

Challenge Engagement Subcommittee Meeting MINUTES

Beanstack meeting 2/6/25

Attendees: Cleo Joyce (Beanstack), Megan Filipowski (COM), Emily Williams (OES)

Absent: Kristin Williamson (OES)

To discuss:

- A review of last summer's reading data and insights
- Goals and expectations for this year's challenge
- Sneak peek of new features for summer 2025
- Best practices for engagement this summer

2024 data reflection and discussion – registration up 11.4% from 2023, minutes logged up 9.4%, activity and review numbers up, completion up 43%

Discussion about how not doing Read it Forward will affect program participation, points and minutes logged, community goal

Looking ahead to 2025 – MLS updated staff training format revamped to make Beanstack more accessible, staff retention and comfort with Beanstack growing; new challenge templates, CSLP artwork templates available by end of February in Beanstack

Product updates – Tandems functionality in mobile, new reader logs, community goal callout, streamlined mobile registration released in December, revamping badge naming, updates to web logging experience

Resources and support

Requests – push notifications, drawing issues with birthdays, change to save/publish dropdown format, drawings algorithm confusing to public – may be able to reconfigure advanced badges to indicate entries