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Community and School Engagement Subcommittee

Meeting Date / Time: February 7, 2022, 10:00-11:00am

Meeting Location: Teams

Attendees: Daniel Chesney (WA), Kellie Delaney (SPP), Lupita Gonzalez (CH), Shalla Strider (ED)

Absent: Elisabeth White (VI)

- OES had been notified that we are recommending Smart Start Central Oklahoma to be the Summer Reading 2022 RIF Recipient
 - Once approved, Lupita will contact Smart Start about getting a high resolution logo to use in marketing materials
 - Lupita will get with Elisabeth about templates for notifying those who were not selected
- OES accepted recommendation to do Direct Mailers instead of School Mailers again this year
 - Recommend focusing on low-income zip codes with low-internet connectivity, same formula as in the past
- Look into utilizing Orange Boy to send email communications to lapsed users
- School Commercials
 - Andrew and Britney at Edmond will create a grade school focused video
 - Daniel will reach out to Teen Programmers about creating a set of TikTok videos that could be combined and turned into a commercial to be shown in schools, videos will also be posted individually to the library's TikTok account
 - Waiting to get final word on Community Goal and Fine Waivers
- Shalla is working on updating the Community Contact Spreadsheet
 - Will also include reaching out to Librarians/Info Officers for local universities as well
- Teacher Training
 - 1450 has been moved from the teacher breakfast to incentives for the teacher training
 - Elisabeth and Daniel will come up with recommendations for prizes
 - Heather is looking into possible corporate sponsorships – she will reach out to Lakeshore. If they decline Mardel's was also recommended.
- Shalla and Lupita will create a word document to start shortening and combining landing pages for the Staff toolkit, goal will be to make a simplified format with fewer overall landing pages, some content may be removed

- Looking at having our next meeting at 10am on Feb 21st or 22nd - Shalla will confer with Elisabeth and then send out an invite

Meeting Date / Time: February 22, 2022, 10:00-11:00am

Meeting Location: Teams

Attendees: Daniel Chesney (WA), Kellie Delaney (SPP), Lupita Gonzalez (CH), Shalla Strider (ED), Elisabeth White (VI)

- Fine Waivers
 - Had to know if we are going to print Fine Waivers to meet internal deadlines
 - Still in the Pilot Period for being Fine Free
 - Other library systems are also going Fine Free
 - Commission approved printing of the Fine Waivers
 - We will not include it in the marketing
- Marketing
 - Added in Read it Forward Posters
 - Recommended to print 2X the Rack Cards, schools, community agencies, for outreach
 - Great for booths and tables
 - Print the run for June/July all at once
 - Free ad in Metro Magazine
- Read it Forward
 - Communicated with Smart Start and with the not selected agencies
 - Smart Start marketing kit
 - Annual event, Smart Start on the Silver Screen, April 23
 - They give out Swag bags at this event
 - Contact Teresa
 - Printable flyer/half sheet
 - 100 copies
 - April 1
- School Commercial/Day Care Packet/Tik Toks
 - Inviting Teen Librarians to make School Commercial for Middle/High School
 - Elisabeth will pitch at Teen Services Meeting
 - Props for Elementary Commercial
 - Don't mention the Fine Waivers
 - Two Free Books and Sunglasses
 - Community Goal – 12 million points
- Staff ToolKit
 - Goal Planning Document
 - Local use tool
 - Accountability in performance development
 - Outreach Tracker
 - Remove from ToolKit

- Use Library Market Outreach Program
 - Email templates
- Teacher Training
 - Niche Academy
 - Going over the scripting
 - Incentivize post training, upload a flyer to school portal, email parents, etc. Will result in extra entries to the grand prize drawing
 - Send a follow up email to teachers who complete the training
 - Check boxes for extra entries
- Teacher Prizes
 - Appeal to teachers with a wide range of subjects
 - Book Lovers Swag Bundle
 - Banned Books Bundle
 - Browsed Donors Choose
 - Document Camera
 - Student White Boards
 - Fidget Toys
 - Class set of Headphones
 - Have a few “Grand Prizes”
 - Swag Bundles
 - \$1450
 - Action Item- Daniel and Elisabeth will start pricing items
- Community Contacts Spreadsheet
- Other?
- Next meeting, Tuesday, March 8, 2:00PM

In-Library Engagement

Meeting Date / Time: February 7, 2022, 2:30-3:30pm

Meeting Location: Zoom

Attendees: Dana Beach (RE), Laura Pool (BE), Kristine Magers (CD), Kristin Williamson (OES)

- Summer Reading Update
 - Kristin gave a Summer Reading update including the Read it Forward recipient – Smart Start Central OK and that we will have online teacher training instead of the breakfast again this year.
- Toolkit
 - We decided to use Sharepoint for the toolkit and Kristin will ask for Dana to be added as a temporary owner of the All Engagement Staff group so she can create the site pages.
 - Dana will create some canva templates for us to use for kit instructions.

- Supply Orders
 - Kristin will ask Jess to send a reminder for the order forms this week.
 - The team will continue working on their parts of the toolkit and we will meet next week to discuss the supply orders.

Meeting Adjourned at 3:30 pm

Next meeting: February 17, at 2:00pm

Meeting Date / Time: February 14, 2022, 2:00-3:00pm

Meeting Location: Zoom

Attendees: Dana Beach (RE), Laura Pool (BE), Kristine Magers (CD), Kristin Williamson (OES)

- Toolkit
 - Dana shared the Sharepoint Toolkit and asked for decoration and display inspiration photos from the team.
 - Laura has been working on kit instructions and has been sending the links to Dana.
 - Kristine has been working on booklists and display ideas.
- Supply Orders
 - Kristin pulled together the supply orders into an excel spreadsheet. We need to do the following:
 - Order supplies – Kristin
 - Create an order spreadsheet for for each location – Dana
 - Cut die cuts – Kristine will begin working on the ones with paper OES already has on hand, other team members will help as needed
 - Sort and Route supplies – We'll schedule a work day when supplies are delivered.
- The team will continue working on their parts of the toolkit. Dana will send a check-in e-mail on February 28th and we will schedule a work day when supplies are delivered.

Meeting Adjourned at 3:00 pm

Next meeting: TBA

Staff and Volunteer Engagement

Meeting Date / Time: February 10, 2022, 3:00-4:00pm

Meeting Location: Teams

Attendees:

Allie Barton (BI), Jessica Gonzalez (OES), Natasha Parker (AL), Heidi Port (DVS), Emily Williams (OES)

Updates (Emily, Heidi, Jessica)

- Staff Training-Emily
 - Official training dates for the in-person sessions have been added to our training plan; these include a Zoom option and in-person sessions at BE, MC, and NW that will be open to all staff
 - Additional sessions can be added based on demand
 - Emily will confirm these dates with L&D and work on creating a social distance plan for each meeting room
 - Natasha and Allie to review Beanstack content for staff use/training and provide recommendations by late March
 - Draft training slides for the all staff video have been created; everyone to review by next meeting
- Teen Volunteers-Heidi
 - Going to move next month's teen volunteer supervisor training from in-person to Zoom
 - Will spend the next meeting sorting through training updates
 - We decided that we'd like for the teen vol t-shirts to be made available to staff for purchase; Heidi to confirm if this is possible
- Internal Comms-Jessica
 - Will start to update Intranet once training content gets developed
 - Going to reach out to SR Committee members to have them share 3-5 highlights from their subcommittees for staff; this will help to keep staff engaged since many might not have time to read through the minutes on the Intranet

Action Items

- Everyone review training slides and provide feedback via email or at next meeting on 2-16
- Heidi to reach out to Heather regarding teen volunteer t-shirts being made available to staff for purchase
- Natasha to review Beanstack guides and provide feedback by late March
- Allie to review Beanstack downloadables and provide feedback by late March
- Jessica to email SR Committee members asking for team highlights to share with staff
- Jessica to craft highlights for our subcommittee and share with group for approval
- Emily to share training dates with L&D, ensure space is booked, and figure out capacities based on social distancing best practices
- Emily to create a document for folks to sign up to lead all staff training sessions
- Emily to update training location info for next teen vol supervisor training and reach out to teen supervisors with a reminder to sign up via EduBrite

Upcoming Meetings

- Wednesday, February 16

Meeting Date / Time: February 16, 2022, 11:00am-12:00pm

Meeting Location: Teams

Attendees:

Allie Barton (BI), Jessica Gonzalez (OES), Natasha Parker (AL), Heidi Port (DVS), Emily Williams (OES)

Updates (Emily, Heidi, Jessica)

- Staff Training-Emily
 - Zoom/In-person training dates confirmed with L&D and course shell is built in EduBrite
 - All staff training video slides have been updated; Emily is waiting on a couple of details to be confirmed before making final updates
 - Emily will share the training script with OES for review
- Teen Volunteers-Heidi
 - Reviewed training slides for the 2nd teen volunteer supervisor training
- Internal Comms-Jessica
 - Staff highlights to be shared out this week

Action Items

- Everyone to take a second look at the teen volunteer training slides; edit as needed or email Heidi with questions
 - Emily to update background and add safety section
- Emily to send all staff training video script to OES for review
- Emily to create all staff training slides and send to subcommittee for review
- Natasha to continue to review Beanstack guides and provide feedback by late March
- Allie to continue to review Beanstack downloadables and provide feedback by late March
- Jessica to firm up comms plan for team to review & create space for the team to provide feedback on potential video content

Upcoming Meetings

- Wednesday, March 2