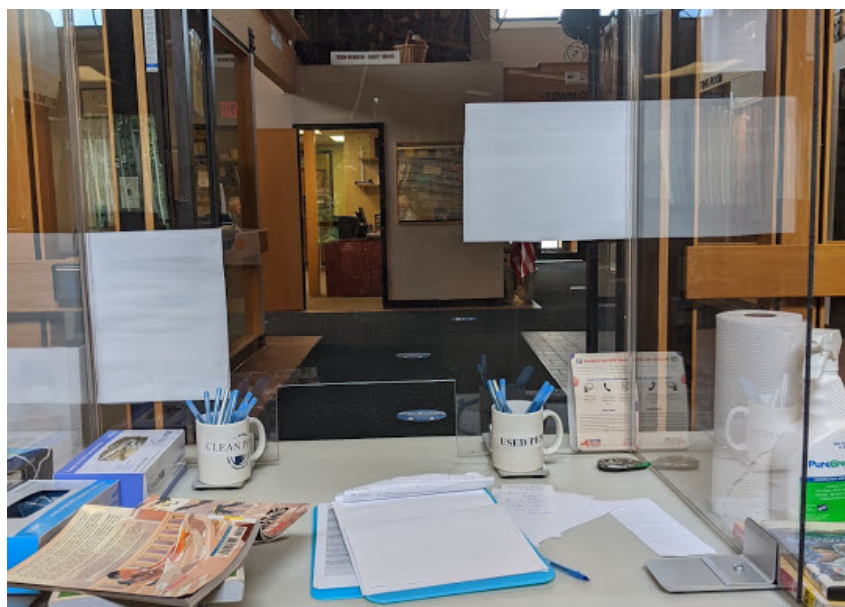


ONTARIO PUBLIC LIBRARY

Connecting community members and resources in a welcoming, inclusive environment fostering creativity and continuous learning

2020 Report to the Community



Behind the Welcome Desk 2020

COVID-19 made 2020 a year to remember

- Parking Lot Pickup
- Online Library Card Registration
- Expanded Digital Collections
- Library Picks-for-Me
- Online Monthly Book Clubs
- Weekly YouTube Story Times
- FaceBook Live Programs
- Take & Make Portable Projects

A MESSAGE FROM THE DIRECTOR

The year started off busy like any other when in March—like all of NY—OPL *paused*. Though the library remained closed to the public for longer, staff returned in June, prepared (from working from home) with different goals: *plans to safely manage and deliver valuable services to our residents*.

With guidance and approval from our Board of Trustees, our staff took on new tasks, new responsibilities, developed new skills, and exhibited new talents. What a year of change for all. We tried a lot of new ways to do old stuff. We learned a good deal.

With successes, we were grateful; we continued at times to tweaked efforts for improvements. With failures, we tried, tried, again. Many times we started over—from scratch. The results were measured in typical library ways: the volume of materials moved in and out, the number of virtual programs scheduled, the number attending remote meetings, views of story times and other social media communiques.

Ontario residents, you are a thankful community. We continued to be pleased serving our members. Success here was made from the work of many:

I thank my dedicated staff, my Trustees whose guidance was critical, the staff of the Pioneer Library System, Town Councilman, Jeremy Eaton, and Town Supervisor Robusto, all of whom helped support our services.

I believe Ontario library users are not only thankful for the truly dedicated library staff here, but also are deserving of my thanks. Thank you for your questions, concerns, patience, cooperation, requests, and participation. It has been my pleasure to have shared this year, here, serving with the staff of OPL.

--Sandra Hylan

BY THE NUMBERS 8,013 WEBSITE VISITS BY 3,385 VISITORS 157 PROGRAMS ATTENDED BY 2,645
15,011 VISITS TO THE LIBRARY 6,065 ITEMS ADDED TO THE COLLECTION 137 NEW LIBRARY CARDS
37,601 BOOKS BORROWED 9,624 DVDS, CDS, VIDEO GAMES+ 14,382 DIGITAL BOOKS ACCESSED

2020 BUDGET

INCOME

Local Public Funds	\$520,100
Fines & Fees	\$2,694
Donations	\$2,378
Grants	\$2,085
Interest	\$318

TOTAL INCOME \$527,575

EXPENSES

Personnel/Development	\$418,480
Computers/Equipment	\$3,252
Network / OWWL	\$16,845
Collection Materials	\$29,531
Programs & Classes	\$695
Supplies	\$4,118
Financial Expenses	\$1,800
Fund Balance	\$52,854

TOTAL EXPENSES \$527,575



Community Collaborations

Working with the Rochester Regional Health Mobile Mammography Center, OPL brought the Mobile Center to our Library Parking Lot twice in 2020 for free or low cost mammograms for Wayne County residents. With many medical facilities closed or operating only limited services, having a local safely-operated laboratory available was significant. We promoted the event on our website, Facebook, and with local press resulting in a story in the *Times of Wayne County*. Over 45 people were examined as a result of this collaboration.

Strategic Plan 2020-2023

Adopted in April the plan includes these goals:

- Improve the library facility to meet the needs and expectations of community members
- Secure appropriate funding to meet community needs and interests
- Bolster the library as a point of community pride
- Strengthen ongoing institutional success with planning and training for leadership and staff

Before year end:

- Library management including our Board began discussions with Town and Pioneer Library System officials to plan facility improvements. By applying for a NYS Library Construction Grant we seek improved library services with a central welcome, reference, and front desk operation, greater staff efficiencies in work, and compliance with American with Disabilities Act (ADA) requirements throughout the library.
- We adopted a new Marketing Communications Plan created with Causewave Community Partners and grant funding by Rochester Regional Library Council. We expanded use of social media for library promotion and response to public queries with positive public feedback.



Miss Anne, Youth Services Librarian