

# BRIDGEPORT LIBRARY

## Black Rock Branch October 2024

Submitted by: Margaret Girgis, Branch Manager

[Select Date]

Service Statistics	Number of new library cards: 34 Number of visitors: 2322	Number of questions answered: (Reference, Technical, Other) 188 Ref, 174 Technical, 157 Other TOTAL: 519
Collection Statistics	Collection Size: 39243 Total Added: 162	
Circulation Statistics	Total Circ: 1637 In-house: 97	
Public Internet Usage	Users for the month: 358 Total Wifi connections: 209	
Room Usage	Room: Bookings, Attendance  16 bookings, 49 patrons (est)	
Programming	10 Weekly Craft: 83 patrons (est) 5 Story Times: 36 patrons 4 Adult Group Computer Class: 1 patron 1 Adult Book club: 2 patrons 1 Adult Tai Chi: 8 patrons 1 Adult Yoga: 2 patrons 6 Teen Crafts: 1 patron 4 ESL Conversation Group: 20 patrons 3 Adult Writer's Group: 7 patrons (est) 3 Italian Movies: 1 patron 1 Financial Planning Class: 3 1 Halloween Party: 200 people (est)	
Other Services	Digital Navigator: 4 appts, 4 patrons (additional 3 appts booked & canceled)	

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	Notary: 11 appointments with 23 patrons served Passport: N/A
Outreach	Date, Event, Approx. # of people reached  10/1/24 Black Rock School Back to School Night, approx 35 parents 10/5/24 Black Rock Farmer's Market, approx 7 people 10/28/24 Trick or Trunk, Park City Music Hall, approx 500 people 10/31/24 Trick or Trunk, Boys and Girls Club, approx 70 people
Staff Development	Staff continue to do training on the databases we offer. In October we focused on Tutor.com and Bookflix. For staff that were out or just started, we caught up on Overdrive and Hoopla.

## Highlights

### COLLECTIONS

Adult collections are finally weeded enough that we can shift them around significantly. This will be completed during the laying of the new floor as Margaret will remain on site throughout that process. Children's collections, even after heavy weeding, still overflow into the adult area, however.

### CIRCULATION

Circ remains steadily in the 1600-1700 range, as it has for the past 3 years. Black Rock patrons seem very traditional in their borrowing trends; books and DVD's circulate well, along with our museum passes. Other, less traditional items do not go out as frequently.

### PROGRAMS

We have expanded the number and frequency of programs we offer but outside of children's programs still struggle to hook people. While people express much interest in our computer classes and our computer 1:1 (Digital Navigation) we get many no-shows and cancellations for both activity types. Mat and I are considering options to bring these out to the community, perhaps to the Senior Center or the Burroughs Center. Our children's programs do well, though our 6pm arts program draws fewer participants than expected. I think we need to work on increasing marketing to the schools directly to improve that number as well as to bring teens back into the library.

### OUTREACH AND NETWORKING

Outreach has finally slowed down a little, at least in terms of the number of events. As far as the number of people we reach, that remains high. The Park City Trick or Trunk drew an enormous crowd: at least 135 families stopped by to see us (usually 4 or more people per family) so Shauna and I easily spoke to around 500 people. In addition, Shauna was the belle of that ball; kids were lining up for a picture with our resident Elf Princess! A photo we used for social media is below.

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The efforts we made this summer are paying off now in terms of invitations to community events and activities. In addition to the Trick or Trunks in October, we have another event in November that multiple Black Rock specific and Bridgeport-wide organizations highlighting and featuring volunteers and volunteer opportunities.

However, our inroads into the schools seem to have stalled, with even one of our teachers who I have been in regular contact with not returning messages. I suspect the current uncertainty in the schools (coupled with the threats that occurred early in the school year) have contributed to this so I will continue to reach out. I have very high hopes of reviving class visits here as well as working with the teachers on their in-service learning.

## OTHER:

While our circ stats have remained steady, our foot-traffic has continued to increase significantly. We gained a 26% increase in visitors over last October, and a 33% over September.

We have recently begun to revive our Black Rock social media, starting with our old FB page. We're going for a mix of program alerts, humor, and soon, on-the-fly posts of special activities. We also hope to start integrating a "tag us!" plan at the branch where we promote our @'s and hashtags that patrons can use in their posts relating to us. The plan is still in its infancy but we are excited to explore it.

## CONCERNS:

With the increased foot traffic we are seeing, it is fair to say we are starting to run out of seating and tables for the main floor. While I can bring up a couple of pieces from the basement, most of what we have left is fairly run-down. I am hoping that the furniture requests we recently submitted are seriously considered and we can get many, if not all, of the pieces requested. It will do a lot for us to have increased and improved seating areas for patrons.

Shauna at the Park City Trick or Trunk, and an example of one of our FB posts in October.

