in response to promotional campaigns. New cardholders do seem to appreciate the free swag items when signing up.

## **New Library Catalog**

The Aspen project is complete, and both library staff and members of the public have tested it. As I continue to explore the new catalog, I am consistently impressed by how robust it is. At our recent staff training day, staff commented on how excited they were about several features! During a brief transition period, both the current and new catalogs will be available to the public. This will give staff and patrons time to explore it before the official switchover.

## **Marketing**

Recently, a [Facebook reel](#) went viral (for us). From that reel alone, we had 1,563 reactions, 95 shares, 45 comments, and gained 179 new followers. This pushed us over the 5,000-follower mark, which has been a personal goal of Meagan's for many years! Subsequent videos and posts have seen increased reactions from this, which is nice to see. This does include a large number of people not in our service area, so we don't expect 179 new library cards from it. Darn it!

Submitted:

Kimberly Feltner

- Attended the BCCF annual celebration on 10/6 with John where we spoke with attendees about the Playaway Launchpads that are designed to teach new languages. Every person who stopped to talk with us thought that they were incredibly cool and loved that we offered them to patrons!
- Staff training was held on 10/12 at the Coldwater branch. In the morning, I facilitated trivia with staff, Kimberly spoke about Aspen and John spoke about AI. In the afternoon, Zingtrain (Zingerman's) presented on customer service, and having courageous conversations with others.
- We received a \$1000 donation from Royal Chevrolet for Halloween programs that the branches are putting on this October. That money was used to purchase candy.