

Director's Report to the Board of Agents

Silas Bronson Library

October 19, 2020

Raechel Guest, Director

Everybody Learns Initiative

On October 7, Governor Lamont announced that \$2.6 million would be distributed to 65 libraries as part of the state's coronavirus relief response. We are one of the recipients of the grant, receiving \$74,190 to help us increase our capacity to serve the public during the pandemic.

The funds are to be used to purchase a variety of supplies and equipment, including PPE, disinfectants, plexiglas barriers, furniture with easy to clean surfaces, touchless soap dispensers, computers & tablets, etc.

The funds can also be used to purchase supplies for a popup library which would be used to bring the library to the neighborhoods. We are sorting out the details, but the general concept is to purchase fold-out book shelves on wheels which could be transported on a van. The popup library could be set up in a park pavilion or under a tent purchased for this use. The popup library would be equipped with Wi-Fi and with a portable heater in the winter.

We are also looking into supplies which would help us reopen at least part of the library for patrons who prefer to browse the shelves, and for patrons in need of a quiet study area.

Wowbrary

We are adding the Wowbrary service to our catalog and social media. Wowbrary will automatically generate a weekly email newsletter showcasing our new arrivals, with a link from the book cover to the catalog entry, and post summaries of our new arrivals to our social media. There is also a scrolling widget for our website.

Circulation Division

September Statistical Reports: Main Library

Total Collection Size: 255,640
Total Items Added to Collection: 629
Total Items Circulated: 2,276
Total Circulation In-House: 1
Total Circulated at Other Libraries: 1,467
Total Circulated from Other Libraries: 376

Total Active Patrons: 41,226
Total Expired Patrons: 1
Total Patrons Added: 323

OverDrive Circulation: September

Audiobooks: 114
Ebooks: 316
Total Checkouts: 352

September Statistical Reports: Bunker Hill

Total Collection Size: 15,312
Total Items Added to Collection: 30
Total Items Circulated: 287
Total Circulation In-House: 0
Total Circulated at Other Libraries: 118
Total Circulated from Other Libraries: 189

Total Active Patrons: 1,335
Total Expired Patrons: 0
Total Patrons Added: 1

Adult: 321
Teen/YA: 31
Children: 78

Museum Pass Usage, September 2020

American Clock & Watch Museum: 0
Barker Comic and Cartoon Museum: 0
Beardsley Zoo: 0
Children's Museum/Roaring Brook Nature: 0
Connecticut Forests & Parks: 0
Connecticut Science Center: 0
EverWonder Children's Museum: 0
Harriet Beecher Stowe Center: 0
Imagine Nation: 0
Institute for American Indian Studies: 0
KidsPlay Childrens Museum: 0

Maritime Aquarium at Norwalk: 0
Mattatuck Museum: 0
Mystic Aquarium: 0
Mystic Seaport: 0
New Britain Museum of American Art:
New England Air Museum: 0
New Haven Museum: 0
Old Sturbridge Village: 1
Peabody Museum of Natural History: 0
Wadsworth Atheneum: 0
White Memorial Conservation Center:

Online Presence

Facebook Followers as of 10/15/2020: 2,403
Facebook Reach September 17 – October 14: 4,684
Facebook Post Engagements September 17 – October 14: 813

Instagram Followers as of 10/15/2020: 778
Bronson Teens Instagram Followers as of 10/15/2020: 233
Twitter Followers as of 10/15/2020: 432

Website Visitors September 1 – September 30: 2,228
Website Sessions September 1 – September 30: 3,560
Website Pageviews September 1 – September 30: 8,262

Most Visited Website Pages (September 1 – September 30):

Home Page: 2,978	Bunker Hill Branch: 110	New Movies: 23
Digital: 1,139	Teen/YA: 99	Friends: 16
Programs: 394	Borrowing Questions: 91	Directions: 15
Take Out: 324	Research: 90	Requests: 14
Program Registration: 312	Library History: 58	Homework Help: 13
Ask A Librarian: 292	Newsletters: 49	Email Signup: 12
How to Find Books: 276	Book Sale: 47	Board of Agents: 8
Children's Division: 240	Museum Passes: 41	Business Resources: 5
How to Get a Card: 169	Calendar: 41	News: 4
eBooks: 164	Computer Classes: 33	
About Us: 147	Geekdom: 29	
Genealogy/Local Hist.: 135	Hall of Fame: 27	