Charlotte Mecklenburg Library
Department Management Report
June 2020

CHARLOTTE MECKLENBURG
LIBRARY

In April 2020, the Library continued to improve lives and build a stronger community through programs, services, partnerships and more.

FY 2020 - 2022 Strategic Business Plan Update

GOAL 1: *Increase access to resources, knowledge, and services to broaden economic opportunity*

- Expanded online chat service hours, which are available from Monday to Friday, from 9 a.m. – 6 p.m. to 9 a.m. – 9 p.m. to provide longer service hours for customers and assigned additional staff to meet the increased demand of 'live' instruction for resources.
- Posted nearly 500 community jobs on the Library's Job Board and evaluated 20 resumes via one-on-one sessions and online submissions.
- Provided in-depth content for programs, services and digital resources, resulting in more than 30,000 social media engagements, including high viewership during live storytimes hosted on the IMG Facebook page. Social media is up 56% year-over-year (YoY).
- Distributed nearly 1.7 million emails (approximately 425,00 weekly) to: active cardholders, inactive cardholders (dormant activity for 12+ months), ONE Access cardholders and Mecklenburg County/City of Charlotte employees, achieving an open rate of 20% while driving 383,400 click-throughs to the Library's website.
- Promoted digital resources and courses to the community through web promotions, emails and social media, resulting in significant YoY increases for the following: kanopy (movie and documentary streaming) 1,616% (411 to 7,056); Universal Class (online courses) 126% (2,217 to 6,354), OverDrive/libby (ebooks and audio books) 44% (81,068 to 116,483) and *Charlotte Observer* - newsbank 73% (12,679 to 21,902).
- Highlighted lynda.com instructional videos and training as part of an ongoing monthly digital resource campaign targeting inactive customers, as well as through Library emails and social media. As a result, lynda.com total views increased YoY by 96% (19,939 to 39,030) and logins increased YoY 50% (3,812 to 5,723) and month-over-month by % (4,019 to 5,723).

GOAL 2: *Improve educational outcomes*

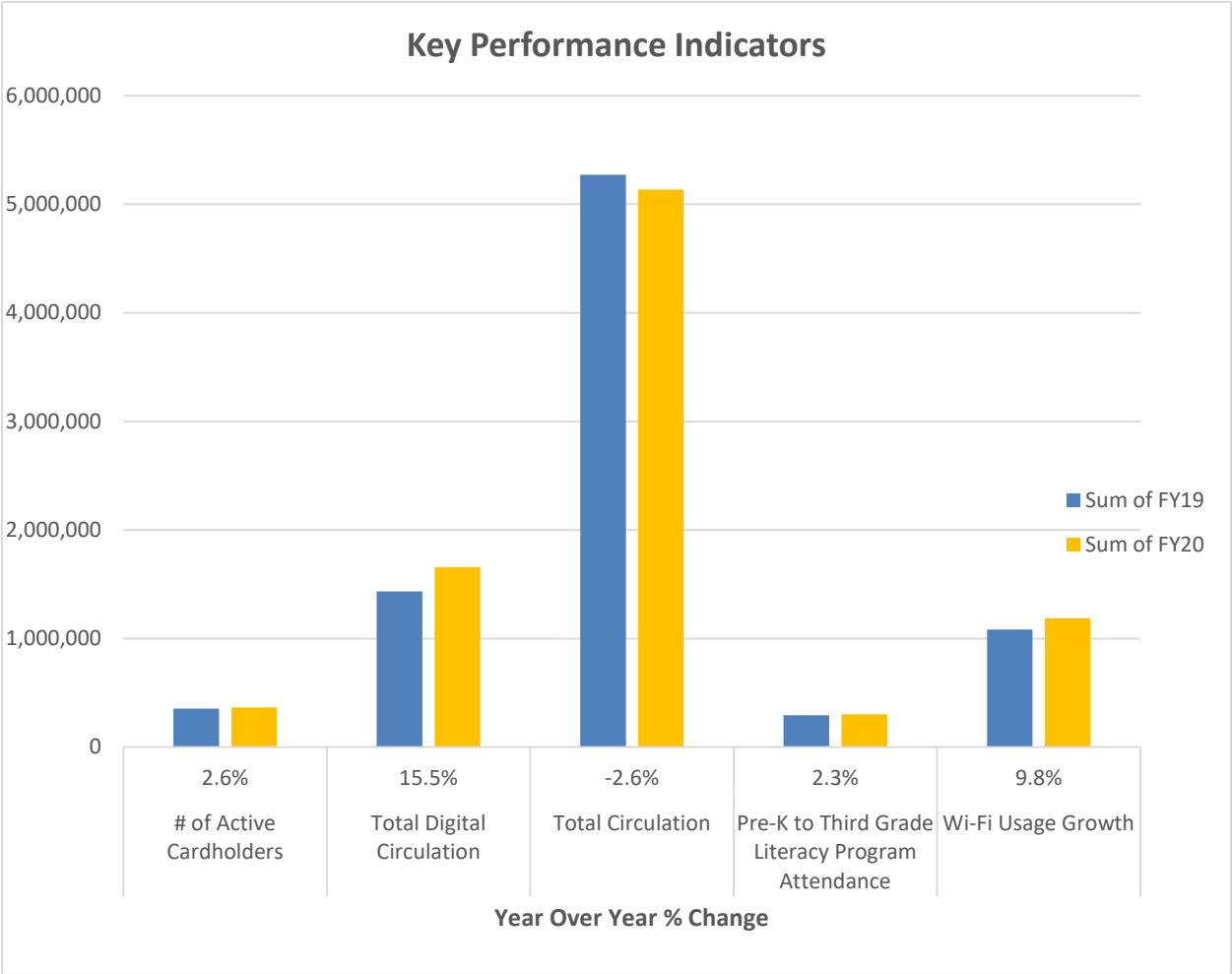
- Transitioned from in-person to virtual English and Spanish storytimes for children via social media and recorded more than 3,300 attendees and more than 47,000 views.
- Created and launched 126 virtual adult programs with 1,210 attendees who attended sessions ranging from one-on-one resume help to podcasting to 'booking a librarian' to book club meetings.

GOAL 3: *Establish the Library as public commons*

- Featured in WCNC and WFAE news segments, showcasing Library makerspace staff who created more than 1,000 face shield clips for the medical community using Library 3D printers at-home.

GOAL 4: *Increase organizational capacity, excellence and sustainability*

- Launched an employee Project Board where telework projects were posted and then assigned to staff each week. In the first two weeks, 124 projects were created with 112 staff. Projects included development of employee training and orientation programs, creation of online and virtual programming standards and procedures, photography cataloging and tagging, and re-opening safety and security phase plan development.
- Hosted first virtual employee Town Hall meeting to discuss Library operations during the COVID-19 closure. More than 270 employees attended, and hundreds more viewed the recorded version.
- Announced the renaming of Beatties Ford Road Regional Library to Allegra Westbrooks Regional Library – Beatties Ford Road. The celebration is postponed until a later date to be announced.
- Continued maintenance projects at Library locations, including an ADA sidewalk painting to enhance slip-free pedestrian access to Morrison Regional and the Myers Park parking lot repaving.
- Received record-high Library Giving Day donations of $25,000 through the Library Foundation during National Library Week from more than 237 donors, including 134 new donors.



Note: All results are year-to-date. Percentages represent year-over-year

Context for Key Performance Indicators

- Total Circulation was down 2.6% YoY. This is due to the closure of the Library on March 17, 2020 and the pause of print circulation materials.
- Total Digital Circulation increased 15.5% YoY.
- Attendance for Pre-K to Third Grade programming is up 2.3%. Note: attendance is for online programming views. Results are subject to change as programs remain available online.