LIBRARY! AT BOWN CROSSING
The Library! at Bown Crossing’s grand opening day generated 1,923 customer visits, approximately 200 in the audience for the ribbon cutting, and created 83 new library cards. In the first week, staff gave tours to over 200 elementary school students, entertained 38 people during baby storytime, and 65 people in the Tiny Explorers program. Virtual Reality has been a hit with all ages and customers are signing up for 3D printing appointments, which will begin mid-June.

Many thanks to the staff from across the City who helped make this branch a reality for southeast Boise. During this month’s Library Board of Trustees meeting, Trustees will hear a final update on the project and learn about the “post-mortem” debrief process.

MAIN LIBRARY VISION PROJECT/CIVIC CENTER FOR EDUCATION AND CULTURE
The month of May included several more exploratory activities as we begin to piece together the reports for the exploratory phase. The performance center feasibility study work continued, and a report is due in July. The fundraising feasibility study included interviews of over 30 individuals to receive feedback and test feasibility of philanthropic efforts. That report is due at the end of June. ArchNexus and Godfrey Associates continues its work on space planning and building program development, which is also due in July. During the Trustee June meeting we will be discussing potential goals for the project.

SUMMERFEST BEGINS
June 1 marks the first day of the Library’s SummerFest. Activities include the revamped summer reading program for adults and children, STEAM (science, technology, engineering, arts, and mathematics) Camp for youth, programs centered on birds of prey, an author visit from award-winning cartoonist Stephan Pastis, a stargazing program, and of course the Library Comic Con pre-events.

LIBRARY STRATEGIC GOALS FOR FISCAL YEAR 2018
The Leadership Circle will begin discussing next year’s goals and objectives this month, with a goal to present to the Trustees a completed set for approval at the September Trustee meeting. Included in next year’s goals will be an updated Community Relations Plan for Trustee input and consideration.

SEMI-ANNUAL CUSTOMER SURVEY RESULTS
The Library’s semi-annual survey, conducted in April, generated over 1,000 responses from library customers. The survey was conducted for the same time period during the last week of April at all locations. Highlights include: 97 percent of respondents were pleased or extremely pleased with service from the staff; 94 percent were pleased or extremely pleased with the physical spaces; and 98 percent were pleased or extremely pleased with their overall experience. Hours of service continue to be an item that customers would like to see expanded. Well done, staff! Staff will review the results and highlight focus areas with the Trustees during the June meeting.
AMERICAN LIBRARY ASSOCIATION CONFERENCE
In June, I will be attending the American Library Association Annual Conference in Chicago, IL. I will be participating in a panel discussion regarding inexpensive library services for the Library Administration and Management Association.

ADMINISTRATION AND MANAGEMENT REPORTS:

MEDIA MATTERS
From a media standpoint, the Library has been doing quite well. The Library at Bown Crossing opening generated lengthy and positive stories by channels 6 and 7, and the Idaho Statesman; and also was mentioned in the Boise Weekly and the Idaho Business Review. We also saw coverage by Townsquare Media, which controls six area radio stations, including KIDO and KFXD. The Bown opening gave us the opportunity to make a good connection with Townsquare’s head of digital marketing, who promised increased coverage of Library events going forward.

Beyond Bown, we continue to have good, relevant stories that are attracting media coverage. A new art piece debuts at the Main Library on June 1, and already has generated a short story from channel 2. We also have news releases going out about our newly revamped summer reading challenge, as well as our annual STEAM camps, which take place across all five branches.

Social media continues to work well for the Library; we’re finding that we are not having to “boost” (or pay for) content to generate good numbers. Many of our Facebook posts receive several thousand views organically. Twitter has proved valuable for attracting media attention as well as for having one-on-one interactions with our customers, and resolving customer-service issues. We have put more resources into our Instagram and YouTube channels, and are exploring using Facebook Live for live-streaming events, such as author visits and Comic Con. In the past few weeks we also have launched a Pinterest channel and GoodReads profile, and staked our claim on Library profiles on the NextDoor platform.