

2020

MEETING CHALLENGES

MAKING CONNECTIONS

ALWAYS GROWING



Working Together



HMMPL.ORG

A PROMISING YEAR

January - February

Eager to realize strategic plan goals, we had already started plans to provide service to additional local communities and had begun updating spaces in our youth area.



THE WORLD CHANGED & WE RESPONDED

Working Together

We implemented safety measures and staff began working from home. We listened to your wants and needs and, even with limited hours and closures, created new avenues for connecting with you, our patrons.

NEW SERVICES INCLUDED

- No contact Curbside Pickup
- Special Hours for at-risk visitors
- Virtual programming
- Remote access to free streaming services
- Fine Free policy during COVID
- *Plus many MORE!*



**CURBSIDE
PICKUP
IS POPULAR!**

Working Together

WE CREATED PERSONALIZED SERVICES

We created experiences tailored to meet the needs of individuals and increased convenience.

CURBSIDE PICKUP SERVICE

- Holds increased by **98%**
- Added a user friendly MyLIBRO app
-- *Curbside appointments using the MyLibro app: **3,816***
- Added pickup locations with permanent signage



CHAT-WITH-A-LIBRARIAN

- Chat with a Librarian chats: **1,775**



**VIRTUAL
EVENTS
THROUGH
ZOOM
YOUTUBE
FACEBOOK LIVE
FREE GAMING
PLATFORMS**

VIRTUAL EVENTS

- Recorded views of all programming exceeded: **22,400**
- Total program attendance, including in-person, live remote, & recorded views: **25,306**
- Created new YouTube channel (*Apr.*)
--*Videos uploaded: **180***

Working Together

WE DESIGNED RESPONSIVE SPACES

We updated interior and virtual spaces to foster connections, conversations, study, work, and play.



MAMAVA
PRIVATE
BREASTFEEDING
STATION

EXPLORATION STATION REDESIGN

- Updated flooring, walls, decor & signage & added new furniture, toys & play stations

MAMAVA -- *New breastfeeding station*

SENSORY GARDEN -- *On Library grounds*

WEBSITE UPDATE/DIGITAL BRANCH

- Introduced an easier interface for accessing our services
- New streaming & downloadable services & apps added
- Website usage increased by **12%**

INTENSIVE SOCIAL MEDIA PLAN

We informed & engaged you through:



@DiscoverHMMPL



Hussey-Mayfield
Memorial Public
Library

OVER
30%
INCREASE
IN
INSTAGRAM
FOLLOWERS

WOW!
WE FILL
114
**Curbside
PICKUP**
APPOINTMENTS
PER DAY
HMMPL.ORG

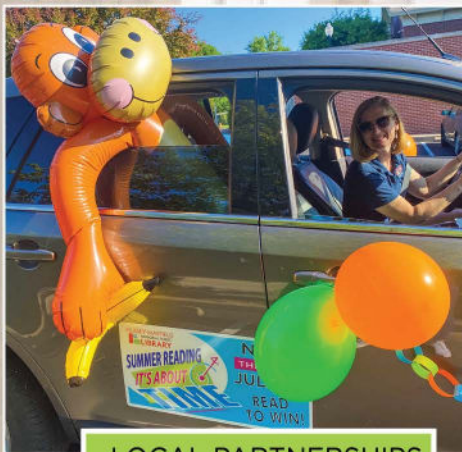
Working Together

WE PROACTIVELY COLLABORATED

We sought and initiated partnerships to expand our capacity and position the Library as a community leader.

COLLABORATIONS INCLUDED

- Zion Nature Center (*throughout 2020*)
- Whitestown Farmer's Markets (*Aug. & Sept.*)
- Whitestown Halloween event (*Oct.*)
- Voting - General Election (*Nov.*)
- Blood Drives (*June, Aug. & Nov.*)
- Flu shots (*Nov.*)
- Heart & Sole shoe collection drive (*Feb.*)
- Partnered with local businesses for events/prizes (*throughout 2020*)
- Local businesses, the Library Friends & Library Foundation provided various prizes for our Winter, Summer & Fall reading programs.



LOCAL PARTNERSHIPS
HELPED REALIZE
SUCCESSFUL
READING PROGRAMS

Working Together

WE FOSTERED
KNOWLEDGE AND ENRICHMENT

We offered programs, services, and collections enriching the lives of all ages.



UNIQUE PROGRAMS

- Local exercise pros, popular authors, Heartland Fairies, comedy workshops, crafting, cooking & art tutorials.

SPECIAL COLLECTION ADDITIONS

- Grant awarded to enhance Youth collection -- *Humanities*

Advancing Racial Equity Grant, "to help Hoosiers think, read & talk about racial injustice & systemic racism."

THINGS THAT WERE COMPLETELY NEW:

- Take home kits -- *Kits given out:* **209**
- New Fall Activity Challenge -- *Activities completed:* **2,152**
- New Databases -- *We added:* **14**
- Youth Lit List -- *Reading Recommendations Blog series*

88% INCREASE
IN ATTENDANCE
AT ADULT
PROGRAMMING



Working Together

WE REMOVED BARRIERS

We made steps to ensure that all area residents and visitors may be fully served.

EXPANSION

- Expanded service area -- *Full Library services provided to Worth Township (Aug.)*
- First Community Survey (*Fall 2020*)
- Welcome Neighbor Campaign (*Fall 2020*) - New cards gained: **181**

FINE FREE IN 2020 -- *All unpaid fines forgiven*

DIGITAL LIBRARY -- *More mobile uses*

- Physical circulation decreased by **36%**
- Electronic circulation increased by **36%**

GET A CARD ONLINE

- New patron cards: **1,852**
- Student cards: **409**



FREEDOM!
FROM **FINE**
No more late fines!



1,852 NEW
CARD HOLDERS

Working Together

WE'LL CONTINUE TO GROW

NOW OVER
37,500
*RESIDENTS IN
OUR SERVICE
AREA

**per STATS
Indiana*



WE LOOK FORWARD TO

EXPANSION

- Whitestown Branch
Projected opening late 2022
- krM Architecture hired (*Feb. 2021*)
- Community Survey (*Mar. & Apr. 2021*)

ELM STREET GREEN STORYWALK®
(*Mar. 2021*)



BOOKMOBILE

- Hitting the road in 2021

LAPTOP KIOSK

- Coming in 2021

E-ACCESS STUDENT CARDS

- Coming for all ZCS & Perry-Worth Elementary students



HUSSEY-MAYFIELD
MEMORIAL PUBLIC
LIBRARY

DISCOVERIES AWAIT