



To: Kaukauna Public Library Board of Trustees  
From: Library Director Ashley Thiem-Menning  
Date: 11/18/2022  
Re: Staffing Updates

Jenny Schink was hired as the Communications Coordinator and started in her full time position on 11/3. Jenny will be celebrating her five year anniversary with the library next year. Jenny is the creative mastermind behind our popular Dinovember theme.

Jenny and I will be working on the five year Marketing Plan that Assistant Director Schneider created prior to her resignation. Each year we will target an audience to focus some of our communications on. This does not mean that our communication efforts will change in promoting the library, simply that on top of regular promotions, we will also be making an effort to promote to a specific audience to disseminate information about the library.

In 2022, Assistant Director Schneider and Communications Coordinator Schink worked together on a marketing grant project, as part of the project, they created a mailer, which was sent to lapsed users (those with expired library cards) in an effort to share with them the programs and services the library has to offer. In 2023, we have decided to target educators/educational administrators. When reviewing which audience to target for the next calendar year, it made the most sense to start targeting educators in 2023, as we will be working on connecting our new Youth Services librarian with them.

Sarah Miller was hired as the Youth Services Librarian and started her position on 11/17. Sarah has been a part time Library Assistant here since June 2021. Sarah is currently teaching our three to five year old storytime, as well as our one year old class, and our two year old class. She will continue to teach those classes next semester.

Prior to her departure, Assistant Director Schneider had set up a majority of the winter-spring semester of programs to ensure that training could be completed for the new Youth Services Librarian. The winter-spring schedule is complete now and our goal is to begin working on the summer schedule in February as a team.

We are also changing the calendar plug in on our website in the New Year as it is not meeting our needs. At this time, the events for next year will not be available on our website until probably January. We will rely on print marketing and Facebook to get us through that period, which luckily also happens to be a quiet programming time coming down from the holiday season. James has been sitting through vendor demos and has narrowed the new calendar software down to two vendors. The new vendor will be selected prior to the end of the month.