

## ANNUAL REPORT 2020-21



The public was not allowed to enter the Library for approximately 19 weeks during the pandemic. Patrons ordered materials online or by telephone. Staff collected their orders, placed the items in bags and arranged them alphabetically by patron name near the entrance. Patrons could then pick up their orders during established 'curb-side' hours.

**KEENE PUBLIC LIBRARY**  
**BOARD OF TRUSTEES ANNUAL MEETING**  
**Tuesday, August 24, 2021 at 5:30 P.M.**

**AGENDA**

1. Call to order
2. Approval of the August 25, 2020 Annual Meeting minutes (page 2)
3. Annual Reports
  - a. President's Report (page 3)
  - b. Treasurer's Reports
    - Primary Account Expenditures (page 5)
    - Encumbered & Restricted Funds (page 8)
    - Donations & Distributions (page 11)
    - Portfolio Changes (page 13)
    - Trustee Budget (page 14)
  - c. Finance (page 16)
  - d. Overview of Library Finances for Next Fiscal Year (page 18)
  - d. Building and Grounds (page 20)
  - e. Policy (page 21)
  - f. Fine Arts (page 23)
  - g. Community Outreach (page 24)
  - h. Long Range Planning Committee (page 25)
  - i. Friends of the Keene Public Library (page 27)
  - j. Horatio Colony Museum (page 29)
  - k. Nominating Committee (page 30)
  - l. Director's Report (page 31)
  - m. Staff Reports
    - Youth Dept. (page 35)
    - Community Services (page 37)
    - Periodicals (page 41)
    - Reference, Interlibrary Loan, Internet (page 42)
    - Technology (page 43)
    - Technical Services (page 45)
  - n. Statistical Reports
    - Library Statistics (page 47)
    - Circulation (page 48)
    - Online Resources (page 50)
    - Acquisitions (page 52)
4. Appendix: Strategic Plan (page 54)
5. Adjournment

**Draft minutes for ANNUAL MEETING  
KEENE PUBLIC LIBRARY BOARD OF TRUSTEES –  
August 25, 2020**

The annual meeting was held after the regular August meeting electronically. It was called to order at 6:09 pm by President Jennifer Alexander.

The electronic meeting protocol was read.

Present were: Jennifer Alexander, Paul Henkel, Kathleen Packard, Judy Putnam, Bill Stroup, Kathleen Kennedy Burke, Jane Pitts, Carl Jacobs, Charles Prigge and Library Director Marti Fiske. Ken Jue was not present.

Bill Stroup moved that the minutes from the 2019 annual meeting be amended to add “Cheshire” to the county reference and to add that Marti Fiske was a guest. Motion seconded and approved unanimously.

A few brief comments were made as the board followed the annual committee reports included in the pre-circulated meeting agenda. Jen opened by praising the leadership and library staff for their extraordinarily hard work and for continuing to rise to the occasions presented by Covid conditions this year.

The nominating Committee slate of officers was approved unanimously and is:

President – Jen Alexander; Vice President - William Stroup; Treasurer - Judy Putnam; and Secretary – Kathleen Kennedy Burke.

Meeting was adjourned at 7:07 pm.

Respectfully Submitted,

Kathleen Kennedy Burke, Sec’y

## 2020-2021 KPL Trustees President's Report

In preparation of writing this year's report, I took a moment to review what I wrote last year. Here are my previously written thoughts:

“What a year it has been! In reflection, the year has been one full of excitement and strain. We began our year under new library director leadership, with brand new, exciting spaces to share with the public. No one could have predicted the devastation the Coronavirus would bring to our community, and society as a whole. We move forward into this next year with the hope that the pandemic will be contained locally, nationally, and globally. Despite what happens this next year, as Trustees we can move forward confidently knowing that together with the library staff, we will be able to manage whatever comes our way” (2019-2020 Annual Report).

A year ago, I had the hope the pandemic would be contained locally, nationally, and globally. Sadly, a year later, it is not. A year ago, I also said I knew the library could move forward confidently, knowing that together with the library staff, we would be able to manage whatever came our way. Happily, I can confirm this was true.

This past year, the pandemic continued to color our efforts, at times limiting our ability to provide full access and services to patrons. The constant throughout the year was change, as necessary changes were dictated by fluctuating local rates of transmission and recommendations made by local/state emergency management teams. Despite this, the library community—Trustees, library staff, City of Keene partners, and Friends of the Library—successfully and safely managed the many necessary changes. Although “how” we delivered services changed throughout the year, dedication to mission, thoughtfulness, creativity, flexibility, and patience were exhibited by all, ultimately limiting negative impact to patrons.

I am extremely proud of our library Trustees. This was a very difficult year, yet we begin this new year in a place of strength. This past year was a busy one for the Trustees, and we accomplished much. The Trustee Committee reports included in this annual report will provide the details of the specific work accomplished; but overall, we spent the year reviewing, amending, and creating new and existing policies, protocols, procedures, and plans. The pandemic did not slow us down or impact our resolve to provide the governance our library needed during this public health crisis. I feel confident we, the Trustees, are prepared for whatever comes our way. The Trustees are strong, and together we will overcome any challenges that may come our way this next year.

It must be noted this year could have looked very different if it were not for our library director, Marti Fiske, and her staff. Throughout the year, Marti provided excellent leadership, and the staff was responsive, doing all they could to ensure library services were limited as little as possible. They did a remarkable job, working together as a team to provide patrons with high quality services and programming. As a library, our greatest resource is our people, and at the Keene Public Library we are fortunate to have really great people on our staff. On behalf of the Trustees, I extend our many thanks to the staff of the Keene Public Library.

Additionally, on behalf of the Trustees, I would like to thank our trusty partners, the City of Keene and The Friends of the Keene Public Library. Our thanks to the City of Keene for providing excellent expertise, and thank you to the Friends for remaining flexible, positive, and committed to supporting the library. We are a stronger organization thanks to your ongoing support! Thank you!

Whatever comes our way this next year, we, the Trustees, are prepared and will do what we must to ensure the library continues to meet its mission. I end this report confidently, as I did last year: “Together we will meet whatever challenges this next year may present” (2019-2020 Annual Report).

Sincerely,  
Jennifer Alexander

**Keene Public Library  
Treasurer's Annual Report  
July 1, 2020- June 30, 2021  
Checking Account - 77-1-5**

**Opening Balance** **\$23,548.28**

**Income**

Donations for Books and Materials	\$1,350.00
Donations for Outreach Programming	200.00
Donation for Framing	250.00
Donations to Lipsky Book Fund	250.00
Memorial Donations	1,470.00
Rotary Donations	225.00

Endowment Distribution/NHCF	7,259.79
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Grant Income

ALA/Small and Rural Libraries	3,000.00
NH Humanities	400.00

Investment Income	9,495.47
Money Market Interest	5.51

Refund on purchase	68.70
Cash moved from Investment Account	185,000.00 *

<b>total income</b>	<b>\$208,974.47</b>
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**Expenses**

Books and materials	\$226.43
Outreach Programming	4,593.99
Summer Reading	791.51
Grant Expenses	
Atrium Plants	141.97
Seed Program	3,412.02
Small & Rural/ALA	2,336.46
NH Humanities	600.00
Dollars for Doers	196.28

Framing	393.03
Transfer to Lipsky/Restricted Fund	250.00
Project Expense	
Signage	645.00
Heberton Hall Lighting Consultant	936.25
Staff Conferences	25.00
Long Range Planning	3,980.00
Memberships in NHLTA	390.00
Outdoor Signage	205.00
<b>Total Expenses</b>	<b>19,122.94</b>
<b>Closing Balance</b>	<b>251,645.69</b>

Note: \$185,000 was moved from the investment account to the checking account in preparation for the payment of the balance of the money owed the City of Keene for the bridge loan made to the Trustees for the Renovation Project. We expect to make the payment in the first quarter of fiscal year 2021-2022.

**Trustee Held Investments**  
**Q3 2020-2021**  
**Notes**

In February, 2021, we rebalanced the Investment Account and the Permanently Restricted Funds Account.

**In the Investment** Account we moved out of American AMCAP Fund, American Capital World Growth and Income Fund, and the Income Fund of America.

We increased our holding in the Bond Fund of America.

We invested \$179,339.10 of cash in the account into these American Funds: Multi-Sector Income Fund, High-Income Trust Fund, Mutual Fund, Capital World Bond Fund, Europacific Growth Fund, Growth Fund of America, Intermediate Bond Fund of America, New World Fund, New Perspective Fund, and the SmallCap World Fund.

There is just over \$187,000 in cash and money market shares still in this account to repay the City for the bridge loan for the Renovation Project. We expect to pay that this summer. The total owed is expected to be about \$186,000

Our expected income rises from \$3,249 to \$5,473.

**In the Permanently Restricted Funds** Account we moved out of two American Funds: Capital World Bond Fund and the Intermediate Bond Fund of America. We have consolidated into two American funds: American Capital Income Builder and the Income Fund of America. And we have kept our holding in JPMorgan Income Builder unchanged.

Our expected income rises from \$5,221 to \$5,677.

The rebalancing brings us closer to our target allocation of 60% stocks/40% bonds.

**KPL Trustees  
Encumbered and Restricted Funds  
June 30, 2021**

	Balance 6/30/2020	Changes 2020-2021	Balance 6/30/2021
<b>For Books and Materials</b>	11,488.15		
Memorial Gifts		1470	
Rotary Donations		225	
Other Donations		1350	
Purchase of books		-226.43	14,306.72
<b>For Outreach Programming</b>	4,029.87		
Donations for Outreach Programs		200	
Eugene Choe (summer)		100	
From Endowment		7259.79	
Spent on all Outreach Programming		-4593.99	6,995.67
<b>For Staff Training</b>	2,636.36		
Trustee Budget 20-21		3500	
Used in 20-21		-25	6,111.36
<b>From Sale of KPL History</b>	274.31		274.31
<b>Landscaping project</b>	1,139.40		1,139.40

<b>Hanna Fund</b>	1,265.45	1,265.45	
<b>Fox Memorial</b>	1,004.00	1,004.00	
<b>Millenium Clock</b>	100.00	100.00	
<b>Faulkner Framing</b>			0.00
Taken from P Faulkner bequest	-1,153.48	1153.48	
<b>Dollars for Doers</b>	350.00	-196.28	153.72
<b>Lipsky Book Fund</b>			
Donations		250	
Transferred to Restricted Funds and invested	0.00	-250	0.00
<b>Grants</b>	5,048.90		
Grant Income			
ALA/Small And Rural		3000	
NH Humanities		400	
Grant Expenses			
ALA/Small and Rural		-2336.46	
NH Humanities		-600	
Other		-3553.99	1,958.45
<b>Reserve for Long Range Planning</b>	8,250.00		
Trustee Budget		750	5,020.00
		-3980	
<b>Reserve for Furniture Replacement</b>	3,440.52		
Trustee Budget		500	3,940.52

<b>Unrestricted Gifts</b>					
Phil Faulkner Bequest	9,483.92	-1153.48		8,330.44	
In Memory of Chris Weeks	4,030.00			4,030.00	
<b>Gifts to Renovation Project for Audio</b>	7,907.11			7,907.11	
<b>\$75,000 Reserved for Renovation Project if needed</b>	16,853.97				
Participant Sign for Atrium		-645			
Heberton Hall Lighting Consultant		-936.25		15,272.72	
<b>Reserved for Renovation Opening</b>	11,471.16			11,471.16	
<b>Reserved for Contract II if needed</b>	296,820.16				
Payment of pledges to Renovation Trust Fund		-110,000		186,820.16	
<b>Total Restricted Funds</b>	384,439.80	-108338.61	276,101.19	276,101.19	276,101.19
<b>Cash in Checking Account</b>	23,548.28				213,399.81
<b>Cash in Investment Account</b>	90,875.49				2,366.28
<b>Gov Money Market (cash equiv) Investment Account</b>	275,756.23				0.00
<b>Mutual Funds in Investment Account</b>	196,191.31				431,078.62

**Gifts, Grants and Endowment Distribution**  
**Keene Public Library 2020-2021**  
**Gifts, Grants and Endowment Distribution**

Donation for books and materials	
Anonymous	\$ 100.00
J Lichman Trust Distribution	250.00
Jennifer Alexander (restricted)	1,000.00
In Memory of Rita Guarino	
Maria Reynolds	50.00
Margaret Bean	50.00
In Memory of Dorothy Howard	
Charles Prigge	100.00
Eric and Jennifer Bone	100.00
Arthur and Lynn Simington	50.00
In Memory of Electra Espiefs	
Peter Espiefs	100.00
In Memory of Charles Warren	
Joslin Kimball Frank	100.00
In Memory of Joanne Hall	
Kris and Jan Bergeron	20.00
In Memory of Rosemary Kasper	
Lynn and Fergus Clydesdale	25.00
Gary Schaub	100.00
Sarah K. Morris	300.00
Frances Abetz	100.00
Cheryl Spangler	100.00
Todd Niemi	75.00
In Memory of George Scott	
Paul and Sussan Henkel	100.00
Jim and Judy Putnam	100.00
Rotary Gifts	
Stephen Felder	50.00
Thomas M. Ewing	50.00

Louise Zerba	25.00
Charles Prigge	100.00
Lipsky Book F	
Aaron Lipsky	50.00
Dorothy Lipsky Saks	200.00
NHCF Endowment for programming	7,259.79
Grants	
Jersalem Lodge/framing	250.00
NH Humanities/programs	600.00
ALA/Small and Rural Libraries	3,000.00
	<b>\$ 14,404.79</b>

**Keene Public Library Trustees  
Annual Report, June 30, 2021  
Portfolio Changes**

	6/30/2020	6/30/2021
<b>Account 48-1-2 (Investment Account)</b>		
Mutual Funds	\$196,191.31	\$431,078.62
Cash	90,875.49	2,366.28
Gov Money Market Fund	275,756.23	
<b>Account 86-1-1 (Restricted Funds Account)</b>		
Mutual Funds	168,823.84	197,520.20
Cash	14,494.85	20,208.62
<b>Account 72-1-5 (Checking Account)</b>		
Cash	23,548.28	213,399.81
<b>Total Value</b>	<b>\$769,690.00</b>	<b>\$864,573.53</b>

\*See attached notes on rebalancing of the Investment Account and the Permanently Restricted Funds Account.

**Keene Public Library Trustee Budget  
2021-2022**

**Income and Encumbered Funds**

Trustee Held Investments	\$6,000.00 *
Jane Green Fund	2,000.00 **
Donations for books and materials	
Memorial Gifts	500.00
Rotary	500.00
Encumbered from 2020-2021 (estimate)	14,000.00
Outreach Projects	
From KPL Endowment at NHCF	7,259.79
From Eugene Choe Fund	100.00
From liquidated investments for Renovation	25,000.00 †
Staff Development/Workshops	
Encumbered from 2020-2021	4,000.00 estimate
Reserved for Long Range Planning	
encumbered 6/30/20	8,250.00
from 20-21 budget	750.00
expended 20-21	-3,980.00
Landscaping (encumbered from previous years	964.42
City of Keene/restitution/for landscaping	175.00
Hanna Fund (encumbered from previous years	1,265.45
Millenium Fund/ clocks (encumbered from previous years)	100.00
Reserved for repayment of loan from City	185,000.00
Support from the Friends of the Keene Public Library	50,000.00 ***
<b>Total Income and Encumbered</b>	<b>\$301,884.66</b>

**Expenses**

Books and materials	\$15,000.00
Outreach	
From Endowment NHCF	7,259.79
From Eugene Choe Fund/Summer Reading	100.00
Completion of Renovation related projects	25,000.00 †
Staff Development/Workshops	
From investment income	3,500.00 *
Encumbered from 2020-2021	4,000.00 estimate



# KEENE PUBLIC LIBRARY FINANCE COMMITTEE ANNUAL REPORT

**July 31, 2021**

This has been an unusual year due to the COVID-19 Pandemic, which has lasted this entire fiscal year. The library has followed City of Keene requirements for safety and, so, had reduced hours and was closed to the public a portion of this year, while providing limited service for certain periods. Among processes that were interrupted was the search for an assistant director, but as circumstances have improved and the City has lifted its safety requirements, Marti Fiske, the Director, has restarted the search.

Although meetings of the Finance Committee were held virtually, we were still able to conduct a good part of our normal business. During this year we added two new members to the committee, Jane Pitts and Chuck Redfern. In addition, Ken Jue stepped down as the long term chair of the Finance Committee, while Chuck Redfern agreed to assume this responsibility. Of course, we all continued to miss Sally Miller, who retired as a Trustee after 48 years of service.

We continued to manage post-construction matters at Heberton Hall, such as the soundproofing the HVAC, lighting, security, staff coverage, a warming oven, etc. We also approved some funding for fine arts matters, dedicated funds to support the start of a strategic planning process for the library and participated with the Keene Sentinel, Historical Society of Cheshire County and the New Hampshire State Library in supporting digitization of the Keene Sentinel. Once the City has approved its budget, the Board of Trustees will take a formal vote to accept the Library's budget contained within the City budget.

One of the ongoing tasks has been to continue to monitor the receipt of pledges made for the Library's recent renovation project. The payment of the pledges has reached an incredibly impressive, nearly 100% level. The Renovation Fund, which was with a regional bank, has been closed by the City, which then opened a temporary fund within the City's Trust Funds. It is clear that our last payment to the City of the original \$2 million bridge loan from the City will be \$90,000 less than we expected and had budgeted for. With the \$90,000 available for reinvestment back into the Trustees' investment portfolio managed by Alan Stroshine, our Edward Jones representative, the Trustees realigned our portfolio as advised by Alan Stroshine and reinvested the \$90,000. (The minutes of our February 11, 2021 meeting contain the details of the portfolio realignment and the motion by the committee to make the necessary changes).

In February we were made aware by the City attorney that we were not in full compliance with state statutes and regulations in regard to some of our fiscal policies and practices. As a result, we embarked on an extensive effort to become in full compliance. A joint committee was formed with members of our Finance and Policy Committees. We reviewed the necessary statutes and regulations and our current policies and procedures. A report of our work and decisions regarding changes made in order to reach full compliance was shared with the City attorney for his final review. Ultimately, the full Board of Trustees will need to accept the report and the recommendations for the changes required. Some of these changes will affect the development of our annual Trustees budgets in the future, including for the coming fiscal year 21/22.

Although it has been a challenging year for all concerned, we continued to carry out our responsibilities as well as possible within the constraints imposed by the pandemic circumstance.

Submitted by,

*Kenneth Jue*

Kenneth Jue, Trustee

Member, Finance Committee

6/12/21

## **Overview of Library Finances for Next Fiscal Year 2021-2022**

### City of Keene Annual Operating Budget – Library

Provides for personnel and operating expenses approved by the City Council in June for the next fiscal year. The figure approved for FY 2021-2022 is \$1,626,577.

The approved Collections budget is \$165,320. Collections includes materials for all audiences in reference, print, AV, streaming and digital formats. Each year, the staff prepares an analysis of the print collection, including current size of the total collection, quantity to replace at a 5% ratio, and assumes price per item using fair generic cost estimates. The annual acquisition rate of approximately 5%, which includes new titles as well as the replacement of worn-out and dated materials has been accepted as a standard measure to keep the collection current and relevant. This analysis leads to a projection of the base annual budget figure before new formats and subscriptions are considered.

The Friends of the Library continue to supplement city funding. The Friends financial year is begins in January and ends in December. The Friends pledged at total of \$59,300 in direct support to the Library for 2021. \$13,749, an additional 8.3% supports the collections in 2021. They also cover all Library programs as well as museum passes for loan, \$18,000 and \$7,000 respectively in 2021, and fund additional equipment, provide for repairs, and maintenance contracts totaling \$20,551.

### City Held Trust Funds

A portion of the annual budget is funded by income from City Held Trust Funds. The income from City Held Trust Funds is spent in accordance to the directive of each trust – books, magazines, library equipment, etc. The figure approved for FY 2021-2022 is \$3,500.

### Library Renovation City Held Temporarily Restricted Trust Fund.

The fund reimburses the City for a loan extended to the Trustees at the closing of the project in December 2017. The fund will end in 2025. Any remaining money will be returned to the Trustees after it is closed.

### City of Keene Annual Operating Budget – Library Facilities Maintenance

The Facilities maintenance budget is under the Parks, Recreation, and Facilities Department and is under the supervision of Andy Bohannon, Director. Facility issues are also reviewed by the Trustee’s Building and Grounds committee consists of City Staff, Trustees and Friends.

The Library Facilities Maintenance Budget is approved by the City Council in June for the next fiscal year. The budget figure approved for FY 2021-2022 is \$723,993.

### City of Keene Annual Operating Budget- Information Technology

This year a new fund called “VirTech” was created under Information Technology to cover digital subscriptions costs vital for each department. The Library VirTech primarily covers the cost of the Integrated Library System (Circulation, Catalog, Technical Services) at \$28,180.

### City of Keene Capital Improvements Projects Budget (CIP).

There are no CIP Library projects for FY 2021-2022.

Heberton Hall Cost Center.

The City Council unanimously approved the Library Campus Use Agreement among the Trustees of the Keene Public Library, the Friends of the Keene Public Library and the City of Keene. The agreement designates that “Any revenue which is derived from the use of the Library Annex and the connector forming the NMTC Project shall be deposited into a City cost center created for this purpose, and expended from time to time upon mutual agreement of the Parties and through such process as may be required by the City Finance department, to defray costs and expenses related to Library Campus operations, including but not limited to, furniture, fixtures, equipment, library materials, staffing, repair and maintenance.” Current balance is \$74,470.68.

KPL Trustee Budget

The budget for FY2021-2022 as adopted by the Trustees is \$301,884.66

This reflects the anticipated income from investments as well as monies encumbered for specific purposes including \$185,000 to repay the city for the Renovation Bridge Loan.

KPL Trustee Held Funds

The total value of the investments held by the Trustees at Edward Jones as of June 30, 2021 is \$864,573.53 versus last year’s value of \$769,690.00. This includes \$185,000 reserved for loan repayment to the city.

New Hampshire Charitable Foundation (NHCF). The NHCF holds one fund for the benefit of the Keene Public Library. The “Keene Public Library Endowment Fund” supports the library’s Outreach programs with about \$5,000 each year. The March 31, 2021 balance was \$167,317.11. Last year’s value as of June 2020 which was \$130,586.53.

# Annual Report of the Buildings and Grounds Committee

## August 2021

Members include Andrew Bohannon, Paul Henkel, Carl Jacobs, Scott Martin, Kathleen Packard, Sally Rinehart and Library Director Marti Fiske

- **Warming Oven.** A warming oven was added to the Heberton Hall kitchen to allow caterers to keep food hot when serving it.
- **Landscaping** – Andy Bohannon’s staff have provided good looking landscaping which started at a high level and has improved year after year. The London Plane Tree and Sweet Gum trees planted by Bartlett Tree in 2020 are doing well. The Little Leaf Linden near the center of the construction site is doing very well; apparently the protection put around the tree and care to avoid placing topsoil over too much of the root area, as well as aerating and air spading afterward were adequate precautions. Shrubs and flowers provided by Sara Mustin around the bookdrop have that area looking outstanding (as it has for the years she has cared for it).

The Smoking Area was discontinued. The Buildings and Grounds Committee and the Policy Committee held a joint meeting and recommended discontinuing the temporary smoking area which had been located at the northwest corner of the property, and the Board concurred. The bare ground in that area has been replaced with a row of lilacs and grass.

An additional Bike Rack was installed near the ginkgo tree on the Winter Street side.

- **Sharing Box.** An offer by Roger Weinreich of Good Fortune to donate a Sharing Box was endorsed by the Board and accepted by the City Council. Maintenance is included. The box will be mounted on the exterior brick wall facing Winter Street between the employee entrance and the main entrance. Donations of shelf stable free food and small durable items will come from the Keene community.
- **Front Porch Repair.** Frank (Pepper) Andersen is repairing the front porch.
- **Excess Noise** – Excess noise from the HVAC air circulation motors interferes with the audience experience with stage plays and musical performances in Heberton Hall. Only a modest reduction of noise occurred from insulating the ducts. City Attorney Thomas Mullins has an ongoing effort to determine an effective remedy, its cost, and how that cost can be appropriately apportioned.
- **Heberton Stage Lighting** – Carl Jacobs, Marti Fiske and Paul Henkel established a working group. Bill Stroup introduced us to Craig Lindsay of Keene State College who is the Technical Director of Stage Performance. As our paid consultant, Craig Lindsay developed a plan for lighting. Selected equipment is manufactured by ETC Company located in Middleton Wisconsin. The Board approved expenditure of up to \$26,000. VLS was selected as the contractor. Ells Electric, LLC, was selected as the electrician and is expected to complete supporting wiring during August. VLS has projected delivery of equipment in early September; they expect to complete installation by late September.

Submitted by Paul Henkel, Chair

## Policy Committee Annual Report

The Policy Committee met monthly and bi-monthly for the 2020-2021 fiscal year. The main task of the Policy Committee was to do a line-by-line comparison review between the print Policy Manual and the online policies. The goal was to have the online policies be the sole one referred to and updated after the project is complete. During this process, the Committee identified multiple missing policies as well as policies that needed significant updating. These included a collection development policy, an unattended children/vulnerable persons policy, etc. The Committee's adjustments are included in a master draft file, which will be presented at one time to the Board for approval. The Committee completed over half the manual review, which included sections 1-9, 12, and 15.

One of the major tasks this year started with the formation of an ad hoc Committee with members from the Finance and Policy Committees to work on the Finances section of the manual. Together, this joint Committee drafted a recommended, updated and expanded Finances section (9) that also included new sections such as purchasing cards. The Board approved this section of the manual. The Policy Committee alone worked on the non-monetary gifts section (9.004) and it is included in the updated manual draft to be approved with the rest of the general updates. It included removing a separate policy for Landscaping Gifts and took the relevant parts and incorporated it into 9.004. The Fine Arts Committee's draft of the deed of non-monetary gift form is included in this section as well with minor revisions by the Policy Committee.

Many of the revisions to the manual were grammatical or were resolved with minor updating, but of note is the creation of a "3.0 Behavioral Expectations" section, which incorporates the Library Rules of Behavior, a photography/videorecording, et. al. clause, a definitive statement that smoking is not permitted anywhere on the Library premises, and updates the service animal policy to match current practice. The meeting room policies and fees were discussed and a reworking of the policy to better ensure that meeting rooms are not left vacant if there are needs by patrons outside of the defined room use. Section 10 (Materials Selection) was determined to be inadequate and that it needs to be replaced with a full and modern collection development policy. Section 6.5 (Use of Library Event Spaces) was completely removed and the relevant parts were included in 6.000 (Meeting Rooms).

The Committee identified the need for an unattended child policy, which lead to the more encompassing vulnerable persons policy. A draft from staff with careful review by the City attorney and input from the Committee using comparative libraries was unanimously approved. The draft for this policy will also be presented as part of the larger master draft, which will be presented to the Board upon completion of the review process.

The Committee needed to create a new Hot Spot policy before this new service could be implemented. A draft was recommended and approved by the Board.

The Committee needed to update the volunteer policy in anticipation of needing 50-75% new volunteers once the building fully reopened. The Committee chair completed a second survey of other libraries and found that only a minority required full national background checks. The Committee recommended changing the current policy that requires full national background checks to reflect these findings. The Board approved the recommended change to conducting only a NH background checks if a person has lived in NH for 5 years or more.

The Committee needed to create a new Notary policy before these services could begin. Staff created a draft, which was reviewed by Tom Mullins and Committee members. This draft was brought to the Board and approved.

The Committee plans to complete the line-by-line review next fiscal year as well as writing the policies identified that are lacking. This includes finishing revisions for the sections on Event Spaces, Confidentiality of Library Records, 3D Printer Use, MakerSpace Room and Social Media, etc. (8, 14, 16-18, by-laws and appendixes). Completely new policies need to be created for a Materials Selection/Collection Development/Deaccession (10) and for accessing security camera footage.

Respectfully submitted,

Kathleen Packard, Committee Chair

## Fine Arts Committee

This year the Fine Arts Committee worked with the Policy Committee to rewrite and create policy and forms for non-monetary gifts to the Library.

With the help of a \$250 gift from the Masonic Lodge, the architect's watercolor rendering of the proposed 1924 Masonic Hall was framed and hung in the stairway to Cohen Hall. A second rendering was enclosed in the back of this frame. Sean Wiley created an explanatory note for historical context.

A portrait of Katherine Heberton was hung in Heberton Hall.

The plants in the Atrium were maintained and repotted by staff and are flourishing.

Members of the Committee did a walk-through of the Library with the Director, noting items that might come under the purview of the Committee for purposes of insurance, maintenance, placement or disposal. Insurance inventories were given to the Director to be scanned and filed.

Walk-through to note items possibly relevant to the Fine Arts Committee

### First Floor Thayer Building

- Portrait Edward Carrington Thayer
- Portrait John Wright
- Statue, Joan of Arc
- Seth Thomas pendulum date clock

### Second Floor

- Barry Faulkner Drawings for State House Murals
- Ann Wardwell photographs of Keene homes
- Barbara Morressey painting/KPL
- Dennis Morton painting/man on porch
- Upholstered bench from old Masonic Hall (second outside Cohen Hall)
- Marble Fireplaces
- Seth Thomas mantle clocks (2)
- Rodgers statue, Fetching the Doctor
- Painting, Dorinda Jarrest/KPL
- Leaded Glass windows, south entrance, office enclosure

### Circulation Area

- Landscape, William Preston Phelps
- Portraits, Mr and Mrs Simonds
- Time capsule

### 1999 Addition, ground floor

- Quilt

### Second floor, Youth Department

- Richards paintings

### Atrium

- Old Rheostat from Masonic Lodge

### Masonic Building

- Architect's rendering of addition
- Heberton Portrait
- Piano

Noted that some temporary signs for meeting rooms are still the temporary signs.

Judy Putnam,  
Chair

## **COMMUNITY OUTREACH COMMITTEE**

The Community Outreach Committee continued to be in a reorganizational phase during the 2020-2021 year. With a new 2021-2022 strategic plan in place, the Committee expects this next year to be rebuilding and fruitful.

The Library had a very active and successful year with their programming and outreach for children, young adults, and adults. Details are covered in the Youth Services Annual Report and Community Services Annual Report.

Jennifer Alexander  
Chair, Community Outreach Committee

## LONG RANGE PLANNING COMMITTEE

Beginning in January 2021, the Long Range Planning Committee: Jennifer Alexander, Chuck Redfern, Yves Gakunde, Chuck Prigge, plus Marti Fiske, met regularly to create and draft a long range plan. A plan was created with the intention of being used for one year, taking into consideration the known and unknown complications of the COVID-19 pandemic.

The staff of the Keene Public Library, the Keene Public Library Trustees, members of the Friends of the Keene Public Library, and staff of the City of Keene were invited to participate in a SWOT analysis process. Through this process, participants identified and ranked critical library strengths, weaknesses, opportunities, and threats. This information was then analyzed and synthesized by the members of the Long Range Planning Committee, and was considered when drafting the long range plan. The following chart summarized the information gathered during the SWOT analysis process:

<b>Strengths</b>	<b>Weaknesses</b>
<ul style="list-style-type: none"> <li>• Staff &amp; Leadership: Flexible and adaptable to change(s), diverse skills, caring, knowledgeable, team</li> <li>• Awesome new space (location/walk ability, grounds, modern tools, Maker Space, event spaces &amp; resources)</li> <li>• Community Support: Trustees, Patrons, City Staff/Departments, City Council, Friends of KPL; Engaged Community and organizations, KSC</li> <li>• Plentiful and varied resources: collection &amp; programming; Keene Link</li> </ul>	<ul style="list-style-type: none"> <li>• Communication: external (marketing, outreach, responding to negative social media) &amp; internal (lack of cross training, info sharing)</li> <li>• Staffing (shortages &amp; turnover (retirement &amp; seeking FT , reliance on part time and volunteers, building configuration challenges)</li> <li>• Access Issues               <ul style="list-style-type: none"> <li>○ Physical: parking on site, exterior seating, building configuration/multiple entrances/staffing</li> <li>○ Procedural: cost/fines associated with parking, overdue fees, computer/popular item wait times, non-resident library cards, update policies for better management of spaces &amp; resources</li> </ul> </li> <li>• Financial constraints</li> <li>• Negative Public Perception: (lack of diversity, homeless population, drug use, inappropriate content for minors on computers)</li> </ul>

<b>Opportunities</b>	<b>Threats</b>
<ul style="list-style-type: none"> <li>• Leverage Resources (Technology, Capacity building through staff training &amp; Building/Outdoor spaces, Potential rental income)</li> <li>• Increase Communication (Establishing Partnerships, marketing, collaboration, public education/civic conversations, budget education, more resource awareness for patrons)</li> <li>• Programs (Art, history, culture, off site opportunities, networking opportunities, civic engagement, tie to businesses &amp; downtown events, income opportunities)</li> </ul>	<ul style="list-style-type: none"> <li>• Limited Resources (Funding, budget, staffing levels &amp; burnout &amp; lack of health for PT worker, low wages for para-professionals, economic health of city, socio-economic &amp; cultural challenges in community )</li> <li>• Pandemic and other unexpected future challenges (lasting effects of habit changes, tech changes that offer new opportunities to public, financial constraints at KSC could affect future partnership)</li> <li>• Staying relevant for current times &amp; other competitive similar services (Amazon)</li> </ul>

A final draft of the long range plan was presented to the full board of Trustees at the regular May 2021 meeting and was unanimously approved. A copy of the strategic plan can be found in Appendix A.

Beginning in September 2021, the Long Range Planning Committee will again meet regularly to create and draft a 5-year long range plan. Besides the use of SWOT analysis, the strategies used by the committee to create and draft a meaningful plan will include those learned by Chuck Redfern, Kathleen Kennedy Burke, Marti Fiske, and Gail Zachariah at the Harwood Institute for Public Innovation training they attended in April.

Onwards and upwards!

Jennifer Alexander  
 Chair, Long Range Planning

## President's Annual Report 2020-2021

Members of the Friends of the Keene Public Library, Representatives from the Trustees and Library, and fellow Board Members:

In our 38<sup>th</sup> year of existence as an organization, I am happy to report on another very busy, unusual and successful year for the Friends.

### **Library Support:**

Good investment performance, and generous membership donations continue to help provide the Friends with the means to fulfill our mission of supporting the library collection, programming, and staff in areas not funded by the city budget. In these difficult times, the FKPL made a commitment to keep the contribution to the library's collection development and equipment even this year and was used primarily towards tables and chairs for Heberton Hall, microphones, lighting, a document camera used for filming for virtual programs, TV monitors, equipment for the makerspace and family place, piano tuning and repairs, the maintenance and repairs to the door counter, repairs for the AV buffing and cleaning machine, a laminator, and a lectern/podium which can be used in the atrium. We continue to monitor museum pass use and currently offer 19 passes for patrons use. We continued our yearly commitment to support youth and adult programming including film licensing and public performance rights to show movies, materials for make and take activity kits, virtual programs and virtual tours for adults and kids, materials and programs for Summer Reading Program including a virtual program called Page Turner Adventures that offers 8 weeks of daily programming. Some of our successful and popular programs for adults have included virtual gardening talks, author visits, and community conversations. Programs for children have included virtual visits with puppeteers and museum visits to places all over the country.

Please see the Treasurer's Annual Report prepared by Marilyn Gemmell and the Heberton Funds Annual Report prepared by Paul Ledell that will be posted to our Website after this meeting for more details.

### **Community Outreach:**

Due to the pandemic, we were not able to participate in our normal activities.

Please see the Book Sale Committee Annual Report prepared by Kathleen Chertok that will be posted to our Website after this meeting for more details.  
for more details.

Due to the pandemic, we did not produce our quarterly newsletter, but hope to begin production of an electronic version in 2021. We continue our commitment to the museum pass program. On June 7<sup>th</sup> the book bin in the lobby was opened and we have begun the process for collecting, transporting, and processing books anticipating a book sale this fall, tentatively set for October 15-17<sup>th</sup> 2021.

Finally, the Friends partnered once again with the Swamp Bats Baseball organization in Keene to sponsor the elementary literacy program "Mr. Gemmell's Reading with Ribby" for a 18<sup>th</sup> year. This program was run virtually and turned out to be a great success.

**Membership & Board Contributions:**

We received 79 membership gifts totaling \$7,835 which was a loss of 21.8% in dollars over 2019's total of \$10,150. We tried something new this year and participated in the Library Giving Day. There were a total of 24 donations made equaling \$2,405.

Executive Board members participated in sub and ad hoc committees for finance, membership, book sales and board nominations.

The Friends welcome new board member Lou-Anne Beauregard into our ranks. The impact of the pandemic has been tough for boards everywhere and it is with great appreciation and sadness that we have had several resignations, including Mike Chelstowski, Kathleen Chertok, Jennifer English and Michelle Fuller. They will all be greatly missed on this board.

In these difficult times, I stayed on as President this year but will be stepping down. I am happy to report that Jan Manwaring will be taking over as Board President. We could not be in better hands! This all leaves several, important vacancies on our Board that need to be filled including Vice President, Secretary and Assistant Treasurer.

**In appreciation:**

The Friends are grateful to the Library Board of Trustees, Library Director Marti Fiske, and library staff for their continued support to our organization. It has been my privilege to serve as President this year. I am extremely grateful to work with this dedicated group of people. I thank you Marilyn Gemmell, Paul Ledell, Sally Rinehart, David Meader, Mike Chelstowski, Michelle Fuller, Kathleen Chertok Bonneau, Jennifer English, Jan Manwaring and Lou-Anne Beauregard for your time and dedication to this Board and our mission.

Respectfully submitted,  
Jill Cielinski  
June 9<sup>th</sup>, 2021

**ADDENDUM:**

While the relationship between the Trustees and the Friends remains solid, it did face challenges this year related to the alignment of financial policies, procedures and protocols.

To address these issues, representatives from the Trustees and Friends, together with Library Director Marti Fiske, have formed a committee to create a MOU - Memo of Understanding - between the two entities. While it was believed for many years that such a document already existed, no current or past board member or research into archives could produce it.

This actually ties in with a yearlong rehaul/updating of Library Trustee Policies which is well underway. Fresh eyes from the new director and consultation with the city attorney have brought critical insight to the process as the Trustees strive to be in full compliance with all state laws.

The committee has met twice, a draft MOU has been circulated with meetings to resume in the fall of 2021.

Kathleen Kennedy Burke, Trustee Liaison to the FKPL

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## **Horatio Colony Museum and Nature Preserve**

### **Keene Public Library Annual Report 2021**

The museum offers exhibits, tours, lectures, and special programs to educate residents of and visitors to Keene about the history of the Colony family and the social and natural history of the area, through a focus on the property of Horatio Colony. The house dates to 1806 when there were about 100 homes in Keene.

Sofia Thornblad is the new Executive Director of the Museum. Trustees are Joslin Kimball Frank and Jane Stabler. The Advisory Board members are Nick Colony, William (Bill) Dow, Paul Henkel, Cornelia (Neil) Jenness, Richard Scaramelli, William (Bill) Stroup. Paul Bocko of Antioch University New England manages the nature preserve.

The Museum has collaborated with the Library on some programming throughout the years. Events at the nature preserve are going forward.

#### **Upcoming event:**

#### **GRAND TOUR EXHIBIT OPENING THURSDAY AUGUST 26, 6:00 PM TO 8:00 PM**

Exhibit Opening: The Grand Tour is an exhibit of Horatio Colony II's first tour of Europe in 1922 through 1923, visiting many historic sites traditionally included on 18th and 19th century Grand Tours. Masks are required.

Paul Henkel, KPL appointed Advisor to Horatio Colony Museum and Nature Preserve

**KPL Board of Trustees**  
**Nominating Committee Report**

The nominating proposes the following slate of officers for the year 2021-2022:

President: Jennifer Alexander

Vice President: William Stroup

Secretary: Kathleen Kennedy Burke

Treasurer: Judith Putnam

Respectfully submitted,

Judith Putnam, Chair, Nominating Committee

## **Library Director's Report 2020-21**

TO THE TRUSTEES OF THE KEENE PUBLIC LIBRARY, THE 146th ANNUAL REPORT IS HEREWITH SUBMITTED:

A New Year's 2020 cartoon showed people being excited for the end of the year 2019 and the next year to begin. The common thought was that the COVID pandemic would end in the spring like a normal flu season and other societal problems would be resolved too. Instead, the pandemic continued with several spikes and world issues seemed to worsen. Change has been constant through the past year, at times daily and sometimes drastic. As of the writing of this report in August 2021, we are dealing with the more infectious and debilitating "Delta Variant" which is causing new concerns well after we had hoped that access to vaccines would finally end the pandemic.

In reviewing the Library's hours for the City's benchmarking process, it was noted that the Library changed hours and services six times within the last fourteen months (May 26, 2020 – July 6, 2021). In the previous months of March 1-May 25, 2020, the hours and services changed an additional four times. For posterity, the hours and services through the pandemic to date is included with this report.

The Library staff would not have been able to accomplish the work that we have throughout the pandemic without the assistance of the other City departments. We have always relied upon the IT Department to keep our computers running and that became even more important as we introduced new technologies, moved back and forth through virtual-only, in-person and a combination of services and tried to keep the public informed. The Human Resources team was vital in keeping staff and their families healthy over the last year and a half. The Emergency Management Team, City Manager and Mayor were instrumental in gathering and disseminating information on local conditions. The Emergency Management Director made sure that we had pandemic related supplies so that the Library could keep the public and staff as safe as possible. The Facilities team did an amazing amount of work in extra cleaning, making changes to HVAC systems, installing safety barriers, as well as regular maintenance and taking on major COVID-related renovations in other departments.

In addition to the COVID pandemic, the primary focus of this past year was on reviewing and updating Library policies and Trustee procedures. We managed to update two-thirds of the policy manual this year, including several new policies from scratch. I am grateful to the departments of Finance, Purchasing and the City Attorney, the New Hampshire Library Trustees Association and several Library Directors from other New Hampshire cities. We would not have been able to accomplish the volume and complexity of the policy and procedural work required without their assistance.

In addition, this year, the Library collaborated with the Cheshire County Historical Society, the New Hampshire State Library and the Keene Sentinel to create a searchable digital copy of the Keene Sentinel from 1799 through 1945. The project was completed with historic city-held trusts for the library established by John Symonds, Clara B. Abbott and John T. Foster, private fund raising by the Historical Society and funding from the State Library. The paper is online at [keene.advantage-preservation.com](http://keene.advantage-preservation.com).

The following staff changes occurred within the 2020-2021 fiscal year.

*Comings:*

Emma Charles: Page

Susan Kent: Page

Kirsten Mauriello: Library Aide (Circulation)

Katelyn McStravick: Library Aide (Circulation)

*Goings:*

Linda Dunshee: Page

Dottie Howard: Librarian I (Reference)

Susan Kent: Page

Sheila Williams: AV Librarian I

*New Duties:*

Charlie Lewis: AV Librarian I

Katie Montgomery: Reference Librarian I

Hillary Washburn: Substitute and Little Makers Librarian

*In Memoriam:*

Michael Bush, September 11, 2020

Dottie Howard, September 30, 2020

Respectfully,

Marti Fiske, Library Director

***Keene Public Library Hours & Services During COVID-19 Pandemic, March 2020- July 2021***

*Pre-pandemic Hours*

Online services 24/7.

Building open to the public & telephone reference: Normal fire limits on visitor capacity.

Monday – Thursday 9 a.m. – 9 p.m.

Friday 9 a.m. – 6 p.m.

Saturday 9 a.m. -5 p.m. (Labor Day – Memorial Day)

Saturday 9 a.m. – 1 p.m. (Memorial Day – Labor Day)

No curbside services.

Full public access to meeting rooms & event spaces. In-person programs only.

*March 16 & 17, 2020*

Online services 24/7.

Building closed to the public.

Telephone reference: 9 a.m. -7 p.m.

No curbside services.

No meeting rooms & event spaces. No programs.

*March 18-27, 2020*

Online services 24/7.

Building closed to the public.

Telephone reference:

Monday, Wednesday, Friday 9 a.m. – 4:30 p.m.

Tuesday and Thursday, 9 a.m. – 7 p.m.

Saturday, 9 a.m. – Noon

Curbside pickups:

Monday, Wednesday, Friday - 9 – 11 a.m. and 1– 3 p.m.

Tuesday and Thursday – 9 – 11 a.m., 1 – 3 p.m. and 5 – 7 p.m.

Saturday, 10 a.m. - Noon

No meeting rooms & event spaces. No programs.

*March 30- May 25, 2020*

Online services 24/7.

Building closed to the public.

No curbside service.

Telephone reference: Monday – Friday 9 a.m. – 4:30 p.m.

No meeting rooms & event spaces. Online programs only.

Approximately half of staff furloughed.

*May 26-July 3, 2020*

Online services 24/7.

Building closed to the public.

Telephone reference:

Monday, Wednesday, Friday 9 a.m. – 4:30 p.m.

Tuesday and Thursday, 9 a.m. – 7 p.m.

Curbside pickups:

Monday, Wednesday, Friday 10 a.m. – 4 p.m.

Tuesday, Thursday Noon-7 p.m.

No meeting rooms & event spaces. Online programs only.

*July 6- September 5, 2020*

Furloughed staff recalled.

Face masks required for visitors & staff.

Online services 24/7.

Building open to the public: maximum 60 visitors plus staff.

Monday, Wednesday, Friday 10 a.m. – noon and 2 – 4 p.m.

Tuesday and Thursday, 10 a.m. – noon, 2 – 4 p.m. and 5 – 7 p.m.

Saturday, 11 a.m. – 1 p.m.

Curbside pickups:

Monday, Wednesday, Friday noon – 2 p.m.

Tuesday and Thursday – noon – 2 p.m. and 4 – 5 p.m.

No meeting rooms & event spaces. Online programs only.

*September 8- December 19, 2020*

Face masks required for visitors & staff.

Online services 24/7.

Building open to the public: maximum 60 visitors plus staff.

Monday – Friday 10 a.m. – noon & 3-6 p.m.

Saturday 11 a.m. – 1 p.m.

Telephone reference:

Monday – Friday 9 a.m. – 6 p.m.

Saturday 11 a.m. – 1 p.m.

Curbside Monday – Friday, 10 a.m. - noon and 3-6 p.m.

Saturday 11 a.m.-1 p.m.

No meeting rooms & event spaces. Online programs only.

*December 21, 2020 – March 13, 2021*

Face masks required for visitors & staff.

Online services 24/7.

Building closed to the public, except for use of 2 public computers & microform machine near entrance.

Telephone Reference:

Monday – Friday 10 a.m. – 6 p.m.

Saturday 10 a.m. – 1 p.m.

Curbside pickups:

Monday – Friday 10 a.m. – noon & 3-6 p.m.

Saturday 10 a.m. – 1 p.m.

No meeting rooms & event spaces. Online programs only.

*March 15- July 2, 2021*

Face masks required for visitors & staff.

Online services 24-7.

Building open to the public: maximum 60 visitors plus staff.

Monday – Friday 10 a.m. – noon & 3-6 p.m.

Saturday 11 a.m. – 1 p.m.

Telephone reference:

Monday – Friday 9 a.m. – 6 p.m.

Saturday 10 a.m. – 1 p.m.

Curbside by appointment.

No meeting rooms & event spaces.

Online programs only, until outdoor programs started in mid-June.

*As of July 6, 2021*

Wearing of face masks made optional.

Online services 24/7.

Building open to public & telephone reference: Normal fire limits on visitor capacity.

Monday and Friday 10 a.m. – 6 p.m.

Tuesday, Wednesday, Thursday 10 a.m. – 8 p.m.

Saturday 10 a.m. – 3 p.m. (year-round)

Curbside by appointment.

Public access to meeting rooms available. No public access to event spaces.

Programs presented outdoors, online and a combination of in-person and online.

# Youth Services Annual Report 2020-21

## PROGRAMMING

Programs at the Keene Public Library were very different this past year. All of the programs were virtual or took place outside of the library. And we offered significantly fewer programs. There were 54% fewer programs, which 57% fewer people attended. Yet patron feedback indicated that our programs were engaging and impactful.

*“Terrific Tuesdays are terrific. The ones with the animals are awesome, if they are in person, but we also enjoyed the other ones online this year and in person previously. He learned a lot from them.”*

*We both loved the Terrific Tuesday programs and activity bags to work on together.”*

Our virtual programs were more than screen time. We designed programs that involved parents or caregivers who help to facilitate the activities. We offered both synchronous and asynchronous programs to reach families with various schedules and responsibilities. And we provided all materials to make sure that our programs were accessible to everyone. This was a significant and vital commitment to our community.

Program Target Age	# of Events	Attendance	Average Attendance per Program
Preschool	64	1,116	17
School Age	97	1,286	13
Teens	<u>52</u>	<u>265</u>	<u>5</u>
<b>TOTALS</b>	<b>214</b>	<b>2,667</b>	<b>12</b>

Last year, we purchased a handful of pieces of software that allowed us to offer these programs. We continued to utilize programs such as CrowdPurr, a mobile-driven trivia platform; GooseChase, a virtual scavenger hunt platform; and Niche Academy, software designed to create online training experiences. We increased our Zoom license, which allowed more participants and allowed us to keep better track of our virtual analytics. All of our programs are co-sponsored by the Friends of the Keene Public Library. Without the financial support of the Friends and of the Endowment Fund of the Keene Public Library, we would not be able to provide the programs that we do.

## SUMMER READING PROGRAMS

During the summer of 2020, we offered a scaled-down summer reading program. We purchased gift cards as prize incentives, which were awarded at the end of the summer. We provided weekly activity bags related to our virtual programs, and we made frequent contact with participants through email. We offered our summer lunch program to work with the Keene Community Kitchen and C and S Wholesale Grocers. These meals have proven to be an essential community service. “Hungry kids don’t read. They can’t concentrate; their physical, social, and emotional well-being suffers; and they don’t participate successfully in library activities.” (CSLP Libraries and Summer Food <https://www.cslibreads.org/libraries-and-summer-food/>)

### SUMMER READING 2020

Dig Deeper: Read,  
Investigate, Discover

	Registrants
Adults	36
Teens	22
Children	125
Babies and Preschoolers	<u>23</u>
TOTAL	206

Overall there was a 53% decrease in participation during the 2020 Summer Reading Program compared to the 2019 program. When we started the program, we were only open for curbside service. During the summer, we expanded and offered limited in-person browsing, so these numbers are not surprising.

According to a Project Outcome survey we administered after the 2020 Summer Reading Program, families found the program very valuable:

- 73% reported their child maintained or increased their reading skills
- 60% reported their child reads more often
- 50% reported their child is a more confident reader
- 60% reported their child uses the library more often

**YOUTH COLLECTIONS**

It is no surprise that circulation figures also declined. This year, we again saw a considerable drop in circulation due to COVID-19. There was a 5.49% decrease in circulation during the fiscal year 2020-2021.

	<b>FY12-13</b>	<b>FY13-14</b>	<b>FY14-15</b>	<b>FY15-16</b>	<b>FY16-17</b>	<b>FY17-18</b>	<b>FY19-20</b>	<b>FY19-20</b>
Juvenile & YA Fic	61,446	64,835	61,450	59Thi,491	51,706	48,913	34,973	29,928
Juvenile & YA NF	13,842	12,585	12,108	10,645	9,009	7,785	6,147	5,082
Juvenile/YA Magazines	732	693	568	440	435	289	103	70
Juvenile/YA Media	24,105	25,456	27,029	25,950	24,050	21,637	12,255	5,063
<b>Total</b>	<b><u>100,125</u></b>	<b><u>103,569</u></b>	<b><u>101,155</u></b>	<b><u>96,526</u></b>	<b><u>85,200</u></b>	<b><u>78,624</u></b>	<b><u>42,478</u></b>	<b><u>40,143</u></b>
<b>Juvenile &amp; YA Materials</b>								

The circulation decrease as drastically a drop as the 45.97% decrease experienced during 2019-2020. And when you compare June 2020 to June 2019, you see an increase of 204%.

	Jun-20	Jun-19	Increase
Youth and YA fiction	3470	1124	208.72%
Youth and YA nonfiction	508	182	179.12%
Youth and YA media	118	39	202.56%
<u>Youth and YA magazines</u>	<u>8</u>	<u>4</u>	<u>100.00%</u>
TOTAL	4104	1349	204.23%

**LITTLE MAKERS**

Several Youth Departments staff persons continue to work on the Little Makers IMLS grant. We are coming to the end of our project, which has evolved a bit during COVID. Still, our outside evaluator, PEER Associates, reports, “The Little Makers program has successfully demonstrated the proof of concept at the core of the project. It does seem possible for public libraries to use making and tinkering activities to actively engage children ages two through six years old (as well as mentor their parents and caregivers) in STEM learning. Further, the unanticipated need to pivot from library to home settings allowed KPL to demonstrate the Little Makers has the potential to be successful both in the library and at home.”

Respectfully submitted,  
*Gail Zachariah, Head of Engagement and Youth Services*

## Community Services Annual Report 2020-2021

### PROGRAMS AND ENGAGEMENT

Even though we offered only virtual programs during the fiscal year 2020-2021, the Keene Public Library strived to provide community programs that enriched the cultural fabric of our city. All Keene Public Library programs are funded through the generous support of the Friends of the Keene Public Library, grants, and community donations. In 2020-21, the library presented a total of 477 events to 7,187 people. The number of events offered and the total number of people attending events are down by 51 and 30%.

We continue to offer programs through Zoom. We purchased a license from Otter. We recorded as many programs as possible to share through YouTube and social media. When connected to Zoom allows our programs to be automatically close captioned in real-time.

#### Library Sponsored Events, July 1, 2020-June 30, 2021

Age Group	Events	Attendance	Average Attendance per Program
Community Meals – all ages	68	1,883	28
Children’s Programs (birth-tweens)	161	2,324	15
Teen Programs	52	265	5
<u>Adult Programs</u>	<u>198</u>	<u>2,717</u>	<u>14</u>
<b>TOTALS</b>	<b>477</b>	<b>7,187</b>	<b>15</b>

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#### Breakdown of Programs by Type

Program Focus	Events	Attendance	Average Attendance per Program
Activity Programs	68	463	7
Art, Music, Dance, and Films	13	479	37
Author and Literary Events	2	111	56
Book Clubs	27	131	5
Business Programs	1	5	5
Community Engagement	5	35	7
Community Meals	68	1,883	28
Community Outreach	7	321	46
Conversations	41	382	9
Gaming	57	415	7
Gardening	8	352	44
Grab and Go Kits	4	157	39
Health and Wellness	21	141	7
Homework Help	5	15	3
Lectures and Workshops	55	456	8
Little Makers	32	636	20
Maker Programs	11	48	4
The Natural World	7	228	33
Special Events	1	90	90
STEM	1	10	10
Storytimes	39	599	15
Teen Advisory Group	2	2	2
Writing Programs	40	308	8

Some of our most popular and well-attended programs were garden talks, community conversations on social justice called "Talking about Race," two ASL courses, and a series of birding programs.

A few comments received during the year indicate the impact of our programs:

*"I didn't have to leave my house! It was cold, windy, and dark outside. Thanks for providing this easy way to see this lecturer. I also liked the chat stream."*

*Keep up with what you're doing. It's excellent to date."*

We use Project Outcome surveys, developed by the Public Library Association, to measure our programming impact. Here are the results from two surveys from two of our most popular programs:

#### **GARDEN PROGRAMS**

- 88% learned something that was helpful
- 88% intend to apply what they learned
- 84% felt more confident about what they learned
- 92% were more aware of resources and services provided by the library

#### **TALKING ABOUT RACE**

- 81% were more aware of issues in their community
- 95% intend to become more engaged in their community
- 95% felt more confident about becoming involved in their community
- 65% were more aware of resources and services provided by the library

#### **GRANTS**

This year, we spent most of our grant activity on grants management. We are in the middle of the IMLS Little Makers project. The Talking about Race programs were funded by a *Libraries Transforming Communities (LTC): Focus on Small and Rural Libraries* grant, an initiative of the American Library Association (ALA) that provides community engagement resources and opportunities specific to the needs of library workers serving small and rural communities. We are also about to host an exhibit with adjunct programming related to financial literacy. The FINRA Investor Education Foundation and the American Library Association developed the exhibition Thinking Money for Kids.

We applied for a few other grants, which we did not receive. One of these grant projects did lead to a collaboration with the national organization Digital Promise who invited KPL to participate in the Ciena Solutions Challenge. The challenge was a global design challenge asking middle and high school students to design solutions to real problems and take action to build a better world.

#### **OUTREACH AND COMMUNITY COLLABORATIONS**

Many of our regular outreach activities were canceled. We did work with the Historical Society of Cheshire County, Keene State College, Antioch College, the Small Business Association, and the Master Gardeners to present virtual programs. We visited the Keene YMCA, the Keene Recreation Department camps, Keene Community Ed's English Language Learners, and Ready for Kindergarten.

#### **MAKER PROGRAMS**

The Makerspace was closed for the entire year. During this time, staff has been developing virtual course offerings that we hope to certify makers to use Kingsbury Makerspace equipment.

#### **SEED AND TOOL LIBRARY**

Gardening continues to be on the rise. However, we did have much less demand for seeds than we did in 2019. There are 358 members in the Seed and Tool Library, and 37 of these people became members during the last year. Seeds were reserved through a google form 123 times.

#### **DOOR COUNT**

We now have counters on all of the entrances to the Keene Public Library. However, once again, there were some short periods when our door counters were inoperable and long periods when the library was closed to the public. Our busiest hour is between 4 pm and 5 pm. The busiest day was Tuesday.

Keene Public Library Report - Traffic Compare Two Periods

Period 1: 7/2/2019 to 6/30/2020

Period 2: 7/1/2020 to 6/30/2021

Location	Period 1	Period 2	Gain/Loss
Main Entrance	106,515	52,099	-51%
Youth Dept. Entrance	39,610	17,133	-57%
Atrium North	237	352	49%
Atrium South	298	276	-7.38%
Herberton Hall	937	3,793	305%
Total	147,597	73,653	-50.09%

**SOCIAL MEDIA**

During the last year, our Facebook page with the highest reach was an ad for Spit Spreads Death: The Influenza Pandemic of 1918-1919, presented by The Mütter Museum at The College of Physicians of Physicians Philadelphia. This post had a reach of 4.6K. The non-paid post with the highest reach announced our summer lunch program, with a reach of 1.5K.

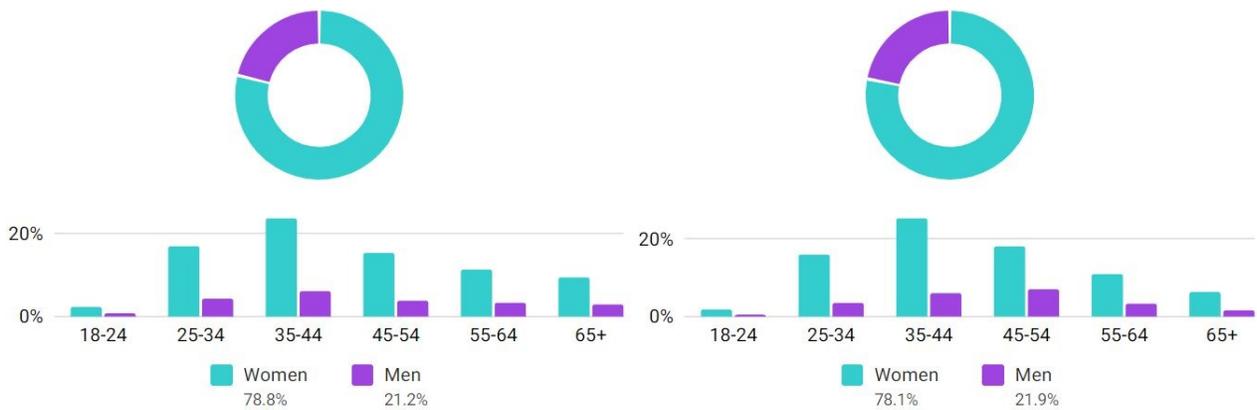
Facebook Page Likes 3.4K

Instagram Followers 1.1K

- Paid Reach (The number of people who saw ads at least once. reach is different from impressions, which may include multiple views of ads by the same people) 38,907 (+73.9%)
- Facebook Page Reach (The number of people who saw any content from our Page or about our Page, including posts, stories, ads, social information from people who interact with our Page, and more. 89,072 (+17%)
- Instagram Reach (The number of unique accounts that saw any of your posts or stories at least once). 887 (+39.5%)

**Facebook**  
Age & Gender

**Instagram**  
Age & Gender



We have 253 Pinterest followers. 5.9K monthly Pinterest viewers. 89% of our viewers are female, and 7% of our viewers are male. 31% are ages 34-44, 26% are ages 25-34, 19% are ages 45-54, 13% are ages 18-45, and 8% are ages 55-64.

- Impressions (The # of times pins seen on a screen) 38.18k
- Engagements (Total clicks and saves) 1.46k
- Total audience 32.27k
- Engaged audience 1.2k

We have 1,063 Twitter followers.

**PR AND PUBLIC RELATIONS**

We subscribe to Library Aware, in which we create and manage our PR campaigns to reach 13,473 users. Our Library Aware subscriber list has 3,866 filtered active subscribers.

**Library Aware Communication Summary: 07/01/20 - 06/30/22**

<p><b>Print 336 Items Created</b>          6 Bookmark - 2-page          13 Bookmark- 4-page          4 Brochures - Bifold          105 Flyers – Books          65 Flyers - Events          9 Flyers - Half          5 Flyers - Quarter          20 Posters (11x17)          90 Shelf Talkers          16 Two-sided - Flyers          3 Two-sided - Posters          65 Flyers - Events          9 Flyers - Half          5 Flyers - Quarter</p>	<p>20 Posters (11x17)          16 Two-sided - Flyers          3 Two-sided - Posters</p> <p><b>E-blasts 77 Sent</b>          36,218 Unique Opens          25.02% Open Rate          346 Unique Views          0.24% View Rate          6,658 Total Clicks          145,102 Emails Sent          371 Bounces          161 Unsubscribes</p>	<p><b>Facebook 200 Posts</b>          1,559 Clicks</p> <p><b>Twitter 36 Posts</b>          479 Clicks</p> <p><b>Newsletters 349 Issues Sent</b>          9,085 Unique Opens          37.72% Open Rate          46 Unique Views          0.19% View Rate          2,379 Clicks          24,106 Emails Sent          21 Bounces          13 Unsubscribes</p>
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Wowbrary sends out weekly emails and social media posts of new library materials.

Wowbrary Emails	Wowbrary Web Pages Viewed	Clickthroughs to Library Catalog (Borrow Button)	Clickthroughs from Web Banner to Library	Clickthroughs from Email Banner to Library
4,618	12,380	995	3	6

We are fortunate that the Friends of the Keene Public provided financial support to place ads on Facebook and in the Shopper News and radio announcements. This year, we also recorded several promotional videos to broadcast on Cheshire TV and distribute on social media. During the year, we began to produce our own media, which we uploaded to YouTube.

Respectfully submitted,  
*Gail Zachariah, Head of Engagement and Youth Services*

## **Periodical Statistics 2020-2021**

During the year July 2020-June 2021, we held 154 Magazines encompassing Adult, Teen and Youth Departments. This was a decrease in available titles of 36 magazines. Many publishers either discontinued titles or made them unavailable to purchase except through direct subscriptions. Periodical circulation remained steady through the pandemic and we have received requests for new titles.

There are 8 newspapers, which are held for a period of 2 weeks with the exception of the Keene Sentinel that is held in microfiche and hard copy perpetually. Newspaper deliveries were suspended for a period of time when the library was closed to the public.

Respectfully submitted,  
Colleen Swider

**REFERENCE STATISTICS**  
FY 20 – 21

Twice a year library staff would record the number and type of questions being asked at the public service desks. Due to Covid-19, there were no surveys done.

John Johnson

**INTERLIBRARY LOAN STATISTICS**  
FISCAL YEAR 20 - 21

The library participates in interlibrary loan with libraries in New Hampshire and throughout the country. Our patrons may request material we do not have and we will attempt to borrow this material from another library. We loan our material to other libraries with the exception of new materials and reference items.

In March of 2020, the state library shut down all interlibrary loan due to Covid-19. Interlibrary loan with quarantine requirements resumed in September of 2020.

In the much-abbreviated year, we have borrowed 690 items for our patrons. We have sent 1,091 of our items to other libraries in that time period.

John Johnson

**INTERNET STATISTICS**  
FISCAL YEAR 20 – 21

The library continues to offer internet access to the public through library computers as well as Ethernet and Wireless connectivity for patrons with their own devices. Due to Covid-19 the library had varied hours and limited numbers of computers available. From July of 2020 until June of 2021, the library's internet computers were used 2,546 times. Our two laptops were not circulated.

John Johnson

## Technology/Electronic Resources Report 2020-2021

Technology in all its variety continues to play an increasing role in how the library delivers services and was especially important during the COVID-19 pandemic. We suddenly had to make more resources available electronically. We used features of Sierra, our Integrated Library System, to globally extend the due dates of thousands of items; change account expiration dates so patrons weren't cut off from their only way to access our materials; alter the way patrons could place holds when we were closed; notify patrons of a pending increase in non-resident fees; and many other tasks that would have been impossible to do manually.

### • **Public printing and computer management**

- In late spring of 2020, a decision was made to purchase software that would allow us to better manage public computer usage and also require pre-payment for printing from public computers. Data showed that we had been losing hundreds of dollars in unpaid printing. We researched several different print management programs, did a trial of two of different options, and chose the Cassie computer management system from Librarica.
- When the library reopened to the public in July of 2020, we offered a limited number of computers in the adult area for one-hour sessions. All computers had Cassie installed on them, which managed the log-in process and maintained session time limits. This dispensed with the need for staff to sign people up for computers and monitor time limits.
- Cassie also required patrons to pre-pay for printing, eliminating the lost revenue for unpaid printing. Before print management, public printing depended on the honor system for payment as there was no way to keep people from printing and then walking away without paying.
- When the youth and teen areas opened for computer usage later in the year, Cassie also allowed us to limit computer signups to patrons with library cards as required in those areas. We purchased an API that allowed Cassie to integrate with Sierra so that we could also limit computer sign-in to certain ages in the youth and teen areas.
- Prepaid printing from youth and teen computers is also managed by Cassie.
- With Cassie, we are able to have different time limits for different computer groups.
- Cassie also provides us with computer usage statistics and print accounting reports.

### • **Online tools & learning resources**

- As part of our effort to increase the number of online resources when the physical library was largely unavailable to our patrons, we had signed on with **AcornTV** from RBDigital in the spring of 2020. It was an immensely popular service but unfortunately we are unable to continue offering it. RBDigital merged with OverDrive in early 2021 and AcornTV has been unavailable since May 2021.
- We added **Kanopy Films** to our streaming video options in September of 2020 and that has also been a very popular service with our patrons.
- We dropped tutor.com but added two offerings from BrainFuse
  - **JobNow**, which has online career assistance including live online job coaches
  - **HelpNow**, an online tutoring and study suite for all ages
- We have also added two online resources from World Trade Press:
  - **A to Z World Travel**, with more than 200 world city travel guides
  - **A to Z World Food**, with recipes and information for exploring world food cultures
- We switched our digital **New York Times** subscription to ProQuest when our original subscription from the Times nearly tripled in price for the next subscription year.
- In 2020 the state library decided to discontinue its support of the EBSCOHost suite of databases offered to New Hampshire libraries at a substantial savings. The cost to continue with EBSCO on our own was prohibitively expensive so, after reviewing our usage statistics, we decided not to purchase access.
- We lost a lot of full text magazines when we lost EBSCOHost but in the meantime a collection of more than 3000 digital magazines was added to OverDrive at a fraction of the cost to us of continuing with EBSCOHost.

- **New public printer**
  - Another major improvement to the services we offer patrons was the replacement of our old public black & white printer in the fall of 2020 with a Konica multi-function printer. The new Konica fully integrated with Cassie for print management, and also has the following welcome features:
    - Color printing. We had wanted to provide color printing to the public for a long time but because of the cost involved decided to wait until we had print management software.
    - Rapid copying of multipage documents
    - Document scanning, including scanning to flash drives and scan & send to email
  
- **COVID-19 and technology in the library**
  - The pandemic created challenges for providing the technology our patrons have come to rely on. When we reopened in July 2020 for limited hours, we set up 5 computers in the adult area instead of the usual 9, so they could be spaced out to accommodate social distancing requirements. That number of computers was more than adequate to satisfy demand.
  - Computers in the youth and teen areas were also set up for social distancing.
  - We provided one computer in a corner of the library lobby for those patrons who were unable or unwilling to wear a mask.
  - When we had to close for a second time, in December of 2020, we decided we still needed a way to provide some kind of computer access for patrons. We used the computer in the lobby, and made it available for one-hour appointments during our limited open hours. We also moved the microfilm machine out to the lobby so that was available to patrons at least on a limited basis.
  - In July of 2021 we reopened for a more normal schedule, no longer closing during the middle of the day. We kept the number of public computers at 5, which has satisfied demand and also makes computer maintenance much easier to manage. The Windows 10 operating system requires much more attention to updates than Windows 7 did, and updates must be done more often and on a regular basis to keep the computers running smoothly for patrons and staff. We will consider putting out more computers as demand requires.
  
- **Mobile printing**
  - We had considered mobile printing options before the pandemic, but when we had to close to the public we realized it was the perfect time to offer a way for patrons to have items printed here at the library without having to come into the building. We chose Princh for mobile printing, which is an entirely cloud-based printing option. Patrons upload their documents to the Princh website and choose their printing preferences (single or double sided, color or black & white). Staff in the library release the print jobs to our public printer.
    - When we were completely closed due to COVID, staff would print the documents and take payment from the patron at the library door, then hand over the documents.
    - With patrons allowed back into the library, they can come to the desk to pay for their printing and pick up their documents at the printer.
    - With the Princh app, patrons can upload documents from their smart phones and tablets.
  
- **Mobile hotspots & webcams**
  - The library is now circulating mobile hotspots, which provide “portable” wifi for patrons who might not otherwise have internet access (either at their homes or elsewhere).
  - In early 2021 we also started circulating webcams, to make it easier for patrons to participate in virtual meetings and other events.

*Submitted by Cary Jardine, Digital Services Librarian*

## Technical Services Annual Report 2020-2021

- COVID-19 continued to affect our technical services operations. The assistant director position, which also encompasses technical services and collection development, remained unfilled largely because of the pandemic, so other staff took on some of those responsibilities.
  - In June of 2021 a search committee for a new assistant director brought three candidates to Keene for in-person interviews, after a long round of reading resumes and phone interviews. It was the third such search, and this time a candidate was offered & accepted the position. We look forward to Susan Bloom's arrival in August 2021.
- New material ordering got back on track during the summer of 2020, when all staff were back in the building, and availability and delivering of items returned almost to normal. [By late summer of 2021, some deliveries are still taking longer than they should.]
- In August 2020 the AV Librarian, Sheila Williams, fully retired. Charlie Lewis took over that position, while continuing with adult fiction collection development and shifts on the reference desk. Sheila's position had been full-time but when she left the previous year she later came back in a part-time capacity, and the position remains part-time.
- We acquired several mobile hotspots and webcams for circulation, which were a cataloging challenge. As our "library of things" grows, cataloging unusual items will become more commonplace! Currently our circulating collection includes:
  - Ukuleles
  - Garden tools
  - Microgreen gardening kits
  - Mobile hotspots
  - Webcams
  - Killowatt power meters
  - Telescope
- Cindy Brewster, who does most of our book labeling/processing, has worked on relabeling our adult fiction series with series titles so they are easier to shelve and find.
- Cindy has also improved our book displays in the adult areas.
- We did a shelf-reading project in adult non-fiction, comparing Sierra reports of what should be on the shelves with what was actually there. This helped identify missing items and misshelved items. [Shelf-reading in adult fiction was done in the previous year.]
- We incorporated shelf reading into our regular "mask patrol" rounds, when there was still a mask requirement in the library. As part of our Roaming shifts we checked for misshelved items and also pulled duplicate copies that might no longer be needed.
  - Going forward, shelf reading should be a regular part of our collection maintenance.
- We continue to send boxes of discarded books to Better World Books; payment goes to the Friends of KPL.

- We added over 2700 ebook and downloadable audiobook records to the catalog.
- In spite of being short-handed and staffed with part-time personnel, we processed more than 5000 physical items from July 1, 2020 through June 30, 2021.

*Submitted by Cary Jardine with assistance from Jenna Henderson, Charlie Lewis, and Cindy Brewster*

**KEENE PUBLIC LIBRARY**  
**July 2020 - June 2021**  
**Statistical Report**

Population Served	22,786
Total number of active borrowers Cards as of 6/30/21	13,413
Adult resident cards	8,485
Adult non-resident cards	1,236
Youth resident cards	2,600
Youth non-resident cards	511
Business/Organizations	126
KPL Outreach	23
Staff & Other Libraries	432

Normal Hours of Service*:	Monday –Thursday	9 a.m. – 9 p.m.
	Friday	9 a.m. – 6 p.m.
	Saturday (September – May)	9 a.m. – 5 p.m.
	Saturday (June – August)	9 a.m. – 1 p.m.

\* See Director’s Report for full accounting of open library hours during 2020-21 pandemic restrictions.

**2020-21 Meeting Room Usage**

<b>CITY Staff Department Use (Other than Library Personnel)</b>	<b>12 Events</b>	<b>115 Participants</b>
<b>LIBRARY STAFF, TRUSTEES AND FRIENDS</b>	<b>86 Events</b>	<b>Primarily virtual</b>
<b>TOTAL OUTSIDE GROUPS AND ORGANIZATIONS</b>	<b>2 Events</b>	<b>31 Participants</b>
<b>TUTORING GROUPS</b>	<b>0 Events</b>	
<b>COLLABORATION ROOM OCCUPANTS</b>	<b>0 Events</b>	

During most of the pandemic 20/21 year, event and meeting spaces were unavailable for public use. There was only one outside group that made use of the space and that was the Greater Monadnock Health Network which put on 2 vaccination clinics in June of 21021. City meetings occasionally were held at the library on a very limited basis, most of which were trainings and interviewing by the Keene Fire Department. Staff and Trustee meetings continued on virtually so there are no reliable attendance statistics.

Respectfully submitted

Colleen Swider

## KEENE PUBLIC LIBRARY CIRCULATION STATISTICS -- July 2020-June 2021

	July	Aug	Sept	Oct	Nov	Dec	Jan	Feb	March	April	May	June	TOTAL
<b>Adult</b>													
fiction	2709	2740	2699	2694	2547	2384	1522	1457	2049	2476	2230	2913	28420
nonfiction	884	1020	975	1004	846	804	644	512	887	1033	874	1038	10521
books on CD	153	203	207	165	149	136	69	82	130	169	161	158	1782
magazines	50	72	29	64	36	45	52	25	85	67	79	127	731
music	17	25	23	20	47	55	4	10	17	78	55	47	398
DVDs	1102	1309	1439	1445	1338	1202	525	387	782	1041	930	1303	12803
<b>Youth</b>													
fiction	2400	2233	2521	2690	2402	1926	1197	1301	2307	2920	2210	2965	27072
nonfiction	333	373	543	468	480	291	233	221	462	564	465	496	4929
books on CD/playaway	144	130	82	67	77	85	36	33	40	82	48	117	941
magazines	2	0	0	2	0	0	3	2	6	4	33	5	57
music	13	11	27	16	13	8	9	14	12	19	13	30	185
DVDs/launch/play-view	162	230	307	334	303	279	147	161	240	248	235	432	3078
gaming	29	35	21	19	32	29	4	8	19	30	29	27	282
<b>Young Adult</b>													
fiction	343	390	311	311	321	223	179	200	315	379	379	505	3856
nonfiction	18	7	13	18	14	8	10	8	15	21	9	12	153
CD/playaway	5	3	2	2	3	6	1	6	2	2	1	1	34
magazines	1	2	2	1	0	1	0	0	0	0	3	3	13
DVDs	68	76	114	192	126	100	39	53	88	127	261	247	1491
gaming	4	10	3	6	4	5	1	0	5	4	7	3	52
electronic books	1769	1563	1434	1154	1476	1500	1442	1378	1297	1182	1305	1289	16789
downloadable audio bks	1778	1770	1630	1240	1667	1812	1621	1502	1748	1689	1709	1562	19728
downloadable magazines	20	42	58	29	30	129	70	69	135	123	124	114	943
streaming videos	483	473	611	728	757	847	879	681	631	1107	496	282	7975
laptops	0	0	0	0	0	0	0	0	0	1	0	0	1
equipment	1	5	4	2	2	0	0	9	15	14	12	5	69
interlibrary loan	0	0	11	49	39	41	2	61	94	62	67	92	518
museum passes	18	19	24	12	12	2	73	17	9	57	37	48	328
renewals	1148	1198	955	1009	1025	993	4463	4667	2846	873	871	1063	21111
<b>TOTAL</b>	<b>13654</b>	<b>13939</b>	<b>14045</b>	<b>13741</b>	<b>13746</b>	<b>12911</b>	<b>13225</b>	<b>12864</b>	<b>14236</b>	<b>14372</b>	<b>12760</b>	<b>14884</b>	<b>164377</b>

<b>COMPARATIVE CIRCULATION STATISTICS</b>			
<b>July 2017 - June 2020</b>			
	<u>7/18-6/19</u>	<u>7/19-6/20</u>	<u>7/20-6/21</u>
Adult Fiction	39,167	31,510	28,420
Adult Non-Fiction	17,885	14,295	10,521
<b><u>Total Adult Book</u></b>	<b><u>57,052</u></b>	<b><u>45,805</u></b>	<b><u>38,941</u></b>
Juvenile & YA Fiction	44,126	34,973	30,928
Juvenile & YA Non-Fiction	7,652	6,147	5,082
<b><u>Total Juvenile &amp; YA Book</u></b>	<b><u>51,778</u></b>	<b><u>41,120</u></b>	<b><u>36,010</u></b>
<b><u>TOTAL BOOK</u></b>	<b><u>108,830</u></b>	<b><u>86,925</u></b>	<b><u>74,951</u></b>
Adult Magazines	2,759	2,221	731
Juvenile & YA Magazines	184	103	70
<b><u>TOTAL MAGAZINES</u></b>	<b><u>2,943</u></b>	<b><u>2,324</u></b>	<b><u>801</u></b>
Adult Books on CD	5,181	3,566	1,782
Juvenile & YA Books on CD & Playaway	1,725	1,272	975
Adult DVDs	34,891	24,378	12,803
Juv. & YA DVDs, Videos & Playaway Views	14,388	9,871	4,569
Adult Music CDs	1,729	1,058	398
Juvenile & YA Music CDs	554	260	185
<b><u>TOTAL AV</u></b>	<b><u>58,468</u></b>	<b><u>40,405</u></b>	<b><u>20,712</u></b>
Renewals	25,530	20,211	21,111
Museum Passes	1,785	1,183	328
Laptops	358	183	1
Interlibrary Loan	1,143	811	518
Equipment & Gaming	976	947	403
<b><u>TOTAL OTHER</u></b>	<b><u>29,792</u></b>	<b><u>23,335</u></b>	<b><u>22,361</u></b>
Downloadable Audiobooks	17,467	19,939	19,728
Downloadable Ebooks	12,757	15,540	16,789
<b><u>TOTAL DOWNLOADABLES</u></b>	<b><u>30,224</u></b>	<b><u>35,479</u></b>	<b><u>36,517</u></b>
<b><u>GRAND TOTAL CIRCULATION</u></b>	<b><u>230,257</u></b>	<b><u>188,468</u></b>	<b><u>155,342</u></b>

**SUMMARY OF ONLINE RESOURCE STATISTICS AND USAGE  
JULY 1, 2020 – JUNE 30, 2021**

- **AcornTV (ended May 2021 when current vendor merged with OverDrive and access was discontinued)**  
4552 videos played, 585 seven-day access licenses issued
- **Ancestry.com** 5230 searches; 5504 images and documents retrieved
- **AtoZ World Food (new) May – June 2021 only:** 10 sessions, 157 pages viewed  
**AtoZ World Travel (new) May – June 2021 only:** 2 sessions, 4 pages viewed
- **Biblioboard (independently published ebooks)** 27 record views, 21 title requests
- **BookFlix (interactive, fictional video storybooks paired with related nonfiction eBooks)**  
643 logins, 1335 titles accessed
- **BrainFuse JobNow/HelpNow**
  - **JobNow**

Database Usage	189
Number of resume lab, coaching and tests taken	2
Number of Coaching Sessions	0
  - **HelpNow**

Database Usage	763
Live Help, Writing Lab, and Tests Taken	20
Live Help Sessions	5
- **EBSCO ebooks** 177 ebook accesses
- **EBSCOHost (suite of multidisciplinary databases & full text magazines) Discontinued by state library in June 2021**  
1371 total sessions; 5848 searches
- **Flipster magazines (23 full text titles)** 35 issues viewed
- **Kanopy (streaming videos)** 16,327 unique visitor sessions; 3493 videos played
- **Mango Languages** 1089 sessions [Two most popular languages: Spanish (654 sessions); Greek (92 sessions)]
- **New York Times (switched to ProQuest platform due to increase in price)** 139 searches, 68 item requests
- **Novelist Plus (readers' advisory)** 282 sessions; 1437 searches
- **OverDrive (NH Digital Books Consortium)**  
Ebook checkouts: 17,057  
Audiobook checkouts: 20,293  
Magazine checkouts: 943  
Advantage copy checkouts (Keene patrons only): 5292 (ebooks and audiobooks)

- **TumbleBooks**
  - Audiobook Cloud book views 267
  - Tumble Book Library book views 722
  - Tumble Math book views 81
  
- **Universal Class**  
21 new registrations; 46 new courses started; 822 videos watched; 416 log ins; 768 lessons viewed
  
- **Value Line**  
2362 log ins; 22772 searches; 9874 downloads
  
- **Website statistics**  
152,433 page views

## 2020-21 Acquisition & Holdings Statistics

### New items added 7/01/2020 - 6/30/2021

BOOKS (PRINT)	ITEMS ADDED
Adult	2747
Youth	1661
Young Adult	439
<b>TOTAL</b>	<b>4847</b>

ADULT AUDIOVISUAL	ITEMS ADDED
DVDs	205
Books on CD	64
Music CDs	6
Adult playaways	<u>11</u>
<b>TOTAL</b>	<b>286</b>

YOUTH AUDIOVISUAL	ITEMS ADDED
DVDs	38
Books on CD	1
Music CDs	1
Puzzles	4
Video games	0
Playaways	92
Playaway views	7
Storytelling kits	11
Launch pads	<u>0</u>
<b>TOTAL</b>	<b>154</b>

YOUNG ADULT AUDIOVISUAL	ITEMS ADDED
DVDs	20
Books on CD	0
Playaways	3
Videogames	<u>0</u>
<b>TOTAL</b>	<b>23</b>

MISCELLANEOUS	ITEMS ADDED
Garden tools	19
Mobile hotspots (new)	11
Webcams (new)	8
<b>TOTAL</b>	<b>38</b>

Books	4847
Adult AudioVisual	286
Youth AudioVisual	154
YA AudioVisual	23
Miscellaneous	38

### Total Holdings

BOOKS (PRINT)	TOTAL
Adult	65340
Youth	41629
Young Adult	<u>8915</u>
<b>TOTAL</b>	<b>115884</b>

ADULT AUDIOVISUAL	TOTAL
DVDs	7743
Books on CD	2318
Music CDs	1397
Adult playaways	<u>45</u>
<b>TOTAL</b>	<b>11503</b>

YOUTH AUDIOVISUAL	TOTAL
DVDs	2549
Books on CD	626
Music CDs	401
Puzzles	113
Video games	200
Playaways	668
Playaway views	102
Storytelling kits	49
Launch pads	<u>61</u>
<b>TOTAL</b>	<b>4769</b>

YOUNG ADULT AUDIOVISUAL	TOTAL
DVDs	1235
Books on CD	176
Playaways	94
Videogames	<u>130</u>
<b>TOTAL</b>	<b>1635</b>

MISCELLANEOUS	TOTAL
Garden tools	62
Mobile hotspots (new)	11
Webcams (new)	8
<b>TOTAL</b>	<b><u>81</u></b>

Books	115884
Adult AV	11503
Youth AV	4769
Young Adult AV	1635
Miscellaneous	81

TOTAL PHYSICAL ITEMS ADDED	5348
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TOTAL PHYSICAL HOLDINGS*	133872
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\* Does not include magazines, pamphlet file, newspapers

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The staff of the Keene Public Library, the Keene Public Library Trustees, members of the Friends of the Keene Public Library, and staff of the City of Keene were invited to participate in a SWOT analysis. Through this process, participants identified and ranked critical library strengths, weaknesses, opportunities, and threats. This information was then analyzed and synthesized by the members of the Trustee’s Long Range Planning Committee, and was considered when creating this plan.

Library goals and objectives outlined in this document are to be promoted by all library stakeholders, inclusive of library staff, Trustees, and Friends of the Keene Public Library.

The expectation is there will be a mid-year and end-of-year review of progress met towards goals and objectives. Findings and recommendations will be made in the Keene Public Library annual report. Unfinished business will be addressed in the subsequent long range plans.

In addition, it is noted that this plan takes into consideration the known and unknown complications of the COVID-19 pandemic. It is understood that the pandemic presents certain restrictions and an increased need for safety related policies, procedures and protocols. It is for this reason this plan was created with the intention of being used for one year, during the pandemic.

The following are the three goals adopted for the Keene Public Library’s plan for fiscal year starting July 2021. It is noted the Library is already engaged in working on many of these goals. This plan states our increased efforts toward achieving them. All goals of the Library’s plan support the Library’s mission:

To provide free, open and convenient access for all Keene residents to acquire information for growth in their personal knowledge; for life-long learning and enjoyment; for the fulfillment of informational needs, desires and curiosities; and for enhancing quality of life in the community.

## **GOAL 1**

### **Marketing/Communication: Internal and External**

The library will prioritize effective communication internally and externally, relaying timely, useful, and appealing information.

*Objective 1: (Internal Communication)* Increase cross training and information sharing between shifts, departments/service areas, etc. to increase effectiveness in assisting the public and easing staff workloads.

*Objective 2: (External Communication)* Increase marketing, outreach, and strive to be responsive in all communications to and from the public using a variety of methods and platforms.

- Improve public understanding of the library mission, budget and related processes.
- Increase resource awareness for the public.
- Respond to public questions and comments on public platforms including social media.
- Have a library presence at community and civic events.

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*Objective 3:* Establish, increase, and strengthen partnerships and collaborations to better promote the library’s mission, services, and better serve the public.

**GOAL 2**

**Optimizing Our Assets**

Library staff and board will be empowered to create informed analysis of internal and external processes and procedures. Streamlining and updating departmental and organizational processes to reflect present day library services will positively improve patron experiences.

*Objective 1:* Leverage new and existing technology to provide services and communications with the public.

*Objective 2:* Optimize use of the expanded building and outdoor spaces for programs and public access.

*Objective 3:* Enhance staff training to facilitate full utilization of the building and equipment by improving methods, procedures, protocols, communication, and education in order to positively impact services to the public and increase potential revenue.

*Objective 4:* Prioritize hiring and retainment of staff at full capacity, and advocate for full time positions for professional staff.

**GOAL 3**

**Increase and Ensure Inclusivity For All**

Keene Public Library will ensure that services and information is accessible and inclusive for all.

*Objective 1:* Increase access to all library materials, facilities, programming, and technology, regardless of ability, race, ethnicity, color, socioeconomic status, education level, sexual orientation, gender, religion, citizenship status, and any other factor that may be a barrier to library users.

- Optimize physical assets and update policies for better management of spaces and resources.
- Reevaluate procedural access issues such as: costs/fines associated with overdue fees.
- Improve access to popular items.

*Objective 2:* Support the recommendations made by the Racial Justice Committee and make Keene Public Library’s services more diverse and equitable by cultivating cultural awareness of people of all backgrounds.

- Expand library collection and services to become more diverse and inclusive.
- Engage people of all backgrounds in library services.
- Celebrate diversity by hosting and partnering with local organizations to provide events and programs that promote diversity and inclusion.

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- Cultivate and support a culture of diversity and inclusion that will enhance the collaboration and connectedness of people from diverse culture and backgrounds in our community.

*Objective 3:* Develop partnerships with and provide space for local service agencies and other organizations to make available additional resources and programming for the community.

- Network with businesses and other organizations in the local area to promote local initiatives.
- Collaborate with social service agencies to assist with providing resources to vulnerable populations such as people experiencing homelessness, drug misuse, etc.

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SWOT Analysis Findings:

<p style="text-align: center;"><b>Strengths</b></p> <ul style="list-style-type: none"> <li>• Staff &amp; Leadership: Flexible and adaptable to change(s), diverse skills, caring, knowledgeable, team</li> <li>• Awesome new space (location/walk ability, grounds, modern tools, Maker Space, event spaces &amp; resources)</li> <li>• Community Support: Trustees, Patrons, City Staff/Departments, City Council, Friends of KPL; Engaged Community and organizations, KSC</li> <li>• Plentiful and varied resources: collection &amp; programming; Keene Link</li> </ul>	<p style="text-align: center;"><b>Weaknesses</b></p> <ul style="list-style-type: none"> <li>• Communication: external (marketing, outreach, responding to negative social media) &amp; internal (lack of cross training, info sharing)</li> <li>• Staffing (shortages &amp; turnover (retirement &amp; seeking FT , reliance on part time and volunteers, building configuration challenges)</li> <li>• Access Issues <ul style="list-style-type: none"> <li>○ Physical: parking on site, exterior seating, building configuration/multiple entrances/staffing</li> <li>○ Procedural: cost/fines associated with parking, overdue fees, computer/popular item wait times, non-resident library cards, update policies for better management of spaces &amp; resources</li> </ul> </li> <li>• Financial constraints</li> <li>• Negative Public Perception: (lack of diversity, homeless population, drug use, inappropriate content for minors on computers)</li> </ul>
<p style="text-align: center;"><b>Opportunities</b></p> <ul style="list-style-type: none"> <li>• Leverage Resources (Technology, Capacity building through staff training &amp; Building/Outdoor spaces, Potential rental income)</li> <li>• Increase Communication (Establishing Partnerships, marketing, collaboration, public education/civic conversations, budget education, more resource awareness for patrons)</li> <li>• Programs (Art, history, culture, off site opportunities, networking opportunities, civic engagement, tie to businesses &amp; downtown events, income opportunities)</li> </ul>	<p style="text-align: center;"><b>Threats</b></p> <ul style="list-style-type: none"> <li>• Limited Resources (Funding, budget, staffing levels &amp; burnout &amp; lack of health for PT worker, low wages for para-professionals, economic health of city, socio-economic &amp; cultural challenges in community)</li> <li>• Pandemic and other unexpected future challenges (lasting effects of habit changes, tech changes that offer new opportunities to public, financial constraints at KSC could affect future partnership)</li> <li>• Staying relevant for current times &amp; other competitive similar services (Amazon)</li> </ul>