

Assistant Director's Report on March 2022

Youth Services

We offered 23 programs for kids, teens, and families in March. Program attendance was 594. That's almost 200 more attendees than we had at the same number of programs in 2021. This was due in large part to the growing attendance at all of our storytimes, now averaging 30 people per program. Our highest attendance was 57 people for toddler storytime at the end of March – pre-pandemic attendance levels. Special storytimes, including Saturday, Night Tale, and our storytime at the Seed Starting event at 1000 Islands are also increasing in attendance. Storytime will begin again in June with a monthly music-based baby storytime, family storytime in the learning garden, and Storytime Around Town, being held at Haen Elementary and Horseshoe Park this summer. In May all youth-focused programming staff and myself will begin school visits and field trips to promote the summer learning program. We will visit with every 4K-7th grade class in the city, visiting KASD, St. Ignatius, and Trinity Lutheran classes the last three weeks of May. We will also participate in Tanner's Field Day and host RVMS students as volunteers on May 27th.

Gavin and I staffed a Fox Cities Library booth at KidzExpo on Saturday, April 9. We connected with roughly 1,100 people and shared information about our summer programs, library space, and community events. As Appleton relocates we were also able to encourage Appleton residents to visit the Kaukauna Library while APL is closed and after.

Adopt-a-Planter is back this summer! New and returning families and individuals will care for our nine planter boxes in the learning garden. A planting party and volunteer recognition will be Saturday, May 21. Families will donate the plants and visit weekly to tend to their planter box. If you or your family are interested in adopting a planter, please let me know! Volunteers from Volunteer Fox Cities will be here on April 22 to help clean up the garden, trimming plant, sweeping, and getting it ready for a busy summer of events.

The Summer calendar of events is complete and available on the library's website, in the City recreation guide, and in print at the library.

Adult Services

We offered 9 programs for adults this month, with attendance of 122. James offered 2 technology classes to the Thompson Center for nearly 30 seniors. Next month he will start offering technology help to St. Paul residents again.

Our first Creator in Residence was selected and will bring an exciting lineup of programs to the Library this summer. We will be announcing the resident in May. A Meet the Creator in Residence night is scheduled for Tuesday, June 7 at 6pm. They will share a bit about their work and what everyone can expect to learn and create this summer. We're grateful to Bank of Kaukauna for making this possible.

Friends of the Library

Golden Girls Fundraiser: \$600 to support Summer Library Program was raised at our "Thank You for Being a Friend" fundraiser on Saturday, April 2. Thank you to Jody and Jenny for bringing their time, talent, and love of the Golden Girls to this event, hosting on behalf of the Friends. This event raised funds while bringing awareness to the Friends, as each donor also received an annual Friends membership. A similar fall fundraiser, this one around the show Friends, is already being planned.

Spring Book Sale: The annual spring book sale is taking place April 23-30. As supply allows, I will also have books for sale outdoors during the City Rummage Sale on Saturday, May 14. This was very successful last year and brought new people to both the book sale and the library as we had the sale just outside the garden, visible from Catherine St.

Administrative Updates

I continue to work on the Wisconsin Marketing Grant project. We have identified lapsed users, those with cards that have not visited or borrowed items since late-2019, to send a “Come Visit Us” postcard Jenny has created highlighting the new services and refreshed spaces we have to offer since their last visit. Grant funds will also be used to purchase quality outreach booth materials. As we take our information to community events like Live from Hydro Park, Electric City Experience, Firecracker 5K festivities, school family nights, and more, it’s important that people can spot us from a distance and easily identify who we are as they enjoy the games, crafts, and resources we often bring to those community programs. The grant project will wrap up in May, but the skills I have learned in the process will inform future targeted marketing plans, as that is one of our strategic plan goals.

PLA Conference Report

Thank you to the entire Board for supporting our request to attend this professional development opportunity. In total I attended 15 presentations during the three-day conference. We were also able to connect with major vendors and view and try new tools. I’m happy to discuss any of the sessions I attended with you further, but wanted to give you a brief overview of the sessions and the action items I will implement at KPL based on what was learned. Not all action items can be implemented immediately, but all will be worked into future programming and services as they fit with our strategic plan, mission, staffing, and budget.

Building Boundaries in Outreach Work: This presentation built understanding toward providing safe, appropriate, compassionate service based on healthy boundaries with outreach populations.

- Identify and commit to personal and institutional boundaries for outreach work
- Create tools for clear communication with outreach partners and locations, including an Outreach Service Agreement and documented processes and procedures for outreach events
- Staff training on boundary setting – boundaries between staff and patrons to protect patron privacy as well; boundaries to encourage patrons to work with other staff when possible rather than fixate on one; training to help staff communicate their boundaries with the public and with coworkers/administration.

Public Libraries’ Role in Re-Engaging Adults into the Educational System: models for adult education shared, specifically those seeking high school equivalency alternatives to GED.

- Identify current adult education resources in the area – build relationship with those stakeholders
- Create resource list to share with our patrons
- Explore whether there is a need for additional adult education programs in Kaukauna area

Libraries Build Business: Models for Empowering Underrepresented Entrepreneurs: A panel featuring 4 of the member libraries that participated in the Google-funded Libraries Build Business grant. Each shared their unique project and community impact. Appleton Public Library was one recipient of the grant and has already shared a number of resources with KPL and the Fox Cities library community.

- Entrepreneur in Residence – in lieu of business librarian, new or small business owners can connect with experienced entrepreneur for one-on-one mentoring.
- Focus on economic equity when hosting programs and working with experts and partners
- Panelists recommend: working with City economic development staff first and include them in library initiatives. Make sure funding is there to sustain efforts before you begin.

Beanstack & Tandems: This presentation with the CEO and leadership team of Beanstack, the online program we use for reading programs, highlighted upcoming features to Beanstack, including a fundraising component. They also shared how much easier it is now for public libraries and school libraries to use Beanstack together to create a seamless use of Beanstack by students.

- I will be meeting with Beanstack reps, along with Kevin and Melinda from Park to learn more about how KPL and KASD can move forward with Tandems in the 2022-2023 school year.
- Connect with DPI to see what is the future of state-funding, then inquire about OWLS funding beyond 2023.

Privacy Field Guides: ALA has created a number of handbooks to work through privacy concerns and considerations.

- Write a Data Use and Retention Policy – what do we store, where and how do we protect it, when is it shared and accessed
- Train staff on non-technology privacy, using ALA guide, when working with patrons on the frontline and with patron information.
- Review vendor contracts through a library privacy lens – not all are created equal with patron privacy in mind.

Programming for Neurodiverse Adults and Others: Ten Best Practices

- Be more active in relationship building, connecting with individuals, advocates (including self-advocates), and other organizations supporting this population
- Begin to offer sensory tools in all programs and library spaces – for children AND adults
- Create clear visuals: directional and wayfinding, clear behavior expectations that can be pointed out as needed
- Identify how we can make existing programs inclusive using knowledge gained in this training
- Consider programming marketed directly to neurodivergent adults, but also ensure that marketing promotes that “all are welcome” at existing programs.

Digital Navigators: Supporting Patrons by Meeting Them Where They Are: Panel from the National Digital Inclusion Alliance and public libraries using their model to support digital literacy in underserved and aging populations. A focus on partnerships and volunteers trained to provide basic digital literacy and tech training.

- Who is already working with the populations we want to reach? Invite them into the program.
- Work with James on creating a more robust outreach program with Library as coordinator not the only trainer.

Patron Mapping for Programming Success: presented by a vendor offering data analysis software, the focus was on using available community data to map patrons and trends to meet patron needs and put resources where they can have the greatest ROI.

- Complete patron mapping started with Marketing Grant to ID pockets of non-users for future outreach
- Use ILS and circulation data to map interests in areas of the community, bring those resources that interest them to outreach in those areas
- Use patron mapping to ID locations of outreach – pop-up events or services

A Library’s Journey Towards Building a 21st-Century Inclusive Community: Library highlighted their initiatives around STEM after school outreach in partnership with local housing authority, virtual reality programs, community events like Juneteenth, and social work intern.

- Offer tech/resource demonstrations – equipment, services like Hoopla, BiblioCommons, etc.
- As libraries trend toward inviting social workers into their space, this might be an interesting model to explore – social worker is trained to staff desks, but available for on-demand and one-on-one support when needed. Many people come to the library already for things a social worker could help with – housing placement, legal support, social services registration, employment. Currently library staff must become social workers on demand to meet their needs.

Representation Matters: Readers’ Advisory and Programming Using Diverse Books: Resources and best practices for developing inclusive collections, and actively and passively sharing them with patrons.

- Continue to include diverse voices in displays throughout the year, not just during celebratory months

- Include diverse stories in programs
- Provide resources for staff to book talk and highlight inclusive titles in readers' advisory
- When staffing allows – perform a collection diversity audit

Intellectual Freedom Standards in Customer Service: One library systems shared their training offered to all levels of staff (from the custodian to the executive director) on Intellectual Freedom, how to provide respectful and effective customer service through an IF lens while clearly communicating the public library mission. Libraries have something FOR and REPRESENTATIVE OF everyone.

- Include this training model in my presentation at OWLS Hoot-Con in April
- Provide all staff and boards with clear understanding of our mission and how to communicate that to the public.
- Consider making IF, understanding and communication, a competency in annual review process.
- August training of staff will feature elements of this training, including talking points using this system's model and education to embed in staff practice and create consistent communication to the public

Rooted in Community: Using Community Values in Public Library Outreach: This was a PhD project presentation about a model for identifying community need and developing outreach practices. I didn't find it helpful at this stage in the project.

- Explore and use ALA Outreach Services Round Table as we start to create community outreach programs

How to Manage Series Fiction: One library's experience in revamping collection labels and cataloging to make patron discovery of series easier.

- We are on the right path reviewing the collection and documenting our current practice, which emphasizes ease of patron use.