

## **Public Services Annual Report 2019-2020**

### **Personnel Changes**

Matt Garrett started as the Night Circulation Supervisor in July 2019. Colette Cacciola filled the Afternoon Circulation Supervisor position in September 2019.

### **Library Social Media Engagement**

The library was active on its three main social media accounts – Facebook, Instagram, and Twitter. The library implemented a Social Media Plan, an engagement strategy designed to increase visibility and humanize the library. The plan recommended a strategic approach to messaging and building the audiences. To elevate the library's presence across social channels and encourage interaction, we published visually-engaging media featuring our services, collections, spaces, users, and events.

We've ensured consistent delivery by publishing regularly. This year provided many challenges due to COVID-19, but social media became a key platform to reach users regarding changes in services, hours, and operations.

Over the academic year, we saw a boost in new followers that energized our approach to social engagement. Due to our consistent activity, many users and campus partners mentioned the library in their posts throughout the year. As our plan centers around retaining current followers and attracting new ones with strategic, high-quality content and then interacting with our audience, we saw measurable growth across all channels. The duPont-Ball Library's social channels surpassed several peer libraries in both followers and engagement.

### **COVID-19 Changes**

The University moved all classes online starting March 18 and students were given the option of moving home or staying on campus. On March 21, dining services changed to take out only and students were asked to keep group gatherings to 10 people or fewer. Governor DeSantis issued a Stay-at-Home Executive order that took effect April 3. In response to these events, the library made changes to services and spaces.

**Research Services.** From March 21 through the end of the summer, Ask A Librarian Research Services did not offer face to face services. Users were instructed to initiate questions by email.

**Circulation Services.** Students who moved off campus in March began using the library's Books by Mail Service to request library items and have them shipped to an off-campus address. By April 3, the library added a service to make it easier for people to request items. Using the Place Hold feature OneSearch users request a book, DVD, score or other item in catalog. The library ships the items to a campus mailbox, home address, or users schedule an appointment to pick up items at the library's front porch. Pick up was limited to Mondays, Wednesdays, and Fridays from 1 pm to 5 pm. We also created a form for users to request laptops, cameras, tripods, tablets, and other equipment and schedule a pickup.

**Interlibrary Loan (ILL).** The state courier service stopped ILL shipments April 3. Many libraries across the state and the country were closed, making it difficult to fill ILL requests. We continued to receive ILL

items from libraries and borrowers scheduled front porch pickup appointments for those items with Circulation personnel.

**Library Building.** Library building hours changed on March 23 with the building closing at 8 pm rather than 2 am. Stetson community used ID cards to access the building. In response to the building closed to users on April 3. The 24/7 computer lab remained open.