

Table of Contents

Community & School Engagement Subcommittee.....	1
Library Engagement (In-Library & On-Site) Subcommittee	4
Logistics Subcommittee	8
Staff and Volunteer Engagement Subcommittee	9
Summer Reading Engagement (Software & Programming)	11

Community & School Engagement Subcommittee

Meeting Date / Time:

Monday, December 14, 2020 – 3:00pm

Meeting Location:

Microsoft Teams

Attendees:

Sarah Brown (DN), Daniel Chesney (WA), Kellie Delaney (SPP), Kristin Williamson (EPS)

&

Meeting Date / Time:

Wednesday, January 6, 2021 – 4:00pm

Meeting Location:

Microsoft Teams

Attendees:

Daniel Chesney (WA), Shalla Strider (ED), Elisabeth White (VI)

Discussion Questions for Both Sessions:

Do we want an in-person and/or physical plan or virtual only?

- It was decided to focus only on a virtual event this year, the group does not think in person events will be something the general public feels comfortable with for a few years

Who do we want our focus audience to be this year? Recommendations for future growth?

- Agreed that we should extend our focus beyond just librarians and also include outreach to principals, title teachers, and even classroom teachers as format allows

- Daycares were mentioned as a group to possibly hit this year
- Interest in creating a business focused event, that may be beyond the scope of this year and will need to be considered in future years

What do we want the format to look like for our virtual program?

- We decided to create a series of videos and training material that can be accessed by librarians and teachers at any time
- We will explore using Niche Academy to create the course and create a certificate of completion for those who do the training in its entirety
- We could also create a YouTube playlist if Niche academy proves to not be the most effective tool for this content

How to build excitement? Invitations? Prizes

- We will look into redirected funds previously spent on the Breakfast to purchase prizes to incentivize participation
- Prizes could include STEM kits for classrooms, Book Bundles, School Supply bundles etc.
- We should create a way for participants to indicate which item they would be interested in as they will represent the full spread of K -12 teachers
- Incentives will be tiered so that those who participate more (reach out to their local library, sign-up themselves, etc.) will have a chance to win larger prizes
- Create an option at the end of the class were participants could directly contact the Engagement manager at their local branch to discuss possible digital outreach

What will we need from Local branches?

- Would love local branches to help create the content for the digital class
- Local branches would be given the links and scripts to help push out this content to their contacts. We would create a way to track and make sure that all schools were at least given an attempt at contact.
- Engagement managers would be responsible for following up on any digital outreach requests

Meeting Date / Time:

Tuesday, January 12, 2021 – 2:00pm

Meeting Location:

Microsoft Teams

Attendees:

Sarah Brown (DN), Daniel Chesney (WA), Kellie Delaney (SPP), Shalla Strider (ED), Elisabeth White (VI), Kristin Williamson (EPS)

1. Review previous meeting minutes. There were no questions.
2. Decide on scope of program
 - a. 1st meeting making adaptations for school, businesses, community groups.
 - b. 2nd meeting discussed incentives for reaching out to these groups. What would be a good incentive and worth our time/money. Schools, daycares, businesses, etc.
 - i. Kellie – You need to tailor your pitch to your audience. I.E. Reading as a wellness incentive. Businesses need to know the “why”. We can leverage the experience of Sarah who has already been reaching out to businesses to promote adult programming.
 - ii. Shalla – Brought up this suggestion. Would need a different plan for schools and for businesses. Have a drawing to encourage schools to complete training. Expanding our scope to other teachers beyond just the library media specialists like we have done in the past.
 - iii. Sarah – Likes having something for schools and day cares. Possibly also businesses if time allows. Schools and day cares are similar enough that we would not be many differences as there would be with businesses. We could make a short video or PowerPoint for businesses to use and the more robust resources for schools.
 - iv. Kristin – Likes the idea of different pitches for the different groups. Will need to talk to Heather to see if we can utilize the SLMS Breakfast funds for the incentives.
 - v. Daniel – Focus on doing something well for schools and then see if we can expand to do robust content for businesses. Could we use screencast short videos? We have done some in the past.
 - vi. Elisabeth – Toolkit already has a lot of scripts. Could be updated to include more ideas for working with businesses.
 - c. Scope is controlled, course-like resources for educators with modifications for day cares and create more robust resources for businesses.
3. Brainstorm new name for Virtual Program (Not the school media breakfast anymore)
 - a. Possible Ideas:
 - i. School Outreach
 - ii. Summer Reading Opening Ceremony Spectacular
4. Create timeline for Virtual Program, including discussion of content needs
 - a. Would like to have Niche Academy resources are ready to push out to schools by mid-March.
 - b. Kellie will work with Kristine Magers about Niche Academy and will communicate with Emily about the timeline for the staff training. We might want to modify the staff training for what we use for schools.
 - c. State testing is April 6-May 7 (in-person) and April 6-May 24 (online testing). We could try to push out the training materials before testing starts and then send out a reminder after testing in mid-May.
 - d. Sarah will take the lead on business and community organization resources.
 - e. We could build on what Katherine Hickey did with Winter Reading by reaching out to legislators to promote Summer Reading. Shalla and Sarah will work on this.
 - f. Outreach component to the schools – How will local schools handle outreach this year? Elisabeth will take this. Should we make the expectation that libraries contact all of their schools and report back or can we do something to incentivize libraries contacting all of their libraries. Perhaps Larry and other leadership could work come work the desk

for a day. We could work in a place for staff feedback into the form we ask staff to complete after reaching out to schools. What worked, what did they need?

- g. Daniel will work on a brief proposal for Heather Zeoli to see about utilizing the SMLS Breakfast funds differently.
 - h. Kellie will work on staff advocacy plan
5. Volunteers:
- a. 1 person to select RIF recipient recommendation – Elisabeth will work on this. Bonus books will be used for RIF. We will receive 2,300 books based on the amount of books we are ordering. Focus on a group that could take all of the books. Books will be for ages infant through age 12.
 - b. 2 Volunteers to go through Tool-kits and create a list of recommendations to add, present information at upcoming meeting
 - c. Volunteer to work up prize proposal list of incentives
6. Daniel will have smaller meetings with sub-committee members about the tasks they are working on. He will try to schedule these meetings in the next couple of weeks. Our subcommittee will meet the first week in February.

Library Engagement (In-Library & On-Site) Subcommittee

Meeting Date / Time:

Monday, December 21, 2020 – 2:00pm

Meeting Location:

Microsoft Teams

Attendees:

Scott Garrison (CL), Beth Loecke (CL), Michelle Merriman (DN), Melissa Weathers (Collection Development), Kristin Williamson (EPS)

- Discussed updates from each subcommittee from the Steering Committee meeting
- Kristin EPS Updates
 - EPS has ordered bookmarks, stickers, reading logs, etc.
 - Tattoos are an option
 - In the past, these were ordered separately by each location using an online order form
 - First limited order could potentially go through EPS or each location's 5161 budget
 - Any excess items a location wants beyond the limited items would need to come out of that location's own budget
- Constraints/Concerns
 - As we prepare, members will keep the EPS \$2,500 budget in mind and will think of activities/programs/displays that will appeal to all ages and not just kids to help with teen and adult participation
- Potential SRP activity Gazette

- The gazette is dependent upon the ability to pull together all of the needed SRP information by the printing deadline
 - An option being discussed is a more robust or deluxe activity booklets sent to each location throughout the Summer
 - If this does not work out, we will move forward with the weekly activity/information sheets
- Community Goal/Goal Tracker
 - Discussed community goal tracker that could be used as a window display at locations.
 - Giraffe, Peacock, and Snake are the options discussed which would go with the SRP theme
 - The giraffe's neck would grow, peacock feathers would increase, or the snake would grow as the community participation increases
 - Not every location has the space for this kind of display, so this would be optional for each location; have Marketing create a poster version for other locations to display
- Melissa Collection Development Updates
 - Hoopla and Kanopy will have their own SRP National theme banners/advertising
 - Overdrive – Collection Development should be able to get them to do a banner
 - Book Rivers
 - Beth is looking for the excel spreadsheet Collection Development sent to the Library Engagement subcommittee last year to document the themes and books that the subcommittee wanted displayed as Book Rivers throughout the summer
 - Beth will add the spreadsheet to the Library Engagement folder in SharePoint
 - These would switch every 2 weeks
 - Melissa will have Miranda in Collection Development send out Book River instructions to each member
- Displays
 - Offer 2 backdrop options to locations (one per location)
 - Options: African Safari and Jungle
 - African Safari is significantly bigger; would need to be cut into thirds; one purchase of this backdrop would serve 3 locations
 - Each member will select 4-5 of the window clings/bulletin board displays from Oriental Trading to go along with the 2 backdrop options; committee will narrow down the options that will be offered to each location in the SRP order form
 - Yard signs, window clings, and banner options will be offered to each location
 - If locations do not have the space for the above, committee will talk to Marketing to create a poster option
- Passive Programming
 - Utilize EPS backup recorded programs that could be used as online filler programs by locations
 - Have locations and/or EPS contact Humane Society, Zoo, local Police Departments to have short recorded story times with animals that could be used by locations
 - Open this up to all locations
- Members have entered multiple passive program and activities into SharePoint
 - Each member will bring 5 options to the next meeting; we will narrow the options down
- Next Meeting

- Members will have ideas added to shared document prior to next meeting which is @ 2PM on Monday, January 4

Meeting Date / Time:

Monday, January 4, 2021 – 2:00pm

Meeting Location:

Microsoft Teams

Attendees:

Scott Garrison (CL), Beth Loecke (CL), Michelle Merriman (DN), Melissa Weathers (Collection Development), Kristin Williamson (EPS)

- Discussed updated community points goal; reduced from 10 million to 8 million
- Kristin EPS Updates
 - EPS has a meeting on 1/5/2021; Kristin will notify us if there are any updates
- Constraints/Concerns
 - As we prepare, members will keep the EPS \$2,500 budget in mind and will think of activities/programs/displays that will appeal to all ages and not just kids to help with teen and adult participation
- Melissa Collection Development Updates
 - Melissa added Book River instructions to the SharePoint; the Book River link was not working, so she is going to check with Miranda to get an updated link
- Displays (all of these options will come from Oriental Trading)
 - Offer 2 backdrop options to locations (one per location)
 - One backdrop and one set of animal cutouts per location (paid out of \$2500 display budget); each location can order more using their own funds/budget
 - Estimated backdrop expenditure = \$380
 - Estimated cutout expenditure = \$342
 - Options: African Safari (#7) and Jungle (#2)
 - African Safari is significantly bigger; would need to be cut into thirds; one purchase of this backdrop would serve 3 locations
 - Window cling option:
 - #1 Jumbo Realistic Jungle Cutouts
 - #9 African Safari Backdrop Set
 - #11 Jumbo Realistic Arctic Cutouts
 - #22 Woodland Whimsy Animals
 - EPS also has rolls of paper that could be utilized for displays by locations
 - Yard signs, window clings, and banner options will be offered to each location
 - Marketing will create generic options for locations to choose from; needs to be added to the supply request form that is sent to each location end of January
- Passive Programming
 - Scavenger Hunt Option
 - Kristin added Word document to SharePoint
 - Each committee member will add 3 found in nature items and add a realistic photo/clipart

- Guess the Animal Activity
 - Have close-up photos of animal skin, fur, eye, etc.
 - Beth is putting this together
- Animal Sketchbook Project!
 - Locations can offer sketch paper to participants, who would then draw an animal then return the drawing to the library location
 - Kristin is checking Kellie about uploading these drawings the MLS website to promote community and the sketchbook event
 - Activity for all ages to earn SRP points
 - Kristin will ask Special Collections about their scanner to see if their scanner might be better than each locations; also ask if they would be able to create an archived book of the drawings; also if they do not have the time to scan the photos, if Margo could use their scanner
- Create-a-Creature (p.155 in CSLP Manual) - Add to Program Ideas List included in Tool Kit
 - Create your own creature and their habitat
- Weird Animal Fact Sheets – Add to Program Ideas List included in Tool Kit
- STEM Kits from Teachers Pay Teachers
 - Each location could select one; paid out of \$2500 budget
- Add Intranet coloring page printable that could be easily accessed by staff members
- Each committee member will add 3 take-home kit/program ideas to the Tool Kit folder created by Kristin
- Die Cuts (could be used as easy kit options for locations)
 - Animal mask
 - If needed, cardstock could be ordered out of EPS budget
- Temporary Tattoos
 - \$6.50 per 50
 - Wait to see remaining budget to determine if we will order these
- Community Goal/Goal Tracker
 - Discussed community goal tracker that could be used as a window display at locations.
 - Scott will email Marcie Jackson in Marketing about creating a Spoticus safari-themed community goal tracker
- Next Meeting
 - Members will have ideas added to shared document prior to next meeting which is @ 9AM on Wednesday, January 20
 - Start working on creating Wufoo supply request form to send to each location
 - Start editing/proofreading the Tool Kit

Logistics Subcommittee

Meeting Date / Time:

Thursday, January 7, 2021 – 2:00pm

Meeting Location:

Microsoft Teams

Attendees:

Teresa Matthews (EPS), Margo Engelmann (EPS)

Special Guest:

Kristin Williamson (EPS)

Based on the number of books used last summer and the amount of books remaining, Kristin and Teresa came up with a preliminary amount of needed books for each reading level last fall. This was included in the Friend's Grant proposal. This meeting was to discuss those projected numbers and make adjustments to determine the number of books and unique book titles that we should purchase for this summer.

We decided to order 10 titles per reading level and provide lots of copies of those 10 titles.

Feedback from staff was that there were too many graphic novels and the *Baby Faces* boardbook set was not popular.

Activity books were very popular. Kristin will look through the Scholastic catalog to see what activity books are available.

Dogman was popular and Scholastic has a new set of *Dogman* books with different titles than the ones we ordered last year.

Emily has looked through the Scholastic catalog and recommended YA books to order. Kristin will select titles for other reading levels and run the selections by EPS before ordering

Classics were popular, especially *To Kill a Mockingbird*. We have leftover copies of *1984* and *Catcher & the Rye*.

The book order will be sent to the Service Center. Teresa will talk to Dennis about our needs for next summer. It is likely that we will use the same covered space to work on books as last year.

Bonus books will be used for Read It Forward and can be separated and moved to the basement Downtown for storage during the summer. Based on our order, we should receive around 2,300 books.

We can select the sets of bonus books that we want to receive. The YA titles have generally not been great.

Kristin will place the order by the end of January.

Quantities to order

Boardbooks	500 books
YA	3,300 books
Easy	1,000 books
Readers	700 books
Tween	800 books
Juvenile Fiction/Non-fiction	600 books

Staff and Volunteer Engagement Subcommittee

Meeting Date / Time:

Wednesday, December 17, 2020 – 9:00am

Meeting Location:

Microsoft Teams

Attendees:

Jessica Gonzalez (EPS), Pallas Johnson (CH), Heidi Port (DVS), Victoria Stephens (MAC), Emily Williams (EPS)

Staff Training-Emily & Pallas

- Emily updated the all-staff training plan for SR
- Library Managers, Access Managers, and Engagement Managers will be SR training points of contact/subject matter experts for staff at their locations
- Considering hosting office hours
- Emily to set-up a meeting with L&D & Jessica to review this year's updated timeline
- Pallas has started to brainstorm themes for training and SR internal promo videos
 - Tails and Tales (Detective Theme)

Volunteer Training-Heidi

- Summer Supervisor training—planning for 1 virtual session in March
- Heidi has created a planning timeline for SR teen volunteer engagement
- Heidi to plan a meeting in early January with teen summer supervisors to talk through ideas for engaging teens in SR 2021
- Will plan on setting aside time at the Feb 24 Teen Services meeting to brainstorm SR teen engagement

Internal Communications-Jessica & Victoria

- The SR 2021 internal comms plan has been created; Victoria and Jessica to continue to add to it

Action Items/Next Steps

- Emily-set up a meeting with Jessica + L&D to review training timeline and plan

- Pallas-continue to brainstorm video concepts to share with staff that help promote training and other important Summer Reading internal communications; would like to create a general video to send out to schools and businesses
- Heidi-plan meeting with teen summer supervisors to talk through ideas for engaging teens in SR 2021
- Victoria & Jessica- continue to update SR internal comms plan
- Jessica-type minutes, create draft agenda, and schedule next meeting

Upcoming Meetings

- Tuesday, January 12 @ 9am via Microsoft Teams

Meeting Date / Time:

Tuesday, January 12, 2021 – 9:00am

Meeting Location:

Microsoft Teams

Attendees:

Jessica Gonzalez (EPS), Heidi Port (DVS), Victoria Stephens (MAC), Emily Williams (EPS)

Staff Training-Emily & Pallas

- Emily and Jessica met with L&D to talk through this year's SR training outline
 - Everything looks good and the timeline is currently on schedule
- L&D suggested a Beanstack training in Niche Academy
 - Emily and Jessica reviewed the training and as of now, it is accurate
 - This training will be made available to staff, but will not replace official SR training

Volunteer Training-Heidi

- Led a meeting with Emily and the SR teen volunteer supervisors on Jan 7 to work through the paths for Summer Volunteer participation
 - Teen volunteer supervisors broke out into three groups to develop content
 - Social Media-creating content
 - School Liaison & Marketing SR
 - Programming & Presentations
 - Teen volunteer supervisors have until Jan 21 to add in content ideas
- Heidi and Emily will narrow down suggested content ideas, create the final SR volunteer opportunities, and put together a final outline of requirements for teens and teen supervisors
- Office hours for teen volunteer supervisors and other teen focused engagement staff will be held every Friday morning, 10-11am, over the next month

Internal Communications-Jessica & Victoria

- The SR 2021 internal comms plan has been created; Victoria and Jessica continue to add to it
- Jessica and Victoria will be meeting to brainstorm video content over the upcoming month

Action Items/Next Steps

- Emily-develop a SR script
- Pallas-add creative flair to the SR script once Emily sets up the foundation
- Pallas-continue to brainstorm video concepts to share with staff that help promote training and other important Summer Reading internal communications; would like to create a general video to send out to schools/business and a couple of videos with Larry to promote with staff and our SR teen volunteers
- Heidi & Emily-work on narrowing down and finalizing SR teen volunteer opportunities
- Victoria-begin to craft talking points for SR teen volunteers
- Victoria & Jessica- continue to update SR internal comms plan
- Jessica-set up a meeting with Victoria to brainstorm video content and finalize internal comms plan
- Jessica-type minutes, create draft agenda, and schedule next meeting

Upcoming Meetings

- Wednesday, January 27 @ 9am via Microsoft Teams

Summer Reading Engagement (Software & Programming)

Meeting Date / Time:

Tuesday, January 5, 2021 – 3:00pm

Meeting Location:

Microsoft Teams

Attendees:

Kellie Delaney (SPP), Kristin Williamson (EPS), Emily Williams (EPS)

Orders - The ODL order has been submitted. The Scholastic book order is in process; details and numbers are being discussed this week. Order should be placed mid-January.

Prizes – Teresa has ordered 3 sample bags for review.

Programming

- Neighborhood Arts – Kristin is waiting on email back from Arts Council
- OKCMOA – Emily meeting with them 1/20 to determine details
- OKC Zoo - Grant recipients announced 2/1 and we hope program details will be available by then
- SMO - They are starting plans, Kellie is following up today
- Oklahoma Contemporary - Contacting after MLK Day so as not to interfere with MOU progress

In-Library Engagement subcommittee may have take home kit ideas with pre-recorded video components.

Working towards program options being available for Engagement staff in February.

Marketing request - Will be submitted by February 1 and include these components:

- Fine waivers
- Rack card
- Posters (general, prize, end of summer)
- Direct mailer – MAC will look at budget to see if we can expand to more Zip codes
- Print ads
- Thanks to the Friends of the Library stickers – printed in house, same as last year
- Email marketing
- Special Summer Reading Curbside edition for June-July distribution (newsprint okay)
- Window cling, yard sign, or banner options
- Digital graphics and downloads
 - Website banner
 - Social media graphics
 - Beanstack app guide
 - Badges
 - Downloadable posters (11x17, 8.5x11)
 - School piece that can be customized and uploaded to school portals, may be modified from rack card/direct mailer content
 - Activity logs for adult, teen, children, early childhood

Activity Logs - Discussion about points and activities, and possibly making changes with the switch to one goal level of 600 points. Will likely have 20 activities worth 5 points each for 100 possible points for each age group.