

Director's Report

June 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.

- I had the great fortune to be invited as a reader for YMCA as part of their YBreak program this summer. It was wonderful to connect with our young readers in our community. Several kids told me they had read 300 minutes already this summer!

Personnel

- June 1 – PS monthly meeting
- June 11 – Youth Services monthly meeting

Staff Development

- June 8: annual service desk refresher training for managers
- PD training for MPL staff: I met with the MPD trainer to discuss collaborative training for staff. We focused on development of a quick reference guide as well as potential early morning learning (EML) training sessions. We will continue developing this for implementation in fall 2021. This works in concert with the revisions to our safety and security procedures.
- Connect with MCLS Director for collaboration on fall all staff training
- Completed assigned InfoSec training for all library employees

Outreach Activities

- June 2: non-profit executive meeting hosted by Chamber
- June 11: Be My Guest radio appearance promoting SRP
- Video promo with Seehafer Broadcasting on the importance of SRP
- June 16: SRLAAW meeting
- June 18: monthly meeting with statewide resource library directors
- June 30: celebrity reader for YBreak at Riverview
- June 8 – Boys and Girls Club of Manitowoc County (BGCMC) executive board meeting
- June 16 – Boys and Girls Club of Manitowoc County (BGCMC) Advisory Board meeting
- Noon Rotary: June 10 and June 24

Operations Activities

- Review of monthly statistical reporting through our ILS (integrated library system) with MCLS; goal is to consolidate monthly reporting for staff
- City Library Collective (CLC): attended the June 9 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. I

completed the grant overview proposal. Our next step is meeting with DPI representatives in July to see whether this project aligns with their statewide goals for this federal funding.

- 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 no longer eligible for eRate funding due to federal regulations around CIPA compliance. 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.
- 2022 Budget planning: begin initial planning and review of budgets for the 2022 budget; managers are compiling their recommendations for submission to Kristin in early July
- Cardholder sign up campaign: in alignment with our strategic plan, Kristin is working on implementation of a sign-up campaign in 2022. We are looking to align with Libraries Build Strong Communities in September with a mailer promo to households who haven't visiting the library in the last six months.
- Revision and update to One to One Adult Literacy volunteer agreement
- Revision and update to exhibit agreements for Manitowoc Aluminum Kitsch-Mas Inc (MAKI)
- Revision and update to exhibit agreements for American Gothic display
- 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 have begun researching 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.
- June 29: 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
- 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 are working with Library Market for this process. We have begun the investigation and discovery process for the redesign. Surveys will be disseminated in July for staff and the public to provide their input in this initial investigation.
- 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 are moving forward with implementation of the new security camera system in July.
- June 21 – Common Council meeting
- GIS mapping conversation with City GIS planner on mapping out impact of fines on patrons within our community
- Initial conversations around continuation of virtual and hybrid programming models beyond the pandemic. We will utilize our programming metrics analysis to make some decisions for 2022 programming.
- COVID-19 Emergency Planning for City and Library
 - The Library continues to transition back to normal services. The following changes occurred in June:
 - Resume normal weather emergency procedures

- Inspection/quarantine of donations will resume normal procedures
- Resume normal volunteer services
- Resume normal meeting room public access
 - This is still in transition as we move furniture back out on the floor (Franklin Street Room)
 - Board Room and Balkansky Community Room are already available to the public
- Large group programming: we will continue to monitor the recommendations by DHS and CDC
 - Programming is planned three months in advance. All programming through August is already planned and scheduled. We will be looking to continue onsite programming in the Fall 2021
- Toys accessible in Youth will transition back onto the floor (**The circulating toy library is already fully accessible. This refers to the toys for onsite play**)
- Idea Box: re-open for public use
 - Additional programming and badging opportunities will be scheduled for fall 2021
- Resume normal public computer use and access
- Remove restrictions in teen area (Xbox and Board games onsite)
- Resume normal One to One Adult Literacy Partners operations
- Staff are allowed to travel outside the state for conferences or training
- The following areas remain to transition back to normal service levels:
 - Resume normal weekend operating hours effective July 30
 - Dependent on staff capacity and hiring/training of open positions
 - Physical barriers at staff service points
 - Dependent on the recommendations by DHS and CDC
 - Homebound services normal operations
 - Dependent on restrictions for our partner locations
- Email accounts for Library Board: collaboration and initial investigation into this feasibility with MPU and MPL IT Technician; implementation of approved process underway
- Signage Committee: we continue the work of updating our navigational signage throughout the building.
 - We completed and disseminated a survey for staff and the community focus group to provide input on finalizing navigational signage language. The results were compiled and shared with the signage committee.
 - The subject matter experts are now finalizing wording for navigational signage throughout the building.
 - We have selected Cawley Company for implementation of our new signage. We have a call set with them for next steps in July.

Significant Statistics and Activities

- Summer Read started on June 14. We had a great kickoff, and we are excited for a successful summer!

What's coming up?

- 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 in alignment with annual report modifications
- 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.
- Begin 2022 budget planning process