

## Director's Report May 2021

### Mission Moment

The mission of Manitowoc Public Library is to promote a culture of reading and to provide access to information. Through services, we strive to foster an environment that meets the educational, recreational and cultural needs of the community.

- To celebrate as we transition out of the pandemic, I submitted an article to Seehafer focusing on the efforts of MPL throughout the pandemic. It has been well received by the community so far.
- The YMCA is organizing a Celebrity Read day with their YBreak program this summer. They contacted me to be one of their celebrity readers, and I am scheduled for June 30. I am looking forward to this opportunity!
- We submitted two conference proposals in May for WLA. One focused on implementing our security cameras, and the impact this has had on improving customer service as well as enhancing security in our building. The second focuses on our work around establishing metrics for analysis of e-resources, programming, and collection development. This is a great way to highlight the innovative ways MPL is providing library resources to our community for other libraries across the state.
- LTC reached out to connect on a collaborative grant partnership with MPL focusing on using oral histories to focus on the whole student. Should this grant be awarded, we will work with LTC on implementation in the years 2022-2025.

### Personnel

- May 4 – PS monthly meeting
- May 14 – Youth Services monthly meeting
- EPM revisions: reviewed changes approved by City Council for submission and review by Library Board for May 24 meeting

### Staff Development

- May 6 - Police: How to reduce police calls and keep everyone safe in your organization webinar
- May 12 – CVMIC virtual training on leadership technical skills
- May 14 – manager in-service training
- May 26 – Emergency Connectivity Fund informational webinar
- Fall all staff meeting: contracting with Ryan Dowd on his Librarian's Guide to Homelessness training. Ryan Dowd runs Hesed House in Chicago, the largest homeless shelter in the Chicago. They train library staff to confidently and compassionately solve problem behavior from individuals within our facilities. As a public facility, libraries often encounter challenging situations, such as but not limited to drug use in the library, individuals with dementia, individuals who are homeless, individuals suffering from schizophrenia, individuals suffering from domestic abuse, etc. Understanding these challenges and situations supports staff in responding to these concerns and connecting community individuals with resources. We also rely on our police and support networks should it be warranted, but librarians are the first step to compassionately respond to these issues

### Outreach Activities

- May 4 – Progress Lakeshore’s 10<sup>th</sup> annual economic development awards banquet; MPL was nominated for Community Enhancement of the Year. The YMCA won this award. Congratulations to YMCA! We were honored to be nominated.
- May 5 – MAVCB annual tourism breakfast
- May 12 – discussion with potential new Foundation Board member to determine fit with board
- May 12 – Downtown Manitowoc meeting
- May 20 – welcome the carferry back and meet the new owners of the Lake Michigan carferry
- May 11 – BGCMC Advisory Board meeting
- Noon Rotary: May 13 and May 27
- May 25 – regular collaboration meeting with MPSD
- May 25 – tour and discussion of MPL with new Alder for District 3
- BPI handbook: review and makes suggestions for this city lean committee

### **Operations Activities**

- Foundation allocation: the approved projects were shared with the Foundation Board at their May Board meeting. We are also working with the City for an updated budget status for these funds so we can begin processing these projects. This year’s timeline shifted slightly due to the Foundation moving from a private foundation to a public charity. Moving forward, we will try to follow a calendar year timeline due to the change from a private foundation to a public charity, and I have made revisions to our internal processes as a result.
- North Lawn: meeting with Justin from ForeverLawn out of Chicago. This vendor was recommended by the Parks Department as a possible blend of the City’s vision and the Library’s vision of this space. This meeting was for an initial discussion and review of the initial design. The plan is to develop a concept and budget to be submitted to the city. The city will make the determination for funding in the next budget process. Should funding be approved, the Library Board will begin review and determination for creation of an activity area in this space in collaboration with the city.
- City Library Collective (CLC): attended the May 24 collaborative meeting. This statewide partnership is intended for cities of 30,000-100,000 to have a chance to build collaborations and projects to support libraries across the state. One of the initial projects we are identifying focuses on public libraries as a recovery center from the pandemic. We are hoping to develop this collaboration in time for submission under America’s Recovery Plan Act grants to states in July. I am part of a small committee of CLC to develop this collaborative statewide grant.
- ARPA/eRate Grant meeting: discussion with grant coordinator on upcoming grant opportunities for MPL to apply for – mainly ARPA and eRate funding through the federal legislation. Internally, we are having discussions on prioritization of projects that may fit under these guidelines, specifically targeting technology enhancement for patrons. We are anticipating being able to apply for eRate funds in the mid- to end- of June. We anticipate ARPA application to open near the end of July. MPL will also be partnering with a statewide initiative, with Kristin as the lead for MPL. This statewide initiative, City Library Collective, is planning on applying for a collaborative ARPA grant focusing on recovery to resilience for communities after the pandemic.
- Public policy revisions: it is my goal to annually update a few policies to keep these current for the library. This was temporarily on hold due to the pandemic in 2020 and my extended medical leave in the beginning of 2021. The materials manager and I are working on next steps to prioritize and research other libraries as we make revisions and updates to the policies. As we finalize a policy, we will bring to the Library Board for review and approval.

- May 4 – Overdrive budget 2022 discussion in review of WPLC’s recommendation to increase budget lines
- May 13 – review of shelving proposal by materials manager for approval and implementation; this plan will be implemented slowly over the next year to expand shelving for large print and fiction. It would also create more seating along 8<sup>th</sup> Street for quiet study.
- May 13 – budget discussion with County Executive and County Comptroller prior to the Library Services Advisory meeting
- May 14 – LARS meeting
- May 14 – MCLS Director’s meeting
- May 20 – Manitowoc County Library Services Advisory committee annual meeting
- May 25: Monthly MPU IT discussions with MPU IT manager, Keith Lyons. Keith uses this as an opportunity to update managers on IT projects. We are also able to share IT issues and request status updates at this meeting
- May 26 – MCLS Board meeting
- Art contracts for collaboration with upcoming exhibits including MAKI, American Gothic and Hmong Culture exhibits
- Libraries Build Strong Communities: we reviewed and finalized preparation documents for this initiative in April. We will begin implementation of this initiative in May.
  - Continue this campaign for the entire month of September, which is Library Card Sign-Up month (previously held in April)
  - Transition initiative fully to Libraries Build Strong Communities rather than National Library Week
  - Continue with simplified method of purchasing gift cards from participating businesses to create the raffle prizes
  - Continue offering raffle entries for shopping local, signing up for a library card, and checking out library materials
  - Continue promoting our local businesses. We plan on targeting 50 participating businesses for 2021.
- Website and logo redesign: one of our strategic goals for 2021 is investigation into an enhanced website presence. Our current website does not meet all our technology needs. We have selected LibraryMarket for this process. They are highly recommended and understand the website needs of public libraries. Throughout this project, we are also conducting a logo redesign. This is an enhanced service offered by the marketing firm in alignment with our website redesign. Staff and community feedback will be part of the firm’s discovery process. The current contracts are under review by legal for proceeding forward.
- Impact snapshots have been disseminated to our community partners, including County Board, Friends, and Foundation. We will be submitting the Impact Snapshot with our 2022 Budget to the City Council.
- Circulation guidelines: review and approve updated MCLS circulation guidelines between all six libraries
- Safety and Security procedures: We have continued working on implementation which will continue into 2021. The final pieces are modifications to our online reporting system, upgrades to our security cameras systems, and S&S quick reminder cards for staff. We have received funding through our MCLS Technology funds. We will be hoping to implement as soon as we have the quotes from our vendors which we are hoping to see finalized by June 11.
- May 17 – Common Council meeting
- COVID-19 Emergency Planning for City and Library

- Kristin continued to read and stay informed regarding COVID-19 updates, information, and changing guidelines
- Staff continue to socially distance and adhere to CDC guidelines when working at the library
- Developed guidelines for staff as mask requirements are removed
- Recommendations for the May 24 Board meeting with a review of the following items:
  - Review status of COVID on MPL services and staff
  - Remove mask requirement for staff and public
  - Expand access to services and resources
- Implementation of approved changes from the May 24 Board meeting
- In May, I worked with the management team and Library Board to revise and update the Threat Level documents for the Library
- We continue to monitor the evolving situation and adjust as necessary. The main focus is on supporting staff and working to provide access to resources for our community while we transition out of the pandemic.
- 2022 Fundraiser: initial conversation with the small subcommittee of the Foundation Board
- Work with staff to update monthly statistics to include 2019 comparisons for the May Board meeting
- PD training with MPL staff: the leadership team met with the Police Chief and PD trainer to discuss how we can best set library staff and police officers up for success should they ever be needed at the library. We will continue planning in June for developing an FAQ for library staff and working on training between PD and the library. This is one of the final pieces of the safety and security revision committee.
- Foundation Board meeting May 18: worked with Foundation Board President to set the agenda for the meeting focusing on reviewing the past fundraisers, planning for 2021 and 2022 fundraisers, and welcoming a new trustee to the board.
- Email accounts for Library Board: collaboration and initial investigation into this feasibility with MPU and MPL IT Technician
- Signage Committee: in the fall of 2020, we have begun working on signage and wayfinding for the first floor. A small committee of staff have been developed for this review of current signage and present a proposal for the new signage. We have begun the work of analysis and development of an implementation plan moving forward. Our next meeting is set for June.
  - We have made our determination of a signage vendor. We are checking on references before proceeding forward.
  - We are developing a survey for staff and the community focus group to provide input on finalizing navigational signage language.

### **Significant Statistics and Activities**

- Pre-registration for Summer Read opened on May 1 in preparation for summer read starting June 14. We are heavily promoting this program with our school partners.
- We have a Hmong culture exhibit in the first floor of the library. This display will be up for a month, including during our Hmong Culture Family Activity Night on June 1.

### **What's coming up?**

- Continued investigation and collaboration with the city on the north lawn
- Implementation of strategic plan goals for 2021
- Continued work regarding signage/wayfinding

- Revision to Safety and Security procedures specifically focusing on S&S log, security cameras, and quick reference card for staff
- Final development of program metrics database and revision to program report form
- Website and logo redesign in alignment with strategic goals
- Transition Foundation from private foundation to public charity in 2021: We will be submitting amended tax returns in the coming months for the prior years of being assigned a private foundation tax status.
- Manitowoc Aluminum Kitsch-Mas Inc: we are working to finalize these contracts for the fall exhibits
- Libraries Build Strong Communities: we are focusing on implementation in the month of May and June
- Electronic resources metric review: Due to some changes in our database subscriptions, I have continued to work to update our database metrics along with these revisions and updates.
- Revision and further development of an appeals process for library bans in alignment with Chapter 68 Appeals Process and City Attorney's office
- Begin 2022 budget planning process