

## Summer Reading: Community & School Engagement Committee

Date: 1/22/25 at 1 PM

Attendees: Emily Reeves, Armando Celayo, Abigail Stout, Krystle Pierce, Emily Williams, Kelly Dexter, Colby Ballard

### Read it Forward RIF:

- MLS will be taking a pause on the RIF this Summer Reading.
- DVS is working with the Friends to revamp the RIF process.

### Toolkit Discussion:

- Outreach Goal Planning
  - Discussion that this is a great document, but there are a few minor changes that need to be made in the government outreach section.
  - Discussion regarding when the libraries will reach out in their communities. Early enrollment in Beanstack can be open in April, if not before the School Media Breakfast. Attendees can be enrolled at the event.
- Daycare
  - Discussion that the document is outlined by age group, but there is a lack of book related content for some of the age groups.
  - Previous activities (nature) are still relevant to the upcoming SRP theme.
- School Outreach
  - Discussion that the links to additional web pages and content will need to be updated throughout the document.
  - Discussion if we will use Niche Academy and Emily (OES) shared that she could do a simple update and make it available for use as an educator training.
  - Discussion that RIF books could be used as book bundle giveaways.
- Educator
  - Discussion that the artwork will need to be updated with the SRP theme.
  - Discussion of providing access to the artwork to educators but will need to ensure that we are following CSP guidelines.
  - Discussion related to creating a Canva link and/or document with the artwork and only certain fields could be edited for educators.

#### Commerical:

- Discussion that the commercial needs to appeal to the audience: kids, parents, and educators. It will mainly be shown at assemblies and e-correspondence.
- Previous discussion had the commercial focusing on Bob Ross, but this will not entice the younger generation. An idea was posted to introduce Spoticus Bob Ross as an easter egg (cameo) in the new direction of the commercial: YouTube.
- Discussion that the commercial could focus on a kid scrolling through YouTube and lands on pages of interest: Spoticus Bob Ross, Library content (SRP, entering a library, 3D printer, performer, etc.).
- Discussion on the inclusion of English and Spanish language for the video.
- Discussion that the video should be filmed at one library location during the month of March for release in April at the School Media Breakfast.

#### Action Items:

- Emily (CLs) will reach out to NA performer for an appearance in the commercial.
- COM will create the first draft of the commercial script and share it with the team for edits.
- Emily (OES) will share information related to the School Media Breakfast with the team to divide up tasks of responsibility.
- Emily (OES) will review the Toolkit documents in preparation of sharing with COM.