



# Dr. William C. Herrick Community Health Care Library

# 2020 YEAR IN REVIEW



Prepared by Rachelle Kierulff, Library Director

## Index

- 1 – Director's Message
- 2 – Library Services
- 3 – Library Collection
- 4 – Library Programs

- 5 – Library Outreach
- 6 – Physical Library
- 7 – Library Staff
- 8 – Kudos

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## Director's Message

January 21, 2020, was my first day as the new Library Director of the Dr. William C. Herrick Community Health Care Library, operated by the Grossmont Healthcare District. It was also the day the CDC confirmed the first case of the novel coronavirus in the United States. Little did I, or anyone, know how that would dominate the entire year.

I received such a warm welcome from staff, the board of directors, and our library public and was looking forward to getting to know our community much better in the ensuing months. But as more info about the COVID-19 pandemic became known, state and county health orders were issued and we closed the library starting March 17, 2020, and remained physically closed throughout 2020. As a consumer health library our regular in-person visitors tend to be older adults and those with chronic conditions, which puts them in the most vulnerable categories.

The library pivoted to virtual services, responding to phone calls and emails from home, as well as hosting our monthly Wellness Wednesday health talks on Zoom. We opened up the collection to Curbside Pickup and vastly increased the library's digital offerings with ebooks, streaming video, and online magazines. Staff took the time to work on reorganizing the physical library.


As you can see in the following pages of our 2020 Year in Review we were quite busy with numerous projects and tasks, providing services and outreach and updating collections. I am proud of my staff for making the best of a challenging year. I very much look forward to the time when it is safe to meet again in person, inside and outside the library.



Be Well & Stay Safe,  
Rachelle Kierulff, Library Director

# LIBRARY SERVICES BY THE NUMBERS

**356** Reference Questions Answered

 a 68% increase over 2019



**64** Curbside Pickups  
July-Dec. 2020



**553** Checkouts of print books,  
DVDs, magazines & newsletters

**Total Visitors 2,084**

On track for increased visits before March COVID-19 closure, with January & February visits averaging 829 per month (739/month in 2019).

**40** Phone inquiries  
per month

**26** In-Depth Research  
Requests

**45** Library Cards Issued

**Meeting Rooms** used by **18**  
organizations & groups with  
**553** total participants

## Website

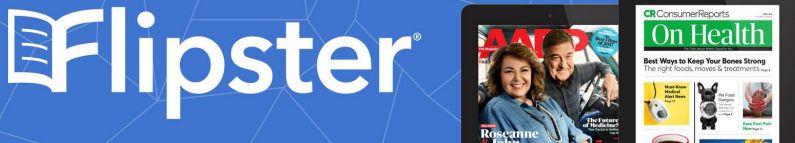
**7,238** Sessions / **2,552** Users

Updates include:

- An announcement box at the top of the home page
- A new eLibrary page highlighting digital resources
- An online library card application

# LIBRARY COLLECTION

Greatly expanded **digital resources** to include ebooks, audiobooks, streaming video, and digital magazines



Flip to your favorite magazines from any location!  
205 online views Aug. – Dec. 2020

OverDrive  
62 checkouts  
Sept. -Dec. 2020

The digital library is always open.



## Updated E-References



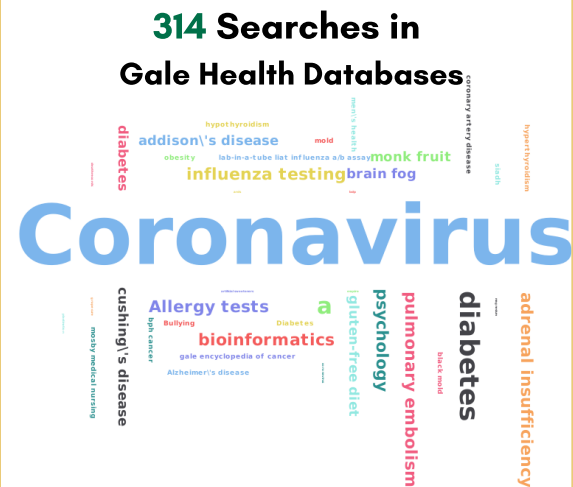
Added **384** physical items to the collection:

- 247 adult books
- 73 children's books
- 64 DVDs

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Subscribed to 2 newspapers & 70 magazines & newsletters

314 Searches in Gale Health Databases



Coronavirus

# LIBRARY PROGRAMS



Free Blood Pressure Screening



Facebook Live Storytime



Take & Make  
Monthly  
Crafts with  
health tie-in

**50** kits picked  
up Oct.-Dec.



## 145 attendees at five Wellness Wednesday Health Talks

2 in-person & 3 held virtually over Zoom  
Topics included Dental Health,  
Physical Fitness, Diabetes  
Prevention, Alzheimer's Disease,  
and Mental Health

Creation of a  
**Health Rocks!**

Garden for  
community  
engagement



# LIBRARY OUTREACH

New!  
**Instagram** account  
111 followers



114 followers



73 followers

Staff made 174 phone calls to library patrons to stay in touch & let people know of library services still available during COVID-19 (July-Aug.)



Started a monthly **e-newsletter** which grew to **130** recipients

**1,132** households received quarterly **print newsletter**

Created & ran **3 Facebook ads** reaching 2,641 people

Introduced weekly **Health Blog** posts to provide more in-depth health info



Grossmont Healthcare District  
Herrick Community Health Care Library

## Health Fairs

*Spring into Healthy Living Senior Health Fair*

March 4, 2020 (in person)

*Mt. Miguel's Health & Wellness Fair*

Oct. 16, 2020 (provided health brochures & research on Alzheimer's videos)

## Community Presentations

*Finding Reliable Health Info Online*

San Diego Community College District  
Continuing Education Older Adults Program.  
March 10, 2020, & March 12, 2020, presented by Rachelle Kierulff, Library Director



# LIBRARY STAFF

Staff completed **180 hours** of  
**Professional Development**

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## Part-Time Staff Highlights

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**Susan Davis, Library Assistant**

Inventoried & created a master list of health brochures & pamphlets, identified items that need updating & subject areas to increase in our collection.



**Joanne Greenwell, Library Assistant / Cataloger**

Cataloged 320 print books and 64 DVDs for discoverability in library catalog.



**Chelsea Hoskisson, Library Assistant**

Embraced new Instagram account, creating weekly posts that grew followers to 111 in 2020.



**Rosemarie Leenerts, Library Assistant**

Wrote weekly health-information posts for library blog, as well as book and movie reviews, and contributed to the newsletter.

2 Staff **Cross-Trained:**  
cataloging & book processing

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## Full-Time Staff Highlights

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**Phyllis Morgan, Library Assistant**

Transitioned from part-time to full-time in October 2020. Responsible for new monthly Take & Make Craft Kit Program.



**Sue Petrofsky, Library Assistant**

Designed, wrote content, and ensured technical specs for library's quarterly print newsletter, which is mailed out to 1132 households.



**Rachelle Kierulff, Library Director**

Attended 22 trainings, classes, and conferences. Earned the Level One Consumer Health Information Specialization, a program run by the Medical Library Association.

# LIBRARY KUDOS

I am so impressed with how quickly you responded. You have provided me with just what I was looking for.  
(8/20/20)

I cannot tell you how impressed and grateful I am with you. (4/20/20)

I want to thank you for the wonderful research. (6/25/20)

Thank you for all that you do! (7/6/20)

Thank you very much for all the great information and video links you provided to help our first annual virtual health fair be successful! We appreciate you! (11/30/20)