

# **Director's Report to the Board of Agents**

## **Silas Bronson Library**

**November 16, 2021**

**Raechel Guest, Director**

### **Staffing Levels**

We are still waiting for a list of Librarian II and Admin I candidates. The Admin I position closed last week. The Librarian IV opening was posted at the beginning of November and will remain open until enough applications have been received.

While we wait for the Librarian II and Admin I lists, it looks like we will be able to take on a temporary Admin I who will assist in the Circulation Office. While this is a huge help in relieving the stress on the Circulation Staff, we would still need more employees in order to reopen on Monday nights.

Additionally, we will be short one more employee beginning in January, when one of our librarians goes out on maternity leave.

### **Mardi Gross**

Over four hundred people attended Mardi Gross this year, which was held on the front plaza and throughout downtown. The event was held on a Friday to keep the attendance at a safe and manageable level. We collaborated with Main Street Waterbury, the Mattatuck Museum, New Opportunities, the Mayor's Office, Fire Department (who set up Touch a Truck), Police Department (who brought one of the horses), Cyril the Sorcerer, Food Truck Fridays, and various businesses throughout downtown.

Participants included children from daycare groups downtown, homeschoolers, and children who normally visit the library on Friday afternoons. Several of the young children attending the event said this was "the best day ever!"

## Circulation Division

### October Statistical Reports: Main Library

Total Collection Size: 261,440  
 Total Items Added to Collection: 821  
 Total Physical Items Circulated: 8,407  
 Total Circulation In-House: 71  
 Total Circulated at Other Libraries: 1,570  
 Total Circulated from Other Libraries: 374

Total Active Patrons: 42,423  
 Total Expired Patrons: 11  
 Total Patrons Added: 114

### October Statistical Reports: Bunker Hill

Total Collection Size: 11,250  
 Total Items Added to Collection: 61  
 Total Physical Items Circulated: 590  
 Total Circulation In-House: 0  
 Total Circulated at Other Libraries: 100  
 Total Circulated from Other Libraries: 312

Total Active Patrons: 1,366  
 Total Expired Patrons: 0  
 Total Patrons Added: 6

### OverDrive Circulation: October

Audiobooks: 415  
 Ebooks: 384  
 Total Checkouts: 869

Adult: 707  
 Teen/YA: 64  
 Children: 98

## Museum Pass Use – October

Pass	Pass Type	Number Reserved	Checked Out	No Shows
Beardsley Zoo	Pick Up/Return at Library	1	1	0
Connecticut's Old State House	Print from Home	1	1	0
Mattatuck Museum Art and History Center	Print from Home	4	4	0
Mystic Seaport	Print from Home	1	1	0
Wadsworth Atheneum	Print from Home	1	1	0

## Online Presence

Facebook Followers as of 11/12/2021: 2,591  
Facebook Reach October 15 – November 11: 8,840  
Facebook Post Engagements October 15 – November 11: 1,520

Instagram Followers as of 11/12/2021: 966  
Bronson Teens Instagram Followers as of 11/12/2021: 303  
Twitter Followers as of 11/12/2021: 463

Wowbrary Active Subscriptions as of 11/12/2021: 93  
Wowbrary Customized Newsletters as of 11/12/2021: 6  
Wowbrary Webpages Viewed October 1 – October 31: 1,917  
Wowbrary Clickthroughs to Catalog October 1 – October 31: 135

Website Visitors October 1 – October 31: 1,576  
Website Sessions October 1 – October 31: 2,416  
Website Pageviews October 1 – October 31: 4,913

### Most Visited Website Pages (October 1 – October 31):

Home Page: 2,309	Calendar: 75	Home Delivery: 16
Programs: 262	Borrowing Questions: 68	Book a Librarian: 15
Genealogy/Local Hist.: 225	eBooks: 67	Geekdom: 12
Bunker Hill Branch: 161	Research: 61	New Movies: 12
Ask A Librarian: 158	How to Find Books: 57	Friends: 11
Program Registration: 142	Book Sale: 45	Business Resources: 11
About Us: 120	Library History: 42	Hall of Fame: 10
Newsletters: 93	Children's Division: 37	Directions: 10
Museum Passes: 92	Teen/YA: 28	Requests: 7
How to Get a Card: 87	Board of Agents: 22	GovDocs: 3
Digital: 85	Computer Classes: 18	