



## 2017 Annual Report - Lynnfield Public Library

At the Lynnfield Public Library, 2017 was a year full of celebration and future planning. In July, the Library marked 125 years of providing service to the Lynnfield community with a birthday party. Also in July, the Library was notified that our application for a Massachusetts Board of Library Commissioners Building grant met the qualifications of the grant, covering approximately 40% of the cost of a new building.

In 2017, the Library planned and hosted 562 programs and over 11,500 individuals attended these events. Additionally, 89,914 individuals came to the Library for services during the year. Circulation of items including physical books and magazines, and electronic information totaled 109,000.

Many library activities and events were financially supported by the Friends of the Lynnfield Public Library during the year. The Friends of the Lynnfield Public Library is a non-profit (501) (c) (3) organization that supports the many programs and activities of the Library both financially and through hundreds of volunteer hours each year. Additionally, the Library Foundation was founded as an additional non-profit support organization for the Library. The mission of the Lynnfield Public Library Foundation is to support the innovative vision of the Lynnfield Public Library through relationship building with those who share a passion for the Library's mission. The corporation's goal is to seek and secure personal, community, corporate, and estate giving for an endowment that will enrich the future of learning and knowledge and enhance Library's financial standing.

Along with these milestones, the Library continued to meet the personal, professional, informational, educational, recreational and cultural needs of the Lynnfield community by providing both current technological and traditional means of access to materials, programs, and services. Several new library services were added, and existing services were modified in the areas of collections, programs, community partnerships, library building, technology, and personnel. Each element is outlined in more detail below.

### Collections:



## From Arabic to Spanish - 13 Foreign Language Backpacks were added to the Juvenile Foreign Language Collection in 2017

- Addition of Binge Boxes, a grouping of 5 DVDs on varying themes for patrons to “binge watch”.
- Addition of a new streaming electronic resource, Hoopla. Hoopla allows Lynnfield Library card holders the ability to stream movies, TV shows and music as well as borrow ebooks, download audiobooks and digital graphic novels.
- Usage of our in-library genealogy database, AncestryLibrary Edition, doubled from 2016 to 2017. Our patrons performed 22,802 searches for genealogical information on AncestryLibrary Edition compared to 10,652 in 2016!
- Video game collection continued to expand and was used heavily by Lynnfield patrons.
- Our Juvenile Foreign Language section was expanded to include 13 languages, ranging from Arabic to Spanish. This expansion also included the addition of 13 new foreign language backpacks. These backpacks contain six DVDs and a music CD for assisting in the learning of a new language for kids and adults.
- New collections were created in the Children’s Department to help with early literacy. An early phonics section was created and expanded to aid children and non-native speakers learn English. Additionally we added Starling backpacks. Starlings are wearable early literacy devices that track how many words a child hears throughout the day (television is not included). These backpacks also include books, music CDs, games, and puppets to encourage more meaningful interactions between caregiver and child.
- Another addition to the Children’s collection was the inclusion of a STEAM backpack. This backpack focuses on basic principles of engineering through the story of The Three Little Pigs. Included in the backpack is an activity set with building blocks and various challenges, puppets for enacting the story, and an engineering version of the classic story. We hope to add more to this collection as space and funds allow.
- In an effort to address the growing need for more easy Children’s Non-Fiction, we heavily expanded our non-fiction offerings for kindergarten through second graders. This expansion also included the addition of an easy Biography section as well.
- New book displays were purchased to highlight new materials, as well as to create displays throughout the year in an effort to increase visibility and circulation.
- Relocation of Reference materials allowed the expansion of the Large Print collection by twenty shelves. We began purchasing Young Adult titles such as the Harry Potter series to add to the Large Print collection.
- Installation of new shelving units in the basement allowed the expansion of the Fiction and Mystery collections by twenty-five shelves. New end cap displays were installed to aid browsing.
- Over 36% of the Adult Non-Fiction books purchased for the library were in direct response to patron requests.
- 108,568 physical items were checked out/renewed.
- 6,309 e-books were borrowed.

## Programs:



*(Kate Clifford Larson talks about her book “Rosemary: The Hidden Kennedy Daughter” in May 2017 at a full Meeting House)*

During 2017, the Library offered 501 Youth programs ranging from storytimes to large-scale events. Youth program attendance was 10,472, a 31% increase from 2016.

### **Types of Programs:**

#### **Family Events**

- Lynnfield Library Comic Con
  - The Lynnfield Library hosted its first-ever Comic Convention on Saturday, May 6 from 10-4:30pm and it spanned three locations: Lynnfield Library, the Meeting House, and the Lynnfield Common! This was a free, family-friendly celebration of all things fandom, geeky, nerdy, and awesome! We had tons of events from a Pokemon Go Safari to a Jedi Academy Training session! 213 patrons attended the event!
- Nature Nick Animal Show
  - Nature Nick introduced us to some of the strangest animals on earth, while giving little known facts about each one. The show ran approximately 45-50 minutes and featured 7-10 animals, including a kangaroo, snake, bird of prey, and a monkey, among others! 137 kids and 115 adults attended!
- Boo Bash
  - Our second annual Boo Bash was a spooky success! We had two Halloween crafts, a skeleton creation and monster boogers (play-doh), a pumpkin-themed bean bag toss game, a “Brain Bar” (decorate a brain cupcake) with “Brain Brew” (pink lemonade), spooky music, and a costume contest! 83 kids and 76 adults were in attendance.
- Harry Potter Party
  - Our second annual Harry Potter Party was another huge success! This party saw 57 kids and 48 adults attend. Patrons who came to the event could get sorted by our very own sorting hat, visit Diagon Alley shops like Ollivander's Wand Shop, Potions Supply Shop, and HoneyDukes candy shop and purchase items using their Gringotts Gold. After visiting Diagon Alley, patrons could then

participate in various Hogwarts-themed classes: from spell casting to potion creations. All who attended had a blast! Every child that participated in the classes had their name cast into the Goblet of Fire for their chance at Harry Potter-themed prizes. With the success of this program, we will look to offer it again next December.

### **New Youth Programming**

- Tech Classes for all ages
  - During the 2017 year, Youth Services offered a variety of STEAM programming for all ages. We held beginning programming classes for toddlers using our new KIBO robots, 3D rendering classes using Scratch for tweens and teens, and LegoWeDo/Mindstorm classes for intermediate to advanced robotics. We hope to continue offering these STEAM classes in 2018 and start a Lego Robotics League with various community groups and the schools.
  
- During the 2017 year, the Friends of the Lynnfield Library were able to supply Youth Services with a substantial increase to our programming funds. These additional funds allowed us to offer guest performers and to fund a monthly session of STEAM School, run by Kathryn Price of Curious Kids of Lynnfield.

### **Storytimes**

- Weekly storytimes are held on Monday, Wednesday, and Friday mornings. Our average storytime attendance is 33 patrons per session.

### **After School Programming**

- Every school-day afternoon for the middle-schoolers and high-schoolers we offered additional tables for studying/socializing, various crafts to enjoy, and video games to play. Our average after school attendance is 10 kids.

### **Adult Programming**

- Attendance at Adult Programs was 1086 in 2017, a 3% increase from 2016. In 2017, with financial support from both the Friends of the Lynnfield Library and an increase in the Library's budget from the Town, the Library offered 61 adult programs, an increase of 27% over the previous year. New programs were offered including genealogy research classes, Eclectic Art classes, a Money & Finance series, and a widely popular Antiques in the Attic appraisal day as well as the return of patron favorites like music lectures, Curious About Cuisine, an author series, and BookLovers. 2017 also marked the first offering of Summer Reading for Adults. Adults were encouraged to register and report their reading in competition with the kids and paper chains were displayed throughout the library. In total, 37 adults reported 1,244 hours of reading from June through August.

### Community Partnerships:



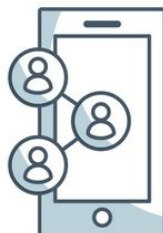
**Six teen volunteers devoted  
67 hours of community service  
to the Library in 2017**

- Several programs were held in partnership with community groups including the Lynnfield Mom's Group, Lynnfield Flower Workshop, Village Home & Garden Club and Lynnfield Art Guild.
- The Library was present in the community through participation in community festivals, public schools events, teaching classes at the High School, and presentations to community organizations.
- Seven local artists displayed artworks in various mediums - charcoal, watercolor, photos - throughout the year.
- Essex Society of Genealogist continue to provide volunteer genealogy research support throughout the year.
- The Friends of the Lynnfield Library held fundraisers and continued to provide support to the Library.
- Six teen volunteers devoted over 67 hours of community service to the Library in 2017.

### Library Building:

- In January, the Library submitted a Massachusetts Board of Library Construction Grant application for a new library building to be built at 175 Summer Street. The proposed new building would be located on the road frontage portion of a town-owned golf course, 1/3 of a mile from the current location. The new building would comprise 25,874 square feet and include abundant parking, meeting and program spaces, expanded youth services and additional patron seating. The space has been created with the user in mind, with flexible and adaptive spaces taking advantage of the scenic golf course views; which is designed to inspire, stimulate creativity, encourage collaboration and communication, as well as reflect both the goals and values of the community.

### Technology:



**Social? So are we.  
Facebook - 685 followers  
Twitter - 44 followers in first year  
Instagram - 110 followers in first year**

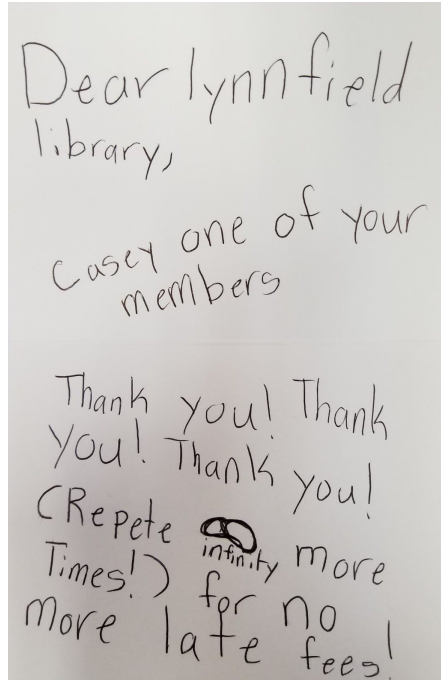
- New technology was introduced, including: hotspots which can be borrowed for portable WiFi

coverage, and multi-type phone chargers for use in the Library.

- The Children's Department purchased various new technologies for STEAM classes, after school projects, and crafting. Technology purchases included Makey Makeys, Lego Mindstorm and LegoWedo kits, KIBO Robots, a Cricut cutting machine, and a Nintendo Switch.
- Social media presence has increased in 2017 with 685 Facebook followers and 1,197 patrons subscribing to the monthly email newsletter and calendar.
- Adding Twitter and Instagram accounts expanded our social media presence. By year's end, there were 44 Twitter followers and 110 Instagram followers.

#### Services:

- We continued our Homebound Delivery Service to bring library resources to patrons living in Lynnfield who are unable to visit the library in person.
- A total of 906 passes to local museums and attractions were borrowed through our Museum Pass Program (sponsored by the Friends of the Lynnfield Library), an increase of 10% from 2016. Six of our most popular passes, Children's Museum, Museum of Fine Arts, Museum of Science, New England Aquarium, Peabody Essex Museum, and Zoo New England saw over 110 uses. Patrons saved an average estimate of \$25,269.00 (and possibly as much as \$42,269.00) on admission to the 14 participating museums and attractions. We added the Lowell Spinners Pass for the 2017 season. The Edward M. Kennedy Institute and John F Kennedy Museum passes were also added for the beginning of 2018.
- The Reference Department answered 11,329 patron questions: an increase of 3% from 2016. The majority of our transactions occurred in the library with one-on-one interactions with our patrons; we also answered a substantial number of questions via phone and email.
- We added 3,444 items to our Adult Collections, 34 gift items to our Adult Collections, 1,719 items to our Youth Collections and 40 gift items to our Youth Collections.
- Rental fees were eliminated on all DVDs.
- Overdue fines were eliminated on all books, magazines, audiobooks, CDs, and kits/backpacks.
- Fees for replacement library cards were eliminated.



Personnel:

- Two staff continuing education days were held and regular Department Head meetings occurred.

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**Board of Library Trustees**

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Holly Mercer, Library Director  
Samantha Cabral, Assistant Director and Head of Public Services  
Patricia Nutile, Administrative Assistant and Secretary, Board of Trustees

Youth Services:

Jonathan Nichols, Head of Youth Services  
Pam Griswold, Children's Assistant

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Mary Kraft  
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Board of Appeals – liaison - Brian Shaffer  
Planning Board – liaison - vacant  
Finance Committee – Christopher Mattia  
Holly Mercer – ex-officio  
Members-At-Large - Steven Todisco, Ted Caswell, Nick Connors  
Gail Rober - Secretary

\* The list is based on year end data.

Respectfully submitted,  
Holly Mercer, Library Director  
March 16, 2018