

Director and Department Reports November 2020 Reporting on October Activities

Director's Report

Re-imagining Adult Outreach

PROBLEM: Limited opportunities for traditional adult outreach - crafts, lectures. People are tired of Zooming. **SOLUTION:** I met with Gretchen to re-imagining adult outreach. We are not planning on any traditional activities - speaker series, monthly crafts. Support for both the Community Read and the Friends of the Library is also adult outreach and Gretchen will be focusing on building the volunteer base of each. Additionally, creating value-added information on the web site is also adult outreach and creating topic guides is an important way to help people find credible resources. We've been discussing how to identify more collaborative opportunities with County, City, Chamber.

The staff had a brainstorming session about a potential project for the ALA Community Outreach grant and after a lively discussion, settled on a "Jefferson County Tells" event. Tentatively titled, I am a Story, it would include stories from our Community about our diversity and commonality. Similar to The Moth Story Hour (<https://themoth.org/>), the event would center around a theme and be held during Summer 2021, when we would have the opportunity to tie-in with the Summer Reading Program and Community Read. We're still in the beginning stage of creating a project plan; Gretchen, Alex, and I will be working together on the grant application.

COVID Relief Fund

To date the Library has made two requests for COVID Relief Funds, one in September and a second during the October request window. The next round of requests for expenses through November 6, is November 9-20. I was included in a meeting with the State and County about updates to the CRF regulations and requirements, then followed-up with representatives from the County to brainstorm about COVID-related expenses.

Statistics

After a few weeks of rotating Circulation Desk and Reference Desk assignments, the schedule has been changed so program staff is rotating on the Reference Desk, and Clerks are rotating on the Circulation Desk. We aren't staffing the Reference Desk at the end of the day.

The staff is evaluating the statistics we currently collect to determine if they are accurately identifying Library activities, and if we should be adding different measures. For the Reference Desk we are logging what kinds of questions are asked and how they are resolved.

Audit Update

I've been working with Daniel Kieffer at Price/Fronk. As I reported last month, the company has all of the accounts payable and QuickBooks files for 2019-20. Payroll tax records are on their way, the property

management company is sending its records, and Columbia Bank has received our authorization to release bank statements. A few checks have come up missing, that have been found. Kieffer reports that they are on track to meet with the Board at the December meeting.

Other

The Library received 21.07% dividend on our SAIF policies.

The SDAO Best Practices Survey is complete and we will receive a 10% contribution credit for 2021.

Special Districts Insurance January Renewal: SDAO is still in re-insurance proposal negotiations, and have been advised that they should expect significant premium increases due to financial and claims pressures on a statewide, national and international level. The good news is that due to the continued strong financial position of the trust, they are able to absorb a large portion of that increase. SDAO is advising members budget on an average contribution increase of 12%. However, last year the district signed a rate lock agreement, so the maximum increase will be 5% for the renewal this year.

The property reinsurance carrier is directing building and contents values to be trended with a 2% increase for this renewal. The updated schedules have been amended to reflect this change.

HR Audit

I haven't had time to follow-up with HR Answers to begin an abbreviated HR audit. I'm going to follow-up with SDAO and determine who its services can also help.

Meetings and Training

10/07 - Auditing Your HR Function

10/20 - DAS/Cares Act Funding Allocation Meeting

10/22 - ALA Connect Live: COVID-19 Research and REALM Project Update

10/22 - Treasury Department Cashier Training (JE, Swan)

10/23 - County/City/Health Dept Library Cares Act- Funding Allocation Ideas

10/23 - OLA Quarterly Director Meeting

10/27 - Streamline

10/28 - IMLS Community Engagement Grant Brainstorming Ideas (Programming Staff)

Departments

Adult Services - Gabby

Seating areas have been established in the adult section of the library again as well as tables with electrical outlets for people to use with their laptops. To satisfy social distancing protocols, we are adding a second laptop table. Interlibrary loan requests have shifted from Cataloging to Adult Services and the process has changed slightly.

Children's Services | Teen Services | Spanish Services - Laura | Star | Adriana

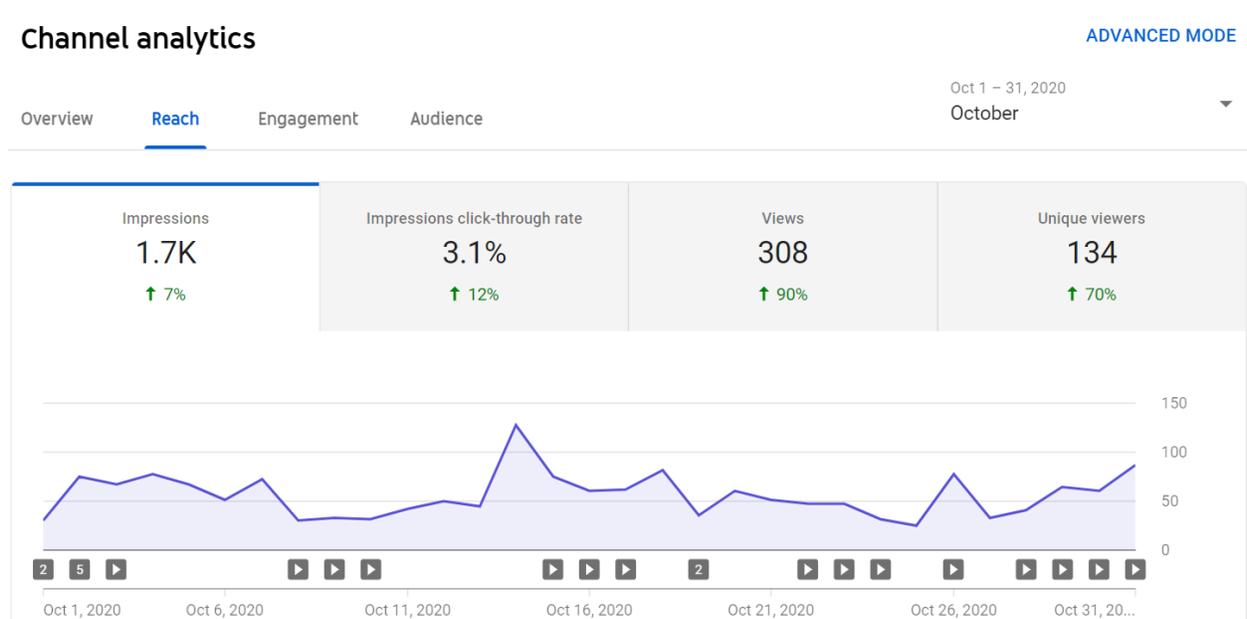
Laura and Star met with Ryan Dempsy, 509J's new district librarian. He is enthusiastic about creating a stronger partnership between our two organizations. We are working toward creating an eResource JCLD library card for all students. The school would share limited information about the students and the library would issue cards based on student IDs that give access to our online resources but not physical

materials. Parents would have the ability to opt-out and also to sign their child up for a full-use library card. Deschutes is interested in using us as a pilot since they have been interested in this very thing. Jane met with the DPL Assistant Director and will be discussing this at the November Tri-county Director’s meeting.

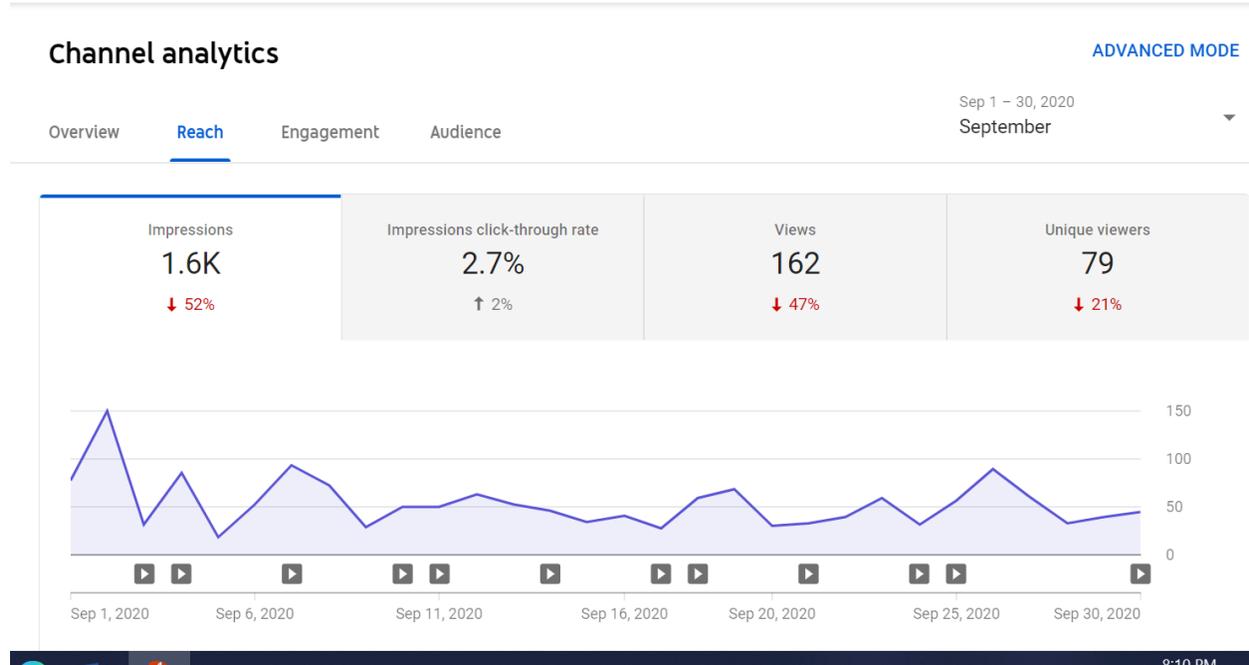
The Teen Hangout has a small but steady presence on Mondays and Thursdays through December. The Teen space in the Library is coming together. We’ve used shelving to create a defined space, and will be adding clear plexiglass to further separate the teen space from the circulation area. We are still awaiting tables for the area.

Video programs offered by Jefferson County Library have had a comeback. Numbers started dropping during August and September. The reason could be from digital burnout, school starting, or any other cause. It is difficult to find out the reason. Laura, Star, and Adriana decided towards the end of September to partner with the Jefferson County 509J School District. This partnership has been helpful in improving the visibility of the video programs. The combination of craft kits and sharing our video programs with the school librarians increase the visibility of the various video programs. The school librarians share our videos with the teacher who then shares them with their students. The YouTube analytics show a large improvement with views. Unfortunately, our Facebook new followers are decreasing each month. This would be expected eventually due to the number of residences in Jefferson County who use Facebook. It is too early to see a dropoff in new followers. The goal is to add to the videos a “Subscribe Now” image or a “Follow Us.” The other issue is checking Facebook often to send invitations to individuals to like our videos. The solution is to have more than one staff member checking the Facebook Page to send the invites. Overall, it is impressive to see an overall improvement in the analytics thanks to the partnership with the local school districts.

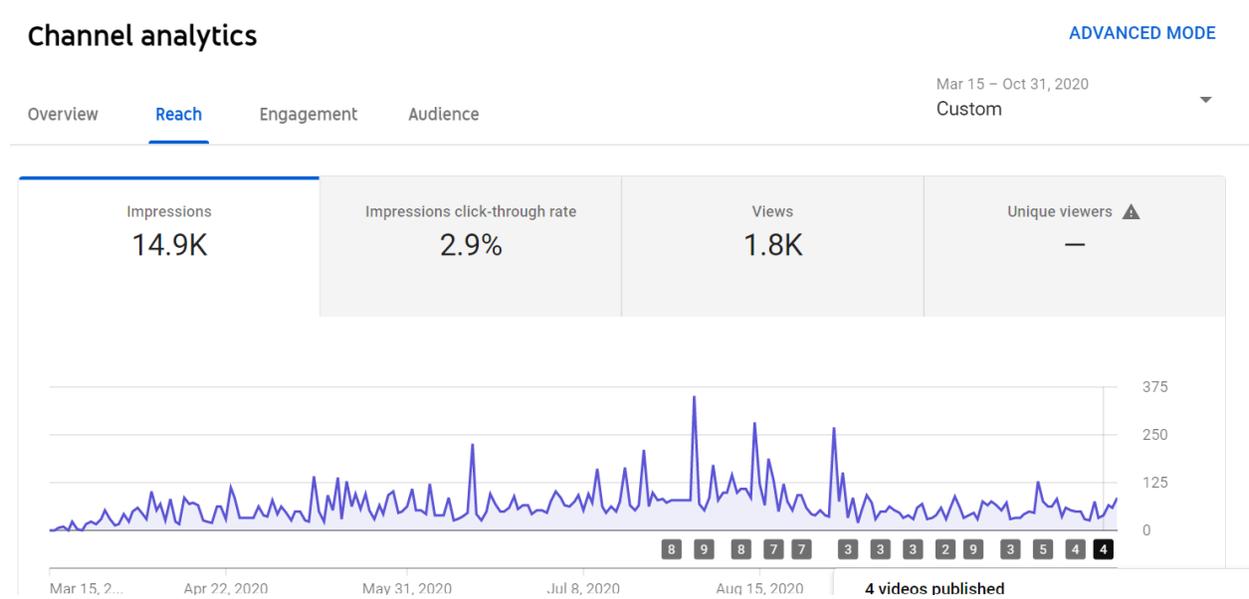
YouTube Analytics for October



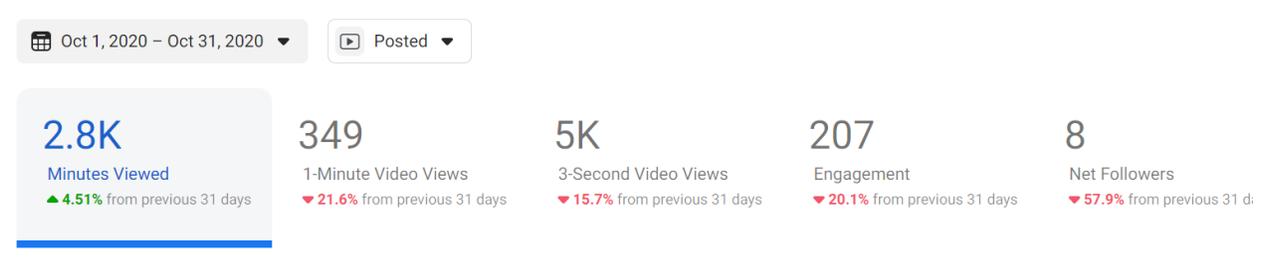
YouTube Analytics for September



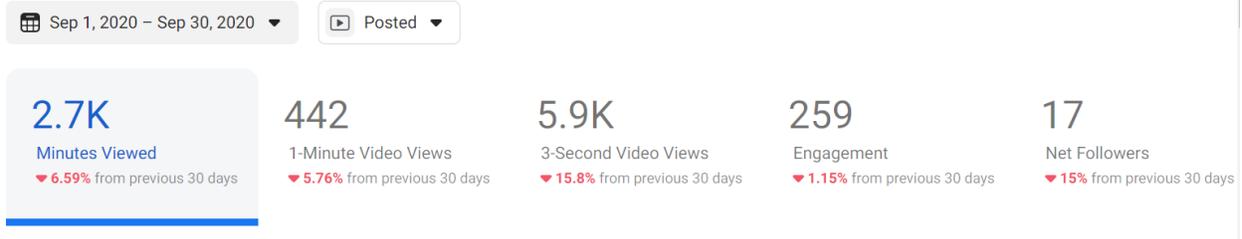
YouTube Analytics for March - October



Facebook Analytics for October



Facebook Analytics for September



Facebook Analytics for March - October



Central Oregon STEM Hub/High Desert ESD partnered with us and funded \$10,000.00 in STEM projects. These STEM projects are available at the library and were distributed to Warm Springs, Big Muddy, Ashwood, and Miss Tam’s preschool. They also are purchasing \$5,000.00 worth of Curriculum Crate Supplies. We have had a follow up meeting to decide what they will purchase. The Curriculum Crates will be available to the public once they are completed and processed. This is a big project and will take time to include them under the Library of Things available at the Library.

The Library is providing online school assistance for the youth of Jefferson County. The group is small but they remain consistent in attendance. The largest frustration is with the internet. The internet frequently drops causing the students to temporarily lose contact with their class. Dion and Casey looked into boosting the internet in the annex for the students. The internet has improved. There is still one more problem. The internet is passed from the library to the annex by a “bridge.” If a large vehicle like FedEx or UPS drives between the library and annex, the internet “bridge” is cut and the internet is lost. Casey and Dion have discussed this and have stated the internet must go underground. This requires cutting the asphalt to run wires. Dion and Casey are still investigating.

A STEM program is available to families every Thursday morning at 11:00 am in the annex. There has been a good turn out from the homeschool community. The Central Oregon STEM Hub/High Desert ESD provided STEM kits to check out through their lending library. The STEM activities have been SPHERO Bots, LEGO Robotics, and Break out boxes. The numbers have decreased slightly but there is a regular group of youth.

Laura, Adriana, and Star were able to do some Traveling Storyteller out at Big Muddy and Miss Tam’s Preschool. Both groups would like to see us visit more than once a month but with COVID restrictions it is proving difficult. Currently, we are not allowed to visit Ashwood and many other schools. Traveling Storyteller is limited to Bilingual Storytime video sharing and just a handful of visits. Hopefully, when the school metrics change we will be able to visit more places and more often.

Adriana has started a once a month online Spanish Storytime. So far there has only been one event.

The Library hosted their first Spanish Book Club. Adriana spent time personally calling people to invite them to participate. Her efforts were paid off with a large attendance to their first meeting.

Community Services - Gretchen

Gretchen is representing the Library at the weekly Chamber of Commerce Coffee Cuppers.

- Annex had 73 meetings during the month of October.
- The Website had over 6000 hits in the month of October.

Resource Guides. Jane and I are in the process of creating a template and on the website. Health, career/employment information, business, government, tax resources, plus information for seniors are the current priorities. Please let us know if there is a specific topic you suggest for a resource/topic page.

Online Book Club. The November genre is military books.

Celebrating Veterans. Gretchen is working on celebration ideas for Veterans Day. The Library purchased a book to distribute to Veteran via the American Legion and VRS. Book: Pressfield, S. (2011). *The Warrior Ethos*.

Monthly Pioneer Column. The October 2020 Pioneer Newspaper Column focused on National Friends of the Library Week, October 18-24. The Friends celebrated the staff all week with goodies and gifts.

Adult Projects/Activities. The Community Service Department has been stymied by the COVID19 and figuring out what to do to connect with the community with no in-person activities. Gretchen attended a couple webinars to find out what other libraries are doing. We decided to do games and/or crafts. In September, I made horse-related Search-a-Word. For October, it was Day of the Dead craft kits for adults that were distributed the last week in October. The November activity distributed during Picture book week. Thirty-eight adult craft kits were distributed. The Question-of-the-Month was, *Who is your favorite past president?* Ronald Reagan was the winner.

Jackie's Retirement. We are planning an Open House for Jackie May's retirement. Her last day is scheduled to be November 30. The open house will be **November 18, 2020 from 1-4 pm**. The Pioneer will be publishing a related news article.

Annual Chamber Halloween Costume Contest. The Day of the Dead/Dia De Los Muertos was the Library's theme for the annual Chamber of Commerce Halloween Merchant Costume Contest. As part of the JCLD cultural program, Adriana built a Day of the Dead altar. While we didn't win overall, we did move up from last year and came in as the Most Interesting. Onward and upward for 2021.

Community Read

The 2020 Jefferson County Community Read went well. We continue to have people ask for the book after seeing the events. Our expenses this year were less than previous years.

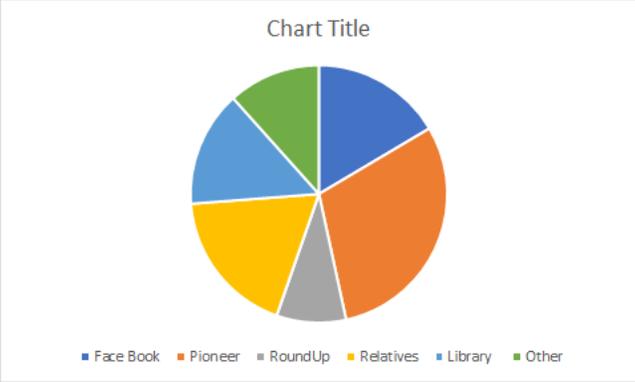
We received 28 engagements with our videos on FB, YouTube and the website, which is positive. We're still reminding people that the interviews (author, Molly Gloss, Jon Bowerman and Justin Rogers from the Bureau of Land Management) are still available on the Web site. Planning is underway for the 2021 event. The committee has its initial meeting in December. The plan is to coordinate with the Summer Reading Program and hold Community Read events at the end of August.

Mann Mortgage Donation. Each quarter, the mortgage company has the community help them decide on two local nonprofits to receive funds from their giving back program. They make donations to the top two. The Community Read was one of the recipients of the 3rd quarter donation and received \$500.

Friends of JCL

The Friends purchased a free-standing book drop for drop-off-donations and it will be located on the east side of the Annex (in the parking lot). This allows the Friends to increase its flexibility for accepting books. Gretchen will be presenting an in-service about donation guidelines at the next staff meeting. The goal is to stop people from bringing book or media donations to the Library and reminding everyone that the Library does not accept donations; however, the Friends of the Library gladly does.

The annual Friends of the Jefferson County Library book sale event was held October 22-24. In addition to daytime hours, we added evening hours from 5-7 on 10/22 and 10/23. The sale was staffed by Friends volunteers and Library staff. We followed COVID guidelines (plus temperature and contact tracing list) Total profit was \$ 536. We had 105 people attend the sale, 20 of them new customers. We also asked people how they had heard about the sale to see what marketing strategies worked best. The “ad” in the Pioneer and the write up in the Round Up seemed to be the best way. Word of Mouth was next. The Westside and Pioneer street signs were mentioned a couple times. (See charts)



Weekly hours for the Twice Read Books is changing from Fridays to Saturdays, from 10 am – 2 pm. The day change allows the Board and other Friends volunteers more opportunities to help out. We announced it during the book sale and received positive responses.

Genealogy – Alex

A continuation of the analysis and listing of books that do or do not meet the scope of the collection, including General Genealogy, History, U.S. and individual states (Alaska through Kansas).

Topic	# To weed	# To Sell	# To keep
General Genealogy and History	85	2	-
U.S. and individual states (incl. Alaska - Kansas)	105	9	5

Sandy Thompson and Gary Putnam of the Bend Genealogical Society (BGS) came to go through books that we have listed to weed and give to other libraries. Sandy was very impressed with the progress that has been made, and the two selected 34 books to add to the BGS library. They are interested in more, but will have to determine how much they have room for. Sandy and I have discussed that I will finish listing all the books we plan to remove from the collection before sending the list to other genealogy libraries to see if they are interested in any of them. The books would be free to them, but they would have to pay for shipping if they are unable to pick them up in Madras.

For those who come in person to look at books in the future, the books available need to be in a separate room, as there had been some confusion on what was available to them. Sandy also mentioned that the Genealogical Forum of Oregon (GFO) would be one of the libraries that she would send the list to.

Maintenance has removed the three bookcases and shelves that were in the hallway, as they did not fit the space.

Rick Allen came to take pictures of the Heritage Center for the property assessment. Rick asked what our plans were for the building, and after mentioning possibly removing the inner walls to create a more open space, Rick asked about load-bearing walls. After looking at the blueprints and seeing the pocket-doors, Rick believes that none of the walls are load-bearing and the removal of the inner walls is a feasible option.

Circulation – Swan

Swan led a Circulation process in-service on October 12. All staff participated. The purpose of the training was to lessen/eliminate processing errors by staff. She reviewed opening and closing procedures and created process maps for specific instances: (1) problem items, (2) picking up a library card, (3) new library card requests, (4) creating a new account, (5) computer use request with a library card, (6) computer requests without a library card.

A folder on the O:\HOW WE DO THINGS houses files explaining processes.

One significant change we’re implementing for tracking/problem solving is each time when you create a Sierra account, leave an x note with the date, "Account created by" and your initials. Then delete the email from info@jclcd.org.

Swan also reviewed the current fees-for-services:

Service	Former	Present
Color Copies	\$1.00	\$1.00
Black and white copies	\$0.10	First 3 copies free
Black and white prints	First 3 prints free	First 3 prints free

Partial year Library Cards	Eliminated quarterly library card at \$25	Replaces with semi-annual card for \$45 (monthly cards are still available for \$10/mo)
Replacement Cards	\$1.00	No charge

We decided to suspend fine checking prior to patron computer use. This allows someone to come in, request a computer session, receive a mouse and proceed to a computer.

Volunteers – Swan

Since the COVID shutdown, almost all of our volunteers have chosen not to return. Pre-COVID we had 21-26 volunteers; we currently have 4, primarily pulling paging list requests or shelving. Volunteer shelvees have created problems with mis-shelving, which then uses staff time to track down mis-shelved items. Our current system assigns 2 staff to complete daily shelving. Effective October 15, we've hired 2 shelvees each working 5-hours/week. Both are training now, which means they shelve a cart, leave markers where they placed the item, and then one of the Service Team checks for accuracy. This eliminates spreading shelving duties among staff.

Facilities – Dion

For both the support ticketing and wiki products, I've created a basic rubric with evaluation criteria. After checking out options, I create a ranking and then look more closely at the top choices. I've identified a few products and now we are in a soft launch with a 30-day trial, then full launch with evaluation after 90-days.

- Support Ticketing. The staff is testing a potential support ticketing system that will help in submitting and tracking requests. We've identified a few features we'd like to see with this product and I'm figuring out whether this will meet our needs.
- Wiki for Library Procedures. I'm in the process of evaluating Wiki products that we can use to create a searchable "how to" manual. We currently put all of these documents in the O: Drive. A searchable option would make it easier to locate information about a specific topic.

Maintenance. Flag pole fixed. Interior touch-up painting, fixed downstairs Annex entry door frame, re-hung directional signs, assembled furniture. Hung window shades. Carpets cleaned. Linoleum buffed.

We are arranging for a roof inspection of the annex and library. The annex roof is in deteriorating condition and is mostly likely living on borrowed time. We've been advised that come spring we definitely need to consider re-roofing the Annex. The age of the Main Library roof is also unknown and may be due for replacement as well. (Do any of you remember if the Main Library roof has been replaced since it was built?)

Genealogy. Contacted Rick Allen to conduct a property assessment for the building, as needed for the audit. (See Alex's report.)

Deep freeze Cassie/Computer Problem. Three of our four public computers stopped printing after being moved for floor cleaning. Madras Computers problem-solved the issue and determined that it was not a hardware or network problem. I called Cassie support and applied the fix they suggested. While fixing

that problem, I noticed that Deepfreeze was not loading. It did load the following day, and the system was running very slowly, which may indicate additional problems. Still investigating.

Fax research and troubleshooting. We haven't had consistent success with the public fax equipment. To eliminate the need for staff intervention, I've contacted Ricoh to find out if there is a fax option for our existing printer/scanner. It is an option to add a fax card to the existing copier, which we will be doing. That will provide flatbed faxing as an option to the public.

Security - Safety Committee

Other than arranging for a roof inspection and routine maintenance, everything is calm. We are considering applying for an SDAO Safety and Security Grant; this year the emphasis is on COVID-related requests.

Statistics

The statistics are available on our shared Google Sheet:

https://docs.google.com/spreadsheets/d/1IAefFEZ2T0zr4BP8eFmwVa_tJqRvm3A3DlG3bpJ-48/edit?usp=sharing

Reminder

The open house for Jackie May is Wednesday, November 18, from 1-4 pm. Please mark your calendars; we hope you can attend.