
Central Rappahannock Regional
Library
INSPIRING LIFELONG LEARNING

Director's Written Report

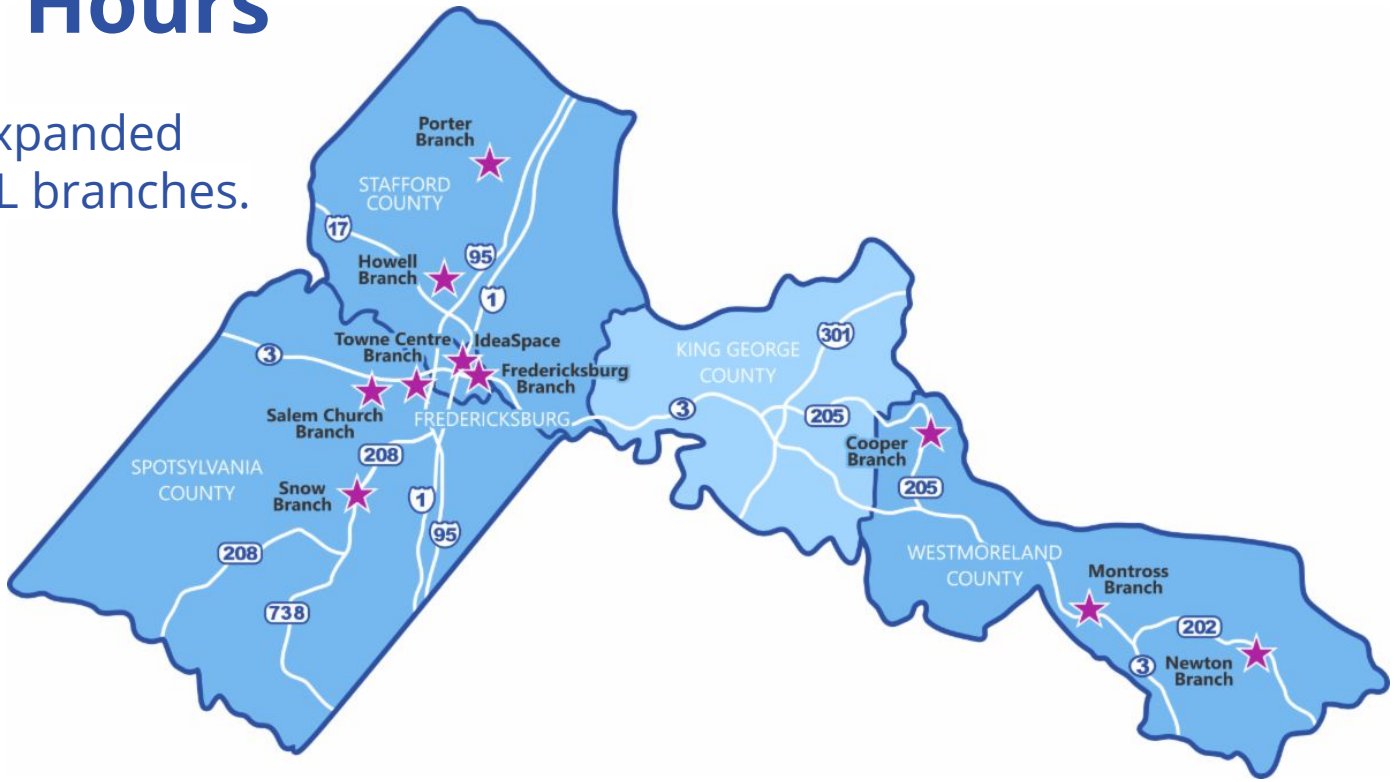
Illustrating Elements of CRRL's Strategic Plan

READ • LEARN • MEET • INNOVATE

June 1, 2021 - August 31, 2021

Expanded Hours

On July 6, CRRL expanded open hours at ALL branches.



Festivals

On July 2, CRRL returned to sharing library news and services at community festivals.





Programming Highlights

Music on the Steps



Our first in-person programming to resume was Music on the Steps, held on Monday evenings throughout the summer in the Fredericksburg Area Museum Market Square.

Presented in partnership with the **Fredericksburg Area Museum** and the **Friends of the Library**.





Summer Reading: Reading Colors Your World



From June 1-August 1, **4,273 customers** signed up for CRRL's annual summer reading program.

Participating adults logged **6,408 books**. Children and teens logged **2.1 million minutes** reading.



Virtual Events





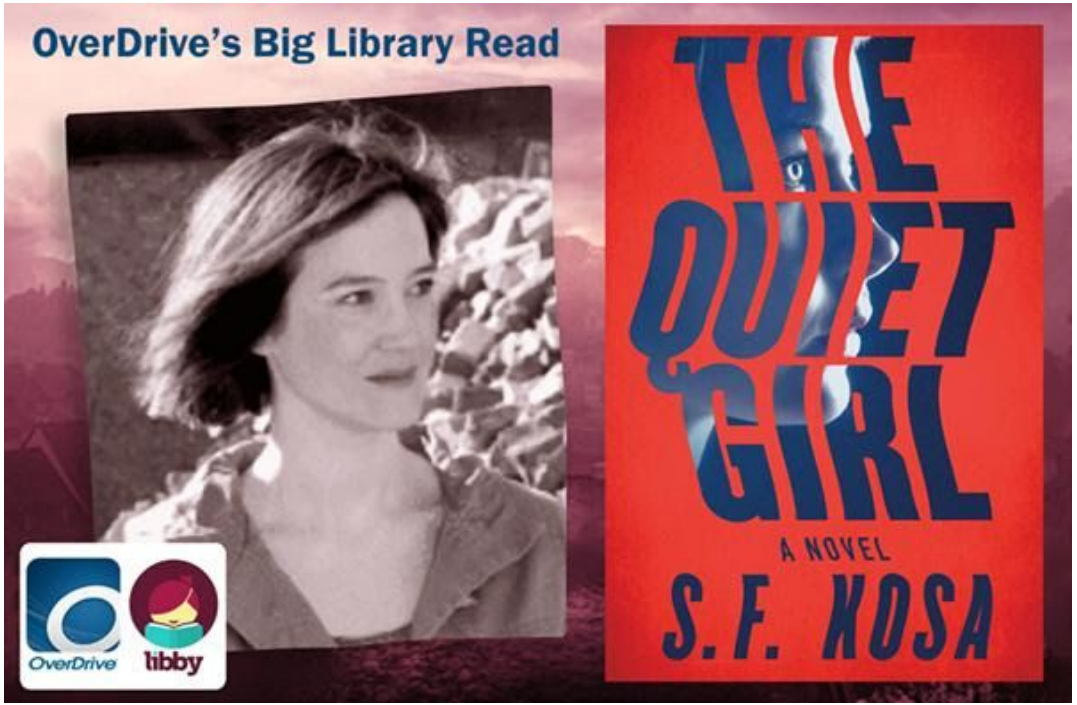




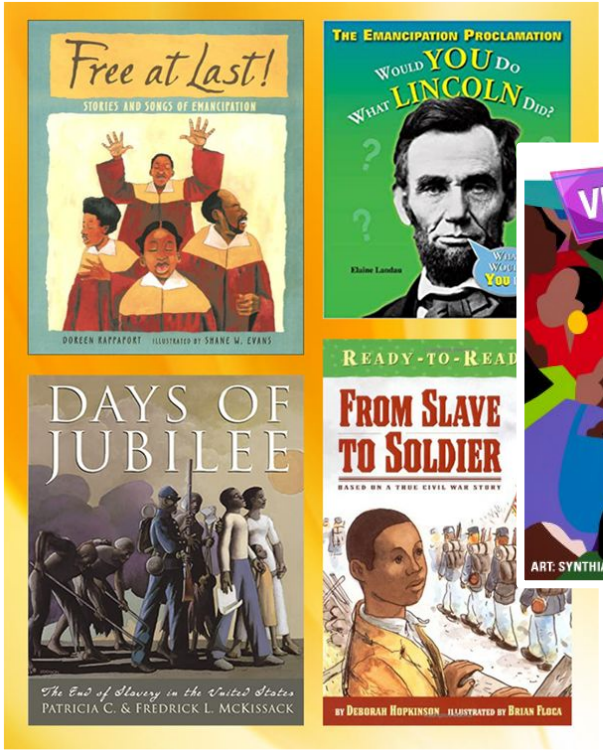
Big Library Read

OverDrive's Big Library Read connects readers around the world with the same eBook at the same time without any wait lists or holds.

This year's Big Read ran from June 28-July 12, and **177 customers** checked out S.F. Kosa's *The Quiet Girl.*



Juneteenth



Collection Highlights

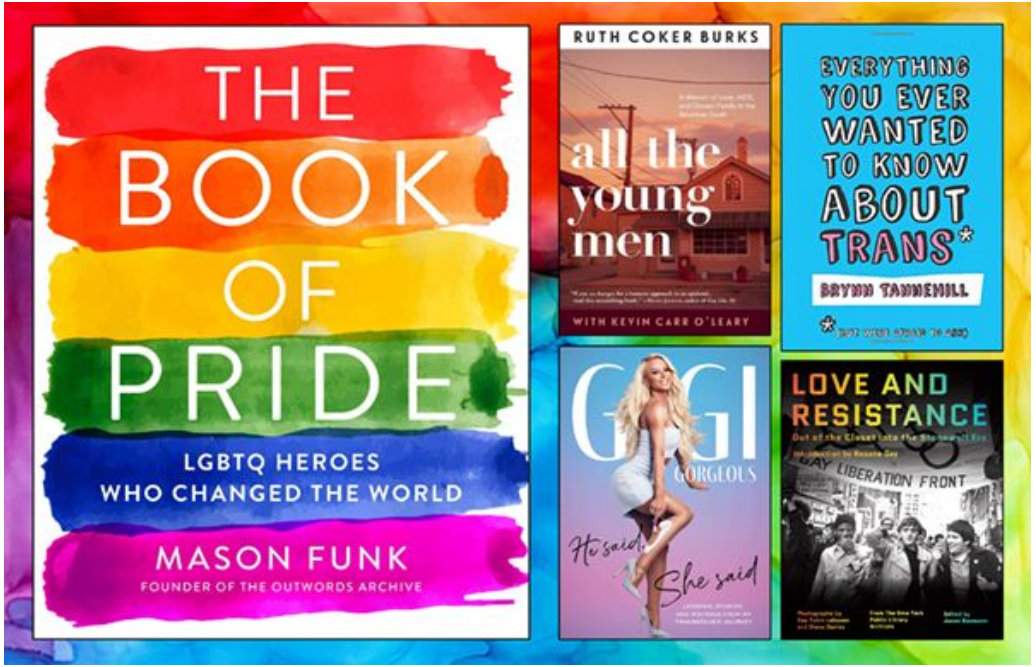


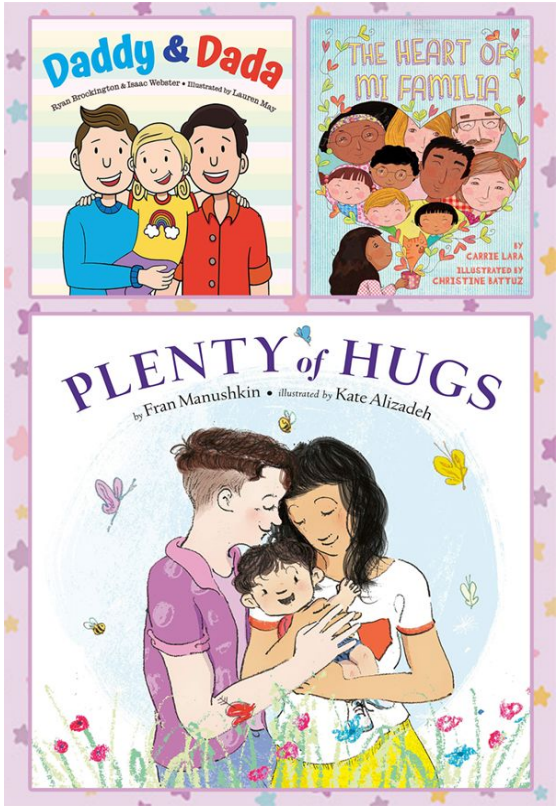
Q&A with the Stafford County NAACP Youth Council



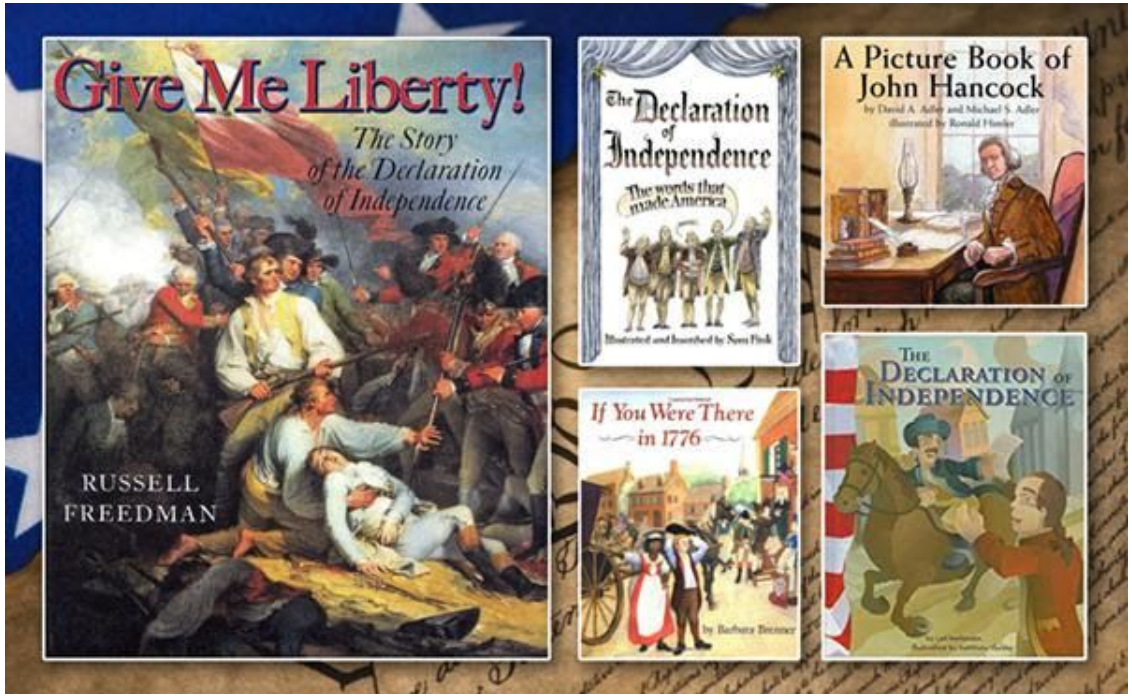
Streaming Video

June is Pride Month



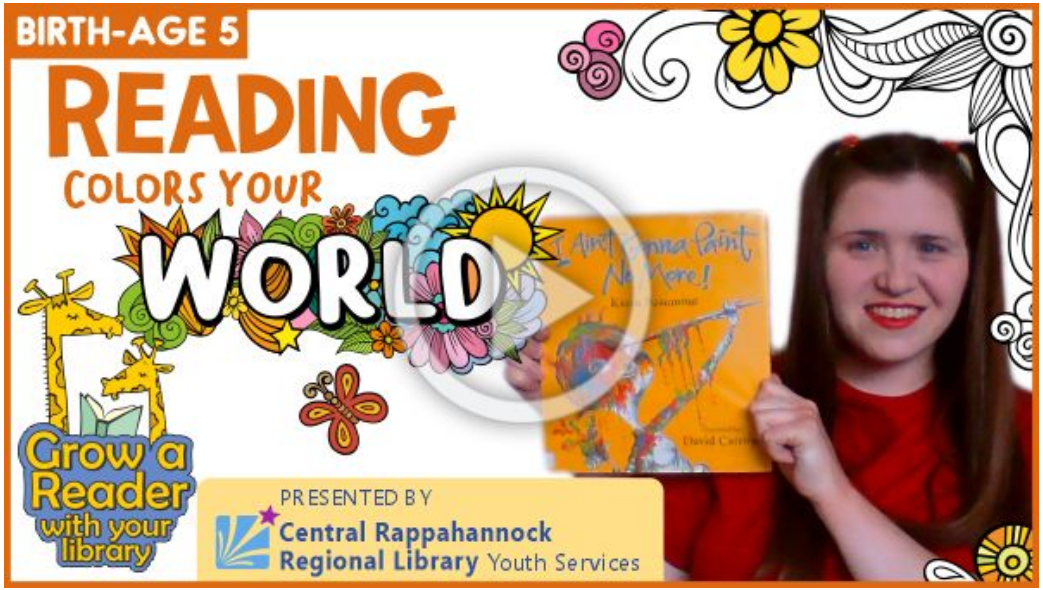


July 4th - Independence Day



Children's titles about the Declaration of Independence and the colonial leaders who wrote and signed it.

Recorded Programs Available on Demand







Communication with Customers

Online Customer Assistance

From May through July we fielded **521 emails** and **481 chats**, answering a total of **1,002 questions**, assisting customers with everything from book recommendations to giving help with their library accounts.



Curbside Pickup Customer Assistance

From May through July, staff responded to **3,225 curbside pickup texts** and fulfilled **77,346 holds.**



Town Talk

CRRL participates regularly in Town Talk with Ted Schubel on WFVA radio, updating customers on the latest and greatest CRRL programs, classes, and resources.

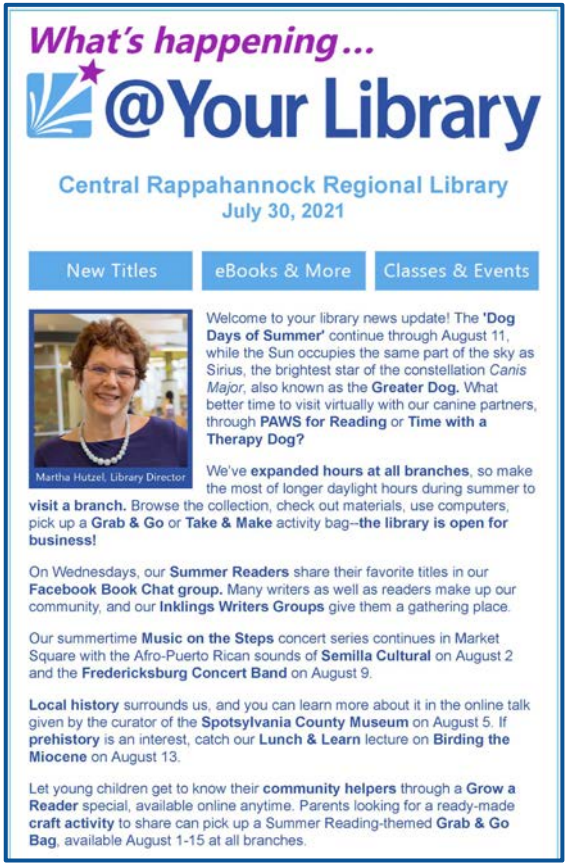


Customer Newsletter

- Publishes every two weeks
- Updates customers on expanding services

Most popular newsletter items:

- Lunch on the Go
- Music on the Steps
- Summer Reading
- New Titles
- Employment Opportunities



What's happening...

@Your Library

Central Rappahannock Regional Library
July 30, 2021

New Titles | eBooks & More | Classes & Events

Martha Hutzel, Library Director

Welcome to your library news update! The **'Dog Days of Summer'** continue through August 11, while the Sun occupies the same part of the sky as Sirius, the brightest star of the constellation *Canis Major*, also known as the **Greater Dog.** What better time to visit virtually with our canine partners, through **PAWS for Reading** or **Time with a Therapy Dog?**

We've **expanded hours at all branches**, so make the most of longer daylight hours during summer to **visit a branch.** Browse the collection, check out materials, use computers, pick up a **Grab & Go** or **Take & Make** activity bag--**the library is open for business!**

On Wednesdays, our **Summer Readers** share their favorite titles in our **Facebook Book Chat group.** Many writers as well as readers make up our community, and our **Inklings Writers Groups** give them a gathering place.

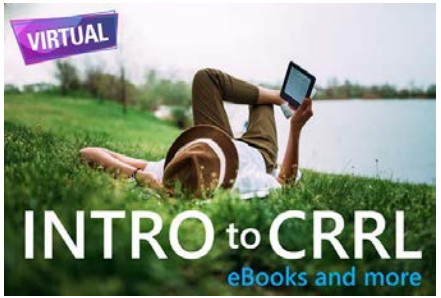
Our summertime **Music on the Steps** concert series continues in Market Square with the Afro-Puerto Rican sounds of **Semilla Cultural** on August 2 and the **Fredericksburg Concert Band** on August 9.

Local history surrounds us, and you can learn more about it in the online talk given by the curator of the **Spotsylvania County Museum** on August 5. If **prehistory** is an interest, catch our **Lunch & Learn** lecture on **Birding the Miocene** on August 13.

Let young children get to know their **community helpers** through a **Grow a Reader** special, available online anytime. Parents looking for a ready-made **craft activity** to share can pick up a Summer Reading-themed **Grab & Go Bag**, available August 1-15 at all branches.

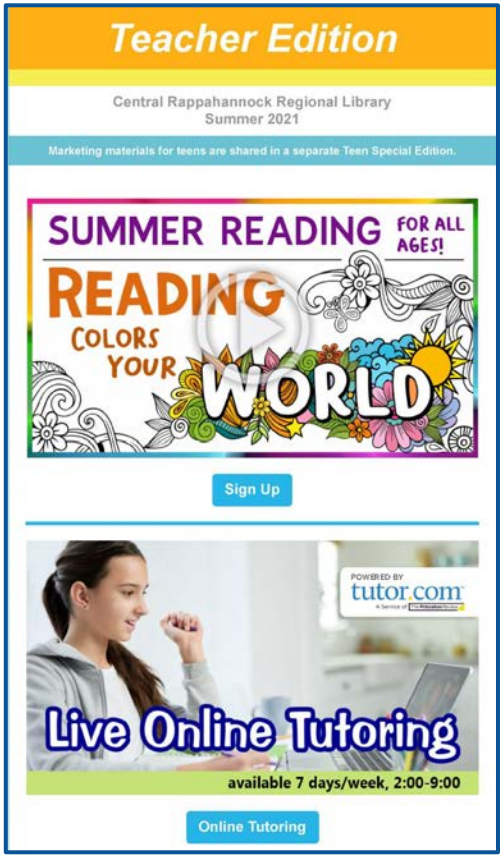






Teacher Newsletter

- Publishes every quarter
- Shares news and services of interest to teachers

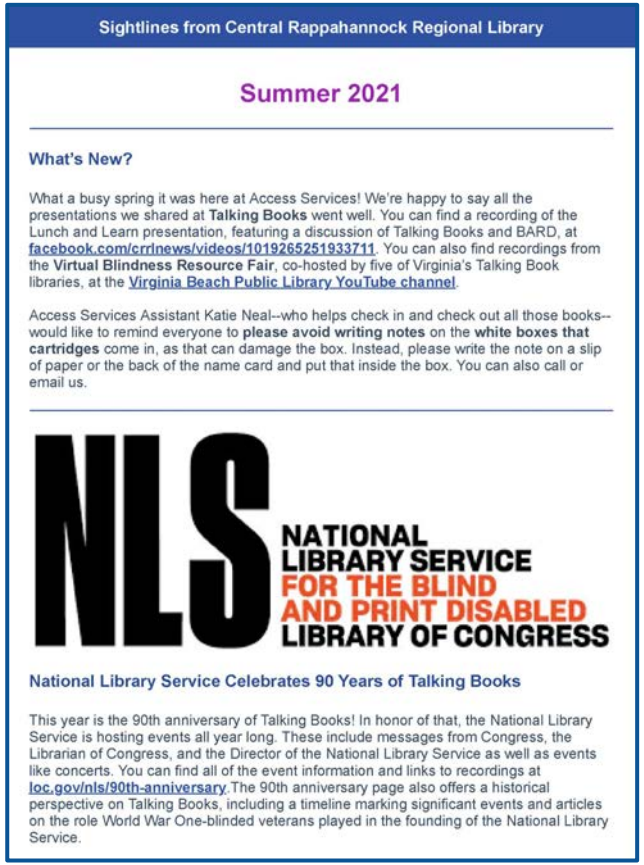




Includes marketing materials teachers can use to promote services directly to their students

Sightlines Newsletter

- Publishes every quarter
- Shares news and services of interest to Access Services customers



Sightlines from Central Rappahannock Regional Library

Summer 2021

What's New?

What a busy spring it was here at Access Services! We're happy to say all the presentations we shared at **Talking Books** went well. You can find a recording of the Lunch and Learn presentation, featuring a discussion of Talking Books and BARD, at facebook.com/crrlnews/videos/1019265251933711. You can also find recordings from the **Virtual Blindness Resource Fair**, co-hosted by five of Virginia's Talking Book libraries, at the Virginia Beach Public Library YouTube channel.

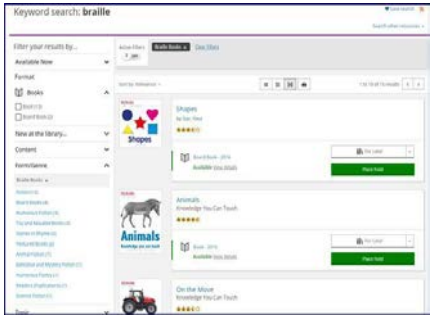
Access Services Assistant Katie Neal--who helps check in and check out all those books--would like to remind everyone to **please avoid writing notes** on the **white boxes that cartridges** come in, as that can damage the box. Instead, please write the note on a slip of paper or the back of the name card and put that inside the box. You can also call or email us.

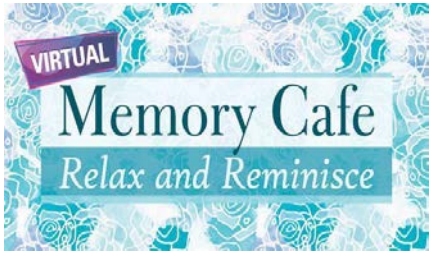
NLS NATIONAL LIBRARY SERVICE FOR THE BLIND AND PRINT DISABLED LIBRARY OF CONGRESS

National Library Service Celebrates 90 Years of Talking Books

This year is the 90th anniversary of Talking Books! In honor of that, the National Library Service is hosting events all year long. These include messages from Congress, the Librarian of Congress, and the Director of the National Library Service as well as events like concerts. You can find all of the event information and links to recordings at loc.gov/nls/90th-anniversary. The 90th anniversary page also offers a historical perspective on Talking Books, including a timeline marking significant events and articles on the role World War One-blinded veterans played in the founding of the National Library Service.

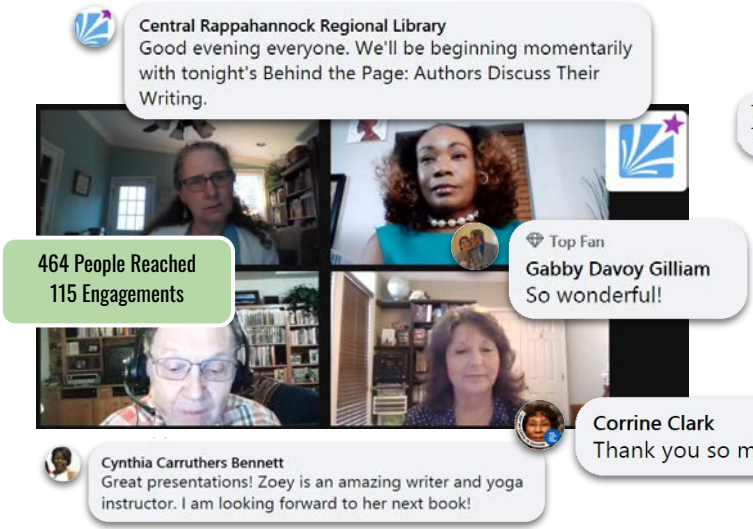




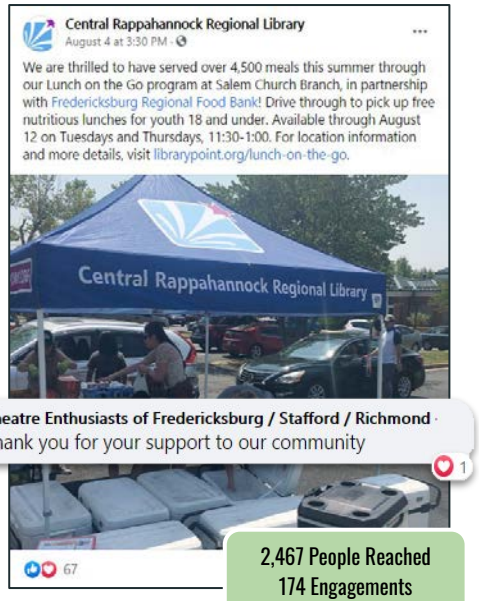


Social Media

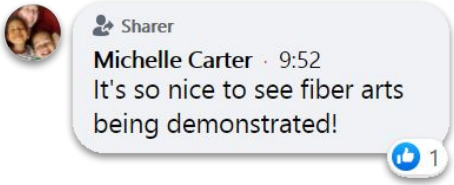
CRRL continues to refine our social media engagement with customers.



464 People Reached
115 Engagements

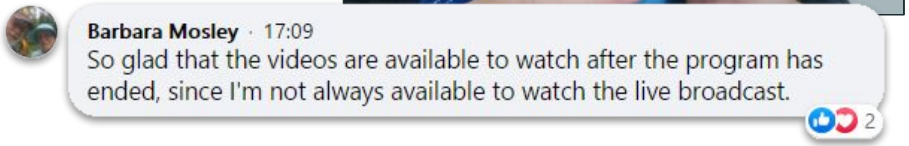


2,467 People Reached
174 Engagements





988 People Reached
106 Engagements



Supporting Community Needs



In partnership with Fredericksburg Regional Food Bank and Fredericksburg City Public Schools Mobile Cafe, Lunch on the Go provided **7,289 meals** to youth 18 and under at multiple branches throughout the summer.

Fredericksburg Branch Update





On July 17, the newly remodeled 2nd floor space reopened, now solely devoted to children's and teens' services.

Lobby Stops

On July 1, CRRL resumed Library on the Go van services, making scheduled visits to targeted communities in the CRRL service area, including assisted living facilities and senior apartments. At these residential facilities, the library brings browsing materials and requested items inside to customers, tailoring selection and services to these special audiences.





On September 1, CRRL began offering a new platform for **homework help** through **Brainfuse's HelpNow**, a live tutoring and studying resource provided by the Library of Virginia. HelpNow will replace tutor.com, which CRRL had been paying for out of our operating budget.

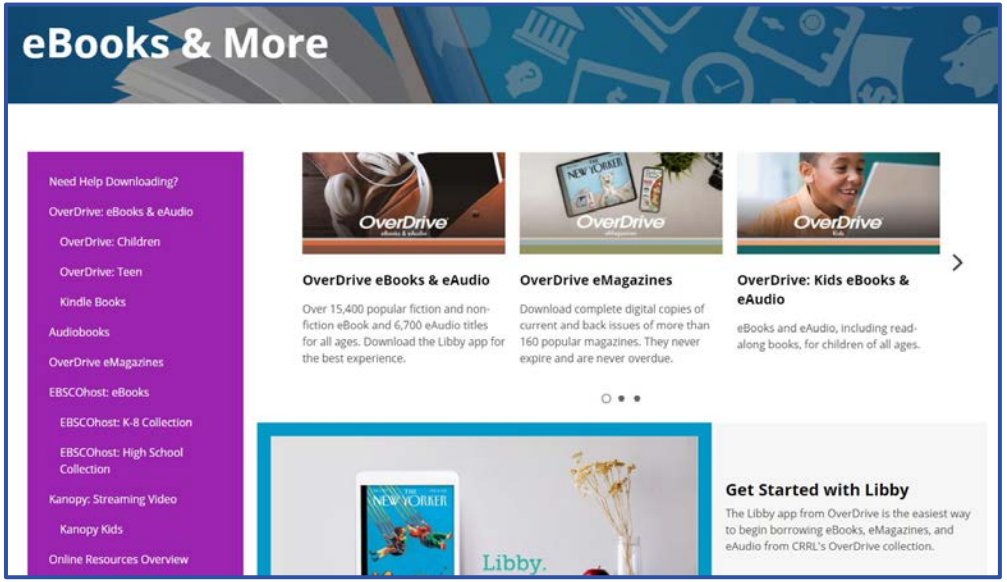
Awards & Grants

Library of Virginia Subgrant

LIBRARY OF VIRGINIA



INSTITUTE of Museum and Library SERVICES



CRRL has applied for, but not yet received, $96,000 apportioned by the Library of Virginia from ARPA funding through the Institute of Museum and Library Services. These funds will be used to help fulfill our database and eMaterials budgets.

Up and Comer Award



Access Services Librarian Babak Zarin has been awarded the **Virginia Library Association's Up and Comer Award**.

This award recognizes a librarian who shows leadership early in their career. Zarin received his Master of Sciences in Library and Information Sciences from the Catholic University of America in 2019 and became CRRL's Access Services Librarian in July of that year.



Fredericksburg Parent & Family Favorites

WINNER: Best Indoor Activity

TOP PICKS:

- Online Storytime
- Virtual PAWS for Reading
- Tutoring

This is the 5th year in a row that CRRL's services have been chosen as a FredParent Family Favorite!

Partnerships

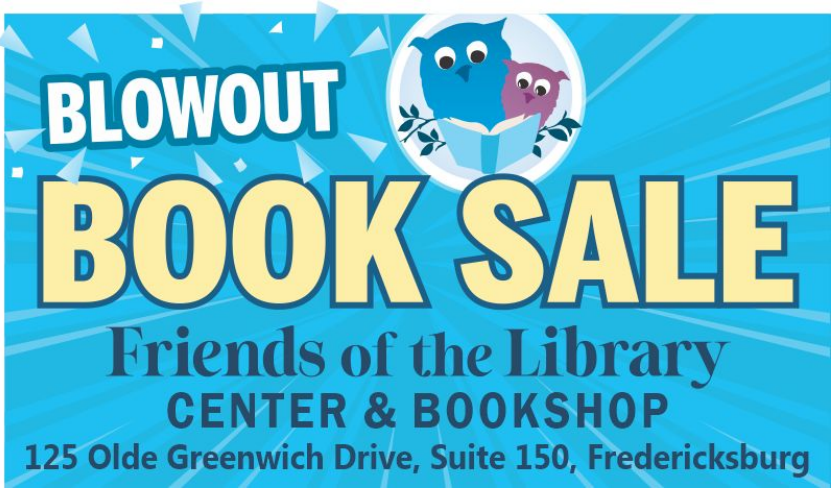
Fredericksburg Regional
CHAMBER OF COMMERCE
"The voice of the business community"



Congratulations to Adriana Puckett, Collection and Customer Services Coordinator, who has been selected as a fellow in the **Fredericksburg Regional Chamber of Commerce's Leadership Fredericksburg** program.

Friends of the Library

The Friends of the Library Center and Bookshop expanded hours in July and is now open from 10:00-2:00, Monday-Friday.





The Friends' first book sale of the year, held August 27-28, and 30-31, was a huge success!

Director's Goals: Additional Accomplishments June - August

Public Relations:

- Appointed to two year PLA Public Library Advisory Committee
- Completed committee service on the Library of Virginia's Emergency Planning Workbook Committee
- Serving a second year as RUW Local Government Campaign Chair for 2021
- Participated in the Library of Virginia's Focus Group on Publicity and PR
- Attended 6 Lead Virginia 2021 classes
- Presented to Rappahannock Rotary Club's Satellite Club
- Presented to Fredericksburg Regional Chamber of Commerce on workforce development
- Participated in Fredericksburg Regional Chamber of Commerce Leader2Leader Podcast

Public Relations (continued):

- Updated website for easier customer discovery of key resources
- Partnered with Friends of the Library President on booksale
- In July, promoted awareness of branches being open with a radio ad (42 broadcasts), 2 Free Lance-Star print ad sets (front-page takeover and full back page) and digital ad, Westmoreland News print ad, and email blast via Fredericksburg Parent newsletter.
- Seven press releases sent to local media outlets
- Communicated with county and city officials on impact of the expiration of the State of Emergency

Organizational Development:

- Fredericksburg Branch second floor shelving renovations completed and now dedicated only to children and teen services
- Computer lab renovations at Fredericksburg Branch and upgrades to new children/teen programming room are nearly complete
- Upgrades to all three Westmoreland Branches will begin soon
- Landscaping upgrades at Newton Branch completed
- Working towards hours expansion at four locations and reopening of Fried Center on September 7
- Continued work on new Comprehensive Technology Plan

Library Administration:

- Held meeting with all library leaders system-wide to discuss Employee Survey results and next steps.
- Employees elected to attend Employee Survey discussion groups; 24 employees attended three meetings.
- Implemented use of the hiring platform of current payroll software to more efficiently fill vacancies both internally and externally; hiring is ongoing.
- Communicated Policy Manual changes approved at June Board meeting to all staff as well as any resulting Employee Handbook updates.
- Upgraded internal staff wiki to new platform

Financial Management:

- Scheduled annual audit for September
- Met with budget team to discuss possible adjustments related to the receipt of less than full funding and to bring requested adjustments to the FY22 budget to the September Board meeting.
- Met with budget team to create proposed FY23 budget using goals approved by Board. Worked with team to create additional options due to a resulting larger than anticipated increase for the jurisdictions.
- Applied for ECF and ARPA federal funds
- Implemented the board approved 1.5% retroactive FY21 COLA as well as the 2.5% COLA that went into effect on July 1

Board Relationship:

- Emailed 7 updates to the Board since our last meeting on June 14
- Met with the Board Chair to finalize the agenda for the September 13th meeting
- Maintained frequent contact with Board Chair
- First Library Board retreat was held on July 23rd and was very productive with detailed presentation from our Leadership team
- Invited Community Relations Manager to attend September Board meeting to present on CRRL's public relations efforts

