

Table of Contents

Community & School Engagement Subcommittee.....	1
Library Engagement (In-Library & On-Site) Subcommittee	3
Staff and Volunteer Engagement Subcommittee	6
Summer Reading Engagement (Software & Programming)	8

Community & School Engagement Subcommittee

Meeting Date / Time:

Thursday, January 28, 2021 – 12:00pm

Meeting Location:

Microsoft Teams

Attendees:

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

General Updates

- Friends said yes to fund \$1,000 to Niche Academy (from the Breakfast fund)
- OKCPS now uses Beanstack
- Daniel will give an update from our committee at the Engagement Manager meeting Wednesday, February 3
- The toolkit shared with staff had been a very long PDF
 - Reformat to a digital toolkit with a table of contents that links to each section
 - Could be a Wiki that is editable

Biz Outreach Updates

- Refurbish this part of the toolkit from last year
- Some past scripts did not read as “authentic” or sounded like a sales pitch
- Talking points can relate to the pandemic
- Shalla and Sarah will create a list of City Council, Chamber, and local organizations for branches to reach out to
 - Think about groups that have used the library in the past
- Empower staff to use their personal social media to promote or reach out to groups with an online presence
 - Use hashtag #Ireadbecause
 - Provides continuity to previous years hashtag
- Marketing Images
 - A lot of the Summer Reading images are intended for a young audience
 - Yes, we can request marketing fit for adult readers
 - Sarah and Shalla will gather samples and send to Kellie by Monday

- EPS will submit Summer Reading Marketing Request
 - Scheduled to meet with MAC on Tuesday, February 2
- Shalla and Sarah will have deliverables by February 19
- Accountability for contacting groups, but not punitive
 - Who did you contact? How did it go?
 - Daniel suggested a goal setting document
 - Branches would set their own goals about how many contacts to reach
 - Crowd source local orgs & council members instead of making this list ourselves
 - Shalla & Sarah suggested blending the two ideas
 - We can provide a list of some contacts and a place to add more
 - Elizabeth feedback
 - Adult Engagement often feel that Summer Reading is for Children and Children's staff members
 - Creating a list for adults would be good and show support for Adult programmers
 - Community Tracking Document
 - Too many fingers in the pie if we shared an excel sheet with all Metro staff/not everyone has the same technology skills with excel
 - We discussed a branch level spreadsheet that only Managers would transpose onto the big spreadsheet
 - Kellie suggested a survey form would be the easiest path for entry to staff
 - A form could be tailored to Adults/Teen/Children's staff
 - Kellie can populate those fields
 - The purpose of the document is to
 - track branch goals for outreach
 - and to have an easy to access list of contacts who did or did not choose to participate in Summer Reading with the library
 - Kellie and Daniel will work on the form
 - If a branch meets their goal, Larry & RD's would come and work a shift at that library
 - Not necessarily enough coverage for staff to leave the building
 - Extra hands on deck

Read it Forward

- Elizabeth reached out to RestoreOKC
 - They would LOVE to receive the books
 - Especially middle grade books
 - Other potential recipients are very early childhood focused
 - We want to select one recipient
 - There are some leftover books from last year
 - Potentially could donate more than 2,300 books
 - Unanimous vote for RestoreOKC
 - Can include this info in the MAC request
 - Elizabeth will notify RestoreOKC they were selected
 - Ask for a short write up about their mission or if they have a media kit we could use

School Needs

- Metro Staff will not be going into school buildings
- We will create short commercials for school librarians to share with their students

- Daniel will send the puppet videos
 - We could adjust these videos we already have
- We can download the school lists from tableau

Niche Acadmey Training

- Kellie has created the “shell” of the training
 - Working on content
 - We could create pathways or all in one
 - Certificate piece requires more investigation

Staff Advocacy Plan

- Empower staff to share on social media
- Staff are the biggest agents for marketing
 - Building community trust

Our subcommittee will move to Teams Chat for updates

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

Meeting Date / Time:

Wednesday, January 20, 2021 – 9:00am

Meeting Location:

Microsoft Teams

Attendees:

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

- Kristin EPS Updates
 - No updates
- Book Rivers
 - Each committee member will add 2 themes to the SR21 Book River spreadsheet Melissa created (in SharePoint in the Book River folder)
 - Themes are listed in the Passive Program document on the last page
 - Once themes are added, we will add the information to the Collection Development Book River Master list spreadsheet
- Supply Request Form
 - Kellie is willing to put Wufoo form together (Beth has offered to help her if needed)
 - Kristin will follow up on if there will be a window cling option to go along with the banner and yard sign
 - Beth will add this to the request form
 - The option will be generic artwork and Summer Reading Program and the dates only, so it can be reused each year
 - Beth will be working on the following updates to the request form
 - Scavenger Hunt

- Does each location want the laminated cutout bundle for I Spy game or not?
 - If yes, each location can select the animals, plant, etc. Items they would like based on list created by committee
- Origami Bookmarks
 - Kristin found 1,000 sheets (assorted colors) for \$15 on Amazon
 - Beth will add this as an option on the order form
 - One pack per location
 - If more are needed, the link will be available in the Tool Kit for a location to order more out of their own budget
- Die cut options (Beth will add these to the request form; We will order colored cardstock to match the animals' colors)
 - 3-D Zoo Animal
 - 3-D Farm Animal
 - Tangram
 - Animal Masks (Kristin will send the options to Beth)
- Animal Community Sketchbook Project
 - Beth will add a "yes" or "no" option on the request form
 - <https://www.discountschoolsupply.com/arts-crafts/paper-paper-rolls/art-drawing-paper/white-sulphite-paper---9--x-12--50-lb-/p/489>
 - 500 sheets for \$10.03 from Discount Supply Store
 - Each location will receive a set number of sheets; they can contact EPS if they need more sent to their locations
- Passive Programming
 - Featured Programs in Toolkit
 - These will only include ideas that require downloads or links
 - Each featured item will have a photo in the Tool Kit
 - Passive list
 - Virtual Pet Show will be listed in the this area of the Tool Kit; each location can decide if they want to do this program on their own
 - Coloring Pages from manual (will be added to Intranet)
 - Scott will add the links to the downloadable document Kristin created in the SharePoint
 - Finger Puppet downloadable will be added to Passive Program List and downloadable document by Beth
 - Early Childhood program ideas
 - Michelle will add 3-5 Early Childhood program ideas from the manual to the Tool Kit document
- Kristin will check with Margo about the mounting putty and laminating sheets that would have been ordered last year to see if we need to reorder or not
- Beth will notify Scott when request form is complete; Scott will send to Kristin and Kellie
- Next Meeting
 - Members will have assignments added to shared documents prior to next meeting which is @ 2PM on Wednesday, January 27
 - Start editing/proofreading the Tool Kit

Meeting Date / Time:

Wednesday, January 27, 2021 – 2:00pm

Meeting Location:

Microsoft Teams

Attendees:

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

- Provided group with updates from the SR21 Steering Committee meeting from 1/26/2021.
- Kristin EPS Updates
 - The big programming guide will not work, so EPS/Marketing has decided to utilize the curbside printable again this year.
- Daniel (Community & School Engagement Lead) proposed a new format/method of distributing the SR21 Toolkits. He provided various methods we could take and asked that we take the information to our subcommittees to consider.
 - Library Engagement group agreed that a table of contents format on the Intranet (similar to the Policies & Procedures manual) would be the best method considering staff already access the Summer Reading tab on the Intranet regularly.
 - Scott emailed Daniel and Kellie the information discussed by the group.
- Book Rivers
 - This is not pressing at this moment. The toolkit takes precedent at this time.
 - Plan is to finalize the themes and selected items in April.
 - However, if there is a title that you want to be included and MLS does not have enough copies, be sure to email Collection Development ASAP.
- Supply Request Form
 - Beth completed the supply request form. Scott emailed to Kellie.
 - Kellie is putting together the Wufoo supply request form. She should have it to me by Monday, February 1. (Beth has offered to help her if needed)
 - The group agreed to purchase a Farm Animal Masks die cut bundle for \$300 to provide more passive program options for each location to select for their patrons.
- Toolkit Assignments
 - Last year's original Word document has been added to the SharePoint.
 - Each group member will update, edit/proofread their assigned section to fit the current theme and current year.
 - The edits need to be completed by our next meeting in two weeks.
 - Kristin – Book Displays section
 - Beth – Passive Programs & Program Ideas sections
 - She will break this down into smaller sections (i.e. Window Display Programs, Outdoor Programs, etc.)
 - Melissa – Library Décor and Scripting Examples sections
 - Scott – Summer Reading 2021 Highlights
 - Will need to add Beanstack link to the Beanstack section once everything is finalized/created by Marketing.
 - Michelle – In-Library & Engagement Tips section
- Next Meeting

- Members will have assignments added to shared documents prior to next meeting which is @ 10AM on Wednesday, February 10.
- Finalize Toolkit

Staff and Volunteer Engagement Subcommittee

Meeting Date / Time:

Wednesday, January 27, 2021 – 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

- Currently on track with training timeline
- Training script has been updated
- Theme-detective video
 - Tales of Furlock Holmes
 - Ties into Tales & Tails
- Training video to be completed by mid-March
- Will be working with the Community & School Engagement subcommittee to film videos for schools and businesses
- Will be modifying staff training video for teen volunteers

Volunteer Training-Heidi

- Second Summer Supervisor session to be held on Jan 28
 - Summer Supers will
 - Continue working on shared documents
 - Clear goals and instructions for volunteers
 - Technology needs and specifications for participation
 - Benefits to volunteer – hours, experience, knowledge
 - Be thinking about what types of volunteer opportunities they will manage
 - Decide how many volunteers they will manage
- Hoping that content created by teens throughout the summer can be repurposed and used throughout the year
- The number of teens that each location can support this year will look different than in previous years; each location will be able to pick the types of opportunities and number of volunteers that work best for them
- Many of this year's virtual opportunities can be adapted to an in-person format for upcoming years

Internal Communications-Jessica & Victoria

- Brainstorming Session--Videos to Post on the Intranet Throughout Summer Reading 2021
 - What Summer Reading Means to You Video with Larry
 - Come up with some interview questions for Larry pertaining to his past Summer Reading experiences as an adult or a child and how it impacted him.
 - Goal Reached Videos – With Larry?
 - Pre-record videos to post when we reach each goal so we aren't scrambling to create something when we get to that milestone.
 - Idea – this could be another “Furlock Holmes Mystery Series” where maybe Larry is missing something and at each milestone we reach we get closer to figuring out where his missing item is. The staff person who figures it out first wins a special prize.
 - Video Explaining the Toolkit
 - Reach out to Daniel about what all should be included but maybe for this Pallas/Furlock is wearing a toolbelt and “fixing” something at the library, then she stops and talks about all the “tools” (virtual) we have in our SRP toolkit for staff. If Daniel's subcommittee isn't quite ready to present everything, then we could just film the intro part and then do the rest of it later with a voiceover.
 - Book Sorting
 - Simple, short video. Victoria goes out to the Service Center with the camera and films some fun clips of the staff sorting to post on the Intranet and get everyone pumped up about SRP.
 - Volunteer Video
 - Explaining what they do and why they are important.
 - Any other elements Heidi thinks are necessary.
 - Maybe Heidi is in this one and it's Furlock interviewing her (dressed as an animal of some kind also) and they “uncover the secrets” of making volunteers feel welcome in the library.
 - Read it Forward
 - We could recycle a video MAC did a few years ago, but also have an intro with Pallas talking about why we do Read it Forward, naming off some of the nonprofit orgs we have helped and announcing the charitable org(s) for the 2021 Read it Forward Program.

Action Items/Next Steps

- **Heidi**-make magnifying glass for video shoots
- **Pallas**-create costuming for video shoot—let everyone know what they need to help with
- **Emily & Pallas**-fine tune SR script
- **Jessica**-connect with Daniel about school and business videos; loop in Pallas and Emily
- **Heidi & Emily**-continue to work on narrowing down and finalizing SR teen volunteer opportunities
- **Victoria**-continue to craft talking points for SR teen volunteers
- **Victoria & Jessica**- continue to edit/update SR internal comms plan as needed
- **Jessica**-type minutes, create draft agenda, and schedule next meeting

Upcoming Meetings

- Wednesday, February 10 @ 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)

- Scholastic book order - Teresa talking to MTC about when they will have space for the order, also waiting on confirmation that funds are available from DVS/BUS
- Prizes – bags - Teresa getting samples this week, group will make a decision this month
- Programming
 - Neighborhood Arts - Kristin met with Arts Council, need to plan on virtual option, will make a few changes from last year, more performers but less performances, may try to record in April to make time for editing, EPS has funds available for film production
 - OKCMOA - children and teen programs, \$100 each, frescoes of Pompeii exhibit
 - OKC Zoo - had follow-up questions about the grant, might be trying to figure out virtual/in person options (we would need virtual)
 - SMO - bare bones information at this point from the museum
 - Oklahoma Contemporary - no summer programs this year
 - Museum of Osteology – Kellie will reach out about virtual program options
- Program catalog – Emily will set up template
- Marketing request – submitted Friday, additional social media images to be requested
- School list - data analyst working on Tableau interface, Emily will follow up this month so updated list is available for libraries
- Beanstack and OKCPS - Emily, Kellie, and Kristin have been approved to investigate ways to run tandem reading programs with OKCPS now that they are using Beanstack as well
- Training and videos - training subcommittee will share scripts and list of videos before production