

Service Highlights

Jan.
2021



Southern Pines
Public Library

Growing Great Readers

Winter Reading Challenge 2020-2021



Patrons pick up their Pre-K Winter Book Bundle.

The second annual **Winter Reading Challenge** took place from December 18th to January 31st. Everyone who joined the challenge was invited to pick up a Swag Bag full of winter-themed treats. Participants who completed the challenge of reading six books get a prize for meeting their goal. In total, 48 participants read 149 books in just over six weeks.

Winter Book Bundles hit the scene as a fun way for patrons to discover new books. Using the SPPL Next Reads form on www.sppl.net, patrons filled out information about their reading preference, desired format (audiobook, ebook, print), and their age. After submitting the form, the patron was paired with a librarian who used NoveList Plus to find books that would be a good match. The patron received an email when the books were ready to check out. Each bundle came with a box of activities, crafts, and goodies.

Customer Service Training

Part of the Library's Strategic Plan involves improving customer service strategies to enhance patron experiences in the library. To this end, staff spent the month of January evaluating our customer service skills, determining our values, and brainstorming solutions to problems. Meeting weekly, staff participated in creative exercises and reflected on triumphs and struggles.

Administrative Assistant Samantha Lopicollo presented research she found on the efficacy of talking with a mask on, as that has been particularly challenging during the pandemic. Staff will gather to synthesize these ideas and come up with more plans to evaluate our customer service strategies in the future.

Community Quilt

Throughout the month of January, members of the Southern Pines Public Library community were invited to make a 7 inch by 9 inch quilt block by knitting or crocheting. Using machine-washable, medium-weight yarns of all colors,

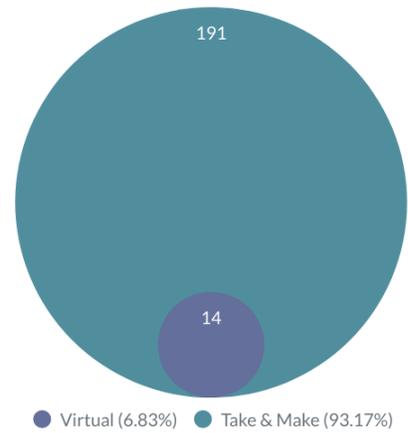


Southern Pines crafters made and donated over 50 of these blocks. These donations will be packaged and sent to **Warm Up America**, an organization that collects knitted and crocheted materials from crafters all around the country. The quilt blocks from SPPL will be assembled into a blanket by volunteers and distributed to those in need. Special thanks to all those who donated their time and resources to this project!

Library Usage Report

Program attendance in January included virtual programs and Take and Makes. In person programming was suspended for winter, as it takes place outside. Virtual programs included the adult bookclub and writers groups as well as children's storytimes. Take & Make bags continued to be a big hit for preschoolers, school age children, and teens.

Programs



Usage of materials

In January 2021, patrons checked out or accessed 13,779 Library resources as compared to 15,521 in January 2020. With COVID restrictions still in place, digital materials continue to make up a larger percentage of overall circulation.

eCirculation

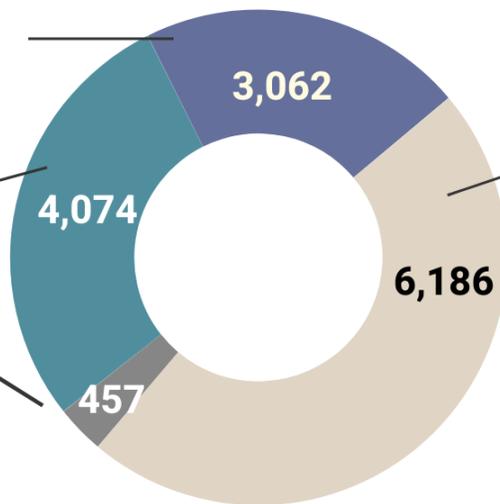
eBooks checked out by SPPL patrons, including through the North Carolina Digital Library consortium.

Electronic Resources

Includes all databases and reference resources.

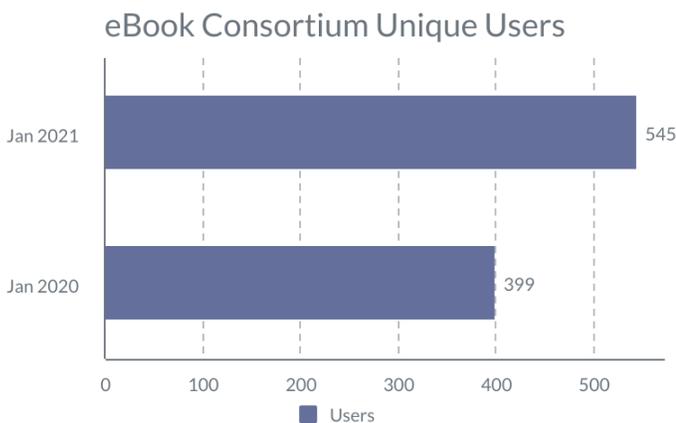
Non-Print Circulation

Includes DVDs and CDs.



Print Circulation

All of the Library's print materials, including fiction and nonfiction holdings in adult, young adult, juvenile, and large print collections.



Focus On: eBook Users

The Library subscribes to NCDL for adult eBook and eAudiobook circulation. Usage of this resource has grown in the past year, with 146 more cardholders using it in January 2021 than January 2020.

Library Attendance

Library attendance by month does vary throughout the year, with the summer months typically being the ones with the highest attendance. This January, 2,815 people were in the building. Another 45 people chose to pick up materials with Contactless Curbside.

