

Library Director Report

June 2020

Public Comment:

General:

Had to share this story of our daughter. She is totally into dinosaurs right now. I found this book at the library just before spring break. She loved it so much she would hide it so I couldn't return it. She requested it for her birthday! She just got it! Pure joy! Now we can return the library's copy.

Curbside Care Kits:

The Pflugerville library is soooooo awesome!

Crafty Kiddies:

Your library always has such great ideas!



Juneteenth:

My library is quoting Brene Brown. THIS MAKES ME SO HAPPY.

Black Lives Matter: The library received an overwhelmingly positive response to the American Library Association and the Pflugerville Library's stand against racism. Especially in regard to Bette McDowell, Amanda Cawthon and

Melissa Grzybowski's incredible booklists of Black Lives Matter books.

Comments:

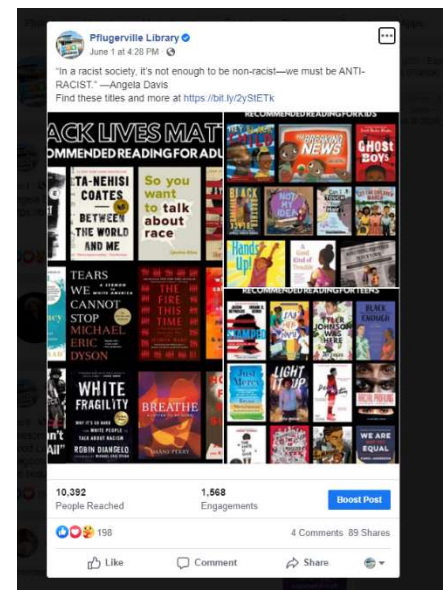
This is why Pflugerville Library deserves all the funds. Thank you for your service to your community.

I definitely don't know enough. Thank you for these lists and for the direct curated list link! Reserved a copy to pick up and start.

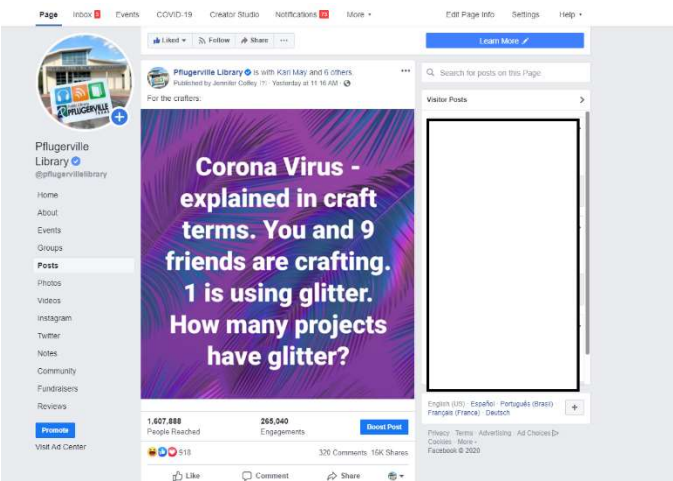
Love this. Good on you. Thank you for using your platform to speak out.

Donations, etc.:

The library has received 1,581 items for the Curbside Care Kits and has given out 98 kits. Kits generally consist of combs, hair ties, toothbrush, toothpaste, toilet paper, shampoo, soap, band aids and a mask. Items in individual kits may vary depending on availability.



The library also received a donation of \$300 from the Falcon Point Unofficial Facebook Group to support our collection of anti-racism books.



Complaint:
A patron commented on the FB post regarding COVID19. She felt was the library expressing an opinion and that our purpose was to house and distribute books.

Accreditation
The library has again met and exceeded the criteria for accreditation with the Texas State Library. The Texas State Library and the Texas Library Association created a [joint task force](#) to review the Public Library Standards and the Minimum Criteria for Accreditation. These standards can be found here: [Texas Library Association \(TLA\) Public Library Standards](#). These voluntary Texas Public Library Standards developed through the Texas Library Association are intended as an assessment and guide to levels of service for public libraries in Texas.

Material Usage Statistics:

Month	Physical checkouts			Physical check-ins
April 2020	NA			NA
May 2020	3,932			5,514
June 2020	6,355*			6,646
eResource use	March 2020	April 2020	May 2020	June 2020
	15,984	18,579	30,329	41,050

Facebook statistics:	Lifetime Total watches at 95%	Lifetime Total 60-Second Video Views	Number of videos	
	Lifetime: The number of times your video was watched at 95% of its length, including watches that skipped to this point. (Total Count)	Lifetime: The number of people who viewed your video for at least 60 seconds, given that the video is at least 60 seconds long. (Total Count)		
	Apr-20 170	649	20	
	20-May 164	463	16	
	Jun-20 330	442	32	
	Lifetime Engaged Users	Lifetime Negative Feedback from Users	Lifetime Post Impressions by people who have liked your Page	
	The number of unique people who engaged in certain ways with your Page post, for example by commenting on, liking, sharing, or clicking upon particular elements of the post. (Unique Users)	Lifetime: The number of people who have given negative feedback to your post. (Unique Users)	Lifetime: The number of impressions of your Page post to people who have liked your Page. (Total Count)	
Apr-20	8,312	20	123,884	
May-20	7,273	27	126,064	
Jun-20	7,453	*462	194,592	*Negative feedback was from users responding to an individual on a single post that went viral.

KEY:

Engaged users: people who have clicked on the content

Impressions: Is number of times post is displayed (shared, reposted, viewed, etc).