

Goddard Public Library Board Meeting Agenda
May 10, 2021 @ 7:05 pm
Join Zoom Meeting

<https://us02web.zoom.us/j/84585204765?pwd=S3ZDY2tlcmtsU1FhN2Rla2M5cndCUT0>

9

Meeting ID 845 8520 4765

1. Roll Call
2. Approval of Agenda
3. Approval of Minutes of Regular Meeting April 12, 2021
4. Citizen Comments
5. Correspondence and communications – Levand Trust, SCKLS, NNLM, Humanities Kansas
6. Director's Report
 - a. Circulation Report
7. Financial Report
8. Old Business
 - a. Friends/Foundation update – are meeting the 3rd Wednesday of each month @ 6 pm. No meeting in April because of a death in one member's family.
 - b. City updates
 - c. Book/Bake sale
 - d. Neighbor's United
 - e. Early Literacy Kits
9. New Business
 - a. Garden
 - b. Summer Reading
 - c. Community Conversations with the Library – marketing committee
10. As may be presented

*Next meeting is June 14, 2021.

PLEASE CALL THE LIBRARY 794-8771 IF YOU CANNOT ATTEND OR E-MAIL:
director@goddardlibrary.com

Goddard Public Library Regular Board Meeting Minutes

April 12, 2021 @ 7:05 pm

1. Roll Call - April Hernandez, Vickie Luthi, Lisa Coyne, Sherry Lauer, Margo Rakes, Tamara Judd, Stephanie Mounts, Kate Morgan, and Lisa Fouts were present at the library. Lisa Stoller attended via Zoom. Frank Petsche was excused.
2. Approval of Agenda – Tamara made a motion to approve the agenda. Sherry seconded the motion. Motion passed 9 – 0.
3. Approval of Minutes of Regular Meeting March 8, 2021 – Minutes were approved for the record.
4. Citizen Comments – There were no citizens present, therefore, no comments were made. At this time, all board members present introduced themselves to our newest official Board Member, Kate Morgan.
5. Correspondence and communications –

Peggy Barber Tribute Grant - We did not receive the Peggy Barber Tribute Grant.

PLA - We received the PLA Inclusive Internship Initiative grant to pay for an intern to work in the library and sent emails to 10 different schools. We received responses from Eisenhower High School and Garden Plain High School. This internship is open to juniors, seniors, or freshmen in college students.

Humanities KS - has four new stories on the Humanities Hotline. Topics are poetry, post rock limestone, opera, and architecture.

All American Sports - The library gave \$200 each to Goddard HS and Eisenhower HS for advertising placed on t-shirts given out at high school football games. Lisa S. asked if there would be more than one business on the shirts and April answered yes, possibly eight.

SummerBall Showdown – The library gave \$250 to the SummerBall Showdown for advertising during this event. The library will receive 500 tickets to hand out to our patrons.

Pure State Services – The Goddard Library received 1 Radon testing kit, valued at \$180, to check out to our patrons. Pure State said they would purchase more, if needed.

6. Director's Report – April showed us the newest Literacy Kit, Pete the Cat, to board members. April has applied for a Dollar General grant to purchase 15 more Literacy Kits. The outdoor sign has outdated software and can only be operated by Debra Funke successfully. The cost to update the sign is \$1,750 and April will ask the foundation to cover this cost.

a. Circulation Report – Attendance at the library in March was up over 400. Check outs were up by almost 200.

7. Financial Report – report on January change – April spoke about the change in figures in January. We are \$2300 under budget. Licensing will be \$25 less because of Carrie's notary licensing. We will receive \$8000 less this year from SCKLS because of reduced funding and state legislation.

8. Old Business – April spoke about her wish for an RV to use as a bookstore and for programming and applying for a grant from Lowe's for \$100,000. Margo mentioned His Helping Hands that donates vans, cars, etc. to organizations. There was discussion about a new proposal from Legislature that affects Kansas libraries.

a. Weather Closure Policy – Lisa Coyne made a motion to accept the new Weather Closure Policy as written. Stephanie Mounts seconded the motion. Motion passed unanimously 9 – 0.

b. Friends/Foundation update – are meeting the 3rd Wednesday of each month @ 6 pm. No meeting in March. Next meeting is April 21 – The foundation did not meet in March due to Erinn Bock having a blood clot.

c. City updates – April and board members Vickie Luthi, Frank Petsche, and Sherry Lauer met with Brian Silcott in March. The board unanimously agrees that April should not meet with Brian without a board member present.

9. New Business – Dr. Vrana is trying to rent his large building behind his office space if the City approves it.

a. Committee Assignments – Strategic Plan Committee – Lisa S. spoke with April about putting together a presentation to let the public know what we are doing and what is needed. April stated we must stay under \$50,000 this year because of the Foundation setup. Vickie asked when Lisa might be ready for a meeting due to her recent surgery. Lisa will notify Vickie and Kate when she feels better. Lisa Fouts joined the Advocacy and Marketing Committee.

b. Book/Bake sale – Stephanie, Lisa S., Vickie, and Tamara volunteered to bake cookies, etc. for the bake sale. Several people volunteered to work this event.

10. As may be presented – The Finance Committee met at 6:00, before the board meeting. Lisa C. wants the committee to be more helpful to April and board members with clarification and transparency. Lisa S. stated she would like the Finance Committee to oversee the budget. April will have a meeting with Lisa S. and go over the budget.

*Next meeting is May 10, 2021.

PLEASE CALL THE LIBRARY 794-8771 IF YOU CANNOT ATTEND OR E-MAIL:
director@goddardlibrary.com

Goddard Glance

Goddard Public Library

Stay tuned for events and activities at the Goddard Public Library:

• Disc Golf in Goddard

In March 2021, Duck's Flying Discs donated 5 disc golf kits to the Goddard Public Library through its' Friends and Foundation. Those kits are now available for check out from the Library. All you need is your picture ID in order to get a library card and check out a kit.

Each kit consists of a disc golf bag containing 1 distance driver, 1 fairway driver, 1 mid-range, 1 putt and approach disc, disc golf rules, & a pamphlet of basic grips. Goddard has a disc golf course located within Linear Park. It is an 18 hole course open year round!

• Summer Reading at the Goddard Public Library Summer Reading Kick-off Party

• Thursday, June 3, 10am-Noon

• Summer Reading for ALL ages:

Pre-Readers, Kids, Teens and Adults!

Registration begins June 1st

All minutes/books read will be logged through Beanstack! Join us this summer for Prizes, Programs and FUN!

• Additional information on our website or Facebook page.

www.goddardlibrary.com

www.facebook.com/GPLibrary

Story Time

• Join us for Stories, songs and fingerplays!

• Every Monday @ 9:30am

• Goddard Community Center or LIVE on Facebook

• Story Time is geared towards ages 2-6.

StoryWalk

• The StoryWalk is up at Tanganyika. Go read Be Brave, Little Penguin. It is located over by the Penguin exhibit.

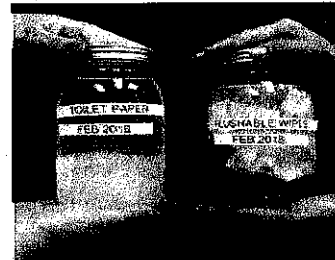
Mowing Season 2021

It is mowing season again. The City of Goddard would like to remind everyone to maintain their lawns and to keep their grass cut below eight inches. If you notice a Neighbor with overgrown grass, please call City Hall at (316) 794-2441

Weeds are considered a nuisance by the City of Goddard and the City would like to remind everyone to remove all weeds from their lawns and gardens. The City would like to thank everyone for their help in keeping Goddard a beautiful place to live!

Flushable Items

Hi Neighbors! We understand that toilet paper is not always an option, especially for new parents. However, please refrain from using "flushable" wipes, as they do not degrade like regular toilet paper. "Baby" Wipes should be thrown in the trash! Also, please avoid flushing other non-flushable items like paper towels, cleaning wipes, etc. Since these products take much longer to degrade, or do not degrade at all, it causes costly sewer backups in homes and damages the wastewater collection system. Thanks for your understanding!



The photo on the left compares toilet paper to wipes -- after one year in water!



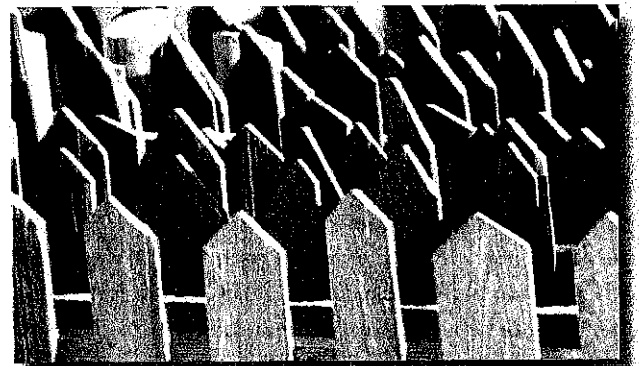
Flushable wipes should never be flushed!

The photo on the left shows a sewer pipe blocked by wipes.

Fencing Permits

The City would like to remind everyone that before you can build a fence you need to pull a permit! Submitting a permit through the City ensures that your fence goes on your property line and does not encroach on your neighbor's property.

The City would also like to remind everyone to submit your fence design to your HOA. Taking these precautionary steps will help avoid having to move or redo a fence after it is constructed. For more information, call City Planner Micah Scoggan at (316) 794-2441



The May Humanities Hotline is Here!

"Tracy Quillin" [tracy@humanitieskansas.org]

Sent: 5/3/2021 2:54 PM

To: ""Lisa Slavin"" <lisa.slavin@ottawalibrary.org>, ""Jessica Gagnon"" <cpldirector@sktc.net>, ""WPL Info"" <info@wamegopubliclibrary.com>, ""Wendy Moulton"" <wmoulton@abilenelibrary.org>, ""Kristin Soper"" <ksoper@lawrence.lib.ks.us>, ""Brandon Hines"" <bhines@hayslibrary.org>, ""Pamela Tuller"" <Pam.Tuller@finneylibrary.org>, ""Sarah Fizell"" <sarah@artstopeka.org>, ""Robin Newell"" <newellr@emporialibrary.org>, ""director@goddardlibrary.com"" <director@goddardlibrary.com>, ""Pat Hart"" <director@nortonpubliclibrary.org>, ""Donna P"" <donna@jclib.org>, ""adultservices@apl.kscoxmail.com"" <adultservices@apl.kscoxmail.com>, ""Ronda Hassig"" <lmcrhassig@gmail.com>, ""Kristin Martin"" <kmartin@worldtreasures.org>, ""Erendira Jimenez-Gonzalez"" <Erendira.JimenezGonzalez@finneylibrary.org>

Dear Humanities Hotline Partners,

Thank you for all the ways you are sharing the Humanities Hotline resource with your partners and patrons. Callers continue to leave great reviews, like this one: *"I heard the one on the Opera House and it just took me back in time. Thank you so much!"*

May topics cover a wide range of unique Kansas stories as told by a lineup of humanities experts. **Freddy Gipp**, Founder and CEO of Lead Horse, LLC, shares the history and significance of powwows. **Beverley Olson Buller**, chair of the William Allen White Children's Book Awards selection committee, commemorates the centennial of "Mary White," William Allen White's most famous editorial written in memory of his daughter. **Rex Buchanan**, interim director of the Kansas Geological Survey, talks about Kansas petroglyphs and what they tell us about the people who made them and their relationship to the land. **Sister Rosemary Kolich**, professor of English at the University of Saint Mary, recounts Abraham Lincoln's visit to Kansas in 1859. These hotline selections are available through May 31, 2021.

A press release is attached.

Have any good ideas or stories to help promote the hotline? Please let me know – I would love to hear them.

Thanks so much,
Tracy

Tracy Quillin
ASSOCIATE DIRECTOR
tracy@humanitieskansas.org
P: (785) 357-0359



HUMANITIES KANSAS
112 SW 6th Avenue, Suite 400
Topeka, Kansas 66603-3895

Join a Movement of Ideas: humanitieskansas.org
[Facebook](#) | [Twitter](#) | [Pinterest](#) | [Instagram](#)



NEWS RELEASE
FOR IMMEDIATE RELEASE
May 3, 2021

FOR MORE INFORMATION CONTACT:
Tracy Quillin, Associate Director
tracy@humanitieskansas.org; 785-357-0359
humanitieskansas.org

Petroglyphs, Abraham Lincoln's visit to Kansas among May Humanities Kansas Hotline Topics

Topeka – Humanities Kansas (HK) announces four new stories now available on the Humanities Hotline. Topics on the toll-free hotline feature unique Kansas stories about petroglyphs, powwows, Abraham Lincoln's visit to Kansas, and William Allen White's most famous editorial. The Humanities Hotline is free and available anytime, day or night, to anyone with a landline or smartphone at 1-888-416-2018. Hotline topics change monthly.

The Humanities Hotline offers a menu of short Kansas stories, both serious and lighthearted, that are researched and presented by experts from across the state. Freddy Gipp, Founder and CEO of Lead Horse, LLC, shares the history and significance of powwows. Beverley Olson Buller, chair of the William Allen White Children's Book Awards selection committee, commemorates the centennial of "Mary White," William Allen White's most famous editorial written in memory of his daughter. Rex Buchanan, former director of the Kansas Geological Survey, talks about Kansas petroglyphs and what they tell us about the people who made them and their relationship to the land. Sister Rosemary Kolich, professor of English at the University of Saint Mary, recounts Abraham Lincoln's visit to Kansas in 1859. These hotline selections are available through May 31, 2021.

The Humanities Hotline provides an accessible alternative to today's Zoom culture and encourages the people of Kansas to participate in lifelong engagement with the humanities. The hotline was developed as a way to combat social isolation and bridge the technology divide with stories that could be easily accessed without the need for internet.

The Humanities Hotline is free and available to all Kansans and can be especially helpful to those without access to broadband. Statewide partners include Abilene Public Library, ArtsConnect Topeka, Augusta Public Library, Clearwater Public Library, Dorothy Bramlage Public Library in Junction City, Emporia Public Library, Finney County Public Library in Garden City, Goddard Public Library, Hays Public Library, Lawrence Public Library, Lowell Milken Center for Unsung Heroes in Fort Scott, Museum of World Treasures in Wichita, Norton Public Library, Ottawa Library, and Wamego Public Library. Contact HK if your organization would like to be considered as a Hotline partner.

Call the Humanities Hotline at 1-888-416-2018. For more information visit humanitieskansas.org.

About Humanities Kansas

Humanities Kansas is an independent nonprofit spearheading a movement of ideas to empower the people of Kansas to strengthen their communities and democracy. Since 1972, HK's pioneering programming, grants, and partnerships have documented and shared stories to spark conversations and generate insights. Together with statewide partners and supporters, HK inspires all Kansans to draw on history, literature, ethics, and culture to enrich their lives and to serve the communities and state we all proudly call home.

###

Director's Report May 2021

Another busy month.

We received 3 applications for the internship. We will be having interviews this week. We want the person to start June 1.

We have gotten the go ahead from the Lions Club for Lilly to start organizing and re-cataloging the medical equipment.

I have updated the Digital Assets and Medical Equipment Lending brochures.

I submitted our information for the Lowe's grant. Grantees will be notified in June.

I have included two book highlights for everyone.

In the next week or so we should have access to the new KanShare app for testing.

The Fish Bowl is in the process of being cleaned out. There is room now for small meetings. I would like to get it set up for video conferencing at some point.

I would like everyone to start reviewing the policy manual again. If you find something that may need updated or changed we can work on those. I would actually like to change our normal hours. When we were open until 7 the 6-7 hour was very quiet. I am proposing that when we go back to normal hours we only open until 6 M-F. I think we can shave the two hours off of Saturday for good as well and stay at 9-1. Sunday will stay 1-4.

We are going to stop quarantining books June 1 and start charging fines again. All of the other Kanshare libraries have already stopped quarantining. With Summer Reading coming it will be a lot easier without quarantining and since the CDC has stated that the virus doesn't really transfer from items there is no reason to continue.

We are no longer requiring appointments but we are limiting the number of people in the building to 15 at one time including staff. We are still limiting time on computers to 1 hour and browsing to 30 minutes.

The GMS art students will be here May 20 and 21 to complete the mural. I spoke to the classes last week and they will be submitting drawings in the next week or so.

FF should meet this month. I will discuss them at least helping with the updating of the digital sign.

The FF has been chosen as the memorial for Betty Hixson so they should be getting a few donations for that.

I am still waiting to hear back from Pathway. Should be by the end of this month.

Kate has the new Radon kit and we just received a free Test the Waters Kit from NNLM.

April	In person	Virtually	Engagements
Jellybeans -	16	12	101
Quarterly Newsletter			20
Neighbors United	6		147
Earth Day Kits	20		31
Tanganyika		280	66
Tanganyika Pictures			18
Arboretum		34	10
Arboretum Pictures			74
SRP Sponsors			38
Tanganyika StoryWalk			119
Book Promotion			88
StoryTimes x 4	189	221	
Bedtime StoryTime		65	22
Kits	80		
Humanities Kansas	1922		
Disc Golf			191
Summer Reading			117
Outreach		1281	
Book Bash Promotion			378
Superhero StoryTime		57	11
Garage Sales			37
Internship			82
Book Edge Book Club		8	
Books & Blessings		3	
Library Week	12		87
Soil/Garden meeting		498	9
STEAM	20	53	18
Dove	2		
Board meeting	10		
	<hr/>	<hr/>	<hr/>
	2277	2512	1664



Goddard Public Library > Page Insights

Page Insights

Overview

Followers

Ads

Likes

Reach

Page Views

Actions on Page

Posts

Branded Content

Events

Videos

Stories

People

Messages

Orders

Promote

Orders and Messages Insights Unavailable

Due to privacy rules in some regions, the reporting of messaging-related insights are unavailable

Businesses may see impact to reporting on message and order data. Affected metrics will show

[Learn More](#)

Page Summary Last 28 days

Results from Apr 5, 2021 - May 2, 2021

Note: Does not include today's data. Insights activity is reported in the Pacific time zone. Ads activity time zone of your ad account.

Actions on Page

April 5 - May 2

1

Total Actions on Page 67%



Page Views

April 5 - May 2

288

Total Page Views 21%



Post Reach

April 5 - May 2

14,427

People Reached 86%



Story Reach

April 5 - May 2

Get Story Insights

See stats on how your Page's recent stories have performed.



Post Engagement

April 5 - May 2

1,627

Post Engagement 7%



Videos

April 5 - May 2

809

3-Second Video Views 17%



1282 Likes +18

1388 Followers +32

Instagram 229 Followers +3

GODDARD PUBLIC LIBRARY
December 2019

GODDARD PUBLIC LIBRARY
April 2021

CHECK OUT SUMMARY	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	2021	2020	2019	2018	2017
Non-fiction	126	120	115	101									462	921	2225		
Fiction	535	564	442	375									1916	4757	7671		
Periodicals	27	18	12	20									77	467	1086		
Audio Books	3	2	13	30									48	280	583		
Videos/ DVD	279	218	235	161									893	2209	2609		
JUVENILE																	
Non-fiction	134	306	315	389									1144	1883	4695		
Fiction	1243	1122	1387	1130									4882	10212	18618		
Periodicals	2	8	6	3									19	22	237		
Videos/ DVD	38	19	23	16									96	541	1329		
Audio	6	6	15	5									32	56	68		
Other	0												0				
TOTAL	2393	2383	2563	2230	0	0	0	0	0	0	0	0	9569	21348	39121	44326	34516
Computer	50	41	94	59									244	1543	5045	3988	3012
Wireless	90	85	99	97									371	1123	1724	1565	1232
													615	2666	6769	5553	4244
Reference Question	296	228	342	218									1084	2954	2653	1860	1489
INTERLIBRARY LOAN																	
Books Loaned	342	339	406	340									1427	3708	548	466	388
Unfilled	1	2	2	1									6	29	9	0	0
Books Borrowed	206	255	267	195									923	2236	828	793	572
Unfilled	0	6	2	0									8	0	8	2	0
NEW LIBRARY CARDS	24	23	25	23									95	218	360	404	462
MATERIALS ADDED																	
Adult	64	113	89	106									372	620	747	1093	1256
Juvenile	71	66	86	70									293	786	789	993	1496
TOTAL	135	179	175	176				0					665	1406	1536	2086	2752
LIBRARY ATTENDANCE	696	666	892	736									2990	7860	24302	19195	16985
Children	1122	2815	2999	2815									9751	8597	3778	3214	2338
Other	532	291	350	3585									4758	7143	228	909	255
TOTAL	2350	3772	4241	7136	0	0	0	0	0	0	0	0	17499	23600	28308	23318	19578

34 programs

April Hernandez
DIRECTOR

ATTENDANCE	J	F	M	A	M	J	J	A	S	O	N	D						
Vickie Luthi	+	EX	+	+													2	2023
Stephanie Mount	+	+	+	+													1	2024
Lisa Fouts	+	+	EX	+													1	2020
Kate Morgan	-	-	+	+													finish	2021
Frank Petsche	+	+	+	EX													1	2021
Lisa Coyne	+	+	+	+													finish	2022
Tamera Judd	+	AB	+	+													1	2023
Margo Rakes	EX	+	+	+													1	2025
Lisa Stoller	+	+	+	+													1	2023
Sherry Lauer	+	+	+	+													1	2023
April Hernandez	+	+	+	+														

EX- excused EO- early out LI- late in CA- cancelled AB - Absent

	A	B	C	D	E	F	G	H	I	J	K
1	GPL										
2	BUDGET REPORT										
3	4/30/2021										
4											
5	MONTH:										
6	4										
7	COLUMN:										
8	E										
9											
10	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)
11	CATEGORY	ACTUAL	ACTUAL	ACTUAL	ACTUAL	ACTUAL	ACTUAL	ACTUAL	ACTUAL	ACTUAL	ACTUAL
12		JANUARY	FEB.	MARCH	APRIL	MAY	JUNE	JULY	AUGUST	SEPT.	OCT.
13											
14											
15											
16	Accounting	\$120.00	\$120.00	\$120.00	\$120.00						
17	Automation/Internet										
18	Maintenance		\$308.00		\$9.99						
19	Misc.										
20	Supplies	\$152.91	\$219.80	\$416.02	\$390.64						
21	Utilities/Telephone	\$1,650.46	\$1,791.61	\$1,809.59	\$1,444.44						
22	Materials	\$1,226.22	\$1,720.96	\$1,575.76	\$1,438.72						
23	Community Relations	\$245.20	\$90.00	\$533.01	\$723.58						
24	Programming	\$358.35	\$649.98	\$607.89	\$163.83						
25	Technology	\$16.26	\$213.42	\$14.99	\$14.99						
26	Continuing Education		\$25.00		\$45.00						
27	Licensing	\$387.00		\$106.00							
28	Memberships										
29	Mileage/Meals	\$31.28	\$80.50	\$98.56	\$85.56						
30	Postage	\$55.00	\$643.81								
31	Website	\$156.87									
32	Capital Improvement	\$1,353.00									
33	Board Insurance/Bond										
34	Director Health Benefit	\$500.00	\$500.00	\$500.00	\$550.00						
35	Payroll Taxes	\$2,250.51	\$2,149.83	\$1,946.49	\$2,009.62						
36	Retirement	\$1,354.85	\$1,321.88	\$1,188.02	\$1,196.73						
37	Salaries	\$7,333.83	\$7,236.83	\$6,408.73	\$6,578.38						
38	Workman's Comp		\$254.00								
39	Unemployment	\$24.88			\$27.70						
40											
41		\$17,216.62	\$17,325.62	\$15,325.06	\$14,799.18	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
42											
43									City	\$183,900.00	
44									carryover	\$21,353.00	
45									grants	\$7,140.00	

	L	M	N	O	P	Q	R	S	T	U	V
1											
2											
3											
4											
5											
6											
7											
8											
9											
10	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)		
11	ACTUAL	ACTUAL	MONTHLY	MONTHLY	Y-T-D	Y-T-D	Y-T-D	ANNUAL	ANNUAL		
12	NOV.	DEC.	BUDGET	DIFFERENCE	ACTUAL	BUDGET	DIFFERENCE	BUDGET	DIFFERENCE		
13			(S / 12)	(N-Current Mo.)	(Sum B...M)	(S x no.	(Q - P)		(S - P)		
14						of months/12)					
15											
16			\$120.00	\$0.00	\$480.00	\$480.00	\$0.00	\$1,440.00	\$960.00		
17			\$141.67	\$141.67	\$0.00	\$566.68	\$566.68	\$1,700.00	\$1,700.00		
18			\$104.17	\$94.18	\$317.99	\$416.68	\$98.69	\$1,250.00	\$932.01		
19			\$8.33	\$8.33	\$0.00	\$33.32	\$33.32	\$100.00	\$100.00		
20			\$458.33	\$67.69	\$1,179.37	\$1,833.32	\$653.95	\$5,500.00	\$4,320.63		
21			\$1,333.33	-\$111.11	\$6,696.10	\$5,333.32	-\$1,362.78	\$16,000.00	\$9,303.90		
22			\$1,087.50	-\$351.22	\$5,961.66	\$4,350.00	-\$1,611.66	\$13,050.00	\$7,088.34		
23			\$83.33	-\$640.25	\$1,591.79	\$333.32	-\$1,258.47	\$1,000.00	-\$591.79		
24			\$175.00	\$11.17	\$1,780.05	\$700.00	-\$1,080.05	\$2,100.00	\$319.95		
25			\$266.67	\$251.68	\$259.66	\$1,066.68	\$807.02	\$3,200.00	\$2,940.34		
26			\$33.33	-\$12.00	\$70.00	\$133.32	\$63.32	\$400.00	\$330.00		
27			\$41.67	\$41.67	\$493.00	\$166.68	-\$326.32	\$500.00	\$7.00		
28			\$33.33	\$33.33	\$0.00	\$133.32	\$133.32	\$400.00	\$400.00		
29			\$58.33	-\$27.23	\$295.90	\$233.32	-\$62.58	\$700.00	\$404.10		
30			\$125.00	\$125.00	\$698.81	\$500.00	-\$198.81	\$1,500.00	\$801.19		
31			\$29.17	\$29.17	\$156.87	\$116.68	-\$40.19	\$350.00	\$193.13		
32			\$112.75	\$112.75	\$1,353.00	\$451.00	-\$902.00	\$1,353.00	\$0.00		
33			\$83.33	\$83.33	\$0.00	\$333.32	\$333.32	\$1,000.00	\$1,000.00		
34			\$600.00	\$50.00	\$2,050.00	\$2,400.00	\$350.00	\$7,200.00	\$5,150.00		
35			\$2,000.00	-\$9.64	\$8,356.45	\$8,000.00	-\$356.45	\$24,000.00	\$15,643.55		
36			\$1,166.67	-\$30.04	\$5,061.48	\$4,666.68	-\$394.80	\$14,000.00	\$8,938.52		
37			\$9,583.33	\$3,004.95	\$27,557.77	\$38,333.32	\$10,775.55	\$115,000.00	\$87,442.23		
38			\$41.67	\$41.67	\$254.00	\$166.68	-\$87.32	\$500.00	\$246.00		
39			\$12.50	-\$15.20	\$52.58	\$50.00	-\$2.58	\$150.00	\$97.42		
40											
41	\$0.00	\$0.00									
42											
43											
44			\$17,699.41	\$2,899.90	\$64,666.48	\$70,797.64	\$6,131.16	\$212,393.00	\$147,726.52		
45					\$64,666.48	\$70,797.67	\$6,131.16		\$147,726.52		

Grant/Donation	Amount	Items	January	February	March	April	May	June	July	August	September	October	November	December
SCKLS Levand Book Festival State Library KS Notable PLA III NNLM	\$3,500.00 \$1,942.00	Materials, Programming programming, tech Technology Intern StoryWalk, Salad in a Jar	\$140.80	\$195.80	\$1,274.72									
FFGPL FFGPL Pathway Church Lion's Club Goddard Puppet Ladies Goddard Woman's Club Board Kelsi Smith SCKLS new program	\$795.00 \$230.00 \$451.28 \$314.81 \$112.00 \$112.00 \$230.00 \$112.00 \$500.00	Beanstack 2021 2 x Literacy Kits 4 x Literacy Kits WAW 2021-2022 Literacy Kit Literacy Kit 2x Literacy Kit 1x Literacy Kit	\$795.00	\$88.47 \$314.81		\$382.79								
SRP Collier Agency T&T W Wichita Opt Goddard Vet Tmobile	\$100.00 \$1,000.00 \$400.00 \$200.00 \$400.00				\$200.00				\$385.00					
Vrana	\$100.00	garden				\$100.00								
			\$935.80	\$599.08	\$1,474.72	\$667.76	\$0.00	\$0.00	\$385.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00

5 Steps of Outcome-Based Planning & Evaluation for Public Libraries/Melissa Gross, Cindy Mediavilla, Virginia A. Walter

Outcome measures are designed to support evaluation that gets at the human experience and allows you to use the voices of participants to talk about the merits, as well as the shortcomings, of that experience. Outcomes focus on human impact.

Outcome based planning and evaluation (OBPE), when applied to strategic planning, ensures that:

- Goals and objectives target the kind of outcome the community wants to experience as a result of library use
- Planning and program development are data-driven
- Evaluation is integrated from the beginning of the development process

The key to any type of evaluation is to know, from the start, what you are trying to achieve.

Outcomes are “benefits to people” – the positive changes in one’s “skill, knowledge, attitude, behavior, condition or life status”

A change in skill results from learning to do something you weren’t able to do before or improving performance in an area where you already had some ability.

A change in knowledge gains or expands command of a subject area.

A change in attitude – designed to change opinions or dispositions or a person’s orientation towards a topic, institution, or activity.

Programs that aim to change behaviors are focused on actions, working either to promote or inhibit certain kinds of activities.

A change in condition or status involves helping people improve social, professional, or other aspects of their personal circumstance.

OBPE is a process in which library services and programs are intentionally designed to impact people in specific ways. Impacts are defined as outcomes that will improve the lives of library users by helping them obtain desired skills or knowledge, attitudes or behaviors, or make improvements in their condition or status.

Outcomes are generated based on data and then integrated into service and program criteria.

Phase I – Gathering Information

Questions to ask:

- Is service to your target group consistent with the library's mission, goals, and objectives?
- To what extent is the library already responding to this community and with what kind of success?
- Which other organizations in the community already serve this user group?
- What is known about this target group in the community (marital status, economic status, ethnicity, gender, educational levels, etc.)?
- What is known about this target group's information needs, preferred sources, access to technology, and literacies (computer, communication technologies, etc.)?

Phase II – Determining Outcomes

Questions:

- Where service and program needs are in the community
- How the library can best serve the target group's needs
- Whether you need to collect more data if analysis reveals new questions
- What kind of outcomes should be targeted in developing services or programs for this population
- Indicators that can be used to determine whether targeted outcomes have been achieved

Phase III – Developing Programs and Services

What resources are available for this project in the library, community, region, state.

Phase IV – Conducting Evaluations

Is your program or service delivering the outcomes it was designed to achieve?

Phase V – Leveraging the Library's Role

Use participants own words to describe how the program impacted their lives.

OBPE provides concrete, evidence-based data regarding the impact of library services on individuals and community life and ensures that you are making these impacts known.

Market research or environmental scan – a community assessment, designed to help library staff understand the needs, assets, and aspirations of the people they serve.

Data mining is locating relevant information from recorded or published sources.

Triangulation is simply the application of more than one methodological approach to study a particular phenomenon. It has the advantage of bring several perspectives to bear on the subject being studied and is often used as a way to bring credibility to qualitative analysis.

Outcomes specifically identify the positive change that occurs as a result of using the library. They are very specific in their intent.

Inputs – are the internal resources the library uses to provide a service or program. These include staff, the collection, computers, meeting rooms, furniture, vehicles to deliver materials, supplies and whatever else is needed to implement the library's mission.

Outputs – measure the usage of the library's resources and are expressed as quantities. Report how much service the library provides – monthly stats.

Outcomes demonstrate the value of a service or program. It is outcomes or results that put usage statistics (outputs) into true perspective.

Creating Outcome Statements

- First determine what the library hopes to accomplish by addressing the community's concerns – this forces you to constantly keep the end result in mind when planning library programs and services.
- Because it represents an end result it is written as a declaration.
- The simpler the statement the better
- Outcomes should reflect the positive change in a person's life as a result of using the library.
- The outcome statement is focused on a very specific target population.

Indicators of Outcome Achievement

- Progress toward accomplishing an outcome is measured through benchmarks, called "indicators", which, as their name suggests, indicate whether or not your end result is achieved.
- Indicators, therefore, define what success looks like.
- Indicators also measure achievement and so are a big part of evaluation.

The program or service you plan and implement should be designed to meet the outcome or outcomes you identified in Phase II. Those outcomes, in turn, should have been a response to needs identified in Phase I. Phase III should help the library's community fulfill its unmet aspirations in some way. You will be putting the library's resources to work on behalf of the community.

Seek partnerships opportunities that create value, enabling the collaborators to accomplish something positive that neither could do alone. – Don't take on too many partnerships.

Service ideas come from the community; staff members act as partners and facilitators, rather than as creators. – Using the library's resources to improve the community.

An evaluation strategy should be developed at the same time you plan your programs and services.

Designing the Evaluation Strategy

- What information is needed to evaluate the success of the program?
- Which data collection methods will yield the most useful findings?
- When should evaluation occur?
- Will program participants be willing and able to participate in the evaluation process?
- Who will conduct the evaluations?

Best practice dictates that evaluation be conducted during service delivery. This is formative evaluation and helps keep the program on track and informs any required changes.

Outcome evaluation measures the impact on, benefits to, and positive changes experienced by community members as a result of participating in the library's services or programs. Evaluation helps inform service priorities and provides an evidence-based means of communicating achievement to people inside and outside the library.

When sharing results unify communications through a powerful brand, a clear, strong voice, increased visibility, and messages that are amplified through partnership.

Building a Buzz: Libraries & Word-of-Mouth Marketing/Peggy Barber & Linda Wallace

Marketing is all about three things: Getting organized, focused, and consistent in how we deliver the service and how we communicate.

Marketing is that function of the organization that can keep in constant touch with the organization's consumers, read their needs, develop products that meet these needs, and build a program of communications to express the organization's purposes.

Marketing is

- About listening – not just telling or selling. It is two-way communication.
- About them – not us. We build our collections and services based on what our community/school/university/business wants and needs.
- About people – not stuff. We can't just reel off a list of our impressive inventory and expect anyone to care.

Marketing is a mind-set as much as an activity.

As nonprofit organizations, libraries are mission driven, market dependent.

Marketing Plan Key Elements

1. Research: Analyze the situation and get the facts (primary and secondary research). Listen.
 - a. Describe the community, including demographic characteristics and trends.
 - b. Describe the library, including staff, support, governance, circulation, trends and so forth.
 - c. Define your audience (market segments) and their needs. Gather information on their wants and needs. Research may include many strategies – from conducting surveys and focus groups to taking people to lunch and listening.
2. Plan – Set strategic goals, determine measurable objectives, and develop service strategies.
 - a. Start with the library's mission
 - b. Develop services and delivery methods to meet identified needs and wants – also desires.
 - c. Develop a positioning strategy. What do you offer that the competition doesn't?
3. Communication: Identify strategies for two-way communication.
 - a. Develop a communication plan with action steps and a timetable. Establish a budget and assign tasks.
 - b. Focus on listening to key markets and audiences.
 - c. Develop tools such as a basic fact sheet for the library, campaign, press kit, talking points, and so forth.

- d. Build a press/contact list of media and opinion leaders and use it.
 - e. Develop a media plan with a time line for sending releases and placing stories and public service messages.
4. Evaluate: How are we doing? Are objectives being met?
 - a. Set up evaluation procedures.
 - b. Measure performance versus plan and adjust accordingly.

Communication Checklist

- Is this library welcoming?
 - What is our message?
 - What is our style?
 - How do we listen?
1. **Accessibility** – can people with disabilities or baby carriages easily navigate the library building and website?
 2. **Brand/Identity** – Does the library have a clear and consistent image – in print, in person, online? This includes consistent use of logo and full location info (including URL).
 3. **Customer services** – Is the Library’s commitment to excellent customer service reflected in the courtesy and helpfulness shown to customers? Are there clearly defined policies and guidelines? Are there ID tags for staff? Do staff members receive timely information and training?
 4. **Listening** – Do frontline staff provide feedback on customer wants, complaints, compliments? Are all staff members encouraged to listen and provide feedback on what they hear? Are there opportunities for customers to give input in the library and online?
 5. **Décor, decoration** – Is the library too light or too dim? Is the library clean and clutter free? Is there effective use of posters, banners, art and other promotional opportunities such as screen savers?
 6. **Display** – Are books and other materials displayed face out? Are there “shelf talkers”?
 7. **Local ownership** – How well does the library reflect the community, including its diversity? Is there a bulletin board? Displays of local art? Are there opportunities for the users to give feedback on library service, interact with other users, share their comments on books?
 8. **Message** – Does your library have a key message? Do staff members know and communicate the message? How else is it communicated? Bookmarks and fliers? Letterhead and business cards? Newsletters?
 9. **Media** – Does your library have a presence in relevant media? Is someone assigned to work with the press? Does your library initiate stories, interviews, and placements of public service announcements and advertising? Is there a media plan?
 10. **Outreach** – Does the library have a life outside the building? Does it have a presence in the life of the community?

11. **Programming** -Does the library actively offer and promote programs and training sessions? How are programs promoted?
12. **Print materials** – Are there too many? Too few? Are they attractive? Is there a clear message?
13. **Signage: Internal and external** – Is the library easy to find? Is it easy to find what you're looking for? Is the library mission visible? Does signage reflect awareness of diversity?
14. **Telephone** – Does a person or machine answer the phone? If it's a machine, does your telephone greeting help or harm your image? Is it clear? Easy to follow?
15. **Website** – Is the image/message consistent with other library communications? Does it take advantage of the unique qualities of the Web? Is the website treated as a branch library?
16. **Body language** – What is the unspoken message being delivered by staff?

Eight Steps to Success

1. **Introduction** (Briefly explain why you are proposing this plan. Identify strengths, weaknesses opportunities, and threats [SWOT]. Include relevant research and observations.)
2. **Communication goals** (The dream. Big picture. No more than three goals.)
3. **Objectives** (Three to five doable, measurable outcomes.)
4. **Positioning statement** (What is your unique selling proposition? What do you want people to think and feel about the library? Example: "The library is the best first stop for expert help in connecting children and youth to learning and discovery." – State Library of North Carolina)
5. **Key message** (what is the most important thing you want people to know/do? In ten words or less plus three talking points that support it.)
6. **Key Audiences** – (External and internal. Be specific.)
7. **Strategies/tactics/tools** (How will you deliver the message? Core strategies include partnerships, media publicity, displays, programming, special events, website/e-mail, direct mail, and outreach, for example parades and presentations, word of mouth, etc. Develop an action plan an budget.)
8. **Evaluation measures** (How will you know what worked and what didn't? Refer back to your objectives.)

Word-of-mouth marketing works best when it is genuine and reflects true passion.

WOMM is so power because ...

1. It's real and immediate – real, live people telling other people in real time.
2. It's personal – not a pitch. The person knows you and is trying to be helpful.
3. It's honest. There's no commission, no connection. You're more likely to believe.
4. It's catching. People love to share a good idea or experience, and other people love to listen. In fact, there's only one thing people like to share more than a good experience – a bad experience.

5. It's customer-driven. The customer determines when she/he will talk/listen. It is not imposed.

Many trustees don't see advocacy or marketing as part of their job. This must change. It must also change for staff.

Here are some tips for turning customers into champions –

- **Greet people by name**
- **Give them over-the-top great service**
- **Initiate conversations**
- **Listen**
- **Find ways to make them feel special**
- **Invite their participation**
- **Be flexible**
- **Teach them how to fish**
- **Be respectful**

Effective WOMM must have these five things:

1. A good product and great customer service
2. A plan
3. A clear, conscious, consistent message
4. A prepared and committed sales force
5. People willing to testify

Have employees use their good judgment in all situations – empower employees to make decisions.

CLASS – Customers Leaving Appreciative, Satisfied and Sold

Y – You are BCPL

E – Every encounter is an opportunity

S – Service is a partnership

A culture of exceptional customer service must be built nurtured, and maintained, and the whole staff must own and be proud of it.

It's about listening – asking them what they think and what they want.

WOMM is the most powerful strategy but it is not the only one.

Focusing on the new and unexpected is one of the best ways to get people talking.

Critical Tips:

- Prepare a marketing communication plan.

- Craft your message carefully. Focus on community needs and how the library can help address those needs – not what the library needs.
- Take advantage of the connections your trustees and Friends bring.
- Get others to deliver the message for you. Use testimonials.
- Encourage your supporters to tell their friends and to ask their friends to tell their friends.
- Be brief and provide backup materials in writing.
- Listen; don't just talk. Ask their advice.
- Thank them. Send a follow-up.

WOMM comes down to:

- Get intentional. Have a marketing communication plan.
- Don't settle for good service. Go for great!!
- Keep your message simple and consistent.
- Use it consistently in all communications.
- Make "Tell your friends" part of the message.
- Give people something to talk about.
- Focus on the new.
- Be relevant.
- Collect and use testimonials when and wherever possible.
- Get the whole library family involved.
- Gain and support your staff.
- Look for ways to be part of the conversation.
- Go where the conversations are.
- Listen and feed back what you hear.
- Act on what you hear.
- Stay positive.
- Have fun!

Library staff members need to know the role each plays in developing and sustaining the image of the library in the community.

Your message needs to be brief and easy to remember.

The message has to be meaningful to the audience.

WOMM does work, but it is very time intensive for staff. However, the benefits of connecting to the community on a personal level will have an enormous payoff in partnerships, donations, and hopefully, more people using the library.