

MCPL: From COVID to Recovery



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MCPL and COVID



- ✧ MD Governor Hogan declares a state of emergency on March 5, 2020 (renewed March 17, 2020)
- ✧ MCPL locations closed to the public March 16, 2020

MCPL Service Focus



- Person-to-person services
- eResource services
- Programs
- Physical materials services

Person-to-Person Service



- ❧ Responding to information needs
 - ❧ March 16 through June 28, 2020: *Ask A Librarian (AAL)* telephone and email service continued during closure: 4,100+ customer transactions logged
 - ❧ June 29, 2020: Branches re-opened bookdrops and resumed telephone service (in addition to AAL)
FY21 = nearly 244,000 customer transactions logged

- ❧ Information needs as diverse as the community
 - ❧ COVID testing centers; directory and specific search questions; “homework help” questions

Person-to-Person Service *(cont'd)*



☞ Digital Library card registrations

☞ Launched: March 19, 2020

☞ FY21: 33,780 cards issued

☞ Books@Home

☞ Launched: January 2018

☞ New FY21 registrants: 12

☞ Total customers using this service: 111



eResources Service



Added resources during closure:

- ❧ *Brainfuse* [March 2021]: Live online tutoring, homework help, test prep and writing assistance; live online coaching and resources for resume, interview prep and career planning; and benefits, career, and academic assistance support for Veterans
- ❧ *PressReader* [October 2020]: newspapers and magazines from more than 120 countries
- ❧ *Washington Post Online* [January 2021]: Unlimited digital access to [WashingtonPost.com](https://www.washingtonpost.com)

eResources Services *(cont'd)*



	FY19	FY20	FY21 <i>[year of COVID]</i>
Overdrive (checkouts)	1,029,777	1,175,880	1,738,068
Safari (views)	365,284	222,886	259,365
Kanopy (plays)	61,234	148,622	208,243
Udemy (lectures completed)	Not yet acquired	33,996	121,992
Hoopla (checkouts)	Not yet acquired	38,208	215,969
Washington Consumer Checkbook (logins)	1,761	1,938	3,577

Programs



- ☞ COVID “introduced” MCPL to virtual programming
- ☞ First virtual program was held March 19, 2020
(African-American Book Discussion Group)
- ☞ Virtual format opens an opportunity for individuals who may not otherwise attend a library program

Programs *(cont'd)*



Most popular program categories during FY21
[highest attendance across all age groups]

- ❧ Storytime (53,195)
- ❧ Health & Wellness (17,932)
- ❧ Lectures/Discussions *(e.g., author talks)* (10,974)
- ❧ Performance & Dance (5,534)
- ❧ Conversation Club (4,723)



Programs *(cont'd)*



Days/times *programs held* during COVID

	Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
9 AM		73	57	54	52	17	2
10 AM	43	23	16	58	107	37	61
11 AM		49	21	74	21	8	15
12 PM		11	3	47	5	4	8
1 PM	41	23	53	42	47	9	43
2 PM	9	72	104	45	64	30	23
3 PM	12	44	48	49	58	50	9
4 PM	6	47	103	143	125	67	19
5 PM	2	2	37	15	107	58	1
6 PM	1	13	172	27	100	1	
7 PM		71	61	90	117	32	4
8 PM				1	5	1	

Programs *(cont'd)*



Days/times of *attendance* during COVID

	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
9 AM	6,453	7,955	8,707	7,186	2,578	333	
10 AM	1,952	685	1,475	1,066	5,512	4,254	2,943
11 AM	1,001	380	1,104	904	371	970	
12 PM	111	12	750	34	124	411	
1 PM	851	1,123	2,062	1,801	468	515	339
2 PM	705	1,048	815	2,979	638	803	122
3 PM	6,026	1,129	6,318	1,097	806	413	109
4 PM	831	1,247	2,639	1,737	660	215	275
5 PM	36	455	67	1,778	2,677	70	59
6 PM	189	3,283	442	2,527	18		492
7 PM	688	826	1,514	1,682	630	258	
8 PM			14	92	29		

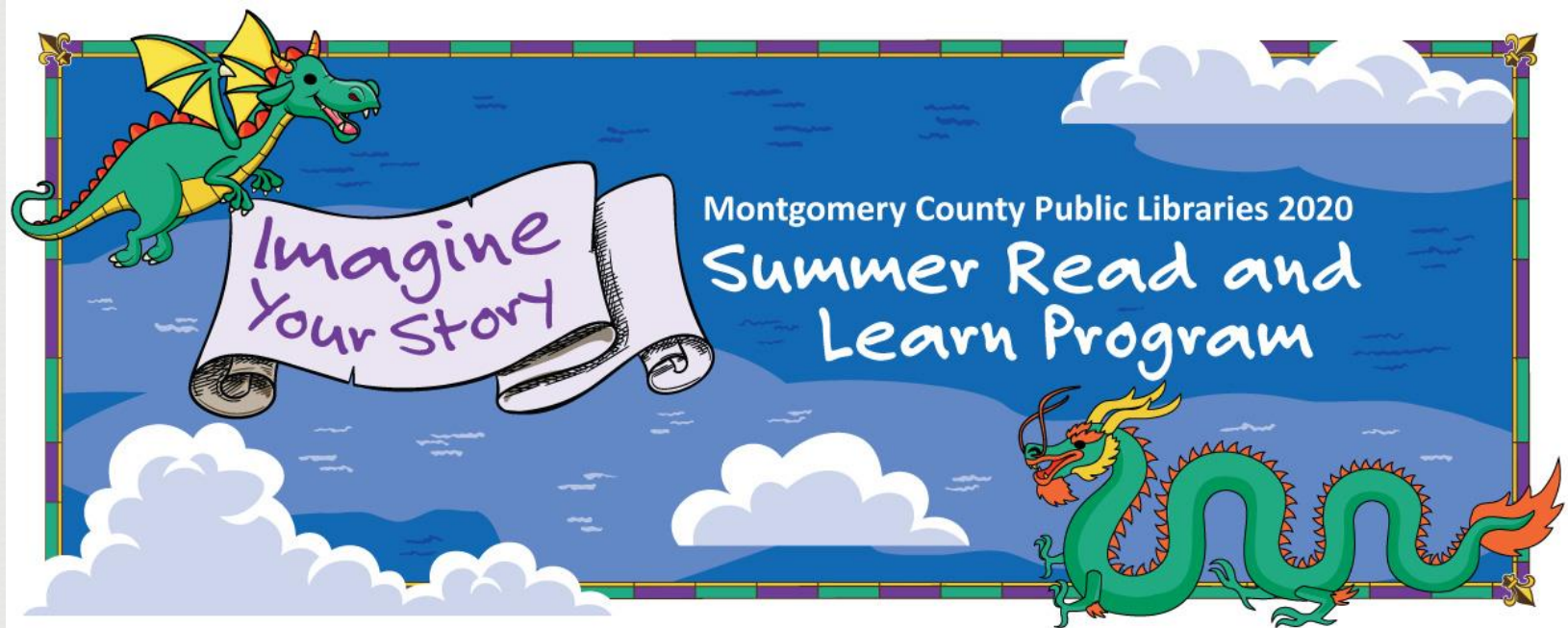
Programs *(cont'd)*



Scenes of Storytime



Programs *(cont'd)*



Programs *(cont'd)*



- ☞ On average, 58% of participants indicate behavioral and knowledge-based changes because of program involvement.
- ☞ In 2020, there were more newcomer registrants to the program (52%) (2019 had 44%; 2018 had 48%).

Physical Materials Services



- ❧ As of June 30, 2021, MCPL had nearly 2.2 million items in the physical inventory

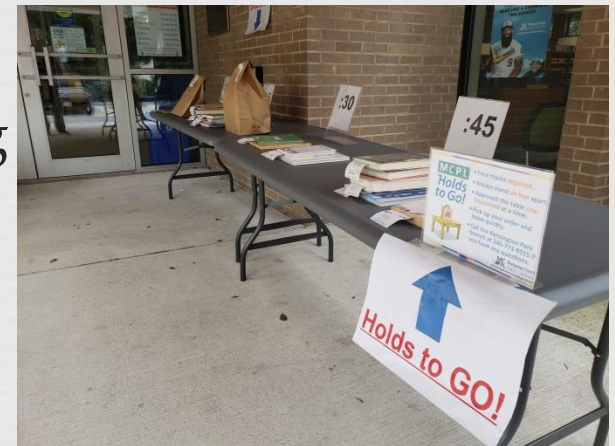
- ❧ Collection development continued during COVID
 - ❧ Approximately 168,000 volumes were added in FY21 (representing nearly 8% of total inventory)
 - ❧ Compare with FY20: 2.4 million items in inventory
Approximately 231,000 volumes were added in FY20 (representing nearly 10% of total inventory)

Physical Materials Services *(cont'd)*



Holdings To Go! (H2G)

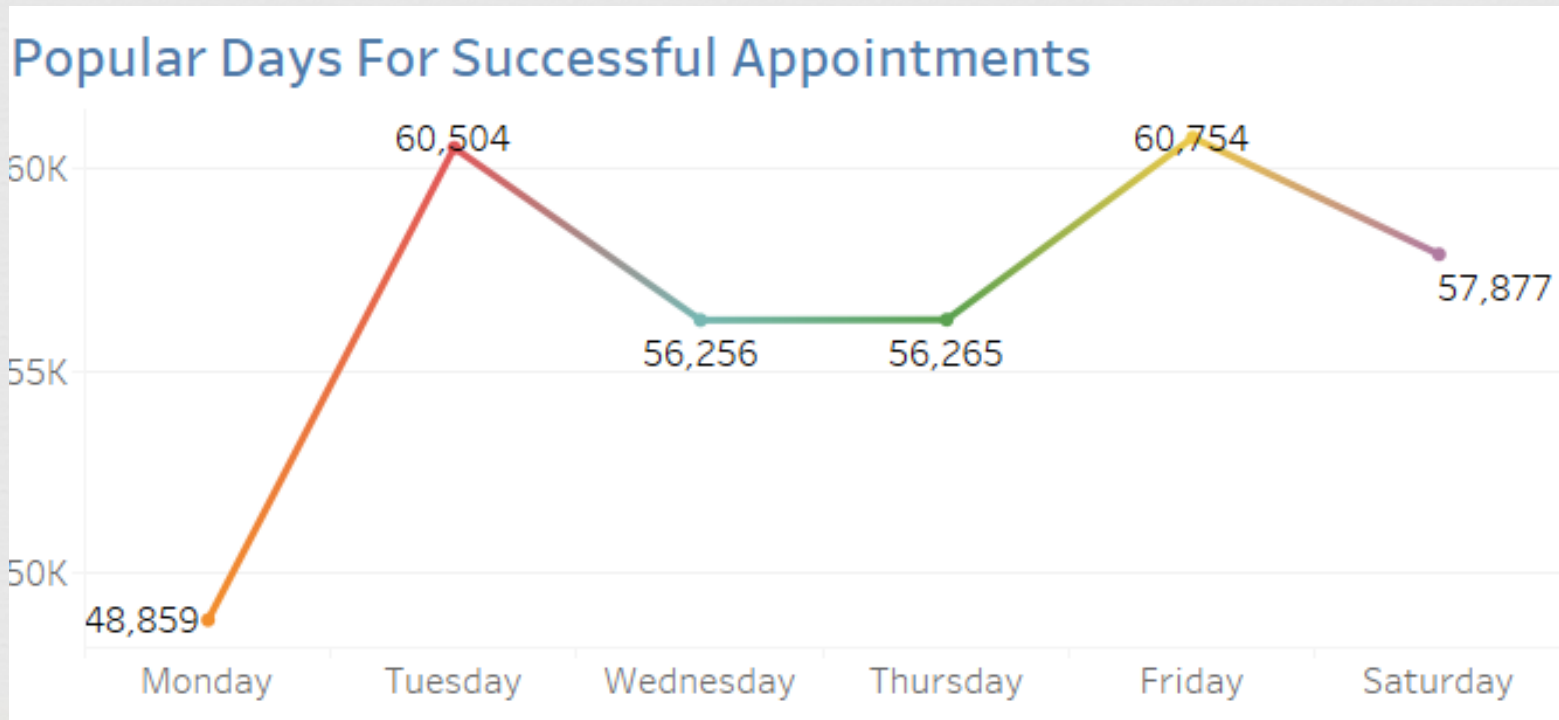
- ❧ Imperative to continue meeting community information needs and to maintain role in providing materials for recreational, educational and vocational use
- ❧ Staff committee initiated, investigated, and developed a “contactless” method for bringing resources to residents
- ❧ Began July 6, 2020; ended July 3, 2021



Physical Materials Services *(cont'd)*



377,158 customer appointments → 354,158 (94%) “successful”

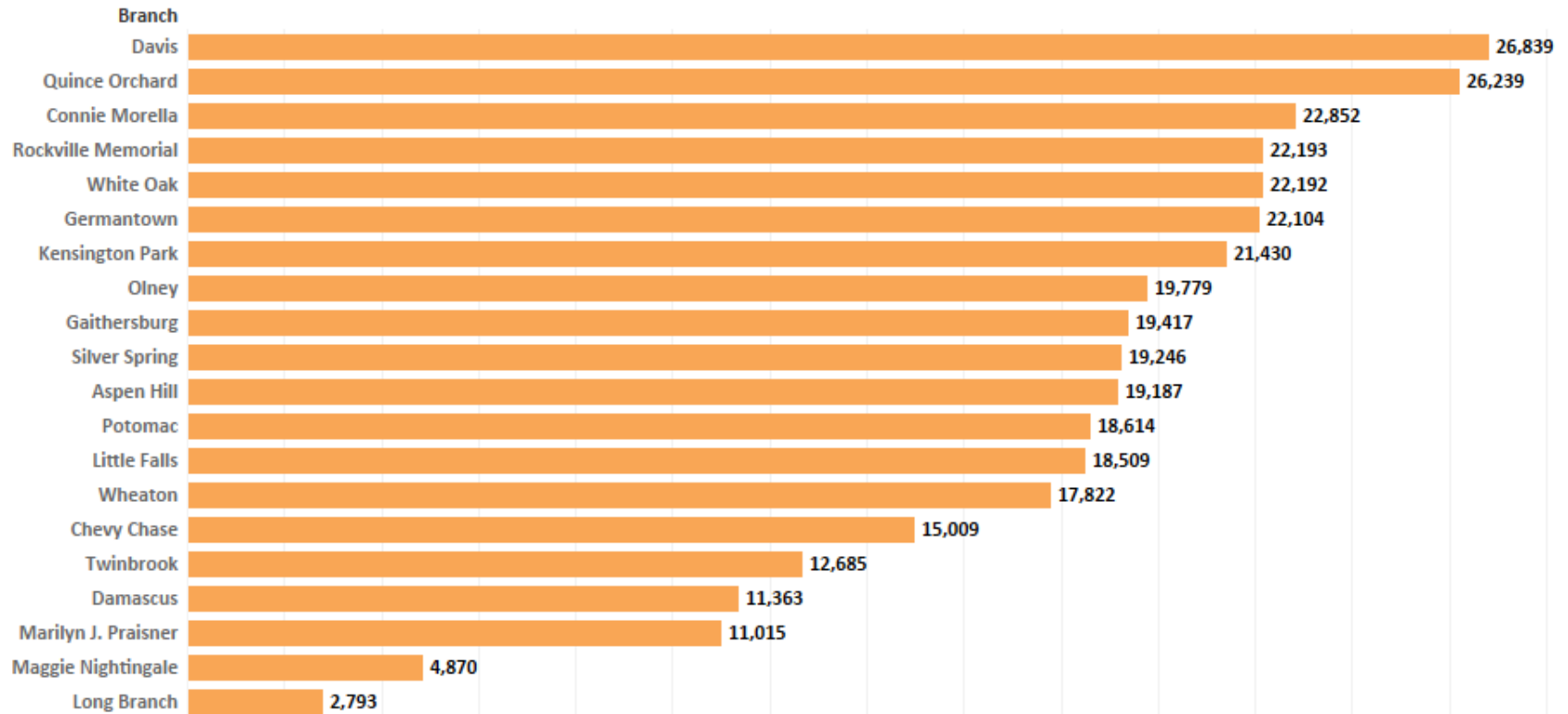


Physical Materials Services *(cont'd)*



H2G: number of appointments by branch

July 6, 2020 through July 3, 2021

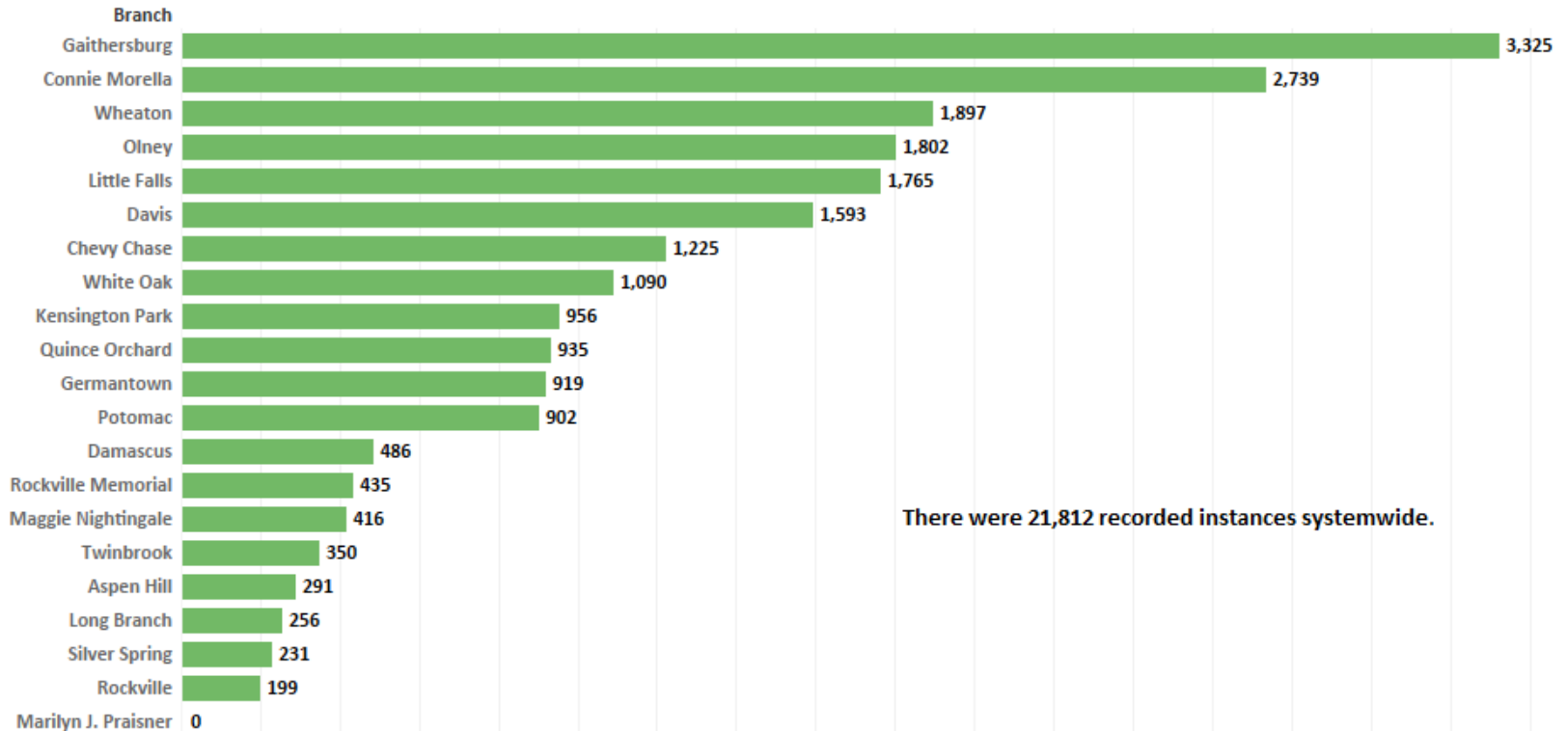


Physical Materials Services *(cont'd)*



Branch walkins during H2G period

July 6, 2020 through July 3, 2021



There were 21,812 recorded instances systemwide.

Physical Materials Services *(cont'd)*



What about circulation?

- ❧ H2G generated approximately 5.4 million checkouts/renewals
- ❧ What did customers read?
 - ❧ *Where the Crawdads Sing*
 - ❧ *The Dutch House*
 - ❧ *Educated: A Memoir*
 - ❧ *Becoming*
 - ❧ *Summer Supper*
 - ❧ *Edison: the Mystery of the Missing Mouse Treasure*
- ❧ Popular non-book items included Express DVDs and audiobooks



MCPL: Looking Ahead to COVID Recovery

- ❧ Consistent precautions + community awareness =
Customers will return to utilize onsite services and
resources
- ❧ Anticipated demand for access to physical collections;
helping students make up for lost ground; assistance with
workforce and business-related resources
- ❧ COVID heightened awareness of eResources; anticipated
increased checkout and renewals numbers for physical
collection
- ❧ COVID opened new venue for programming

Thank you!

