



Winchester Public Library Annual Report 2019

BOARD OF TRUSTEES

The Board of Trustees is the governing body of the Winchester Public Library as established under Massachusetts General Laws Ch. 78, Sec. 10-13, and 21. The Board exercises powers and authority and assumes the responsibility delegated to it under this statute and the Winchester Home Rule Charter Section 3-6. The Board consists of five members elected for three-year terms.

Angela Murdough, Chair
Elected 2017. Term expires 2020

Ingrid Geis, Vice Chair
Elected 2014. Term expires 2020

Jane Murray
Elected 2009. Term expires 2021

Mary Ann O'Callaghan
Elected 2019. Term expires 2022

Wendy Karle
Elected 2019. Term expires 2022

LIBRARY DIRECTOR

Ann Wirtanen

The year began with the installation of new carpeting in the Large Meeting Room. It has been many years since it was completely replaced. The HVAC systems were completely renovated with new gas furnaces and chiller with funds appropriated by Town Meeting through the DPW.

Across the country, artistic representations of historic events and public figures were under scrutiny and this discussion came to Winchester as well. In the 1930s and 1940s federal programs such as the Works Progress Administration (WPA) paid artists to create thousands of artworks. Some of those were installed in libraries and the Winchester Public Library was included. The Multicultural Network brought into discussion our two murals, Ripley's *Purchase of Land from the Indians* and Caser's *Bible Reading in a Puritan Home*. The discussion centered on the inaccurate and culturally insensitive depiction of the sale of land which became Winchester. We saw this as an educational opportunity and created a brochure titled, *A Closer Look: Murals*, which everyone has found interesting and helpful.

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Our web site was given a complete overhaul by Sterling Technologies, a local web design firm. Improved functionality was our primary goal as well as increasing patron engagement, ease navigation, improved content and mobile responsiveness. The new site is expected to be released in early 2020.

Strategic Planning for our next five years began toward the end of the year. Over the last five years the library made improvements to its physical space and interior furnishings, hired new staff to replace those who retired, and embraced emerging technologies. The new plan covers 2022-2026 and will help us anticipate the evolving library and information needs of our community and all library users.

Construction of two new study rooms on the main floor began in November and is expected to wrap up early in 2020. Funding was provided through our Endowment Fund.

It is truly our privilege to serve the residents of Winchester and all our library patrons that use our facility as their library of choice. We are grateful to our donors, volunteers and the members of our Friends of the Library for their generosity. We look forward to 2020.

BIBLIOGRAPHIC SERVICES

Michelle Beau, Department Head

Bibliographic Services added 11,997 items during the year, 208 items fewer than in 2018. The collection size decreased 4.06 % from 112,565 to 108,176. Fewer items were ordered in some collection areas – notably, 129 fewer items in the adult AV collection and 509 less in children’s nonfiction print. The decrease in collection size can also be attributed to weeding projects across all collections, especially in the local history room, the adult reference collection, children’s circulating print, and the juvenile DVD collections. Both the adult fiction and the young adult collections increased slightly, 2.61% and 2.55% respectively. The new adult console game collection also continued to grow and 66 new games were added during the year. The children’s library began collecting a new format, Wonderbooks, and 25 of these picture books with embedded audio devices were added to the collection. Seven new binge boxes were added to the adult DVD collection and a DVD binge box collection was also started in the children’s library with four binge boxes added.

Our equipment and Library of Things collections were expanded with the addition of three more noise cancelling headphones, a mini-digital film scanner, a quilting three additional playaway audio cables, and six Coolpad Surf Hotspots all added in 2019.

There were no changes in staffing in the department during the year.

A pre-processing agreement was set up with MidWest Tapes to have newly purchased DVDs repackaged into sturdier cases and pre-labeled with barcodes and library address labels.

A detailed summary of collection activity and holdings follows.

	2018 HOLDINGS	2019 HOLDINGS	% CHANGE 2018- 2019	ITEMS ADDED 2018	ITEMS ADDED 2019	% ITEMS ADDED IN 2019
ADULT						
Circulating Print						
Fiction	17,059	17,517	2.61%	1,965	2,197	12.54%
Large Type	915	922	0.76%	161	178	19.31%
Young Adult	3,666	3,762	2.55%	809	861	22.89%
Non-fiction	29,747	28,209	-5.45%	2,674	2,794	9.90%
Total	51,387	50,410	-1.94%	5,609	6,030	11.96%
Circulating Audiovisual						
Video	8,950	9,014	0.71%	919	813	9.02%
Music	2,882	2,773	-3.93%	198	175	6.31%
Books on CD	2,854	2,735	-4.35%	356	323	11.81%
Spoken Playaway	472	436	-8.26%	24	19	4.36%
CD-ROM	3	3	0.00%	0	0	0.00%
Console Game	149	213	30.05%	23	66	30.99%
YA Books on CD	143	148	3.38%	31	26	17.57%
YA Spoken Playaway	16	15	-6.67%	1	1	6.67%
Total	15,469	15,337	-0.86%	1,552	1,423	9.28%
Non-Circulating						
Reference	965	813	-18.70%	47	79	9.72%
Local History	887	658	-34.80%	1	4	0.61%
Total	1,852	1,471	-25.90%	48	83	5.64%
Equipment	50	68	26.47%	31	23	33.82%
Adult Total	68,758	67,286	-2.19%	7,240	7,559	11.23%

	2018 HOLDINGS	2019 HOLDINGS	% CHANGE 2018- 2019	ITEMS ADDED 2018	ITEMS ADDED 2019	% ITEMS ADDED IN 2019
JUVENILE						
Circulating Print						
Fiction	21,397	20,171	-6.08%	2,888	2,887	14.31%
Non-fiction	18,732	17,232	-8.70%	1,794	1,285	7.46%
Total	40,129	37,403	-7.29%	4,682	4,172	11.15%
Circulating Audiovisual						
Video	1,719	1,463	-17.50%	105	80	5.47%
<u>Playview</u>	18	18	0.00%	0	1	5.56%
Music	241	247	2.43%	0	7	2.83%
Books on CD	1,301	1,352	3.77%	126	118	8.73%
Spoken <u>Playaway</u>	154	160	3.75%	24	15	9.38%
CD ROM	1	1	0.00%	0	0	0.00%
Launchpad	11	5	-120.00%	0	1	20.00%
<u>Wonderbooks</u>	0	25	100.00%	0	25	100.00%
Total	3,445	3,271	-5.32%	255	247	7.55%
Non-Circulating						
Reference	112	94	-19.15%	13	7	7.45%
Professional	114	114	0.00%	15	4	3.51%
Total	226	208	-8.65%	28	11	5.29%
Equipment	7	8	12.50%	0	8	100.00%
Juvenile Total	43,807	40,890	-7.13%	4,965	4,438	10.85%
Grand Total	112,565	108,176	-4.06%	12,205	11,997	11.09%

CIRCULATION

Melissa Roderick, Department Head

What's Circulating

Circulation totaled 440,250, down -3% compared to 2018. While traditional collection categories showed some decline, interest in our tools for home and in-library use continues to grow. We offer a variety of items for take home use that residents have asked for – things you may want to use once or twice, but don't need to own. The Library also has a number of technology items that you can use for 3 hours at a time while working in the library. We saw a notable 72% increase here reflected in the "equipment" category. Digital content usage via Overdrive also rose with eBook usage increasing 12% and eAudio up 32%.

	2018	2019	% change
Print	310,092	301,671	-2.7%
Films	79,140	71,982	-9%
Music	10,509	8,042	-23%
Audiobooks	19,477	16,797	-13.8%
Software	698	1,154	+65%
Kits	16	19	+19%
Museum Passes	2,315	2,370	+2.4%
Equipment	2,225	3,817	+72%
eBooks	20,851	23,370	+12%
eAudio	8,369	11,028	+32%

Visitors

The library had 240,791 visitors in 2019, an increase of 1.6% from the previous year.

Home Delivery

The Library delivers books and other library materials to homebound Winchester residents. In 2019, we made 176 deliveries of 829 items to 24 patrons.

Staffing

We welcomed new Shelves - Sarah Lewis, Alex Milt and Shirley Gillming. We also promoted Karen Boodakian to the position of Circulation Substitute.

ADULT PROGRAMMING AND VOLUNTEERS

Theresa Maturevich, Assistant Director

The Library has continued to expand its adult programming in 2019 and has laid the groundwork for new series to begin in 2020. In addition to successful art instruction programs started in 2018, a staff member piloted Knit Night for fiber craft enthusiasts to discuss their projects and recommend resources which was popular enough to bring back for the New Year. A drop-in game program did not find an audience, but we had productive partnerships with the Winchester Community Music School, the Winchester Historical Society, the Jenks Center, Winchester Co-operative Bank, Winchester Coalition for a Safer Community, Winchester School of Chinese Culture, and the Board of Health among others. Though many programs are held here in the library, we have also visited other locales including local nursing homes, the Farmers Market, and the Jenks Center. Both the One Winchester, Many Traditions film series and Winchester Reads were generously funded by the John and Mary Murphy Educational Foundation and the

Friends of the Winchester Public Library fund the remainder of our adult offerings.

Our volunteers are committed to the community and help in a variety of positions both in and out of the library. Their dedication makes it possible to offer the Friends Lecture Series, reading aloud to nursing home residents, monthly art exhibits and much more. Whether its teen volunteers reading to families during the summer Rush Out and Read (R.O.A.R.) program or adults shelving books, delivering to homebound patrons, or helping out during a program, they provide valuable time and energy to our operations. It should be noted that the R.O.A.R. program is supported by the Winchester Co-operative Bank.

The staff of the Library are grateful for the commitment and care shown by each of our volunteers. Without them, we would not be able to maintain the current level of programming and outreach services.



TECHNOLOGY AND INFORMATION SERVICES

Ran Cronin, Department Head

Information Services and Resources

Patron interactions continued steadily throughout the year at around 2,350 interactions per month, with increased demand for study rooms and loanable

technology. Study room reservations and hours reserved both increased over last year, by 11% in reservations and 2% in hours reserved. Noise-cancelling headphones and Apple DVD players called SuperDrives were added to the Tech Cart. Digital lending continues to be popular through library apps such OverDrive, Libby, and Hoopla. Staff frequently instructed patrons how to use these resources on average 30 times per month.

Database usage also remained steady throughout the year, with the Winchester Star, Consumer Reports, and HeritageQuest Online among the most popular resources. Two new databases regarding cuisine and recipes were added to the collection.

Museum pass reservations remained the same as last year. Three new passes were added to the collection: Mass Audubon Society, Garden in the Woods as gifted by a member of the Friends, and the integration of Trustees of Reservations and the DeCordova Museum.

Engagement

The department staff created 28 unique displays throughout the year, including topics such as New Perspectives in Science Fiction, Blind Date with a Book, Party Like It's 1999, and Climate Preparedness Week.

Young Adult Librarian Amanda Gogel planned and hosted 10 programs for teens during the year, which were attended in total by 73 teens. Programs included Human Battleship, Blackout Poetry, Cupcake Wars, and Candy Sushi Class.

Technology Librarian Ran Cronin planned and hosted 11 technology sessions at the Jenks Center, which were attended by 120 adults. Programs included topics such as Maps & GPS, cloud storage, ride sharing apps, Bluetooth pairing devices, and organizing digital photos.

Projects & People

The department conducted shelf reads in May, weeded continually throughout the year, participated in the Summer Reading Program for Teens, and began transcribing the index of the Winchester Star, into a digital format. The department head supervised a reorganization project of the Local History collection the help of a new temporary archivist, Dan Hitchen.

Robin Rapoport took a new position at the Tufts Digital Archive in July. The

department welcomed three new members to the department in September: Erin Dagenais, Dan Hinchey, and Schuyler Selden. Erin volunteered for the library since March while attending library school online. Dan is a Reference Librarian at the Massachusetts Historical Society and worked in Winchester on a temporary basis. Schuyler works in Reference at the Wayland Free Public Library and is an archivist/miller at the Longfellow Wayside Inn.

Jenny Arch and Ran Cronin conducted usability tests on the library's website before presenting their findings about usability testing at the Massachusetts Library Association Annual Conference in May.

Statistics

In-person questions: 24,410

Database searches: 60,502

Phone Questions: 4,047

Wi-Fi Logins: 93,983

Computer Logins + Checkouts: 14,419

Museums Available: 24

Museum Pass Reservations: 3,586

Test Proctored: 24

Study Rooms Hours of Use: 4,345 hours

Study Room Users: 5,383 people

CHILDREN'S SERVICES

Stephanie Wolflink, Department Head

Readers Advisory & Reference

Our first year relying heavily on the use of Gimlet revealed what looked like a big jump in the number of both Reference and Readers Advisory questions. We answered 12,383 questions, a 177% increase from 2018. I think that there were two reasons for seeing such a jump in questions. First was that we saw many more Medford patrons since their building was being renovated. It is also my suspicion that we were not consistently recording questions in the past. It is also interesting to see that we had 1,069 Summer Reading Program questions. This seems like a pretty accurate count given the number of families, students and children that signed up for the program. At some point an evaluation/exploration of the Gimlet tags should be made. Currently there are some tags that are shared by both Adult Reference and Children's Services. It may be useful to be able to know how many of

the email questions are Adult vs. Children's for example.

Summer Reading Program & ROAR

Continuing to be one of our most successful programs the theme of the Summer Reading Program was a "Universe of Tales". The structure of the program remained the same. It was accompanied by the usual summer and seasonal Displays as well as the usual strong variety in programs done by Children's staff and outside paid performers. Programs included a hula hoop artist, music programs, crafts programs, Family Cooking Club, yoga, cartooning, Sciencetellers, Magician Mike Bent and two visits from our local Children's theatre Kidstock. There was not a significant increase in number of children, students, and families signing up for the program and there was not an increase in families attending our party for program finishers. The program numbers seem to have plateaued in the last half a dozen years.

- 32 Supporting Programs
- 460 Children Signed Up
- 2264 Number of Children & Adults Attending Programs
- 750+ Raffle Tickets given to Children who successfully played games

Dennis Kronenberg continued his role as ROAR leader and once again I gave all new ROAR student volunteers a one hour training. The program remains popular enough for new student volunteers to replace former student volunteers. They usually begin in 7th grade and leave in their junior year. There have been a few years when we had to turn away a few students and some years when we had to do a little more in the way of recruiting especially for certain weeks in August. Dennis submitted his ROAR report to both me and to Theresa. The numbers are very similar to those of previous years. The only difference in the last few years has been that ROAR has attached itself to many preschool programs and is doing less of a roving readers approach with the exception of the Farmers' Market.

Collection Development

- New this Fall---- a set of 25 Wonderbooks
- Board Books that had been in four alphabetic ranges in bins were removed from Bins and shelved in alphabetic order
- Two Non Fiction series were shelved together instead of by call number
- Parent / Teacher Collection shelving was moved into Picture Book Room
- A lot of effort was made to catch up on all the needed weeding this year
- Addition of a two FAQ baskets (Black & White Board Books for Babies and Picture Books about Birthdays)

School Year Programs

- Programs 439
- Children Attending 11,631
- Adults 5232

Once again a wide variety of programs were offered to children, students and families both in the mornings and the afternoons every day of the week except Sunday. Most of these programs were led by staff. Itsy Bitsy Storytime increased at the end of the summer from 1 to 2 sessions due to an explosion in demand not only explainable by the increase in Medford patrons. In the fall we tried a Sensory Storytimes four times for our neurodiverse population, but given the erratic and small attendance by the intended audience we will wait and try this again in the future.

Staff Led Programs

- 2 sessions per week of ***Itsy Bitsy Readers*** Denise & Brittany
- 2 sessions per week of ***Step Into Storytime*** Karen, Jenny, & Stephanie
- 1 **Craft Program** per month Karen & Stephanie
- 1 Session of **Preschool Storytime** Stephanie
- 1 Session per week of **Pattycake Place** Brittany
- Monthly **Sensory Storytime** Brittany
- **Lego Robotics** Programs Denise

Community Connections

- 11 Elementary School Visits Stephanie & Brittany
- 12 5th Grade Transition Visits Brittany, Jenny, Stephanie & Amanda
- 8 Preschool & Nursery School Visits Brittany & Stephanie
- AuthorFest Brittany & Stephanie
- Summer Expo Stephanie
- Lincoln STEAM night Denise
- ELL / Multicultural Potluck Stephanie & Ran
- Battle of the Books / Reading Rocks Brittany & Denise
- New Teacher Orientation Brittany
- Visits to WinCam Brittany & Stephanie
- Farmer's Market Brittany & Denise

FY 2019 and FY 2020 BUDGETS

	FY 19 Budget	FY 20 Budget
Permanent	1,366,399	1,404,617
Sick Leave Buy Back Non-Union	13,349	8,785
Temporary	122,850	117,604
Overtime	54,403	56,085
Personal Services Total	1,557,001	1,587,091
Office Supplies	16,700	17,200
Printing and Supplies	850	850
Books and Periodicals	255,000	258,000
Cleaning Supplies	1,320	1,320
Household Supplies	3,500	3,500
Electrical Supplies	1,500	1,500
Hardware	500	500
Painting Supplies	550	550
Small Tools	450	400
Chemicals	1,200	1,200
Food and Groceries	450	475
Total Supplies and Materials	282,020	285,495
Printing and Stationery	6,500	6,000
Postage	1,550	1,500
Telephone	2,200	2,250
Advertising	750	750
Travel	1,450	1,400
Clean and Sanitary	18,500	19,000
Landscaping	7,500	7,500
COM R&M Tools & Equipment	1,450	850
R&M Bldg & Structure	16,000	16,000
R&M Furniture/Equipment	800	800
Tuition	850	850
Contractual Service	64,500	66,000
Total Services	122,050	122,900
Dues & Membership	1,150	1,150
Furniture & Fixtures (Computer and Hardware Replacement)	15,000	15,500
Library Total	1,977,221	2,012,136

FY 2019 original appropriation was \$1,943,689 but two supplemental articles were approved by Town Meeting increasing the total appropriation to \$1,977,221. FY 2020 original appropriation was \$1,989,206 and supplemental articles increased the total appropriation to \$2,012,136.