

**Marshall Public Library Board of Trustees**  
**Quarterly Advisory Report**  
**2015: 1<sup>st</sup> Quarter**

Board of Trustees' News:

- ⌘ New officers for 2015 were elected during the January meeting and are as follows:
  - Dr. David White, Chair
  - Darlene Dotson, Vice Chair
  - William Halliday, Secretary
- ⌘ Approved the purchase of a data server with funds from the Emma Walker account **(T)**
- ⌘ The Board of Trustees meets on the 3<sup>rd</sup> Tuesday of every month at 4:00 p.m.

A list of Board members and their terms, a roster of Board members dating back to 1970, links to Board agendas and minutes as well as to quarterly reports are available on the Board of Trustees page of the library's website.

[www.marshallpubliclibrary.org/boardoftrustees](http://www.marshallpubliclibrary.org/boardoftrustees)

Library Services:

- ⌘ One-on-one instruction on basic computer usage (creating an email account, formatting a document, accessing the internet, etc.) **(T)**
- ⌘ Helped individuals with completion of job applications and development of resumes **(S)**
- ⌘ Acquired forms such as divorce documents, rental agreements, etc. for customers **(S)**
- ⌘ Researched obituaries in archived *Marshall News Messenger* for both local & out-of-state inquirers **(S)**
- ⌘ Furnished IRS tax forms for the public **(S)**
- ⌘ Provided proctor testing for college and graduate students **(S)**
- ⌘ Processed interlibrary loans from Texas as well as Alaska, Arizona, Florida and Washington **(S)**
- ⌘ Supplied meeting space for tutoring sessions, crafting classes, and community organizations **(F)**
- ⌘ Promoted services, programs, and information actively on Facebook, Instagram, Pinterest, and Twitter **(M)**

[www.marshallpubliclibrary.org/services](http://www.marshallpubliclibrary.org/services)

Library Programs:

- ⌘ Hosted a book signing for Caddo Lake Institute with over 90 individuals in attendance **(S)**
- ⌘ Hosted University of Texas professor, *Texas Monthly* contributor, and author Don Graham **(S)**
- ⌘ Discussed *The Last Lecture* (Randy Pausch), *The Storied Life of A.J. Fikry* (Gabrielle Zevin) and *Angela's Ashes* (Frank McCourt) at the library's monthly Book Club **(S)**
- ⌘ Provided daily make-n-take crafting activities for 175 children during Spring Break **(S)**
- ⌘ Held a special Saturday program with visits from the Marshall Beekeeper's Association, Harrison County Master Gardeners, and the East Texas Beekeeper's Association Honey Princess with 40 in attendance **(S)**
- ⌘ Launched "1000 Books Before Kindergarten", a free program encouraging parents of non-school age children to read with their child 1000 books before they start school **(S)**

[www.marshallpubliclibrary.org/programs](http://www.marshallpubliclibrary.org/programs)  
[www.marshallpubliclibrary.org/news-events](http://www.marshallpubliclibrary.org/news-events)

Strategic Plan areas addressed: <b>F</b> acility; <b>M</b> arketing/Public Relations/Advocacy; <b>S</b> ervice; <b>T</b> echnology
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Enriching, empowering, and educating our community  
through exemplary services, exceptional resources, and engaging programs.

**MARSHALL PUBLIC LIBRARY**  
**Quarterly Advisory Report**  
**2015: 2<sup>nd</sup> Quarter**

**News & Events:**

- ⌘ In April, the Marshall Public Library was one of 34 libraries in the state of Texas to receive a \$2,500 collection enhancement grant from the Texas Book Festival. Funds from this grant will purchase Spanish-language materials to provide resources for the underserved Hispanic population. **(C)**
- ⌘ The library was awarded a \$10,000 grant in April from the Texas State Library & Archives Commission to purchase 6 new public computers and a wireless printer for public use. With the addition of these 6 computers, the total number of public computers increases to 20. Not only will this help meet the public demand for computer access, but this also moves the library closer to the Enhanced Level Technology benchmark in the *Texas Public Library Standards* of 30 computers needed for our size population. **(T)**
- ⌘ In April and May, children participated in Crazy 8's, an 8 week after-school math club that incorporated creative, hands-on activities in an effort to help kids appreciate and love numbers so they can handle math in real life. **(S)**
- ⌘ In May, the library hosted its first "El día de los niños/El día de los libros" (Children's Day/Book Day) featuring the Youth Services Manager and Chief of Police Campa reading a bilingual book, local students from Robert E. Lee Elementary School performing traditional Spanish dancers, craft activities, and distribution of free books. **(S)**
- ⌘ The Summer Reading Program began June 9 and runs through July 31. Nearly 1,200 children and their parents have attended programming thus far. The five programs offered weekly center around the theme "Every Hero Has a Story." 209 new library cards have been issued to children and parents as a result of the program and the children have read close to 4,000 books. **(S)**
- ⌘ Library staff participated in the first City Hall in the Park and distributed information about services, resources, and the Summer Reading Program as well as other programming information. **(M)(S)**
- ⌘ This quarter, the library was heavily used as a community resource center by providing meeting and programming space for organizations such as East Texas Council on Alcoholism and Drug Abuse, East Texas Aging and Disability Resource Center, Wellness Pointe, and Novo Nordisk Diabetes Education Program. **(F)(S)**

Strategic Plan areas addressed: <b>Collection; Facility; Marketing/Public Relations/Advocacy; Service; Technology</b>
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**Concerns/Considerations:**

- ⌘ In order to maintain accreditation with the Texas State Library and Archives Commission, public libraries must demonstrate local effort on an annual basis by maintaining or increasing local operating expenditures. Beginning in 2016, the Marshall Public Library must have local expenditures amounting to \$8.16 per capita in order to remain accredited. Currently, the library is receiving \$7.77 per capita.
- ⌘ With the ongoing increase in computer and digital resource users, programming initiatives, and the use of the library as a community center, an up-to-date, modern facility which meets the community's informational, educational, and recreational needs remains an on-going priority.

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**MARSHALL PUBLIC LIBRARY**  
**Quarterly Advisory Report**  
**2015: 3<sup>rd</sup> Quarter**

**News & Events:**

⌘ After 2 full months of programs and activities, the 2015 Summer Reading Program centering on the theme “Every Hero Has A Story” concluded. Below is a summary of activity for June and July this year in comparison to June and July of last year. **(S)**

	2014	2015	% increase
Library Visitors	17,480	20,372	17%
Summer Reading Program Attendance	2,548	3,068	20%
New Library Cards Issued	405	490	21%
Circulation of Materials	12,461	16,407	32%
Computer Usage	2,070	2,799	35%

⌘ 4 of the 6 new public computers purchased through a \$10,000 grant awarded by the Texas State Library & Archives Commission have been installed bringing the total number of public computers to 20. According to the Enhanced Level Technology benchmark in the *Texas Public Library Standards*, 30 computers are needed for our size population. **(S) (T)**

⌘ eMagazines are now part of the library’s digital collection. Through Zinio, the world’s largest newsstand, the library offers full color, interactive digital magazines with no holds, no checkout periods, and no limit to the number of magazines that can be downloaded on any computer or mobile device. Installation instructions for Android, Desktop, iPad, iPhone, and Kindle are available on the library’s website. As new digital issues become available, this information is shared on the library’s Facebook page. **(C) (M) (S)**

⌘ New fall programming at the library includes **(S)**:

- Monday Movie Matinee: Classic and seasonal movies are shown on Mondays at 2:00 p.m.
- Kids’ Book Club: Children in 3<sup>rd</sup>-5<sup>th</sup> grade receive their own copy of the selected book to read and are invited to come back for discussion, activities, and food based on the book.
- 2<sup>nd</sup> Saturday Family Storytime: Families are invited to come for storytime highlighting seasonal themes and/or special events.
- Computer Classes: How-to classes on eBooks, eMagazines, and other digital services are conducted on Tuesday afternoon and Thursday evenings.

Strategic Plan areas addressed: **Collection; Marketing/Public Relations/Advocacy; Service; Technology**

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**Board of Trustees  
Marshall Public Library  
2015 4th Quarter Report**

2015 was a banner year for Marshall Public Library. Of the eleven service statistical areas the Marshall Public Library tracks each month and reports to the Texas State Library and Archives Commission, only one area, service hours, did not exceed 2014 numbers due to the library being closed for 20 hours because of inclement weather in February.

**LOOKING BACK ON 2015**

The library experienced.....

- 8% increase in library visits [*2014...85,951; 2015...93,123*]
- 10% increase of new library cards issued [*to City residents...1,089; to County residents...407*]
- 15% increase in circulation of items [*Easy, Fiction, Non-Fiction, and Large Print are top check-outs*]
- 25% increase in new items added [*current & relevant materials ordered based on reviews and requests*]
- 32% increase of children's programs attendance [*parents are taking advantage of new, quality programs*]
- 43% increase in computer usage [*popular service; more computers needed to accommodate patrons*]
- 52% increase of children's programs provided [*new and innovative programs added this year*]
- 83% increase of adult programs provided [*including author visits, computer classes, movie matinees*]
- 86% increase of interlibrary loans [*satisfying informational, educational, and recreational requests*]
- 109% increase of adult programs attendance [*adults responding well to new programming*]

Attached are the 2015 year-to-date statistics as well as the 2015 Implementation Priorities summary from the 2014-2019 Strategic Plan.

**LOOKING AHEAD TO 2016**

With the City's replacement of the library roof completed in Fall 2015, the Board renewed talks about renovating the library to better meet the service needs of the community. In a special-called meeting on December 28, 2015, the Board of Trustees approved the allocation of \$200,000 from the Emma Walker Estate to be used for the purposes of library renovation. With the cooperation of the City of Marshall and Friends of a Public Library, the Trustees hope that this project can be completed in 2016.

I have enjoyed serving on the Board of Trustees for the past two years. We are fortunate to have such a qualified and dedicated library staff. I appreciate your interest and support of Marshall Public Library.

Respectfully,

David C. White, Ph.D.