



February 2021 Director's Report to the Library Board Submitted March 16, 2021

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

Highlight for Feb:

Future amphitheater was approved! The Frederick County BOS unanimously approved the funding for the multi-use amphitheater behind the Bowman Library. This will be wonderful addition and when paired with the trail and picnic facilities really brings that lake to full utilization by not only the library but the entire community.

Deputy Director, Ann White

Branch Administration

Coordination of Branch Manager Long Term Planning efforts: During my monthly meeting with each individual Branch Manager, we planned and budgeted for computer replacement needs, discussed the development of their branch vision and action plans, and caught up on other branch related concerns.

Collection Development Strategic Planning: A committee has been formed to review and revise current collection development practices in an effort to align them with changes in the library's organizational structure and to better meet the needs of our patrons.

Human Resources

Staffing Updates: During February two positions were advertised, interviews were conducted, and new hires scheduled to begin in March. These positions were Archives Assistant (replacing the recently promoted Kylie Firing, who moved into the Technical Services Manager position) and a Circulation Page for Handley Library.

Facilities

Handley roofing repairs are underway, the last bit from the funded project.

Public Relations & Technology Coordinator, Matt Swain

Public Relations

Key media placements included our 3-part digital Exploring the Library Series in the Winchester Star and the Lord Fairfax Land Grant Donation to the Stewart Bell Jr Archives. 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. We will have an article published in a Winchester Star insert about how the library



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used technology in the pandemic in March.

We released a new podcast episode featuring Todd, our Information Services Coordinator, who did a reading and review from *H is for Hawk*.

Outreach

The American Library Association is using us as a case study on video marketing techniques from our 2020 National Library Week Campaign. We are publishing a blog post on their site and they will include it in their social media and newsletters as a template for libraries to use in their marketing for libraries across the US. The post can be read here: <https://programminglibrarian.org/articles/using-influencer-marketing-videos-national-library-week-and-beyond>

Branch Manager, Bowman Library, Mary Anton

- Mandy Foote hosted the first ever graphic novel book club for adults, which was well-received. This will be an on-going monthly program.
- Met with Deputy Director (DD) individually to identify specific Bowman Library needs for building repairs/maintenance and computer hardware needs.

Youth Services Department Head, Donna Hughes

- Lunar New Year 2021, the Year of the Ox, was celebrated from New Year's Eve through Lantern Day at Bowman Library with a designated photo area that included a prize wheel to spin. Prizes included books, lucky red envelopes, and Chick Fil-A cows.



An exciting new virtual program series began this season where Handley Youth Services staff highlight a library database each month. The Database Spotlight series offers a quick, online demonstration to learners ages 5 and up (and their caregivers) who are either looking to practice their early literacy skills, build up their research abilities, or find homework help.

Clarke County Library Branch Manager, Laurine Kennedy

Clarke hired a new Assistant in February. Sarah May started and brings with her library experience, specifically in children's. We are excited to make use of her skills, especially when we begin in person programs again! We have ordered new display shelving which will encourage browsing and checkouts and are currently looking at other ways to do that.

Handley Branch Manager, Adrienne Davis

We have a small but important Parent Teacher Collection of materials at the Handley Library that has been getting a makeover thanks to a team effort including Youth Services Manager Katie Moss and June Norwood in Technical Services. Katie relocated the collection on the Youth Services floor to a more prominent position to better showcase the materials - especially the newly added titles.

Branch Manager Adrienne Davis completed NoveList's Day of Learning staff development webinar. Takeaway: The most helpful session was "Surprise! Contactless Browsing to Keep Readers Coming Back". It reinforced the need for us to make it as easy as possible for patrons to find materials. We are already providing the recommended online Reader's Advisory services (BookMatch), and we will be using the tips and tricks provided to test a Book Bundle service starting with juvenile books in March.

Friends of the Handley Library, Barbara Dickinson

Friends sponsored programs using Zoom and Facebook. The new series, *Third Thursday, Exploring the Outdoors* continued. The program offered stories of two thru-hikers of the Appalachian Trail and how that changed their lives. They moved to the northern Shenandoah Valley after their hikes. One purchased a B&B that is steps from the AT. The host answered many questions through the chat feature of Zoom and Facebook.

Financial Literacy "How Money Works" (Part 1 of a 2-part series) offered Q & A for those interested in getting their financial life organized. Displays showcasing hiking books and financial literacy that circulate at the HRLS branches were set up in Bowman and Handley branches.

Archives Librarian, Becky Ebert

Becky Ebert was invited to serve on the Cultural Advisory Committee for Handley High School. They will be helping to suggest topics for displays in the main hallway.

Mike Robinson of Winchester Tales delivered the framed scan of Fairfax Deed with the list of donors. It is now on display in the Archives Reading Room. Lorna gave an online presentation to Sacred Heart Academy

Tech and Technology Services, Kylie Feiring

- Researched and compiled information on Laptops Anytime and Netspot vendors for laptop kiosk project; looked at product capabilities and prices.
- Updated website to reflect upcoming move of online magazines from RBdigital to Libby.
- Took the first two online classes in PMQ course. Learned about making a "quick win" when starting in a new management position, communicating effectively, ordering priorities. My plan for a "quick win" is to reduce the backlog of AV waiting for review/repair/replacement.