City of **Sherwood** Oregon

Home of the Tualatin River National Wildlife Refuge

1. **CALL TO ORDER**—6:30 p.m. (Chair Melanie Dobson)

2. **ROLL CALL**
   Board members / City Council Liaison / Staff

3. **ADJUSTMENTS TO AGENDA**

4. **APPROVAL OF MINUTES**
   May 18, 2022 meeting

5. **CITIZEN COMMENTS**

6. **NEW BUSINESS**—6:40 p.m.
   A. **Elect Chair & Vice Chair for FY22-23** (Chair Melanie Dobson)
   B. **Safety updates & Behavior Policy review** (Adrienne Doman Calkins, Library Manager)
   C. **Strategic planning process & timeline presentation, discussion, approval** (Doman Calkins)

7. **LIBRARY MANAGER REPORTS**—7:20 p.m.
   A. **COVID & Strategic Focusing** (Doman Calkins)
   B. **Statistics for FY21-22** (Doman Calkins)
   C. **Current & upcoming events** (Doman Calkins)

8. **COUNCIL LIAISON REPORT**—7:50 p.m.

9. **ADJOURN**

How to Provide Citizen Comments:
Citizen comments may be provided in person, in writing, or by telephone. In-person comments may be made during the dedicated time on the agenda. Written comments may be submitted at least 24 hours in advance of the scheduled meeting start time by email to Adrienne Doman Calkins, Library Manager, at domancalkinsa@sherwoodoregon.gov and clearly state that it is intended as a general Citizen Comment for this meeting. To provide comment by phone during the live meeting, email domancalkinsa@sherwoodoregon.gov or call 503-625-4272 at least 24 hours in advance of the meeting start time in order to receive dial-in instructions. In-person and telephone comments are limited to 4 minutes per person. Per Council Rules Ch. 2 Section (V)(D)(5), Citizen Comments, "Speakers shall identify themselves by their name and by their city of residence." Anonymous comments will not be accepted into the meeting record.

ADA Accommodations:
If you require ADA accommodations for this public meeting, please contact Adrienne Doman Calkins, Library Manager, at domancalkinsa@sherwoodoregon.gov or call 503-625-4272 at least 48 hours in advance of the scheduled meeting time.

MEETING MINUTES

LIBRARY ADVISORY BOARD
Wednesday, July 20, 6:30 p.m., 2022

22560 SW Pine Street, Sherwood City Hall/Library Community Room

City of **Sherwood** Oregon

Home of the Tualatin River National Wildlife Refuge

1. CALL TO ORDER

The meeting was called to order at 6:35 p.m. by Chair Melanie Dobson.

2. ROLL CALL

Board Members Present: Melanie Dobson (Chair), Randy Mifflin (Vice Chair), Maggi Gerhard, Fritz Kaliszewski (Rural Rep), Lily Fairman (High School Rep). Jane Vankuren, Deb Diers, and Dani Sticka were absent.

City Council Liaison Present: Renee Brouse

Staff Present: Adrienne Doman Calkins (Library Manager), Crystal Garcia (Librarian II, Secretary)

3. ADJUSTMENTS TO AGENDA—None.

4. APPROVAL OF MINUTES

Fritz Kaliszewski moved to approve the May 18, 2022, minutes. Maggi Gerhard seconded. Motion passed by all members present.

5. CITIZEN COMMENTS—None.

6. NEW BUSINESS

A. Elect Chair & Vice Chair for FY22-23

Adrienne Doman Calkins shared that new roles begin in September for FY22-23. The group discussed the roles and responsibilities of the Chair and Vice Chair. Gerhard nominated Melanie Dobson for Chair and Randy Mifflin for Vice Chair, both accepted the nomination and were voted in unanimously.

B. Safety updates & Behavior Policy review

Doman Calkins shared a list of behavior incidents and emergencies that have occurred in the library over the past thirteen months. The majority of behavior incidents stemmed from enforcement of the mask mandate. Other incidents included rowdiness, food-related messes, graffiti, etc., and generally involved tween-aged individuals (11-12 year olds). Library staff keep a record of behavior incidents in Microsoft Teams. Staff do have access to panic buttons located at both service desks. New security cameras are being installed which will cover the entire library. Doman Calkins reviewed the draft Behavior Policy, which will undergo final legal review shortly.

C. **Strategic planning process & timeline presentation, discussion, approval**

Doman Calkins shared a [Strategic Planning: Prioritizing Community Engagement](#) presentation with the group, which outlined a twelve-step process for engaging the community during the next iteration of the strategic planning process. This process marks a shift in approach from previous strategic plans and focuses on community engagement via microsurveys, interviews, focus groups and listening sessions, user surveys, and outreach.

Gerhard moved to approve the strategic planning process as presented, Kaliszewski seconded. Motion passed by all members present.

7. LIBRARY MANAGER REPORTS

A. Statistics for FY21-22

Doman Calkins reviewed a snapshot of [FY21-22 statistics](#). A full presentation including statistical analysis will be presented at a future meeting.

8. COUNCIL LIASON REPORT

Councilor Renee Brouse shared the following updates:
- There is a lot of construction happening in the community. Council will be reviewing SDC charges.
- There are several land use appeals upcoming.
- The City will be filling the City Attorney position soon. The Community Services Director position has been posted.
- Council will be working on middle housing land development standards.

9. ADJOURN

There is no meeting in August. The next meeting will take place on Wednesday, September 21, 2022, at 6:30 pm. in Conference Room A. Chair Dobson adjourned the meeting at 8:00 p.m.

Minutes submitted by Crystal Garcia.

Approved on   09/21/22

               Date   Chair or transcriptionist Signature

POLICY

Behavior requirements are enforced to provide a welcoming environment where all are equally and safely entitled to use of the facility and to give staff support for consistently enforcing proper behavior.

Our enforcement is designed to preserve access to library services to the maximum extent possible while still maintaining a safe and welcoming environment for the public and for staff. Our intention with our enforcement is to be fair and to build relationships that lead to improved behavior and continued access to our services and facility while protecting patrons, staff and the library facilities.

BACKGROUND

The Behavior Policy covers behavior on Library and City Hall property, including the Library, lobby, restrooms, meeting rooms, City Hall and Sesame Donuts. Outside, it includes all areas adjacent to the building: entrances, lawn, benches, parking lot, and walking paths. The library is considered a limited public forum.

REGULATIONS

<u>Guidelines for Library Use:</u>

- Ask for help when needed or if you are not finding the resources you need.
- Be considerate of others.
- Respect the facility, equipment and materials.
- Be responsible for your children.
- Be responsible for personal belongings; do not leave them unattended.
- Follow reasonable staff direction.

<u>No Person Shall:</u>

- **COMMIT OR ATTEMPT TO COMMIT ANY ACTIVITY THAT CONSTITUTES A VIOLATION OF FEDERAL, STATE, OR LOCAL CRIMINAL STATUTE OR ORDINANCE,** including but not limited to:
  - Physically harm another person or group of people.
  - Be under the influence or in possession of illegal drug or alcoholic substance, firearm, knife or other weapon prohibited by City Ordinance or State Statutes on Library grounds.
  - Destroy, deface or steal Library or another person's property.
  - Obtain and use another person's personal data in some way that involves fraud or deception.
  - Engage in sexual conduct.

LEAVE CHILDREN UNATTENDED
- o Children age five and under must be accompanied by an adult at all times.
- o Children ages six through nine must be accompanied by an adult or sibling age 13 or up, in the Library building.
- o Library staff cannot legally assume the parent's role.

- **ENGAGE IN DISRUPTIVE, DISORDERLY OR UNSAFE CONDUCT,** including but not limited to:
  - o Talk loudly, make noise or use devices at a volume that disturbs others.
  - o Run, throw things, push, shove, fight, climb, jump.
  - o Consume food or drink that leaves residue, crumbs, odors, or garbage.
  - o Smoke, including vaping, or use other tobacco or marijuana products.
  - o Impede or prohibit access to the facility or its contents (e.g. physical impediments such as bicycles, backpacks, large groups of people, etc.).
  - o Use of restrooms to bathe, shave or change clothes where it unreasonably interferes with other patrons use or staff use of the restroom, or involves willful and lewd exposure in violation of ordinances and state law. It is not a violation for a person to change a dependent's diaper.
  - o Deliberately infect others with communicable viruses or diseases, or threaten to do so.

- **THREATEN, HARASS, HARM OR VIOLATE THE RIGHTS OF LIBRARY USERS AND/OR STAFF**, including but not limited to:
  - o Abusive or threatening language, gestures or physical acts, including profanity and hate speech.
  - o Unwelcome contact between people.
  - o Stalk, stare or invade personal space.
  - o Take photos or video of a member of the public or their private or confidential information without their consent.
  - o Anyone wishing to film a production must first seek City Manager approval. See Film Production Permit Application.

- **INTERFERE WITH OTHERS' USE OF THE LIBRARY**, including but not limited to:
  - o Poor hygiene, body odor, head lice, strong scents, dirty hands, muddy outerwear, severe coughing or sneezing.
  - o Clothing that exposes underwear or private body parts, or is otherwise disruptive. Breastfeeding is not a violation.
  - o Shoes,clothing, including tops or shirts must be worn at all times.
  - o Leave personal belongings unattended (e.g. bicycles, scooters, backpacks, bags, personal devices).
  - o Loiter or sleep without using Library resources or services. Staff regularly conduct wellness checks and may need to report sleeping for health and safety purposes.
  - o Enter the Library with animals, except service animals. Only service animals specifically trained to perform a task for a person with a disability, or

animals that are part of a library program, are allowed.

- o Use of wheeled devices such as skateboards, roller-skates, bicycles, scooters, and shopping carts; devices that are allowed include wheelchairs, walkers, strollers, accessibility equipment, and other similar devices when used for their intended purpose.
- o Post or distribute materials. Materials may be posted or distributed inside the Library only with prior staff approval and in designated places. See Bulletin Board Procedure.

- **CONDUCT SURVEYS, SOLICIT MONEY OR SIGNATURES INSIDE, OR ADJACENT TO, THE LIBRARY**:
  - o Solicitations may not be made inside the Library or at outdoor library service areas. Solicitations may occur outside the Library only in such a way as to not impede people from entering or exiting the building and must occur at least 20 feet from an entrance or exit, or the outdoor service area. No solicitations may be made in the parking lot or at the book drop because of safety concerns.
  - o Sales are prohibited without express permission from the City. Requests to conduct sales of goods or services should be made through the Library Manager, Performance Agreement, or Partnership Agreement (e.g. books at an author-signing event).

- **ABUSE COMPUTER PRIVILEGES**—SEE ACCEPTABLE USE OF LIBRARY TECHNOLOGY POLICY.

PROCEDURES
<u>**Enforcement**</u>

Library staff will enforce these rules. The Library Manager is delegated the authority to enforce these rules and exclude people by the City Council. The Library Manager delegates the authority to enforce these rules to the Library Staff Every effort will be made to respond to potentially difficult circumstances of user behavior in a timely, respectful, direct, and open manner that is consistent and fair. We prioritize building relationships with our patrons to encourage appropriate and successful use of the library. Our enforcement is designed to maintain a safe and welcoming library, and to teach anyone who violates this policy how to better behave for next time so as to maintain library access.

Unlawful activities will be reported to local law enforcement agencies. For violations of these rules that are not likely to cause immediate harm to others or perceived to be threatening, the person violating the rules will be given at least one warning at the discretion of the Library staff; then the person will be asked to leave the premises for the day.

For violations of these rules that cause or are likely to cause immediate harm to others, the person violating the rules may be immediately excluded from the Library without first being given a warning.

Refusal to leave when requested may result in a criminal trespass issued by Sherwood Police Department. In the case of a minor being excluded, every attempt will be made to contact the child's parent or guardian to give notice of the exclusion.

Exclusions may be made for progressively longer times for repeated violation or when harm or potential harm is involved, ranging in time from one week to permanent exclusion and loss of all Library privileges. If additional information surfaces about an infraction, an exclusion length may be adjusted by the Library Manager or designee.

In a situation where a group of people are implicated in a behavior infraction, library staff will make efforts to ascertain who is responsible, including interviewing witnesses and using security video footage. There may be cases where the whole group is treated equally responsible.

An example exclusion progression for behavior that is disruptive, disorderly, or unsafe is below. This example is for relatively minor infractions. More serious or repeat infractions will have a compressed progression.
- 1st infraction—request from staff to discontinue behavior; staff will make efforts to offer an alternative way to use library services, as available (E.g. curbside only or virtual services).
- 2nd infraction—request to discontinue and warning that behavior can lead to an exclusion; alternative way to use library services, if available, may be required for the day.
- 3rd infraction—Asked to leave for the day; staff will offer alternative methods of library use, if available.
- 4th infraction--Exclusion for one week. Alternative methods of library use that do not require the facility or physical property will be allowed as relevant for the infraction (E.g. if behavior only presents inside the building, then using curbside and/or virtual services will still be allowed).
- 5th infraction—Exclusion for one month. Alternative methods of service may be allowed. See above.
- 6th infraction—Exclusion for three months. Alternative methods of service may be allowed. See above.
- 7th infraction—Exclusion for six months. Alternative methods of service may be allowed. See above.

Example of exclusion progression for behavior that is threatening, harassing, harmful, or violating the rights of library users and/or staff:
- 1st infraction—Exclusion for one week minimum, up to a permanent trespass, depending on severity of the situation.
- 2nd infraction—Exclusion for longer period, up to a permanent trespass, depending on the severity of the situation.

Offering alternative use or library services during the exclusion may not be applicable, depending on the severity of the violation. Staff and public safety and rights will be considered.

If a child has been left unattended in the Library, staff will attempt to locate the caregiver. If the caregiver cannot be located, or if the Library is closing, law enforcement will be notified.

Appeal

A patron who has been excluded from the Library may appeal the notice in writing to the Library Manager within 10 days of issuance. The Library Manager will schedule a hearing, which shall not take place more than one week after receipt of the written request. The hearing will be informal and the Library Manager will consider testimony from Library staff involved in the incident, from the person requesting the hearing, and from any other witnesses to the incident. At the conclusion of the hearing, the Library Manager may affirm, modify, or cause the notice to be canceled. A written copy of the decision will be delivered or mailed within 10 days to the person making the appeal. This decision may be appealed to the City Manager or City Manager's designee. That appeal must be in writing to the City Manager within 10 days of issuance of the Library Manager's decision and the appeal process shall be the same as the appeal to the Library Manager .

History
Approved 5/2008 by Library Advisory Board and Library Administration
Revised 8/12/2016
Reviewed by City of Sherwood Attorney and Library Advisory Board 8/17/2016
Revised 8/2/2017
Reviewed by City of Sherwood Police Department 8/3/2017
Approved by Library Advisory Board 8/16/2017
Procedures of enforcement updated by Library staff 3/14/2020 and reviewed 10/20/2021
Policy revisions 2020-2022 updated 5/17/2022 for next legal review.

WHERE WE ARE NOW

We've been building up to this.

SOLID GROUND

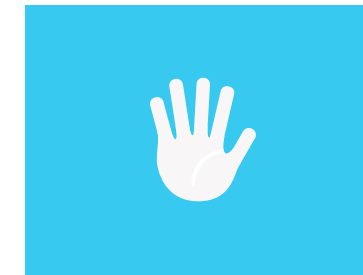Nimble and current strategic focus areas with regular feedback loops.

DATA

Census

Demographics

Languages

Technology

School

Library use

TOOLS & CONNECTIONS

Learning new skills for how to create new methods for community engagement.

ENGAGING

Making new community conections & renewing others.

NEXT STEPS

1

STARTING POINT

Commiting

2

OUR STORY

Putting it all together and facing outward.

3

MICRO-SURVEYS

Community Engagement opportunities with purpose. BSTIP, Library Card Sign-Up month, Senior Center, School District.

4

INTERVIEWS

Stakeholders & collaborators

5

UPDATING OUR STORY

Journey map

Asset map

Community needs assessment

Values

Mission

6

LEANING IN

Next tier of interviews

Library card sign-up month

Outreach

Focus Groups

NEXT STEPS

7

PAUSE & LEARN

In-Service Day

Board reports and feedback

8

FOCUS GROUPS & LISTENING SESSION

Putting it all together and facing outward.

9

USER SURVEYS

Target emerging draft focus areas.

Non-user survey with door hangers, direct mail, events.

10

PAUSE & ASSESS

What is emerging?

Are there adjustments to make? Are we making a difference?

11

CODIFY SMART GOALS

Update Strategic Focus Areas, make longer term goals, and objectives. How is our story changing?

12

CYCLE COMPLETE

Celebrate!

Report back. Share results and progress.

Keep relationships & communication open.

Continue the cycle.

STRATEGIC PLANNING

Board Involvement

Approve the plan

Review interview questions and microsurvey results. Optionally help with interviews.

Participate in values, mission, and strategic planning discussions.

Share connections.

Be ambassadors.

Be a think tank.

Ask the questions.

Review.

Be involved.

Support.

Guide.

Celebrate!

Sherwood Public Library Statistics
Snapshot stats

Expanded hours | Full hours

Delta variant, new masking mandates | Omicron variants……………………………………………….. Masks optional | In-person programs return

Curbside services continue to be offered

Monthly Circulation	Jul-21	Aug-21	Sep-21	Oct-21	Nov-21	Dec-21	Jan-22	Feb-22	Mar-22	Apr-22	May-22	Jun-22	Sparkline	FY Totals
Total check outs this FY (includes digital)	**29,532**	**32,655**	**31,521**	**33,689**	**31,660**	**31,082**	**33,159**	**30,327**	**34,991**	**33,969**	**34,160**	**34,651**		**391,396**
Total check outs prev. year	13,616	17,253	17,061	21,087	18,663	21,196	21,357	20,088	22,950	21,086	22,456	27,511		292,438
% change	116.9%	89.3%	84.8%	59.8%	69.6%	46.6%	55.3%	51.0%	52.5%	61.1%	52.1%	26.0%		**33.8%**
Total check outs pre-pandemic (FY18-19)	33,372	33,269	30,040	31,810	30,009	28,646	31,526	30,441	31,637	30,492	30,480	32,122		373,844
Change from pre-pandemic	-12%	-2%	5%	6%	6%	9%	5%	-0.4%	10.6%	11.4%	12%	8%		5%
Physical check outs & renewals this FY	**21,670**	**24,276**	**24,037**	**26,140**	**24,095**	**23,418**	**24,330**	**22,681**	**26,847**	**25,975**	**25,698**	**26,039**		**295,206**
Initial checkouts	15,284	14,132	12,117	13,752	12,149	11,416	13,409	12,016	14,523	13,066	12,650	14,180		158,694
Renewals	6,386	10,144	11,920	12,388	11,946	12,002	10,921	10,665	12,324	12,909	13,048	11,859		136,512
Total physical check outs/ren. prev. year	5,219	8,742	9,222	12,738	10,369	13,306	12,898	12,137	14,077	13,160	14,437	19,567		219,026
% change	315.2%	177.7%	160.6%	105.2%	132.4%	76.0%	88.6%	86.9%	90.7%	97.4%	78.0%	33.1%		**34.8%**
Total physical check outs/ren. (FY18-19)	29,360	29,123	26,171	27,616	25,991	24,290	27,179	26,021	26,806	25,941	25,530	27,110		321,138
Change from pre-pandemic	-26%	-17%	-8%	-5%	-7%	-4%	-10%	-13%	0.2%	0.1%	0.7%	-4.0%		**-8%**
Self-checkouts only	7,046	6,890	5,765	7,040	5,759	5,447	6,858	5,871	7,106	6,771	6,733	7,096		78,382
% of total physical @ self-check	33%	28%	24%	27%	24%	23%	28%	26%	26%	26%	26%	27%		26.6%
% of initial ckos @ self-check	46%	49%	48%	51%	47%	48%	51%	49%	49%	52%	53%	50%		49%
Digital check outs (Overdrive)	**7,862**	**8,379**	**7,484**	**7,549**	**7,565**	**7,664**	**8,829**	**7,646**	**8,144**	**7,994**	**8,462**	**8,612**		**96,190**
% of total checkouts that are digital	26.6%	25.7%	23.7%	22.4%	23.9%	24.7%	26.6%	25.2%	23.3%	23.5%	24.8%	24.9%		24.6%
Total digital check outs prev. year	8,397	8,511	7,839	8,349	8,294	7,890	8,459	7,951	8,873	7,926	8,019	7,944		98,452
% change	-6.4%	-1.6%	-4.5%	-9.6%	-8.8%	-2.9%	4.4%	-3.8%	-8.2%	0.9%	5.5%	8.4%		**-2%**
Total digital check outs pre-pandemic (FY18-	4,012	4,146	3,869	4,194	4,018	4,356	4,347	4,420	4,831	4,551	4,950	5,012		52,706
Change from pre-pandemic	96%	102%	93%	80%	88%	76%	103%	73%	69%	76%	71%	72%		83%
Held items in Co. owned by SPL	5,290	4,925	4,403	4,587	4,615	4,392	5,011	4,372	4,758	4,604	4,539	4,647		56,143
Held items @ SPL	6,678	6,252	5,866	6,808	5,588	5,132	6,612	5,694	6,402	5,738	5,674	5,722		72,166
% of total physical checkouts	31%	26%	24%	26%	23%	22%	27%	25%	24%	22%	22%	22%		24%
Check ins	14,535	14,295	12,475	17,719	12,927	12,618	12,692	11,940	14,247	13,757	13,828	13,668		164,701
Service Area Population	24,936	24,936	24,936	24,936	24,936	24,936	24,936	24,936	24,936	24,936	24,936	24,936		24,222
Checkouts per capita	1.2	1.3	1.3	1.4	1.3	1.2	1.3	1.2	1.4	1.4	1.4	1.4		16.2
Checkouts per card holder	2.1	2.3	2.2	2.4	2.2	2.2	2.3	2.1	2.4	2.3	2.3	2.3		27.9
FTE	**11.08**	**11.08**	**11.08**	**11.08**	**11.08**	**11.08**	**11.08**	**11.08**	**11.08**	**11.08**	**11.08**	11.08		11.88
Checkouts per FTE	2,665	2,947	2,845	3,041	2,857	2,805	2,993	2,737	3,158	3,066	3,083	3,127		32,946
Value of checkouts (estimated)	$ 636,415	$ 703,715	$ 679,278	$ 725,998	$ 682,273	$ 669,817	$ 714,576	$ 653,547	$ 754,056	$ 732,032	$ 736,148	$ 746,729		$ 8,434,584

Collection Development	Jul-21	Aug-21	Sep-21	Oct-21	Nov-21	Dec-21	Jan-22	Feb-22	Mar-22	Apr-22	May-22	Jun-22	Sparkline	FY Totals
Count of items added	**187**	**773**	**905**	**711**	**910**	**401**	**714**	**743**	**950**	**907**	**970**	**65**		**8,236**
Items added last year	1	422	452	624	507	156	886	428	1,060	1742	1,411	145		7,834
Count of items withdrawn	1,681	1,071	957	1112	262	2928	1338	569	993	1428	536	1,635		14,510
Items withdrawn last year	10	264	128	603	135	301	103	210	1,189	1369	205	428		4,945
Total collection size	55,872	55,595	55,682	55,338	56,316	54,005	53,159	53,353	53,933	53,209	53,517	51,880		51,880
% of items "in" on first of the month	72.9%	72.6%	72.3%	73.3%	72.9%	73.2%	72.5%	72.3%	70.8%	71.1%	71.5%	70.9%		0.72%
# of items "lost" at end of the month	794	897	853	810	800	572	487	512	528	570	614	594		669

Volunteers	Jul-21	Aug-21	Sep-21	Oct-21	Nov-21	Dec-21	Jan-22	Feb-22	Mar-22	Apr-22	May-22	Jun-22	Sparkline	FY Totals

	Jul-21	Aug-21	Sep-21	Oct-21	Nov-21	Dec-21	Jan-22	Feb-22	Mar-22	Apr-22	May-22	Jun-22	Sparkline	FY Totals
Hours	-	4.0	29.0	39.00	43.00	38.00	43.00	39.00	32.00	52.00	35.00	33.00		387
Equivalent FTE	-	0.02	0.17	0.23	0.25	0.22	0.2	0.2	0.2	0.3	0.2	0.2		0.19
# of volunteers	-	2.0	3.0	10	7	9	15	17	17	14	10	14		10

Public computer usage	Jul-21	Aug-21	Sep-21	Oct-21	Nov-21	Dec-21	Jan-22	Feb-22	Mar-22	Apr-22	May-22	Jun-22	Sparkline	FY Totals
Uses this FY	360	521	542	503	458	440	452	476	495	497	490	671		5,905
Uses pre-pandemic	1,056	1,278	1,249	1,312	1,136	1,013	1,156	1,043	1,230	1,199	1,157	1,119		13,948
% change	-65.9%	-59.2%	-56.6%	-61.7%	-59.7%	-56.6%	-60.9%	-54.4%	-59.8%	-58.5%	-57.6%	-40.0%		-58%
Uses per 100 visits	3.9	5.9	5.9	5.1	5.4	4.9	5.2	3.8	4.2	4.2	4.1	4.4		4.7
Hours	229	490	457	457	370	349	328	327	330	313	318	407		4,374
Hours pre-pandemic	709	983	819	970	838	694	881	772	903	844	780	764		9,957
% change	-67.7%	-50.2%	-44.2%	-52.9%	-55.9%	-49.7%	-62.8%	-57.6%	-63.5%	-62.9%	-59.2%	-46.7%		-56.1%

Visits & Hours	Jul-21	Aug-21	Sep-21	Oct-21	Nov-21	Dec-21	Jan-22	Feb-22	Mar-22	Apr-22	May-22	Jun-22	Sparkline	FY Totals
Door count this FY	9,144	8,860	9,186	9,800	8,500	8,944	8,700	12,552	11,724	11,802	11,830	15,108		**126,149**
Curbside visits	10	10	5	12	2	4	14	12	14	6	10	1		**100**
Total visits	9,154	8,870	9,191	9,812	8,502	8,948	8,714	12,564	11,738	11,808	11,840	15,109		**126,249**
Door count last year	staff only	staff only	staff only	staff only	staff only	staff only	staff only	staff only	staff only	94	3,425	7,025		10,544
% change	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	99%	71%	54%		92%
Curbside visits last year	815	1,277	1,380	1,549	1,115	1,511	1,343	1,695	1,650	1,455	1,129	56		14,975
Total visits last year	815	1,277	1,380	1,549	1,115	1,511	1,343	1,695	1,650	1,549	4,554	7,081		25,519
Total visits pre-pandemic (FY18-19)	23,251	20,919	20,008	21,663	19,231	18,978	22,073	19,765	21,402	20,763	20,860	22,422		251,335
% change from pre-pandemic	-61%	-58%	-54%	-55%	-56%	-53%	-61%	-36%	-45%	-43%	-43%	-33%		-597%
Open hours	230	264	250	260	229	252	252	240	270	260	254	262		3,023
Open days	30	31	29	31	27	30	30	28	31	30	30	30		357
People/hour	39.8	33.6	36.8	37.7	37.1	35.5	34.6	52.3	43.5	45.4	46.6	57.7		41.7
People/hour last year	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	0.4	13.5	26.8		
% change	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	99.2%	71.1%	53.5%		
People/day	305	286	317	317	315	298	290	449	379	394	395	504		354
People/day last year	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	0	0	0		0
% change	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	100.0%	100.0%	100.0%		3
Total cko & renewals / hour	128.4	123.7	126.1	129.6	138.3	123.3	131.6	126.4	129.6	130.7	134.5	132.3		129
Visits per capita	0.37	0.36	0.37	0.39	0.34	0.36	0.35	0.50	0.47	0.47	-	0.61		5

Programs & outreach	Jul-21	Aug-21	Sep-21	Oct-21	Nov-21	Dec-21	Jan-22	Feb-22	Mar-22	Apr-22	May-22	Jun-22	Sparkline	FY Totals
TOTAL # of Events	**26**	**17**	**12**	**16**	**9**	**11**	**24**	**16**	**17**	**18**	**26**	**31**		**223**
Total # last year	35	28	12	17	14	15	14	20	19	17	14	26		231
% change	-26%	-39%	0%	-6%	-36%	-27%	71%	-20%	-11%	6%	86%	19%		-3%
Total Participation	**1,805**	**502**	**390**	**533**	**371**	**304**	**762**	**621**	**472**	**641**	**381**	**3,737**		10,519
Total participation last year	1,076	829	130	287	125	137	540	267	355	240	189	1,885		6,060
% change	68%	-39%	200%	86%	197%	122%	41%	133%	33%	167%	102%	98%		74%
Test proctoring	-	2	-	2	1	3	2	1	7	5	3	2		28

Monthly Library Accounts	Jul-21	Aug-21	Sep-21	Oct-21	Nov-21	Dec-21	Jan-22	Feb-22	Mar-22	Apr-22	May-22	Jun-22	Sparkline	FY Totals

	Jul-21	Aug-21	Sep-21	Oct-21	Nov-21	Dec-21	Jan-22	Feb-22	Mar-22	Apr-22	May-22	Jun-22	Sparkline	FY Totals
Total registered patrons	**13,813**	**13,934**	**14,022**	**14,165**	**14,215**	**14,279**	**14,395**	**14,452**	**14,557**	**14,655**	**14,788**	**14,952**		14,952
Total registered patrons last year	13,058	13,118	13,202	13,257	13,289	13,325	13,375	13,420	13,455	13,498	13,549	13,686		13,686
% change	5.8%	6.2%	6.2%	6.8%	7.0%	7.2%	7.6%	7.7%	8.2%	8.6%	9.1%	9.3%		9.3%
Accounts active this month	2,679	2,759	2,920	2,871	2,961	2,949	3,080	3,047	3,123	3,089	3,248	3,516		3,020
% of accounts active	19%	20%	21%	20%	21%	21%	21%	21%	21%	21%	22%	24%		20%
Accounts active last year	n.c.	2,164	2,262	2,244	2,197	2,191	6,979	2,076	2,302	2,095	2,399	2,679		2,690
% of accounts last year	n.c.	16%	17%	17%	17%	16%	52%	15%	17%	16%	18%	20%		20%
New library cards	131	118	93	150	69	64	92	64	103	102	130	148		1,264
New library cards last year	24	29	87	54	35	31	48	47	30	40	56	140		621
% change	445.8%	306.9%	6.9%	177.8%	97.1%	106.5%	91.7%	36.2%	243.3%	155.0%	132.1%	5.7%		**103.5%**

Reference & Reader's Advisory	Jul-21	Aug-21	Sep-21	Oct-21	Nov-21	Dec-21	Jan-22	Feb-22	Mar-22	Apr-22	May-22	Jun-22	Sparkline	FY Totals
Reference & Reader's Advisory stats	99	51	202	212	135	327	333	325	303	301	299	363		2950
Ref & RA stats last year	133	137	186	168	79	290	277	258	281	198	136	306		2449
% change	-25.6%	-62.8%	8.6%	26.2%	70.9%	12.8%	20.2%	26.0%	7.8%	52.0%	119.9%	18.6%		20.5%

Library Journal 360° Engagement course

Adrienne Doman Calkins
Library Manager, Sherwood (Ore.) Public Library

Step 1: Synthesize Your Action Plan

Build a plan for marketing or outreach. This plan should include the following:

- **Your goals for this action plan:** To create a robust and nuanced tool for moving from shorter-term strategic focus areas during the pandemic to longer-term strategic planning with increased community engagement.
- **The specific library effort** (a program, an event, something else) that you will focus on in your plan: Community Engagement for Strategic Planning
- **Your target audience:** Stage 1--staff, board members, consultants/advisors. Stage 2—first tier stakeholders and partners that we already work with or are aligned with. Stage 3—users. Stage 4—Stakeholders that we haven't yet worked with, or it's been a long time, bringing new voices to the conversation, and non-users.
- **The resources you need** (e.g. financial, material, human)
    - **Time & focus**—my time to coordinate and communicate, gather, synthesize, act upon. Need to clear some other decks, delegate, reassign, and otherwise rebalance workload. Also want to make this more iterative and less labor intensive all at once compared to the last strat plan so that it fits into regular work better and is more dynamic.
    - **Financial**—some marketing, graphic design, printing costs. May want to do direct mailers, paid social boosts, food for focus groups, stipends for consultants, translators/interpreters, childcare for participants, food, swag.
    - **Human**—staff time for increased outreach for community engagement will take away from programming and other services. What do we take away in order to add work? Can I increase my on-call budget to cover more of the service desks so librarians can be in the field more, at least as a pilot for this project?
- **Who you need to work with internally or externally to execute your plan**
    - Internally:
        - Library staff. Any plans need to be feasible and made with staff input. My main collaborators will be the supervisor/leads and librarians on staff.
        - Volunteers and TeenLAB.
        - My primary reporting will be to the Library Advisory Board.
        - I also need to keep my supervisor and the City Manager informed, as well as City Council and Senior Leadership team. As a member library of a cooperative, I will also be keeping peers in the cooperative informed and will seek feedback from trusted
    - Externally:

- 1st tier stakeholders I already have strong collaborations with: our board liaison on City Council, who is also the Chamber of Commerce CEO, the City Planning Manager, Senior Center Manager, Art Center Manager, School District DEI Director, the school's SHARE Center manager (a family resource center), school library media specialists, Rotary, MissionCitizen, MudPuddles (a toy and bookstore), and *our patrons*--especially the super patrons who visit regularly and attend events and classes.
- 2nd tier stakeholders I have a dormant collaborative history with: City Economic Development Manager, State Representative, State Senator, Main Street Association, Chamber of Commerce. Irregular users.
- 3rd tier stakeholders I want to reach out to: the National Wildlife Refuge in town, Elks Club, Legion, church leaders, Providence health care clinic. Library card holders with accounts about to expire. Non-users.
- Outside of our service area, but agencies our patrons and community likely are aligned with: the Confederated Tribes of the Grand Ronde (next county over), the Muslim Educational Trust, St. Anthony Church, the Scholls Grange.

- How you will get the word out and what specific communication channels you will use
  - Internally: Meetings with all staff, direct reports, and the leads. Communication via MS Teams and email.
  - Externally:
    - Email, phone, direct conversations
    - Direct mailers
    - Social media (Facebook, Twitter, Instagram, Next Door)
    - E-newsletters
    - Website
    - Printed newsletters
    - Posters around town and in library
    - Newspaper article
    - Staff interactions
- How you will communicate with both internal and external stakeholders
  - Direct calls / emails / virtual meetings / in-person meetings
  - Interviews / conversations (I want to have some scripted questions, but also allow for natural conversational flow about community needs and the library)
  - Surveys
  - Focus groups
  - Listening sessions
  - Presentations / reports (broadcast the synthesized plan and progress regularly)
- The timeline for your action plan, including some achievable milestones and dates for your plans.
  - July 5-10, 2022—Create draft colorful marketing piece, "The Sherwood Public Library Story" report, with class materials and draft action plan. Review the action plan with consultants/advisors and adjust as needed. Work with IS Team to carve out space

for a workable outreach / engagement schedule that works with our small staff. Adjust services and programming for Fall & Winter if needed.

- July 20, 2022—Library Advisory Board meeting. Present action plan and outcomes of the process. Present annual statistics and additional data collected during class. Gather feedback. Make adjustments, improvements, as needed.
- July 28, 2022—Table/rove at last summer outdoor program, Bilingual Storytime in the Park, and gather community input using microsuveys (short, topical, relevant, easy to act upon soon) around 1-3 questions.
- August, 2022—Write "dirty draft" scripts for interviews and more short surveys to use in the library and at outreach opportunities. Bounce ideas off staff leads, consultants/advisors. Create a more detailed list of stakeholders, their contact info, target interview/survey questions, mechanics for gathering and recording information. Update journey map. Create an asset map. Fold in latest Edge Assessment report and action plan, and Project Outcome reports into our "Story" report.
- September, 2022—Begin interviews with first tier of stakeholders. Be sure to ask them "who else should we speak to?" Microsurveys (short, topical, relevant, easy to act upon soon) in the library and at outreach at school district's Community Night and at Senior Center.
- Ongoing during school year—table at monthly Community Nights. Create fun interactive ways to get input without surveys.
- Ongoing—partner with Senior Center and Art Center for outreach / collaborations / getting input.
- September, 2022—Library Card Sign-up Month. Share progress with users with short survey (with incentives). Have interactive "marble jar voting" displays at the library to ask about services. Reach out to library card holders with cards about to expire and re-engage. Do library card sign-up outreach at Senior Center, through meal delivery, and assisted living facilities. Continue conversations with school district about data load to get all students public library cards.
- September 21, 2022—Present short progress report at board meeting with updated Strategic Focus Areas, activities, outputs and outcomes based on information to date. Share out to stakeholders.
- October-December, 2022—Interviews and focus groups with other stakeholders and community members. Loop back to all staff with interactive discussions about the progress so far and decision points.
- October 17, 2022—In Service Day for staff. Unpack progress so far and discuss potential directions and next steps. Do some deep work on values and mission statement updates.
- Ongoing at monthly board meetings: progress reports and updated focus areas activity.
- January-February, 2023—More focus groups & public listening sessions. More microsurveys in the library and at outreach. Share out.

- March-April, 2023—User survey targeting emerging draft strategic focus areas / strat plan (this will be about a year since our last survey). Non-user survey / door hangers / bill inserts / mailers / events. Share out.
- May, 2023—Present results and next steps for an iterative process going forward
- June, 2023—Celebrate! Share final report, goals, outputs and outcomes, and next steps.

Behavior / Incidents / Emergencies in the last 13 months

- Mask mandate enforcement / swearing at staff / threatening (no longer needed)
- Rowdiness / shouting / running
- Food-related messes
- Graffiti / vandalism (marker, carving, cutting, feces, cans/tp rolls in toilets, destroying CDs)
- Pranks (WiFi speaker, ketchup,)
- Skating, skateboarding, scooters, bicycles in building
- Medical emergencies
- Taking multiple ASRP books
- Taking FOL books without paying
- Sleeping / wellness checks
- Stalking complaint
- Intoxication
- Bullying patrons
- Masturbation over phone
- Suspected inappropriate sexual behavior in bathroom
- Outdoors: BBs & Orbiz shooting,
- Violence (punching)
- Conspiracy theory / paranoia
- Complaints about CRT / anti-racism / LGBTQIA+