

Director's Report August 2021

Library hours update

Due to the continued surge in Covid cases, we decided to maintain the limited hours for the month of September. We will monitor the situation and increase hours when it is appropriate to do so. The City has also started requiring masks in City buildings so we are asking patrons to wear masks in the building.

- M & Th 1-6pm, Tu, W, F S 10-3pm. Wed was changed from evening hours to morning because we have a Family program on the plaza every Wed at 10:00.
- Curbside pick-up available twice weekly 2-3pm on Wed and Sat.
- No appointments necessary.
- Tables and seating has been mostly replaced.
- No activities available in the Kids & Tweens area yet. We will evaluate this at the end of the month. Because children under 12 still cannot be vaccinated, we are trying to avoid crowded gatherings inside. All programs for youth will be outside or virtual through the summer.

Community Survey: as of 8/2

- 398 responses in English
- 1 in Spanish

Only 4 new responses since the last report.

LIBRARY OUTREACH UPDATES – JULY 1 – AUGUST 30, 2021 (From Mindy)

Wednesday Family Plaza Series

Live in-person outdoor programming series funded by Oregon Community Foundation to engage young children (birth to pre-k) and their parents in shared cultural activities. Program July – September, every Wednesdays, 10:30-11:30am in the Fountain Plaza outside of City Hall.

- 8 events so far (10 projected per grant, going to do 13 total)
- Projected attendance per grant = 650
- Actual attendance to-date= 810 (5 events to go!)

Friday Plaza Co-Presenting Series

Live in-person outdoor programming series in partnership with Comunidad y Herencia Cultural, funded by a grant award they received from the Oregon Community Foundation to engage youth with interactive cultural activities. Program was every Friday in August, 12:30 – 1:30pm in the Foundation Plaza outside of City Hall.

- 4 events
- Projected attendance= 40
- Actual attendance= 132
- Spanish-speakers engaged= 22*
- Partners= 1 (Comunidad Herencia y Cultural)

*2 Spanish-speakers at the last event 8/27 opted to get their library cards along with a Spanish Welcome Baby kit.

Mobile Library Events (i.e. pop-ups)

Live in-person outdoor programming at the Arc of Lane County during the CARES Center supply distribution pickup service. Program is in response to community interest in removing barriers to access to library services by offering pop-up/mobile services out in the community where families are already accessing services. Programming includes live entertainment, interactive cultural activities, library card signup, collection browsing and borrowing, relationship-building. Funded by a grant from the Mills Davis Foundation.

- Projected events= 2 per grant (pending 1 extra in September)
- Qty partners= 4 (Arc of LC, Escudo, CARES, Comunidad HyC)
- Projected attendance= 30
- Actual attendance=63
- Spanish-speakers engaged= 46
- New Library Cards= 8
- Library Card Renewals= 1
- Items Borrowed= 4
- Book Giveaways= 3
- Spanish Book Club Signups & Books= 3

Other non-grant events...

Willamalane Children's Celebration

Annual event presented by Willamalane in Island Park that the Library attends. This year we had five volunteers and two staff to engage community members in a community mural where they responded in words or pictures to the bilingual prompt, "How does reading make you feel?" After participating in the ephemeral mural activity, children were provided rainbow ribbon wands (for the Summer Reading Theme: Reading Colors Your World) and parents were given materials promoting library services and upcoming activities.

- 1,146*

Families with a mix of all ages, many Spanish-speaking

Downtown Block Party

Newer annual event produced by the Downtown Business Community to welcome Springfielders into Downtown for cultural entertainment and interactive booths with local organizations. This year we had two staff that engaged communities members with bright green slap bracelets and promotional materials about library services and activities.

- 426

Families with a mix of ages, individuals (edited)

Book Donations & Community Partnerships

Engage with front-line service organizations to partner and distribute free children's books and information promoting library services to underserved and underrepresented families in Springfield.

- FY22 Summary: Start 7/1/2021 – 8/30/2021
 - Books – 210
 - Outreach flyers – 280
 - Bookmarks – 210

- Active Partners – 3*
*Defined as above, so far we are sustaining a monthly donation and outreach partnership with PeaceHealth Hospital at River Bend, McKenzie Willamette Medical Center, and Oregon Department of Human Services – Springfield Branch

Summer Reading Stats from Mark:

Numbers:

Total: 1192 total participants , 1543154 minutes, 25720 hours

Adult: 372 (31%) 748,365 minutes of reading, 12472 hours

Pre-readers: 280 (23%) 190,388 minutes, 3575 hours

Kids/Tweens: 394 (33%) 389,776 minutes, 6496 hours

Teens: 146 (12%) 214,525 minutes, 3174 hours

- These ratios are the same EVERY YEAR (within a percent or two).
- This is nearly double the 2020 numbers but just over a third of our 2019 numbers.
- Most of our winners were past winners/library users.
- Businesses were very happy with being part of the Explorer badges
- Quote from a patron: 'We've lived in Springfield for six years and had never done a downtown walk and I had no idea that there were these shops available'
- We have been told by some folks that they are going to keep on doing the Park Explorers on paper for fun.