



**March 2021 Director's Report to the Library Board**  
**Submitted April 13, 2021**

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

**Highlight of the Month**

**Introducing Discovery Service, our “Everything Search”**

Handley Library Branch Manager Adrienne Davis was interviewed by W D V M TV to demonstrate the benefits of the Library's new “Everything Search”. Using the “Everything” search option enables patrons to conduct a subject search in one place instead of having to use the traditional catalog plus 4 or 5 different library databases. The service also makes it easier for patrons to discover databases they did not know were available. Using “COVID-19” as the subject, the TV spot demonstrated how patrons can access timely newspaper and magazine articles on current events. A search for “SAT” highlighted our new *Learning Express* service.

<https://www.localdvm.com/news/virginia/handley-regional-library-system-implements-new-way-to-access-materials/>



**Deputy Director, Ann White**

***Branch Administration***

- **Branch Admin Coordination:** At our monthly meeting we discussed Virginia State minimum wage changes and how to implement the changes slated for May 2021 and January 2022. We discussed several options for tracking repair and maintenance requests that are made to Facilities, and viewed a low cost online work order request system. Further investigation of the software will need to be conducted to see if it meets the library's needs.
- **Collection Development Strategic Planning:** The committee's first meeting was held on March 10, 2021. The two main objectives for this meeting were: to review and discuss the distribution of collection development responsibilities by roles (i.e., Materials Selector vs. Branch Manager) and to work through the mechanics of weeding of materials at the branch level. Future topics include how to use TLC reports to effectively analyze the library's collections and the return of the 7-day lucky collection.

***Human Resources***

- **Staffing Updates:** During March two positions were advertised, interviews were conducted, and new hires scheduled to begin in April. These positions were the Executive Assistant to the Library Director and a Youth Services Assistant for the Handley branch.

***Facilities***

- The roofing repairs have been finished at Handley and the façade repairs are now underway!

## **Public Relations & Technology Coordinator, Matt Swain**

### *Public Relations*

March was a busy month for public relations within the community! The Winchester Star and Northern VA Daily covered the Heritage Day Festival where the Stewart Bell Jr. Archives was a sponsor/co-host. John was interviewed on 95.3 on library updates. W D V M featured our new Discovery (Power Search Service) on TV. The American Library Association, featured our successful marketing influencer campaign, and is using it as a marketing template for libraries nationwide. 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. Additionally, the Star published an insert about how the library is using technology during the pandemic.

### *Outreach*

- Matt spoke to a GMU business marketing class of 60 students about the library system, non-profit marketing, and careers in marketing.
- We are wrapping up our "Welcome Emails" project, launching in April, that will introduce library products and services to new card holders.

### *Fundraising / Development*

- We finalized all award notices and materials from the American Woodmark Grant,
- We also finalized our new donor partnership with a donor who is hoping to give up to \$5,000 this calendar year with quarterly donations to fund marketing and communication to the community about library services. We have received her first donation of \$550.
- We are waiting any additional awards from several Walmart Community Grants.

## **Branch Manager, Bowman Library, Mary Anton**

### *Celebration*

- Plans are underway for Bowman's 20<sup>th</sup> Anniversary celebration in July. There will be a special day of events, and festivities will be scattered throughout the month as well.

### *Space Restored*

- As part of our rollback of CV19 restrictions two study rooms were opened for patron use! Katie Horn cleared stored furniture from the rooms, and Julie Bulger updated sign-in sheets and additional signage to get these rooms ready. Patrons have been pleased to have quieter and more private space available again.

## Youth Services Department Head, Donna Hughes

*Book Bundles* is the newest creative display on the 2nd floor that literally puts the 'grab' in these Grab-and-Go bundles. Thematic and age-based materials are put in a sturdy recycled grocery paper bag with directions on how to use. Patrons can find easily displayed tags that show what theme each bundle is and 6-8 materials that range in collection and format. Inside are other library promotional materials, and a printed summary newsletter of each item. The best part is that patrons can simply place their bundle down flat on any self-checkout kiosk without taking anything out of the bag. From Mysteries for Ages 9-12 or Princess Power for Ages 0-8, there is a bundle to grab for everyone in the family! (*See picture*)



... .A new service that encourages readers 12 and under to explore a new read has launched, called *BookMatch Junior!* This readers' advisory service is a version of the already popular adult BookMatch service, where patrons can fill out the [digital](#) or physical form to be matched with 3-6 titles. The visually curated physical form is created with the young reader in mind. This is to allow them to truly consider what they want to explore next and helps them take ownership of the process by filling out the form themselves or with minimal caretaker assistance. Since its roughly 1-week launch, we have received over 15 requests!



The Handley Youth Services Department gave out their 20th **New Baby Lit Kit** this month after a year and a half of its launch. This behind-the-scenes service gives families with new babies that are frequent or new library card holders a one-time kit that promotes early literacy. Each kit includes an HRLS library tote with interactive materials that encourage play in reading. Materials include a board book, early literacy calendar, and hand puppet with ideas from the [Every Child Ready to Read campaign](#) to go with it, and more. (*See picture*)

## Clarke County Library Branch Manager, Laurine Kennedy

- *Brown Bag with Books*

Our Zoom Edition continues to be successful. It's working better than I hoped! The ease of meeting from your home turns out to be best for many participants.

- *New Displays*

We ordered and received 2 new display units-one in Young Adult and one in front entrance. The purpose is to have inviting and regularly changing displays, to encourage more checkouts.



## **Handley Branch Manager, Adrienne Davis**

### ***Highlights***

- Exploring the Library ... Patrons said they found “everything” useful from Todd Strader’s *Exploring the Library* three-part virtual program series that covered catalog tips and tricks, website gems, and the Digital Library.
- Book Bundle Bags ... Families can quickly and easily check out a little bit of everything with one of Katie Moss’ book bundle bags that include a mix books, magazines, and DVDs based on kid friendly themes.
- Discover Service ... Adrienne Davis demonstrated how patrons can use the Library’s “Everything Search” to find physical and electronic material all in one place.

## **Friends of the Handley Library, Barbara Dickinson**

- *New Series* Thursday, Exploring the Outdoors continued with Climbing to New Heights with Arthur Kearns, answering questions through chat feature of Facebook and oom
- *Financial Literacy* “Budgeting for Success” (Part 2 of a 2-part series) offered Q & A for those interested in getting their financial life organized.

## **Archives Librarian, Becky Ebert**

*March 6 Heritage Day* ... The event was cosponsored with the Museum of the Shenandoah Valley. Ashley Ramey and Emma Ito of the Library of Virginia spoke on “Racial Integrity Laws of Virginia.”. Zach Hottel, Archivist of the Shenandoah County Library, presented a talk, “Not Your Normal Sources: Genealogy in Archival Collections”. There were 64 participants

## **Tech and Technology Services, Kylie Feiring**

### ***Virtual Conferences Attended***

- Access Lab ... using technology to improve access to information. A key takeaway from the conference is that the digital divide is created by access to technology, but is also solved by access to technology
- Computers in Libraries ... libraries are in a better place than Big Tech to offer a personalized experience online without massive amounts of data, due to the element of human interaction we still have.

*New Procedural Manual* ... The Technical Services Department is working together to create a procedure manual covering cataloging, OSA, and possibly processing procedures.