



Library Director's **REPORT**

April 2023

MARCH'S HIGHLIGHTS

Special Guests....

The WVDE Leaders of Literacy Council met mid-month at the **Main Library**. The purpose of the council is to engage a network of stakeholders in the WVDE's *Ready, Read, Write, West Virginia literacy initiative*. More than 40 individuals representing government, businesses, non-profits, education, families and communities participated.

"Ready, Read, Write is West Virginia's effort to increase literacy proficiency among students in grades K – 12. It is rooted in research and the belief that all students can learn to read with effective reading instruction. Based on the science of reading, Ready, Read, Write equips students with tools and strategies that allow them to grow as strong readers using the five pillars that include phonemic awareness, phonics, fluency, vocabulary, and comprehension as well as writing."

SPRING WISHES

The Main Library hosted Celtic Calling's *Children's Celtic Dance Workshop*. Members of the Appalachian Lassies performed and taught introductory dance steps from Scotland & Ireland.

St. Albans Branch invited patrons of all ages to spend Spring Break with a special **I SPY** featuring Spring related pictures hidden throughout the library.

Butterflies were the rage at **Riverside Branch** with stories, crafts, and a reading of *Waiting for Wings* by Lois Ehlert.



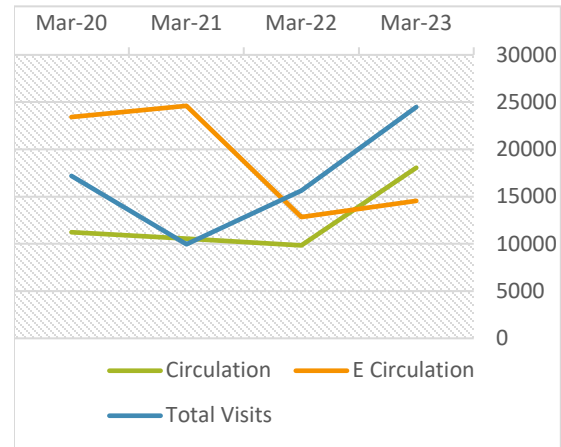
FACEBOOK @ MAIN....

"Thanks to everyone who came out this evening to help Hercules celebrate his 6th birthday and new book. Many thanks to library partners, CRW Airport, for sharing Herc and his friends with us today. Special thanks as well to the author for coming and bringing her family, Rock City Cake Company, Saving Thyme catering, and others for making the event a fun time for all"

Circulation OVERVIEW

MARCH SUMMARY

March's total circulation is **67,446**, higher than the previous March of **46,248**. The library system circulated **36,111** physical items, circulated **1,850** items within library facilities, and streamed or downloaded **29,085** items from the library's digital platforms. The library system added **3,388** physical items to the collection and weeded **5,772**. KCPL's total physical collection is **374,966** items, with Nitro and participating school collections totaling **597,303** items. Across the library system, there were **24,478** visitors last month.



STATISTICAL TRENDS



Special Collections

While our special collections are small, they impact the community in big ways. Circulated in March: **45** Hotspots, **148** Clendenin Kiosk, **252** Read Alouds, **56** Laptops, **279** Video Games, and **64** Tools.



Digital Circulation

Compared to our overall circulation for this month, patrons downloaded, streamed, or viewed **43.5%** of library materials. The same month last year, **58%** of the overall circulation was digital.



Physical Format Circulation

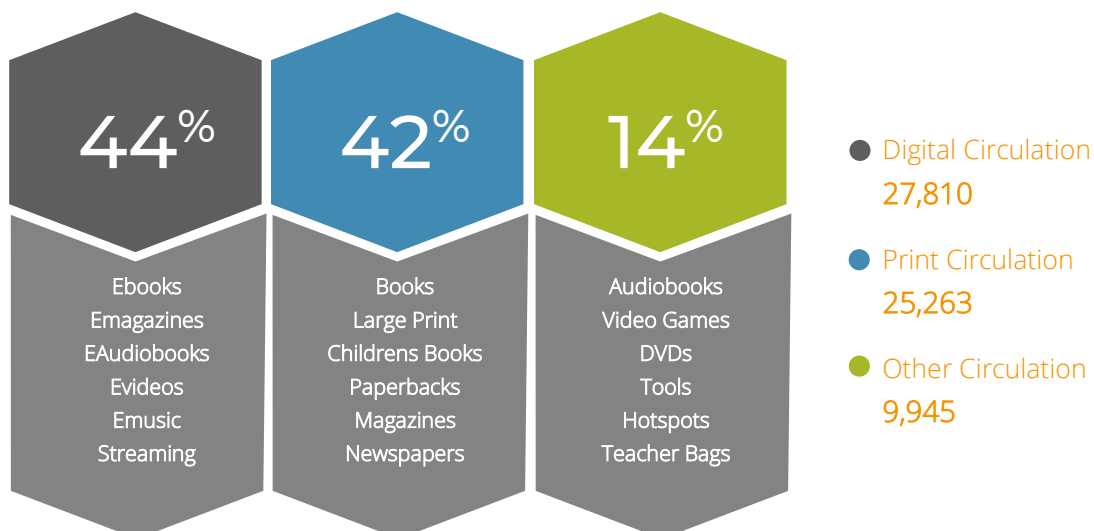
Per capita circulation, **Main Library**, **Elk Valley** and the **Clendenin** branches had the highest number of average loans among the legal service area population. Bookmobile and Glasgow closures have impacted circulation.

Circulation BY THE NUMBERS

Circulation by Branch

	Physical Circulation	% of Total Circulation
▲ MAIN	14,697	41%
▲ ELK VALLEY	4,694	13%
▲ DUNBAR	3,962	11%
▲ ST. ALBANS	3,708	10%
▲ SISSONVILLE	2,724	8%
▲ RIVERSIDE AREA	2,477	7%
▲ CROSS LANES	2,504	7%
▲ CLENDENIN AREA	1,345	4%
<i>Total</i>	<i>36,111</i>	

The following table demonstrates the breakdown of the total monthly circulation for **March 2023**. The Kanawha County Public Library system continues to rebound from COVID19 closures, and we continue to near pre-pandemic circulation.



Revenue INCOME

	January 2023	July-January 2023	Budget 2022/2023
Levy Income			
Board of Education	35,118	\$1,843,602	\$2,993,451
County Commission	\$260,000	\$2,387,729	\$3,146,735
City of Charleston	\$79,684	\$637,468	\$1,045,686
Subtotal	\$374,801	\$4,868,799	\$7,185,872
State Income			
Grants in Aid	\$211,127	\$633,381	\$844,507
Grants in Aid-Nitro	\$0	\$17,429	\$34,859
Nitro Admin. Fee	\$0	\$2,544	\$5,090
Subtotal	\$211,127	\$653,354	\$884,456
Branch Support			
Clendenin	\$0	\$0	\$4,252
Cross Lanes	\$0	\$0	\$8,962
Dunbar	\$0	\$16,750	\$88,000
Elk Valley	\$0	\$0	\$8,726
Glasgow	\$0	\$0	\$511
Marmet	\$0	\$0	\$3,218
Riverside	\$0	\$0	\$4,502
St. Albans	\$35,000	\$35,000	\$70,000
Sissonville	\$0	\$0	\$8,078
Subtotal	\$35,000	\$51,750	\$196,249
Miscellaneous Receipts			
USAC Reimbursement	\$0	\$107,902	\$52,000
Unrealized Gain/Loss	\$70,315	\$94,535	\$0
Jacobson Interest	\$3,302	\$25,782	\$25,000
Foundation Contribution	\$0	\$0	\$10,000
All Other	\$69,265	\$197,447	\$96,400
Subtotal	\$142,882	\$425,666	\$183,400
Total Revenue	\$763,810	\$5,999,569	\$8,449,977

STATEMENT OF FUNDS

Operational Funds Balance	\$ 7,108,660
Special Funds Balance	\$148,847
Jacobson Trust	\$ 1,809,907
William Bradford Trust	\$322,311
Total Funds as of December 31, 2022	\$9,389,725

Library EXPENSES

	January 2023	July-January 202	Budget 2022/2023
Personnel			
Salaries	\$315,104	\$2,049,421	\$4,104,458
Benefits	\$115,192	\$707,928	\$1,457,988
Subtotal	\$430,296	\$2,757,349	\$5,562,446
Collections			
Print	\$19,353	\$195,573	\$287,528
Media	\$4,541	\$49,955	\$200,000
Serials	\$552	\$24,346	\$35,000
Digital	\$24,426	\$88,698	\$195,605
Subtotal	\$48,872	\$358,572	\$718,133
Building and Equipment			
Automation	\$10,094	\$281,150	\$300,000
Building Rent	\$213	\$98,633	\$200,000
Contractual Services	\$13,933	\$118,524	\$110,000
Furniture/Equipment	\$41,195	\$63,040	\$100,000
Vehicle Maintenance	\$1,033	\$9,475	\$48,000
Other Building Expenses	\$36,198	\$146,463	\$239,800
Subtotal	\$102,666	\$717,285	\$997,800
Utilities			
Utilities	\$23,251	\$143,304	\$147,600
Telephone	\$3,744	\$22,474	\$43,000
Internet	\$8,970	\$70,970	\$160,000
Subtotal	\$35,965	\$236,748	\$350,600
Other Expenses			
Public Relations	\$4,643	\$199,003	\$295,000
Supplies	\$5,250	\$45,912	\$85,000
Insurance	\$15,349	\$62,768	\$100,000
Databases	\$10,200	\$111,033	\$195,198
Professional Fees	\$6,483	\$44,244	\$45,000
Capital Projects	\$0	\$142,005	\$0
Other	\$7,691	\$51,462	\$100,800
Subtotal	\$49,616	\$656,427	\$820,998
Total Expenses	\$667,415	\$4,726,380	\$8,449,977

From The FOUNDATION

Friends of the Library Steering Committee

The Friends started off the month strong with Summer event planning, including considering donations for summer reading prizes throughout the library system. New member recruitment is still a top priority, as well as planning for the annual fundraiser. The Friends are also stepping back into their role of Book Festival support by helping to sort and box donations used for the Festival's large sale.

The Library Foundation of Kanawha County, Inc. supports Kanawha County Public Library and branches through annual fundraising, campaigns, and fund drives. We are pleased to announce a \$250,000 campaign to honor local native, Otis Laury, with the *Otis Laury Nutritional Literacy Initiative*.

FINANCIAL POSITION

Available Assets	\$825,762
Pledges Receivable	\$3,067,584
Restricted Funds	\$6,32,712
NMTC Liability	\$222,438



Meet Stan

Stan Howell is the KCPL Marketing & Development Manager. Stan has a long career in radio broadcasting and cable TV marketing before coming to the Library System. Stan's the voice of KCPL and is very involved with the Foundation's Steering Committee, the Friends of the Library. His role is to support the Friends and communicate the many programs and activities of the Library System each month. He serves as the Library Administration liaison and enjoys sharing in the public library mission to provide all county residents with quality library services.

Director's OVERVIEW

The end of the Legislative Session brings a sigh of relief as several bills targeting school and public libraries with censorship and incarceration failed in committee. Challenges to the First Amendment and the Freedom to Read is making waves across the nation and likely to appear again next session.

*Next Board Meeting is on Monday, May 8, 4:00PM at the
Main Library in Charleston.*

Public Services Committee Wednesday, April 19
Membership Committee Wednesday, April 2
Long Range Planning Committee, May 17
Finance Committee, May 24

BUILDING AND TECHNOLOGY

Marmet Public Library continues to deteriorate and is a target for renovation or relocation consideration. Facilities staff repair the structure on a regular basis, the most recent is the replacement of the front porch. With the continued water issues at Glasgow Public Library, the Director and Assistant Director are considering several options to present to the special board committee studying Eastern Libraries' improvements.

St. Albans Branch elevator renovations are on schedule with final project completion projected for May. Abatement and demolition of the existing elevator is complete, and the elevator company has begun to install mechanical equipment. The contractor is filling in the existing shaft and remodeling the space to create a new entryway. The branch staff have been exemplary in maintaining regular operational hours and moving all library services to a single floor.

MEETINGS

The annual Staff Development Day was an exiting event that featured awards, games, and training. This year's award winner for *Outstanding Service Award for Excellence in Library Service*, Melissa Burchett, was honored by her peers for her dedication, her work ethic, and excellent customer service. Among her innovation and adaptability in stressful situations, like the fire cleanup and elevator project, Melissa's supporters stated "*Melissa Burchett has mentored a number of employees throughout the years. She welcomes new ideas to talk about with staff. We have all seen how she will take an offered ideas and run with it until it becomes reality. She influences those around her, and when she excels it allows others to wish to do so as well.*"

SDD was made possible by the hard work of the Human Resources Department, Marsha Alford, Manager, and Victoria Endres and Lisa Thumm.

PROGRAMS AND OUTREACH

In March, the Director attended the quarterly West Virginia Library Association meeting. Of concern is the increasing legislation throughout the country and in West Virginia on censorship and book banning. Several county libraries in the state are mired in local disputes on appropriate material for children. The West Virginia Library Association strongly believes in the Freedom to Read, View, and Listen and supports the individual's right to choose. WVLA will continue to monitor and prepare for future challenges.

With more than 20 designs in contention, Corrie Winton of the M&D Department designed new library cards for library staff and others to vote on the top 5 favorite designs. All 5 of these winning designs will be offered to patrons for free along with the traditional library card.



STEM events continue to be popular throughout the library system. The IDEA Lab showcases new and emerging technologies and had a wide range of ages participate in several sewing programs throughout the month. Additionally, the IDEA Lab offers a first come first serve service of copying old VHS tapes to DVD and provides the necessary equipment, software, and training. Elk Valley Branch's "Full STEM Ahead: Kitchen Science for Curious Kids" utilized common kitchen items for science experiments.

LIBRARY PERSONNEL

March's budget planning cycle wraps up with special consideration of recent changes and increases to PEIA. This three-month cycle consisted of budget requests, tax valuations, branch assessments, and special committee meetings to approve personnel budgets, the largest portion of the annual budget. The Finance Committee wrapped up the final overall budget and noted that this year's levy estimates are slightly higher than anticipated.

In March, we prepare to say goodbye to two long-time employees, Seth Newell, Technical Services Manager, and Kim Runion, Accounting Specialist. Both employees will be leaving KCPL to new positions closer to home and family. We wish them well in their future endeavors. KCPL Administration will consider new opportunities to reimagine these traditional library roles in considering a new, modern library model of business.

Marketing STRATEGIES

KCPL IN THE NEWS

- Gazette Mail article on KCPL Celtic Calling, March 1
- Gazette Mail article on new Sunday hours, March 2
- WSAZ TV studio interview with Teddy Claypool on mobile app, March 13
- WSAZ TV interview with Yeager Airport's canine mascot, March 27

SOCIAL MEDIA TOOLS

Facebook	Twitter	Instagram	LinkedIn	Library App
7,566	2,500	11,000	0 Post	888
Engagements	Impressions	Impressions	Impressions	Subscribers
336	24	1,900	34	659
Video Views	Mentions	Followers	Followers	Holds Placed
2,500	2,700	7,300		58
Page Views	Followers	Profile Reach		New Cards
12,027				462
Followers				Item Renewals

PATRON MARKETING

The Marketing and Development Department routinely promotes library services by using several methods. Digital marketing channels include Staff and Patron e-newsletters, website engagement, and digital display signage at all library locations. This month's features included Optimum TV spots on 10 cable channels throughout March in Kanawha and Putnam counties.

Radio adds on WTSQ are running 40 spots promoting new KCPL Sunday hours. KCPL M&D continue to run billboards and other outdoor advertising along I-64 and Corridor G. "More Than Books", KCPL's TV show in partnership with the West Virginia Library Commission Television Network, aired a feature on Clendenin Branch library services and the new lending machine.

M&D's major accomplishments this month included a design contest of new library cards and securing the final authors for the West Virginia Book Festival. Key point person, Brittany Addis, branch manager of Cross Lanes, spearheads and negotiates author contracts and then plans with M&D for the October Book Festival. Work never ends on the large festival that draws in several thousand visitors to the area.

APRIL 2023 Library Director's Report

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