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Community & School Engagement Subcommittee

Meeting Date / Time:

Thursday, December 3, 2020 – 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)

- Reviewed committee description and discussed which elements people were most excited about.
- Looked at the core values document and discussed respect.
- Reviewed the groups duties:
 - School Mailings and Direct Mailers –
 - Direct mailers went to zip codes that were both low access to internet and highest poverty. Should have funds available to expand on direct mailers.
 - Discussed creating a generic mailer that could be easily tweaked for use as both school mailers and direct mailers.
 - Discussed the possibility of doing Rack Cards for Outreach in instead of or in addition to school mailers.
 - RIF Recipient will be researched by subgroup in January, group to be decided.
 - Toolkits – Group members will review the Toolkits and look specifically for ways that we could create tiered approached to outreach depending on our current level of opening.
- School Media Breakfast –
 - Discussed main goals of breakfast:
 - Entice LMS to distribute cards and promote SR.
 - Build partnership and network.
 - Face to Face communication with schools.
 - Growth Opportunities:
 - Create a similar experience for community partners: daycares, hospitals, tutors, nursing homes, etc.
 - Connect with teachers and other school administrators directly.

- Coordinate with other large districts beyond OKCPS.
- Idea Brainstorming
 - Do multiple virtual sessions.
 - Break-out room to connect participants with their nearest library.
 - Send out snacks or goodies beforehand to participants who RSVP.
 - Possibly get donations of free fast food vouchers to send to teachers.
 - Ask for biggest needs and location information during reservation to tailor the experience.
 - Do raffles for e-gift cards to add excitement.
 - Record the program and send it out to those who could not attend.
 - Utilize local branches and the connections they already have to invite participants.
 - Decide on growth for this year and create recommendations to possibly expand in the future.

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

Meeting Date / Time:

Wednesday, December 2, 2020 – 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
 - USB drives with SR21 Catalog should arrive end of December/beginning of January; each SR21 committee member will receive a USB drive for use.
 - Purchasing catalog is usually available around the same time.
 - Decoration & Display budget = \$2,500.
 - EPS discussed Community Goal for Read It Forward donations will be 10 million minutes.
 - EPS is meeting next week to discuss the graphics to be used; Kristin mentioned that they may create their own with Marketing to fit all age groups because most of the CLSP.
 - Traditional Programs: EPS will collectively contact community organizations to determine program participation and formats (i.e. Science Museum and OKC Museum of Art kits, Neighborhood Arts, etc.).
 - Discussed June/July activities, program information, and SRP information gazettes/booklets instead of weekly activity sheets.
 - We would need to have everything together and finalized prior to April to allow plenty of time for Marketing to organize, print, etc.

- EPS still discussing this; is there enough time to put this together; if not, we could move forward with weekly or bi-weekly activity/information sheet similar to last year.
 - Subcommittee members are going to upload/add activity and passive program ideas to a shared document prior to our next meeting.
 - Once passive program ideas/decorations/displays are determined, we would create a survey to send to the various locations sometime in January to see what needs to be ordered.
 - Order limit:
 - Items within the location limit and submitted by the order form end date will be ordered with EPS budget.
 - Any extra items or request submitted after end date will come out of the location's budget.
 - Items most likely need to be ordered by mid-February.
 - ODL provides SRP bookmarks, stickers, and reading logs.
 - Have to order separate English and Spanish due to the way these are created/printed.
- 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.
- Discussed Preferred Workflows/Styles/Preferences
 - Members agreed that a combination of individual assignments and collaborative working style is preferable and best suited for our group.
- Group determined that SharePoint, Teams, and Email were the best methods of sharing and communication for the group.
 - Kristin created shared documents for each member to add ideas prior to our next meeting.
- Community Goal/Goal Tracker
 - Most likely create a collective (entire system) virtual goal tracker on MLS website and social media sites.
 - Beth mentioned that it would be beneficial if we offered a physical display that locations can use to promote SRP and the Read It Forward community goal of 10 million minutes.
- Displays
 - EPS will talk to IT about coordinating banners and ads for catalog/public computers.
 - Melissa will speak with Kristine in Collection Development about Book River process.
 - Last year, Collection Development created a spreadsheet for the Library Engagement Subcommittee to add themes and titles to be used throughout the summer, and Collection Development created the Book River displays.
 - Melissa will speak with Kristine in Collection Development about working with Hoopla and Overdrive to develop banners/ads to promote SRP.
 - TV Signage
 - Members will come up with ideas for Kellie and Marketing.
 - We will need to include this as part of our Marketing Request at our next all committees meeting.
 - Window clings

- Members will look at catalog and find ideas that we might want to offer and order.
 - Oriental Trading
 - Also look at display ideas on this site if needed.
 - Passive Programming
 - Members will use SR21 catalog to obtain ideas for programs and activities.
 - Members will compile ideas and add/upload to shared document Kristin created.
 - Ideas:
 - Beth mentioned tangram die cuts owned by EPS that could be utilized for a kit and/or passive program.
 - Origami kit.
 - Scavenger hunts—outdoor activities a plus
 - Members will compile ideas in shared document.
 - Ideas will include fun and free things for kids, families, teens, and adults to visit in Oklahoma County.
 - Good way to promote the experience passes to OKC Museum of Art.
 - Members brought up the idea that this might be a good way to earn points for SRP.
 - Pet Show (March Madness) social media event to have customers vote on.
 - Cat-a-day photo caption contest?
 - Beth asked Kristin if EPS could reach out to the Cowboy Museum in OKC to discuss opportunities for them to participate in SR21 because it would fit the theme and go over really well in Oklahoma County.
- Talking points
 - Focus SRP information, activities, etc. as if we will be in curbside phase.
 - Try not to focus on different age groups.
- MeeScan App
 - Need to talk to IT to see if promotional SRP banners can be added to app.
- Next Meeting
 - Members will have ideas added to shared document prior to next meeting which is @ 2PM on Monday, December 21.

Staff and Volunteer Engagement Subcommittee

Meeting Date / Time:

Wednesday, December 2, 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

Staff Training Ideas—what do we want to keep/what do we want to reimagine for 2021?

- Stick to last year's original timeline & revised structure:
 - All staff training to go live in April 2021.
 - Training to be 100% digital.
 - Consider offering office hours again for staff.

Volunteer Training-Heidi

Volunteer Ideas—what do we want to keep/what do we want to reimagine for 2021?

- Heidi has created a list of teen volunteer ideas for 2021 and shared the resource list on SharePoint.
- Additional brainstormed ideas:
 - Adapt the December 31 Days social media campaign for Summer Reading and have teens create the content.
 - Have teens help create content for a special edition curbside guide.
 - Have teens create video content similar to teen videos being created by Tulsa County.
- Goal is to divide the full list of teen activities into two sections—activities that can be done remotely and activities that could potentially be done onsite.
- Teen volunteer supervisors to help craft local and systemwide volunteer opportunities and create a guidebook/manual for all teen volunteers.
 - Local opportunities would be managed by teen volunteer supervisors.
 - Systemwide opportunities would be managed by DVS & EPS.

Internal Communications-Jessica & Victoria

Internal Comms—what do we want to keep/what do we want to reimagine for 2021?

- Jessica has already shared out our Internal Communications Form with all SR subcommittee members.
- Jessica and Victoria to start updating the Summer Reading Internal Communications plan.
 - Make sure to include videos as tool to engage staff.
 - Work with Pallas on video concepts.

Action Items/Next Steps

- **Emily**-review last year's training timeline and update for 2021.
- **Pallas**-begin to brainstorm video concepts to share with staff that help promote training and other important Summer Reading internal communications.
- **Heidi**-reach out to past teen volunteer supervisors to solicit their feedback about tentative teen volunteer engagement for SR 2021.

- **Victoria & Jessica**- begin to draft an internal comms plan using template from last year; Jessica to update template and send to Victoria.
- **Jessica**-type minutes, create draft agenda, and schedule next meeting.

Upcoming Meetings

- Tuesday, December 17 @ 9am via Microsoft Teams

Summer Reading Engagement (Software & Programming)

Meeting Date / Time:

Tuesday, December 1, 2020 – 3:00pm

Meeting Location:

Microsoft Teams

Attendees:

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

- **ODL order – due January 29**
 - Will order about half of what we ordered last year (pre-pandemic), except for Sonic Bags of which we will order more. Children's and Early Literacy CSLP art is similar, Teen and Adult CSLP art is similar. Kristin will check numbers with Logistics subcommittee before ordering.
 - **Children's materials**
 - large posters (English & Spanish)
 - bookmarks (English & Spanish)
 - book list reading logs
 - timed reading logs
 - certificates
 - stickers (standard and mini)
 - **Early Literacy materials**
 - large posters
 - **Teen materials**
 - large posters
 - reading records (English/Spanish)
 - bookmarks (English and Spanish)
 - **Adult materials**
 - to be used as a substitution for Children, Early Literacy, Teen materials only
- **Prizes**
 - Structure - all positive feedback from staff, program structure will remain the same as 2020, streamlined one prize level with same prizes for all.
 - Pouches *OR*
 - Sturdier bags

- <https://www.4imprint.com/product/6258-S/Two-Tone-Tote-Bag-Screen>
 - <https://www.4imprint.com/product/6251/Two-Tone-Accent-Gusseted-Tote-Bag>
 - <https://www.4imprint.com/product/105488-S/Fun-Tote-Screen>
- **Programming** – planning for all virtual, will hold systemwide events as virtual programs regardless of stage.
 - EPS/SPP designees will contact organizations and start planning:
 - Neighborhood Arts - Kristin
 - Oklahoma City Museum of Art- Emily
 - Science Museum Oklahoma - Kellie
 - OKC Zoo – applied for grant - Kristin
 - Oklahoma Contemporary - Emily
- **Planning for the marketing request**
 - Kristin will send budget numbers for last year's Marketing.
 - Emily will schedule meeting with Marketing and Program Engagement subcommittee.