



DIRECTOR'S REPORT January 21, 2019

Thank goodness for the automatic date fill-in feature in Word because I keep writing 2018! It's a brand new year and it's been full so far.

- I've created a Marketing Team to oversee all publicity for BDL. The Team consists of Kimberly Feltner, Director of Public Services; Angie Clark, IT Assistant; and Keeley Briggs, Teen Services Clerk. Chances are if you have seen a flyer or Facebook post, you have seen Angie's and Keeley's artistic talents. The advantage for Branch Managers and others who plan programs is that they can ask the Marketing Team to help by sending them the pertinent information about an event and the Team will create not only a creative, eye-catching flyer but also post the information on FB and put it on the digital signs. If you have been in one of the branches, you have seen the screen with our events scrolling through. The Team is taking over the posting of FB items so that all publicity is uniform in information (times, dates, locations, registration information, BDL logo). Currently, the places to look for information about events is the calendar on the website or at the front desks, the digital sign, flyers, website scrolls, and Facebook.
- Planning for the Summer Reading Program (SRP) has begun in earnest. The theme is "A Universe of Stories" and will run from June 3rd to July 26th. We will have programs for children, teens, and adults. *There are cool t-shirts to wear and if you would like to order one, let me know (pictures on second page).* The benefits of Summer Reading Programs are great and as an advocate for the library, you will need to tell people about those benefits. I'm listing a few for you and remember that early readers, like babies, benefit from SRPs:
 - Young children gain self-confidence and a love for reading, books, and the library
 - The library may become a community destination for more families during the summer
 - Children are motivated to read, especially when the whole family participates. Children learn by example, so let your kids see you reading!
 - Children develop positive attitudes about reading, books, and the library.
 - Children maintain their reading skills during summer vacation. Reading for pleasure is so fun!
 - Many teenagers find enjoyment in reading (did you know that teens prefer print books to online books?)
 - Having high levels of literacy are needed for higher education and **future employment** (very important for a vibrant, successful community).
 - Most standardized tests that teenagers will take include a reading comprehension portion.

- Children in Michigan must be able to read at grade level by the 3rd grade and reading for pleasure is a great way to help with this.



T-shirts are adult sizes, S to 3XL, running from \$7.75 to \$10

- Our “Opportunity for Giving” letter, which was sent to over 700 people in December has so far only brought in \$1,000. I’m wondering about doing another letter mid-summer. Some libraries have done this and had success with it. I’d like to know your feelings about this.
- I tasked John with getting the Fire Marshall to the Coldwater branch, but before that can happen we must find places for the metal cabinets in the 4th floor hallway. Our children’s programs are well-attended, which is great but not safe and staff need the backup of the Fire Marshall’s directives to enforce room occupancy numbers.

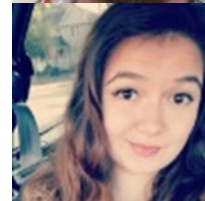
- **Staff news:**

ANNIVERSARIES:

Ben Lyon	CW Public Svc Clerk	1 year with BDL
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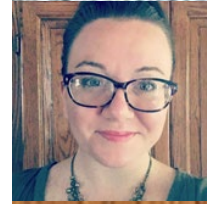


Lindsay Villa	Teen Svcs Clerk	1 year with BDL
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BIRTHDAYS:

Salwa Al Suraimi	CW Public Svc Clerk	January 7
Jan Clark	Alganssee Branch Manager	January 11
Ashley McCall	CW Public Svc Clerk	January 14
Gina Horn	Exec. Asst.	January 17



- Remember the Ice Fest on Saturday, January 26th. The Friends of the Coldwater Branch will be manning a “warming station.” There will also be an opportunity for shopping at their book sale.

Linda Lyshol



Branch District
Library

www.BranchDistrictLibrary.org

ASSISTANT DIRECTOR'S REPORT January 18, 2019

This past month has been a busy month with not too much to show for it yet. I have been working on a number of changes to our statistical report, which you'll see starting with the January 2019 stats. Curtis and I have been preparing for a sale of 5 year-old+ computer hardware.

In Evergreen news, I've rolled out some enhancements to the templates for the receipts we print in the course of circulating books. I'm also preparing for a mandatory staff training on the new Evergreen staff interface. Currently the new interface may be used alongside the old. After our next upgrade, the old interface will go away and the new one will be mandatory. The training will be in the beginning of February, with the rollout of the next version of Evergreen to be in summer.

Submitted by John Rucker



- The first part of the New Year is always looking at the calendar and seeing what Community Events BDL can be a part of. Several events that we have done for years now are unfortunately not happening but have set up a tentative calendar of places for BDL to be out in the community this year. First up is the Coldwater Branch participating in Icefest. Similar to years past, BDL is sponsoring an ice carving right out front of the library. Also, Kid's Place puts together a custom program relating to the theme. New this year is the Coldwater Friends of the Library hosting a warming station for the public inside.
- I worked several days at the Union Twp. Branch in December to assist in covering time off requests. I always enjoy getting to work directly with the public but especially at our smaller branches! The pace tends to be slower at the smaller locations and you can really use your library skill set!
- This month BDL has established a 5 staff marketing team to provide a consistent message from the library in both our website and social media page. We will handle event posts, informational pieces, and general love of all things library. Staff have been asked to continue to help us keep the community informed with their branch specific events and pictures.

Webinars:

- Library Programming for Adults, From Start to Finish
- Service, Therapy & Emotional Support Animals -What's a library to do?
- A Universe of Stories: 2019 Summer Reading Program Ideas
- Health Literacy Begins at Your Library Webinar

Submitted,
Kimberly Feltner



**TEEN SERVICES LIBRARIAN REPORT
January 2019**

Yay! 2019 is here and with its arrival is a host of all new programming for the Teen Services Department. We have several new and exciting programs and outreach events planned for the upcoming months. We also have a new display up in the Teen Space that features books in our collection that have been made into films or will be made into films.

This month we have a craft featuring a winter snow globe, that we affectionately refer to as a “relaxing snow storm in a bottle”, and our second annual indoor Snowball fight occurring at all of the branches in the district. Additional programming for the Coldwater Branch this month is an original D&D (Dungeons & Dragons) game. Teens will meet once a month through May to continue the game that began on January 14.

We are starting some outreach efforts to the area Middle Schools in the next couple of months, and also to the High School starting in May. We are looking forward to introducing teens to the new and improved databases that BDL offers, and to the fun programs that we offer.

I’m also incredibly excited to announce the planning for March’s Reading Month is well underway and will be Harry Potter themed this year. It will include several HP themed programs throughout the month and will culminate with a 24-hour movie marathon. Teen Services staff and other BDL employees are very, very excited!

Respectfully submitted,

Jessica Tefft