

Annual Joint Meeting
Seymour Library Board of Trustees with Municipalities
Tuesday, March 28, 2023 @ 7:00 PM
Sweden Town Lodge, Sweden Town Park, 4761 Redman
Rd, Brockport, Ny 14420

Agenda

- | | | |
|------|---|-----------------------|
| I. | WELCOME
President, Bernie LoBracco | Library Board |
| II. | LIBRARY REPORT
1. 2022 Annual Report
Patrick Pittman
Question and Answer | Library Director, |
| III. | Executive Summary of Survey Results
Sweden | Patty Hayles, Town of |
| IV. | Library Parking Lot
Village of Brockport | Margay Blackman, |
| V. | OTHER BUSINESS | |
| VI. | ADJOURNMENT | |

Seymour Library- Annual Report 2022

EXECUTIVE SUMMARY

Overview

The purpose of the State Annual Report tracks data for libraries across the state and nationally. This data informs municipalities, libraries, and trustees of the state of libraries for various purposes, depending on their position. This report gets compiled and used at the federal, state, county, and municipal level, in many cases for funding purposes. In this case, the Annual Report serves to demonstrate its statistics and funding between similar libraries of a similar size for our municipalities.

Circulation

Tracking circulation year over year helps substantiate whether or not the library's collection has items desirable to its community. In this case, the library's circulation rose from 121,348 circulations in 2021 by 1.45% to 126,846 circulations in 2022. We have trended, and continue to trend, in an upward demand for our materials as pre-covid operations begin to resume.

Door Count

The library door count rose from 42,588 in 2021 by 36% to 57,092 in 2022. The end of mask mandates, resuming regular, in person programming, and offer the budgeted 53 hours per week all certainly played a role. The summer reading spike appears to have stabilized and carried through the year.

Programs/Summer Reading

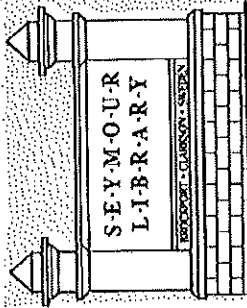
Programs offered and attended decreased from 2021 to 2022. Total Children's and Young Adult programs decreased in attendance by 25% and 16%, respectively. However, staffing in the Children's position created challenges at maintaining consistency in programming and collections throughout year. Interestingly, the Adult programs and Child Literacy programs stabilized and increased.

Budget

Due to a variety of factors, including the \$135,000 bequest from the estate of Dorcas Michaels, the fundraising done by the board, Friends, and Foundation, and staffing shortages, the library ended the year at a surplus above and beyond general operating expenses. However, these measures represent one year windfall, rather than a long-term strategy.

Highlights

By most metrics, 2022 represented a successful year for the Seymour Library. As we begin nearing the benchmarks for pre-pandemic usage by patrons within the community, as well as the full staffing necessary to complement that goal, we will likely begin seeing more patrons coming through the door, attending programs, and borrowing books. We will need to verify our funding model meets the Long Term Strategic Goals of efficiency, but also consider which areas of our funding model we can supplement in the long term.



Seymour Public Library

Serving Brockport-Clarkson-Sweden NY

2022 created opportunities for growth and identity refinement.

Seymour Library Mission: Lifelong learning and discovery for all.

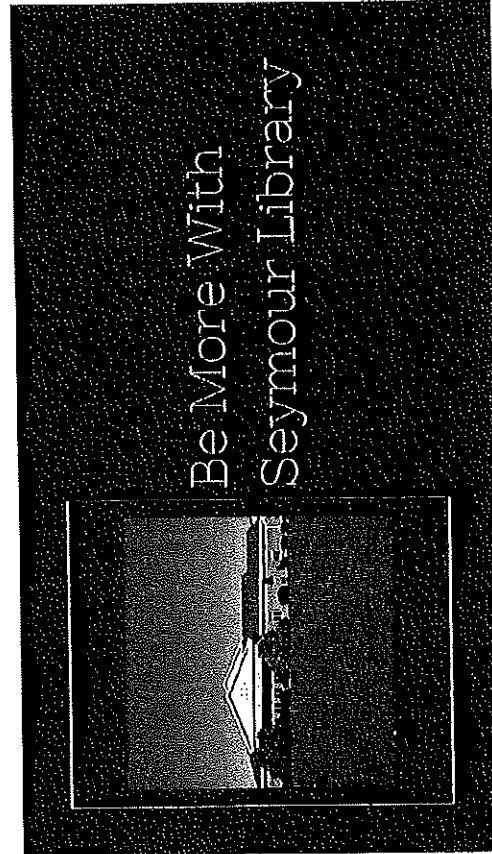
Seymour Library Vision:

Provide a safe and inviting community gathering space in the Library.

Build meaningful community connections.

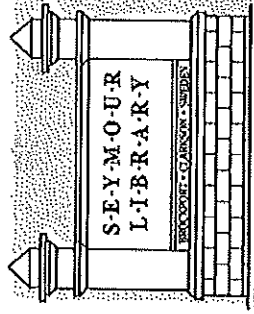
Serve as community technology hub, facilitating access and instruction.

Maintain robust program offerings, increase the size and scope of physical and digital collections.



*Provide
programs
planning*

The library began operating at a more normalized capacity in 2022.



Seymour Library Core Values

Intellectual Freedom

Support intellectual freedom and free inquiry.

- Resources to help patrons discover information for both imposed inquiries and intellectual curiosity. Reference Questions: 8,124

Education, Literacy, and Lifelong Learning

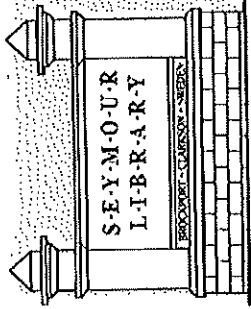
Meet community needs by promoting lifelong learning and literacy in all forms.

- Diverse collections and programming to teach new skills using engaging methodology, enhance current knowledge, acknowledge multiple literacies, and begin understanding civic engagement.

Access

All information resources are equitably accessible to all Library users.

- Maintaining the library as an institution of knowledge, wherein the use by one patron does not disrupt or diminish the usage by another.



Seymour Library Core Values

Confidentiality/Privacy

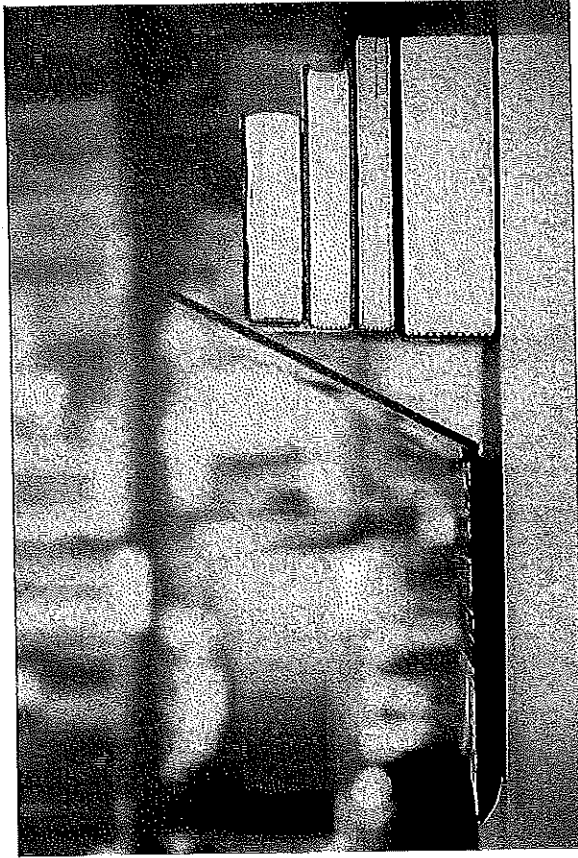
Protect everyone's right to confidentiality and privacy.

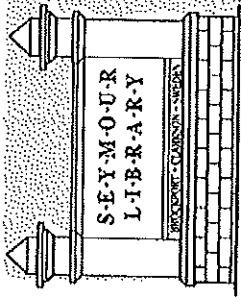
Service

Provide the highest level of customer service to all Library users.

Sustainability

Commitments to practices that are environmentally sound, economically feasible and socially equitable.

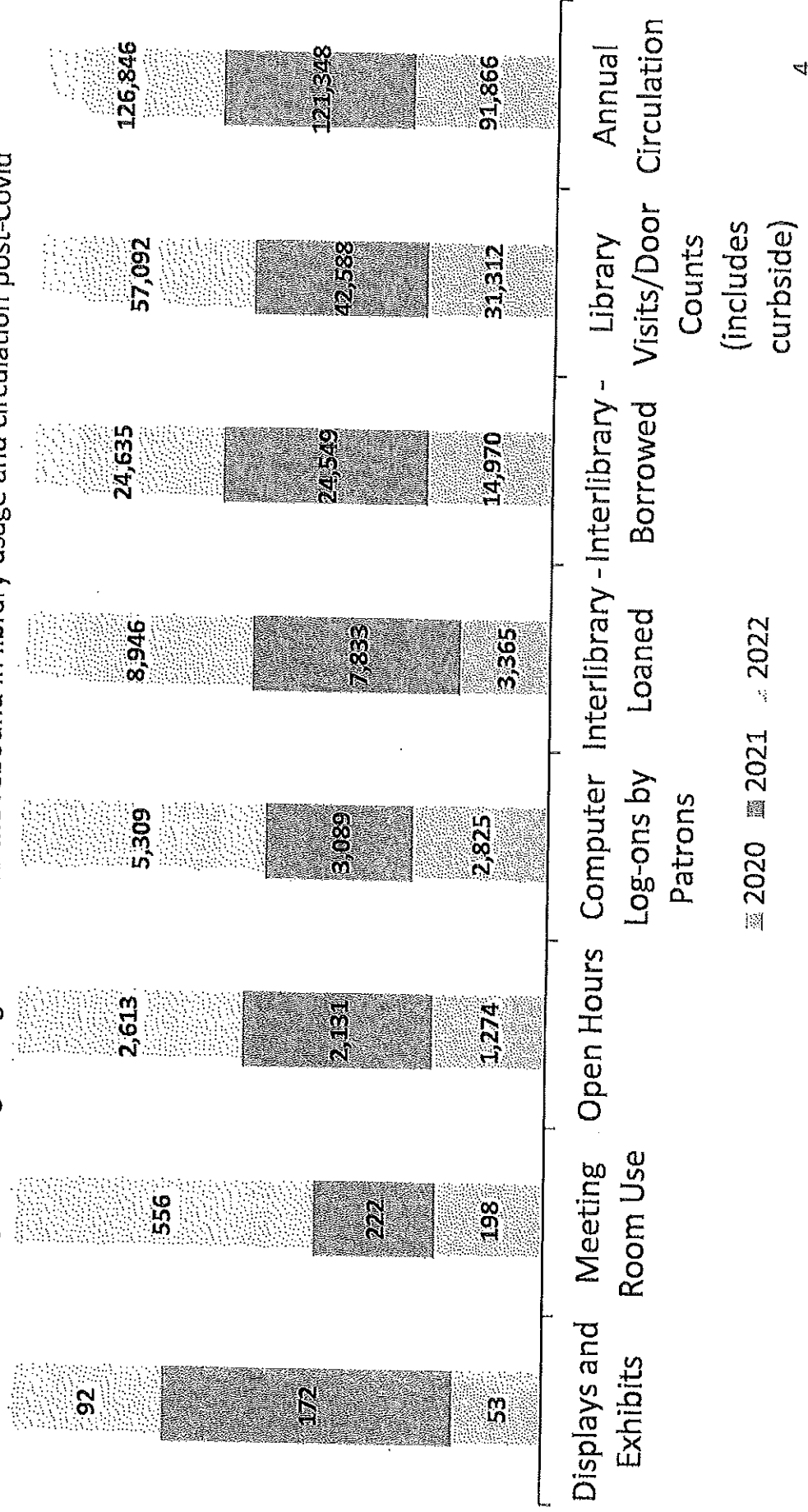


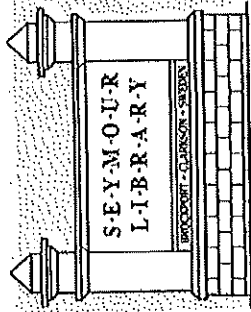


Library Usage Trends

Library Usage Increased in 2022 As Normalization Returned

Note: A 3-year rolling average illustrates the rebound in library usage and circulation post-Covid

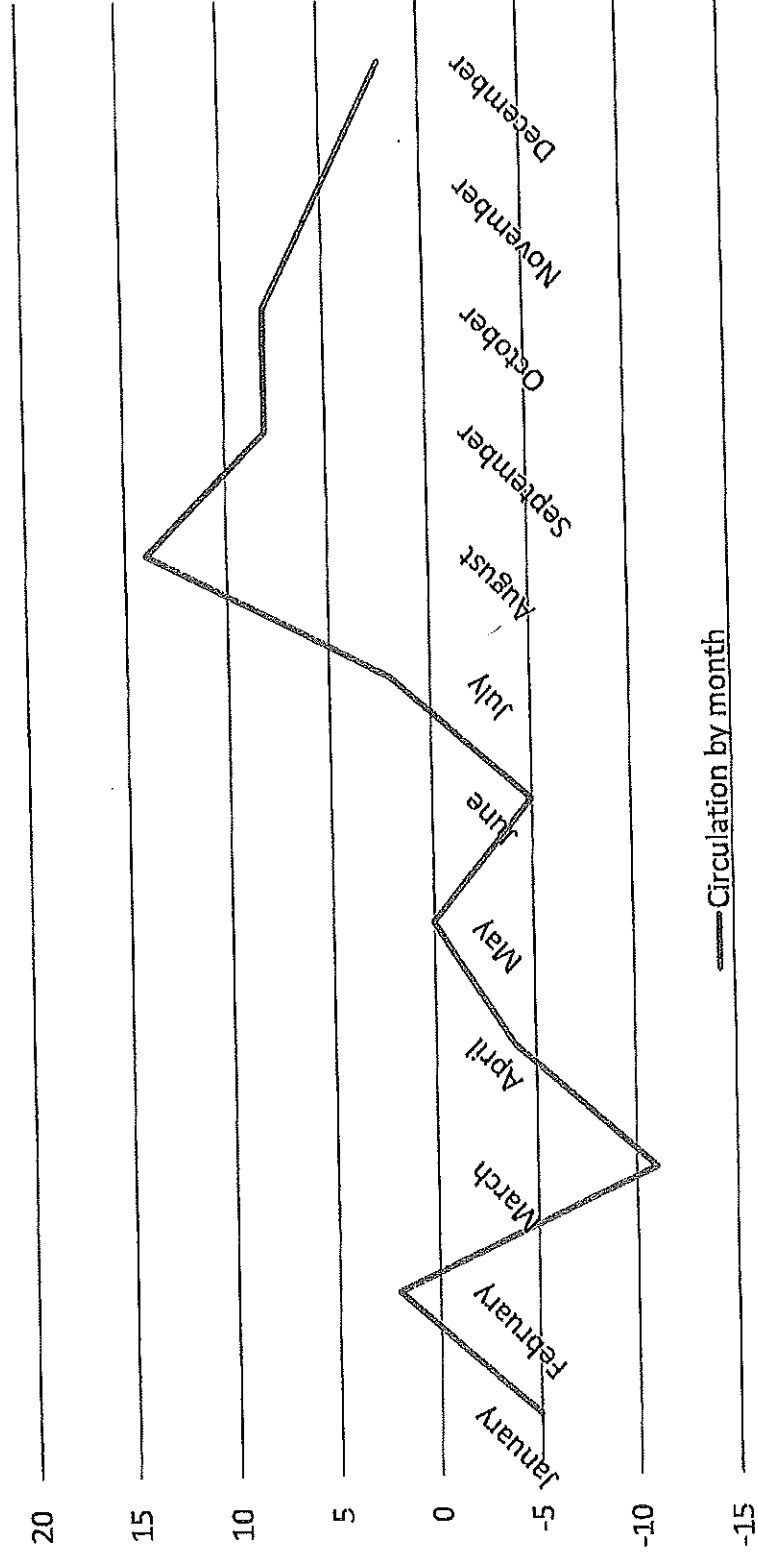


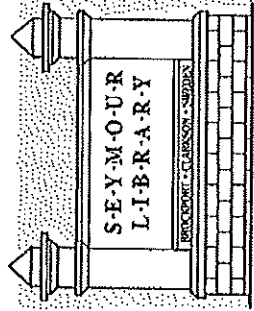


Library Use: Successes in Circulation

Circulation 2022:

The incorporation of professional staff with practical knowledge of collection development made an increase in circulation possible. Percentage change from 2021.

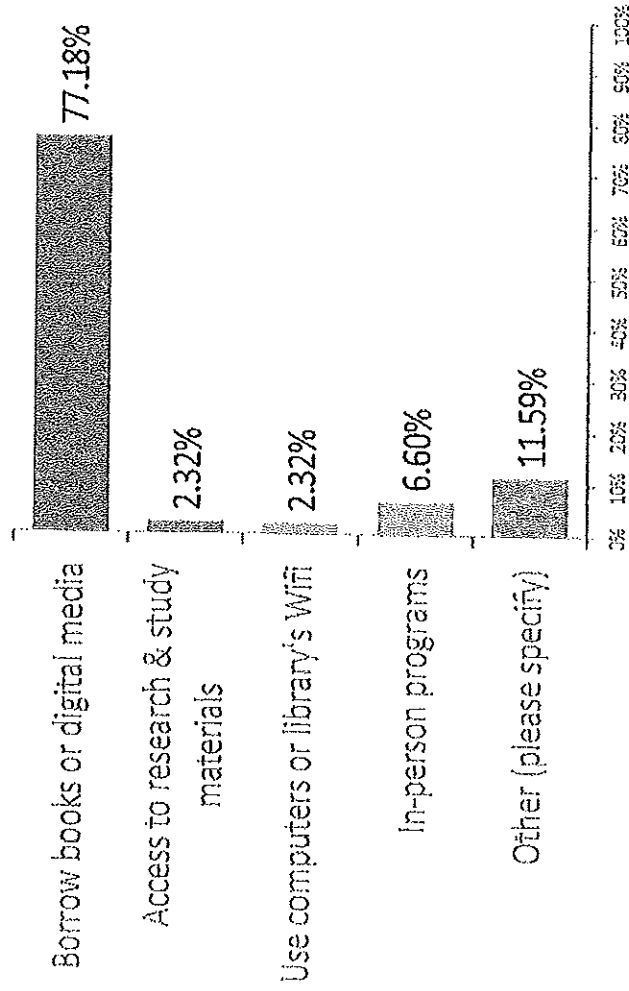




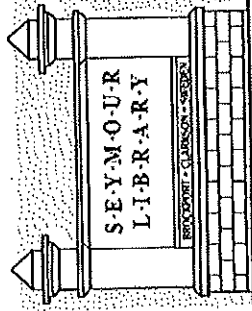
Circulation: What Did We Hear?

Q6: What is the primary reason for visiting the library?

Answered: 561 Skipped: 0



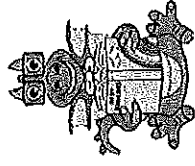
Comments within the survey pointed to favorability in how patrons perceived the library, but overall sought more diversity in the collections with more choice in books.

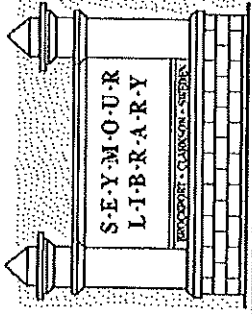


Library Circulation: What Did We Do?

Circulation 2022: Steps We Took

- Emphasis on outreach to bring awareness to collection development. The Oliver Middle School and Brockport High School outreach events netted over 500 interactions with students at each school.
- Consolidation of parts of the Children's collection to increase ease of use and accessibility.
- Creation of the Tween (Middle Grades) collection.
- Hiring of a permanent Adult Services Librarian with a background in developing collections.
- Established the Baby Dragons program and brought 1,000 Books Before Kindergarten to Seymour.





Library Circulation: What Did We Do?

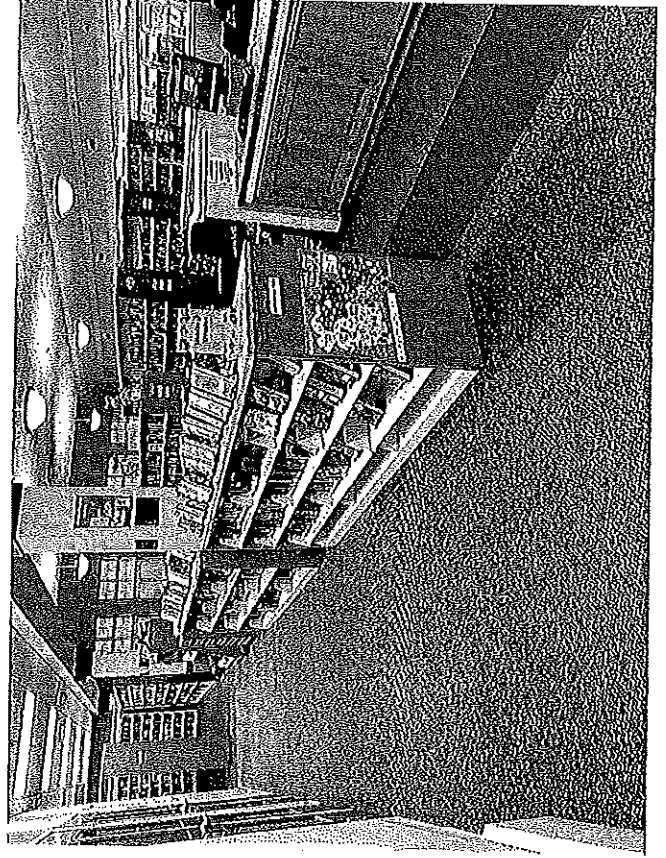
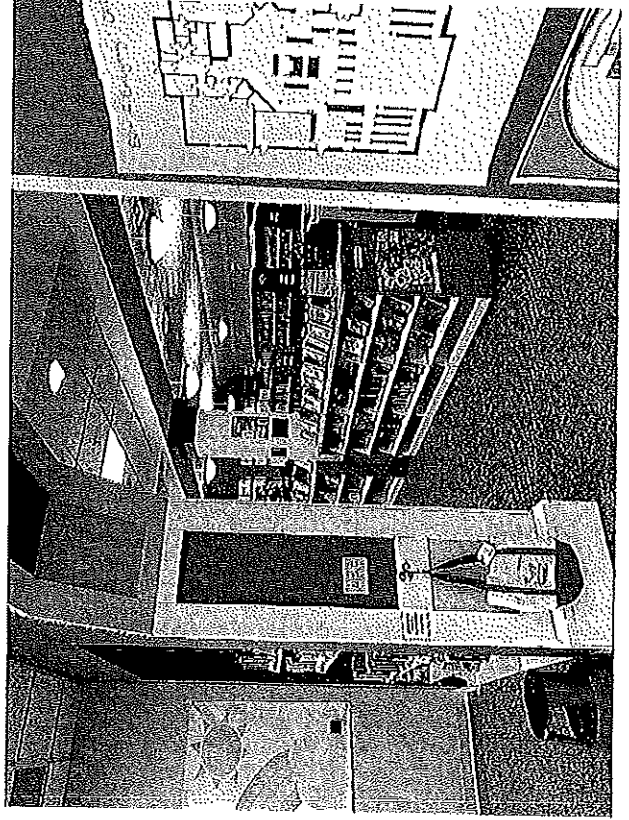
Circulation 2022: A Granular Look

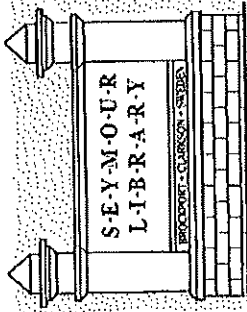
An example of one collection created and curated in 2022. The Middle Grades/Tween collection did not exist before February 2022. It contained a total of 815 items in December 2022. This represents Tween circulation in 2022:

*Previously adult's
in Middle*

February 2022: 19 circulations, 30 items in collection

December 31, 2022: 1,192 circulations, 815 items in collection





Library Use: Door Count/Patron Visits

At 57,092 patrons with 2,613 open hours, we served about 22 patrons per hour in 2022.

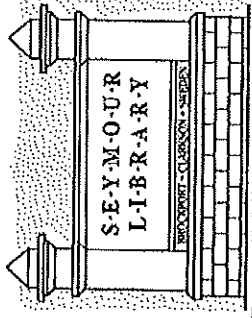
Door Count by Month 2022:

Month (2022)	Count
January	3,212
February	4,204
March	4,632
April	4,856
May	4,204
June	5,338
July	5,601
August	5,752
September	4,290
October	5,455
November	4,444
December	5,104

*more
visitors
here*

patrons

Month (2021)	Count
January	2,270
February	2,670
March	3,127
April	2,940
May	2,650
June	3,966
July	5,336
August	4,385
September	3,499
October	4,334
November	3,829
December	3,582

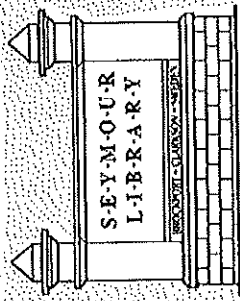


Library Visits: What Can We Do?

Door Count 2022: Thinking Forward

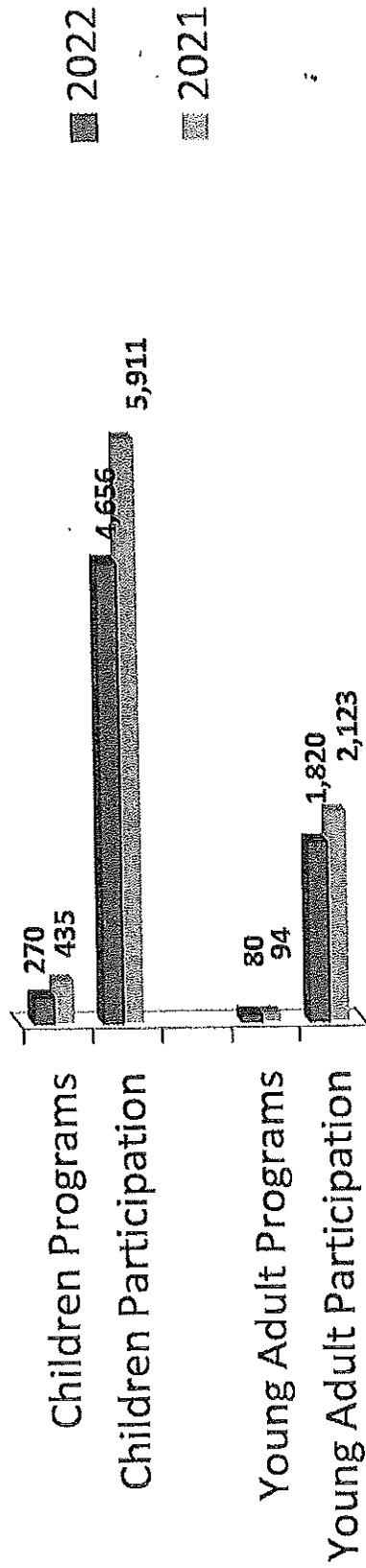
- Find new methods to track patron usage of the building.
- Create dynamic crossover programs.
- Maintain flexibility at the 53-hour budgeted weekly hours.
- Continue asking questions.



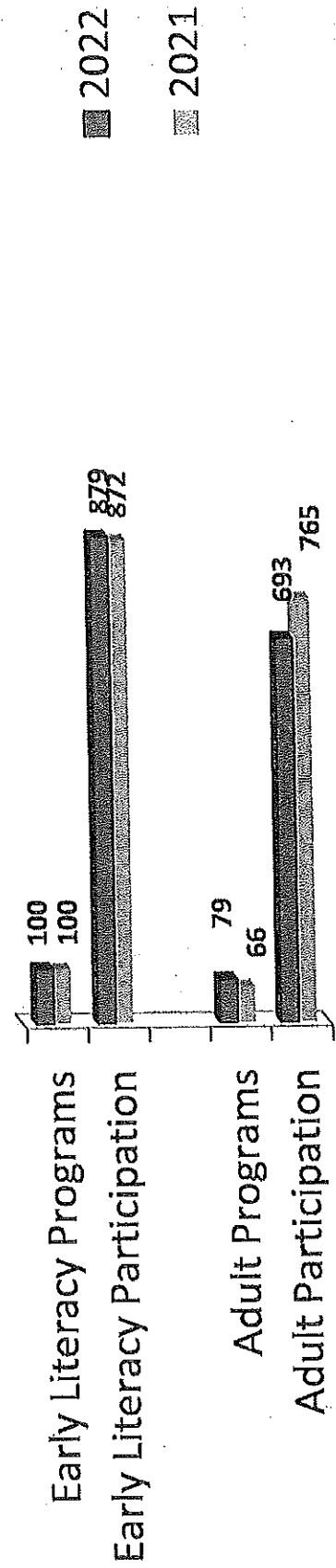


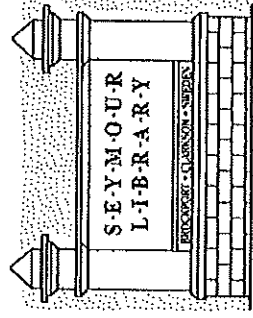
2022 Program Trends

Children and Young Adult Programs/Participation Decreased in 2022



Early Literacy and Adult Programs/Participation Stabilized in 2022



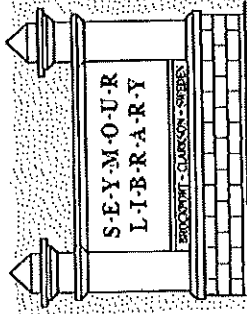


Programming: What Did We Hear?

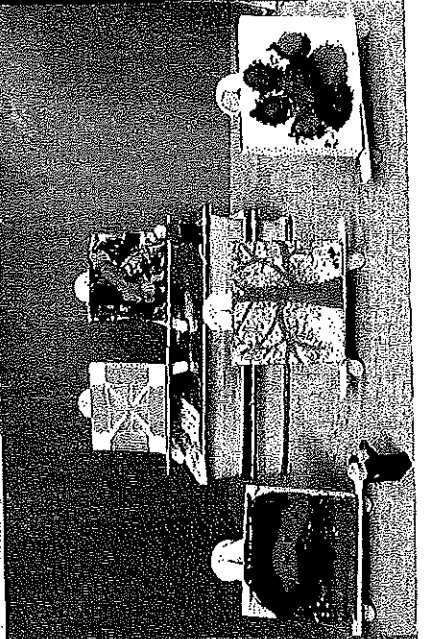
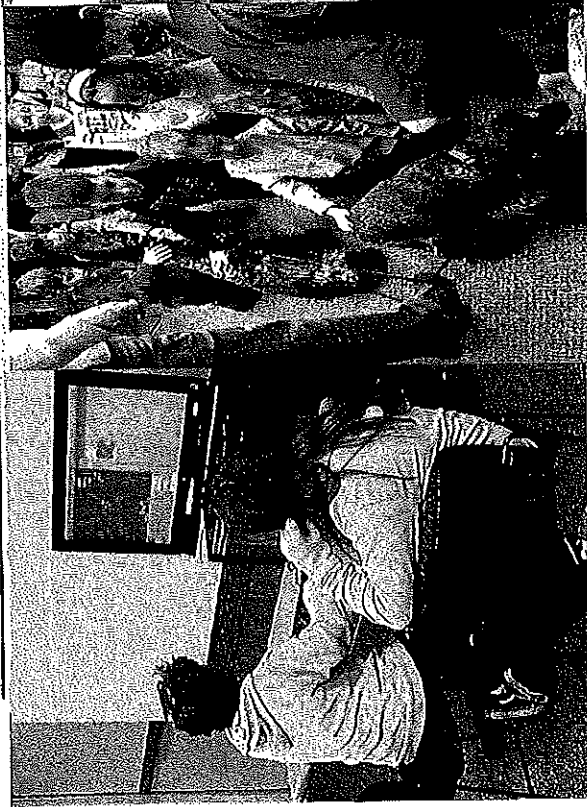
COMMUNITY NEEDS –EXTREMELY IMPORTANT RANKING

1. Children & youth programs	59.86%
2. Education & lifelong learning	40.11%
3. Technology	31.90%
4. STEM	30.00%
5. Access to social services	24.82%
6. Financial literacy	22.22%
7. Arts, culture & leisure programs	21.58%
8. Volunteer opportunities	17.12%

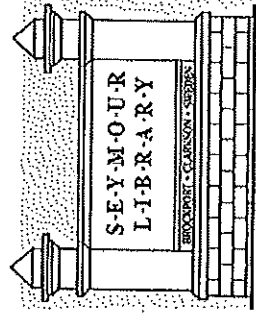
The community wants to see the library offer more in the way of fun and educational programming for the youth within our area.



Programming: What Did We Do?



Make
a
book

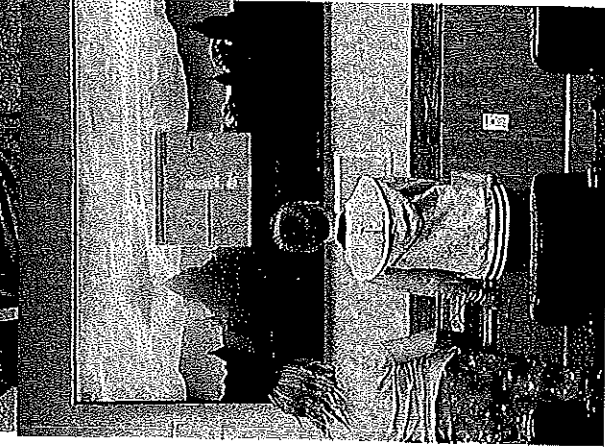


Programming: Underpinning Literacy



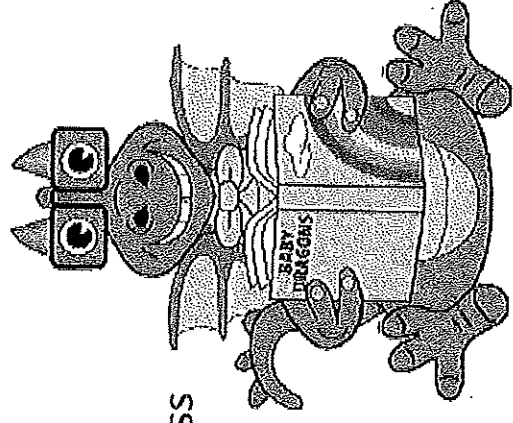
Local author visits and story times kept our youngest patrons engaged with basic reading literacy.

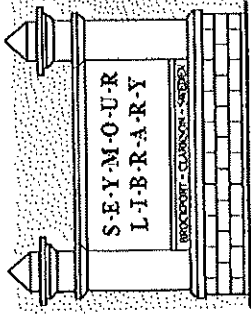
1000 Books Before Kindergarten and Baby Dragons incentivized families to borrow library books and read to, and with, their children.



Digital and technological literacy programs enhanced the knowledge and inquisitiveness of our Teen and Tween patrons.

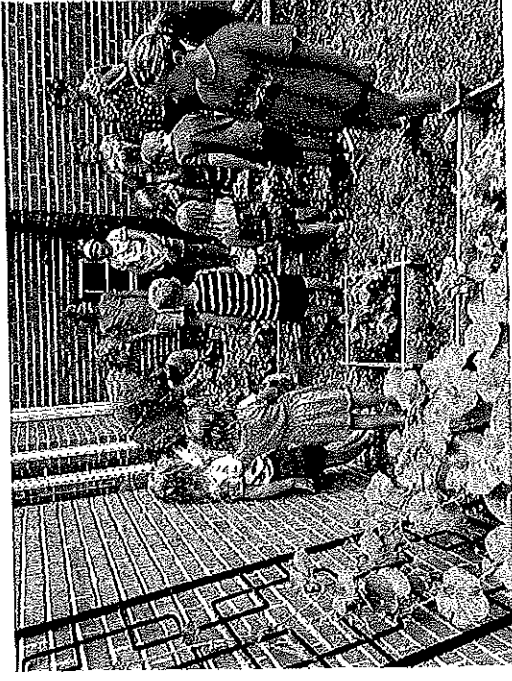
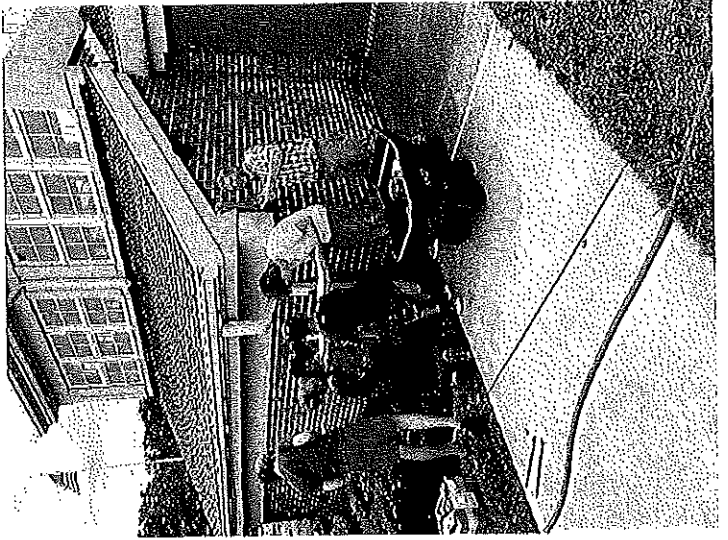
One on one computer education classes helped start bridging the digital divide within the Seymour community.



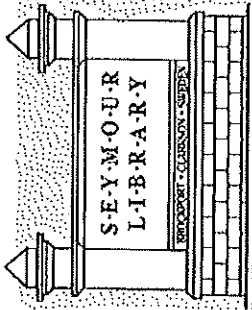


Summer Reading: What Did We Do?

The librarians worked to incorporate multiple learning styles into the summer reading program.

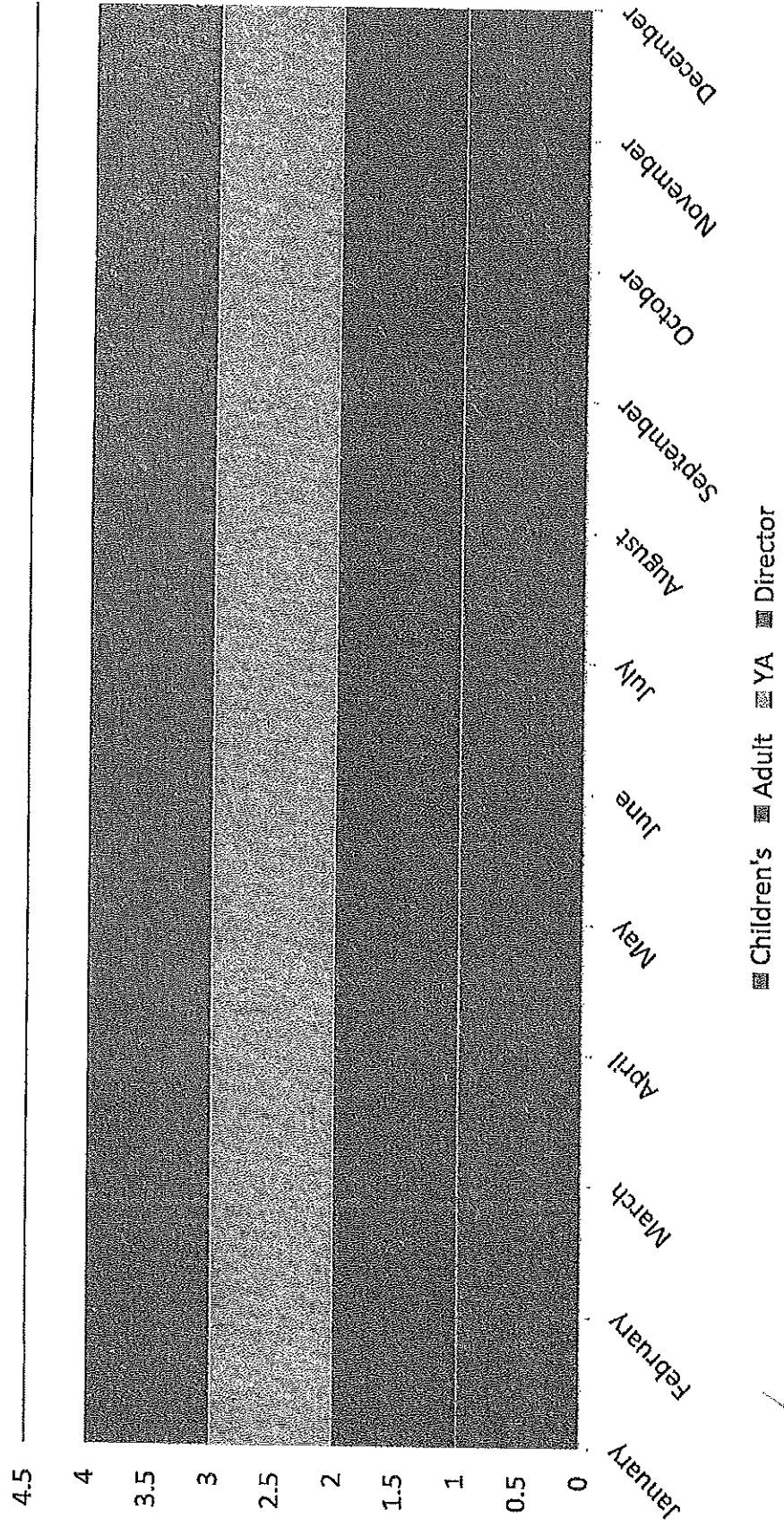


The librarians also collaborated to feature books tying into each week's theme.

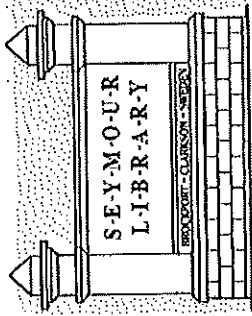


Challenges Faced in 2022

Budgeted Professional Employment FT 2022



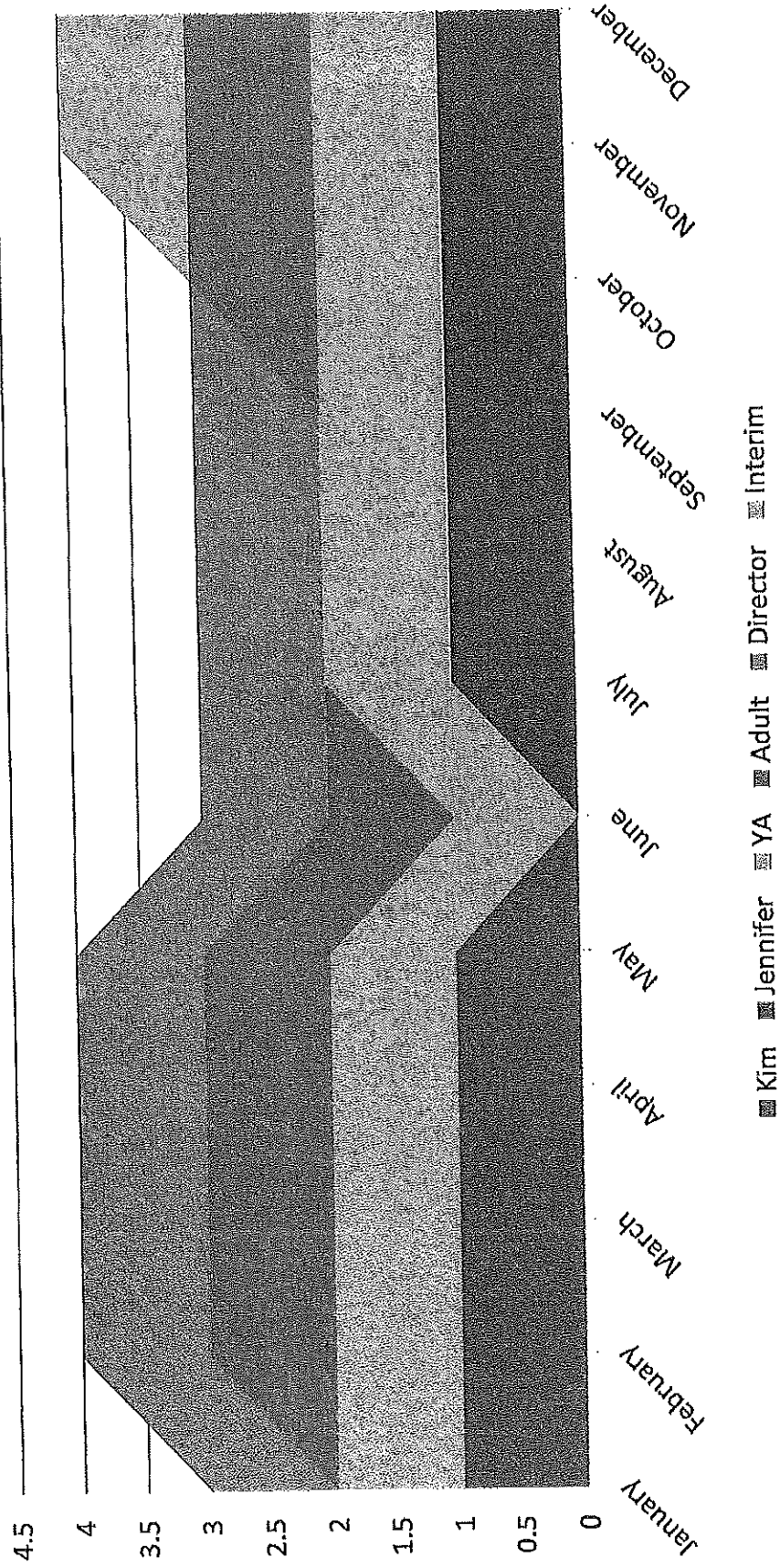
4 FT

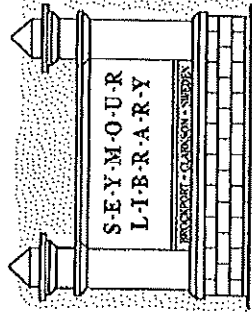


Challenges Faced in 2022

*Cost Cutting
Hiring*

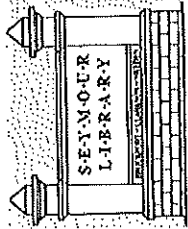
Professional Employment FT 2022, Actual





Staffing in 2022

Position	Hours Budgeted	Hours Worked	Percentage Filled
Director	2,080	1,600	77%
Children's	2,080	1,040	50%
Children's 2	2,080	880	42%
YA	2,080	2,080	100%
Adult	2,080	1,560	74%



2022 Operating Results

2022 Revenue: \$710,735

25.9% - Brockport Funding
(\$184,433)

25.2% - Clarkson Funding
(\$179,255)

22.4% - Sweden Funding
(\$159,378)

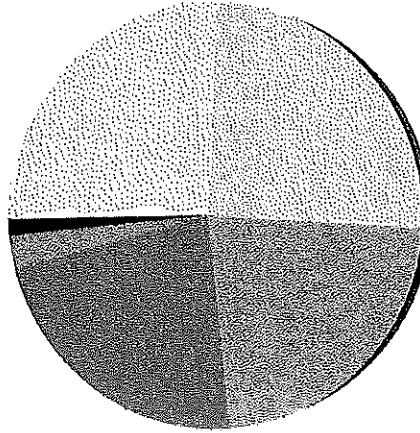
Examples of Other Revenue

22.5% - Gifts,
Endowments, Donations
(\$160,211)

2.6% - Fines, Fees
(\$18,537)

1.2% - State Aid (\$8,193)

.1% - Interest (\$678)



2021 Expenses \$542,202

64% - Payroll and Benefits
(\$346,527)

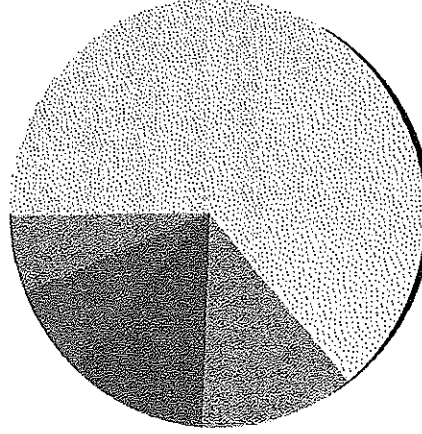
Examples of Non-Payroll

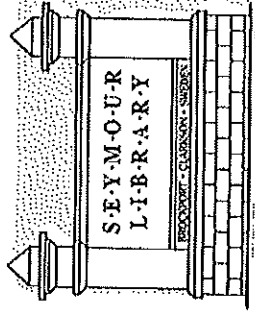
12% - Operation and
Maintenance of Building
(\$64,199)

11% - Print and Electronic
Material, AV, Book
Processing (\$61,252)

7% - Miscellaneous
Expenses, Supplies
(\$39,018)

6% - MCLS Cost Share
(\$31,206)





2022 Goal Accomplishments

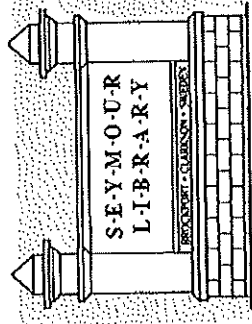
Strategic Area One: Develop a Long-term Sustainable Funding Strategy

2022 Goal Accomplishments:

- The Dorcas Michaels bequest netted the library additional revenue above and beyond the anticipated budget. These funds will help develop the library in other strategic areas, though, not necessarily solve the issue of long-term funding.
- As always, the Friends of the Seymour Library and the Seymour Library Foundation went above and beyond in their fundraising efforts to build the library toward a fully operational institution.
- Resetting to 53 hours and stabilizing regular hours also brought back the funding cut in 2021, thereby improving the functionality of the library.
- Relationships with area merchants allowed for the possibilities of future local grants and identifiable needs pinpoint areas where the library can utilize national, federal, and state grant monies most effectively.

2023 Next Steps:

- The 2023-2025 Long-Range Plan seeks to increase the efficiency and utility of all funds received to benefit the community.
- In assessing the success of the previous LRP, we may need to collectively evaluate whether we have a collective funding model that works to bring library expenses and revenue to a net zero.
- Begin grant applications for larger range projects, such as a Makerspace, refurbishing the Children's Room, and finish using the DASNY grant for internal maintenance and upkeep.



2023 Goal Accomplishments

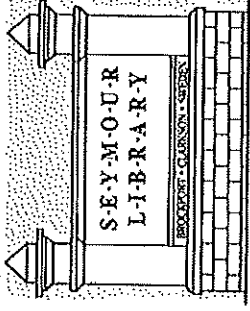
Strategic Area Two: Strengthen Communication with Stakeholders and Community

2022 Goal Accomplishments:

- Engaged the community and community leaders by creating experiences in educational events and celebrations including Summer Reading Program, Kiwanis Bookmark Contest, and Silver Anniversary Celebration.
- Fostered user engagement by scheduling programs and presentations to meet patron needs in both the large meeting rooms and the quiet study rooms.
- Began creating connections with SUNY Brockport in order to draw more patrons in our service area and create stronger connections to the community.
- Formed relationships with the Brockport Merchants' Association and local businesses in each of the municipalities.

2023 Next Steps:

- Continue outreach efforts in elder care facilities and with SUNY Brockport. Expand the outreach efforts to Brockport Central School District and within the municipalities to facilitate connectedness.
- Begin adopting marketing targeted to a wide net of the population, both print and digital.
- Identify the strong points of the Seymour brand and begin leaning into those elements more publicly.
- Use formal and informal feedback from patrons to improve quality of programs and collections in real time.



2022 Goal Accomplishments

Strategic Area Three: Create an Attractive and Welcoming Environment That Fosters Use of a Commons (a community space within the Library for intellectual growth and positive community relationship development)

2022 Goal Accomplishments:

- Jennifer contracted with Safari Landscape to touch up the gravel and vegetation on the property. An excellent start to an issue patrons identified as a need for the library.
- The Teen Art Wall exhibits
- Continuous displays on the circular shelving.

2023 Next Steps:

- Continue developing the collections to make the shelves and books more appealing and accessible to the public.
- Internal upkeep projects, including painting, carpeting, and bringing an overall aesthetic of modernization and cleanliness blended with the traditional elements of what makes Seymour unique.
- Maintenance and effective utilization of the grounds to create attractive curb appeal.
- Ensuring patron comfort in furniture arrangement and location to maximize ergonomics and invite patrons to stay in the library.



2022 Goal Accomplishments

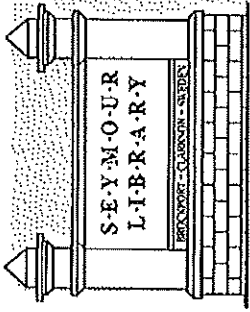
Strategic Area Four: Enhance Technology Infrastructure and Accessibility

2022 Goal Accomplishments:

- Began technology programs focused on learning programming languages and basic coding.
- Acquired Raspberry Pi kits from the Central Library to continue offering digital literacy programs to all ages.
- Installed audio-visual information system at the circulation desk for more practical, patron focused digital signage.
- Brought Ancestry Library Edition and PrinterOn software to increase database and printing access for all patrons.
- Developed updates and upgrades to our website.

2023 Next Steps:

- Continue Library's use of emerging technologies to deliver services, focusing primarily on Maker technologies and practical skills.
- Expand Digital Literacy with in-person lecture tech workshops to begin closing the digital divide. Utilizing Ben and Leslie for tech signups one-on-one, drop in, on-demand accessibility.
- Provide promotion and training of electronic services (e.g., Libby Electronic Audio Books)
- Evaluate technology infrastructure and accessibility and determine next steps for delivering quality hardware and software for patron usage.



2022 Success Summary

Though 2022 presented many challenges, overall, it was a successful year!



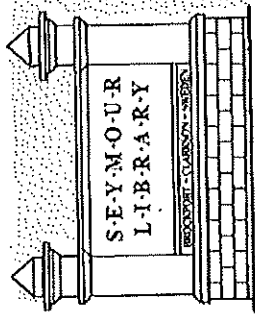
Fulfilling
the
mission of
the
Seymour
Library in
practice.



Created engaging
programming and areas of
interest increasing foot
traffic and circulation.



Working with our community
supporters and assets to round
out volunteer opportunities to
increase stakeholder engagement.



In Closing: Why Do We Do It?



2022 Trustees	2022 Staff	Foundation	Friends
Officers: Bernie LoBracco <i>President</i> Marilynn Brown <i>Vice President</i> Scott Maar <i>Finance Officer</i> Dr. Scott Rochette <i>Secretary</i> Trustees: Libby Caruso Dr. Patricia Galinski Dr. Bruce Leslie Kristen Sharpe Treasurer: Kevin Johnson, Town of Sweden Supervisor	Library Director: Jennifer Caccavale through 9/22 Children Services Librarian: Kim Whittemore through 6/1/22 Jennifer Silmsen 6/26/22- Teen Services Librarian: Patrick Pittman Adult Services Librarian: Lea Takigawa 2/22-7/22 Leslie Boedicker 10/22- Part Time Library Clerks: 9 Clerks filling PT positions (avg)	Mission: To seek contributions in order to enhance the Seymour Library for patrons; provide a vibrant space to share resources and ideas; and to explore and experience the power and pleasures of lifelong learning. Officers: Carol Gravetter <i>President</i> Lynne Gardner <i>Vice President</i> Donna Mancuso <i>Secretary</i> Mary Marone <i>Treasurer</i> Non-Voting Members: Library Director President, Library Board of Trustees	Mission: The Friends advocate for the Seymour Public Library and support library collections, services, programs and staff development. The Friends Provide: Program Refreshments, Fees for the Library Website, Book Page Review Magazine, VIP Discount Passes for Rochester Attractions and Library Equipment. Officers: Lynne Gardner <i>President</i> Laura Buckner <i>Vice President</i> Barb Gifford <i>Secretary</i> John Hamling <i>Treasurer</i>