



## **OCTOBER 2020 DIRECTOR'S REPORT TO THE LIBRARY BOARD**

*November 17, 2020*

Meeting held on Zoom:  
<https://us02web.zoom.us/j/6217538321>

### *Highlights for the Month*

- Patron capacity in all three locations was increased. The change was transparent to patrons, but did allow for fewer times of reaching our limits for occupancy.
- The trail around the lake behind Bowman Library officially opened this month! It has been well-received by the community and by our staff. Picnic tables added later in the month have seen good use as well. Here's a look at Bowman from the trail (*photo by Barbara Dickinson*).



## Friends of the Handley Regional Library, Barbara Dickinson

Friends sponsored five programs through Zoom and Facebook to the public. Programs included: The Walking Mall Poet offered two personal poetry programs, “Out on the Account: Tales of the Golden Age of Piracy”, Virtual Film and Discussion "Red Wolf Resilience," and “Viento Y Madera: Guitar and Voice - A Journey Across Colombia”. Funding for these programs was a grant provided by Virginia Humanities and the National Endowment for the Humanities as part of the Coronavirus Aid, Relief and Economic Security Act for 2020.

Duties this month included Action Team Meetings and The Friends Board Meeting through Zoom, produced the November Friends Newsletter to be mailed to members, mailed Friends Membership renewals, continued planning for virtual programming, and began planning for a December Used Book Sale following library safety guidelines.

## Public Relations & Technology Coordinator, Matt Swain

[DVM TV Station](#) and Northern VA Daily covered our press release we sent out on our new services – Peterson’s Career Prep and Learning Express – and focused on at-home learning and career resources at the library. We also featured three Hoopla titles in the TVRC insert in the Star in our Book Nook column.

Family Traditions Fall Reading program kicked off with promotion on social media, in the Winchester Star, and emails out to our patrons. Our monthly ad (designed by Cheryl) in the Winchester Star was sponsored by Wendy Longerbeam and featured BookMatch, our career resources, and the new virtual book club. Social media ads ran on HOOPLA, a Colombia musical performance from the FHRLS, and a few of our Next Reads newsletters. Cheryl also focused on program promotion for the Friends, holds available on Hotspots, book club, and more. She is also working on designing new brochures for BookMatch and PrintME.

We are working on responding to a grant from the American Woodmark Foundation to fund additional Wonderbooks due to their success. Our Annual Giving campaign was produced in October – both a letter to our donors AND, for the first time ever, an email ask out to your 30k patron database. Letters and emails were sent around 11/9.

For community partnerships, Matt wrapped up participation in SU’s Virtual Reality (VR) Brain Trust where SU, along with national VR vendors, local educators, and other community leaders are considering a virtual city concept. Our role was to consider involvement in providing access to educational materials to students and the community. We also submitted THANK YOU videos from John and Matt to the community VALOR awards, thanking first responders for their service.

## Technology

CARES Funding – We rec’d the RFID kiosk at Bowman and this has been installed. This was a result of



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<b>Brown Bag with Books on 2020!</b> December 2, 12PM December's book club discussion is on "The Dutch House" by Ann Patchett. Upcoming books: <b>January:</b> "The Undoing of the French" by Julia Spill-Korff <b>February:</b> "Behold the Dreamers" by Imbolo Mbembe <a href="http://www.handleylearning.org/club">www.handleylearning.org/club</a>	<b>War &amp; Slaves: European Homefront During World War II</b> December 2, 6:30PM Interested in World War II? Meet two authors who have published books set in this time period, Sarah Harris and L. Jennifer Bloder. Free and virtually on ZOOM.	<b>Little Home Music: Tribute to Playlist Playlist</b> December 11, 12:30PM Local music legend Madeline MacNeil passed away March 2020 and had performed at the library for more than 50 decades. As a tribute, Madeline's good friends will be performing her songs via ZOOM!
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Don't forget to sign up for the 2020 Fall Family Reading Challenge!  
[www.handleylearning.org/youthfallreading](http://www.handleylearning.org/youthfallreading)



**NEW! PUT HOTSPOTS ON HOLD**

**TAKE Mobile WiFi HOME WHEN YOU NEED IT**

CARES from Frederick Co. Additional funding from Fred Co included a conference room camera and video system for Bowman Library for social distancing which has been approved and on order from Tech Team.

City of Winchester paid for \$5K of CARES Funding reimbursement for COVID marketing costs and hotspot funds. We submitted additional reimbursement for another round of reimbursement and expect to hear back soon.

EBSCO Discovery (our power search website tool) and Open Athens (single sign on) are in the final stages of implementation. We are in the final stages of testing with a search bar on our website in test environment and expect to launch both in November.

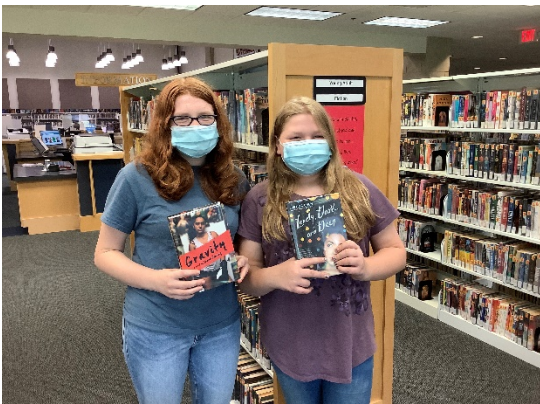
We've received final pricing on laptop self-checkout kiosks, and we've implemented Microsoft Teams for better video and phone meetings for social distancing.

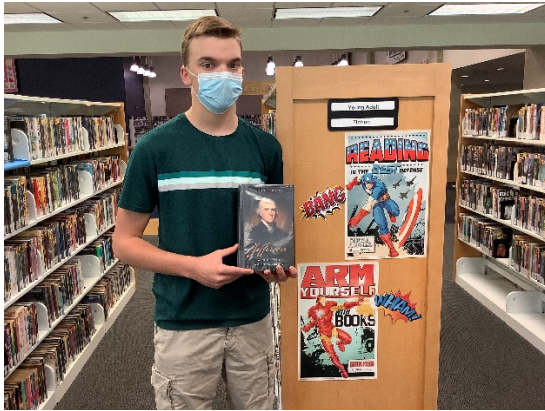
### ***Bowman Library Operations and Circulation Services Department Head & Outreach Coordinator, Mary Anton***

- A new self-checkout kiosk was added in the Bowman Children's Department, along with inventory management equipment. This was under the auspices of CARES Act funding for Frederick County.
- Staff of various departments participated in a three-day virtual User's Group meeting with our online system vendor and other libraries across the country. HRLS usually sends at least one person to this annual conference, but since it was virtual this year we were able to have 20 staff participate in various sessions. We gained more insight into system capabilities and plans for software upgrades next year.

### ***Youth Services Department Head, Donna Hughes***

- Teen patrons were highlighted during this month known also as TEENtober. Teens shared books that they were checking out and a montage was created with their individual choices. Each Saturday, for four weeks, a new group was featured on the library system's Facebook page.
- The division launched a new reading and family-focused reading challenge on October 31. Youth Services staff researched, created virtual badges, gathered prizes and posted activities for the new Fall Family Traditions Challenge on Beanstack.
- The Spanish Club at Millbrook High produced a video about El Día de los Muertos/The Day of the Dead as part of the Family Traditions program.





Other activities of note:

- Katie Moss and Donna Hughes finished the PLA training seminar of Advancing Family Engagement.

### *Handley Library Youth Services, Katie Moss*

#### **Library Collection Displays**

- Juvenile: Moonlight Magic, Fire Prevention, Fall Animal Friends, Dig Those Dinosaurs, Monster Mash, Scary Good Reads. Your Vote Counts
- Young Adult: Frightening Reads

#### **Special Programs/Highlights**

- Handley Youth Services staff continues to offer interactive, educational, and entertaining virtual programs to the community. Grab-and-Go Kits are proving to be engaging for families that can join the accompanying virtual program, as well as for those families who are simply looking for supplemental activities to do at home. *(See attached)*.
- The Youth Services Division has launched a Fall Reading Challenge for the first time to engage readers of all ages to explore their family traditions. This Challenge will run until December 31 with online activities, reading milestones, and potential prizes to unlock!



#### **Meetings**

- Katie Moss attended the virtual Action Team Meeting on October 22.
- Katie Moss met with each staff member in the department as a part of the “Take 10” initiative to check in with staff for 10-15 minutes at least once per month to discuss their personal involvement in the department.

#### **Trainings**

- Katie participated in the webinar, “Connecting the Dots Between Art and Literacy with Author/Illustrator Peter Reynolds” on October 27. Katie participated in the Beanstack Library Administrator Essentials training on October 29.

### *Clarke County Library Branch Manager, Laurine Kennedy*

October was noticeably busier. We have continued with our weeding and cleaning up sections, focusing in October on Juvenile DVDs. Clarke hosted our second Zoom Live “Community Conversations” on October 8<sup>th</sup>. We had a large attendance of 27! It went very well, and we received positive feedback from attendees. I am currently working on a grant from ALA through their “Libraries Transforming Communities: Small and Rural Libraries” to receive \$3000 for a community engagement project. I will be focusing on a young adult series and am planning it for fall of 2021. Hopefully it can be an in-person event!

## *Handley Library Operations and Branch Manager, Ann White*

### **Handley Library Updates**

- **HVAC & Roofing renovation:** Washington Gas has reinstalled the gas line to the building and heat has been restored. The new HVAC system has a one-year warranty. Roofing repairs have begun. A meeting was held on October 8<sup>th</sup> between the contractor, the city, and library administration to discuss additional items from structural building study to incorporate into the current project. Several items that have been added to the project are the replacement of the metal handrail on the ramp at the staff entrance, the replacement of the window located in the second-floor elevator lobby, repairs to foundation cracks, granite block window sills, and sealant of esplanade cracks. During the meeting, Perry Eisenach mentioned that the library project is the only capital improvement project in the city's budget for this year.

### **Finance / HR**

- **Winchester City CARES Act Funding:** The library has submitted another application to the city for CARES act funding as part of the city's round three of fund distributions. The application submitted requested reimbursement for Handley Library utility expenses from March through August 2020.
- **Health Insurance Benefits administration moves online:** On October 11<sup>th</sup>, I participated in the first of several virtual benefits administrator trainings to prepare for the transition online benefits administration.
- **Anthem/Valley Health Contract negotiations:** We are closely monitoring the contract negotiations between the library's current health insurance provider, Anthem, and Valley Health. The library's current contract runs through June 30, 2020. The Virginia Department of Human Resources (VA DHRM) currently administers the bidding process and policy terms for the library. We have reached out to VA DHRM to inquire as to other insurance options should the contract negotiations fail.

### **Training**

- **TLCU Virtual Conference:** Between October 26<sup>th</sup> and 28<sup>th</sup>, I attended several sessions as part of The Library Corporation's annual users meeting conference and training, which was held virtually this year. The most useful information I gleaned from the sessions included setting up statistical groups within the reports module, availability of options within the card catalog preferences, and configuring preferences across the TLC system as a whole.

### **Other**

- **New Statistical Element added to Board Report:** Beginning with the October 2020 Board statistics, a new statistical element is now being tracked, Electronic Retrieval of Information. The addition of this data element will help to show a more complete picture of patron usage of the library and its resources. These statistics include the usage of such items as, Ancestry.com documents, WorldBook encyclopedia articles, ValueLine reports, Reference Solutions (formerly known as Reference USA) reports, and other downloaded magazine and newspaper articles. Statistics for the months of July through October 2020 have been compiled and are reflected in the October statistical report.

## *Adult Services Department Head, Adrienne Davis*

Much of the focus for October was on professional development activities for Reference Associates Mandy Foote (Bowman) and Todd Strader (Handley). They both attended their first major conference,

TLCU on October 26-28. They were able to attend virtual sessions that increased their understanding and utilization of LS2 Staff. Mandy and Todd also took over managing the staff schedules for their respective branches and began updating the Division's *Information Services Manual*, which documents the Division's procedures and guidelines. One of the most productive activities was our monthly Associates Meeting on October 15, during which we reviewed the *Best Practices for the Customer-Focused Library* report. During a subsequent brainstorming session, Mandy and Todd identified ways to increase and/or improve customer-focused practices. Several ideas – including increasing the number of book displays and creating more visible display signage - were immediately implemented.

Effective October 1, Adrienne Davis became the selector for several new collections including Adult Non-fiction, Movies & TV Series, and Audiobooks. She is currently focusing on learning the reading/watching/listening preferences of library patrons based on circulation statistics, managing the materials funds, and formulating goals for each of the collections. Additional smaller collections – Paperback Classics, Spanish language, Parent-Teacher, and Reference – join her existing collections of Music CDs and Graphic Novels for Adults.

### ***Archives Librarian, Becky Ebert***

October was Archives Month. On October 7, Becky participated in the Virtual Shenandoah Valley Archives Fair, hosted by Zach Hottle of Shenandoah Co. Library. There were attendees. Lorna Loring created a Lighting Talk on Face Book about John Walter Wayland Papers that have been digitized and how to access them on our website.

On October 8, Matt Swain conducted a Podcast interview with Becky Ebert about the Stewart Bell Jr. Archives for Archives Month.