# **Library Director Report**

## July 2020

	Lifetime Total watches at 95%	Lifetime Total 60-Second Video Views	Number of videos	
	Lifetime: The number of times your video was	Lifetime: The number of people who viewed your		
	watched at 95% of its length,	video for at least 60		
	including watches that skipped to this point. (Total	seconds, given that the video is at least 60 seconds		
Apr-20	Count) 170	long. (Total Count) 649	20	
20-				
May	164	463	16	
Jun-20	330	442	32	
Jul-20	97	445	34	
		Lifetime Negative	Lifetime Post Impressions by people who have liked your	
	Lifetime Engaged Users	Feedback from Users	Page	
	The number of unique people who engaged in certain ways with your Page post, for			
	example by commenting on, liking, sharing, or clicking	Lifetime: The number of people who have given	Lifetime Impressions: The number of times a post	
	upon particular elements of the post. (Unique Users)	negative feedback to your post. (Unique Users)	from your Facebook Page is displayed.	
Apr-20	8,312	20	123,884	
May-				
20	7,273	27	126,064	
Jun-20	7,453	*462	194,592	
Jul-20	**191,238	*752	**2,552,920	

KEY:

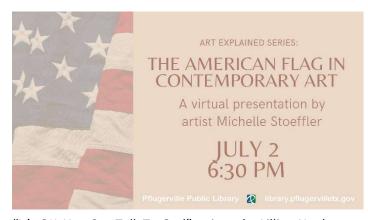
Impressions: People may see multiple impressions of the same post. Impressions give you a clear

understanding of how many times our content has been exposed in the News Feeds of our page's fans. **Engaged users:** are people who have clicked on this content from anywhere.

\*Negative feedback was users responding to one individual on a single day regarding a post that went viral. This is an anomaly.

\*\*Viral post carried into July. This is an anomaly.

Month	Physical checkouts			Physical check-ins	
April 2020	NA	NA			
May 2020	ay 2020 3,932			5,514	
June 2020	020 6,355			6,646	
July 2020	2,561	2,561		6,098	Stopped July 8
eResource use	March 2020	April 2020	May 2020	June 2020	July 2020
	15,984	18,579	30,329	41,050	27,146



"It's OK, You Can Talk To God" written by Lillian Neuls.



## Art Explained: The American Flag in Contemporary Art

On July 2<sup>nd</sup>, Participants learned how artists have manipulated and reinterpreted the American Flag as creative symbolism, occasionally garnering praise but more often criticism. The presentation was given by artist Michelle Stoeffler, who holds an A.A.S. in Display and Exhibit Design from New York's Fashion Institute of Technology, a B.S. in Visual Arts from the State University of New York and an M.A. in Art Education from Adelphi University. She is the illustrator of the children's book titled

#### **Barrio Writers Online Summer Workshop**

July 6<sup>th</sup> through 10<sup>th</sup>, the library hosted this online Barrio Writers workshop is for teens ages 13-18 in the Pflugerville area. The Barrio Writers Summer Workshop is sponsored by the Friends of the Pflugerville Library.

### Writing Class: Writing Your Story & Keeping a Journal



Tracey Lander-Garrett taught a virtual writing class on July 23. Tracey holds an MFA in Poetry from Brooklyn College and a BA in Creative Writing from the University of Connecticut. She has had poetry and prose published in Mid-America Poetry Review, Brooklyn Review, Connotation Press, among others, and released her debut novel A SHADE IN THE MIRROR in 2019. After thirteen years in NYC, teaching at eight different colleges during that time, Tracey relocated to Central Texas in 2016.