



# **19 Branches to Serve You!**

Genesee District Library

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2020 ANNUAL REPORT

# 2020

## ANNUAL REPORT

The Year of the Pandemic

### Message from the Director

Dear Friends,

Phew. 2020. What a year. The global COVID-19 pandemic presented all sorts of challenges for libraries. Securing PPE and developing safety protocols were paramount. Although the library closed to visitors twice during the year, digital services and newly developed virtual programming provided avenues for library services to continue. Not surprisingly, our 2020 physical circulation and visits decreased by 49% and 57% respectively. Still, digital circulation was up by 16% and program attendance was up by 7%. Yes, 2020 was a challenging year for us all, but the library will be here for you through thick and thin.

Sincerely,

David Conklin, Director

### About the Genesee District Library

The Genesee District Library (GDL) is a public library system serving the residents of Genesee County, Michigan. Our service area covers all communities within the county with the exception of the City of Flint, which is served by the Flint Public Library.

The GDL system consists of 19 locations, and includes services such as the Robert T. Bolo Business Center (Grand Blanc-McFarlen), the Talking Book Center and Homebound Service (Headquarters), and the Seed Library (Fenton-Winegarten).

In a normal year, over one million visits are made annually to the GDL for books, movies, music, technology and programs. Residents within our service area also have online access to books and music.

The GDL was formed on January 1, 1980 through a partnership between Genesee County and Grand Blanc Township. It is governed by an eight-member volunteer board. Funding is provided through a .7481 county-wide millage (excluding the City of Flint). An additional 0.25 mills was approved on May 2, 2011. The millage was renewed in August of 2016 by a 3-to-1 margin. The remaining revenue comes from fees and fines, state aid, grants and gifts.

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### Leadership



*Library Director  
David Conklin*



*Linda  
Ryals-Massey,  
Chair*



*Robert Crites,  
Treasurer*



*Joan Towarnicky,  
Secretary*



*Dale Hostetler,  
Trustee*

### Not Pictured

*Shari Bennett, Vice Chair  
Valaria Conerly-Moon, Trustee  
Kris Johns, Trustee  
Sylvester Jones, Jr., Trustee*

## Circulation

BRANCH	2020	2019	%
Baker Park	18,073	37,160	-51.36%
Beecher-Vera B. Rison	10,660	23,374	-54.39%
Burton Memorial	23,251	53,805	-56.79%
Clio Area	36,011	75,287	-52.17%
Davison Area	71,629	147,679	-51.50%
Fenton-Winegarden	50,753	101,537	-50.02%
Flint Township-McCarty	17,188	35,364	-51.40%
Flushing Area	33,585	65,151	-48.45%
Forest Township	16,532	32,773	-49.56%
Gaines Station	1,967	4,716	-58.29%
Genesee-Johnson	12,906	28,816	-55.21%
Genesee Valley Center	18,515	43,658	-57.59%
Goodrich	12,104	22,895	-47.13%
Grand Blanc-McFarlen	87,819	174,587	-49.70%
Linden	17,479	39,513	-55.76%
Montrose-Jennings	18,795	33,798	-44.39%
Mt. Morris	20,819	43,335	-51.96%
Swartz Creek-Perkins	20,370	40,089	-49.19%
Talking Book Center	37,490	24,961	50.19%
William F. Delaney Headquarters	33,418	74,315	-55.03%
<b>Physical Items Total</b>	<b>559,364</b>	<b>1,102,813</b>	<b>-49.28%</b>
eDatabases	231,677	148,149	56.38%
eAudio	157,956	149,004	6.01%
eBooks	246,547	205,221	20.14%
eVideo	8,536	7,461	14.41%
eMusic	123,656	146,232	-15.44%
eMagazines	22,100	21,076	4.86%
<b>Digital Items Total</b>	<b>790,472</b>	<b>677,143</b>	<b>16.74%</b>
<b>Grand Total</b>	<b>1,349,836</b>	<b>1,779,956</b>	<b>-24.16%</b>

## Visits &amp; Access

BRANCH	2020	2019	%
Baker Park	15,804	35,769	-55.82%
Beecher-Vera B. Rison	10,119	21,717	-53.41%
Burton Memorial	18,796	42,197	-55.46%
Clio Area	22,836	64,331	-64.50%
Davison Area	38,062	101,081	-62.35%
Fenton-Winegarden	39,996	84,661	-52.76%
Flint Township-McCarty	15,664	32,377	-51.62%
Flushing Area	23,462	50,596	-53.63%
Forest Township	12,436	23,591	-47.28%
Gaines Station	793	1,947	-59.27%
Genesee-Johnson	10,185	21,666	-52.99%
Genesee Valley Center	30,345	75,516	-59.82%
Goodrich	13,232	25,279	-47.66%
Grand Blanc-McFarlen	64,085	169,914	-62.28%
Linden	13,576	29,783	-54.42%
Montrose-Jennings	12,938	28,886	-55.21%
Mt. Morris	13,040	29,820	-56.27%
Swartz Creek-Perkins	19,017	38,076	-50.06%
William F. Delaney Headquarters	27,157	61,570	-55.89%
<b>Physical Visits Total</b>	<b>401,543</b>	<b>938,777</b>	<b>-57.23%</b>
<b>Virtual Visits Total</b>	<b>387,758</b>	<b>488,802</b>	<b>-20.67%</b>
<b>Grand Total</b>	<b>789,301</b>	<b>1,427,579</b>	<b>-44.71%</b>
PC Usage (Logins)	60,028	144,021	-58.32%
PC Usage (Hours)	38,890	103,005	-62.24%
Wifi Logins	42,009	62,209	-32.47%

## Gifts & Donations

Thanks to the following people and organizations for giving generously to the Genesee District Library in 2020:

Anderson, Dawn  
 Arnes, Peggy  
 Banacki, Dana  
 Banwell, Robert  
 Bloss, Basil & Coralene  
 Boles, James Lewis  
 Bruyneel, George  
 Carrier, Lucille  
 Cislo, Connie  
 Cress, Gregory & Linda  
 De Marco, Juliana  
 Early, Mitchell & Molly  
 Estate of Elizabeth (Betty) Eckstein  
 Flushing Women's Club  
 Fromholz, Paauwe & Baker, P.C.  
 Griffiths, Betty  
 Hill, Garth  
 Hines, Karen  
 Jakubos, Kierstin  
 LaBean, Earl & Debera (Stewart) Linder, Suzanne  
 Luchenbill, Joanna  
 Lynch, Susan  
 Markin, James  
 Mason, Linda & Fredrick  
 McCarthy Family  
 McLeod, Michelle  
 Miller, John  
 Miller, Thomas & Shelly  
 Molyneaux, Rochelle  
 Mott, Anita  
 Pease & Baszler Family  
 Putnam, Nora  
 Rylance, Terrance & Sue  
 Saddlemire, James  
 Scheidemantel, Marilyn  
 Schollar, Kathleen  
 Shumaker, Pam  
 Somers, Nan  
 Spaniola, Cheryl  
 The Anybodies - c/o Goodrich Country Club  
 Thomas M. & Sandra L. George Family  
 Fund Tubbs, Patrick  
 Turner, Joan  
 Walling, Judy & Ellen Klobuchar  
 Watkins, Christie  
 Watson, Dr. Elizabeth  
 West, Inez  
 Wilk, Robert J.

## Partnerships

We have many valuable partnerships throughout Genesee County. Some were new, and some are long established:

Genesee County Sheriff Department–IGNITE  
 WJRT ABC12  
 Michigan State University Extension, Genesee County, 4-H STEAM Corps  
 Flint Public Library  
 World of Wonder–Fenton  
 Flint and Genesee County Literacy Network  
 YMCA Camp Copneconic  
 Goodrich GSRP  
 Little People's Playhouse  
 Carter Elementary–Montrose  
 Westwood Heights High School  
 Davison High School  
 Swartz Creek School  
 The Perry Center  
 University of Michigan-Flint, School of Nursing  
 State Representative John Cherry  
 State Representative Sheryl Kennedy Vlasic  
 Kindred Hospice  
 Absolute Hospice  
 The Human Library, Denmark  
 US Census Bureau  
 Flint Institute of Arts  
 Fenton Arts Council  
 Greater Flint Health Coalition–Connecting Kids to Coverage  
 Greater Flint Health Coalition–Flint Water Crisis  
 GISD, Genesee County Career and College Access Network  
 GISD, Communications & Development, Michigan Leadership Institute  
 Mott Community College, Financial Aid  
 Food Bank of Eastern Michigan

## Grant Awards

Genesee District Library was awarded \$82,171 in grant funds in 2020:

### MMLC Programs Grant:

Branch Programming.....\$9,500

### MMLC CE Grant:

Training.....\$1,000

### MMLC Technology Grant

Virtual Programming

Equipment/Website Tutorials.....\$8,000

### MCACA

Grand Blanc-McFarlen – Roof.....\$40,000

### LSTA

Clio Area – X-Carve Project.....\$2,000

### LSTA

Davison Area – Sphero Coding .....\$1,965

### LSTA

Fenton-Winegarden – 3D Printing ..\$1,511

### LSTA

Flushing Area – Virtual Reality .....\$1,999

### LSTA

Genesee Valley Center –

Video Games.....\$1,659

### LSTA

Grand Blanc-McFarlen –

Streaming Equipment .....\$1,800

### LSTA

William F. Delaney Headquarters –

3D Printing.....\$2,000

### LSTA

Linden – Star Wars Coding .....\$1,837

### CARES

PPE.....\$5,900

### MMLC COVID-19 Grant

PPE.....\$3,000

MCACA Michigan Council for Arts and Cultural Affairs

MMLC Mideastern Michigan Library Cooperative

LOC Library of Congress

LSTA Library Services & Technology Act

CARES Coronavirus Aid, Relief and Economic Security

## GDL vs. Peer Libraries

Library	Service Population	Branches	Hours Open	FTEs	Millage Rate	Per Capita Spending	Annual Budget
KDL	395,660	18	49,894	220.93	1.28	\$57.00	\$22,722,956
GDL	332,567	19	43,188	81.95	0.9981	\$26.00	\$8,542,984
CADL	238,859	14	35,493	139.13	1.56	\$48.00	\$11,448,745
FPL	102,434	1	2,214	28.39	4	\$33.00	\$3,353,337
Class VI Average	124,253	5	11,412	59.33	1.22	\$47.00	\$5,588,955

(KDL – Kent District Library, CADL – Capital Area District Libraries, FPL – Flint Public Library); 2019 - 2020 State Aid Report data



# Rising to the Challenge – A GDL Pandemic Timeline

The Genesee District Library staff pulled together to assist patrons as much as possible during the Covid-19 pandemic, while maintaining a safe environment for all. Like frontline workers everywhere, they had to pivot and regroup several times over the year as the situation changed daily.

## January 1 – March 13

Things at the Genesee District Library got off to a rollicking good start in 2020. We had just launched Shoutbomb, a new service that allows patrons to receive texts about holds, items due, fees, and renewals. Programming was well underway with 363 in-person programs serving 6,656 attendees from January to March. The Black History Month Brunch was held on February 1 with approximately 400 people in attendance. A special award was given to Genesee District Library Board Chair William F. Delaney for his service and leadership. Beanstack was launched, a reading program that allowed patrons to track their reading online. And the Community Relations team had just applied for eight LSTA grants.

## Friday, March 13

Everything changed. Due to rising concerns about a Covid-19 global pandemic, the decision was made to cancel all programs through April 30. At the time, it felt extreme and library personnel couldn't quite imagine that it would really last that long. A press release went out and an email blast was sent to over 20,000 patrons. Program providers were notified of the cancellations and programs were removed from the website calendar to avoid confusion.

## Saturday, March 14

Due to rising Covid-19 numbers, the decision was made to close all 19 branches at noon, with tentative plans to remain closed until April 13. Again, it seemed like an overly cautious estimate. The press was notified and the work of closing 19 busy libraries began.

Like others in the service industry, GDL staff shifted gears quickly. Local schools were closing as well, and staff members worked with school personnel to get library cards into the hands of as many kids as possible. An online registration process was quickly set up. Several staff members worked many hours creating the library cards from home.

A batch renewal process renewed all library

cards that were set to expire through August 31. Currently checked out items did not generate fines or fees. The Talking Book Center would continue to serve patrons online.

Knowing that people would need access to entertainment, digital services were heavily promoted. And knowing that the majority of people would turn to online resources, the GDL social media presence was increased.

The heart of a library is the patrons they serve, so some staff recorded short video messages on social media, talking about the digital services they were enjoying at home, and sharing stay safe sentiments.

Staff that had been designated as essential workers emptied drop boxes, performed computer updates, measured branches for plexiglass shields, ordered cloth masks, plastic face shields, disposable gloves, paper towels and spray bottles, and traveled long distances to secure gallons of sanitizer.

## Thursday, April 9

Governor Gretchen Whitmer extended the emergency order until April 30. And as the next three months unfolded, a reopening date always seemed to be just out of reach. Days stretched into weeks, weeks into months. Staff met regularly via Zoom to discuss and study library resources, give feedback about Covid plans, and check in with each other.

## Monday, June 9

After obtaining large amounts of personal protective equipment and putting all MIOSHA safety protocols into place, the Genesee District Library staff returned to the libraries. The three months worth of materials that had been emptied from drop boxes were piled on tables in the branches. So, when staff returned on June 9, tens of thousands of books had to be checked in. Technical Services also had some catching up to do, because the ordering and processing of new materials had been on hold for three months.

## Monday, June 15

On Monday, June 15, all 19 branches were reopened to the public. Occupancy restrictions kept foot traffic down, but patrons were happy to see the libraries open.

Library staff continued to look for ways to meet the needs of patrons who were not comfortable coming to the library in

person. One way to help was by offering Niche Academy, which provides short video tutorials for all of online services.

One of the LSTA grants awarded was for camera equipment to experiment with live streaming programs. The equipment was quickly ordered and pressed into service to an extent not anticipated when the grant was written. The conference room at the Delaney Headquarters branch was closed due to occupancy restrictions, so it became a temporary recording studio. Though fewer programs were offered, a whole new audience was reached with virtual programming, and attendance increased significantly. As a boredom buster for people stuck at home, free Take & Make craft bags were offered at several branches.

## Wednesday November 18 – Wednesday, December 9

With Covid-19 numbers rising again, and in response to the State of Michigan's three-week pause order, the Genesee District Library temporarily closed. Staff returned to working from home during this time, brushing up on our plethora of databases, and discussing Niche Academy tutorials.

## Thursday, December 10

On December 10, GDL transitioned to Doorside Pickup. Full time-staff worked regular shifts in the branches, and patrons could call, email, or use the website to place holds on physical items, then come to the door of their local branch for pickup.

Patrons told us during our doorside service mode that they missed having the opportunity to browse our shelves. A virtual browsing page was created with recommendations from the frontline staff. The page was featured on the website with clickable book covers, sorted by genre, that took patrons right to the catalog so they could request and place holds.

## Monday, February 1, 2021

All 19 branches of the Genesee District Library again opened to the public with reduced occupancy and all MIOSHA safety protocols in place.

## Thursday, July 1, 2021

The Genesee District Library took a big step toward returning to normal by eliminating social distancing and returning branches to pre-Covid-19 layouts.



### Above & Beyond Award

Flint Township-McCarty Librarian Kevin Collins was presented with the 2020 Above & Beyond Award at the Zoom In-service on October 12.

### Retirements

#### Mary Ellen Fox

Library Assistant  
15 Years of Service

#### Darwin McGuire

Technical Services Manager  
15 Years of Service

#### Sue Misra

Davison Area Librarian  
19 Years of Service

#### Adrian Staggs

Library Technical Assistant  
42 Years of Service

### Years of Service

#### 5 Years

Kevin Collins  
Kelly Flynn  
Sally-Adrina Taylor  
Heather VanFleet  
Chris Wells  
Jennifer Wiles

#### 15 Years

Jason Bias  
Ivan Smith  
Kelly Stack

#### 20 Years

Linnette Coselmon  
Cindy Lo'Ree  
Julie Mendel  
Roy Soncrant



### In Memorium

Darwin McGuire, Technical Services Manager, passed away on September 16, 2020. His warmth, kindness and good humor are missed by all.



### *The Legacy Lives On...*

### William F. Delaney Headquarters Library

Former Genesee District Library Board Chair, Bill Delaney, passed away on August 27, 2020.

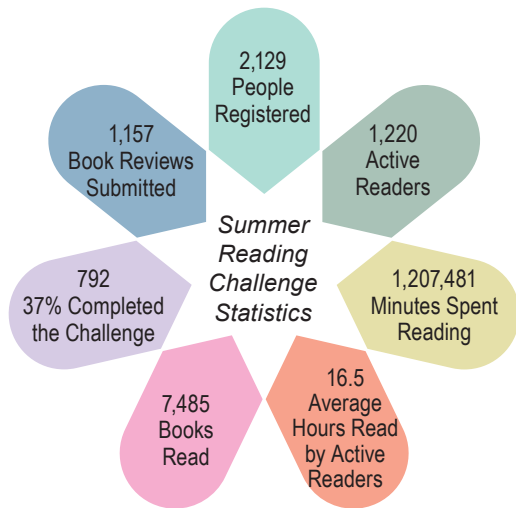
Bill played a pivotal role in the formation of the Genesee District Library. When Genesee County discontinued funding a county library system in 1978, Bill worked to establish the Genesee District Library in 1979. Bill served on the Genesee District

Library Board of Trustees from 2011 to 2019, and served as Board Chair from 2013 to 2019.

In honor of Bill's leadership and his service to Genesee County, plans were made to name the Headquarters building after him. The Grand Blanc Township Board passed a resolution in support of the action on December 12, 2019. On March 11, 2020 the Genesee County

Board of Commissioners adopted RES-2020-131, in support of the renaming of the Headquarters branch.

And on May 20, 2020 the GDL Board officially changed the name of the Headquarters Library to the William F. Delaney Headquarters Library, in honor of Bill's vision and love for libraries.



## Summer Reading Challenge

Fortunately, just prior to the start of the pandemic, GDL contracted with Beanstack, an online reading challenge service and trained staff in its use. So, everything was in place for a completely online experience. According to Cathy Lancaster, Youth Services Coordinator for the Library of Michigan, Summer Reading numbers were down 70–85% across the state and the country. The online program tracks different data than in the past.

In the past, hundreds of people registered to get a sign-up prize but dropped out halfway. So, though 2020 numbers were lower, readers were actively engaged.

## Black History Month Brunch

The 19th Annual Black History Month Brunch was cancelled for 2021 due to the pandemic. Instead, Genesee District Library partnered with ABC12 to produce the 20th Anniversary Black History Celebration which aired on Thursday, February 7 at 7 p.m. on ABC12. Though the Brunch typically hosts 400–500 guests, this televised program reached over 23,000 households. Host Matt Franklin touched base with previous honorees to see how their service efforts have evolved. Voices of Service performed their new single, *Let Me Raise My Voice*. A sync license was secured for the song *Over the Rainbow*, and it was performed by the a cappella group Linkin' Bridge. And spoken word artist Dr. Tracie Currie presented an original poem.

## National Library Card Sign-up Month

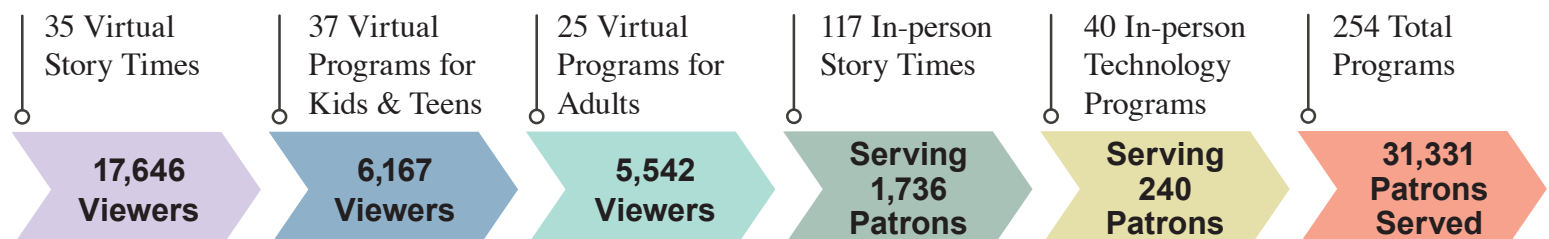
In 1987, Secretary of Education William Bennett stated: “Let’s have a campaign ... Every child should obtain a library card and use it.” Since that time, National Library Card Sign-up Month has been held across the country each September to mark the beginning of the school year and to ensure that every child has a library card.

In that spirit, GDL launched a campaign to encourage library card sign-ups:

1. Reached out to all Genesee County schools to assist them in obtaining cards for all of their students.
2. Offered a free GDL cap to anyone who came into the branch to sign up for a card between September 1–30.
3. Entered those people in a drawing to win an Apple iPad.
4. Created a Virtual Library Tour that schools could access through Beanstack. The video tutorials walked students through the process of signing up for a library card, managing their library account online, borrowing e-books and using library databases.

Several staff members worked hard to get library cards into the hands of students for National Library Card Sign-up Month, spending countless hours doing the tedious work of completing cards for kids. In September, the Genesee District Library issued 1,063 new library cards to patrons, compared to 356 in August, and 349 in July.

## Programming Highlights



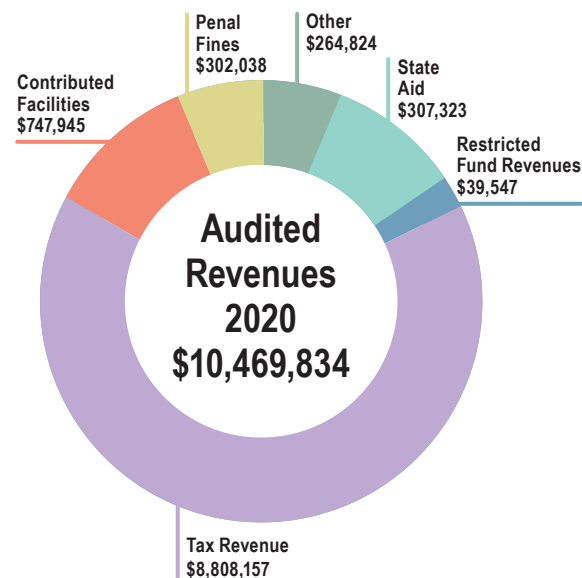
## Friends of the Library

Generous. Enthusiastic. Dedicated. The Genesee District Library is fortunate to have several wonderful Friends groups that support our libraries in dozens of ways. We are grateful for their dedication and service:

Baker Park Friends Group  
Vera B. Rison Library Friends  
Friends of the Burton Memorial Library  
Friends of the Clio Area Library  
Davison Area Library Board  
Friends of the Fenton Library  
Friends of the Flushing Area Library  
Friends of the Forest Township Library  
Friends of the Johnson Library  
Friends of the Genesee Valley Center Library  
Friends of the Goodrich Library  
Friends of the Grand Blanc-McFarlen Library  
Linden Library Board  
Friends of the Montrose-Jennings Library  
Friends of the Mt. Morris Library  
Friends of the Perkins Library

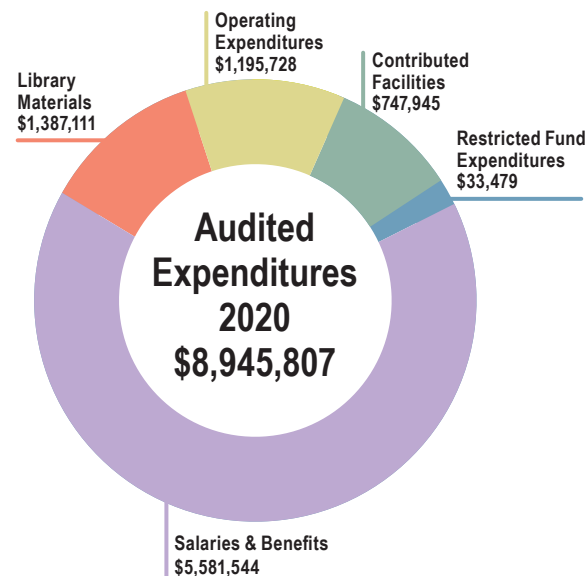
## Volunteers Make A Difference

The GDL had 18 active branch volunteers in 2020 prior to the pandemic closing on March 14, and they contributed 205.75 hours. Because of reduced occupancy in the branches due to the pandemic, they did not return after the 3-month quarantine closure. The Genesee District Library is grateful for their service, and is looking forward to welcoming them back.



## Return on Investment (ROI)

	Circulation/Use	Estimated Value	Cost
Print Books	311,464	\$28.50	\$8,876,724
Magazines	4,113	\$7.50	\$30,848
Audio Books	7,591	\$30.00	\$227,730
DVD/Blu-ray	189,605	\$24.00	\$4,550,520
Playaway View	89	\$79.00	\$7,031
Playaway Launchpad	768	\$110.00	\$84,480
PC usage	38,890	\$12.00	\$466,680
eBooks	404,503	\$15.00	\$6,067,545
eMagazines	22,100	\$5.00	\$110,500
Database Search	231,677	\$21.00	\$4,865,217
eMusic	123,656	\$1.29	\$159,516
eVideo	8,536	\$3.99	\$34,059
Interloan Requests	14,129	\$30.00	\$423,870
<b>Total</b>			<b>\$25,904,719</b>
<b>Operating Budget</b>			<b>\$8,945,807</b>



### ROI Summary

For every \$1 spent on the library it provides \$2.90 in services.