

Budget

After incorporating data from the October financials, we now predict ending the year with about \$12,000 more in our unassigned fund balance at year end than we projected last month. This change is reflected on the fund balance descriptions on page 8 of the budget draft, and is the only change in the draft budget presented.

Books by Mail

Books by Mail launched the week of October 17th, and we had our first sign-ups and items mailed out in our special mail bags that same week. Kudos to Cheryl Lawrence, Outreach Manager, Kimberly, and others involved with getting this going.

Staffing

Sarah Strong, our Quincy Branch Manager, has joined the Quincy DDA board, and also has recently become the latest BDL staff member to become a notary.

Erica Donihue has been promoted from within to the Children's Services Coordinator. Zoe Thomas has joined us at the service desk in Coldwater in a temporary capacity to cover a regular staff member's parenting leave.

Finally, with great sadness that we share that longtime IT department and marketing team member Angie Clark passed away October 27th. She was a fantastic part of the BDL team and will be sorely missed.

BDL currently still has 3 open positions: Teen Services Coordinator, Children's Services Clerk, and the IT Support/Marketing position.

COVID Update

There were a couple uses in the past month of our temporary COVID-19 leave policy. Happy to report that there was no in-library transmission.

Facilities

A new furnace was installed at our Algansee Branch, a very welcome change after a couple cold days recently with no heat that necessitated closing the branch.

There was also an issue with the boiler at the Coldwater Branch which Aker, our HVAC contractor took care of in short order.

The last of the plastic barriers installed for covid mitigation have been removed, so all branches are back to their pre-pandemic service desk configurations.

Staff from the City of Coldwater kindly used a lift truck this week to help dislodge our torn American flag, stuck in place on the eagle topper of the flag pole after the intense winds from a couple weeks ago. They even installed a new flag in its place!

We have put up some panels on the third floor of the Coldwater Branch to allow the Branch County Literacy Council to have all of their space in the library contiguous. They have vacated their space on the 4th floor, which was never a great space for them anyway. The library will use that 4th-floor space for cart parking so we have less congestion in the 4th floor hall or workroom. Literacy Council staff and volunteers are very happy with the change.

IT Department

I had to perform some system changes on our Virtual Private Network and routers that link our multiple locations into 1 virtual office. I did this after hours over a few days with no disruption to library operations. The public computer time management system, mConsole, that the Board approved in the October meeting arrived this week. We have unboxed the gear but haven't had a chance to deploy it yet. That might have to wait until after the Thanksgiving holiday.

Other Happenings

- State Aid report is complete.
- Kimberly and I finished up this year's donation letter campaign. Thanks to all who helped vet the mailing list.
- On October 18, the Bronson Friends hosted the annual meeting of the combined Friends groups. They did a great job, as usual, with the event planning, but attendance was much lower than they'd hoped. Still, a nice night was had by all.
- The Coldwater DDA's fundraising goal to facilitate the move of the Branch County Children's Museum was successful. The DDA Board, which I am on, was happy to announce that donations were more than enough to receive the matching grant, so early next year the Coldwater downtown area will have another cultural and educational entity providing services.
- After the *Daily Reporter* was sold a few years back, the new owners stopped microfilming the papers for us. We have selected Central Michigan University as our new microfilming vendor and received back three years of microfilmed issues of the paper. We are very happy with the quality and will continue with CMU on an ongoing basis.

- On November 1, we began requiring library cards for residents of the district to use our desktop computers. Technically, it's been this way for years, but during the pandemic we had been a little lax with just handing out guest passes to anyone who didn't have a card, including kids. As things have been getting back to normal, we have been having behavior problems with kids in our computer labs at several branches. Most libraries of any size require cards to use the computers, so we are not outside the mainstream enforcing this requirement. And with the updated policy allowing a broader availability of the Library1 card program, it should not be a hardship for any eligible guest to get a library card. And as we continue to get busier, it will speed up guests' access to the computers since they can just go straight to them instead of waiting in line at the desk to get a pass from staff.
- The management team and IT staff have been attending demos and testing options for replacement software for our staff scheduling and timekeeping. We have grown increasingly dissatisfied with what we are currently using and hope to have an expense-neutral or better swap in place by January 1.

Meetings Attended

October and November DDA meetings, four DDA committee meetings. Coldwater Advisory Board.

Submitted by John Rucker

Library and Marketing Conference 2022

At the beginning of November, I traveled to Indianapolis for the 2022 Library Marketing and Communication Conference (LMCC). I was one of the few librarians in a room full of marketing or communication professionals. LMCC is designed for library employees of any level who are involved in marketing, communications, public relations, social media, and outreach in libraries. It showcases the tried and true, the latest trends, and the best practices in marketing and communications. Yes, there was lots of conversation about TikTok and selfie-taking. Sessions and speakers provided practical tips and takeaways that can be immediately applied to any library's communication and marketing efforts.

The sessions I attended were the following:

- Pre-Conference: Marketing 101
- Keynotes: Best Deal Ever Campaign & Brooklyn Public Library #UnBanned Books Campaign
- Community Engagement: The Merging of Marketing, Outreach, and Programming
- When Other People Try to Do Your Job...and How to Let Them
- Have You Seen My Baby? How to Transform Non-Library Users into Library Advocates with Social Media.
- Telling Your Library's Story
- Designing for Impact: DEIA Social Media Outreach
- Video Killed the Radio Star, Creating Short-Form Video
- What They Think About You: Developing Your Brand
- Engage at Every Stage: Using Segmentation and Email Marketing
- Data & Design

After the conference, I was able to sit down with BDL's marketing team. We looked over the large amounts of examples and swag from the conference. We all identified items we liked and would like to duplicate at BDL. The creative juices are flowing as we plan for 2023!

Programming

Several sessions of Hoopla 101 were on the calendar. Unfortunately, there was no attendance at the Bronson, Coldwater, or Quincy branches. I am not very shocked by this. The Hoopla app is fairly straightforward to access great digital library services. However, this is a class that is often asked for. We will try again with another session in early 2023.

Personnel

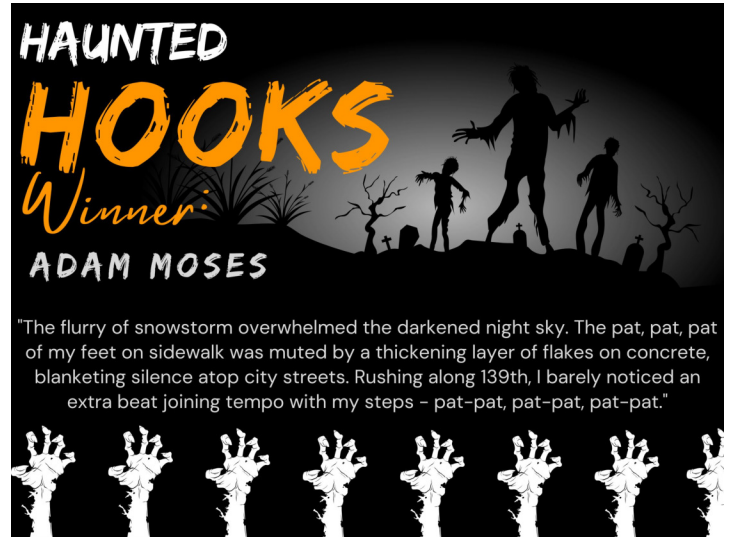
Christina Holibaugh, Jessica Tefft, and I conducted one round of interviews for the Children's Services Clerk. Applications are still being accepted for several open positions at the library. These positions are on our website. I have also shared them on social media, announced at community meetings, and posted on the Michigan Talent Bank. I also held an orientation for Bea Thomas, who will be working at the Coldwater Branch as a temporary Public Services Clerk.

Volunteering

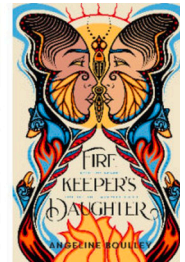
I am back for my third year of tutoring with the Schools of Hope program. This is a partnership between the Branch County United Way, Kiwanis Club of Coldwater, and Jefferson Elementary. Every week I will work with a second grader who is slightly behind in their reading. The goal is to get the student at grade level or beyond by the end of the year. Since my own children have struggled so much with reading, I am glad I can help out others.

Submitted by Kimberly Feltner

- The “Haunted Hooks” writing contest ended on October 31 and we had over a dozen entries! Adam Moses was the contest winner.
- Attended the BCCN meeting on October 19.
- I know it doesn’t seem possible but it’s planning time for SRP 2023 already! I’ve had one brainstorming session about the 2023 theme of “Kindness” with the branch managers during branch visits, and one with Erica (Children’s Services Coordinator) and we are meeting for the first official meeting in January to discuss what the Summer Reading Program looks like in 2023!



- The One Book One County (OBOC) book has been chosen and I am over the moon to announce that it’s a Michigan author AND a multiple award winner. The 2023 OBOC title is *The FireKeeper’s Daughter* by Angeline Bull. I’m so excited for the 2023 OBOC season!



- I was asked to be on a committee for the Community Center as a liaison for the library and our first meeting was 11/18. This is incredibly exciting and I can’t wait to see how we can partner in the future!

Submitted,

Jessica Tefft