White House Library Board Meeting Agenda
Billy S. Hobbs Municipal Center
Court Room
May 9, 2024

I. Call TO ORDER
    A. Roll call of Trustees
    B. Welcome Visitors
II. APPROVAL OF MINUTES FROM:
    a. Library Board Minutes March 14, 2024
    b. Marketing Committee Minutes April 16, 2024
    c. Executive Committee Minutes April 25, 2024
III. PUBLIC COMMENTS
IV. REPORTS
    A. Regional Director
    B. Library Director
        a. Monthly Reports
        b. Upcoming events/updates
            i. ORK Review
            ii. Gates Update
            iii. State standards
        c. Budget
    C. Committees
        1. Executive
            a. Executive Committee Update
        2. Finance and Budget
        3. Marketing and Public Relations
            a. Marketing Committee update
        4. Policy Review
V. UNFINISHED BUSINESS
VI. NEW BUSINESS
VII. ADJOURN

<div align="center">White House Library Board Meeting Minutes
Billy S. Hobbs Municipal Center
Court Room
March, 14 2024</div>

I.   CALL TO ORDER: 7:00PM
- a. Roll call of Trustees
  - i. Present: Katy Hornbeck, Carter Beck, Doreen Brown, Martha Montgomery, Sam Mathews, Julie Walling
  - ii. Absent: Cherry Richardson
- b. Welcome Visitors
  - i. Present: Elizabeth Kozlowski, Library Director; Cecile Maynor and Caitlyn Haley, Red River Regional; Gerry Herman, City of White House; Althea Manges, Assistant Library Director.

II.   APPROVAL OF MINUTES FROM
- a. Library Board Minutes from January 11, 2024
- b. Executive Committee Minutes from January 16, 2024
- c. Marketing Committee Minutes from February 20, 2024
  - i. Motion to approve by Doreen, Julie seconded, all approve.

III.   PUBLIC COMMENTs: None

IV.   REPORTS
- a. Regional Director
  - i. The Region held a time management training
  - ii. Mention the Tennessee Library Association meeting to be held in April.
  - iii. Upcoming training for catalogers on 4/16
  - iv. On April 18th there will be a virtual partnership fair with 11 organizations including Safe at Home and Kid Central.
  - v. Clarksville is getting a branch library!
  - vi. All WHPL board members have completed the certification process.
- b. Library Director
  - i. The library was closed January 16th and 18th because of snow.
  - ii. It was explained that items added stats did not reflect the acquisition of eBooks as they are not "physical items".
    1. Cecile suggested that the list of new eBooks be included in the bi-monthly report sent to board members of new purchases
       a. Discussion regarding the difficulty getting/using reports from eBook providers such as OverDrive. Cecile said that the regional office will look into getting easier reports.
  - iii. A water leak took out one of the security gates, so the patron count is off and will remain so until the gate is replaced.
    1. Ed from City Maintenance determined that the solder was crumbling, and the leaks were the size of pinpricks.
       a. City maintenance cleaned the mechanical room
       b. He might bring in an outside plumber to inspect all the pipes.
    2. Replacement gates are over $12,000. Most of this is covered by insurance with only $2500 coming out of the library budget.

3. Carter suggested the possibility of water detection sensors over the computers.

iv. The stats for the patrons participating in "1000 books before Kindergarten" has fallen because of the removal of patrons who aged out of the program.
1. The most popular adult programs are bingo and knitting
2. Carter asked about the teen/tween use of the new coding software. The level of participation has stayed the same and they (WHPL) is considering other options.

v. The Lions Club is doing a "Go Fund Me" to raise funds to pay for eye glasses, exams, surgeries, etc.

vi. OKR (Objectives and Key Results) report update
1. The Deaf Resource teleprompter/with signer was free and set up in the library.
2. Working to increase the number of teens on the TAB
3. The work with the FFA gardening project which is set to begin in April
4. The library has a college intern who is working with the homeschool group.
   a. 200 people took a poll to determine the programs most desired and days/times to meet.
      i. Bi-monthly Wednesdays there will be homeschool programs that cover science projects, arts & Crafts, and gardening
      The first week will be Pk-2 and the second week will be 3-6
5. Facebook and Instagram visits have jumped with a 300% increase in followers.
   a. Tiffany (library clerk) has been working on non-program posts with things like employee spotlights

vii. Image Evaluation was favorable. There were suggestions for things like more trashcans and better signage. A map of the library has been created for new patrons.
1. The museum passes will be available soon

viii. The Board of Mayor and Alderman approved the library going fine free
1. The library may install a Friends of the Library donation box for anyone who still wants to pay a fine for late items.

ix. Larry had an intestinal parasite and was quite ill. The Friends raised enough money on Go-Fund-Me to pay his vet bill and his blood work looks good.

x. Any salary increases that occurred due to the city salary study can be handled with the current budget. Line 900 of the budget will be used for the purchase of chairs.

c. Committees
1. Executive:
   a. Met to discuss the director's annual evaluation. The board feels that she goes above and beyond expectations in all areas.
   b. We discussed the OKR evaluation. While quantification is important, overall we feel that it is important to be realistic and not set too many tasks to add to her current workload.

       c. The director is moving from quarterly staff evaluations to monthly ones.

           i. She is also increasing team building exercises to 4/year.

               1. The committee would like her to evaluate the effectiveness of these exercises.

       d. Elizabeth has set herself the goal of 4 professional growth "courses"/year.

           i. Elizabeth has already met with the director of the Stokes Brown Library in Springfield, and 2 mentors.

       e. There does need to be a more defined procedure for who does what and when regarding the director's role for the library within the structure of city protocols.

       f. The committee is going to clarify the evaluation process and conduct a mid-year meeting with the director to touch base on the new process.

    2. Finance and Budget: Did not meet.

    3. Marketing and Public Relations:

       a. Met to discuss Fandom Fair.

           i. There will be food trucks and vendors.

           ii. It was decided not to have panels this year.

           iii. There is a need for additional volunteers.

       b. The task of creating a marketing plan as a part of the long-range plan was discussed. The committee hopes to have a working plan in place by April 2025.

           i. The group is researching marketing plans of other organizations for review at their next meeting.

    4. Policy Committee: The director presented updated policy changes to reflect going late fee free. Late fees removed on all items except technology devices. The director asked about changing the maximum late fee for hot spots from $30.00 to $21.00? Doreen motions to keep the maximum late fee at $30.00, Katy seconded the motion, all approve.

NEW BUSINESS:

a. The library will close on April 3rd for all employees to attend the TLA conference.

b. By-laws review:

    i. Library Committees will now have chair heads:

        a. Executive: Katy
        b. Marketing: Carter
        c. Policy: Doreen
        d. Budget: Sam

ADJOURN: 8:26pm

Call to Order: 6:01PM
Present: Elizabeth Kozlowski, Julie Walling, Carter Beck
Absent: Cherry Richardson
Public Comments: None

Fandom Fair Updates:
The Library Director provided the committee with updates on the status of the Fandom Fair.

1. Vendor registrations
   a. 16 Vendors as of right now
   b. May end the registration next week because vendor slots are filling up fast.
2. Waiting on a robotics program
   a. Heritage: No
   b. White House: No response
   c. Dayspring Academy?
3. Volunteers
   d. 4 Registered so far from local high school
   e. 24 Needed
4. Escape Rooms
   f. Working on props for kids' room
   g. Need to work on clues for the teen escape room
5. Parking Planning
   h. Handicap Parking Designation
   i. Vendor Parking
   j. General Parking
6. Marketing
   k. Robertson County Dojo
   l. Digital Sign
   m. FB and Insta Marketing

Patron Survey:

The library director and committee started the process of creating a Patron survey. The goal of the committee is to have the survey ready to be sent to members of the community by June 1. The goal will also be to make the survey available to visitors of Fandom Fair on June 8. The survey will be distributed using Survey Monkey and will remain anonymous. The committee discussed the library director's goals for the survey and what kind of questions the library wanted to see on the survey. The committee will also create a QR code to facilitate seamless participation. A Google Doc will be created to make additions and edits to the survey. The committee will determine a goal number of participants to identify survey results with a high level of confidence.

Marketing Plan

The library director tasked the committee with creating a marketing plan for the library to be implemented in 2025. The committee reviewed four marketing plans from other libraries and will work to create a marketing plan for the White House Public Library.

The committee set goals for the next meeting to have the Marketing Plan outline ready using a shared Google Doc

The next Marketing Committee Meeting will be held on June 18th at 6:00 PM in the library.

Adjourn: 7:03 PM

White House Public Library
March 2024 Performance Measures

Official Service Area Populations

2020	2021	2022	2023	2024
14,363	14,455	14,820	15,094	

Membership

March	2020	2021	2022	2023	2024
New Members	79	60	121	147	129
Updated Members	319	307	392	273	416
Yearly Totals	**2020**	**2021**	**2022**	**2023**	**2024**
Total Members	9,496	7,027	7,125	7,442	7,772
% of population with membership	66	49	48	49	51

Every year the library will purge the system of patrons that have not used their cards in the past 3 years.

Total Material Available: 39,635
Estimated Value of Total Materials: $990,875   **Last Month:** $991,350
Total Materials Available Per Capita: 2.63   **Last Month:** 2.63   **State Minimum Standard:** 2.00

Materials Added in March

2020	2021	2022	2023	2024
277	374	282	287	152

Yearly Material Added

2020	2021	2022	2023	2024
3,025	3,035	3,573	2,641	569

Physical Items Checked Out in March

2020	2021	2022	2023	2024
5,966	4,051	6,996	7,594	6,487

Cumulative Physical Items Check Out

2020	2021	2022	2023	2024
50,042	59,515	80,653	81,667	19,321

Miscellaneous item checkouts

March	2020	2021	2022	2023	2024
Technology Devices	36	68	67	56	62
Study Rooms	29	23	71	106	95
Games and Puzzles	91	59	202	182	164
Seeds	47	257	41	187	188
STEAM Packs	23	0	14	30	28

Yearly Totals

2020	2021	2022	2023	2024
381	725	743	794	211
305	395	746	888	234
955	1,263	2,060	1,855	563
302	878	883	767	361
25	160	234	351	83

Cake Pans	1	0	1	3	13	28	21	69	45	30
Outdoor Items	*	*	*	7	12	*	*	17	59	22
Honor Books	*	*	*	27	5	*	*	19	104	20
Adult Kits	*	*	*	*	3	*	*	*	*	3

Library Services Usage / **Yearly Totals**

March	2020	2021	2022	2023	2024	2020	2021	2022	2023	2024
Test Proctoring	6	2	6	2	11	74	108	61	54	15
Charging Station	1	2	3	1	1	47	45	21	16	3
Notary Services	4	18	15	15	17	88	144	135	167	42
Library Visits	3,132	3,292	4,112	4,573	4340*	30,007	38,913	48,253	48,053	11,662
Website Usage	1,882	2,264	2,467	4,340	878	17,977	27,907	33,678	36,648	2,663
Reference Questions	1	8	5	9	0	60	73	31	37	8

Computer Users / **Yearly Computer Users**

March	2020	2021	2022	2023	2024	2020	2021	2022	2023	2024
Wireless	341	357	414	552	351	3,829	3,878	4,544	4,338	958
Adult Users	178	178	270	228	201	2,138	2,235	2,608	2,255	604
Kids Users	78	7	209	217	112	427	957	2,987	2,030	364

Library Volunteers / **Yearly Totals**

March	2020	2021	2022	2023	2024	19-20	20-21	21-22	22-23	23-24
Library Volunteers	39	9	8	11	8	36	20	48	54	38
Volunteer Hours	93	125	158	87.5	50	1,286	1,204	1,492.5	1,227	424.5

Universal Class Counts / **Yearly Totals** / **Kanopy**

March		2020	2021	2022	2023	2024	March		2023	2024
Sign ups	0	10	13	18	22	4	**Visits**	293	2,350	1,612
Courses started	2	53	39	2	24	12	**Pages**	379	3,547	2,121
Lessons viewed	125	1,771	1,008	876	419	237	**Plays**	69	608	426
Submissions	188	800	515	465	559	283	**Accounts**	2	89	15

Programs

1,000 books	2020	2021	2022	2023	2024	Achievements	
Monthly Sign-ups	2	1	9	0	1	500 Mark	19
Total program Sign-ups	67	124	132	157	68	Total Completion	19

We did a purge of participants that have aged out of the program.

Face-to-face Kids Programs / **Grab & Go Kits**

March	2020	2021	2022	2023	2024	March	2020	2021	2022	2023	2024
Programs	7	2	14	15	13	**Kits**	0	6	0	0	0
Attendees	145	49	403	407	311	**Taken**	0	162	0	0	0
Yearly	2020	2021	2022	2023	2024	**Yearly**	2020	2021	2022	2023	2024
Programs	43	91	136	129	36	**Kits**	38	44	7	7	0
Attendees	1,185	2,167	3,646	3,805	846	**Taken**	1094	1,699	334	184	0

Teen/tween Face-to-Face Programs / **Teens Programs** / **Grab & Go**

March	2020	2021	2022	2023	2024	March	2024	March	2020	2021	2022	2023	2024
Programs	0	0	10	12	13	**Programs**	2	**Kits**	0	4	0	0	0
Attendees	0	0	49	39	31	**Attendance**	3	**Taken**	0	36	0	0	0
Yearly	2020	2021	2022	2023	2024	**Yearly**		**Yearly**	2020	2021	2022	2023	2024
Programs	11	43	98	112	32	**Programs**	6	**Kits**	13	24	7	10	0

Attendees	77	370	437	361	83		Attendance	7		Taken	152	409	151	100	0

We are trying to hold teen only programs and are hoping those will start to draw more attendance.

Face-to-face Adult Programs

March	2020	2021	2022	2023	2024
Programs	8	3	6	8	15
Attendees	31	17	35	41	117
Yearly	2020	2021	2022	2023	2024
Programs	42	63	75	107	38
Attendees	214	351	377	589	281

Device Advice

March	2020	2021	2022	2023	2024
Sessions	0	8	10	9	16
Yearly	51	81	131	144	51
Passive					
March	*	0	0	0	0
Yearly	*	0	20	0	0

Interlibrary Loan Services

March	2020	2021	2022	2023	2024
Borrowed	63	51	74	68	46
Loaned	7	14	36	42	22

Yearly Interlibrary Loan Services

2020	2021	2022	2023	2024
534	673	872	597	189
151	226	317	184	94

March	R.E.A.D.S
Adults	2,524
Juvenile	219

Yearly Totals	2019-2020	2020-2021	2021-2022	2022-2023	2023-2024
Adults	23,138	19,466	21,110	25,066	22,010
Juvenile	1,189	1,032	2,013	1,788	1,767

The READS statistics come from the state.

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White House Public Library
April 2024 Performance Measures

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Official Service Area Populations

2020	2021	2022	2023	2024
14,363	14,455	14,820	15,094	

Membership

April	2020	2021	2022	2023	2024
New Members	16	63	100	91	151
Updated Members	106	106	519	167	348
Yearly Totals	2020	2021	2022	2023	2024
Total Members	9,496	7,027	7,125	7,442	7,920
% of population with membership	66	49	48	49	52

Every year the library will purge the system of patrons that have not used their cards in the past 3 years.

Total Material Available: 39,728
Estimated Value of Total Materials: $993,200 **Last Month:** $990,875
Total Materials Available Per Capita: 2.63 **Last Month:** 2.63 **State Minimum Standard:** 2.00

Materials Added in April

2020	2021	2022	2023	2024
336	136	304	179	109

Yearly Material Added

2020	2021	2022	2023	2024
3,025	3,035	3,573	2,641	618

Physical Items Checked Out in April

2020	2021	2022	2023	2024
3,340	3,650	6,444	6,588	6,573

Cumulative Physical Items Check Out

2020	2021	2022	2023	2024
50,042	59,515	80,653	81,667	25,894

Miscellaneous item checkouts

April	2020	2021	2022	2023	2024
Technology Devices	26	65	54	53	61
Study Rooms	0	0	54	65	82

Yearly Totals

2020	2021	2022	2023	2024
381	725	743	794	272
305	395	746	888	316

Games and Puzzles	37	37	158	81	147	955	1,263	2,060	1,855	710
Seeds	30	30	194	132	217	302	878	883	767	578
STEAM Packs	0	0	21	14	34	25	160	234	351	117
Cake Pans	0	0	6	1	6	28	21	69	45	36
Outdoor Items	*	*	*	3	4	*	*	17	59	26
Honor Books	*	*	*	16	4	*	*	19	104	24
Adult Kits	*	*	*	*	12	*	*	*	*	15
Museum Passes	*	*	*	*	1	*	*	*	*	1

Library Services Usage

April	2020	2021	2022	2023	2024	**Yearly Totals** 2020	2021	2022	2023	2024
Test Proctoring	1	30	8	2	24	74	108	61	54	39
Charging Station	0	2	2	2	1	47	45	21	16	4
Notary Services	4	7	14	2	8	88	144	135	167	50
Library Visits	0	2,724	3,648	3,945	4,420*	30,007	38,913	48,253	48,053	16,082
Website Usage	1,101	2,113	2,244	3,704	851	17,977	27,907	33,678	36,648	3,514
Reference Questions	16	5	2	4	12	60	73	31	37	20

Computer Users

April	2020	2021	2022	2023	2024	**Yearly Computer Users** 2020	2021	2022	2023	2024
Wireless	140	331	272	329	347	3,829	3,878	4,544	4,338	1,305
Adult Users	8	165	191	205	213	2,138	2,235	2,608	2,255	817
Kids Users	0	80	227	167	173	427	957	2,987	2,030	537

Library Volunteers

April	2020	2021	2022	2023	2024	**Yearly Totals** 19-20	20-21	21-22	22-23	23-24
Library Volunteers	0	8	8	13	7	36	20	48	54	40
Volunteer Hours	0	114	130	74.5	39	1,286	1,204	1,492.5	1,227	463.5

Universal Class Counts

April		**Yearly Totals** 2020	2021	2022	2023	2024
Sign ups	0	10	13	18	22	4
Courses started	3	53	39	2	24	15
Lessons viewed	95	1,771	1,008	876	419	332
Submissions	125	800	515	465	559	408

Kanopy

April			2023	2024
Visits	315		2,350	1,927
Pages	434		3,547	2,555
Plays	73		608	499
Accounts	8		89	23

Programs

1,000 books	2020	2021	2022	2023	2024
Monthly Sign-ups	1	1	2	1	1
Total program Sign-ups	82	84	113	143	69

Achievements	
500 Mark	21
Total Completion	19

We did a purge of participants that have aged out of the program.

Face-to-face Kids Programs

April	2020	2021	2022	2023	2024
Programs	0	6	12	13	16
Attendees	0	41	301	292	312
Yearly	**2020**	**2021**	**2022**	**2023**	**2024**
Programs	43	91	136	129	52
Attendees	1,185	2,167	3,646	3,805	1,158

Grab & Go Kits

April	2020	2021	2022	2023	2024
Kits	0	6	0	0	0
Taken	0	162	0	0	0
Yearly	**2020**	**2021**	**2022**	**2023**	**2024**
Kits	38	44	7	7	0
Taken	1094	1,699	334	184	0

Teen/tween Face-to-Face Programs

April	2020	2021	2022	2023	2024
Programs	0	4	8	11	12
Attendees	0	13	43	46	33
Yearly	2020	2021	2022	2023	2024
Programs	11	43	98	112	44
Attendees	77	370	437	361	116

Teens Programs

April	2024
Programs	2
Attendance	5
Yearly	
Programs	8
Attendance	12

Grab & Go

April	2020	2021	2022	2023	2024
Kits	0	4	0	0	0
Taken	0	36	0	0	0
Yearly	2020	2021	2022	2023	2024
Kits	13	24	7	10	0
Taken	152	409	151	100	0

We are trying to hold teen only programs and are hoping those will start to draw more attendance.

Face-to-face Adult Programs

April	2020	2021	2022	2023	2024
Programs	0	5	6	7	13
Attendees	0	15	44	42	94
Yearly	2020	2021	2022	2023	2024
Programs	42	63	75	107	51
Attendees	214	351	377	589	375

Device Advice

April	2020	2021	2022	2023	2024
Sessions	42	3	8	7	7
Yearly	51	81	131	144	58
Passive					
April	*	0	0	0	0
Yearly	*	0	20	0	0

Interlibrary Loan Services

April	2020	2021	2022	2023	2024
Borrowed	0	50	81	42	46
Loaned	0	18	14	6	22

Yearly Interlibrary Loan Services

2020	2021	2022	2023	2024
534	673	872	597	230
151	226	317	184	120

April	R.E.A.D.S
Adults	2,540
Juvenile	157

Yearly Totals	2019-2020	2020-2021	2021-2022	2022-2023	2023-2024
Adults	23,138	19,466	21,110	25,066	24,550
Juvenile	1,189	1,032	2,013	1,788	1,924

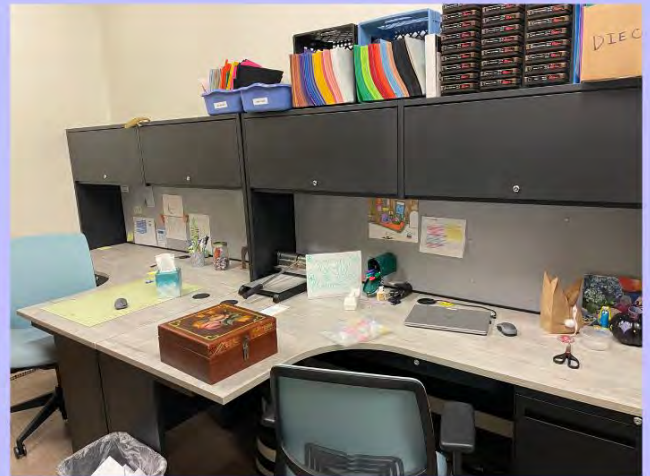The READS statistics come from the state.

March & April

Submitted by : Elizabeth Kozlowski

Director Activity

- On boarding of Althea Manges
- Pay study with HR
- Friends meeting
- Lions club meeting
- Chamber Chairman Banquet
- Monthly one-on-ones
- EQ, time management, and AI training
- Budget retreat
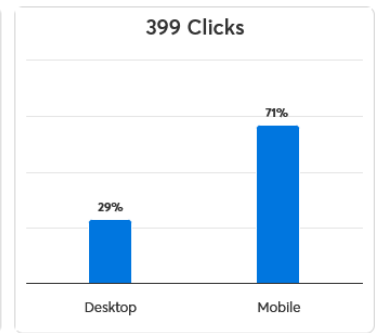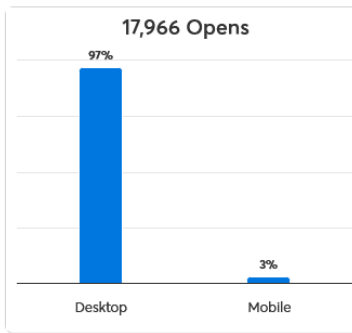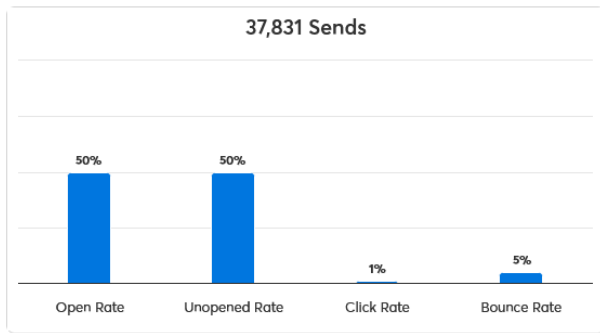- Committee meetings
- Fandom Fair updates
- Gates update

Library Activities

- New furniture installation
- Regional Training for staff
- Fine Free
- Museum passes
- Adult educational kits
- TLA conference
- Homeschool program
- Order training
- Food drive

		Timeframe		Progress
	White House Public Library	Q3 & Q4 2024		
Mission Statement	*To be an essential community hub that provides tools, resources, and assistance*			
Goal 1	**Offer Library programs, resources, and services that meet community needs**			
Objective 1.1	**Improve and expand upon existing library programs**			
1.1a Task	**Improve 1000 book participation**			
1.1 Key Result	Purge users that have aged out of the system			100%
1.1 Key Result	Create a better way of tracking progress of each participant			100%
1.1 Key Result	Send out quarterly newsletter to participants			25%
1.1b Task	**Try to have an active TAB board**			
1.1b Key Result	Create more interactive way to engage teens with food, rewards, etc.			100%
1.1b Key Result	Change days and times of TAB			100%
1.1b Key Result	Try to increase members to 4 by June 2024			100%
1.1c Task	**Hold park story times or field trip days**			
1.1c Key Result	Hold 3 park or field trip days by June 2024			33%
1.1c Key Result	Analyze the program attendance at these special story times			33%
Objective 1.2	**Add new programs and services**			
1.2a Task	**Review options for adult educational programs**			
1.2a Key Result	Hold 3 adult educational classes by June 2024			33%
1.2a Key Result	Review program attendance at these special programs to gage popularity			0%
1.2b Task	**Add education kits for adults to checkout**			
1.2b Key Result	Add 10 kits ranging on topics from wood burning, cooking, knitting, crocheting, and sensory			220%
1.2c Task	**Continue to offer and expand the Summer Internship Program**			
1.2c Key Result	Have 4 teens enroll in the Summer Reading Internship Program			25%
1.2c Key Result	Help all 4 teens create a resume/portfolio			0%
1.2d Task	**Add museum passes**			
1.2d Key Result	Add 10 museum passes for patrons to check out from local museums			80%
Objective 1.3	**Update and increase the amount of technology items and resources being offered**			
1.3a Task	**Purcashe more ebooks, e-audio books and downloadable movies/material**			
1.3a Key Result	Purchase $4,000 worth of ebooks and e-audio books			50%
1.3a Key Result	Review checkouts on Kanopy to decide if future sets of downloadable movies/tv shows should be purchased			0%
1.3b task	**Add video communication device for better communication with the deaf community**			
1.3b Key Result	Add 1 video communication phone for deaf community			100%
1.3b Key Result	Advertise the phone on social media platforms			100%
1.3c Task	**Add reservation software for online study room reservation**			
1.3c Key Result	Research 3 different companies that provide real time study room reservations for quotes and feature comparison			0%
1.3c Key Result	Add email notification requests for study room reservation			100%
Goal 2	**Enhance library space and marketing of resources for better utilization by the public.**			
Objective 2.1	**Indentify dead zones and modify into better utilized space**			
2.1a Task	**Replace existing furniture with furnishings that better utilize the space**			
2.1a Key Result	Move furniture in back are to commodate deaf communication resource			100%
2.1a Key Result	Purchase new office furniture for new positions			100%
2.1a Key Result	Move Osmo into the Juvenile room			100%
Objective 2.2	**Better advertise library resources, programs and services**			
2.2a Task	**Do paid Facebook/instragram ads, post office drops and other marketing tactics**			
2.2a Key Result	Increase followers on social media platforms by 5%			100%
2.2a Key Result	Increase views/likes/engagement on social media posts by 10%			100%
2.2a Key Result	Increase newsletter letter clicks and opens by 5%			80%
2.2a Key Result	Create interactive display of items with 5% of items circulating from displays			200%
2.2a Key Result	Review website content and disign to try and increase website visits by 50 people			50%
2.2a Key Result	Increase unique item checkouts by 5%			100%
2.2b Task	**Task Marketing Committee to create a marketing plan**			
2.2b Key Result	Marketing Committee will submit a plan to the library board by April of 2024			25%
Goal 3	**Create a culture of library/community interaction through mutually beneficial projects and partnerships**			
Objective 3.1	**Creative Community partnerships and be active in community projects/activities**			
3.1a Task	**Create garden to grow food for the general public with the help of the FFA, master gardeners, etc.**			
3.1a Key Result	Purchase rasied garden beds			100%
3.1a Key Result	Purchase seeds and soil to go in bed			100%
3.1a Key Result	Coordinate a schedule with FFA to maintain beds and grow food			50%
3.1a Key Result	Give out harvested food to the community			0%
3.1b Task	**Expand reading garden to be a certified butterfly garden**			
3.1b Key Result	Purchase plants necessary to attract butterflies			0%
3.1b Key Result	Work with Master Gardeners complete paperwork to be a certified butterfly garden			0%
Goal 4	**Make the library 3rd place in the community**			
Objective 4.1	**Provide an excellent level of customer service**			

4.1a Task	Develop a plan to objectively measure patron satisfaction and experiences	
4.1a Key Result	Task Marketing Committee to create patron surveys	50%
4.1a Key Result	Task Marketing Committee to include measuring patron satisfaction in marketing plan	50%
4.1a Key Result	Have all staff take a customer service training course	100%
Objective 4.2	Make the library have something for everyone	
4.2a Task	Use evaluations to measure patron satisfaction	
4.2a Key Result	Create and advertise homeschool survey to measure patron needs for the program	100%
4.2a Key Result	Use homeschool survey to start a homeschool program, thereby having something for everyone	100%
4.2a Key Result	Send out survey via social media, newsletter, website, posters, and paper to collect number marketing committee recommends	100%
4.2a Key Result	Analzye results and make adjustments as possible based on assesstment to meet patron needs	0%
4.2b Task	Collect data on patron requests	
4.2b Key Result	Collect 20 patron items requests a month and purchase those items for the collection	66%
4.2b Key Result	Update the patron online item request form and post that information on social media	0%

37,831 Sends
- Open Rate: 50%
- Unopened Rate: 50%
- Click Rate: 1%
- Bounce Rate: 5%

17,966 Opens
- Desktop: 97%
- Mobile: 3%

399 Clicks
- Desktop: 29%
- Mobile: 71%

Trends

Compare your stats over time and across your industry during the selected time range.

Your open rate:	50%
vs. previous 90 days	+4% ↑
vs. industry average	+6% ↑

Your click rate:	1%
vs. previous 90 days	+0% —
vs. industry average	-2% ↓

State Standards

2023-2024

1. Tennessee Trustee Certification
2. Review mission/vision statement **(July)**
3. Review Long Range Plan annually **(July)**
4. ~~Determine if the plan meets community needs~~
5. ~~Board presents the budget~~
6. 10% budgeted for materials
7. Collection weeded according to Crew **(July)**
8. The turnover rate is calculated annually **(July)**
9. Technology plan is reviewed annually **(July)**
10. <mark>Staff complete core competencies within 1 year of employment</mark>
11. <mark>Staff complete hours of training</mark>
12. Hosts at least 1 TEL session annually
13. TAB provides quarterly report to director
14. Meet MOE **(September)**
15. Patron satisfaction survey conducted every 3 years
16. ~~Image evaluation every 3 years~~

2022-2023

1. Tennessee Trustee Certification
2. Determine if the plan meets community needs
3. Board presents the budget
4. 10% budgeted for materials
5. Staff complete core competencies within 1 year of employment
6. TAB provides quarterly report to director

2021-2022

1. Tennessee Trustee Certification
2. Determine if the plan meets community needs
3. Board presents the budget
4. 10% budgeted for materials
5. Staff complete core competencies within 1 year of employment
6. Hosts at least 1 TEL session annually
7. TAB provides quarterly report to director

2020-2021

1. Determine if long range plan meets community needs
2. Board presents budget
3. 10% budget for materials
4. Tennessee Trustee Certification
5. Hosts at least 1 TEL session annually
6. Staff complete competencies within 1 year of employment**
7. TAB provides quarterly report to director

2019-2020

1. Determine if long range plan meets community needs**
2. Board presents budget
3. 10% budged for materials
4. Staff complete competencies within 1 year of employment**
5. Staff trained to use and promote TEL **(new hires still have to be trained)**
6. Staff complete number of training based on their position
7. Hosts at least 1 TEL session annually
8. TAB provides quarterly report to director

		Original Total Budget	Current Total Budget	MTD Activity	YTD Activity	YTD Activity + Encumbrances	Budget Remaining
Fund: 110 - General Fund							
Expense							
Function: 44800 - Library							
110-44800-110	Libraries - Salaries	304,836.00	304,836.00	24,556.53	248,591.30	248,591.30	56,244.70
110-44800-112	Libraries - Overtime	1,231.00	1,231.00	83.57	144.02	144.02	1,086.98
110-44800-114	Libraries - Part Time Wages	25,831.00	25,831.00	2,608.23	22,191.07	22,191.07	3,639.93
110-44800-117	Libraries - Annual Longevity Pay	4,500.00	4,500.00	0.00	4,500.00	4,500.00	0.00
110-44800-130	Libraries - Employee Benefits	26,870.00	26,870.00	2,110.51	21,461.45	21,461.45	5,408.55
110-44800-142	Libraries - Hospital & Health Insurance	79,884.00	79,884.00	5,563.34	60,379.92	60,379.92	19,504.08
110-44800-143	Libraries - Retirement	29,567.00	29,567.00	2,156.74	23,457.57	23,457.57	6,109.43
110-44800-144	Libraries - Dental Insurance	3,360.00	3,360.00	240.00	2,640.00	2,640.00	720.00
110-44800-145	Libraries - Vision Benefit	1,400.00	1,400.00	172.86	370.86	370.86	1,029.14
110-44800-147	Libraries - Unemployment Insurance	210.00	210.00	21.71	212.11	212.11	-2.11
110-44800-148	Libraries - Employee Ed. & Training	12,950.00	6,475.00	145.00	4,028.38	5,891.38	583.62
110-44800-200	Libraries - Contractual Services	28,000.00	14,000.00	54.95	8,305.39	8,697.24	5,302.76
110-44800-211	Libraries - Postage, Box Rent, Etc.	275.00	50.00	1.28	14.49	14.49	35.51
110-44800-235	Libraries - Memberships/Subscription...	18,219.00	21,548.00	159.90	18,331.33	19,909.33	1,638.67
110-44800-237	Libraries - Advertising & Pub. Relations	870.00	870.00	84.00	456.75	572.75	297.25
110-44800-241	Libraries - Electric	58,000.00	45,471.00	3,533.13	32,438.32	32,438.32	13,032.68
110-44800-242	Libraries - Water	2,842.00	3,287.00	121.34	2,643.57	2,643.57	643.43
110-44800-243	Libraries - Sewer	2,102.00	3,320.00	83.90	2,568.75	2,568.75	751.25
110-44800-245	Libraries - Phones / Fax / Internet	6,840.00	11,116.00	1,084.48	8,886.56	8,886.56	2,229.44
110-44800-249	Libraries - Stormwater Fee	648.00	648.00	53.94	539.40	539.40	108.60
110-44800-260	Libraries - R & M Facilities	14,200.00	15,400.00	275.00	8,211.29	13,940.01	1,459.99
110-44800-280	Libraries - Travel	400.00	50.00	37.36	37.36	50.00	0.00
110-44800-287	Libraries - Meals And Entertainment	965.00	965.00	72.76	412.22	412.22	552.78
110-44800-312	Libraries - Small Items Of Equipment	12,300.00	23,166.00	694.11	10,427.46	14,555.34	8,610.66
110-44800-320	Libraries - Operating Supplies	12,025.00	18,500.00	2,546.04	10,350.84	11,417.71	7,082.29
110-44800-330	Libraries - Inventory Supplies	14,000.00	20,000.00	-27.00	11,963.87	12,176.87	7,823.13
110-44800-331	Libraries - Oil, Fuel, Etc.	560.00	330.00	64.13	225.94	225.94	104.06
110-44800-900	Libraries - Capital Outlay	24,000.00	24,000.00	0.00	13,937.69	13,937.69	10,062.31
	Function: 44800 - Library Total:	686,885.00	686,885.00	46,497.81	517,727.91	532,825.87	154,059.13
	Expense Total:	686,885.00	686,885.00	46,497.81	517,727.91	532,825.87	154,059.13
	Fund: 110 - General Fund Total:	686,885.00	686,885.00	46,497.81	517,727.91	532,825.87	154,059.13
	Report Surplus (Deficit):	-686,885.00	-686,885.00	-46,497.81	-517,727.91	-532,825.87	-154,059.13