



DOWNTOWN LIBRARY
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DIRECTOR'S REPORT SEPTEMBER 2020

COMMUNITY, GOVERNMENTAL, AND INTERLIBRARY RELATIONS:

Sean Minkel was elected as Secretary of the South Dakota Library Association (SDLA). His two-year term will begin during this year's SDLA annual conference, which will be held virtually. Congratulations, Sean!

The Pop-up library has expanded to include services at Timmons Market. So as to not impact activities at the General Beadle school, the pop-up will move from that site to the Goodwill on Lindbergh Avenue for the rest of September. Beginning in October, both outdoor locations will shut down, and the Pop-up library will be move to the Rushmore Mall; this will provide a North Rapid library presence throughout the colder weather.

NEW SERVICES:

September is Library Card Sign-up Month. A marketing and communications campaign was kicked off to promote library card sign-ups and renewals, and also to encourage cardholders to explore and discover targeted library services. Library BINGO cards have been developed for adults and elementary students to facilitate a fun exploration of research databases, makerspace offerings and general library services and collections. The prizes for the BINGO promotions, as well as library card sign-up or renewal, will be Kindle e-Readers, provided by the Friends of the Library.

The early literacy initiative *1000 Books Before Kindergarten* began September 1. This initiative supports the community's early literacy, school readiness, and child- parent/caregiver bond. *1,000 Books* will help children meet early education goals and grow into lifelong learners by having 1,000 books read to them (or reading themselves) before entering school. As children read, they will earn rewards for their progress at milestones 200, 400, 600, 800, and 1000, provided by local sponsors Timmon's Market, Mary's Mountain Cookies, Texas Roadhouse, and WaTiki Water Park. Black Hills-themed reading charts were designed by publications staffer Brent Schultz, and are printed in both English and Lakota.

STAFF TRAINING AND DEVELOPMENT:

Sean Collins was promoted to a Library Associate II with primary responsibility for technology inventory, and training staff for technology troubleshooting. Sean has worked with us as a Library Associate I since 2014.

Katherine Marmer accepted a job offer as a Library Associate I. Katherine has a Master of Library Science degree and will move from Portland; her start date is September 28.

A number of significant library conferences have cancelled for this year, but some of them have transitioned to virtual conferences. Given there is no need for travel, we will be able to have more staff attend these conferences. Some of the ones upcoming from mid-September through October include the South Dakota Library Association annual conference, Library Advocacy and Funding conference, Computers in Libraries annual conference, and the Association of Small and Rural Libraries conference.

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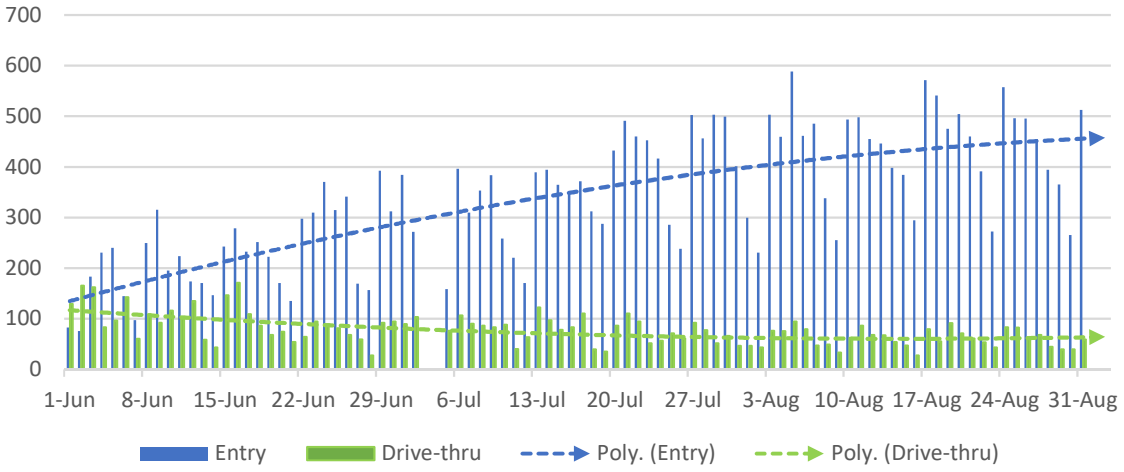
Friends of the Library member Helen Walker will be awarded the Friend of Libraries award from the South Dakota Library Association on September 30. Helen has long been instrumental in the success of the Friends' booksale, the proceeds of which are returned to the library for special projects. Congratulations to Helen!

This year's Summer Reading events were significantly different than in previous years, due to the Covid-19 pandemic. Although some in-house events were held, audience numbers had to be limited, and most of the events were done virtually. While the virtual component did have an impact on the participation of children, participation by teens and adults increased significantly:

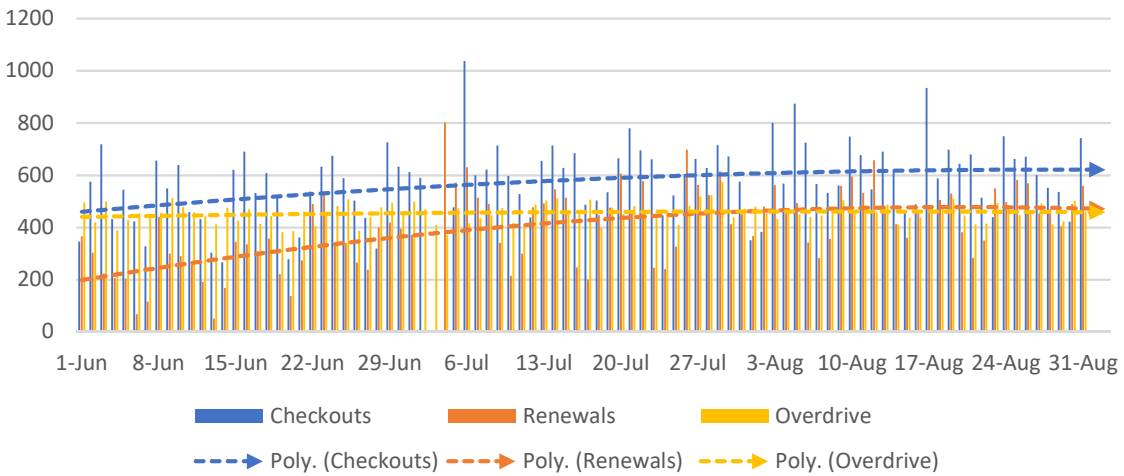
Participants or Activity	2020 Participation	2019 Participation
Children	405	856
Teens	88	29
Adults	112	47
Take and make kits (all ages)	840	
Virtual engagement (total for 45 events)	1,783	

Use of the collection agency has shown to be successful in clearing some accounts of long-overdue materials. Since beginning with the agency in November 2018, 419 accounts have been submitted. The initial contact informs people that they have a 30-day grace period to return materials without penalty, and some people have taken advantage of that option. For accounts that do move to collection, 63 have been cleared completely, and 48 have been partially cleared.

Entry Trends



Use Trends



MEDIA COVERAGE:

August 26, 2020: KOTA Live Noon Show – 1,000 Books Before Kindergarten