

BRIDGEPORT LIBRARY

Black Rock Branch June 2025

Submitted by: Margaret Girgis, Branch Manager

[Select Date]

Service Statistics	Number of new library cards: 37 Number of visitors: 1834* ● 108% Increase in visitors over last June!	Number of questions answered: (Reference, Technical, Other) Ref.: 110 Directional: 68 Tech Assist: 102 Total:280
Collection Statistics	Collection Size: 33809 Total Added: 211	
Circulation Statistics	Total Circ: 1535 In-house: 47	
Public Internet Usage	Users for the month: 340 Total Wifi connections: 185	
Room Usage	Room: Bookings, Attendance 8 bookings, 122 attendees	
Programming	4 Weekly Craft: 11 patrons 7 Story Times: 22 patrons 2 Digital Orientation:2 patrons 1 Adult Book club: 3 patrons 4 Adult Yoga: 0 patrons 1 Crafternoons: 0 patrons 1 Lego Club: 0 patrons	1 STEAM: 0 patrons 1 Nutmeg Book Club: 0 patrons 2 Family Movies: 0 patrons 1 Movies for Grownups: 2 patrons 1 BR Pixie Program: 10 patrons 1 Summer Reading Kickoff: 13 patrons 15 Take and Make Adult Craft Kits- 15 patrons
Other Services	Digital Navigator: 7 appointments, 6 patrons Notary: 21 patrons, 23 documents Passport: N/A	
Outreach	Date, Event, Approx. # of people reached 6/8/25, BR Day Parade, approx. 250 people reached 6/21/25, BR Farmer's Market, approx. 27 ppl reached	

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Staff Development

Highlights

Each month brings its successes and challenges, and June 2025 was no different. A major win for us this month: we saw an over 100% increase in foot traffic from June '24 to June '25; a continuation of the generally upward trend of our foot traffic over the past two years. We are at a point where we are noticeably busier than when I arrived in July of 2023, with patrons spending more time relaxing and browsing as opposed to running in to print or pick up holds.

Another win for us this month was the introduction of Adult Take and Make crafts kits for patrons. While attendance at adult craft sessions here has been low, we have had patrons ask about doing crafts. To engage the crafting community, we are offering kits they can take home and do at their leisure...and they have been a great success with our first 15 kits almost all taken in less than a week! One issue we have run into is kids trying take the kits and having to deter that (the crafts are a little more advanced sometimes, and likely to frustrate a child) so we may be rolling out kids Take and Makes this fall. The state counts take and makes as a self-directed activity, so the popularity of the kits gives us some very good stats. We also hope to lure interested parties to eventual in-house craft programs here at the library.

Yet another success for us this month: we had a parent stop by with her daughter one day- she is usually pretty regular but had not been in for a while-and she was impressed with our children's New Books collection. She was very excited to compliment us on what she saw.

Summer Reading is presenting a bit of a challenge for us; at all ages we are lagging other branches in enrollment and participation, so we will have to figure out what we can do to bring numbers up in July and August. We have a host of regular library users, so I suspect this is just a matter of marketing; we need to make sure every patron we interact with is invited to participate in Summer Reading.

Another challenge for us this year is outreach; typically, we attend nearly every week's Farmer's Market but since Sarah retired, we don't always have the staff to make that happen. I know that a new LA III will be joining us imminently, though, and plan to jump back into our weekly outreach as soon possible after they start. Mat are I are working on a roster of locations to reach out to for tabling, visits, etc. (besides the schools and Burroughs Center, where we already do regular outreach).