

## Director's Report 06/19/24

### Website:

New Additions to the website! Shoutout to Emily.

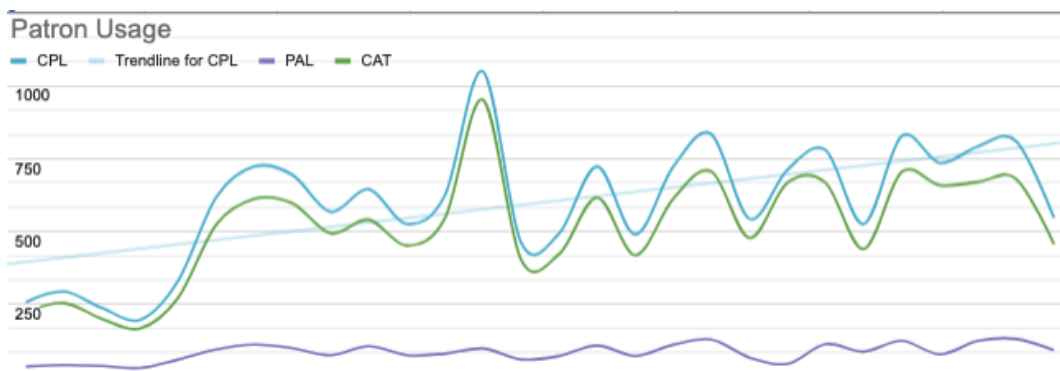
1. Catskill and Palenville Pages
2. Newsletter RSS Feed and sign-up
3. Digital Resources updated
4. Youth section update
5. Upcoming: Friends of Library / Community Partners page.

### Financial & Security:

- We are currently in the process of researching our migration to Quickbooks Online, and am exploring new pathways for payroll given that! (local payroll company, QBO payroll, Gusto, etc).
  - Aim is to improve employee experience by adding functionalities (like an employee portal) and modernizing a few processes.

### Collection Circulation & Usage:

- We are starting to pull out of a "Spring Slump," a noticeable drop in statistics each year post-Winter and pre-Summer Reading surge, yet a continued upswing of patronage is seen and a great trend as the progress of returning to pre-COVID levels continues.



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### Programs and Services:

- We are currently researching 'Homebound Delivery Services' to expand officially what we are already doing in bits and pieces. This could eventually include delivery services for those not able to make it to the library.
- We've all started studying and taking the "NYS Notary Exam," as we'll be expanding our "Office Services" to include that.

### Policies:

- Volunteer Program created and policy sent to committee. Also created a Counseling Memo for approval.

### Marketing, Promotion & Outreach:

- Our Sunday Farmers' Market & Monday Memorial Day participation was a total success and an absolute blast. See pictures attached.

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📍 1 Franklin St.  
Catskill, NY 12414

☎ (518) 943 - 4230

📄 (518) 943 - 1439

👉 [catskillpubliclibrary.org](https://catskillpubliclibrary.org)





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### Technology:

- New branded notices are coming soon, as CAT and PAL are participating as Beta Testers for LX Starter, 1 of 4 digital enhancements coming up from MHLS soon. Others include:
  - LX Promote (Data driven, integrated Marketing Platform)
  - Mobile Apps (Branded for both libraries, Android & Apple)
  - LX Insights (Demographics and Location targeting)