
Central Rappahannock Regional
Library
INSPIRING LIFELONG LEARNING

Director's Written Report

Illustrating Elements of CRRL's Strategic Plan

READ • LEARN • MEET • INNOVATE

September 1, 2021 - November 30, 2021

Vaccination Clinics



Staff members were offered vaccinations at clinics provided in two branch locations during November.

44 individuals participated.

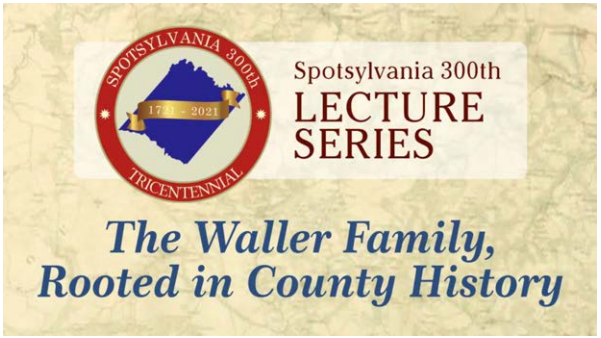
Programming Highlights



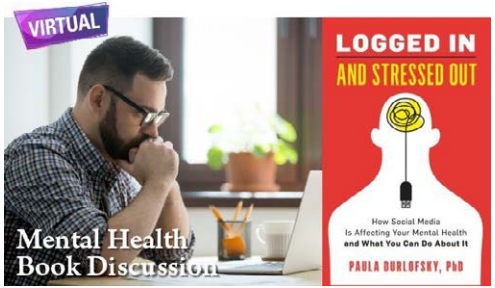
CRRL displayed a poster exhibition from the 9/11 Memorial & Museum at all open branches throughout September. Both the exhibition and teachers' kits from the museum are available on the library's website: librarypoint.org/september-11.

Virtual & In-person Events















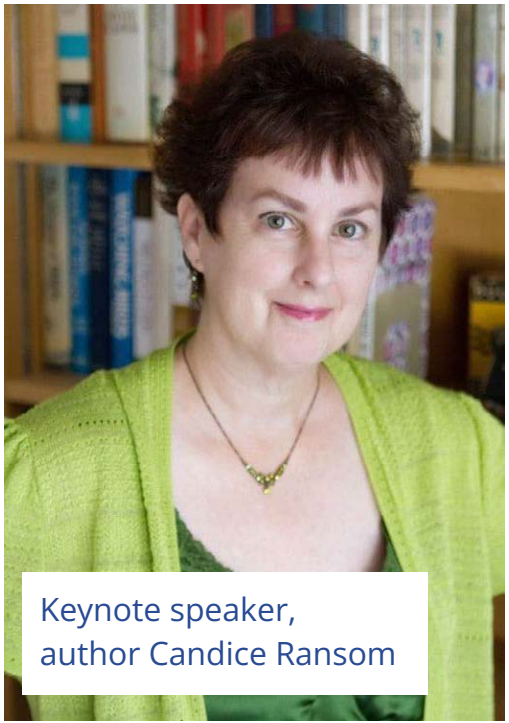
Rappahannock Writers' Conference

The conference had three tracks: Adult, Teen, & Virtual. 88 attendees gathered for the in-person conference at the University of Mary Washington Stafford Campus. 111 attended virtually. For those who could not attend, recordings were shared after the conference.



PLATINUM LEVEL SPONSOR
University of Mary Washington
Continuing and Professional Studies

EVENT PARTNERS
Literature and Latte
Topside Federal Credit Union



Keynote speaker, author Candice Ransom

October Highlights



Themed bags with crafts to keep young ones entertained

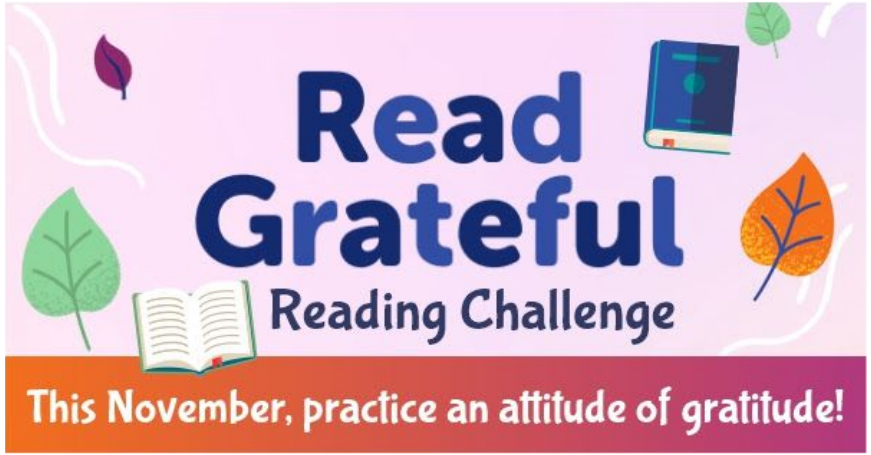


Streaming movies for fans of fright night



Virtual storytime special for ages birth-five to watch anytime

In November, customers were encouraged to practice an attitude of gratitude with book recommendations for all ages about expressing gratitude to themselves and others. 63 participants read 178 books (adults) and 8,429 minutes (children and teens).





September 15-October 15, customers were invited to learn about traditional Hispanic foods, change-makers, and celebratory traditions. 58 participants read 488 books and 34,056 minutes.

Big Library Read

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

This year's Big Read ran from November 1-15, and **351 customers** checked out Natalie D. Richards' *Five Total Strangers.*

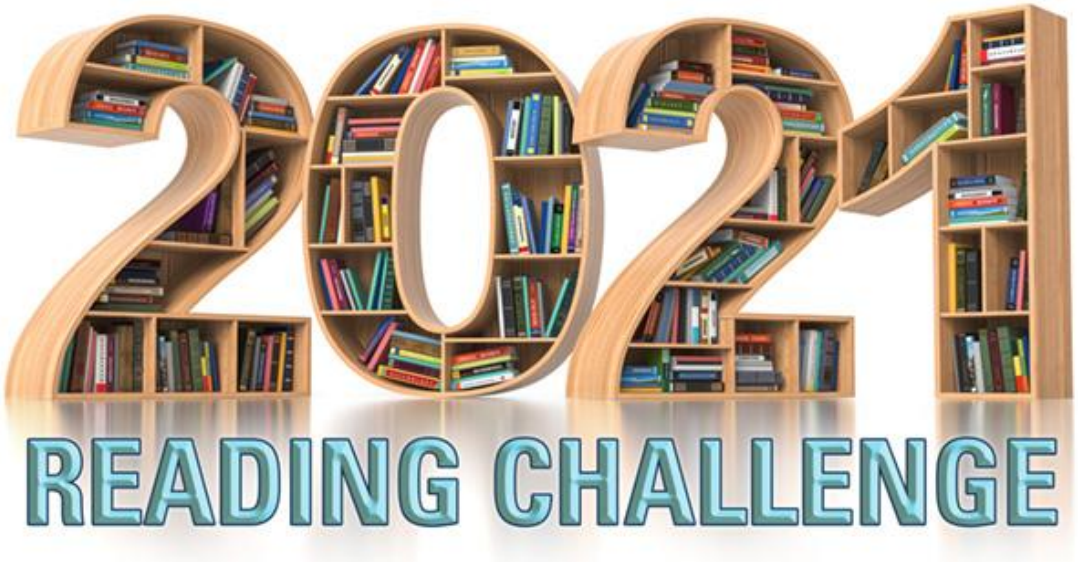


Indigenous Voices



Titles for all ages representing the voices of Indigenous individuals.

Year-Round Reading Challenge



Each participating adult is challenged to read 100 books in 2021, while teens and children strive to read for 10,000 minutes.

So far, our adult customers have logged **19,260 books**, while teens and children have logged **2,089,934 minutes!**

Business and Entrepreneurship







Customers can access numerous business development resources with their library cards.

Workforce Development



Customers also have access to JobNow coaches, interview tips, training, live tutoring, community resources, help with VA eligible benefits, and more.



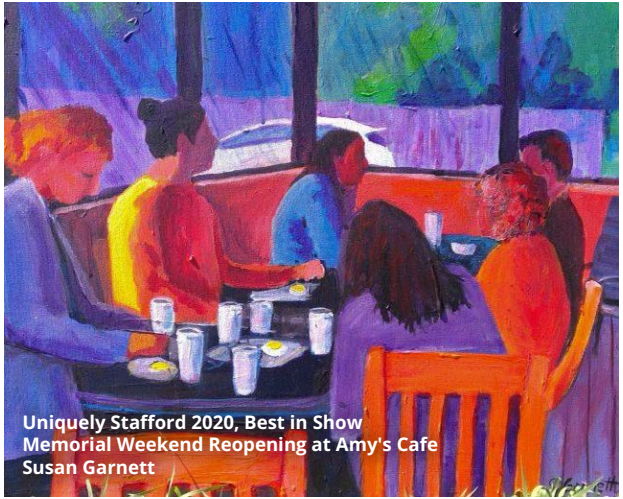


Branch Art Shows

Art shows started back in branches in November, with the first choice of scheduled shows given to artists and groups whose shows were canceled due to COVID.



Uniquely Spotsylvania 2019, Best in Show
House on Brock Road
Judi Wigglesworth



Uniquely Stafford 2020, Best in Show
Memorial Weekend Reopening at Amy's Cafe
Susan Garnett



Uniquely Fredericksburg 2021,
Best in Show
Darbytown Rooflines
Pete Morelewicz

Communication with Customers

Customer Kudos

I want to take this opportunity though to express how much we appreciate all the staff at the Porter Branch. Our autistic adult son Joey very much enjoys his weekly visits to Porter and depends on the branch's professional, friendly, and empathetic staff help us make these visits go well. My thanks to all!

Porter Branch Customer

Shout out to Martha and all of the staff and volunteers of the Central Rappahannock Regional Library. Your Library system have to be one of the best libraries in the Country. Aside from the fact you bend over backwards to help everyone; the expansion of the library to more than one county allows for the entire Community to gain so much more in resources with programs; books; Audiobooks; meeting sites; education programs; and providing a safe place to sit and read a book.

Thank you for everything you do and for being a shining Star that makes living here so much more special.

Snow Branch Customer

When I brought my grandson to the library, the children's librarian greeted us immediately and throughout our visit she made an extra effort to make our visit a really fun experience. I am confident that experience will be instrumental in building a love of reading and hopefully an appreciation for libraries for my grandsons. You have a great library and a fantastic staff.

Fredericksburg Branch Customer

I really love Newton. Without it we would be lost. You all have such a wonderful selection of films. We are able to use the computers for our internet needs and get items for entertainment. Thank you for being here!

Newton Branch Customer

Online Customer Assistance

With more customers coming into branches for reference help, the library is fielding fewer online requests. From August through October, we fielded **433 emails** and **382 chats**, answering a total of **815 questions**, assisting customers with everything from book recommendations to giving help with their library accounts.



Curbside Pickup Customer Assistance

From August through October, staff responded to **1,618 curbside pickup texts** and fulfilled **159,463 holds.**



Montross Fall Festival

The Town of Montross held its annual Fall Festival on Saturday, October 2. Frontline and essential workers were honored as the parade's grand marshals. Doris Taylor, Customer Services Supervisor at CRRL Montross Branch, was chosen to sit on the float dedicated to these honorees and carry a sign handcrafted by local children.

The library car was in the parade as well and was the delight of many attendees who cheered as we drove past, *"It's the library car!"*



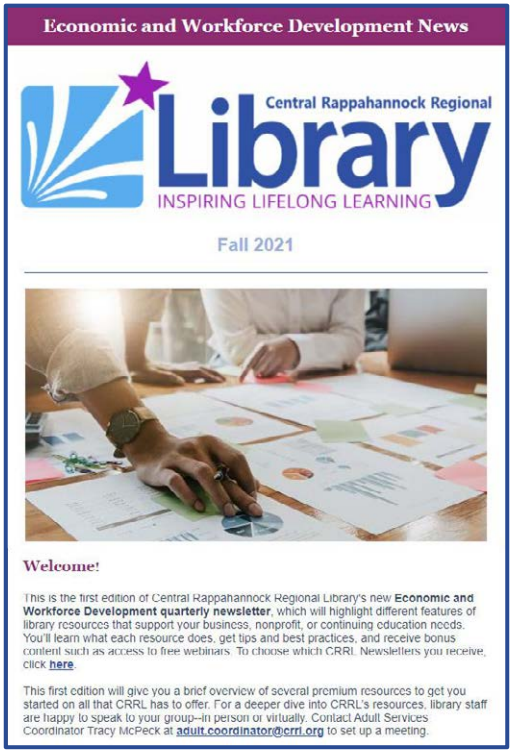
Town Talk

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





Economic and Workforce Development Newsletter



Economic and Workforce Development News

Central Rappahannock Regional Library
INSPIRING LIFELONG LEARNING

Fall 2021

Welcome!

This is the first edition of Central Rappahannock Regional Library's new **Economic and Workforce Development quarterly newsletter**, which will highlight different features of library resources that support your business, nonprofit, or continuing education needs. You'll learn what each resource does, get tips and best practices, and receive bonus content such as access to free webinars. To choose which CRRL Newsletters you receive, click here.

This first edition will give you a brief overview of several premium resources to get you started on all that CRRL has to offer. For a deeper dive into CRRL's resources, library staff are happy to speak to your group--in person or virtually. Contact Adult Services Coordinator Tracy McPeck at adult.coordinator@crrl.org to set up a meeting.

CRRL's new quarterly newsletter serving business, nonprofit, and continuing education needs launched on September 23.



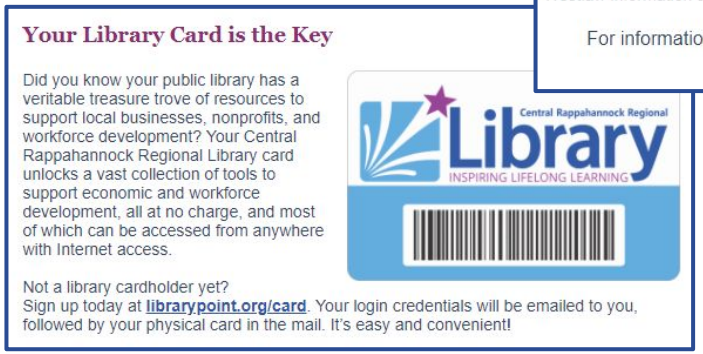
Legal Resources

Thomson Reuters Westlaw
Available for legal research at all branches. Includes cases, statutes, regulations, forms, trial documents and transcripts, and the Virginia Practice Series, a collection of in-depth explanations of Virginia law on various topics.

THOMSON REUTERS WESTLAW

Email law-specialist@crrl.org if you need Westlaw information and cannot come into a branch.

For information on CRRL's Law Library and additional law resources, visit librarypoint.org/law-answers.



Your Library Card is the Key

Did you know your public library has a veritable treasure trove of resources to support local businesses, nonprofits, and workforce development? Your Central Rappahannock Regional Library card unlocks a vast collection of tools to support economic and workforce development, all at no charge, and most of which can be accessed from anywhere with Internet access.

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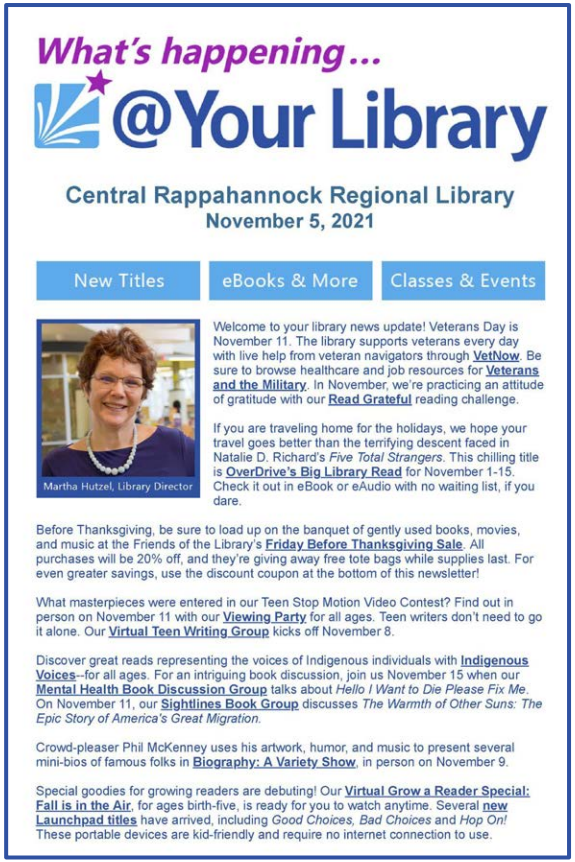
Not a library cardholder yet?
Sign up today at librarypoint.org/card. Your login credentials will be emailed to you, followed by your physical card in the mail. It's easy and convenient!

Customer Newsletter

- Publishes every two weeks
- Updates customers on expanding services

Popular newsletter items:

- Rappahannock Writers' Conference
- Fredericksburg Historical Walk
- Friends of the Library Book Sales
- Employment Opportunities



What's happening...

@Your Library

Central Rappahannock Regional Library
November 5, 2021

New Titles | eBooks & More | Classes & Events

Martha Hutzel, Library Director

Welcome to your library news update! Veterans Day is November 11. The library supports veterans every day with live help from veteran navigators through **VetNow**. Be sure to browse healthcare and job resources for **Veterans and the Military**. In November, we're practicing an attitude of gratitude with our **Read Grateful** reading challenge.

If you are traveling home for the holidays, we hope your travel goes better than the terrifying descent faced in Natalie D. Richard's *Five Total Strangers*. This chilling title is **OverDrive's Big Library Read** for November 1-15. Check it out in eBook or eAudio with no waiting list, if you dare.

Before Thanksgiving, be sure to load up on the banquet of gently used books, movies, and music at the Friends of the Library's **Friday Before Thanksgiving Sale**. All purchases will be 20% off, and they're giving away free tote bags while supplies last. For even greater savings, use the discount coupon at the bottom of this newsletter!

What masterpieces were entered in our Teen Stop Motion Video Contest? Find out in person on November 11 with our **Viewing Party** for all ages. Teen writers don't need to go it alone. Our **Virtual Teen Writing Group** kicks off November 8.

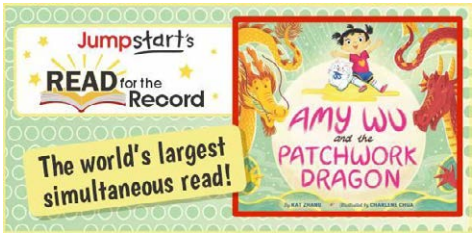
Discover great reads representing the voices of Indigenous individuals with **Indigenous Voices**--for all ages. For an intriguing book discussion, join us November 15 when our **Mental Health Book Discussion Group** talks about *Hello I Want to Die Please Fix Me*. On November 11, our **Sightlines Book Group** discusses *The Warmth of Other Suns: The Epic Story of America's Great Migration*.

Crowd-pleaser Phil McKenney uses his artwork, humor, and music to present several mini-bios of famous folks in **Biography: A Variety Show**, in person on November 9.

Special goodies for growing readers are debuting! Our **Virtual Grow a Reader Special: Fall is in the Air**, for ages birth-five, is ready for you to watch anytime. Several **new Launchpad titles** have arrived, including *Good Choices, Bad Choices* and *Hop On!* These portable devices are kid-friendly and require no internet connection to use.







Social Media

CRRL continues to refine our social media engagement with customers.







Supporting Community Needs

Children's Resources





Special goodies for growing readers debuted, including our **Virtual Grow a Reader Special: Fall is in the Air**, for ages birth-five, and several new **Launchpad** titles, including *Good Choices, Bad Choices* and *Hop On!* These portable devices are kid-friendly and require no internet connection to use.

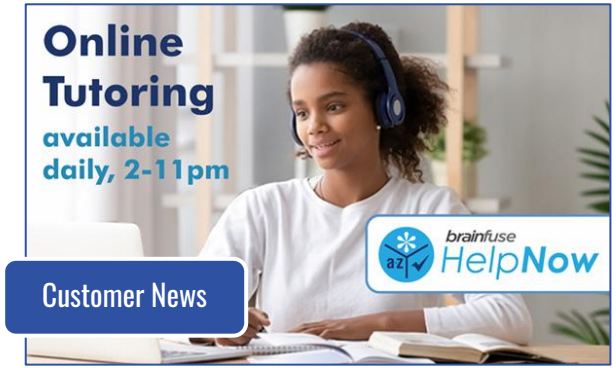
Newton Branch Improvements

The new customer services desk at Newton Branch is streamlined and positioned in a much better location with a clear view of the main entrance and the children's department.

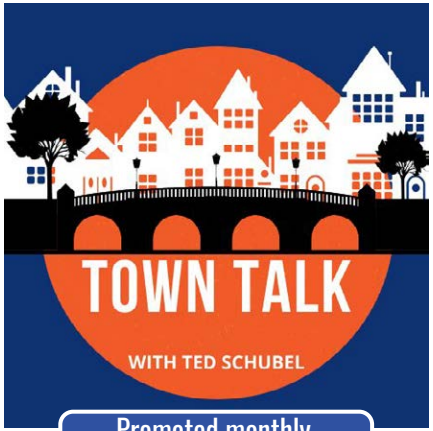


Live Online Tutoring

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. Through October, 249 customers used services such as Homework Help, Skills Building, Writing Lab, and Test Prep.



Customer News



Promoted monthly, September-November



Teacher News



Awards & Grants

Library Receives Grant to Bring Services to Rural Westmoreland County



Central Rappahannock Regional Library has been awarded an **Institute of Museum and Library Services** (IMLS) American Rescue Plan grant. This $50,000 grant will be used to purchase a vehicle to expand CRRL's **Library on the Go** initiative into Westmoreland County. The vehicle will increase library access for Westmoreland County residents by bringing technological resources, as well as traditional library services, to community hubs.





Partnerships

Virginia Library Association



Tracy McPeck, Adult Services Coordinator, served as Conference Chair for the Virginia Library Association's annual conference. Eight additional employees served on other Virginia Library Association committees.

Virginia Library Association

Eight employees presented at VLA's annual conference, October 27-29:

- CaTS Technical Services Round Table Discussion
- Hybrid Programming Is the Way of the Future
- IdeaSpace: Building a Making + Media Lab from the Ground Up
- Mission Democracy Through Community Partnerships
- How Accessibility Needs Can Inform Library Service Post COVID-19
- VLA Professional Associates Forum - We're Still Here!









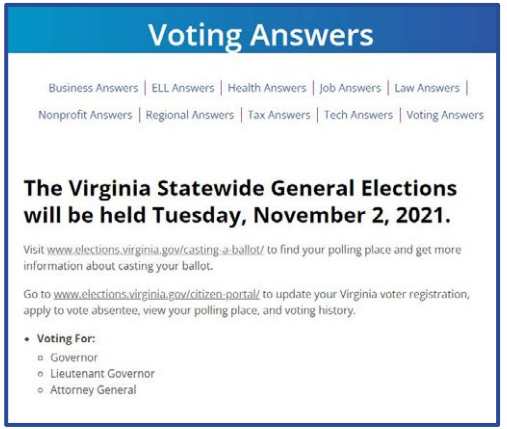

Voter Engagement



Throughout September, Fredericksburg Branch hosted the *Agents of Change: Female Activism in Virginia Traveling Exhibition* in partnership with the Virginia Museum of History and Culture.



We partnered with the Fredericksburg Area League of Women Voters to print the *2021 Facts for Voters* brochure, distributed through CRRL branches and the community.



Our Voting Answers webpage offered information on voter registration, polling locations, and local and state legislators, and included the digital Facts for Voters 2021.

Voter Registration

Voter registration drives were held at Porter, Howell, and Salem Church branches on September 28 by the League of Women Voters of the Fredericksburg Area.







LWV LEAGUE OF WOMEN VOTERS® OF FREDERICKSBURG AREA

Lobby Tables

Lobby tables for nonprofits and educational institutions, as well as for local author book signings, resumed in September. Organizations and authors can book space in the lobbies of one or more branches to engage customers in conversation, educate them on a topic, or sign copies of their books.

Examples of organizations and educational institutions include Germanna Community College Nursing Program, Navy recruiters, and the Fredericksburg Health Department. Local authors, such as J.S. Furlong and Carla Mae Jensen, appreciate the opportunity to promote their works and enhance their visibility.





Via Colori

Staff represented CRRL at the **Via Colori Stafford** street painting festival, September 25-26. Four artists brought the design to life in a 6'x6'-square drawing with environmentally friendly chalk over the course of the two-day event. In between taking turns drawing, the staff engaged with customers and promoted library cards and services.





Friends of the Library

Book donations continue to pour into the Friends Library Center and Bookshop.





Book sales were planned in November and December, with proceeds supporting popular events, such as Music on the Steps.

Annual United Way Campaign

Rappahannock United Way

In November, we kicked off CRRL's Annual United Way campaign, which supports ALICE (Asset Limited, Income Constrained, Employed) families.



Participating staff can enter a raffle to win a FredNats gift basket with merchandise and two tickets to a 2022 baseball game.

Director's Goals: Additional Accomplishments September - November

Public Relations:

- Presented Library Update to the Spotsylvania Board of Supervisors
- Partnered with the Virginia Department of Health so that CRRL became a pilot library for distributing rapid result COVID tests to the public. Communicated with local press and first responders regarding the planned distribution.
- Attended 6 Lead Virginia classes and graduated on November 20
- Running for the national position of ALA Councilor-at-Large, 2022 elections
- 4 press releases sent to local media outlets

Public Relations (continued):

- Spotsylvania School Board censorship concerns prompted the following steps:
  - CRRL staff reassured with supportive and detailed email
  - Statement on library's website and social media channels
  - Letter to the editor of The Free Lance-Star published Sunday, November 21
- In addition to staff presentations at Virginia Library Association Conference (slide 33), 8 staff made presentations at the state/national level

Organizational Development:

- Service at the Newton Branch improved by removing a very large desk, creating much more floor space and installing a smaller service desk at a better location
- Working towards adding a 4th open night in Fredericksburg and Stafford in January, and expanding hours at Fried Center, Newton and Cooper that were previously impacted by staffing shortages
- Upgraded 215 public use computers at six branches
- Upgraded public copier/scanner/fax machines at six branches

Library Administration:

- Implemented Final Permanent Standard, updated Infectious Disease Preparedness and Response Plan, and trained staff on updated procedures
- Thirteen employees elected to meet in order to identify key next actions for CRRL to take in response to feedback from the Employee Survey.
- Six virtual system-wide meetings on a variety of CRRL topics were held.

Financial Management:

- Annual audit is underway
- Met with budget team to prepare updated FY23 budget for the Board approval at December meeting.
- Scheduled FY23 budget meeting with local Budget Managers

Board Relationship:

- Emailed 6 updates to the Board since our last meeting on September 13
- Met with the Board Chair to finalize the agenda for the September 13th meeting
- Maintained frequent contact with Board Chair
- Invited Collection and Customer Services Coordinator to attend December Board meeting to present on CRRL's new collection, The Library of Things.

