

Marshall Public Library Board of Trustees
Quarterly Advisory Report
2018: 1st Quarter

Board of Trustees' News:

- ⌘ New officers for 2018 were unanimously elected during the February meeting and are as follows:
 - Ken Poindexter, Chair
 - Dr. J. R. Nissley, Vice Chair
 - Eva Oliver, Secretary
- ⌘ The Board of Trustees meets on the 3rd Tuesday of every month at 4:00 p.m.
- ⌘ The Board did not meet in January due to the City's closure for snow and ice.

A list of Board members and their terms, a roster of Board members dating back to 1970, links to Board agendas and minutes as well as to quarterly reports are available on the Board of Trustees page of the library's website.

www.marshallpubliclibrary.org/boardoftrustees

Library Programs & Activities:

- ⌘ Conducted Saturday programming for children: "Snow Day" (January); "LEGO Build" (February/March) (**S**)
- ⌘ Offered children's programming Tuesday-Saturday during Spring Break (**S**)
- ⌘ Awarded a Lone Star Día grant to purchase bilingual children's books (**C**)
- ⌘ Provided IRS tax forms for the public (**S**)
- ⌘ Posted a poem by an African American author every day on Facebook during Black History Month (**M**)
- ⌘ Met with MISD teachers and curriculum coordinators to begin process of aligning library resources with curriculum (**C/S**)
- ⌘ Hosted representatives from the Texas State Historical Association and MISD Social Studies teachers who previewed Smithsonian exhibit and available resources (**F**)
- ⌘ Installed new card catalog kiosks (**T**)
- ⌘ Weeded outdated non-fiction books and ordered current non-fiction books (**C**)
- ⌘ Helped individuals with completion of job applications and development of resumes (**S**)
- ⌘ Displayed Olympic trivia and information in-house and on social media (**M**)
- ⌘ Met with TSTC and Marshall-Harrison County Literacy Council representatives to discuss new, collaborative initiative "Education to Employment"(job readiness skills, resources, and training) (**S**)
- ⌘ Upgraded and installed computers (**T**)
- ⌘ Assisted Harrison County Elections Office as Precinct 22 voting site (**F**)
- ⌘ Promoted services, programs, and information on social media and radio (**M**)
- ⌘ Hosted and collaborated with the Harrison County Historical Museum to display the Smithsonian traveling exhibit "Hometown Teams: How Sports Shape America" (**F/S**)

www.marshallpubliclibrary.org

2014-2019 Strategic Plan areas addressed: C ollection; F acility; M arketing/Public Relations/Advocacy; S ervice; T echnology
--

*Enriching, empowering, and educating our community
through exemplary services, exceptional resources, and engaging programs.*

Marshall Public Library
Quarterly Advisory Report
2018: 2nd Quarter

LIBRARY PROGRAMS & ACTIVITIES:

- ⌘ Hosted and collaborated with the Harrison County Historical Museum to display the Smithsonian traveling exhibit “Hometown Teams: How Sports Shape America”. **(F)(S)**
- ⌘ Held annual Dia Day with a bilingual reading of children’s books followed by crafts, activities, and snacks. Children attending Dia Day received a free book funded through a grant from the Texas Center for the Book. This event was also held at Joe Pine’s Coffee. **(S)**
- ⌘ Initiated the inaugural REaD HOT Salsa Contest on Cinco de Mayo. The community was invited to bring their salsa for judging in the following categories: mild, hot, fruity/sweet. The City of Marshall fire fighters judged the event. **(M)(S)**
- ⌘ Participated in the “Touch a Truck” event downtown. Staff answered questions about the upcoming summer reading program while providing on-site activities. **(M)(S)**
- ⌘ Received an updated security surveillance system through the collaboration of the City of Marshall and Friends of the Public Library. **(F)**
- ⌘ Launched a project to organize the series of books in the library’s collection. The card catalog record will show the chronological order of a series, and the books will have labels showing the series order so patrons can more quickly identify which comes first and next in a series. To date, the young adult section is complete with the adult fiction, juvenile fiction, and large print sections still to accomplish. **(C)**
- ⌘ Installed Envisionware computer management system allowing patrons enhanced computer access and reservation control. **(T)**
- ⌘ Welcomed over 1,100 children and teenagers to the Summer Reading Program which began on June 12 and runs through August 3. Many programs are offered weekly and center on the theme “Libraries Rock!”. 119 new library cards have been issued to children and young adults and 3,214 children and young adult materials have been checked out as a result of June programming. **(S)**

Strategic Plan areas addressed: **Collection; Facility; Marketing/Public Relations/Advocacy; Service; Technology**

ACCREDITATION INFORMATION:

Based on the Annual Report submitted to the Texas State Library and Archives Commission (TSLAC) in April, the Marshall Public Library successfully met all accreditation criteria in the areas of expenditures, collections, service hours, and other indicators as established by the TSLAC. **In order to maintain accreditation in FY2019-2021, the Marshall Public Library must have local expenditures amounting to \$8.32 per capita in order to remain accredited.** Currently, the library receives \$8.16 per capita.

*Enriching, empowering, and educating our community
through exemplary services, exceptional resources, and engaging programs.*

www.marshallpubliclibrary.org

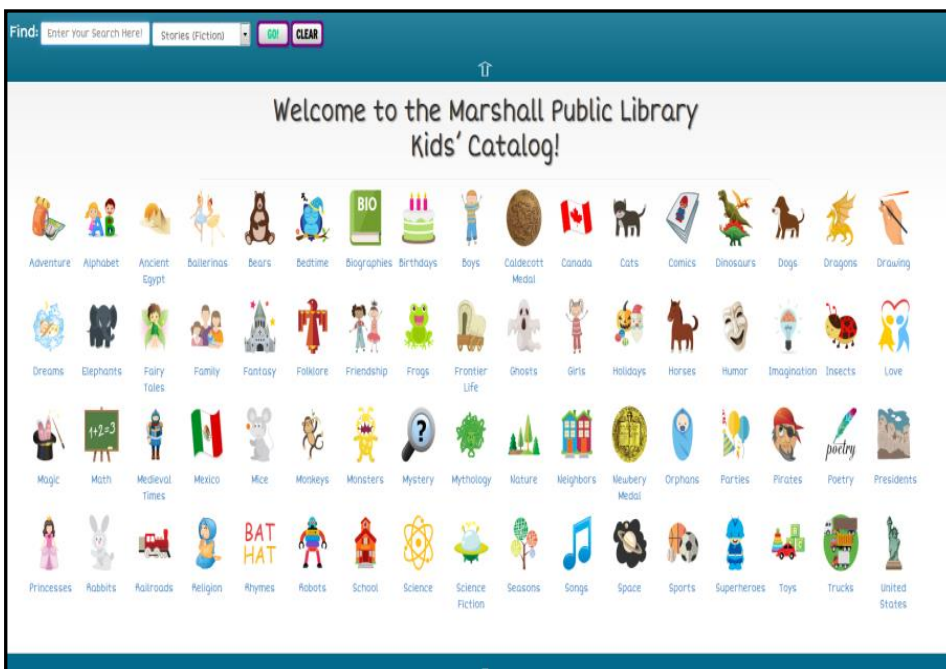
Marshall Public Library Quarterly Advisory Report 2018: 3rd Quarter

NEW INITIATIVES:

A new material introduced this quarter were **Playaways** which are pre-loaded, all-in-one audio books. Patrons just need to plug in earbuds or, in the car, use their vehicle's auxiliary cable to connect and listen. Playaways have been a very popular item since their addition due to their ease of use. The Board of Trustees agreed to allocate \$5,000 from the Emma Walker account for the purchase additional Playaways for the children's, young adult, and adult collection. **(C)**



Automatic renewal is now available to patrons. All items automatically renew one time on their due date unless the item is a best-seller, on reserve for another patron, or has already been renewed once already. Patrons have the option of receiving an email or text notification that their items have renewed. **(S)**



A **new card catalog kiosk** for kids is available in the children's area. Patrons can click on a picture of a topic to see what items are available in the Easy, Juvenile Fiction, or Juvenile Non-Fiction section. Patrons can also search by series such as *Harry Potter*, *Little House on the Prairie*, and *Diary of a Wimpy Kid*.

Any searches on this card catalog will only display items located in the kids' section. **(T)**

OTHER LIBRARY NEWS & EVENTS:

- ⌘ \$827,157.87=the amount of money patrons saved January-September 2018 by borrowing materials from the library versus purchasing them. **(S)**
- ⌘ Hosted the Chamber of Commerce for their Fourth Friday Luncheon Series. **(F)(S)**
- ⌘ Outreached to the homeschool community with two programs. The first was the annual back-to-school picture event and the second, a collaboration with a representative from Capital One bank speaking on financial literacy matters such as earning and saving money. **(S)**
- ⌘ Received notification from the Texas State Library and Archives Commission that Marshall Public Library remains an accredited institution based on its 2017 Annual Report. As a result, the library will continue to have access to the interlibrary loan program, grant initiatives, continuing education opportunities, and more. **(C)(F)(M)(S)(T)**

Strategic Plan areas addressed: **Collection; Facility; Marketing/Public Relations/Advocacy; Service; Technology**

*Enriching, empowering, and educating our community
through exemplary services, exceptional resources, and engaging programs.*

**Marshall Public Library
Quarterly Advisory Report
2018: 4th Quarter**

LIBRARY NEWS & EVENTS:

- ⌘ \$1,061,325.30=the amount of money patrons saved in 2018 by borrowing materials from the library versus purchasing them. The top 5 most checked-out sections were Fiction, Easy, Large Print, Non-Fiction, and Juvenile Non-Fiction. **(C)(S)**
- ⌘ Hosted job fair for Ollie's which attracted over 100 applicants. **(F)**
- ⌘ Hosted the Chamber of Commerce for their Fourth Friday Luncheon Series focusing on business and social media topics. **(F)(S)**
- ⌘ Served as Precinct 22 polling place on Election Day. Voter registration cards in both English and Spanish are available for free distribution year-round. **(F)(S)**
- ⌘ Participated in the Fire Ant Festival with over 250 children making buttons and coloring bookmarks. **(M)(S)**
- ⌘ Added a new online resource, BookFlix, which pairs popular children's books in digital format with similarly-themed non-fiction books and includes related learning activities for children and additional resources for parents and teachers. **(S)(T)**
- ⌘ Held 3 Harry Potter after-hours events for ages 5-adult (following three months of extensive preparation and planning). The event was highly successful and well attended. **(S)**
- ⌘ Participated in Michelson Museum of Art's inaugural tree decorating contest. **(M)**
- ⌘ Offered programming during the Thanksgiving and Christmas breaks for area students which included special storytimes, movies, Lego building, button making, crafting afternoons, and a visit from Santa and Mrs. Claus on Second Saturday. **(S)**

BOARD OF TRUSTEES' NEWS:

- ⌘ According to Section 2 of the Board's by-laws, one of the responsibilities of the Marshall Public Library Board of Trustees is to serve as an advisory oversight committee in some areas of library operations. One of these involves review of the rental rate of the Gold Room. Currently, the cost to rent the Gold Room is \$35 a day. Non-profit groups, as well as City-sponsored organizations, are not charged for use of the space. The Board of Trustees reviewed the rates and unanimously voted to maintain the rental fee of the Gold Room at \$35 a day for individuals and at no cost to non-profit organizations.
- ⌘ In compliance with Section 4, Item G of the City Commission's Resolution of Board Appointments, the newly-appointed members to the library's Board of Trustees, Christina Deel and Jennifer Hoskins, attended an orientation session on December 28. In addition to meeting the library staff, the new trustees also reviewed the Board's by-laws, Texas State Library accreditation requirements, Texas Public Library Standards, 2014-2019 Strategic Plan, and library policies.

Strategic Plan areas addressed: **Collection; Facility; Marketing/Public Relations/Advocacy; Service; Technology**

*Enriching, empowering, and educating our community
through exemplary services, exceptional resources, and engaging programs.*