

Marshall Public Library Board of Trustees

Quarterly Advisory Report

2017: 1st Quarter

Board of Trustees' News:

- ⌘ New officers for 2017 were elected during the January meeting and are as follows:
 - Ruby Pye, Chair
 - Ken Poindexter, Vice Chair
 - Eva Oliver, Secretary
- ⌘ The Board of Trustees meets on the 3rd 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

Accreditation Information:

Based on the Annual Report submitted to the Texas State Library and Archives Commission (TSLAC) this year, the Marshall Public Library successfully maintained its accreditation for another year. To maintain accreditation each year, the library must achieve the following based on its service population of 60,112 (determined annually by TSLAC):

- ✓ have local expenditures of \$8.16 per capita (increases to \$8.32 in 2019)
- ✓ have at least 1% of the collection published in the last 5 years
- ✓ employ a library director for at least 40 hours per week
- ✓ be open for at least 48 hours
- ✓ have 1 item per capita
- ✓ employ 2 librarians with master's degrees

Additionally, the library must also have:

a website | telephone with published number | copier and computer for staff and public
interlibrary loan service | 10 hours continuing education for library director | electronic card catalog
long-range plan updated and revised every 5 years

Previous Annual Reports--as well as the list of accreditation criteria--are available on the library's website.

www.marshallpubliclibrary.org/news-events

Library Activities:

- ⌘ Awarded a Libraries & Literacy grant from TSLAC for \$4,000 to purchase additional public computers (T)
- ⌘ Continued to maintain library service (books-only) during library renovation (S)
- ⌘ Collaborated with Starr Home to host Spring Break activities for children in Marshall/Harrison County (S)
- ⌘ Provided IRS tax forms for the public (S)
- ⌘ Posted updates and pictures of library renovation progress on Facebook (F/M)

www.marshallpubliclibrary.org/programs

Strategic Plan areas addressed: F acility; M arketing/Public Relations/Advocacy; S ervice; T echnology
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through exemplary services, exceptional resources, and engaging programs.*

Marshall Public Library Board of Trustees

Quarterly Advisory Report

2017: 2nd Quarter

Library Renovation:

The library closed October 22, 2017 to undergo an extensive renovation. By April and May, final preparations were made to complete the project and included the following tasks:

- interior painting
- floor installation
- electrical work
- remodeling of public/staff restrooms
- wiring for computers
- unboxing and shelving of over 50,000 items

On Monday, June 5th, the library was reopened for service to the public. A Grand Opening was held on Sunday, June 25th to celebrate the successful renovation of the library and the collaboration of the City Commission, Board of Trustees, and Friends of a Public Library who worked together to make the library a more modern, efficient space.

“Never doubt that a small group of thoughtful, committed citizens can change the world; indeed, it’s the only thing that ever has.” –Margaret Mead

New Features at MPL:

In addition to the new carpet, paint, and restrooms, the following are other highlights of the renovation:

- free Wi-Fi access
- new teen space
- LED lighting
- ADA compliancy in restrooms, meeting spaces, circulation desk, and parking lot
- Coming Soon: wireless printing, fax service, scanning, and new library cards
- 36 computer workstations
- tables/chairs with charging stations and outlets
- additional floor and wall outlets

Summer Reading Program:

- ⌘ 2018 theme: Build a Better World
- ⌘ Programs included book club, movies, special performances from a balloon sculptor, animal educator, and storytellers. Outreach on Fridays to the following daycares: First Methodist, Bright Beginnings, and Little Angels.
- ⌘ Opportunities to build crafts, snacks (courtesy of the Harrison County Extension Office), and building with Legos were provided.
- ⌘ In cooperation with the Friends of a Public Library, Marshall ISD Pre-AP/AP students continue to have an opportunity to purchase summer reading books at a fraction of the cost.

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2017: 3rd Quarter

A vibrant and modern library is an essential element of any progressive community.

---excerpt from 2014-2019 Strategic Plan

With its renovated facility (**F**), the Marshall Public Library is an active community center currently utilized and reserved for future events by individuals and various groups including:

- Chamber of Commerce (4th Friday business luncheons)
- East Texas Council on Alcoholism & Drug Abuse (monthly meetings)
- Friends of a Public Library (quarterly book sales)
- Harrison County Historical Museum (Smithsonian exhibit & genealogy workshop—Spring 2018)
- League of Women Voters (frequent meetings)
- Marshall Music Club (frequent meetings)

The Marshall Public Library continued to make progress in other areas of the *2014-2019 Strategic Plan* by:

- installing a fax machine for public use (**T**)
- establishing self-service printing (**T**)
- offering an evening storytime “Pajama Tales” for families on Tuesday evening (**S**)
- replacing library cards for more cost-effective ones but that continued to offer patrons the ability to access their account to reserve and request books, receive text and/or email notifications of due dates, and inform them of how much money they saved by checking out items versus purchasing them [3rd quarter usage: City residents saved \$181,020.20; County residents saved \$104,627.23] (**S**)
- conducting ongoing evaluation of the collection for ease of use and browse-ability (**C**)
- using social media platforms to promote news of library programming, events, and new items in the collection as well as sharing area other local and state entities’ information and general items of interest (**M**)

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

The *2014-2019 Strategic Plan*, annual priorities, and progress reports are available online at www.marshallpubliclibrary.org/policy

Quarterly reports as well as agenda and minutes of the Board of Trustees’ meetings are available online at www.marshallpubliclibrary.org/board-of-trustees

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Marshall Public Library Board of Trustees Quarterly Advisory Report 2017: 4th Quarter

Highlights:

- ⌘ The library's first fax machine for public use was installed. The addition of a fax machine meets one of the 2014-2019 Strategic Plan goals of expanding technology access and satisfies a popular service request of patrons and community members. Since its installation, the fax machine has been used almost every day.
- ⌘ Anna was selected by The Texas State Library and Archives Commission to attend the Research Institute for Public Libraries in late October. She joined 50 librarians from Texas, Arkansas, Louisiana, and Oklahoma to attend the 2-day intensive workshop. Topics included:
 - community needs assessment
 - input, output, and outcome measures
 - data analysis strategies
 - program evaluation
 - data collection methods
 - new ways of sharing data

There were also opportunities to network and exchange ideas with library staff from all sizes of libraries.

- ⌘ Children's programming this quarter included a pumpkin decorating contest. A patron favorite and staff favorite were awarded prizes. The library staff also joined in on the fun of decorating pumpkins (shown on right). Patrons voted in-house and on Facebook for their favorite staff-decorated pumpkin with the results as follows:

1st: Peacock | 2nd: Bookworm | tie for 3rd: Harry Potter & Minion

- ⌘ Other children's programming this quarter featured the annual Di-november celebration which included making dinosaur-related crafts, hunting for dinosaurs, and watching dinosaur movies. Santa Claus visited the library in December to read books to children who also made a craft and enjoyed a picture with him.



- ⌘ According to Section 2 of the By-Laws, one of the responsibilities of the Marshall Public Library Board of Trustees is to serve as an advisory oversight committee in some areas of library operations. One of these involves review of the rental rate of the Gold Room. Currently, the cost to rent the Gold Room is \$35 a day. Non-profit groups, as well as City-sponsored organizations, are not charged for use of the space. The Board of Trustees reviewed the rates and unanimously voted to maintain the rental fee of the Gold Room at \$35 a day for individuals and at no cost to non-profit organizations.

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