

Marshall Public Library Quarterly Report 2021: 1st Quarter

Board of Trustees' News:

- ⌘ New officers for 2021 were unanimously elected during the February meeting and are as follows:
 - Dr. Patrick Winters, Chair
 - Darlene Dotson, Vice Chair
 - Christina Deel, Secretary
- ⌘ The Board of Trustees meets on the 1st Wednesday of every month at 3:30 p.m.

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

Library Programs & Activities:

- ⌘ \$577,835=2020 YTD amount of money patrons saved borrowing library materials versus buying them. This figure is a 45% decrease from 2019's patron savings of \$1,044,084. (C)
- ⌘ Held "Blind Date with a Book" event in which patrons chose books based on clues written on specially-wrapped covers. Many patrons expressed that this was their favorite activity of the year and shared that they read books that they wouldn't have read otherwise. (C)(S)
- ⌘ Held monthly grab-n-go craft kits for children and teens. (S)
- ⌘ Provided IRS tax forms for the public. (S)
- ⌘ Initiated 3 reading challenges: Book a Month (12 books/year), Read More (21 books in '21), and Read Harder (52 books/year). Readers are encouraged to read/listen to young adult or adult-level fiction or non-fiction books based on categories listed. Individuals completing the challenge will receive a collectible mug and a ticket for a grand prize drawing to be held in January 2022. (C)(S)
- ⌘ Participated in the 2021 Great Backyard Bird Count. Patrons were invited to pick up a bird packet containing a bird counting sheet, craft supplies, birdseed, and a backyard bird bingo game. Bird watchers were entered into a drawing for a handcrafted bird feeder. Morgan was the proud winner! (S)
- ⌘ Made daily Facebook and Instagram posts highlighting and celebrating important African-American achievements during Black History Month. (S)
- ⌘ Collaborated with Marshall-Harrison County Health District to schedule vaccines for community residents without internet access or computer proficiency—125 individuals scheduled this quarter. (M)(S)
- ⌘ Began offering hotspots devices to valid library card holders. This initiative enables users a better and more reliable internet connection at home to learn job-related skills, help children with schoolwork, connect with family/friends, and participate in Zoom meetings. (S)(T)



www.marshallpubliclibrary.org

Strategic Plan areas addressed:

Collection; **F**acility; **M**arketing/Public Relations/Advocacy; **S**ervice; **T**echnology



Library Programs & Activities:

- ⌘ Collaborated with Harrison County and MEDCO to obtain and share online links and paper copies of Connected Texas’ broadband survey. Contacted librarians of Harrison County schools, colleges, and universities to encourage their participation in order to meet the County’s target goal of 7 responses for the Libraries & Community Organizations division (10 surveys completed). (S)(T)
- ⌘ Provided IRS tax forms and instruction booklets in English and Spanish for the public. (S)
- ⌘ Added Consumer Reports database to the digital resource collection. (C)
- ⌘ Initiated a peanut butter & jelly drive to benefit Mission Marshall for their summer feeding program. Over 100 jars collected and donated. (S)
- ⌘ Kicked off the 2021 “Tails & Tales” eight week summer reading program on June 7 with activities planned for toddlers to adult. June’s weekly themes included “Tails & Tales”, “Bookish Beasts”, “On the Wild Side”, and “Pets & Vets”. Toddlers, kids, and t(w)eens’ LEGO challenges, weekly craft kits, virtual programs, and activities were based on the weekly theme.



Weekly Zumba sessions at city park, a bookmark contest, and storywalks around the library and city park were also offered. Activities for adults included opportunities to make fleece blankets and dog/cat tug toys for the Marshall Animal Shelter and to participate in the T-A-I-L-S June reading challenge. (S)



- ⌘ Initiated and collaborated with the city’s Tourism & Cultural Arts and Marshall Main Street departments as well as Harrison County Historical Museum, Marshall Train Depot, Michelson Museum of Art, and Starr Family Home Memorial City Hall to launch the 2021 Marshall Summer Passport program to encourage families to visit eight local venues plus two traveler’s choice locations. Participants collect stickers for each page of the passport and return completed passports to the library for a swag bag and a coupon for free lemonade from Joe Pine Coffee Co. Staff from Memorial City Hall, Communications, and Inspections departments aided in printing of the passports and translating the passport into Spanish. (M)(S)



Strategic Plan areas addressed:

Collection; Facility; Marketing/Public Relations/Advocacy; Service; Technology



Special Recognitions:

- ⌘ Gail “Lil’ Boss” Morrow celebrated 20 years of library service on July 7—the longest tenure of any library staff member since the library opened in 1973. When Gail started as secretary in 2001, the library had cassette tapes for check out, a microfilm machine, and a pay phone on the wall. Gail is now responsible for adding all library materials to the card catalog, modifying existing records, overseeing inventory, and helping patrons with their educational, informational, and recreational needs.
- ⌘ The Texas State Library and Archives Commission awarded MPL accreditation status for meeting criteria in the areas of expenditures, collections, and other indicators on its 2020 Annual Report. As a result, the library will continue to have access to the statewide interlibrary loan program, grant initiatives, continuing education opportunities, and more. **(C)(F)(M)(S)(T)**

Library Programs & Activities:

- ⌘ Hosted an inaugural Homeschool Resource Fair so families could learn about available resources, services, and extracurricular opportunities in the area. Participating entities included Boy Scouts, Elena’s Music Studio, Girl Scouts, Hallsville Homeschool Co-op, Harrison County Historical Museum, Healthcare Express, HIPPY (Home Instruction for Parents of Pre-school Youngsters), Michelson Museum of Art, Starr Family Home Historic Site, Student HireAbility Navigation Program, Texas A&M Forestry Service, and Texas AgriLife Extension. **(S)**
- ⌘ Initiated opportunities for area agencies to present services and information to the community (i.e. ETBU nursing students offering free blood pressure checks at MPL, Harrison County Elections Office partnering with MPL for voter registration drive). **(F)(S)**



- ⌘ Donated dog and cat toys as well as blankets crafted by community members as part of the 2021 "Tails & Tales" summer reading program to the new animal shelter. **(M)(S)**
- ⌘ Hosted casting call for 80+ individuals auditioning for a movie to be filmed at Caddo Lake in October and produced by M. Knight Shyamalan. **(F)(S)**
- ⌘ Received reimbursement award of \$2,124.20 for 260 interlibrary loan requests made on behalf of MPL patrons to other Texas public libraries between August 2020-July 2021. Accreditation allows MPL participation in this reciprocal program. **(C)(S)**

- ⌘ Awarded \$6,972 through the Emergency Connectivity Fund (ECF) program to purchase 20 hotspots. ECF is an authorized program by the American Rescue Plan Act of 2021 which provides reimbursement for remote internet access expenses to qualifying, accredited public libraries. Marshall Public Library currently offers 10 hotspots for checkout with a current list of 17 individuals waiting for a device. **(S)(T)**

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Library News:

\$697,959—the amount of money library patrons saved in 2021 by borrowing books, CDs, DVDs versus purchasing them. This amount does not include available resources and services that patrons utilized such as newspapers, magazines, computer/wi-fi access, information queries, digital resources, and programming for all age groups.

Most checked out items in 2021:

- **Fiction:** *The Four Winds* by Kristin Hannah
- **Large Print Fiction:** *Sentinel* by Lee Child
- **Non-Fiction:** *Greenlights* by Matthew McConaughey
- **Easy:** *Elephant & Piggie Biggie* series by Mo Willems
- **Juvenile Fiction:** *Diary of a Wimpy Kid* by Jeff Kinney
- **Young Adult:** *The Girl from the Other Side* by Nagabe
- **DVD:** *Star Wars: Return of the Jedi*
- **CD:** *A Time for Mercy* by John Grisham
- **Playaway:** *Pride and Prejudice* by Jane Austen
- **eBook:** *A Time for Mercy* by John Grisham

Library Programs & Activities:

- ⌘ Hosted inaugural community blood drive to support Carter BloodCare. **(F)(S)**
- ⌘ Continued collaboration with East Texas Baptist University nursing program to provide free blood pressure screenings at MPL courtesy of nursing students. **(M)(S)**
- ⌘ Added 20 hotspots to library collection for individuals needing access or improved internet connection at their homes. Hotspots were funded through the Emergency Connectivity Fund (ECF) grant awarded to MPL and brings the total number of hotspots available for check-out to 30. **(T)**
- ⌘ Served as polling place for Precincts 2, 3, 11, and 22 on Election Day. Voter registration cards in both English and Spanish are available for distribution year-round. **(F)(S)**
- ⌘ Held annual BOOKtacular pumpkin decorating contest for families and invited city departments to submit an entry as well. Participating departments included Administration, Finance, Human Resources, Library, Support Services, and Water Billing who won first place in the city division. Human Resources was 2nd place and MPL 3rd place. **(S)**
- ⌘ Initiated Homeschool Happenings—programming tailored especially for homeschool families. This quarter, children learned about Japanese culture through making peanut butter and jelly sushi, writing haikus, and creating Japanese-inspired crafts.
- ⌘ Collected 449 pounds of food from patrons and community members for the Heart Like Huff food drive benefitting Mission Marshall. **(S)**
- ⌘ Offered on-going weekly and holiday programming for preschoolers, children, tweens/teens, and adults. **(S)**



2021-2025 Strategic Plan areas addressed:

Collection; **F**acility; **M**arketing/Public Relations/Advocacy; **S**ervice; **T**echnology