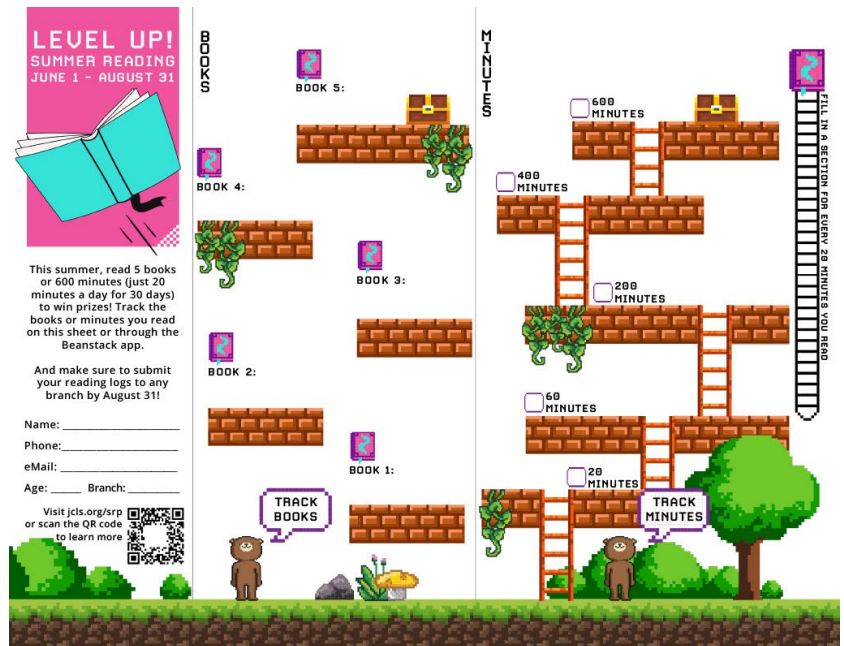




Director's Report June 2023

Marketing

The Marketing Department started receiving the influx of promotional and support materials in May to be distributed to branches for the launch of the Summer Reading Program in June. This year, the department revamped and redesigned paper reading logs, which resulted in a new format that is more engaging and user-friendly. Summer Reading ads began running in local Parks & Rec guides and in a second ValPak mailing. In partnership with the *Rogue Valley Times*, the Summer Event Guide was included in all papers distributed in the first week of June and is available at all branches as well.



MEDIA COVERAGE:

Kari May interviewed on KLOVE's "Closer Look": <https://bit.ly/3NkdTYY>

Ashland News celebrating the reopening of the Ashland Library: <https://ashland.news/ashland-public-library-fully-open-following-hvac-improvements/>

Ashland Reads Extravaganza coverage: <https://ashland.news/are-you-ready-for-some-reading>

Laurin Arnold interviewed on KOBI about the new video game collection: <https://bit.ly/3qsXng2>

PRESS RELEASES:

June Windows in Time: <https://bit.ly/3P4BzS5>

Summer Reading Announcement: <https://bit.ly/43V6ggZ>

Support Services

Coinciding with the launch of the Summer Reading Program and its "Level Up" theme, JCLS celebrated the long-awaited debut of the new Video Game Collection on June 5th. Collection Development Manager Laurin Arnold, Technical Services Manager Ashley Johnson, and their teams worked hard to select, order, catalog, process, and deliver the items to branch shelves on deadline. Every branch

received a starter collection of at least five games, including at least one for each platform: Nintendo Switch, Playstation 4, and Xbox One. The games selected for the new collection are all family friendly. Some are intended for a single player, but most are designed for multiple players, making them perfect for families and friends to play together. Within the first 24 hours of being available, over one-third of the games had already been checked out. As Arnold shared in a TV interview with KOBI-5, this collection is something patrons and staff have continually been asking for, and it is a fun and vibrant collection to offer.



Collection Development

The subscriptions for the *Rogue Valley Times* started arriving at branches last month. Some branches also added subscriptions to the *Grants Pass Daily Courier* to take advantage of their expanded coverage into Jackson County. Patrons have been appreciative to have physical newspapers that cover local events and news in the branches again.

Technical Services

The Technical Services department was especially busy with simultaneous projects this month. Acquisitions staff focused on getting final materials orders submitted for this fiscal year. Other team members visited the White City Branch for some preparatory work and planning for the reclassification of the graphic novel collections. Soon, staff members will embark on a large cataloging reclassification project that will result in JCLS having new graphic-novel-specific collections for Children, Teens, and Adults.

Facilities

The Ashland library HVAC replacement project is all but officially complete. The lone remaining task involves restarting the boilers for the heating system, which is scheduled to take place in early July. The final walk through with Jackson County Facilities Maintenance, contractor Outlier, and library staff will take place after the boilers are restarted. The branch re-opened with full services - including access to the meeting rooms - on June 1. There were some bumpy weeks toward the end of May when the AC was not yet functional, and the outside temperature was extremely warm. Ultimately, closures were deemed necessary for staff and patron safety. While there was disappointment that services were further disrupted, patrons have been very positive in their feedback about getting their comfortably air-conditioned library back to full service.

Finance

With the Fiscal Year 2024 budget process well underway, the Finance Department has implemented a new report that can be sent to branch/department managers on a monthly basis to track budget vs. actual expenses. Managers are eager to see their reports on a regular basis and have expressed gratitude for the ability to see financials directly related to their branch/department.

The District has received approximately \$7,700 from the County for Heavy Equipment Rental Tax (HERT). Last year, the District received \$24,000 in this same category. This tax was passed in 2018 through House Bill 4139. According to the house bill, "The 2 percent tax applies to the rental price of heavy equipment and tools when rented from a qualified heavy equipment (QHE) rental provider." The tax

went into effect on January 1, 2019. More information on this House Bill can be found here:

<https://www.oregon.gov/DOR/programs/businesses/Pages/hert.aspx>

As the fiscal year comes to a close, the Finance Department has implemented a purchasing freeze across the District to allow for payment of all open invoices before the end of the year. The purchasing freeze will lift on July 1, 2023.

Human Resources

As the new Fiscal Year approached, Open Enrollment launched on May 29th. JCLD's Paid Leave Oregon (PLO) equivalent plan with MetLife was submitted to and approved by the State. PLO deductions and coverage for employees will begin September 3, 2023. The benefits renewal package included the same medical insurance, an updated dental insurance plan that includes an option for orthodontia, a new vision plan, and the option to participate in a Flex Spending Account (FSA). A new Employee Assistance Program (EAP) has been added, with additional resources for mental health and general wellness.

May was also Mental Health Month. To raise awareness, the HR Team sent out links to webinars, gave EAP reminders and shared related wellness articles in the Staff Connect.

The HR Team presented "New Hire Onboarding A to Z," another installment in the Supervisor Series training. This training gave supervisors a chance to learn about the entire recruitment and onboarding process of a new hire. The HR team has also been hard at work drafting a new training on library leadership, which will roll out later this year.

Conscient Strategies, the consulting firm selected to conduct the Employee Engagement Survey, met with a handful of staff members and conducted one-on-one interviews. The survey, using AI technology and a software system called Remesh, was conducted on Thursday, June 8. All staff were invited to participate. The 45-minute conversation consisted of numerous questions to gauge employee satisfaction. A de-brief meeting is scheduled with HR Manager Brynn Fogerty and Library Director Kari May, and Conscient Strategies will provide a summary that will be shared with staff and the board.

Public Services

Bear Creek

Ashland

May was off to an illustrious start as the Ashland Library partnered with the local Rotary Club to celebrate the Ashland Reads Extravaganza. For the first time in four years, the event was held in-person, and every first grader from the Ashland School District poured into the Ashland High School's auditorium for singing and storytelling fun. Ashland Children's Librarian Lynn Heerema joined Ashland School District Librarian Matt Damon and local author, musician, and song writer Tish McFadden onstage to help present the program and promote the Summer Reading Program.

After a lunch served by local firefighters, each youngster was given a book bag to take home. The Ashland Friends of the Library had provided funds for the bags, and the Rotarians stuffed them with fun items from Ashland stores and businesses and a brand-new picture book.



Talent

John Jackson of Bugs-R-Us put on a great show with his Siskiyou Mountain Wildlife program. Patrons were engaged with his presentation and children especially loved the variety of local animal pelts that he brought for them to pet. When two families wandered in as John was wrapping things up, he hauled out all the pelts again and gave them the chance to learn about them, too.

Central Area

Central Point continues to be very busy, and regular programs are heavily attended. One appreciative patron wrote of Library Associate Noel O'Brien's children's events: "She has been a huge influence in my one-year-old daughter's and my life. We so appreciated her energy, creativity, attention, and so, so, so much love! She makes each child feel so seen and loved. Each week is so different from the last, but also starts and ends the same so it feels very comfortable."

Branch Manager Erin Ulrich met with Steph Hendrickson, Executive Director of Central Point Chamber of Commerce. They discussed the Library's participation in future city-wide events and working together to promote happenings in Central Point. Hendrickson will connect Ulrich with elementary and middle schools in District 6 and at LOGOS Charter School.

Lower Rogue

The National Audubon Society Backyard Birding Program proved popular at the Applegate and Butte Falls branches. Older patrons learned about their local avian visitors while the younger attendees assembled bird feeders.

The Jacksonville Library has a beautiful new rug in its Children's Area that helps create a cozy, fun place for the kids to play at the train table.

Though the longtime President of the Friends of the Jacksonville Cemetery passed away earlier this spring, the members gathered and made sure to hang their traditional Memorial Day display honoring veterans in the library's foyer.

Ruch hosted twelve library visits from the Ruch Outdoor Community School (ROCS) in May. Kindergarteners and 1st, 4th, and 5th graders have been visiting regularly throughout the school year to check out books and enjoy a read-aloud or Storytime. During their final visit before summer break, each child selected a gift book, which included a bookmark promoting Summer Reading. They all pledged to



read “lots and lots and lots” over the summer. The kids were delighted by the new campfire Storytime rug that was added to the community room this month.

Upper Rogue

Wrapping up the school year, all of the branches have been hosting the last visits from local schools. In Eagle Point, staff - along with members of the Outreach Team and a Friend of the Library - hosted three First Grade classes from Eagle Rock Elementary. Almost sixty students walked to the library, got a behind-the-scenes tour of the branch, a storytime, and a snack. Each student left with a temporary tattoo and a goodie bag provided by the Eagle Point Friends of the Library and JCLS.

Butte Falls had several visits from the 6th grade class and the 4/5th grade classes. Library Associate Katie Misfeldt led the students on a quick tour of the branch, issued 5 new library cards, and checked out several books to some students who had never checked out a book before.

Prospect continues to see bi-weekly visits from Prospect Charter School’s 5th grade class. The enthusiastic students have expressed interest in reading about everything from herbology to ecosystems to, of course, popular series like *Wings of Fire*. Their excitement seems to have trickled out into the community. Staff report an increased use of the library by younger patrons who, in addition to checking out books and DVDs, enjoy playing ABC Mouse, coloring, playing the Uno Reverse Card Game, and practicing folds for paper airplanes featured in books.

Shady Cove

In Shady Cove, local community members continued their popular travel series with a presentation on Charleston & Savannah in May. Prior to their presentation, staff had displayed related library materials, such as history of the regions, travel guides, and recipe books. The Read Outside kits continue to fly off the shelves, and staff received many thanks for providing such fun ideas for all ages to try.



White City

Library Associate Milagros Morales helped Outreach with a presentation for the Migrant Education Parent Advisory Committee. It was wonderful to have so many families gathered at the branch excited to learn more about the library and the different resources that are available. Staff promoted the summer reading program, which was also featured in vibrant bilingual displays created by Morales.



Programs

Children’s Services

The Talent Branch hosted “Celebrate Nature with a Storytime and Scavenger Hunt,” led by Library Associate Erica Rische-Baird. The event was extra special because one of the parents had planned their child’s birthday party around it. As the scavenger hunt ended, she invited all the attendees to join a tea party in the park outside of the library. After the celebrations, the parents of the birthday girl told Rische-Baird how special and sweet the Library had made the girl’s birthday.

The Medford Children’s Department hosted its final storytime of the spring season. The group participated in a gardening activity hosted in collaboration with Library Associate Cal Baze. Kids were delighted to show off their recycled planters with the flowers and vegetation they were growing.

The Kaleidoscope Play and Learn group in Ruch remains popular, with many children and caregivers regularly attending the weekly sessions. In White City, children enjoyed participating in the Chigiri-e craft event. Chigiri-e (pronounced chee-ghee-ri-eh) is a Japanese paper craft dating back to the 8th century, using torn paper to make masterpieces.

Teen Services

With the branch open again, the Ashland teen volunteer team returned. In their first week back, teens assisted with shelf organization, made a Pride Month display, designed promotions for upcoming programs on the whiteboards, and stocked the community pantry.

Butte Falls hosted a Teen Read Outside Art Program. Staff learned through this program that this group of young patrons would like to do more art projects, giving them ideas for future programs. Meanwhile, in Shady Cove, the Dungeons & Dragons group has finally been able to start a campaign. The group will now adventure together regularly and is scheduling more meetings throughout the summer months.

Adult Services

Ashland partnered with and served as a venue for the Rogue World Music Festival Memorial Day weekend. Rogue World Music is a growing group, and the branch has been a location for their Winter Sound Walk Program for several years. Jake Blount performed on his banjo and fiddle and discussed his deep knowledge of ethnomusicology and American roots music.

On the first Saturday in May, Eagle Point hosted a Crafting with Comics event to celebrate Free Comic Book Day. Using old comic books and comic strips, patrons decorated notebooks they were then encouraged to create their comics within. It was well attended, and many more patrons got to take away some free comic books in the days following the event. Medford also celebrated Free Comic Book Day with a program facilitated by Adult Services Librarian Jonathan Ulrich. More than 200 patrons browsed the comic books, and many were happy to take home some free comic books.

Britt Festival's Music Director Teddy Abrams gave a talk at the Jacksonville Library previewing the summer season's classical line-up. He also spoke of a music project he had recently completed at Mammoth Cave National Park, where audience members were treated to a concert inside the gigantic cave. Abrams composed pieces to make the most of the cave's unique acoustics and specifically to be performed by celebrated cellist Yo-Yo Ma.

Eagle Point hosted a May the Fourth Be With You celebration on May 4th to celebrate all things Star Wars. A total of 135 people, many in costume, came during the 3-hour event where they crafted, ate themed snacks, and checked out the variety of Star Wars materials in the collection.

Outreach



Adult Services Librarian Kayla Samnath and Community Librarian for Youth Services Evelyn Lorence visited the Juvenile Detention Center twice this month. For the first visit, the kids did Kahoot trivia that focused on adjectives, nouns, and verbs. For the second visit, they listened to the first three chapters of the book *Clean Getaway* by Nic Stone, which led to a discussion with the kids about going on road trips with their families and what those experiences were like for them.

At Home Services

Due to popular demand and long holds lists, AHS has added nine new CD players, five page-sized magnifiers, and five handheld magnifiers to their reading aid collection in support of patrons' varying needs.

Now that schools have closed for the summer, another year of the National Honor Society of South Medford and Ashland High Schools' Project Sunshine has concluded. Patrons loved the 'non-wilting' flowers and springtime cards that the students made. Many recipients sent notes back saying how grateful they were, and one patron even sent back a card they made themselves featuring a beautiful hand-painted goldfinch.

Business Librarian

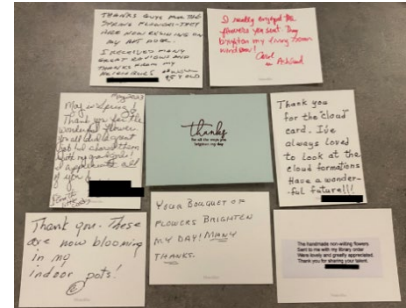
Business Librarian Roslyn Donald coordinated May's Downtown Quest in Medford. Sixteen businesses, including the Friends of the Medford Library, signed up to participate in this cooperative promotion. Players visited participating local businesses, where they got their "passport" stamped. Once they had five stamps, they could turn in the cards for a small prize, including a coupon for the Friends bookshop. Their completed passport also entered them in a raffle drawing for prizes from participating businesses. The Medford Library was recognized, and particularly Donald and Marketing Manager Ryan Bradley, as Downtown Business of the Month by the Downtown Medford Association because of the Downtown Quest.

DART Technology Van

May saw an increase in community events, including the Emergency Resource Fair and Made in Southern Oregon in Central Point. Along with the Housing Authority, Lorence and Samnath set up a craft activity at the Newbridge apartments. Participants made personalized coasters out of Scrabble tiles and asked Lorence and Samnath many questions about the library and the related services. They shared how much they have enjoyed and appreciated the DART van and especially the folks who staff it. Regular visits to the White City Food Pantry and transitional housing locations continued steadily through the month as well, making for a full and diversified month of events.

Education Services

Lorence stayed busy with school visits at branches throughout the month of May. Lorence collaborated with staff to present storytimes or promote resources and also wrote the [May Open Book e-newsletter](#), which featured a Q&A with Youth Services Coordinator Brystan Strong, with booklists to celebrate Asian American and Pacific Islander (AAPI) Month, and a calming coloring worksheet as a reprieve for standardized test week.



Outreach to Child Care

Library specialists Emily Hawks and Kateri Warnick attended Kiddo-Copia, a first-time event sponsored by Southern Oregon Head Start. The two spoke to 31 people and registered seven new library card holders while advertising JCLS services and the upcoming Summer Reading Program.



Social Services

Helped by recent changes to the program, the Social Services Team has thoroughly enjoyed getting back to the scope of the department and regaining focus on social work rather than security. Staff have worked on gathering information on service agencies in town to better enable referral work. The new security team and the social services department have formed a very positive relationship and have formed a cohesive team to best serve all library visitors.

Staff look forward to expanding their services throughout the library system in June, creating a structured schedule for Resource Specialists to visit all branches at designated times each month. Resource Specialists look forward to connecting with the patrons in rural branches and providing assistance to staff.

During these preparations, staff continue to provide assistance to patrons and connect them with community resources. In May, their efforts enabled seven patrons to enter programs that provide shelter and treatment. Patrons are also referred to the Social Services Team by other organizations such as the MPD livability team, Asante Medical, and Jackson Care Connect. These referrals are often for assistance with applications or printing, as well as connections with further resources.

Please see the following data collected for the month of May. The numbers are reflective of individuals accessing these resources.

Department Referrals	
Food Referral	37
SSI	1
Employment	3
Bus Pass	10
Clothing	36
Housing/ Shelter	17
Mental Health	2
Medical	17
W Meals	30

Morning Hours	
Coffee	52 cups
Foot Soaks	16
La Clinica	4
Rogue Retreat	0
Charging Stations	40
Total People	53

