



*February 2021 Director's Report to the Library Board
Submitted February 23, 2021*

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

Highlight for Feb:

The word for the month is vaccination. Due to our hard work and recognition of that work by the communities that we serve, we were put on the 1B list for vaccinations. As of this writing all of the staff who wished to receive the vaccine when we sent the list out in January have been given at least the first shot. This a great relief to all.

Deputy Director, Ann White

Branch Administration

- **Coordination of Branch Manager Long Term Planning efforts:** This month I met with each Branch Manager individually to discuss how the management changes are progressing and any successes or concerns that may exist. Other topics of discussion included facilities needs and long-term goals or initiatives that each Branch Manager is interested in exploring. In addition to the individual meetings, I met with the three Branch Managers collectively. During this meeting, I laid out my vision for how we could all work together in a strategic manner to develop long-term goals and objectives.

Human Resources

- **Library Reorganization:** Conducted Supervisory Paylocity training for the four new service coordinators. Also, enrolled the four coordinators into an online Personnel Management qualification training module through the Society of Human Resource Management.
- **Staffing Updates:** During January two positions were advertised, interviews were conducted, and new hires scheduled to begin in February. These positions were Technical Services Manager and a Clarke County Library Branch Assistant. As a result of Kylie Feiring's promotion to Technical Services Manager, we have advertised and are currently interviewing for a replacement Assistant in Archives. Two other positions will be advertised in February; a Circulation Page and the Administrative Executive Assistant position.

Finance

- **FY2022 Budget development and locality requests.** The Clarke County funding request was submitted in January.
- **Quarterly Sales Taxes** have been filed.

Facilities

- **Status of current repair and maintenance projects:**
 - **Bowman**
 - Parking lot lights have been repaired and converted to LED and will result in an energy cost saving to the library.
 - HVAC motors were replaced in two staff areas.

- HVAC preventative maintenance work will no longer be performed by the Frederick County Public Schools Maintenance department and has been contracted with Southern Air.
- Frederick County administration is still working with Pritchett Controls to solve other HVAC issues.
- **Handley**
 - Winchester City assisted the library by filling in two potholes located in the library alley. This is a temporary fix and will need to be addressed again in better weather.
 - Lighting repairs were made in both Archives and the Youth Services Department.
 - Lantz Construction will continue with roofing repairs and begin mortar repairs to the library façade once the weather permits.
 - Replacement exterior lights are on order and will be replaced after roofing repairs are complete.

Public Relations & Technology Coordinator, Matt Swain

Public Relations

Key media placements included Groundhog Day with WDVM TV Station with the Winchester Star covering the Lord Fairfax Land Grant Donation, financial donation to the Stewart Bell Jr. Archives, and Outdoor virtual program hiking series. The Top of VA Regional Chamber featured our Book Nook column in the monthly insert of the Winchester Star where we promoted the Brown Bag with Graphic Novel Book Club for Adults.

Our monthly ad (designed by Cheryl) in the Winchester Star was sponsored by Tech Team Solutions and featured Winter Reading for kids and teens, our outdoor hiking series and the financial workshop sponsored by the Friends.

Matt presented to the Top of VA Regional Chamber on a panel with other area marketing leaders on tips for in-house and outsourced marketing strategy.

Outreach

Matt presented the library system at the Virtual Regional Job Fair where attendees learned all about our job, career, and testing resources in the Digital Library. We also received a free ad in their program guide.

Fundraising/Development

Donations for the year have exceeded over 29K against a 15K budget. Additional grant awards include \$1,500 from the American Woodmark Foundation to buy approximately 25 Wonderbooks for all three libraries. In February, we will look at applying to additional community grants through Walmart.

Technology

EBSCO Discovery (our power search website tool) is scheduled to launch on 2/2 and Open Athens (single sign on) will launch on 2/9.

HANDLEY REGIONAL LIBRARY SYSTEM

GREAT PROGRAMS TO REACH NEW GOALS

WINTER 2021
 SIMON & SCHUSTER'S BOOKS LIKE US
 The 2021 Winter Family Reading Challenge runs now through 1/31/21. Be sure to log all of your reading time! www.handleyregional.org/youthwinterreading

Read Books. Win Prizes!
 There are many activities to enjoy together—for children, teens, and families during the 2021 Youth Winter Reading Challenge. Log your progress, and receive online badges and virtual tickets for prizes. Books shared at library programs, even online, count toward your goal. Complete your log and submit your tickets by 11:59 p.m. on January 31.

Check Out Our New Series: Exploring the Outdoors
 We will be covering outdoor topics—AT thru-hikers, Shenandoah Riverkeeper, Global Hiking, Seneca Rock Climbing School, biking, and more.
 The first program will be **Thursday, January 21st at 6:30 PM**. All 3 libraries have book displays created with recommended reads to accompany the series. Also, hike the new trail around Bowman Library as part of the whole program experience!
 This is a virtual program on Zoom with registration required at www.handleyregional.org/exploringoutdoors1

New Series Every Third Thursday Exploring the Outdoors

Questions Regarding Your Finances? New Virtual Financial Series with Mary Butler
 Join our first workshop: "How Money Works". Participants can expect to learn financial knowledge and explore various ways they can become independent thinkers and make their own choices when it comes to building and maintaining financial wealth.
Wednesday, February 10th, 2021, 7:30 PM
 Go here to register: www.handleyregional.org/how-money-works

2021 Means New Financial Planning
 Value Line®
 Our Digital Library provides tons of FREE information for beginners as well as veteran investors. Value Line provides reliable, unbiased information. Find accurate, insightful research on companies, industries, markets, and economies. Evaluate investments with confidence and make smarter, more profitable decisions. Click "Digital Library" on the website.

DISCOVER MORE AT WWW.HANDLEYREGIONAL.ORG

Branch Manager, Bowman Library, Mary Anton

After a practice session with staff, Mandy Foote hosted the first virtual game night for adults, a program that will continue monthly. Mandy also continued plans for a graphic novel book club that will kick-off in March.

I worked with Unique Management to prepare for resumption of collection activity and account submissions the first week of March. Rachelle Long will be taking over the day-to-day management of this service.

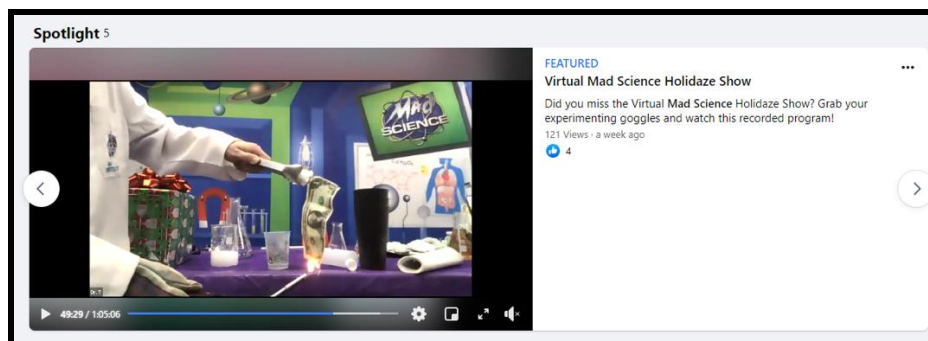
I continued conversations with Frederick County Parks and Recreation staff about an amphitheater installation behind Bowman Library. A vote on whether to move forward is anticipated for the February Finance Committee and then Supervisors' meeting.

Youth Services Department Head, Donna Hughes

- Winter Reading Challenge 2021 was enjoyed a total of 221 readers with a total of 2,718 books logged by the participants. Handley Library branch realized an increase of 180% over last year.

Branch	Participants
Bowman	71
Clarke	24
Handley	126

- Handley Library hosted a Virtual Mad Science Holiday Show on January 16. Over 70 people watched in amazement over Zoom as our Mad Scientist entertained and educated. This STEAM program was funded by the Friends of HRL.



- Youth Services staff at Bowman Library set up an interactive display in the building's front lobby that included artwork inspired by winter submitted by elementary to high school students and decorated penguins submitted by preschoolers. This display was part of the Penguin Appreciation celebration that was held virtually on January 20.

Clarke County Library Branch Manager, Laurine Kennedy

Clarke continues our redesign and reconfiguring. Plans are in the works to take down several straight

shelves and replace with inviting displays. We have also changed the location of several collections to encourage browsing and increase circulation. As always, my staff is working hard and doing a great job in this challenging time!

Handley Branch Manager, Adrienne Davis

It was a big month of small changes for the Handley branch. Throughout the building and within each team, small scale projects were completed that had positive impacts on operations and services. Youth Services Department Manager Katie Moss re-introduced seating in the Young Adult area. Information Services Coordinator Todd Strader and his team brought back rotating book displays of nonfiction materials that also promote upcoming adult programming, like the Friends' *Exploring the Outdoors* series. Circulation Services Coordinator Rachael Hirsch relocated and organized the branch's cleaning supplies to make them more accessible for staff, and she helped create more face-out display space for new materials to make it easier for patrons to browse. Adding to the busy month, most Handley branch staff members received their first vaccine shot in January, with scheduling changes made to accommodate appointments.

Handley Youth Services highlights: Youth Services Department Manager Katie Moss and her staff launched a monthly *Database Spotlight* program. The spotlight includes a visual demo of when, how, and why to use an online service plus a corresponding [blog post](#) and instructional bookmark. The first spotlight in January was on *Gale in Context - Elementary*. Katie also completed another StoryWalk and expanded content included in the virtual programming *Take and Make* packets in response to positive feedback from patrons.

Handley Circulation Services highlight: In addition to cleaning and reorganizing the Rotunda supply closet to make room for cleaning supplies and other materials, Circulation Services Coordinator Rachael Hirsch completed training on the inventory wand and on Paylocity. She also developed training materials in preparation for an upcoming new hire to fill a vacant Handley Page position.

Information Services activities and highlights: Information Services Coordinator Todd Strader continued his weekly Team Meetings every Monday. Main topics in January included reviewing customer service best practices when assisting patrons with Circulation Services related questions, preparing for the upcoming launch of the Discovery Service, and scheduling the return of rotating book displays.

Assistant Amelia Ritzenthaler filled 15 BookMatch requests in just two weeks. All Handley Information Services staff members helped clear the backlog of BookMatch requests that had accumulated as the result of a glitch on the website.

Assistant Karen Mack has become a primary lead for book displays. In January, she created *Expressions of Gratitude* and *Exploring the Outdoors*, which corresponded with the Friends' program of the same name. For both displays she created an accompanying reading map. Assistant Mary Russell also created a display and reading map for *How Money Works* to correspond with the Friends' program.

Friends of the Handley Library, Barbara Dickinson

Friends sponsored programs using Zoom and Facebook. The long running music series *Little Noon Music* continued with Shenandoah University graduate, John Arnold. The brand-new series, *Third Thursday, Exploring the Outdoors* premiered January 2021. The first program offered two local thru-hikers of the

Appalachian Trail that live locally. They had very different experiences and answers many questions through the chat feature of Zoom and Facebook. Displays showcasing hiking books and magazines that circulate at the HRLS branched were set up in Bowman and Handley branches. This series is scheduling programs on variety of outdoor topics for the entire year of 2021. Topics of all Friends programs will be shared to branch managers for their choice to create book displays.

Archives Librarian, Becky Ebert

Mike Robinson of Winchester Tales Facebook posts collected donations, purchased Fairfax Deed which he donated to Archives with \$1,000 to Archives and \$1000 to WFCHS, publicity appeared in Winchester Star and on Facebook posts. We encapsulated deed and Mike displayed it at his book signing on Jan. 30th.

—Ancestry to continue to offer off site use until March 31.

—Gene Schultz and Carl Rush will be new representatives of Handley Library to Joint Archives Committee.