

Millinocket Memorial Library Director's Report

October/November 2025

Prepared by Library Director, Diana Furukawa, for Millinocket Town Council, 11.13.25



LIBRARY UPDATES

Programs

Recent programs have included an author talk with Mason Pratt, our annual Candidates Night featuring candidates for school board and town council, our youth Halloween Party, and an interactive discussion about the experience of women at Great Northern Paper in collaboration with the Millinocket Historical Society. Upcoming programs include a Fall Poetry Night featuring poet Twinkle Manning, weekly Mahjong for Beginners, a presentation on tornado science, our Kids Art Club for children grades 3-6, and our weekly story time.

This month, after much planning, we launched a series of Saturday afternoon programs about Wabanaki history, with funding from a Maine Humanities Council grant. Over 85 people have attended these programs so far, and they have been very well received. The last program in the series is on Saturday, November 15th at 3pm.

Help Desk

This fall, we launched a targeted marketing campaign to promote our Help Desk service, which included radio advertisements. We are seeing increased use of the service and a decrease in no-show appointments. With the federal shutdown and its impacts on SNAP as well as cuts to heating assistance programs, we are anecdotally seeing more people struggling to meet their basic needs and expect that to increase this winter. All of this has collided with decreased capacity from many government-funded social service agencies, underscoring the importance of the Help Desk as a low-barrier point of connection for many.

Development	Our annual fundraising appeal is scheduled to launch on November 17th, with printed letters going to a targeted audience of about 670 people. This year's letter is written from the perspective of MML Board Member Laura Manzo, and our goal is to raise about \$30K for Library operations by the end of 2025. We've established a new contract with Paige Holmes to assist us with grantwriting and overall fundraising/development strategy in 2025 and 2026. We are hopeful she can greatly increase the effectiveness of our grantwriting and donor cultivation strategies.
Facilities	We submitted the final electrical invoices for our elevator modernization project in mid October, but have not yet received reimbursement due to the federal shutdown.
Succession Planning	I have been working hard to document as much as possible about my role before I wrap up at the end of the month. While the Director transition certainly presents some challenges, it has also been a good excuse to make headway on succession planning, cross-training, and documentation of key processes. The Library Director hiring process continues to move forward, and we are hopeful that we will be ready to announce my replacement in the next couple of weeks.
Collections	We recently installed some additional shelving for our historic collection of local newspapers, making them more visible and accessible to the public. We've also been assisting the Millinocket Historical Society as they begin to digitize all newspapers available between our collection and their collection. We're working with them to ensure that the scanned newspapers are available for free online through the Digital Maine Repository.

LIBRARY STATISTICS

Patrons	October 2025	September 2025	Change	October 2024	
Cardholders	3213	3186	27	2978	
Adult Cardholders	2530	2508	22	2338	
Youth Cardholders	675	673	2	637	
Millinocket Resident Cardholders	2383	2363	20	2218	
Out of State Cardholders	85	95	-10	85	

Circulation	October 2025	September 2025	Change	October 2024
Active Cardholders	359	416	-57	404
Circulation	1148	962	186	1021
Active Cloudlibrary Users	31	29	2	41
Imagination Library Users	187	187	0	183
Program Engagement	October 2025	September 2025	Change	October 2024
Library Website Visits	2151	1914	237	1992
Facebook Likes	2087	2082	5	2001
Instagram Followers	746	743	3	719
Adult Programs	9	11	-2	10
Adult Program Attendance	224	97	127	159
Children's Programs	12	16	-4	5
Children's Program Attendance	106	27	79	139
Community Meetings	22	22	0	11
Community Meeting Attendance	136	154	-18	68
Foot Traffic	2652	2448	204	2035
Library Volunteer Hours	94	104	-10	127
Number of Reportable Incidents	1	3	-2	2
Facilities	October 2025	September 2025	Change	October 2024
Hours Open	168	154	14	151
Computer Sessions	219	216	3	231
Public Meeting Room Use	155	160	-5	128
EV Charges	17	28	-11	14
Wifi Connections	<i>No data- router issue</i>			671