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## Community and School Engagement Subcommittee

### **Meeting Date / Time:**

Monday, December 3, 2018 – 3:30pm

### **Meeting Location:**

Capitol Hill Library

### **Attendees:**

Daniel Chesney, Kellie Delaney, Katherine Hickey, Robin Miller, Kelley Riha, Chris Stofel

Welcome

Subcommittee Charge & Responsibilities: Subcommittee tasks were divided up among the group.

- School Communication (formerly School Mailing): Katherine
- School & Community Organization Visits and Best Practices for Engaging with the Community: Daniel
- School Media Breakfast: Chris
- Selection of RIF Recipients: Robin
- Outreach: Kelley Riha

System-wide Thinking: the group discussed creation of best practices documents for communicating with schools and for communicating with adults (outreach). A discussion was had regarding the school mailing (hand-delivering vs. mailing). The group will analyze feedback and other information and determine which will be the best option. Other topics discussed include investigating schools' social media pages for possible use in communication and marketing Summer Reading, creating toolkits to help local libraries promote Summer Reading to schools, and creating informational posters to help promote RIF.

Survey Results: Kellie Delaney shared the feedback we've thus far received on the survey sent to Engagement staff on November 26. We divided up responsibility of analyzing the feedback received on each question as follows:

- *What kind of local outreach can we do to increase adult and youth (children & teens) sign ups?* (Katherine)
- *What kind of system outreach can we do to increase adult and youth (children & teens) sign ups?* (Kelley Riha)
- *How can we encourage customers to log at least one hour in the program?* (Kellie Delaney)
- *How can we encourage ongoing engagement in the SR program (indicated by logging 10 hours)?* (Chris)
- *How can we encourage school and community organization visits to promote Summer Reading?* (Daniel)
- *What can we do to encourage engagement among virtual/digital participants? How can we promote to them?* (Kellie Delaney)
- *Please share your ideas for the 2019 Read it Forward recipients.* (Robin)

Timeline (next meetings):

- Digital Check-In via Teamwork December 10<sup>th</sup>, 2018
- In-Person Meeting @ Capitol Hill TBA (complete Doodle poll: <https://doodle.com/poll/rrz44bm7wginh3fn>)
- Digital Check-In via Teamwork December 31, 2018

Next Steps

- Kellie Delaney will share a list of Oklahoma County schools
- Chris will send email reminder to engagement staff regarding the survey
- Complete Doodle Poll
- Review and synthesize the attached Summer Reading Community & School Survey results by Friday, December 21st

## In-Library Engagement Subcommittee

### Meeting Date / Time:

Tuesday, November 27, 2018 – 2:00pm

### Meeting Location:

Stella Nova Coffee Shop

### Attendees:

Sadie Bruce (CD), Natalie Currie (ED), Reagan Kloiber (DN), Beth Loecke (CL), Kristin Williamson (EPS)

### Tasks & Potential Time Commitment per Task

- Displays (10 hours) – Due 2/28
  - Subcategories on the intranet under Summer Reading to highlight different display ideas, passive programming with all MLS staff
- Maurice Sendak Exhibit (24 hours) – TBA until we have size dimensions

- Kristin will reach out to Exhibit coordinator (Steven) to find out dimension details of exhibit pieces, guidelines, labels, lights, security, suggested programs
- Summer Reading Program will be promoted at Geek Con (DN program) on May 18<sup>th</sup>
- Possible costume for Spoticus that reflects Sendak work
- Maurice Sendak Exhibit Opening Night Party if sponsorship level commitment met (5-6 hours)
  - TBA – determined on if we get a donor
- Collection Integration (2-3 hours) - Sadie
  - Book River – Due May (at least 3 copies per item in system)
  - Possible purchase of Sendak movie to have a “viewing” in DN auditorium
  - Pay it Forward w/points
- Passive Programming (10 hours) – Due 2/28
  - Purchase supplies ahead of time (bulk) for all libraries to order through Intranet
  - Work with Marketing for cardboard cutouts of Sendak creatures
- Talking points to engage with In-Library Customers/Upsell Summer Reading (2-3 hrs) – Due 3/31
  - Kristin and Abby will reach out to Community subcommittee for collaboration on Talking Points at the Steering Committee Meeting on Dec 12<sup>th</sup>

#### *Constraints*

*Be aware of budget constraints, as well as the desire to maintain a feeling of consistency for staff. We have struggled with getting adults and teens to sign up for Summer Reading. However, adults and teens have higher engagement in the program. We have been successful in increasing the number of signups each year but need to also increase on-going engagement in the program after a customer signs up.*

#### *Topics to discuss*

- Our highest program attendance in the last four years (during Summer Reading) occurred when we had the lowest number of programs offered. How can we improve the quality of programs over quantity, to increase attendance? Less programs would also be easier to promote.
- Passive Programming
- How can we increase engagement in Summer Reading through in-library or virtual programs, services, and promotions?

#### *Outcomes*

Increase engagement in SR.

Indicator: 55% log 1 hr. / 60 points; 45% log 10 hrs. / 600 points; plus, local indicators

#### *Breakout meeting Notes (Nov 14<sup>th</sup>)*

- Learning track (visiting libraries)
- Use of Display Case @ DN (lock up statue)
- Cardboard cutouts @ other libraries
- Maurice Sendak Exhibit arrives between June 12-15

#### *Post Meeting Deliverables:*

- Digital Check-in by December 7<sup>th</sup>
- Natalie will upload a draft discussion guide to Teamwork
- Abigail will reach out for more information about the Jewish Federation

- Sadie will upload a list of materials that we have throughout our databases on Teamwork
- Kristin will reach out to Regional Director for the In-Library Engagement group to speak at all libraries during Dec/Jan staff meetings (10 minutes) for feedback
  - Elaborate on what we as a group are doing
  - How this frees up engagement staff to work on other things, ex-programming
  - What ideas do you already have for passive programs/displays

## Logistics Subcommittee

### Meeting Date / Time:

Thursday, December 6, 2018 – 3:00pm

### Meeting Location:

Downtown Library

### Attendees:

Margo Engelmann, Jerod Gerfen, Teresa Matthews

### Roles:

Teresa Matthews- Lead, Communications, Books/Supplies as needed, ASAP Runs

Jerod Gerfen- Books, Service Center Routing, Volunteers

Margo Engelmann- Catalog, Supply Orders (SRP&EPS), Routing requests

### Timeline: (tentative)

#### December

- Teresa will communicate with SM's about ordering, ETA of Supplies, Marketing

#### January

- Kristin will order Summer Prize books
- Order Books/Tape/Labels (Teresa with Margo, Kristin, Kellie)

#### February

- Books arrive
- Jerod begins recruiting staff volunteers for sort days

#### March

- Approx. 3/15 Postcards arrive (Storage/Inventory)
- Inventory Scholastic Books (Approx. 1 day @ SC EPS/Logistics/Volunteers)

#### April

- Approx. 3/31 MAC Items (Inventory and Organizing approx. 1 day)
  - Storage in basement office area
- Sort Books by Level/Sets (Approx. 2 days EPS, Logistics, Volunteers)

- Arrange Pallets to fill orders (Approx. 1 day Logistics)
- MTC request for Green Totes to DN
- Coordinate with LaVetta about Outreach Van

#### May

- Prepackage Supplies and Books to give Starter Packs to LOC spread out over multiple weeks (Approx. 1 day per week Sent out May 1,8,15,22)

#### June

- Begin Regular supply orders
- Open Supply Catalog June 1
- Orders due Monday (begins Approx. 5/6)
- Margo Receives Orders and Prints or Routes book orders to Jerod Mon/Tues am
- Tuesday Orders filled and routed
- Mid-Month reminder to order in anticipation of mid program rush
- Coordinate with (Jessica?)

#### August

- Arrange for left over books at MTC to be sent DN (depending on amount)
- 1-14 Prizes awarded as supplies last and locations begin routing RIF books to DN
- 14-16 Locations begin routing ALL remaining supplies and RIF books, Goal #3 numbers pulled
- 19-23 RIF books counted, stickered, boxed
- 26-29 RIF books Delivered
- Remaining supplies inventoried remaining books stickered and added to Gift Books Inventory

#### Brainstorming:

- How to minimize amount of book chaos (extra sort day in logical order)
- What day to do orders (Monday as order day/Tuesday as routing)
- Week prior mass routing (starter sets that are sent out beginning in early May)
- Book Hoarding or Ordering a whole box to get 1 or 2 titles (no front facing sets, make sure we are tracking who has gotten what sets)

#### Going Forward:

- RIF dates (Robin @RE)
- RIF Logistics (Robin @RE)
- Supply Locations w/and w/o Basement storage
- Discuss timelines and adjust as needed after MAC/Book delivery
- Outreach Van dates for last weeks of program and RIF
- Fine Waivers turned into circ for redemption (process Discuss with Access)
- Bonus Books and early sorting and use

## SR Engagement (Software & Programming) Subcommittee

#### Meeting Date / Time:

Monday, December 10, 2018 – 1:00pm

**Meeting Location:**

Downtown Library

**Attendees:**

Kellie Delaney, Vicki Thompson, Emily Williams, Kristin Williamson

**Welcome**

**Tasks:** Subcommittee tasks were divided up among the group.

- Prizes for adults - the group looked at the feedback from all committee members on Teamwork and narrowed the choices down to items that met the criteria and would be feasible for this year. Vicki will post a survey in Teamwork with the final four choices for committee members to vote upon. Emily and/or Vicki will discuss the top choice with Marketing as the prize awarded to adults when they reach the 20-hour level. We will move forward with tote bags again for the 10-hour level adult prize.
- Badges - timeline has been updated in Teamwork.
- Book order - we discussed logistics, budget, timeline, and space considerations. The goal is to have the Scholastic order submitted by mid-January.
- Goal break down - timeline has been updated in Teamwork.
- Marketing request - the group discussed when this needs to be submitted. Marketing has already started on the general artwork style per a request submitted this fall. The next step is to submit the list of pieces with numbers needed so it can go out to bid. The final step is to submit text for each piece.
- System-wide SR Programming
  - Neighborhood Arts - Kristin (partially funded by Arts Council OKC)
  - Potentially grant-funded programs
    - Science Museum - Kellie
    - OKC Zoo - Kristin
    - OKCMOA - Emily

**Outcomes:** Increase engagement in Summer Reading based on overall outcome and indicators. Provide operational excellence.

**Timeline (next meetings):**

- January TBD

**Next Steps:**

- Emily will meet with MAC and DVS to move forward on summer reading t-shirts for staff to purchase.

- Kellie, Emily, and Kristin will make initial (or continue) contact with organizations assigned above about summer programming.
- Kristin (and Emily) will work on the book order from Scholastic.
- Vicki will confirm the deadlines for the marketing request.
- Vicki (and Emily, Kristin, and Kellie as schedules allow) will meet with libraries beginning in January to help them determine SR goals for individual locations.

## Staff and Volunteer Engagement Subcommittee

### **Meeting Date / Time:**

Wednesday, November 28, 2018 – 10:30am

### **Meeting Location:**

Downtown Library

### **Attendees:**

Jessica Gonzalez, Julia McConnell, Heidi Port, Victoria Stephens

### **Welcome**

### **General Housekeeping**

Everyone discussed and/or reviewed the following:

- Term and time commitment
- Teamwork timelines
- Roles
  - Volunteer Training-Heidi
  - Staff Training-Julia
  - Internal Communications-Jessica and Victoria
- Subcommittee outcome
- Constraints, debrief document, and SWOT analysis

### **Questions/Topics Discussed**

- Internal Communications
  - How can we improve communication?
- Staff training
  - How can we increase staff buy-in Summer Reading?
- Volunteer supervisor training & Volunteer training
  - How can we increase staff buy-in Summer Reading?
- How can we help libraries reach their individual goals?

### **Brainstorms**

- Fine tune outcomes for the sub committee
- Internal Communications
  - Expand/broaden weekly tips
    - Move up timeline
    - Include Volunteer tips for staff
  - Communicate out external marketing plan to staff as a part of the internal communications plan
  - Communicate out volunteer training communications as a part of the internal communications plan
- Staff Training
  - Consider the importance of fun, whimsy, & in-person connection
  - Consider online components that are suitable/tailored to meet the training needs of teen volunteers

### **Next Steps/Action Items**

- Next In-Person Meeting Scheduled for Friday, December 14
- Everyone to develop specific outcomes for staff training, volunteer training, and internal communications
  - Julia-Staff Training
  - Heidi-Volunteer Training
  - Jessica & Victoria-Internal Communications
- Everyone to view the timeline carried over from last year in Teamwork, and identify needed adjustments by December 15. If changes to your timeline need to be made, post the requested changes as a comment on the related tasks in Teamwork (and make sure it is set to notify Vicki). You should be able to add new tasks on your own. Email Vicki if you have any issues.
- Everyone to explore the debrief from SR 18
- Internal Communications: Jessica to draft minutes from all groups by week of December 17; Victoria to post to Intranet on December 20
- Internal Communications: Victoria to craft draft internal communications plan and share with Jessica to edit
- Internal Communications: Victoria and Jessica to meet in-person about internal communications plan and fine tune

### **Meeting Date / Time:**

Friday, December 14, 2018 – 10:30am

### **Meeting Location:**

Downtown Library

### **Attendees:**

Jessica Gonzalez, Julia McConnell, Heidi Port, Victoria Stephens

### **General Housekeeping/Action Item Check-in**

- Teamwork Timelines



- Everyone was able to update their timeline tasks and subtasks; Everyone will continue to update as SR 19 moves along
- Outcome Statements
  - Everyone was able to create a specific outcome statement related to their SR role
    - Training Outcome from Julia
      - Staff are knowledgeable and confident when assisting internal and external customers with summer reading questions
    - Internal Comms Outcome from Jessica and Victoria
      - Staff are informed about all aspects of SR 19
    - Volunteer Training Outcomes from Heidi
      - Teen volunteers gain job training and work experience
      - Teen volunteers develop skills including self-motivation and initiative
      - Teen volunteers build camaraderie with other like-minded teens

### **Volunteer Training-Heidi**

- Heidi has volunteer supervisor trainings and potlucks planned for:
  - 1/24/19 @ NW
  - 3/7/19 @ NW
  - 8/19 wrap up and recognition meeting (date/time/location TBD)
- Past volunteer supervisors helped to create content for the training and will be leading various sections

### **Staff Training-Julia**

- Julia has planned a meeting with Learning and Development on January 8, 2019 to discuss SR training; Jessica will attend to take notes and offer assistance as needed
- After discussing a potential training plan with EPS, the following 3-tiered training approach was agreed upon for SR 19:
  - Online Component
    - A review of old content
    - Beanstack tutorials
    - Video component
  - Train the Trainer Component
    - Provided to Engagement and Access Managers
    - A review of old and new content
  - In-Person Component
    - An introduction to new SR content
    - Offered regionally

### **Internal Communications-Jessica & Victoria**

- Victoria and Rick created a breakroom poster for each library as a teaser for SR 19; Jessica shared with Library Management Team members; Margo mailed out this week
- Victoria created an Internal Communications Plan; Jessica reviewing and adding content
- Jessica to create an Internal Communications Request Form for SR Committee and Subcommittee members to fill out

- Victoria to reach out to SR Committee and Subcommittee members to get their ideas for content to display on library screens

### **Celebrations for Libraries**

- Possible ideas for libraries who reach their personal SR goals:
  - Pizza Party
  - Therapy Dog Petting Zoo and Photo Booth
  - Snow Cones
  - Ice Cream Social
  - Coffee & Donuts/Cookies & Milk

### **Next Steps/Action Items**

- Next in-person meeting schedule for January 11, 2019
- Jessica and Victoria continue to fine tune Internal Communications Plan and update Teamwork Timeline accordingly
- Jessica and Victoria to post all subcommittee minutes from November 15-December 15 to the Intranet on December 20
- Jessica to create an Internal Communications Request Form for SR Committee and Subcommittee members
- Victoria to reach out to SR Committee and Subcommittee members regarding content for digital screens at libraries
- Julia and Jessica to meet with Learning & Development on January 8
- Julia to research training content from SR 18 and attend Volunteer Trainings
- Jessica to reach out to Vicki regarding possible funds for providing parties for libraries who reach their personal SR goals
- Heidi to work with Victoria on sending reminders to those signed up for Volunteer Trainings