

**Director's Report
April 17, 2018**

I. Administration & Adult Services

- a. Books n' Brews: We are currently meeting at Aubree's until May. We will be moving to the Cottage Inn on Milford Road in June for the rest of the summer. If the space is good, we'll stay there for the fall.
- b. Qigong group: The Qigong group meets on Wednesday nights with an average of 15 attendees.
- c. Upcoming Adult events: Medicare 101, Henry Ford: His Life & Times; Cut the Cord on your Cable Bill; Better Smart Phone Photography; Photography Basics; Gut Health; Medicare 101; How to Organize and Digitize your Photos
- d. Recent Adult events: War Dog Memorial, Rethinking Retirement
- e. All Household mailing: in our efforts to inform the public on our new hours, programs and services at the library, we will be developing an oversized postcard to do an all house-hold mailing to reach out to community. We will also have new library card registration incentives, including bookmarks and logo water bottles. I will keep the Board apprised of when the mailing will go out.
- f. Neighborhood Library Association: The 2018 Community Reads committee is starting to discuss the potential authors/titles for this fall. We still plan to go live with our selection in August, author visit in October/November.
- g. American Red Cross Blood Drive: held in December with 18 participants.
- h. Accessories Bazaar: May 3, set up, Sale May 5-6. If you are interested and available to help with this FOL event, please contact Michelle Fields.
- i. Unique Management (collection agency): On 4/1/2018 the following statistics were supplied by Unique Management:

Summary Status Quick View	
Accounts Submitted	377
Dollars Received	\$6943.38
Materials Returned	\$11139.92
Total Activated	\$22993.67
Activation Rate	98.85%

Collection Statistics

March 2018 Cash \$238.59 + Material \$75.95 = Total Recovered **\$314.54**

II. Outreach, Marketing & Friends of the Library

- a. Marketing and print materials: March: 10 in-house flyers, signs and brochures
- b. New resident postcards: This year we will start sending postcards to all new residents to the Township. We will get a list from the Township every month so we can send a 'hello' from the library about obtaining a library card, library programs, collections and services.
- c. Outreach materials: logo water bottles (ordered), retractable sign, recycled tire book marks, corn hole game (will be customized with logo – not ordered yet), outdoor Connect 4 Game (will be used at Kite Festival), flyers for Kite Festival.
- d. Friends of the Library book sale: The June book sale has been cancelled.
- e. Advertising and Outreach:
 - Attended Chamber member breakfast (bi-monthly)
 - Library Calendar of events to Lyon Township monthly newsletters
 - Weekly schedule of events to: South Lyon Herald, Chamber of Commerce, Oakland Press, Observer Eccentric
 - Submitted events to SL Area Buyers Guide (reaches over 18,000 homes)

- Schedule outdoor sign announcements, create slides for TV monitor, revise Cable TV PowerPoint slide show (monthly), contribute to Library e-newsletter
- Increasing our Facebook outreach
- Purchased a black tablecloth with our logo in white for outreach events
- **Kroger's and Amazon reward program for Library registered – please register today!**

III. Technology update

- a. Software: Completed Windows, Java, Adobe and Symantec Endpoint and Deep Freeze.
- b. Hardware: Installed 2 staff computers, new backup UPS units, configured and installed new wireless access point. The new wireless access point was free to us, however, Marj feels like it isn't as good as we initially anticipated – a new one will be purchased after all. Re-installed all staff computers/phones/printers/peripherals after the renovation.
- c. Children's tablets: investigation of apps for children's iPads and how to maintain the new equipment
- d. Outreach: Sent out e-newsletters, uploaded pictures to our Flickr account, updated the Library Event calendar, and updated the Library's Facebook page, Twitter account and website.
- e. Filter Statistics: Pornographic sites blocked in March: 9; Malware blocked: 75
- f. Firewall traffic: Remains consistent
- g. Facebook Stats: 1505 fans (up from 1374 fans in February).
- h. Professional development and involvement: Marj is the current chair for TLN Technology Committee that meets monthly. Attended Ann Arbor District Library's Unconference.

IV. Genealogy

- a. Recent programs: Introduction to German Genealogy; Genealogy Round Table meetings
- b. Upcoming programs: Researching Polish Family History.
- c. Upcoming guided trips: Trip to Burton Historical Collection (June) and the State Archives of Michigan (July)
- d. Genealogy book club: held once a month with typically 6-8 attendees.

V. Youth Services

- a. Recent Programs: Cardboard Imagineers, Lego My Library
- b. Story Time: Wednesday/Thursdays. Recent themes include: Read Michigan, New Favorites, Easter Bunnies, Sheep, Spring. Averages of 26 attendees on Wednesdays and 22 attendees on Thursdays.
- c. Special Guest Story Time: Senior LisaMarie Mlscuraca from South Lyon East High School, the star of Mary Poppins visited twice to story time in costume. The kids loved it, and LisaMarie did a great job. Thank you to Board member, Amy Deeds for making the arrangements.
- d. Upcoming Programs: Coding for Kids 2, Shrinky Dinks, Henna for Tweens/Teens/Adults, Teen Window Painting. Family Fun day (SRP kick off)
- e. Outreach: Jocelyn had an outreach table for Kindergarten Registration Nights at Hardy and Pearson Elementary Schools. Talked to about 65 parents and kids at Hardy and another 96 at Pearson. She also had the opportunity to chat with staff at each school to let them know what we have to offer.
- f. March is Reading Month: Outreach story times to Gilden Woods (33 1-4 year olds), Red Apple Preschool (42 1-4 year olds), Rainbow Child Care (45 1-5 year olds).
- g. Professional Development: Jocelyn attended MLA's Spring Institute in March.
- h. Summer Reading Program: will be presented at the May meeting.

VI. Lyon Grows

- a. Recent programs: Growing and Using Herbs with Ben Cohen, Solar Power for the Homeowner, Heirloom Tomatoes and Beans
- b. Upcoming Programs: Native Landscaping, Creating a Rain Garden
- c. Community Gardens: at the request of the Township the library has taken over the signing of residents for the community garden plots located in front of Abbey Park on Milford Road. As Pam had already created a brochure for them last year, and we have a natural fit with our Lyon Grows program, Seed Library, and

large gardening book collection, it seemed like a natural fit. The Township is still assuming the costs of mowing and water. As this happened fairly quickly, there have not been a lot of changes to the program yet, but we plan on having some programming associated with the community garden.