

Bloomfield Township Public
Library



*Director Carol Mueller and Assistant Director Tera Moon
welcome patrons back to in-person Library visits in July 2020.*

ANNUAL REPORT

April 1, 2020 – March 31, 2021

■ HIGHLIGHTS OF THE 2020/2021 FISCAL YEAR



Certainly, this was the strangest start to a fiscal year in this Library's history. From March 24 to June 1, 2020, the entire state of Michigan was placed under a stay-at-home order meant to slow the spread of a novel corona virus. Only essential workers were permitted to continue working outside the home. Staff members quickly realized that all aspects of work done within the confines of the Library building would immediately need to be reconfigured to a virtual format. They mobilized,

using whatever personal equipment and technology they had on hand at home, setting up makeshift studios and learning how to use virtual meeting software. As the pandemic raged on, staff continued to focus on serving patrons as their top goal, and the mantra of *"Adaptable, Flexible, and Creative"* helped guide everything they accomplished. Below are just a few of the services staff implemented to support patrons and the community during this past fiscal year:

Virtual Programming – Staff found innovative new ways of reaching patrons through virtual methods, including recording and uploading story times, running online Zoom programs, hosting virtual book talks, and more. They mastered new skills, and became experts at using video and audio recording equipment. On May 11, 2020, the Library's "Virtual Branch" webpage launched, providing high-quality content 24/7 through hundreds of online videos, special programs, and support services created by Library staff members. This page continues to be updated regularly with new content, and has become an integral part of the Library's website.



eResources – Due to the stay-at-home order and schools suddenly being closed, patrons of all ages found themselves suddenly relying heavily on the Library's electronic offerings. To keep children in the habit of reading and learning, the demand for electronic resources for children in particular skyrocketed. During the fiscal year, overall usage of the Library's electronic resources went up 40%. As a result of the staff's hard work increasing and building up the Library's digital collection during the pandemic, patrons now have access to over 1 million electronic items!



Curbside Delivery – This service began June 15, 2020 as an endeavor to connect patrons with the Library's physical materials collection while the building remained closed to the public. The Circulation department led the charge to organize, implement, and oversee this labor-intensive program, with staff members from every department working in harmony to support this service. In time, in addition to checked out items, patrons were able to request Adult and Youth Services "Take and Make" craft kits, summer reading materials, and even have their new or replacement library cards delivered right to their vehicle. Curbside delivery allowed critical library services to continue despite ever-changing pandemic precautions throughout this past year.

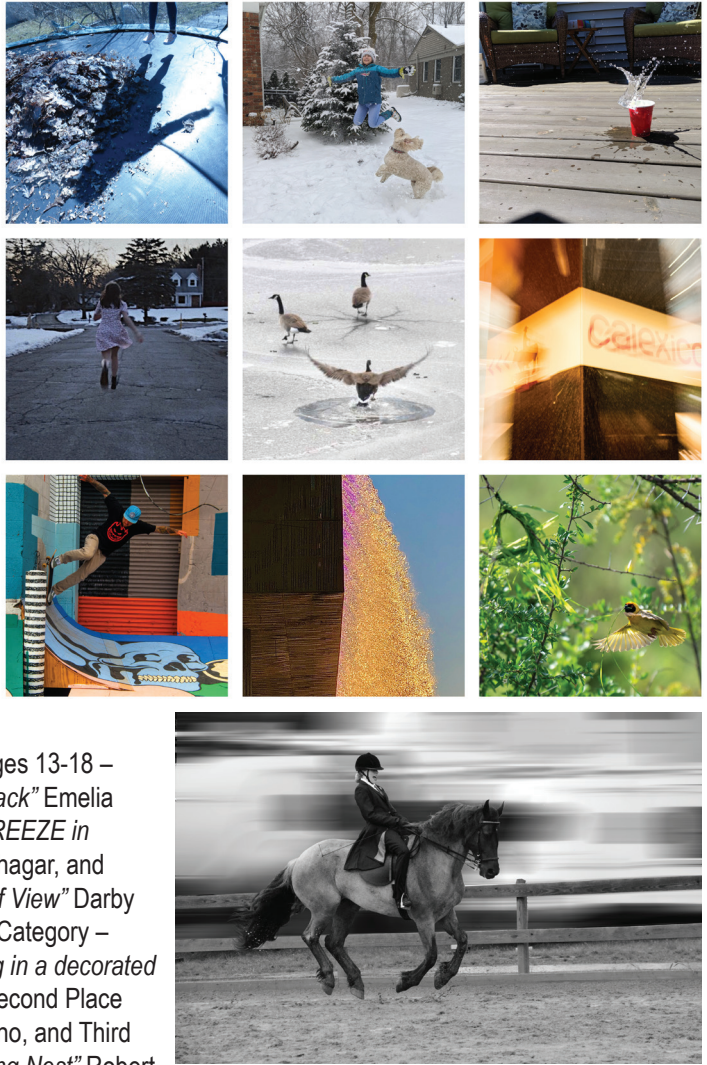
■ FACILITY IMPROVEMENTS

A project to **convert all of the lighting** both inside and outside the Library to LED began in January 2021. This conversion will provide savings through reduced energy and maintenance costs, as well as qualify the Library for additional rebates from DTE Energy. The entire project is expected to take one to two years to complete.

■ PROGRAMS AND EVENTS

On August 24, 2020, after being delayed by the pandemic and stay-at-home order, the **fourth annual photo contest** winners were announced virtually. This year's theme was *"In Motion,"* with 96 photos submitted by 57 Bloomfield Township residents.

Pictured in the collage at right are the winning photos. From the upper left corner, top row: Youth ages 0-12 – First Place *"Just Jump"* Adrienne Bilotti, Second Place *"Snow Jumping"* Ella Kizy, and Third Place *"Thrown"* Ella Kizy. Middle row: Teens ages 13-18 – First Place *"No Looking Back"* Emelia Pearce, Second Place *"FREEZE in FREEZE"* Sabareesh Sudhagar, and Third Place *"Dizzy Point of View"* Darby Hewitt. Bottom row: Adult Category – First Place *"Skateboarding in a decorated alley"* Harry Lewkowicz, Second Place *"Purple haze"* Amy Messano, and Third Place *"Weaver Bird Building Nest"* Robert Levy. The Best in Show winner, *"Four Feet Off the Ground"* by Randy Heath (pictured above), has been framed, and joins our previous three year's winners on display in the staff hallway.



A **virtual read-a-thon** was held Saturday, March 20, 2021, featuring the book *The Incredible Journey*. 13 volunteer readers read the novel of adventure and friendship for over four hours on Zoom, which was simultaneously broadcast live on YouTube and viewed by over 100 people.

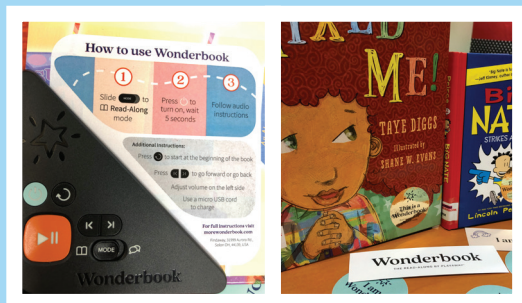
■ AWARDS AND RECOGNITION



Bloomfield Township Public Library was honored with the title of **2020 Partner in the Arts** award presented by the Cultural Council of Birmingham Bloomfield. This award is given to a "business, agency or non-profit that impacts the arts in the Birmingham Bloomfield Community." The Library was selected for "giving all arts a voice" through its collaborations with area schools and community agencies, its selections of art found throughout the building, and its regular offerings of different genres of music performances. Pre-pandemic, the Library was a go-to venue for concerts and events, as well as arts-related programming. Library Board President Judy

Lindstrom and Assistant Library Director Tera Moon accepted the award during a virtual award presentation filmed at the Birmingham Bloomfield Art Center in September 2020.

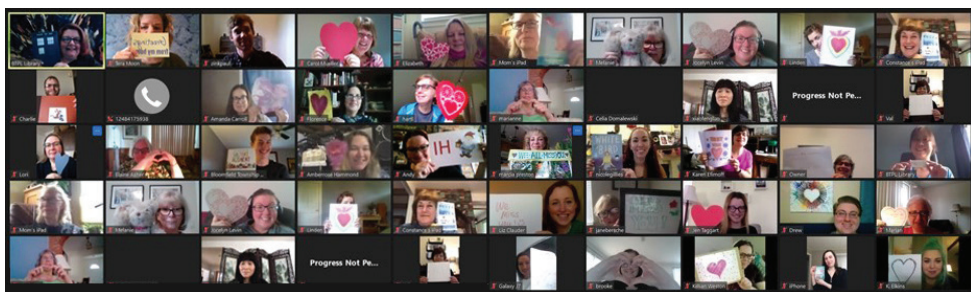
■ GIFTS AND DONATIONS



Despite losing its major source of income during the pandemic – book sales – **The Friends of the Library** generously provided \$40,078 in gifts, which helped make the Library even more accessible during the extended stay-at-home order and intermittent building closures. The Friends were able to make these gifts due to their overwhelming member support in the form of memberships and

donations. Gift funds were used to purchase much-needed virtual programming equipment and software, electronic books and audiobooks (including Wonderbooks for Youth Services pictured above), and helped to provide vital outdoor signage for the curbside delivery program.

■ OUR LIBRARY TEAM



Due to state stay-at-home orders, **Staff Development Day** was not held. Instead, on May 1, 2020, staff took advantage of their newly learned skill of meeting virtually to participate in a staff-wide Zoom call. It was a delight to see each other's faces and say, "Hi!" after so many weeks of being apart. In addition, many staff members used this time at home to participate in online training seminars and workshops.

At the December 2020 meeting of the Board of Trustees, **Director Carol Mueller** (pictured right) **announced her retirement** after 43 years of working in libraries. Carol came to the Bloomfield Township Public Library in 2008 as Assistant Director, and eventually became the Library Director in 2013. After an extensive search by the Board that began in January 2021, Tera Moon was offered and accepted the position of new Library Director on March 30, 2021. Tera had been the Assistant Library Director of Bloomfield Township Public Library since 2013, and before that held several positions at the Southfield Public Library.



■ NEW PROGRAMS AND ACCOMPLISHMENTS

On October 1, 2020, the Library began offering **automatic renewals** of library materials. This new service was delayed from April 1, 2020, due to the pandemic. The service saves patrons the worry of getting items back on time and incurring fees, and makes using the Library more convenient for everyone.

A new way to reach patrons was implemented by Assistant Library Director Tera Moon in October 2020. "Savannah" is a **web-based email marketing platform** that provides data on library usage, and assists with tailored email messaging to patrons for whom an email address is on file. Overall, mailings using this platform have been very successful, averaging an open rate higher than industry standards. This program served to be extremely useful throughout the pandemic, as it allowed the Library to easily alert patrons to fluctuating service changes.

On March 16, 2021, after many months of review and hard work, a revised and **updated Employee Handbook** was approved by the Library Board of Trustees.

■ COMMUNITY COLLABORATIONS

The **Library Ambassadors** group held its first meeting on March 23, 2021. This group was formed to capture the talents of the many exceptional residents who applied to fill a vacancy on the Library Board of Trustees in December 2020. Many of these applicants expressed their desire to support the Library in a meaningful way. The group will facilitate a means for continued involvement and active participation in library efforts through public relations, community support, and local advocacy activities. It is anticipated this group will be an integral part of the next strategic planning process.

Youth Services librarians collaborated with **Bloomfield Hills Schools** media specialists on a program called “Book of the Year.” Both groups worked together to come up with a list of books for students to read and vote on, and the “Book of the Year” was determined by students’ votes. This is the Library’s third year of collaboration with Bloomfield Hills Schools on this program.

Thanks to the generosity of our wonderful Friends, the Library worked alongside the **Bloomfield Hills Schools Johnson Nature Center** to construct a permanent story walk at the Center. Funds from both organizations were used to purchase and install permanent weatherproof sign holders, with pages from a story placed in them along a walkway to enjoy.

■ BLOOMFIELD TOWNSHIP PUBLIC LIBRARY BOARD OF TRUSTEES

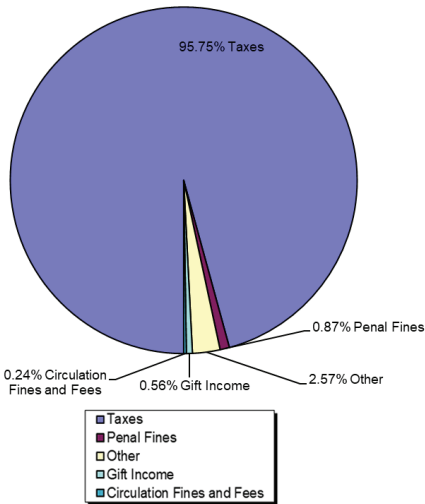


Members of the Library Board of Trustees pictured with former Director Carol Mueller. From left to right: Grant Gerhart, Joan Luksik, Judy Lindstrom, Carol Mueller (former Director), Danielle Gillman, and Sandra Edwards. Not pictured: Trustee Tom Deska.

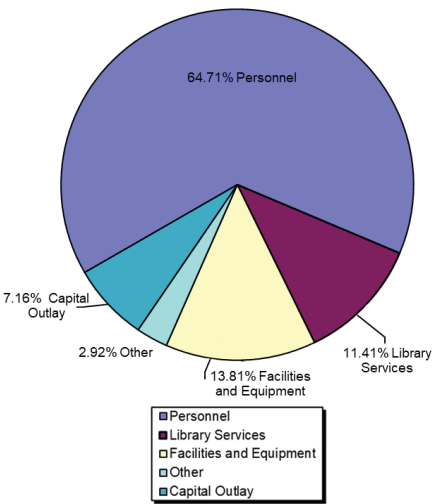
Library Trustees are residents of Bloomfield Township, and are elected every four years. The Library Board of Trustees meets monthly on the third Tuesday of the month, except April, which is on the fourth Tuesday. Meetings are held at 7 p.m. in the Board Room at the Library.

Financial Review of Fiscal Year 2020/2021

Bloomfield Township Public Library GENERAL FUND REVENUE SOURCES April 1, 2020 – March 31, 2021



Bloomfield Township Public Library GENERAL FUND EXPENDITURES April 1, 2020 – March 31, 2021



Bloomfield Township Public Library Facts at a Glance

318,829

Items in the Library's collection, including books, DVDs, CDs, and one skeleton.

7,301
301

Library patrons attended

programs – almost all of these were virtual

+ 40%

Increase in electronic materials accessed

8,590

Curbside deliveries

***Bloomfield Township Public Library champions
the power of words to spark discovery and imagination.***

1099 Lone Pine Road, Bloomfield Township, MI 48302
(248) 642-5800 | www.btpl.org

LIBRARY HOURS:

Mon-Thurs: 10 a.m. - 7 p.m.
Friday: 10 a.m. - 6:30 p.m.

Saturday: 10 a.m. - 5:30 p.m.
Sunday: Closed