

TRUSTEES OF THE PUBLIC LIBRARY OF THE CITY OF BOSTON

Meeting of the Trustees as a Corporation and Administrative Agency

Thursday, January 30, 2020 at 3:00 p.m.

Commonwealth Salon, Central Library

700 Boylston Street, Boston, MA 02116

AGENDA

I. Chair's Call to Order and Report

Robert Gallery, Chair

A. Roll Call of Trustees

B. Welcome Remarks

C. Review and Approval of Minutes for the Trustees Meeting held on November 19, 2019

II. President's Report

David Leonard, President

A. Update on FY21 Budget Submission

Ellen Donaghey, Chief Financial Officer

B. Presentation of Library Usage

Michael Colford, Director of Library Services

Laura Irmscher, Chief of Collections

Lisa Pollack, Chief of Communications

III. Trustees Finance and Audit Committee

Evelyn Arana-Ortiz, Committee Chair

A. Vote for new Asset Allocation manager

VOTED: "that, the Trustees of the Public Library of the City of Boston vote to move 8% of the endowment to Impax Asset Management."

IV. New Business

A. Introduction of the BPL Boston Marathon Team

V. Public Comment

VI. Adjournment

2019-2020 Trustee Meeting Schedule

- Thursday, January 30, 2020, 3:00 p.m., Central Library
- Thursday, March 26, 2020, 4:00 p.m., West Roxbury Branch
- Tuesday, May 12, 2020, 8:30 a.m., Annual Meeting, Central Library

****All meetings are subject to change***

Trustees of the Public Library of the City of Boston

Robert E. Gallery, Chair; Evelyn Arana-Ortiz, Vice Chair,
Zamawa Arenas, Jabari Asim, Ben Bradlee, Cheryl Cronin, Priscilla Douglas,
Linda Dorcena Forry, John Hailer, Jeff Hawkins, Representative Chynah Tyler
President, David Leonard
Clerk of the Board, Pamela R. Carver

This is an open meeting. The public is welcome to attend.

For information check www.bpl.org

TRUSTEES OF THE PUBLIC LIBRARY OF THE CITY OF BOSTON

Meeting of the Trustees as a Corporation and Administrative Agency

Thursday, November 19, 2019 at 8:30 a.m.
Central Library of the Boston Public Library
700 Boylston Street, Boston, MA 02116

MINUTES

A Meeting of the Trustees of the Public Library of the City of Boston as a Corporation and Administrative Agency was held at the Central Library, on Thursday, November 19, 2019 at 8:30 a.m.

Present at the meeting: Vice Chair, Evelyn Arana-Ortiz and Trustees: Jabari Asim, Ben Bradlee, Cheryl Cronin, Priscilla Douglas, Linda Dorcena Forry, John Hailer, Jeff Hawkins, and Representative Chynah Tyler. Chair, Robert Gallery was not present due to illness. Also present were: David Leonard, President, Pamela Carver, Clerk of the Board, along with BPL staff and members of the public.

Vice Chair Evelyn Arana-Ortiz called the meeting to order at 8:30 a.m. and addressed the order of business, noting Mr. Gallery extended his apologies for having to miss the meeting due to contracting the flu. She thanked the Trustees for their presence and welcomed everyone. Roll call was taken and determined there was a quorum. She called for a motion to approve the minutes of the October 3, 2019 meeting. With no edits or comments, a motion was duly made and seconded. The Trustees voted in favor to approve the minutes of the meeting on October 3, 2019.

Mr. Leonard gave the President's report and updates. He highlighted the BPL held its first ever all staff meeting with over 429 employees in attendance. The purpose was for staff development in the areas of customer service and customer engagement, and work on the roadmap to give a sense of direction heading into the New Year. All full-time and half-time employees that are represented by the unions attended at the Central Library. Mayor Walsh joined the meeting for a robust questions and answers session as well. It was a great success and the feedback has been extremely positive. The meeting was followed by an Employee Appreciation Dinner that evening where staff who have gone above and beyond were recognized along with those with twenty five and fifty years of service.

Mr. Leonard stated this continues to be one of the busiest times of the year with a large number of programs and events which were well attended. He next discussed the current mission statement of the Library along with draft priorities. The Trustees had a substantial conversation discussing whether it is more appropriate to amend the mission statement or determine if there is a need for a branding statement. There was no vote needed for approval at this time but an update is expected at a later time during the year and formal approvals of any changes as necessary.

Next Mr. Leonard turned to the draft organizational priorities which will enable the crafting of a detailed roadmap of initiatives going forward. He envisioned a process akin to strategic planning with input from staff, trustees, and some community members. He went on to discuss each of the seven priorities; enhancing public profile and funding, systemwide improvements to the facilities, enhancing collections management, increasing programming and outreach (with emphasis on youth services), updating innovation/technology, improving staff and organizational culture and preparing for the unexpected. These priorities combined with engaging division, and department leaders, and staff over the coming year will then lead to a public engagement process to move us forward.

Ms. Alison Ford gave an update on each of the ongoing active capital projects. The Trustees discussed the possibility of mixed use buildings. Ms. Ford also reviewed the smaller projects that included minor improvements or refreshes.

Next, Ms. Donaghey reviewed the gift shop concept. She noted that one of the most frequent questions we receive is if we have a gift shop. Both restaurant spaces have been refreshed and now was a good time to pilot the gift shop concept. She explained there will be thirty items for sale as a trial period. Trying to be sensitive to various socio-economic backgrounds. She showed some examples of the products (notecards, mugs, teddy bears, t-shirts, and Moscow Mules to name a few) and in addition they hope to sell more high end prints and items online. She noted she looked to other public libraries for suggestions when developing what would be appropriate keeping quality in mind.

Mr. Eamon Shelton introduced the new Senior Manager of Facilities, Julio Gonzalez. Mr. Gonzalez gave a brief background on himself and expressed how pleased he was to join the BPL team.

That concluded the President's report and Ms. Arana-Ortiz was invited to give the report on the Finance and Audit Committee.

Ms. Arana-Ortiz explained that the committee met with NEPC and did a brief review of the BPL's portfolio balance, which is currently at \$63 million dollars. She explained that the committee determined to explore a more socially conscious policy in our investments and will be interviewing an active asset manager, Impax Asset Management. This firm is based out of London and are leaders in social impactful investments with an emphasis on environmental products. They have performed well over the last ten years. The committee will interview them at the next meeting in January and bring their recommendation to the full board accordingly.

Ms. Arana-Ortiz moved onto New Business for which there was none. She then asked if there was any Public Comment.

Elissa Cadilic, President of AFSCME spoke in regards to the President's proposed roadmap. She hoped that employees' input will be valued and appreciated. She also stated that the gift shop should not be outsourced to the restaurant spaces of The Catered Affair but rather should be staffed with BPL employees.

A patron stood who did not give their name, asked if there was a way to access the Boston Globe and Herald online via a BPL subscription. Ms. Irmscher explained that it is a copyright issue. Libraries are not able to purchase online access at this time. She noted we have printed copies available to the public but only an individual is able to purchase an online subscription.

Ms. Arana-Ortiz thanked everyone for attending. With no further comments, the meeting was adjourned at 9:43 a.m.

Respectfully submitted,



Pamela Carver
Clerk of the Board of Trustees

Category	FY2020	FY2021	Change	% Change	Description
Permanent Employees	26,928,871	28,014,344	1,085,473	4%	Salary increases
Overtime	325,000	344,500	19,500	6%	adjust due to CBA
Other Salary Costs	177,960	177,960	0	0	T-Passes, unemployment, workers comp
Telecomm/Utilities	3,826,746	4,395,545	568,799	15%	OMB utility estimate
Repairs/Maintenance Buildings	2,537,150	2,537,150	0	0%	HVAC, elevator, fire alarms, etc
Repairs/Service Equipment	224,100	224,100	0	0%	annual IT contracts
Contracted Services	2,421,588	2,480,588	59,000	2.44%	G4S wage increase
Misc Supplies/Materials	3,325,008	3,325,008	0	0%	collections budget
Other Costs	733,479	769,678	36,199	4.94%	Financing of lease purchae
Equipment	35,000	47,000	12,000	34%	replacement of equipment
Total	40,534,902	42,315,873	1,780,971	4.4%	

DRAFT – for discussion purposes

BPL'S DATA

What we collect and how we use it

FREE-TO-ALL

BPL COLLECTIONS



BPL COLLECTIONS

Over 21 million items

Circulating – 1,883,630 items

Central & Branch Libraries

Downloadable & Streaming Media

Research – 16,300,000 items

Books & Periodicals

Newspapers

Microforms

Government Documents

Special – 3,435,000 items

Rare Books & Manuscripts

Archives

Maps & Atlases

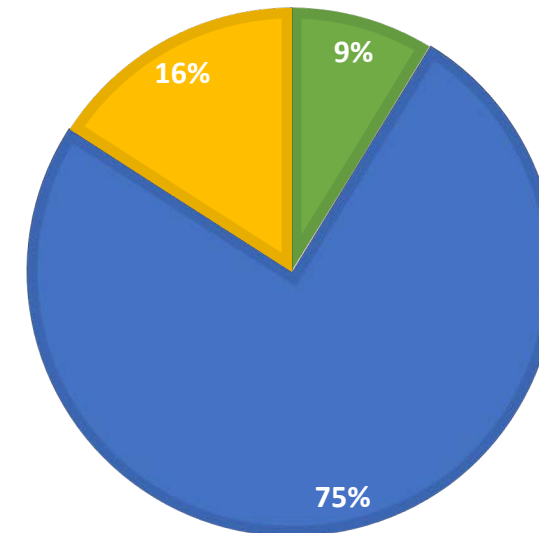
Architectural Drawings

Prints, Drawings, Watercolors

Photographs

BPL COLLECTIONS

■ Circulating ■ Research ■ Special



HOW PEOPLE USE COLLECTIONS

➔ Check Out and Leave (Circulating Collections)

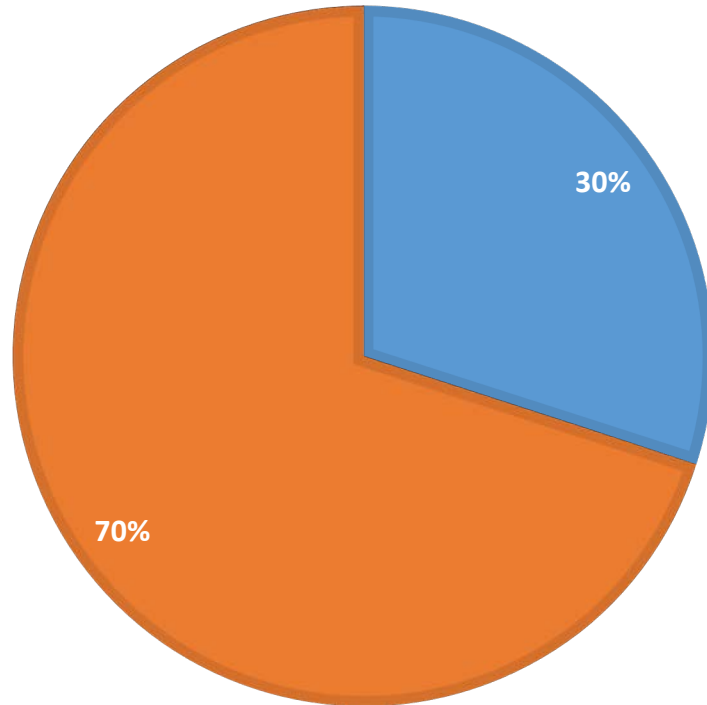
➔ Use In Library

➔ Use Online

LOCATIONS

2019 CIRCULATION

■ Central Library ■ All Branches

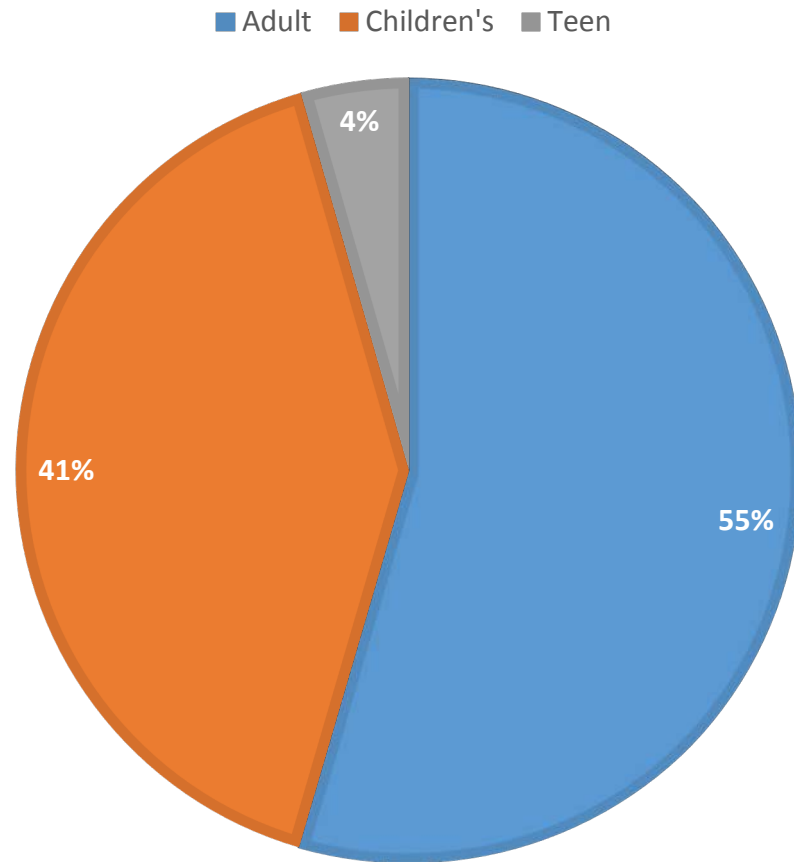


Top 5 Circulating Branches

- ➔ 1. Jamaica Plain
- ➔ 2. West Roxbury
- ➔ 3. East Boston
- ➔ 4. Brighton
- ➔ 5. South Boston

AGE LEVEL

2019 CIRCULATION



Top Branches - Adult

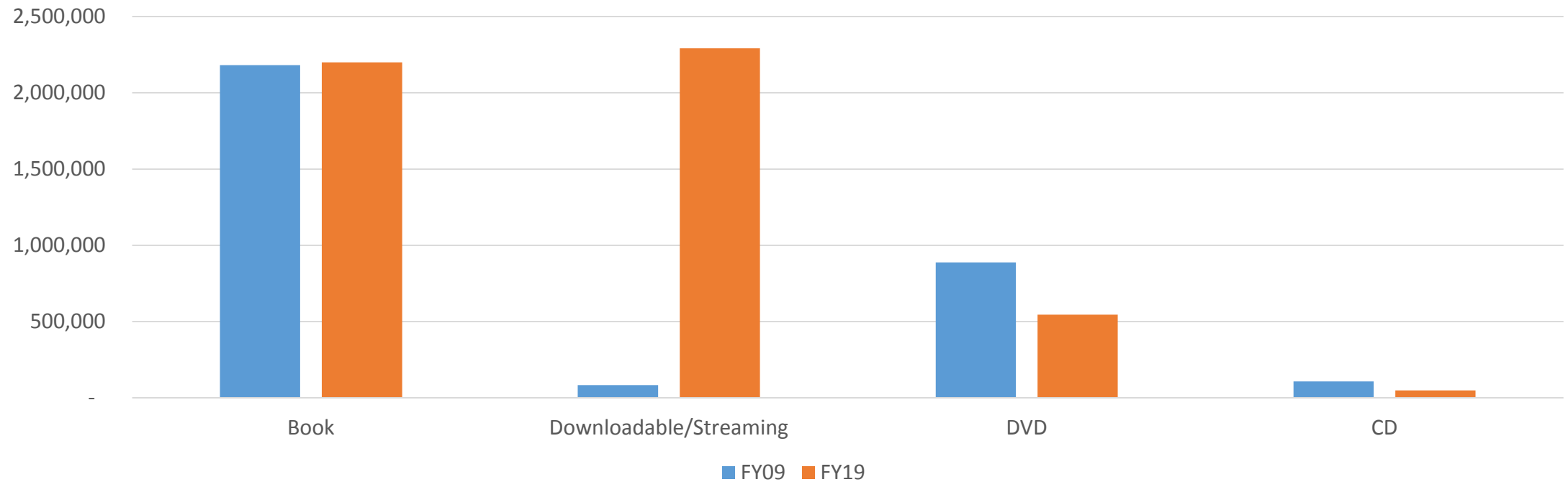
- ➔ 1. Jamaica Plain
- ➔ 2. West End
- ➔ 3. West Roxbury
- ➔ 4. East Boston
- ➔ 5. South Boston

Top Branches - Children

- ➔ 1. Jamaica Plain
- ➔ 2. West Roxbury
- ➔ 3. East Boston
- ➔ 4. Brighton
- ➔ 5. Hyde Park

CIRCULATION TRENDS

Circulation Changes in the Last 10 Years



TYPES OF A BOOK

- ➔ Printed book
- ➔ Large Print
- ➔ Audio CD
- ➔ Spanish
- ➔ Download Audio
- ➔ Ebook

531 copies checked out
9,763 times by BPL users



COLLECTIONS ON THE MOVE



HOW PEOPLE USE COLLECTIONS

- ➔ Check Out and Leave (Circulating Collections)
- ➔ **Use In Library (Research & Special Collections)**
- ➔ Use Online

RESEARCH & SPECIAL

- ➔ Research Collection
 - *Central Library & Offsite Storage*
- ➔ Leventhal Map & Education Center
- ➔ Special Collections
 - *Currently Closed*

About 25,000 items used in 2019

- ➔ Online Resources available In Library only


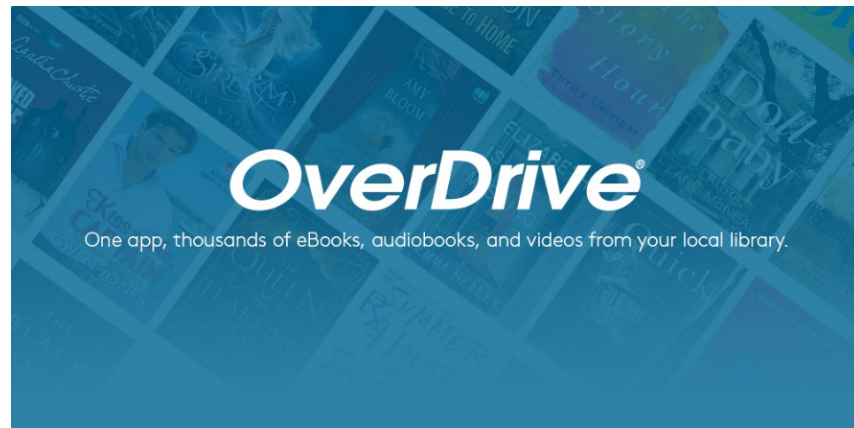
ancestry library edition



HOW PEOPLE USE COLLECTIONS

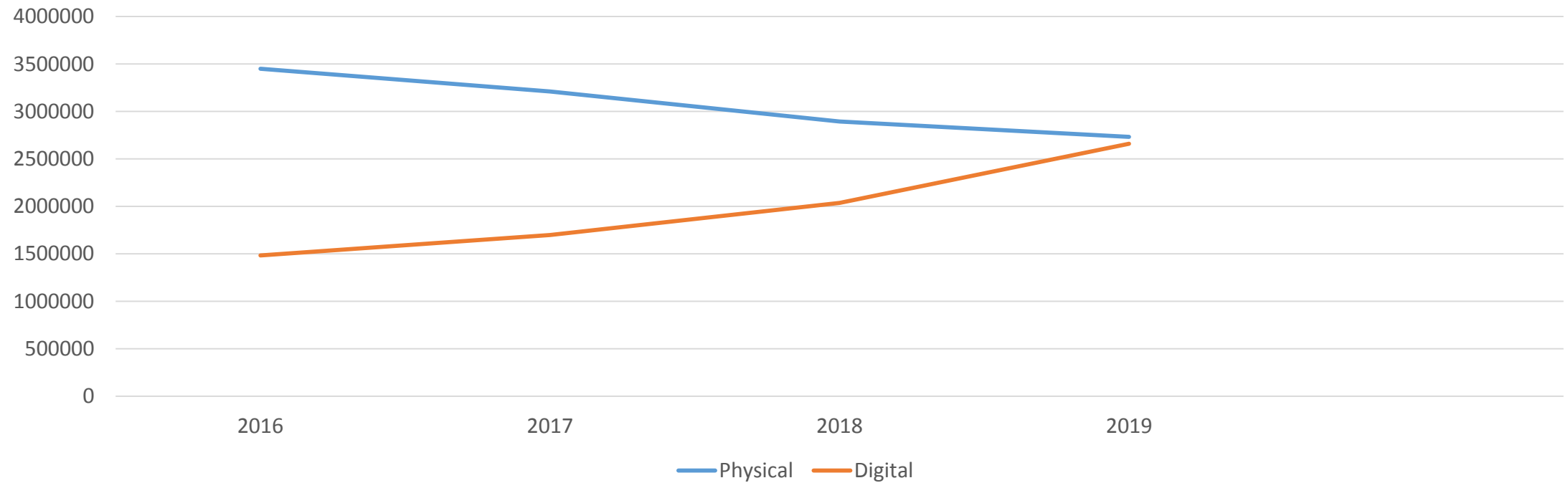
- ➔ Check Out and Leave (Circulating Collections)
- ➔ Use In Library (Research & Special Collections)
- ➔ **Use Online (Circulating, Research, & Special Collections)**

STREAM & DOWNLOAD

The logo for Hoopla, featuring the word "hoopla" in a bold, blue, lowercase sans-serif font with a registered trademark symbol.The logo for Kanopy, featuring the word "kanopy" in a white, lowercase serif font on a black rectangular background. Below the text is a horizontal bar with four colored segments: red, orange, yellow, and black.

DIGITAL GROWTH

Physical vs. Digital Circulation



ONLINE RESOURCES

- Art and Architecture
- Biography and Genealogy
- Business
- Education
- Government and Law
- Health
- History and Political Science
- Hobbies and Leisure
- Literature, Books, and Reading
- Music
- Philosophy and Religion
- Psychology and Sociology
- Reference
- Science
- Sports
- Statistics
- Theatre, Dance, and Film

130+
Resources



THE HISTORYMAKERS.



Job & Career Accelerator

The New York Times



The Making of Modern Law: American Civil Liberties Union Papers



DIGITAL COMMONWEALTH



➔ digitalcommonwealth.org

➔ Digital library of historic materials and special collections from BPL and libraries, museums, and archives across Massachusetts.

➔ Includes photographs, maps, illustrations, paintings, manuscripts, sound recordings, video recordings, prints, posters, sheet music, correspondence, documents, etc.

DIGITAL COMMONWEALTH

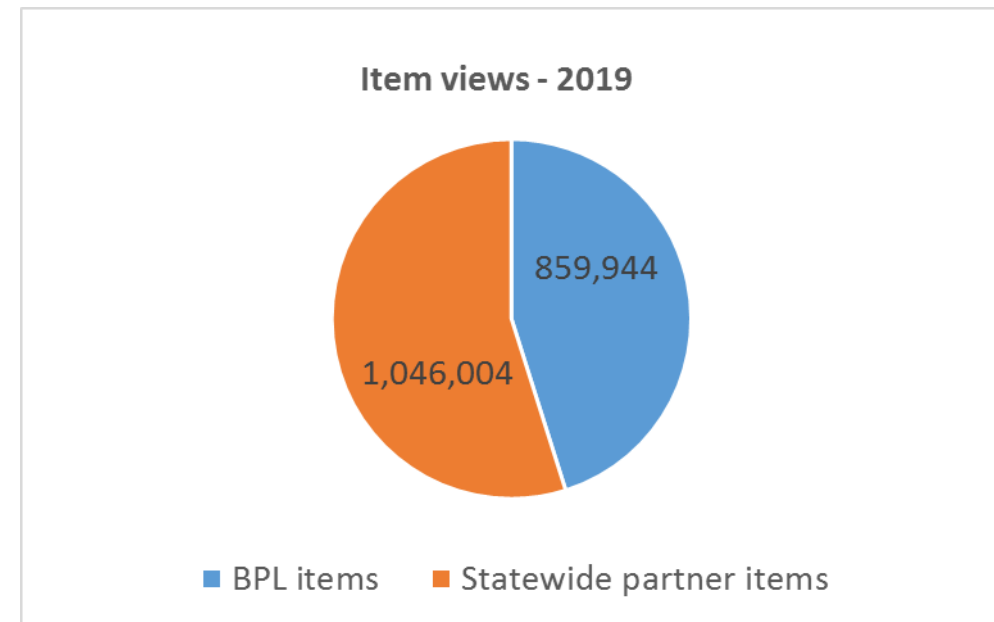
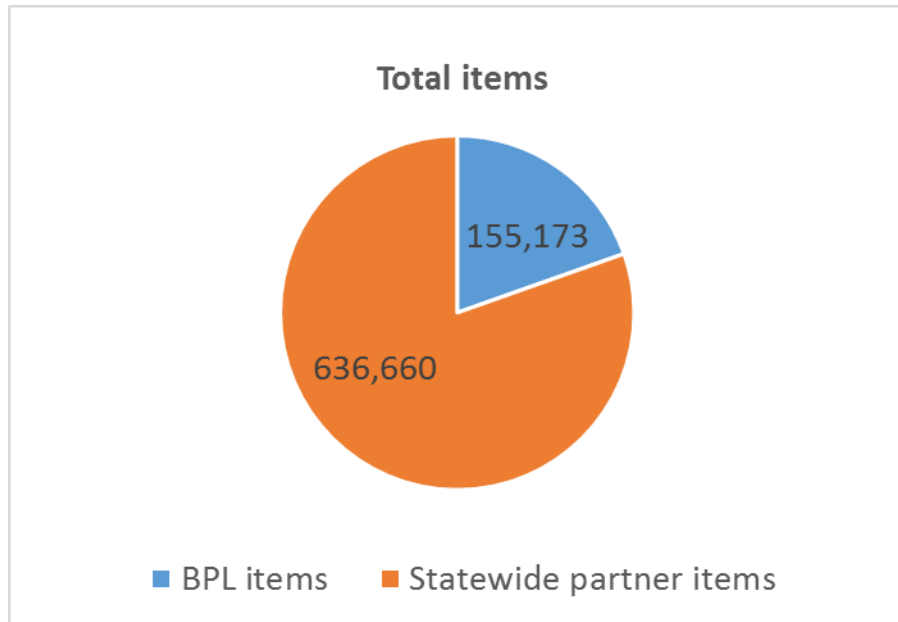
Collections Overview

- ➔ Over 790,000 items
- ➔ Over 1,500 collections
- ➔ 379 contributing organizations
- ➔ 30 TB of digital content



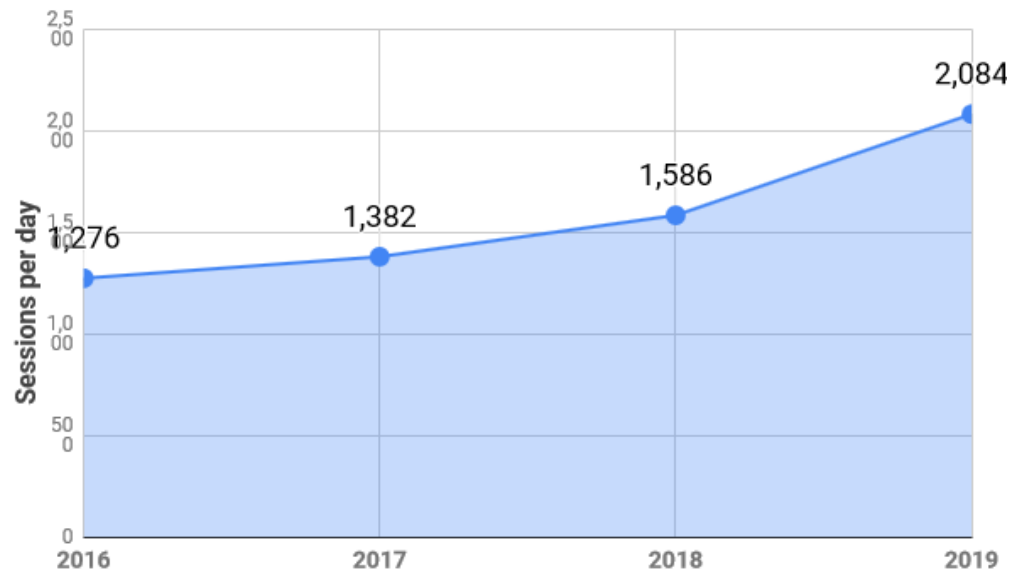
BPL'S CONTRIBUTION

Collections in Digital Commonwealth

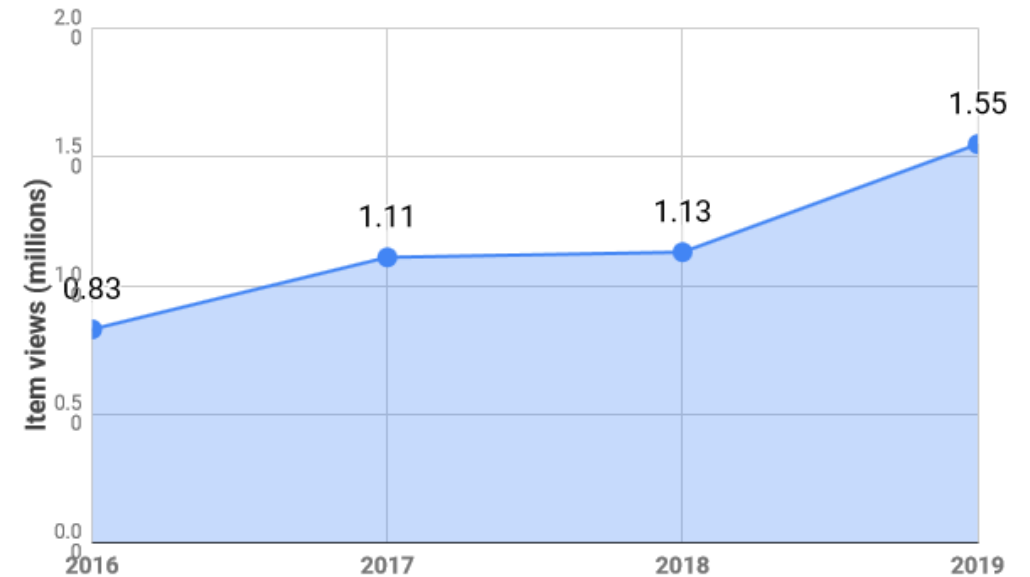


USAGE STATISTICS

Sessions per Day



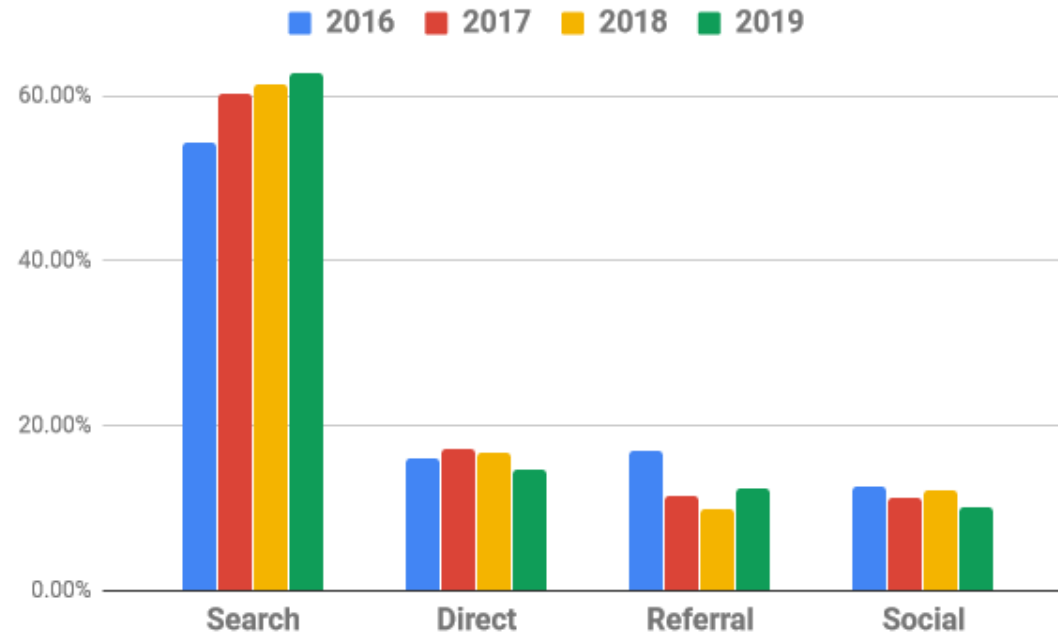
Item views



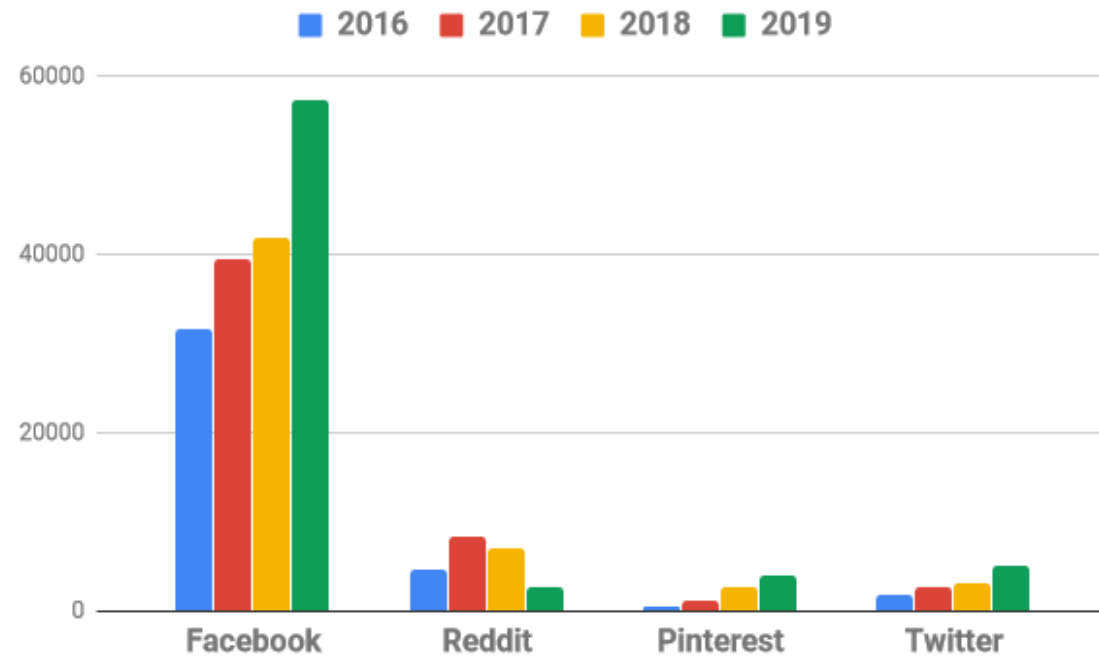


WEB SERVICES OVERVIEW

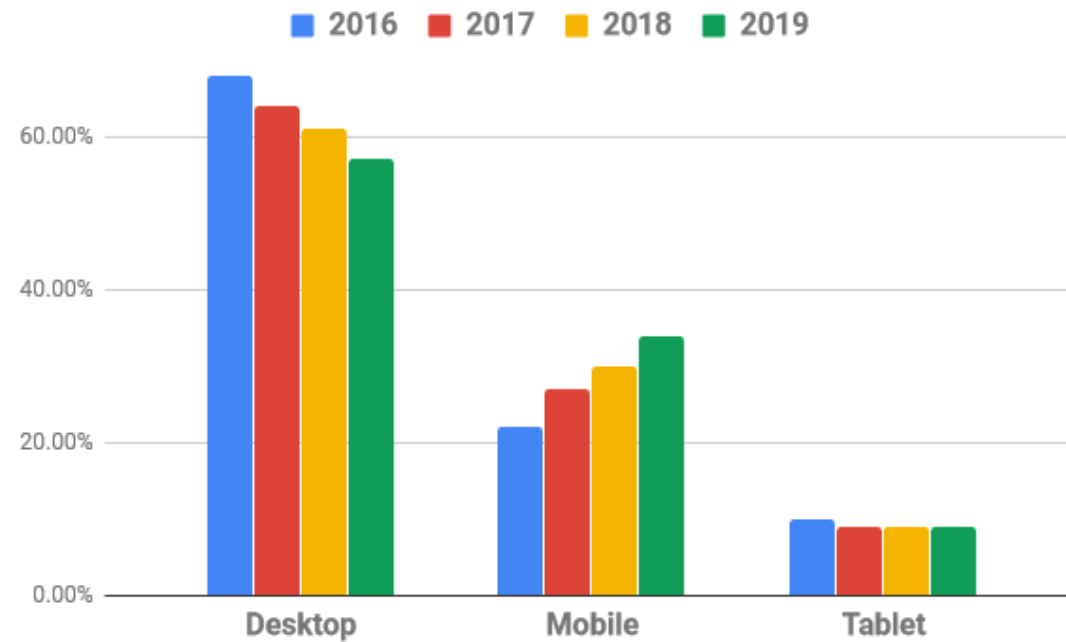
TRAFFIC SOURCES



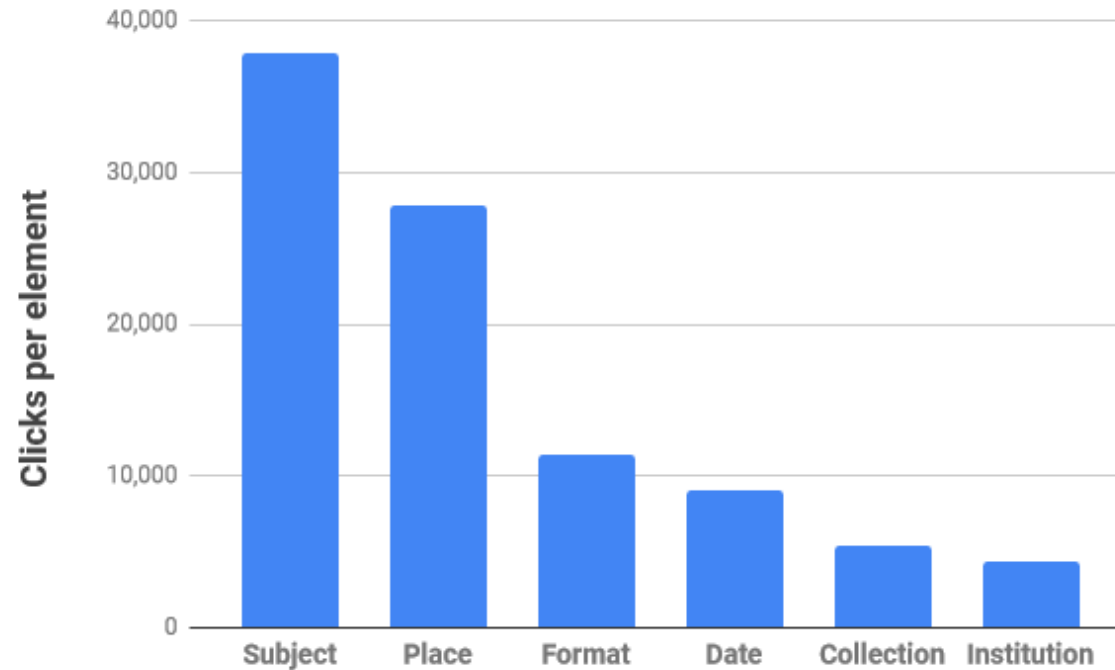
SOCIAL MEDIA TRAFFIC



USER TECHNOLOGY



CLICKED DESCRIPTIVE ELEMENTS



FREE-TO-ALL

LIBRARY SERVICES

Reach – How People are Using the Library

REACH

Reach is a measurement that we report each quarter to the city detailing how visitors are using the library. Reach is made up of 5 key measurements:

- *Programs (Number of programs & Attendance)*
- *Visits*
- *Circulation*
- *Computer Use*
- *Wireless Sessions**

* added in FY2017

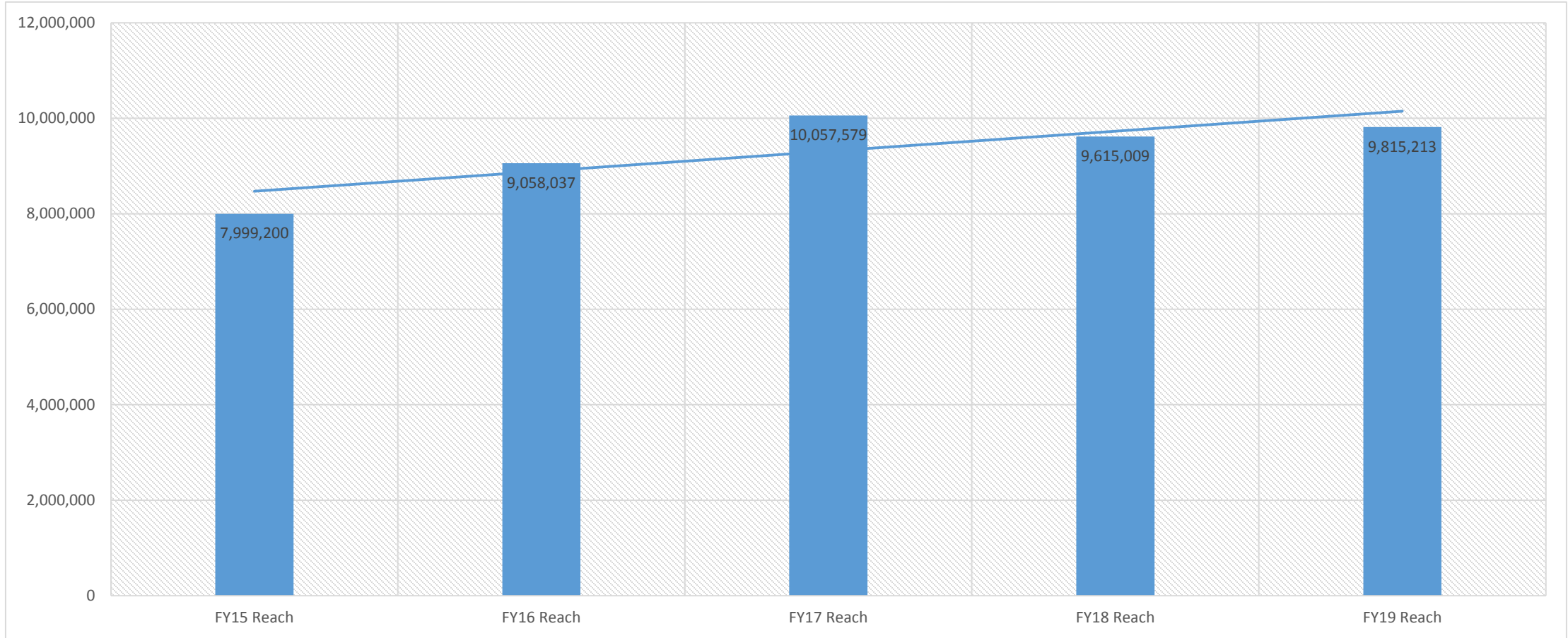
REACH

5-Year Comparison

	FY15 Reach	FY16 Reach	FY17 Reach	FY18 Reach	FY19 Reach
Adams St.	160,566	198,019	184,482	154,852	135,879
Brighton	208,578	241,499	229,060	212,752	197,691
Charlestown	156,201	174,322	186,167	163,833	185,621
Chinatown	0	0	0	35,680	106,454
Codman Sq.	181,170	204,733	174,487	150,994	160,722
Copley	2,372,391	2,751,637	3,681,269	3,409,825	3,205,272
Connolly	159,676	295,430	279,307	197,649	176,130
Dudley	223,038	240,835	204,079	68,785	357
East Boston	381,223	447,362	398,299	356,348	335,314
Egleston	107,781	133,938	123,437	123,137	99,612
Faneuil	234,117	168,802	166,707	155,971	155,368
Fields Corner	184,939	205,611	195,797	168,579	146,215
Grove Hall	195,814	211,648	186,775	174,302	187,003
Honan-Allston	145,731	168,249	173,659	160,475	155,236
Hyde Park	206,886	222,380	241,594	193,511	198,148
Jamaica Plain	265,429	23,659	48,441	362,932	363,541
Lower Mills	144,724	148,616	128,072	121,013	97,230
Mattapan	208,459	233,688	251,989	205,743	199,788
North End	168,731	215,540	197,492	183,553	176,385
Parker Hill	90,569	109,361	102,349	2,985	78,049
Roslindale	193,779	255,616	255,406	225,268	212,094
South Boston	183,183	216,386	204,399	187,987	203,477
South End	197,808	225,131	206,597	191,694	178,360
Uphams Corner	74,961	84,424	82,208	61,485	68,399
West End	261,136	277,367	275,404	249,377	241,504
West Roxbury	248,922	288,462	277,478	250,966	259,016
Digital Downloads	1,043,393	1,315,324	1,602,625	1,845,313	2,292,348
Total	7,999,200	9,058,037	10,057,579	9,615,009	9,815,213

REACH

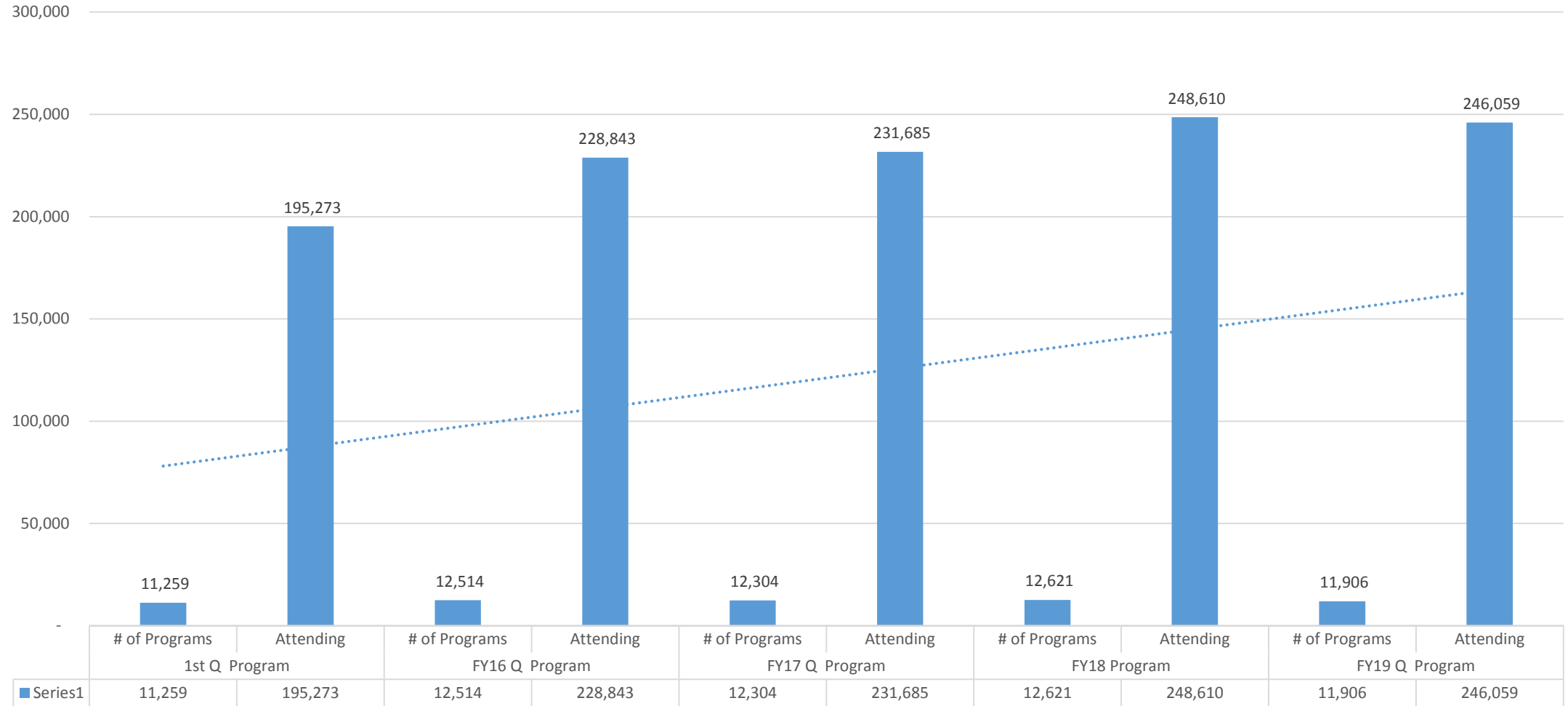
5-Year Comparison



**Note – dip in FY18/19 corresponds with Dudley closure*

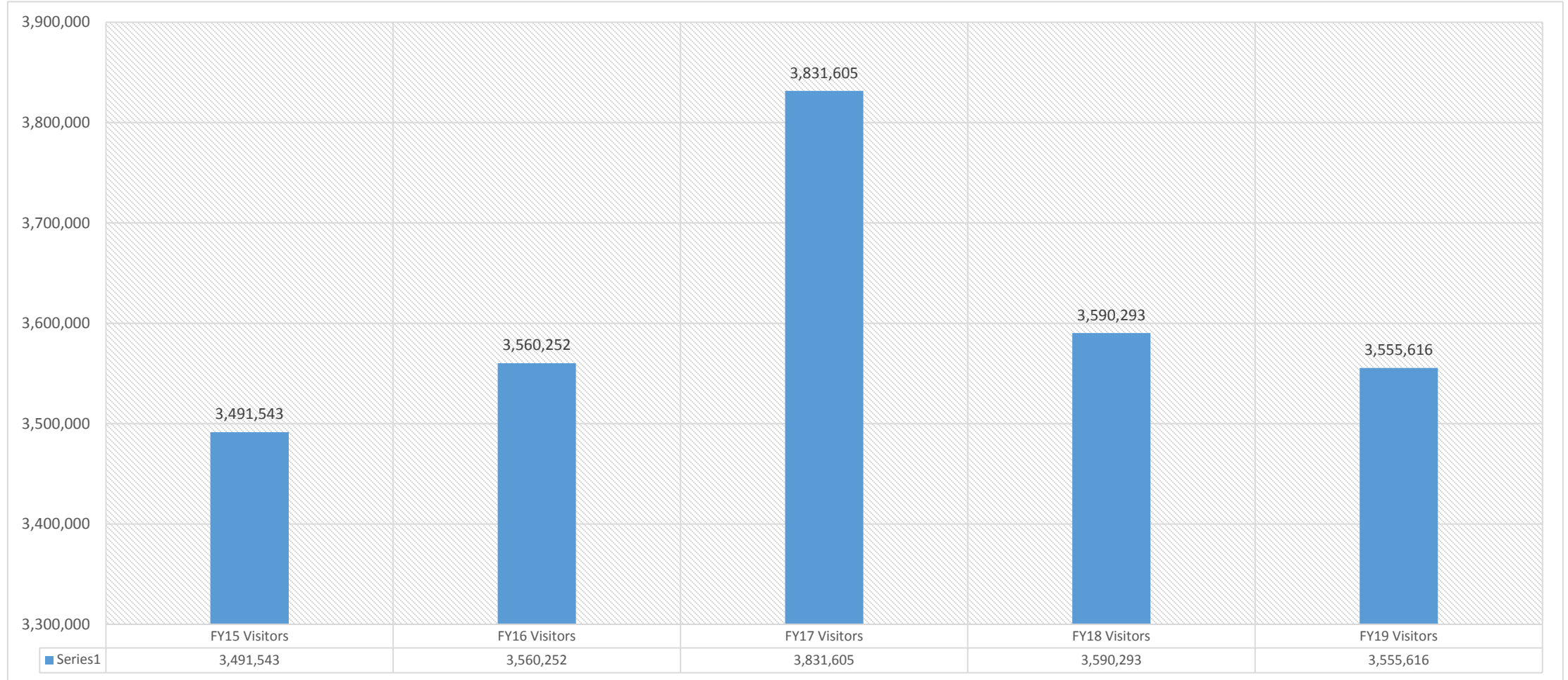
REACH

Programs – 5-year comparison



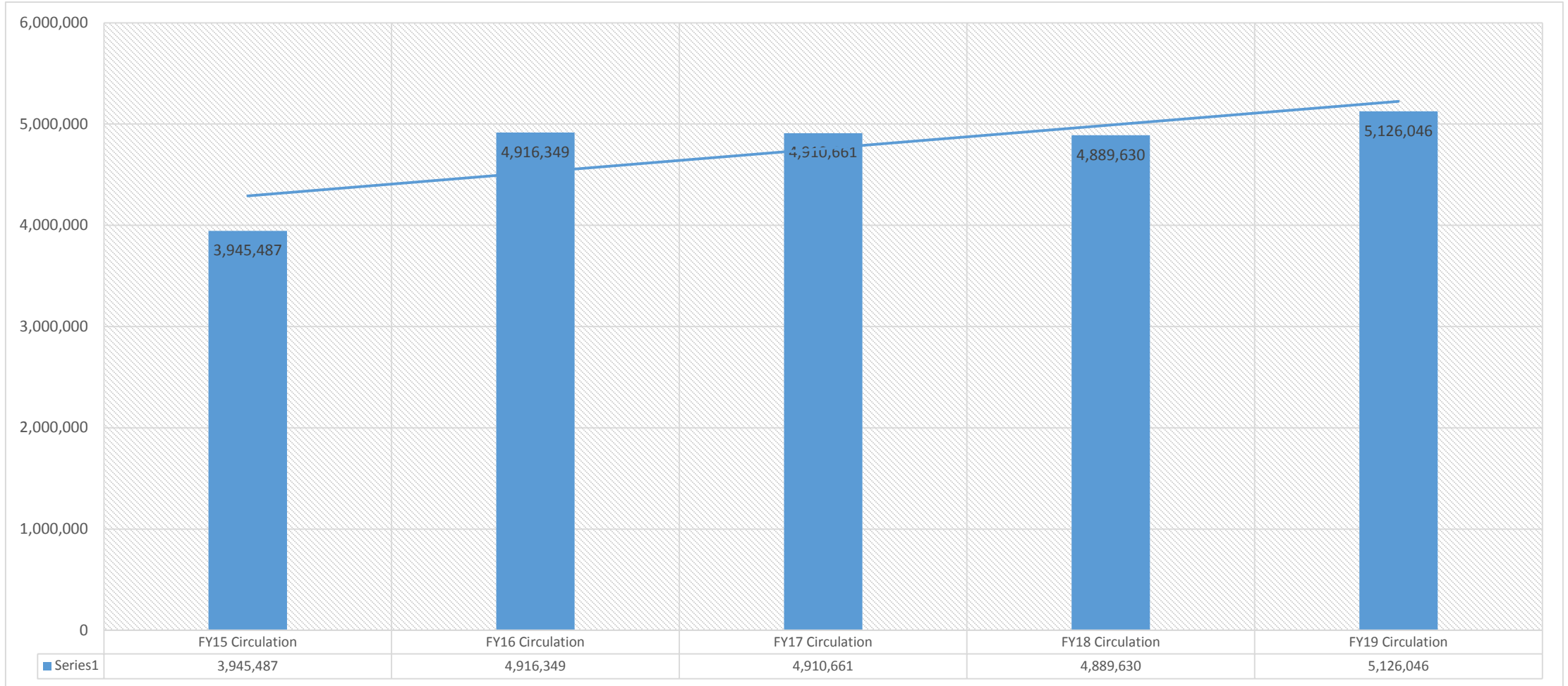
REACH

Visits – 5-Year Comparison



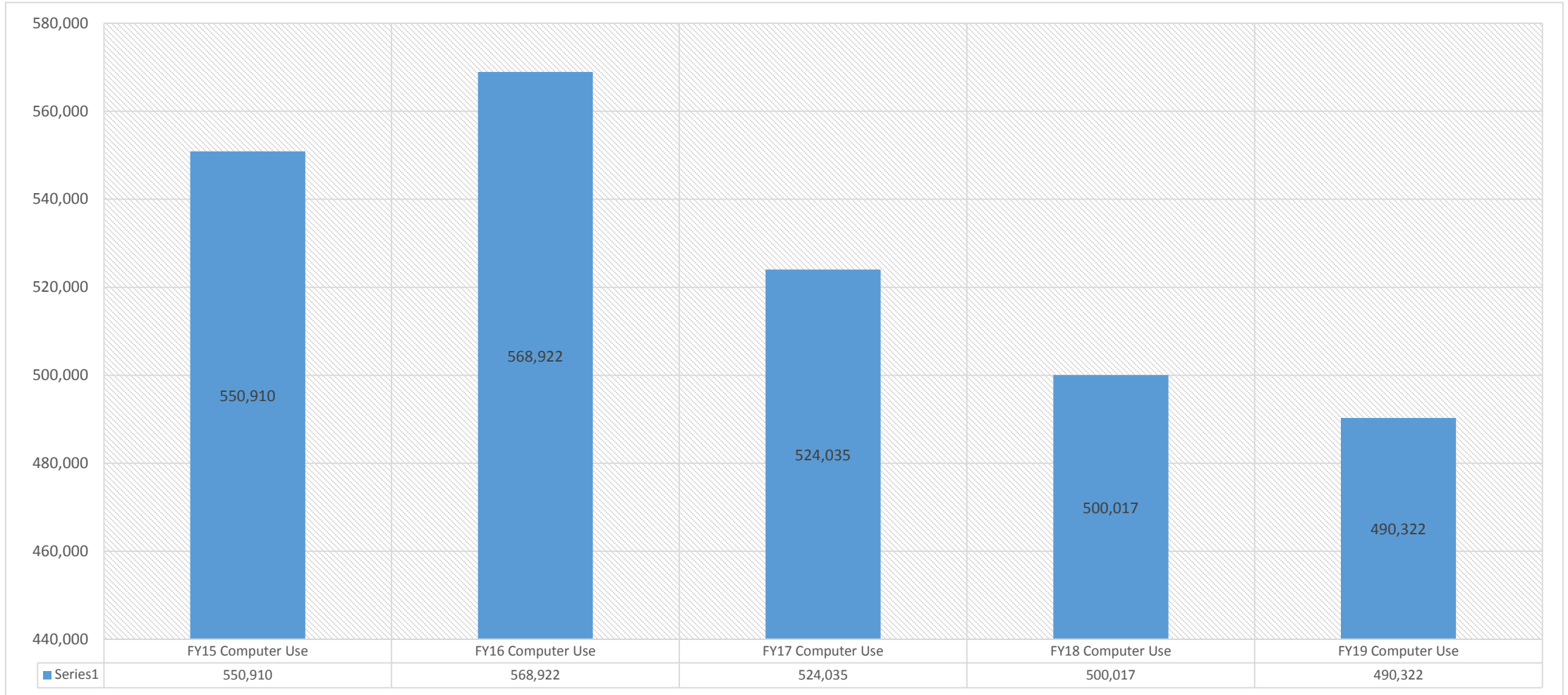
REACH

Circulation – 5-Year Comparison



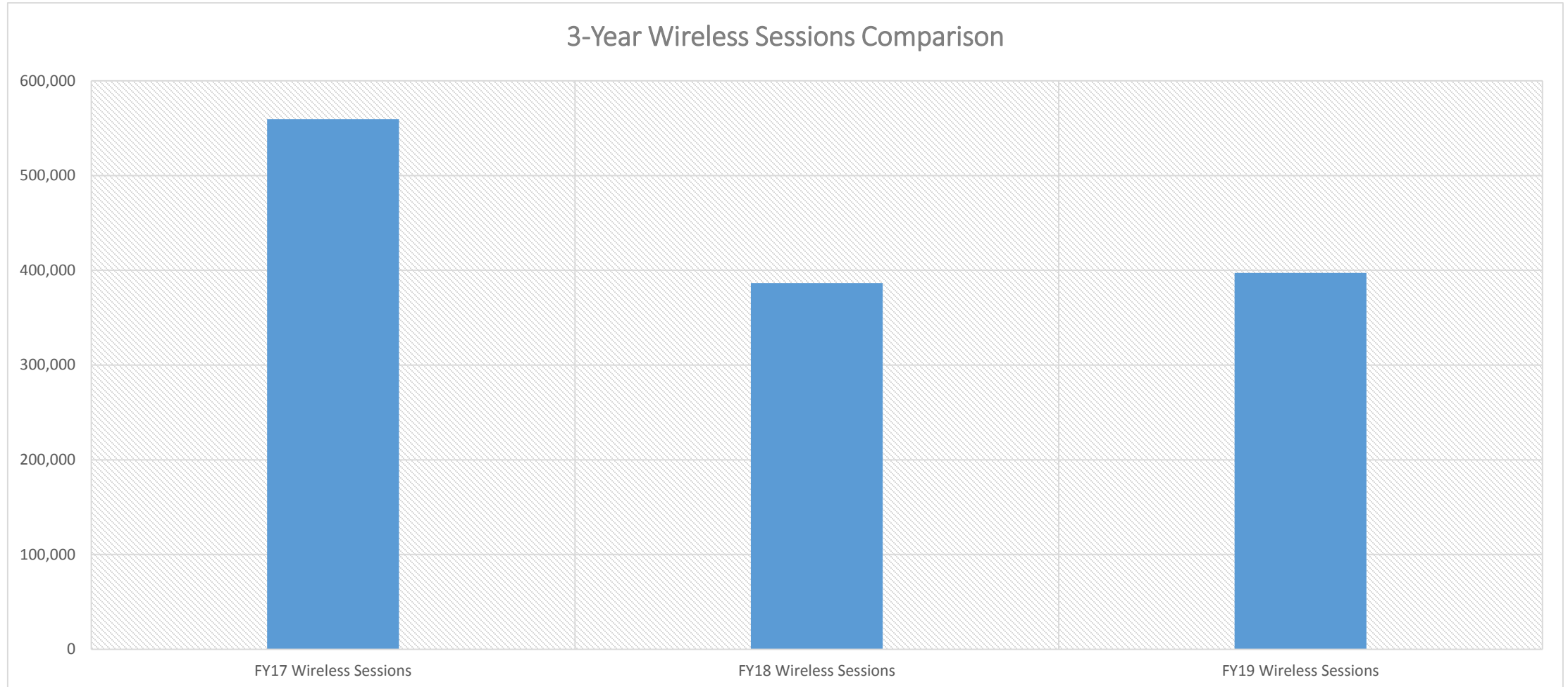
REACH

Computer Use – 5-Year Comparison



REACH

Wireless Sessions – 3-Year Comparison



SUMMARY

Other Measures to Consider

➔ Outreach Visits

- *Outreach has become a growing component of the way we serve communities.*
- *Measurements such as number of outreach visits and number of people served per visit need to be considered.*

➔ Outcomes & Impacts

- *Looking at more meaningful measures beyond counting numbers.*
- *What are the impacts on our patrons when they use the library?*

HAPPOMETER

2019 Exit Surveys: Central

BPL Central - Exit Survey								Count	Total	Guest
									Weight	Score
			0	25	50	75	100		Score	
How would you rate your overall visit?			26	9	22	81	182	320	25,600	80
			Poor	Subst.	Average	V.Good	Super			
How would you rate customer service?			26	10	19	118	147	320	24,750	77
			Poor	Subst.	Average	V.Good	Super			
Would you recommend us to others?			27		17		260	320	28,000	88
			Detr.		Detr.		Prom.			
			79	19	58	199	589	960	78,350	82

HAPPOMETER

2019 Exit Surveys – Jamaica Plain

BPL JP Branch- Exit Survey						Count	Total	Guest
							Weight	Score
	0	25	50	75	100		Score	
How would you rate your overall visit?	165	37	120	503	1,226	2,051	167,250	82
	Poor	Subst.	Average	V.Good	Super			
How would you rate customer service?	170	29	159	582	1,111	2,051	163,425	80
	Poor	Subst.	Average	V.Good	Super			
Would you recommend us to others?	177		156		1,715	2,051	179,510	88
	Detr.		Detr.		Prom.			
	512	66	435	1,085	4,052	6,153	510,185	83

HAPPOMETER

2019 Community Learning Classroom

Community Learning Center Classroom						Count	Total	Guest
							Weight	Score
	0	25	50	75	100			
	0	0	11	95	182	288	25,875	90
	Poor	Subst.	Average	V.Good	Super			
Did you have a happy experience with us?	0	1	6	95	186	288	26,050	90
How smooth was the service?	Poor	Subst.	Average	V.Good	Super			
Would you recommend this event to others?	0		1		287	288	28,750	100
	No		Maybe		Yes			
The class has improved my understanding of the subject matter.	4	0	4	86	194	288	26,050	90
	Strongly Disagree	Disagree	Neither	Agree	Strongly Agree			
I learned a new skill I can use in my personal or professional work after taking this class	3		16		254	273	26,200	96
	No		Maybe		Yes			
My instructor adequately answered student questions during the class.	2	0	5	62	219	288	26,800	93
	Strongly Disagree	Disagree	Neither	Agree	Strongly Agree			
	9	1	43	338	1,322	1,713	159,725	93

HAPPOMETER

2019 Kirstein Business Library & Innovation Center Programs

Kirstein Business Library and Innovation Center						Count	Total	Guest
							Weight	Score
	0	25	50	75	100		Score	
Did you have a happy experience with us?	0	0	0	13	17	30	2,675	89
	Poor	Subst.	Average	V.Good	Super			
How smooth was the service?	0	0	0	14	16	30	2,650	88
	Poor	Subst.	Average	V.Good	Super			
Would you recommend this event to others?	0		0		30	30	3,000	100
	No		Maybe		Yes			
The class has improved my understanding of the subject matter.	0	0	0	15	15	30	2,625	88
	Strongly Disagree	Disagree	Neither	Agree	Strongly Agree			
I learned a new skill I can use in my personal or professional work after taking this class	0		9		19	28	2,350	84
	No		Maybe		Yes			
My instructor adequately answered student questions during the class.	0	0	0	7	23	30	2,825	94
	Strongly Disagree	Disagree	Neither	Agree	Strongly Agree			
	0	0	9	49	120	178	16,125	91

WIFI HOTSPOTS

Surveys & Focus Groups

See Handout

NEXT STEPS

Data Working Group & Analytics

- ➔ Formation of a Data Working Group to audit the data we currently collect and make recommendations on the data we should be collecting
- ➔ Commitment in FY2020 to put resources toward a staff person in charge of data analysis; and to purchase a data analytics tool to help us move to outcomes-based decision making.

**Boston Public Library Wifi Hotspot Lending Pilot Program
Focus Group Questions**

The focus group should be conducted with participants on site at the library branch that is partnering with Simmons University on this project. This document should be used to address the following questions with the group:

MAIN QUESTIONS	FOLLOW UP QUESTIONS
1) How did you first learn about the hotspot program?	a. When did you first check-out a device? b. What were you hoping to use it for? c. Were there any specific skills you were hoping to gain or practice? d. How often have you checked out the hotspots? e. Do other people in your community know about the hotspot program?
2.) How have the wifi hotspots helped you?	a. Have you used the hotspots for any of the following: (i) applying for jobs, (ii) school (iii) health information, (iv) civic information, (v) accessing other social programs? b. What have you learned by using the hotspots? c. How else have the hotspots benefited you?
3) Have you experienced any problems or issues with using the wifi hotspots?	a. speeds? b. data cap? c. other issues?
4) Where have you used the hotspot?	a. at home? b. at work? c. at school? d. while traveling?
5) Which devices have you used to connect to the internet using the BPL's wifi hotspots?	a. computer b. laptop c. smart phone d. tablet e. gaming console f. any other devices?
6) Do you have internet at home?	a. If not, where do you typically access the internet during the course of a day? b. How many of you use a Smartphone to access the Internet?

<p>7) If you do not currently have Internet at home, what is the biggest barrier to not having the Internet at home?</p>	<p>a. Cost? Lack of digital skills? Security? b. Are there other reasons why you don't have an Internet connection (either wired or wireless) at home?</p>
<p>8) How many of you have had Internet service at home in the past, but have lost your service at some point?</p>	<p>a. If YES, what kind of an Internet connection did you have (wired or wireless)? b. What was the main reason why you lost your connection: Cost? Not relevant? Lack of digital skills? Security?</p>
<p>9) What have been some of the other benefits of checking out a hotspot device?</p>	<p>a. Have you learned anything in particular about computers and the Internet? b. What else motivated you to use the hotspot?</p>
<p>10) What other areas of your life have the hotspots been particularly useful in?</p>	<p>a. Do you believe that what you learned in this program has the potential to help you in your life? b. Do any of you have school age children who have used the internet at home? What have they used it for? b. What next steps will you pursue in using or increasing your new computer and Internet skills? c. Do you see yourself able to pursue new job opportunities as a result of using the hotspot, or do you have new job opportunities coming up?</p>
<p>11) Is there anything else that you would like to tell us about your participation in the BPL's wifi hotspot lending pilot program?</p>	

**Boston Public Library Wifi Hotspot Lending Pilot Program
Focus Group Questionnaire**

Please fill out the demographic questions below:

Age (please circle one):

- Under 18
- 18-24
- 25-34
- 35-44
- 45-54
- 55-64
- Over 65

Ethnicity (circle all that apply):

- White
- Hispanic or Latino
- Black or African American
- Native American or American Indian
- Asian/Pacific Islander
- Other

Gender:

- Male
- Female
- Other (please specify) _____
- Prefer not to say

Education (please circle one):

- Less than a high school diploma
- High school degree or equivalent
- Bachelor's degree (e.g., BA, BS)
- Master's degree (eg.g., MA, MS, MEd)
- Doctorate (e.g., PhD, EdD)
- Other (please specify)

Annual Household income (Please circle one):

- Below \$10k

- \$10k - \$50k
- \$50k - \$100k
- \$100k - \$150k
- Over \$150k

Does your household have school age children present? (Please circle one):

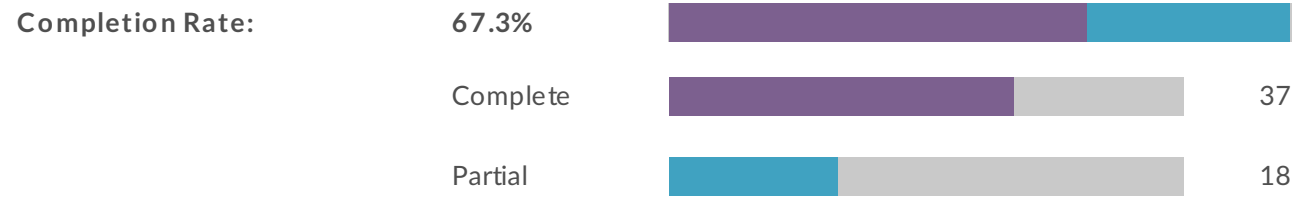
- Yes / No

Zip Code:

Primary language spoken in your household:

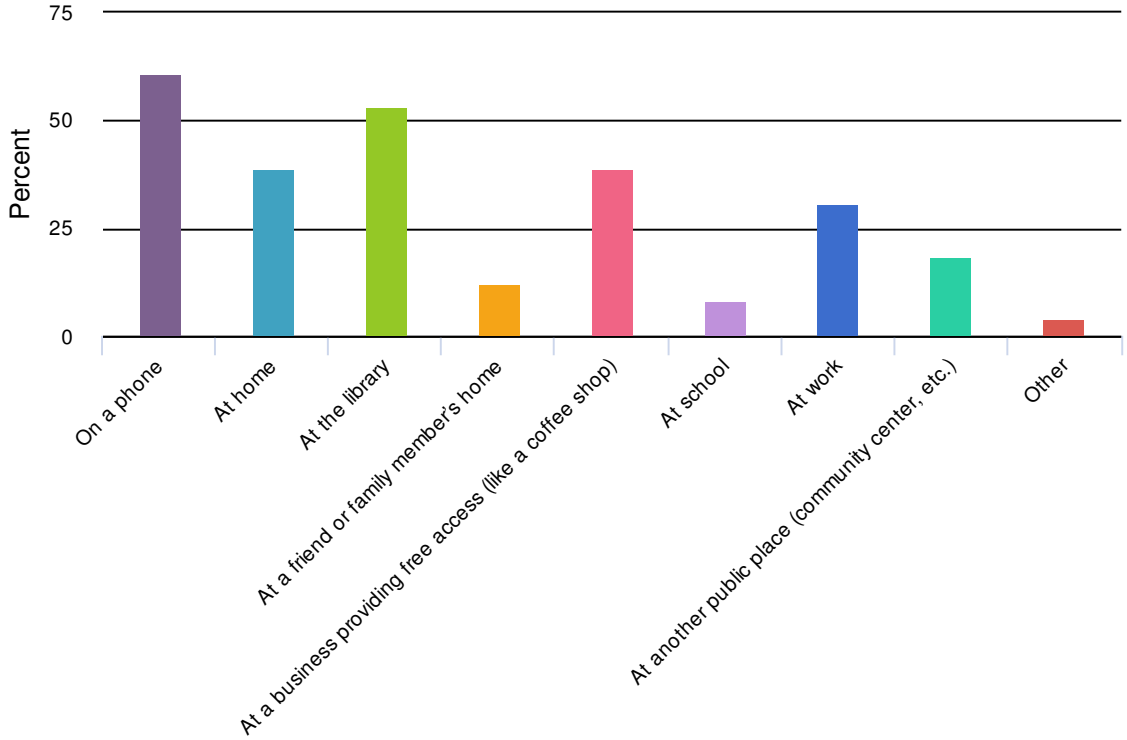
Report for WiFi Hotspot User Survey

Response Counts



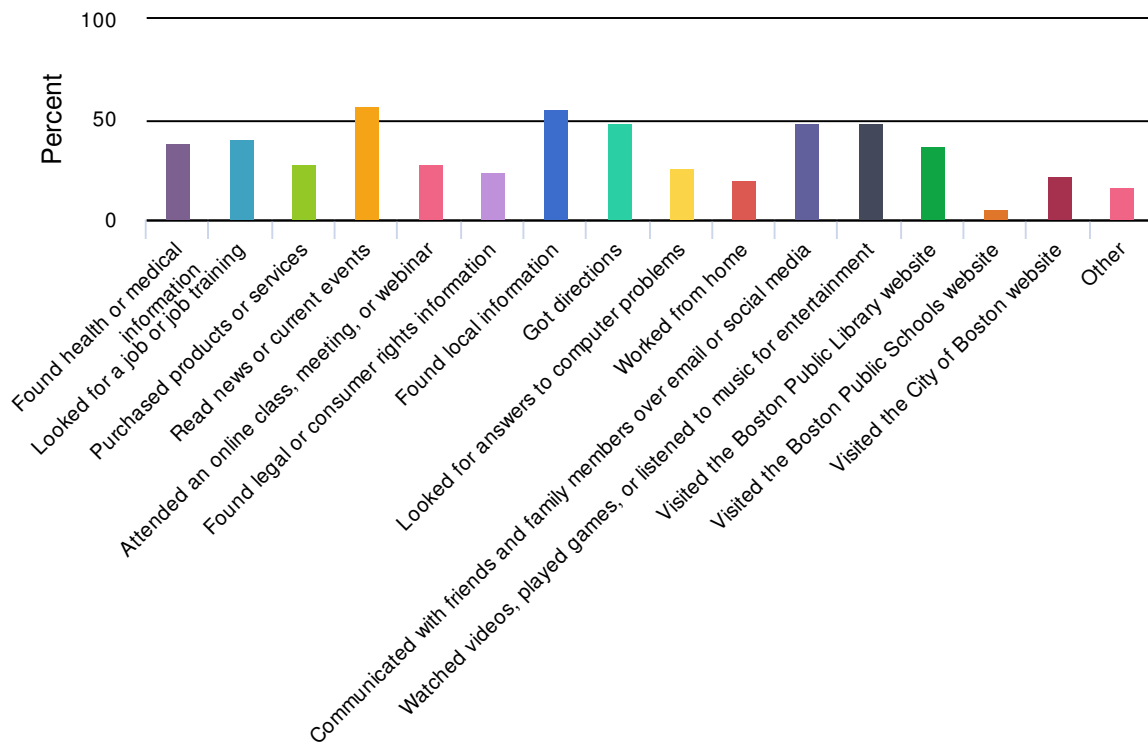
Totals: 55

















1. How do you usually access the Internet?



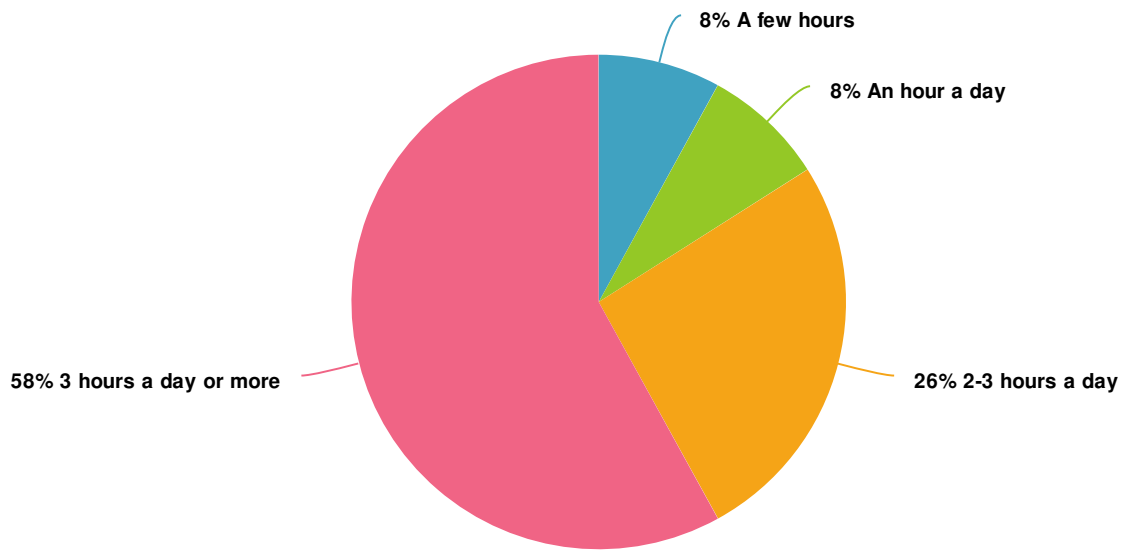
Value	Percent
On a phone	61.2%
At home	38.8%
At the library	53.1%
At a friend or family member's home	12.2%
At a business providing free access (like a coffee shop)	38.8%
At school	8.2%
At work	30.6%
At another public place (community center, etc.)	18.4%
Other	4.1%

2. Please indicate if you used the BPL WiFi Hotspot to perform any of the following activities



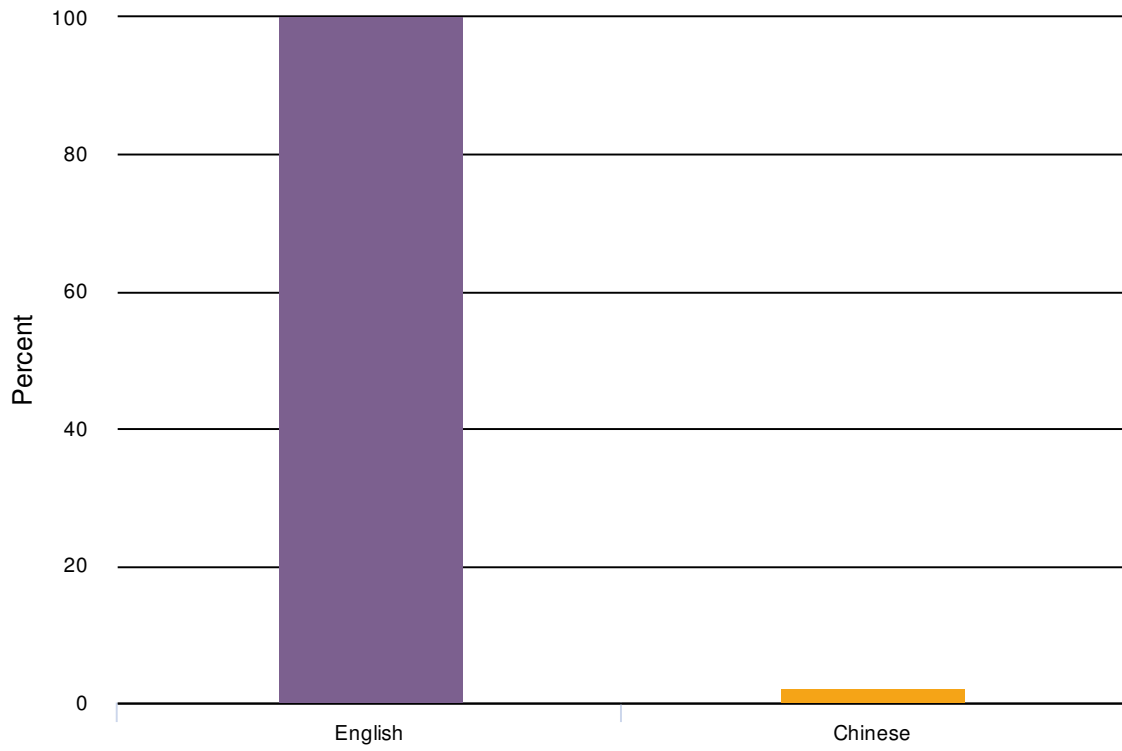
Value		Percent
Found health or medical information		38.8%
Looked for a job or job training		40.8%
Purchased products or services		28.6%
Read news or current events		57.1%
Attended an online class, meeting, or webinar		28.6%
Found legal or consumer rights information		24.5%
Found local information		55.1%
Got directions		49.0%
Looked for answers to computer problems		26.5%
Worked from home		20.4%
Communicated with friends and family members over email or social media		49.0%
Watched videos, played games, or listened to music for entertainment		49.0%
Visited the Boston Public Library website		36.7%
Visited the Boston Public Schools website		6.1%
Visited the City of Boston website		22.4%
Other		16.3%

3. In the past three weeks, how often did you use the Internet on average?



Value		Percent
A few hours		8.0%
An hour a day		8.0%
2-3 hours a day		26.0%
3 hours a day or more		58.0%

4. Instructions were provided in multiple languages. Which language(s) did you refer to?



Value

Percent

English



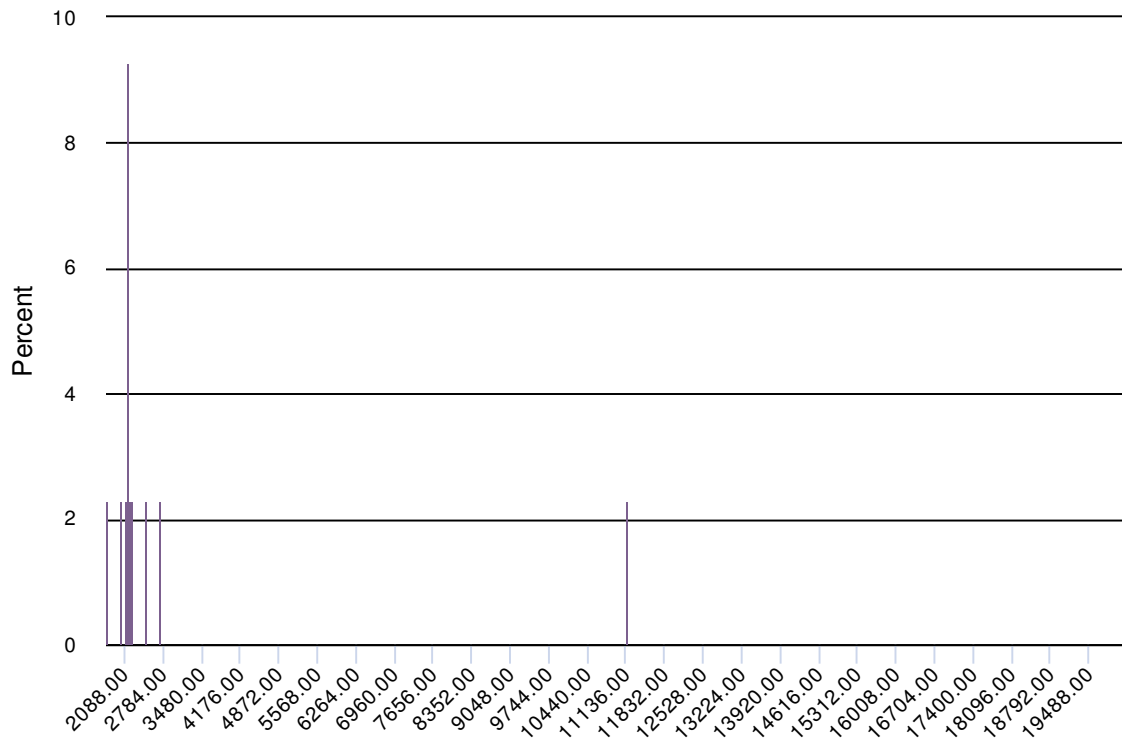
100.0%

Chinese

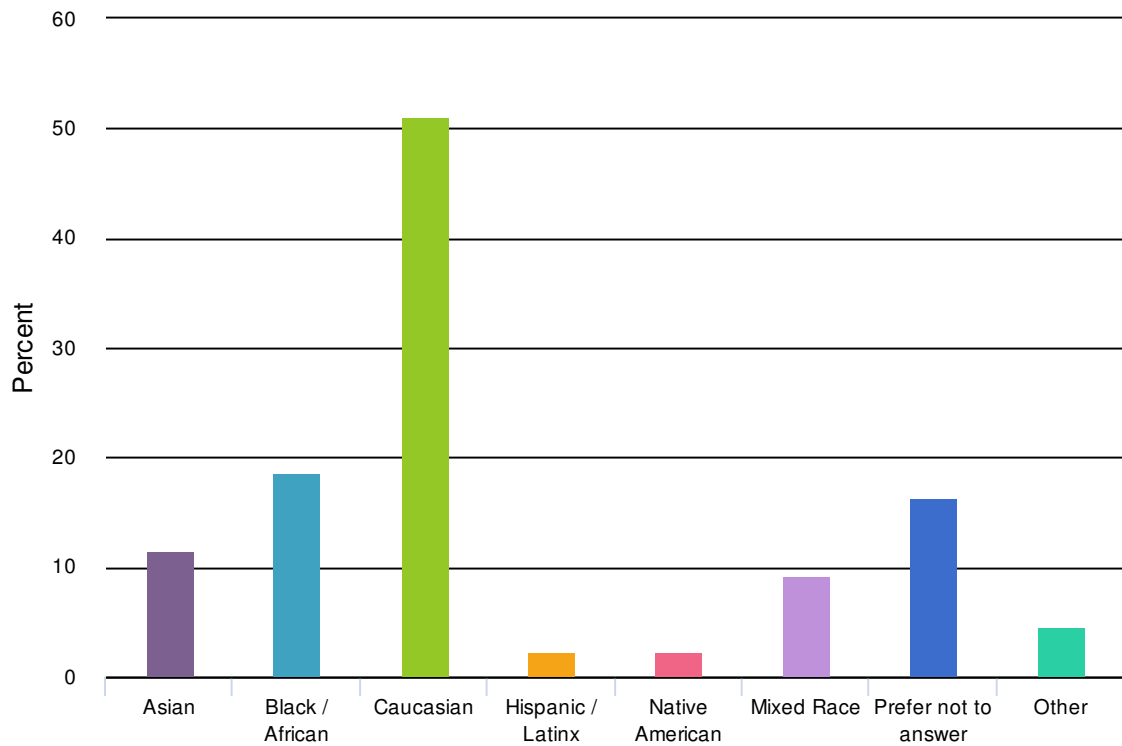


2.3%

5. Please provide your 5-digit Zip Code

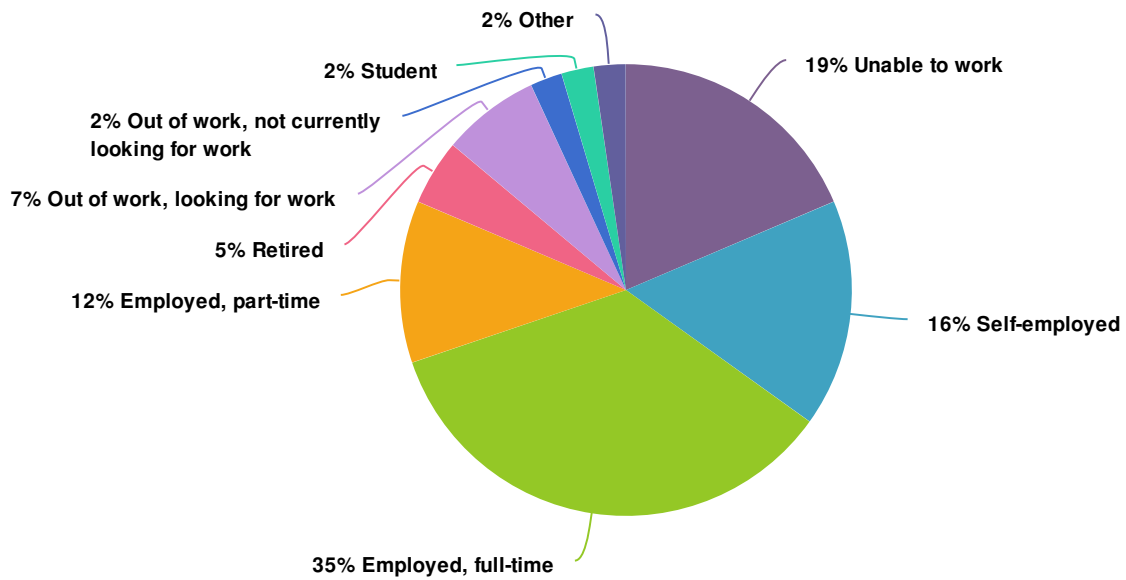



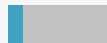







6. How do you identify your ethnicity?



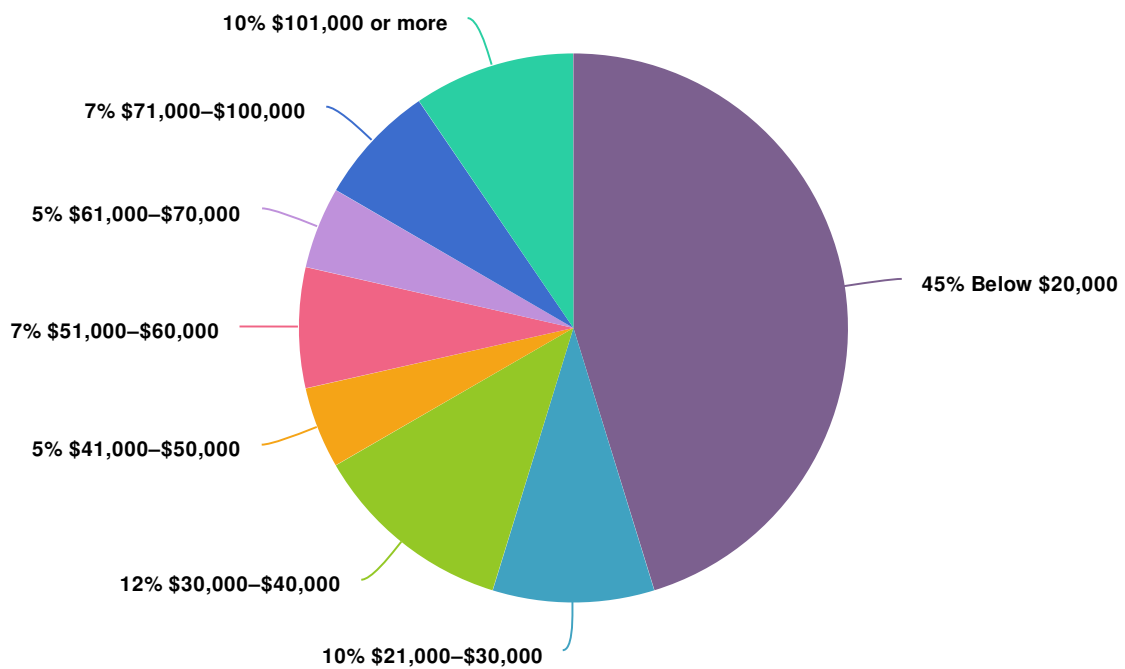
Value	Percent
Asian	11.6%
Black / African	18.6%
Caucasian	51.2%
Hispanic / Latinx	2.3%
Native American	2.3%
Mixed Race	9.3%
Prefer not to answer	16.3%
Other	4.7%

7. What is your current employment status?




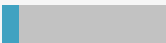






Value		Percent
Unable to work		18.6%
Self-employed		16.3%
Employed, full-time		34.9%
Employed, part-time		11.6%
Retired		4.7%
Out of work, looking for work		7.0%
Out of work, not currently looking for work		2.3%
Student		2.3%
Other		2.3%

8. What is your household income level?

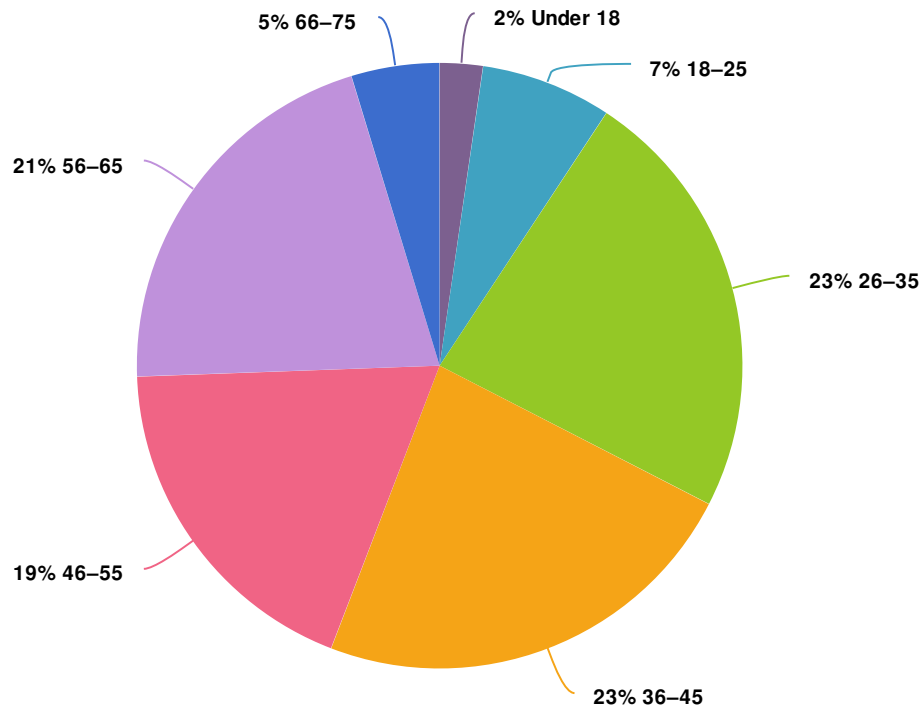


Value

Percent

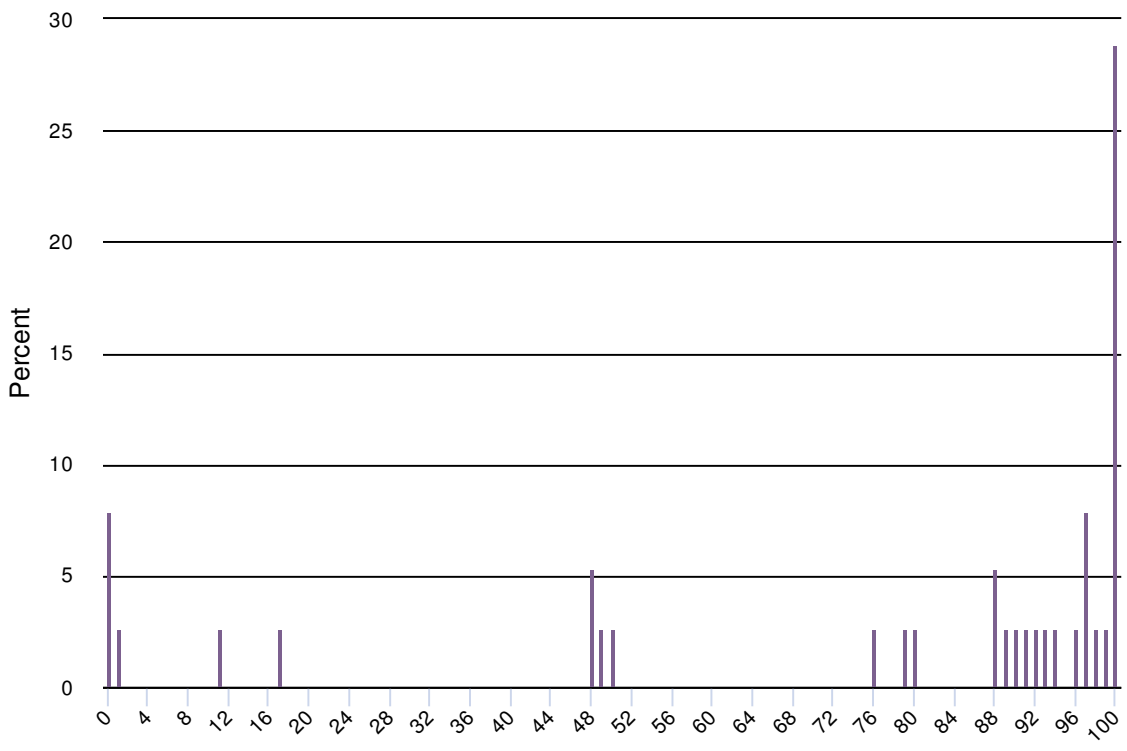
Below \$20,000		45.2%
\$21,000-\$30,000		9.5%
\$30,000-\$40,000		11.9%
\$41,000-\$50,000		4.8%
\$51,000-\$60,000		7.1%
\$61,000-\$70,000		4.8%
\$71,000-\$100,000		7.1%
\$101,000 or more		9.5%

9. Your age is between



Value	Percent
Under 18	2.3%
18-25	7.0%
26-35	23.3%
36-45	23.3%
46-55	18.6%
56-65	20.9%
66-75	4.7%

10. Overall, how satisfied were you with using the BPL WiFi Hotspot?



11. Do you have any suggestions for how the Library can improve the BPL Hotspot service?

hotspot
library
service
times
internet
google
boston
connect
time
program
battery
bpl
called
home
borrow
access
power
great
slow
devices
helpful
hotspots
1 or

FREE-TO-ALL

WEB SERVICES

Google Analytics & Data Studio

GOOGLE ANALYTICS

By the numbers

Analytics BPL Core and cross-domain All traffic (displaying dom... [Go to report](#)

BPL Overview Report

Jul 1, 2019 - Dec 31, 2019



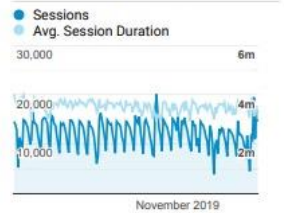
Visits

2,247,293
% of Total: 100.00% (2,247,293)

Visitors

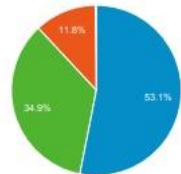
1,197,125
% of Total: 100.00% (1,197,125)

Visits and Avg. Visit Duration



Visits by Traffic Type

direct organic referral email onpage_catalog_view Other



Visits and Pages/Visit by Source/Medium

Source / Medium	Sessions	Pages / Session
(direct) / (none)	1,193,628	3.30
google / organic	734,269	5.09
bol.ora / referral	69,146	7.02

Pageviews

9,746,306
% of Total: 100.00% (9,746,306)

Pages/Visit

4.34
Avg for View: 4.34 (0.00%)

Pageviews by Page

Page	Pageviews
www.bpl.org/	1,853,850
bpl.bibliocommons.com/v2/search	1,508,130
bpl.bibliocommons.com/v2/holds	263,393
bpl.bibliocommons.com/v2/checkedout/out	260,584
bpl.bibliocommons.com	

Visits by Keyword

Keyword	Sessions
(not set)	1,466,719
(not provided)	752,895
boston public library	7,596
bpl	2,200
bpl.org	1,291
BookRiot_TodayInBooks_Dormant Suppress	1,101
bpl library	847
amazon	431
www.bpl.org	413
boston public library website	407

Visits by Operating System

Operating System	Sessions
Windows	863,454
iOS	688,125
Macintosh	393,833
Android	254,328
Chrome OS	37,427
Linux	8,400
(not set)	1,171
OS/2	142
BlackBerry	140
Windows Phone	78

bpl.org / referral	69,146	7.02
bing / organic	28,382	6.17
apps.bpl.org / referral	25,260	16.30
guides.bpl.org / referral	24,551	8.17
maldenpubliclibrary.org / referral	21,714	7.58
yahoo / organic	12,867	5.92
n97.network-auth.com / referral	10,957	1.48
m.facebook.com / referral	8,864	1.60

Visits and Unique Visitors by Mobile Device Model

Mobile Device Model	Sessions	Users
iPhone	578,490	342,497
iPad	99,075	48,786
(not set)	11,661	4,533
Pixel 2	10,556	5,487
SM-G960U	10,172	3,730
SM-G950U	10,020	3,615
Pixel 3	6,748	2,667
Windows RT Tablet	5,437	2,198
SM-G930V	4,504	1,483
SM-G965U	3,887	1,618

bpl.bibliocommons.com/user/login?destination=https://www.bpl.org/	226,612
bpl.bibliocommons.com/v2/holds/not_yet_available	218,850
bpl.bibliocommons.com/user_dashboard	156,355
bpl.bibliocommons.com/v2/checkedout	151,919
www.bpl.org/locations/3/	87,564
bpl.bibliocommons.com/v2/search?pagination_page=2	86,994

Visits and Avg. Visit Duration by Country/Te...

Country	Sessions	Avg. Session Duration
United States	2,166,567	00:03:35
China	11,513	00:00:28
Canada	8,403	00:02:19
Japan	7,560	00:00:37
Brazil	6,109	00:02:35
India	5,696	00:01:29
United Kingdom	5,649	00:02:03
(not set)	2,215	00:04:00
Spain	2,090	00:02:27
Germany	1,901	00:02:40

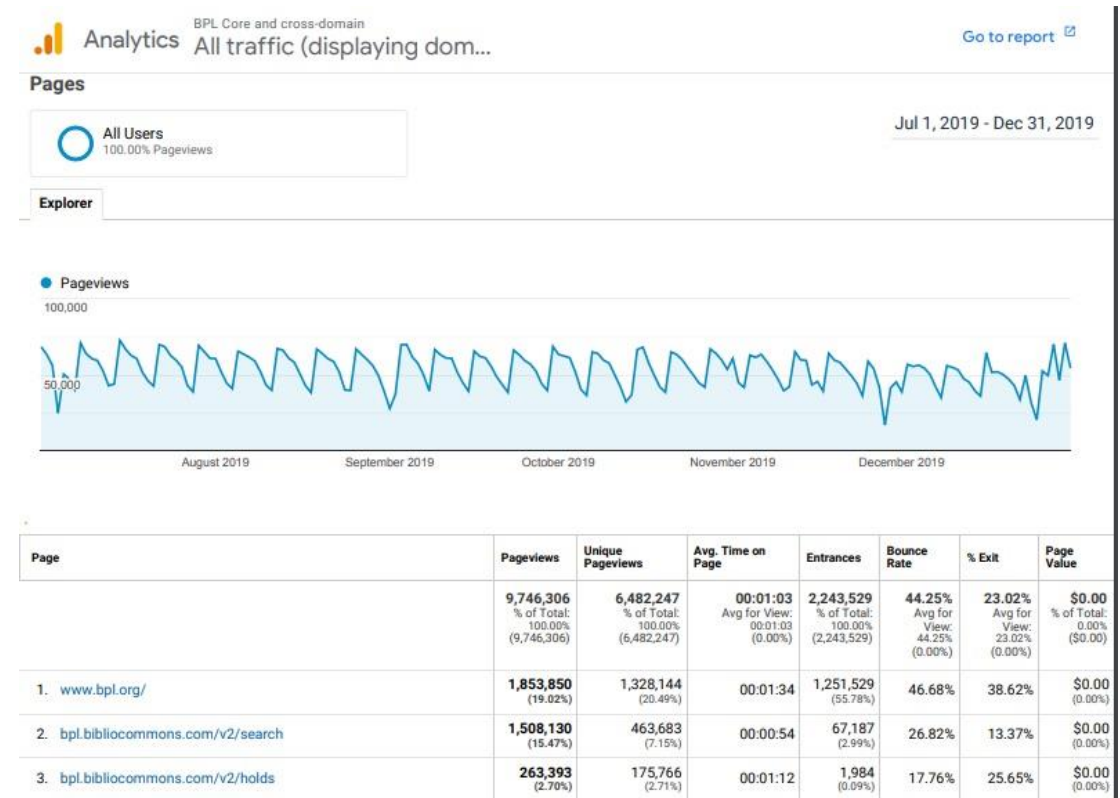
GOOGLE ANALYTICS

Behavior – Strictly a popularity contest

Sitewide or Drilldown

- ➔ Pageviews (total or unique)
- ➔ Average Time on Page
- ➔ Entrances
- ➔ Bounce and % Exit

More than 20% of activity related to search & account.



GOOGLE ANALYTICS

Acquisition – Where are you coming from?

➔ Users (total or “new”)

➔ Sessions

➔ Behavior metrics

About 35% of sessions start by someone searching the web.

<input type="checkbox"/>	Default Channel Grouping	Acquisition			Behavior		
		Users ? ↓	New Users ?	Sessions ?	Bounce Rate ?	Pages / Session ?	Avg. Session Duration ?
		1,178,617 % of Total: 100.00% (1,178,617)	1,161,873 % of Total: 100.06% (1,161,220)	2,247,293 % of Total: 100.00% (2,247,293)	44.25% Avg for View: 44.25% (0.00%)	4.34 Avg for View: 4.34 (0.00%)	00:03:32 Avg for View: 00:03:32 (0.00%)
<input type="checkbox"/>	1. Direct	771,290 (62.93%)	768,697 (66.16%)	1,193,628 (53.11%)	57.82%	3.30	00:02:41
<input type="checkbox"/>	2. Organic Search	367,135 (29.95%)	329,488 (28.36%)	785,011 (34.93%)	27.99%	5.14	00:03:57
<input type="checkbox"/>	3. Referral	70,847 (5.78%)	48,881 (4.21%)	243,559 (10.84%)	28.55%	6.97	00:06:23
<input type="checkbox"/>	4. Social	14,436 (1.18%)	13,170 (1.13%)	20,745 (0.92%)	62.41%	2.85	00:02:20
<input type="checkbox"/>	5. Email	1,576 (0.13%)	1,421 (0.12%)	2,203 (0.10%)	68.86%	2.24	00:01:41
<input type="checkbox"/>	6. (Other)	346 (0.03%)	212 (0.02%)	2,143 (0.10%)	28.00%	4.48	00:05:53
<input type="checkbox"/>	7. Paid Search	5 (0.00%)	4 (0.00%)	4 (0.00%)	100.00%	1.00	00:00:00

GOOGLE ANALYTICS

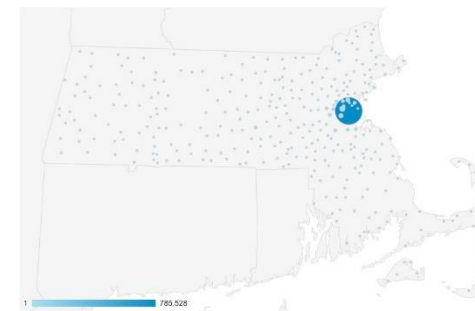
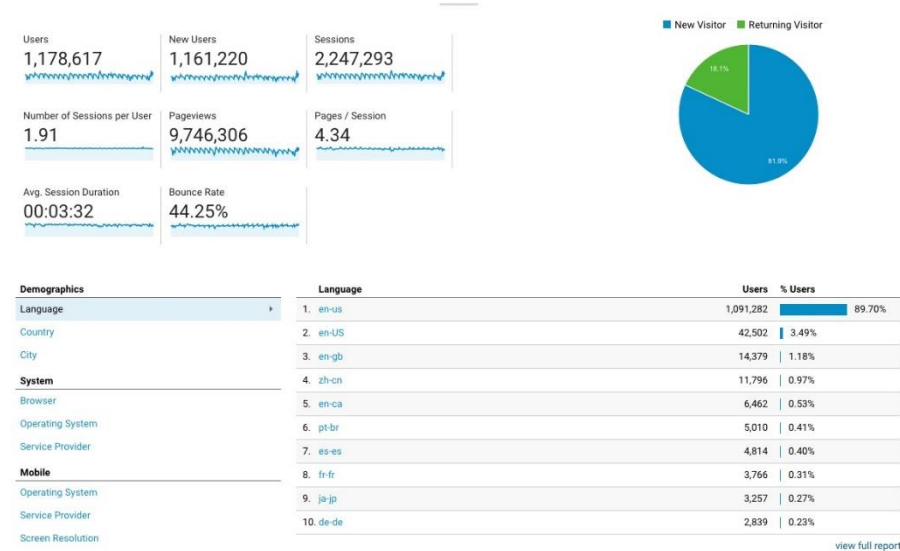
Audience – Where my peeps at?

➔ Location

➔ Language

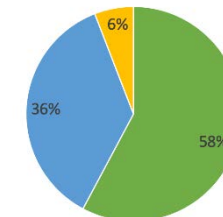
➔ Platform

About 42% of sessions do not involve a computer.



Sessions by Platform

■ Desktop ■ Mobile ■ Tablet

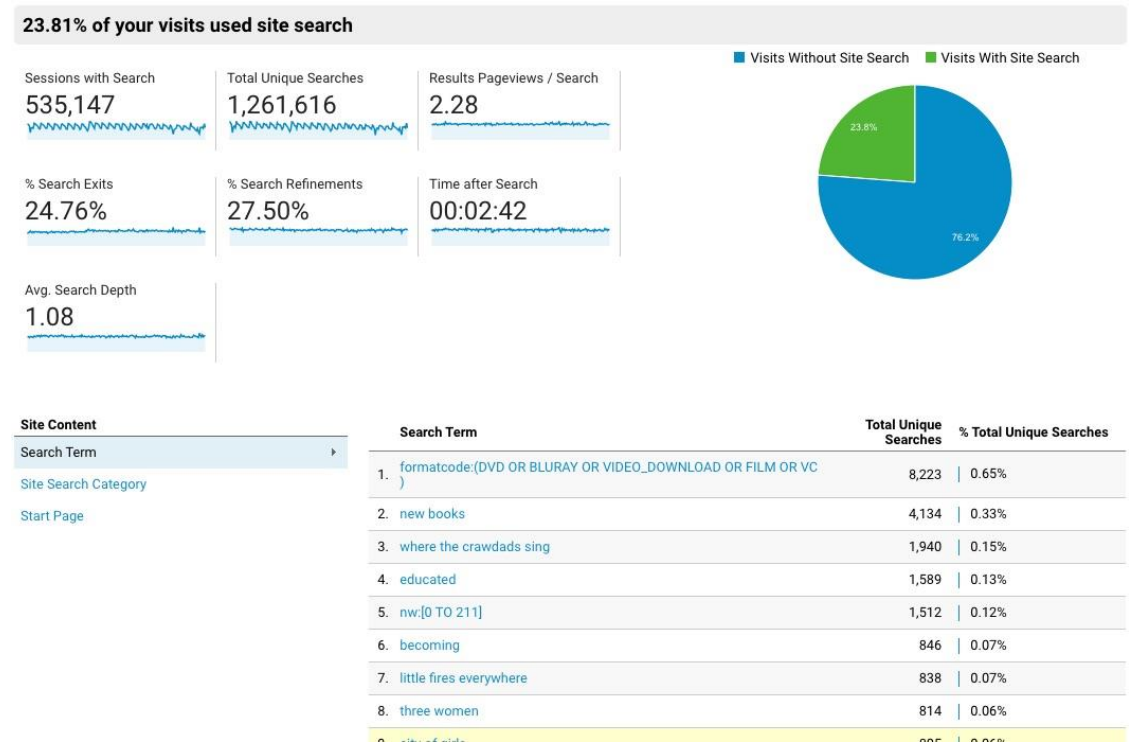


GOOGLE ANALYTICS

Search – Did you find what you were looking for?

- ➔ Search terms
- ➔ Search category
- ➔ Start page

About 2/3 of searches are “smart” searches and people are using our “canned” browse page searches.



GOOGLE ANALYTICS

Behavior Flow – Feel free to explore

➔ Shows paths taken through the site

➔ Useful in determining how frequently visited pages are accessed

Can help determine our best marketing channels for certain types of events or posts.



GOOGLE ANALYTICS

Events – I see what you did there

- ➔ Categories
- ➔ Actions (click, show, place hold, outbound link)
- ➔ Labels (Log In, On Hold, Books & More)

Shows actions taken on a page that may not lead to another destination.

Primary Dimension: **Event Category** Event Action Event Label

Plot Rows Secondary dimension Sort Type: Default

<input type="checkbox"/>	Event Category ?	Total Events ? ↓	Unique Events ?
		4,191,006 % of Total: 100.00% (4,191,006)	3,012,623 % of Total: 100.00% (3,012,623)
<input type="checkbox"/>	1. header_top_level_nav	534,219 (12.75%)	402,805 (13.37%)
<input type="checkbox"/>	2. v2-holds	374,797 (8.94%)	193,163 (6.41%)
<input type="checkbox"/>	3. v2-availability	324,505 (7.74%)	173,020 (5.74%)
<input type="checkbox"/>	4. v2-page-interactions	323,031 (7.71%)	272,387 (9.04%)
<input type="checkbox"/>	5. biblionav_my_account_login	309,211 (7.38%)	290,874 (9.66%)
<input type="checkbox"/>	6. header_sub_level_nav	286,910 (6.85%)	250,196 (8.30%)
<input type="checkbox"/>	7. mobile_header_main_nav	253,197 (6.04%)	89,260 (2.96%)
<input type="checkbox"/>	8. biblionav_my_account_hold	198,050 (4.72%)	173,553 (5.76%)

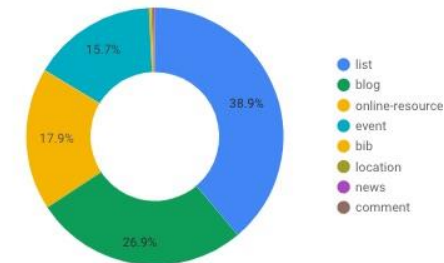
DATA STUDIO

Meaningful Content Analysis

- ➔ BiblioCommons shared framework - shared metrics among various platforms (web, catalog, events)
- ➔ Dynamic, interactive reports
- ➔ Shows interactions with specific content areas (modules) or individual content cards
- ➔ Meaningful to front line public service librarians as well as managers

Card Interactions By Content Type

Which content types users go to from cards.



Notes

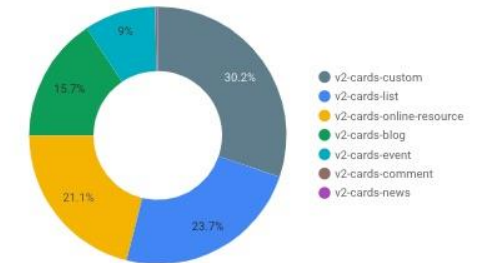
Only card clicks that lead to the underlying content type are counted here.

Examples

- Clicking on a title or image of a news post card takes the user to the news content: so it's counted as news.
- Clicking on the content type (News) or a taxonomy term link does not take the user to the news content, and is not counted here.
- Clicking on cover art or title on a comment card takes the user to the bib, so it's counted as a bib.
- Clicking on read more takes the user to the comment, so it's counted as a comment.
- Clicking on a Location from an Event Card is counted as a location.

Interactions By Card Category

Which card types get most interactions.



Notes

This graph compares the total number of interactions on each card type, as a percentage. All card interactions are counted (e.g. title click, image click, taxonomy term click, author name click, etc.).

COMING SOON AND CAVEATS

We'll have answers to your questions when we have answers to our questions.

- ➔ Google Analytics data is based upon samples
- ➔ Events, Data Studio reports, and cross-domain data not retrospective - FY2020 onward only
- ➔ Many meaningful events and flows not trackable (yet)
 - *List to hold conversion*
 - *Card/blog post/email to event registration conversion*
 - *Blog audience-building metrics*