

ASAC Agenda

3/12/25 9:30am at UHLS

In Attendance: Amy McLaughlin (APL), Judith Wines (UHLS), Alexis Mokler (EGRN), Joanne Mulligan (GUIL), Meg Kelly (APL), Catherine Snow (EGRN), Melanie Sheldon (CAST), Sarah Kerr-Mace (MEND), Michelle Beutel(GUIL), Alison Williams (GUIL), Laurie Dreyer (TROY), Jill Kobayashi (RCSC)

[Minutes from December meeting](#)

OverDrive and Hoopla updates

-Some of the All-Access Romance collection titles swap out every quarter. If you use one of these books for a book club, email Judith to make sure that the book you want to use will be available when you want it. As long as it's checked out before it expires, patrons can borrow it for the standard time. Thanks to GPL for asking this question!

-All Project Gutenberg titles (29,000 titles!) are now available.

-Hoopla: Patrons love Hoopla. Last year we had 6000 new patrons sign up for Hoopla. 26,000 items in Hoopla went out once and 12,000 titles went out twice, showing that patrons are finding obscure titles and checking them out. This is good that we're providing access to these more obscure items, but some of these checkouts may be accidental (e.g. German audiobook checkouts). The top titles were only circulated 292 times in a year. ECAC will discuss if we want to remove certain foreign language titles to prevent accidental borrows. Adult content was 77% of overall spending.

-There are various levers to control costs: price point cap (e.g. items \$2.99 and under), borrow limits, or budget cap (this is not ideal because the budget cap is implemented on a daily basis and after the daily amount is spent no other borrows are allowed, leading to a bad patron experience). UHLS may request de-duping system-wide so that any items available in OverDrive won't be available in Hoopla.

Equity Challenge updates

13 libraries have submitted Equity Challenge actions. For some libraries the goal is to finish the challenge, other libraries are only aiming to do one or two actions.

Library Calendar updates

The UHLS board voted to fund Library Calendar installation costs for all libraries that don't already have it. Each library will pay an annual subscription fee. We are doing a branch model for all libraries that don't already have Library Calendar. When patrons visit the library's website, they'll only see that library's events, but they will be able to click and see other library's events. With almost all our libraries on the same calendar, we'll be able to pull these into one shared calendar on the UHLS website.

NYT stats

Every month we get stats from NYT. We're unable to track numbers on a member library basis, but we can see system-wide basis.

Books by Mail updates

2024: 42 items sent out

2025: 89 items sent out, probably due to APL promotion

-A couple libraries are doing this program in house using our mailers and images. We will send stats out to libraries on a quarterly basis, including ZIP codes of patrons and genres of items borrowed.

-MEND buys either large print or regular, not both, and they display their large print collection prominently, which may explain their boosted large print circs.

Inclusible Games and meeting with day-hab providers

APL: using them in all abilities groups and they've been going well. Diane has come in when they use new games.

EGRN: working behind the scenes on implementing it, may have it as a seasonal program.

GUIL: once a month, about 10 people. Some day-hab, some patrons. May include therapy dogs.

-6 libraries are up and running with this. If there's interest we could do another round of training for other libraries.

DA: desire to meet with day-hab providers to form stronger relationships: Wildwood, Living Resources, Community of Disability Services, county ARC, agency in Carmel

System-wide circ stats

Joe recently created reports to see [system-wide stats](#).

SRP

-World Map Project: participants draw and paint a map of the world. Intended for YA and adults.

- It can be done anywhere and is low-cost. [There is an instruction manual](#). This could be a passive program if they had a tutorial beforehand.

GUIL: Cherry Hill will come in for Red Week

APL: leaning into nostalgia factor, i.e. youth programs modified to be adult programs, walking around town

EGRN: opening day will have storytimes for multiple ages and a live band

Open forum

Adult Services Spotlight: Outreach with Jennifer Ogradowski

Importance of outreach:

- build relationships with community members and organizations
- amplify library offerings as well as information about partners (mutually beneficial)
- reach underserved and geographically remote areas of your community
- market your library (many people don't know what today's libraries offer besides books)
- put a face on the library—a personal connection makes a difference

Outreach can include:

- shelter visits

- mobile library
- visits to homebound seniors and senior centers
- delivery to new parents
- community festivals and events
- youth programming afterschool with local children's and family services organizations
- summer camps
- farmers markets
- food pantries
- summer food sites
- game days and activities with local agencies and businesses
- off-site reading and conversation groups (e.g. hospice book group, domestic violence assistance group)

-What to bring:

- library card applications
- library cards
- newsletters/brochures
- BookPages
- laptop and hotspot
- activity for kids
- table runner
- promotional materials for special events

-Working with community partners:

- building something together
- brainstorming together
- amplify messaging and services
- coordinated network of referrals

-Measurable outcomes:

- increased circulation
- increased program attendance
- program and service promotion and awareness
- invitations from organizations to participate in their events

-Lessons learned:

- It takes time to build community partnerships and relationships
- It takes trial and error to see what your community wants in terms of service and materials
- Know your audiences in advance to plan activities and select materials
- You never know until you try
- Don't be afraid to reach out

Open discussion of roles and what outreach is done

Potential consortium-wide resource guide project