



**JACKSON COUNTY LIBRARY DISTRICT (JCLD)
REGULAR BOARD MEETING AGENDA**
Large Meeting Room, Medford Branch Library
205 S Central Ave, Medford, OR
Dial 1-669-900-6833 to attend by phone
Enter Meeting ID (access code): 965 9527 6734
Or, click the link below to attend using Zoom:
<https://zoom.us/j/96595276734>
February 18, 2026, at 4:00 p.m.

CALL TO ORDER/ROLL CALL

LAND ACKNOWLEDGEMENT

INTRODUCTIONS / PROCLAMATIONS

N/A

AGENDA AMENDMENTS AND APPROVAL

CONSENT AGENDA (5 minutes)

- 1. January 5, 2026, Special Board Meeting Minutes.....1
- 2. January 7, 2026 Special Board Meeting Minutes.....3
- 3. January 21, 2026, JCLD Regular Board Meeting Minutes.....5

ORAL REQUESTS AND COMMUNICATIONS FROM AUDIENCE (Comments will be limited to 3 minutes per individual and shall be limited to comments on non-agenda items or on agenda items that do not otherwise provide for public comment. The Board will listen to all comments but will not respond during the meeting)

NEW BUSINESS (Discuss/Action)

- 4. Resolution 2026-03 Appropriation Transfer -Heather Scott **(5 minutes)**9
- 5. Resolution 2026-04 Banner Signers- Heather Scott **(5 minutes)**11
- 6. Resolution 2026-05 LGIP Signers- Heather Scott **(5 minutes)**12

UNFINISHED BUSINESS

N/A

REPORTS (Inform)

- 7. SOHS Report- Jan Wright **(5 minutes)**14
- 8. JCLF Benchmark Report- Ginny Auer **(15 minutes)**17
- 9. Spanish Services Report- Milagros Morales **(15 minutes)**
- 10.FY26 Mid-Year Statistic Report- Regina Mannino **(15 minutes)**21
- 11.Library Report- Kelda Vath **(5 minutes)**58

COMMITTEE AND BOARD MEMBER REPORTS (Inform)

- 12.Finance Data & Metrics **(5 minutes)**68

EXECUTIVE SESSION

Executive Session pursuant to ORS 192.660(2)(f) To consider information or records that are exempt by law from public inspection.

ADJOURNMENT

FUTURE MEETINGS/EVENTS/OBSERVANCES:

February 20th Joint JCLD & JCLF Reception
February 23rd Joint JCLD & JCLF Board Meeting
March 4, 2026 Board Work Session
March 18, 2026 Regular Board Meeting

The Jackson County Library District Board meets regularly at 4:00 p.m. on the third Wednesday of every month at the Medford Library in the Board Conference Room, unless otherwise noticed. You may find proposed agendas and prior meeting minutes at www.jcls.org. If you have further questions or would like to be added to the email notification list, please contact the Executive Assistant at 541-774-6406 or director@jcls.org.

If a physical accommodation is needed to participate in a Jackson County Library District meeting, please contact the Executive Assistant at 541-774-6406. Notification of at least 48 hours prior to the meeting, preferably in writing, will assist us in providing reasonable accommodation.



MINUTES

ATTENDEES

Present at the meeting were: Susan Kiefer (President), Patty Jensen, Marissa Shepherd, Marta Tarantsey and Kevin Keating.

Additional attendees: Kari May (Library Director), Kelda Vath (Assistant Director, Support Services), Joan Vigil (Assistant Director, Public Services), Bryn Fogerty (HR Manager), Josh Letsinger (Community Engagement Manager), Jacquelyn Bunick (Legal Counsel), and Yoli Diaz (note taker)

CALL TO ORDER/ROLL CALL

Director Kiefer called the meeting to order at 10:01 a.m. Roll call was taken, and the Land Acknowledgement read.

ORAL REQUESTS AND COMMUNICATIONS FROM AUDIENCE

The meeting opened with public comments from community members and library staff addressing an incident at the Talent Library involving a patron viewing inappropriate images of children, as well as broader concerns related to library leadership.

EXECUTIVE SESSION

Executive Session pursuant to ORS 192.660(2)(b): To consider the dismissal or disciplining of, or to hear complaints or charges brought against, a public officer, employee, staff member or individual agent who does not request an open hearing.

When the board came out of closed session, they approved two motions:

The leave period of Director May will allow time to gather additional information and receive legal counsel. The Board will reconvene on January 21st to make further determinations.

Motion: Director Tarantsey moved to approve placing Library Director Kari May on immediate administrative leave for two weeks. Director Jensen seconded the motion, and it passed.

Vote:

Kiefer- Yes
Keating- Yes
Shepherd- Yes
Tarantsey- Yes
Jensen- Yes

The Board discussed leadership coverage during Director May's administrative leave, including the need for a designated point of contact.

Motion: Director Keating moved to appoint Kelda Vath as the person in charge while Director May is on administrative leave. Director Shepherd seconded the motion.

Vote:

Kiefer- Yes

Keating- Yes
Shepherd- Yes
Tarantsey- Yes
Jensen- Yes

ADJOURNMENT

Director Kiefer adjourned the meeting at 12:17 p.m.

/s/ Yoli Diaz - Recording Secretary



MINUTES

ATTENDEES

Present at the meeting were: Susan Kiefer (President), Patty Jensen, Marissa Shepherd, Marta Tarantsey and Kevin Keating.

Additional attendees: Josh Letsinger (Community Engagement Manager), Jacquelyn Bunick (Legal Counsel)

CALL TO ORDER/ROLL CALL

Director Kiefer called the meeting to order at 3:45 p.m. Roll call was taken, and the Land Acknowledgement read.

Board of Director's met for a special session. The Board took role and immediately went into a closed executive session. Per Oregon State Law, only the board, invited persons, and members of the media are allowed to attend these closed sessions.

EXECUTIVE SESSION

Executive Session pursuant to ORS 192.660(2)(b): To consider the dismissal or disciplining of, or to hear complaints or charges brought against, a public officer, employee, staff member or individual agent who does not request an open hearing.

When the board came out of closed session, they approved four motions:

Motion: Director Tarantsey moved to authorize JCLD attorney, Jacquelyn Bunick and Board Chair to engage with an HR consulting firm to investigate instances such as the one that happened at the Talent Branch on how it can be prevented and handled accordingly, for an amount not to exceed \$10,000. Director Jensen seconded the motion, and it passed.

Vote:

Kiefer- Yes
Keating- Yes
Shepherd- Yes
Tarantsey- Yes
Jensen- Yes

Motion: Director Tarantsey moved to authorize JCLD attorney, Jacquelyn Bunick and Board Chair to receive cost and timeframe estimates to investigate claims of retaliation, internal culture, and other relevant HR issues. Director Jensen seconded the motion, and it passed.

Amendment to motion: Director Tarantsey clarified the motion is to seek estimates, not to engage in any further action at this time. Director Jensen seconded the motion, and it passed.

Vote:

Kiefer- Yes
Keating- Yes
Shepherd- Yes
Tarantsey- Yes
Jensen- Yes

Motion: Director Tarantsey moved to authorize JCLD attorney, Jacquelyn Bunick and Board Chair to engage an employment law attorney to seek legal guidance to three key legal questions that were identified during the closed executive session of the board meeting. Director Jensen seconded, the motion passed.

Note: The questions were not made public.

Vote:

- Kiefer- Yes
- Keating- Yes
- Shepherd- Yes
- Tarantsey- Yes
- Jensen- Yes

Motion: Director Keating moved to direct staff to obtain details concerning the raw data produced from the 2023 climate survey, Director Shepherd seconded, the motion passed.

Director Tarantsey specified that the data be anonymized.

Vote:

- Kiefer- Yes
- Keating- Yes
- Shepherd- Yes
- Tarantsey- Yes
- Jensen- Yes

In addition, the District continues to work with the Talent Police and the County Sheriff's Department regarding their investigation into the activity reported at the Talent Branch. The investigation is ongoing, and no additional information is available at this time. Investigators indicated they hope to conclude the investigation as soon as possible.

ADJOURNMENT

Director Kiefer adjourned the meeting at 6:30 p.m.

/s/ Yoli Diaz - Recording Secretary



MINUTES

ATTENDEES

Present at the meeting were: Susan Kiefer (President), Patty Jensen, Marissa Barrientos Shepherd, Marta Tarantsey and Kevin Keating.

Additional attendees: Kari May (Library Director), Heather Scott (Finance manager), Kelda Vath (Assistant Director, Support Services), Joan Vigil (Assistant Director, Public Services), Bryn Fogerty (HR Manager), Josh Letsinger (Community Engagement Manager), Jacquelyn Bunick (Legal Counsel), and Yoli Diaz (note taker)

CALL TO ORDER/ROLL CALL

Director Kiefer called the meeting to order at 3:47 p.m. Roll call was taken, and the Land Acknowledgement read.

INTRODUCTIONS / PROCLAMATIONS

NA

Director Kiefer requested to amend the agenda and add Finance Manager Heather Scott to discuss the process for using contingency funds to the agenda.

MOTION: Director Tarantsey moved to approve to add discussion of contingency funds to the agenda; Director Jensen seconded, the vote was unanimous, and the motion passed.

CONSENT AGENDA

MOTION: Director Jensen moved to approve the consent agenda; Director Tarantsey seconded, the vote was unanimous, and the motion passed.

ORAL REQUESTS AND COMMUNICATIONS FROM AUDIENCE

Several community members voiced concerns and fears about ICE and potential federal enforcement actions in public spaces, particularly libraries, emphasizing that libraries must remain safe and welcoming places for all. Another patron spoke about the library's role as a center for knowledge and shared an Oregon Department of Justice civil rights guidance sheet.

Public comments continued from library staff addressing the incident at the Talent Library involving a patron viewing inappropriate images of children. One employee shared her perspective, stating that it is not fair for all the blame to be placed on Library Director May. She asked the board to carefully consider all perspectives and documentation before decisions are made.

NEW BUSINESS

Administrative Action

Director Kiefer gave an update on the administrative actions being taken regarding the Talent Library Incident. She shared that the library has contracted HR Answers to conduct an internal investigation into the Talent incident, including interview, policy reviews and recommendations, and that a separate investigation into operations has also been authorized by the board. She noted progress on follow-up to a past staff climate survey, ongoing efforts to obtain the additional data, and the administrative leave of Library Director Kari May with interim leadership assigned to Kelda Vath, Assistant Director Support Services.

Process for using Contingency Funds

Finance Manager Heather Scott presented an outline of the process for using contingency funds, noting the need to anticipate investigation related costs and remain within budget limits. She explained that transfer under the 15% threshold required an appropriation of transfer resolution, which must specify the purpose, amount, and legal authority for expenditures with ongoing costs tracked and reported as estimates are refined. Director Tarantsey asked whether the use of contingency funds would impact employee wages/salary budgets, Finance Manager Scott confirmed that it would not.

Unfinished Business

Union Update

HR Manager Brynn Fogerty provided an update on ongoing union negotiations, noting that there is tentative meeting dates scheduled for the next few weeks. She mentioned that adjustments may be necessary given current circumstances. Fogerty is compiling information requested by the union. Director Kiefer asked about the possibility of a Board member participating in or observing the negotiations. Fogerty responded that, based on her experience, it's not common; she would inquire whether that would be recommended. She emphasized that the goal is to complete the negotiations smoothly.

REPORTS

Director's Report

Kelda Vath (Assistant Director, Support Services) reported on recent branch and community activities, including the successful rollout of McNaughton rotation system to move high demand material throughout branches and highlighted several popular programs and events such as themed activities, at home services, the Jacksonville Victorian Christmas parade, and an upcoming Rogue Read author talk with over 530 registrants. Director Shepherd asked about the rotation systems' mechanics, and Vath further explained the automated 60-day branch to branch rotation process and how branches can pause items if needed. Director Tarantsey encouraged the board to review NPS survey feedback.

COMMITTEE REPORTS

Relationship Committee

Director Jensen shared that one of the committee's main priorities is bringing the JCLD Board and JCLF Board together. The committee is planning a meet-and-greet series at library locations to help staff get to know the Foundation board members who represent them, with the hope of expanding the effort to the broader community if successful. Director Kiefer added that the two boards have a joint JCLD and JCLF Board meeting scheduled for February 3rd.

Advocacy Committee

Director Tarantsey provided an update on the Advocacy Committee, sharing positive feedback on the Library Champions newsletter and noting that community members are highly engaged and passionate about library-related policy issues. She encouraged Board members to promote newsletter sign-ups within their networks. This month's edition focuses on the Oregon legislative session, highlighting how to track relevant bills and

provide public comment. Director Tarantsey will also represent Southern Oregon as part of Oregon's delegation to the Chief Officers of State Library Agencies meeting in March and will report back afterward.

Facilities Committee

Director Kiefer provided an update following a recent Facilities Committee meeting. Flooring at the Rogue River branch has been completed, and the committee plans to award the pollinator garden contract to Gary Krause Landscaping and Design, with work expected to be finished by spring. Site inspections for the Applegate land donation are moving forward. Artist Peter Erskine of Solar Spectrum Art and the 100 Libraries Project is tentatively planning to begin prism installations at select branches at the end of February pending contract signing. Additional projects include new flooring and carpet at the Jacksonville Library, progress on the Ashland-stained glass artwork installation, and planning for Purple Air monitor deployment pending electrical needs. Ausland Design is developing design guidelines related to facilities planning, and options are being explored to better utilize the upstairs computer classroom at the Medford Library by dividing the space.

The Board went into Executive Session

When the board came out of closed session, they approved four motions:

Director Keating moved to authorize Board President Susan Kiefer to sign a written request to Kari May to resign and move to dismissal on behalf of the board pursuant section 12.1.2 of her employment agreement. Director Tarantsey seconded, the motion passed.

- Kiefer-Yes
- Tarantsey- Yes
- Jensen-Yes
- Shepherd-Yes
- Keating-Yes

Director Keating moved that a district legal counsel be authorized to enter into termination agreement negotiations with Kari May. Director Tarantsey seconded, the motion passed.

- Kiefer-Yes
- Tarantsey-Yes
- Jensen-Yes
- Shepherd-Yes
- Keating-Yes

Director Keating moved to authorize Susan Kiefer to enter into a retention agreement with Amy Arendt DBA attorney conducted workplace investigations of up to \$10,000 to conduct an internal investigation of the district's Human Resources Department. Director Jensen seconded, the motion passed.

- Kiefer-Yes
- Tarantsey-Yes
- Jensen-Yes
- Shepherd-Yes
- Keating-Yes

Director Keating moved to extend administrative leave until noon on January 29th. Director Tarantsey, the motion passed.

- Kiefer-Yes
- Tarantsey-Yes
- Jensen-Yes
- Shepherd-Yes
- Keating-Yes

Another Special Board Meeting Executive Session will be held Thursday, January 29th at 10:15am.

Director Kiefer adjourned the meeting at 5:44 p.m.

/s/ Yoli Diaz - Recording Secretary

RESOLUTION: 2026-03

A RESOLUTION AUTHORIZING A BUDGET TRANSFER IN THE ADOPTED FISCAL YEAR 2025-2026 BUDGET.

This matter comes before the Board of Directors of Jackson County Library District regarding a budget transfer in the fiscal year 2025-2026 adopted budget.

WHEREAS, THE BOARD OF THE JACKSON COUNTY LIBRARY DISTRICT FINDS:

- A. The Jackson County Library District Board of Directors adopted the 2025-2026 budget and made appropriations for the 2025-2026 fiscal year; and
- B. Subsequent to the budget adoption, unexpected costs will be incurred related to the termination of the Library Director, estimated as follows
 - a. \$80,000 in legal fees
 - b. \$10,000 additional Board Professional Development
 - c. \$130,000 severance and vacation payout; and
- C. Budgeted contingency in the District’s general fund exists in amounts sufficient to cover the additional costs; and
- D. ORS 294.463 allows the Board of Directors to authorize a transfer of appropriations within funds by resolution, so long as the contingency appropriation transfers in aggregate are less than 15% of the total appropriations of the fund contained in the original adopted budget.

BE IT RESOLVED:

- 1. **The Board of Directors of the Jackson County Library District authorizes the following budget transfers and revisions to the FY 2025-2026 adopted budget as follows:**

General Fund	ADOPTED BUDGET	TRANSFER	AMENDED BUDGET
<u>Program:</u> Administrative Services Not Allocated to Organizational Unit or <u>Program:</u> Contingency	\$ 1,555,238	\$ 220,000	\$ 1,775,238
	\$ 500,000	\$ (220,000)	\$ 280,000

The above resolution statement was approved by the Board of the Jackson County Library District and declared adopted this 18th day of February, 2026.

By:

Attest:

Susan Kiefer, Board President

Yoli Diaz, Recording Secretary

Board Vote:

- Susan Kiefer_____
- Patty Jensen_____
- Marta Tarantsey_____

- Marissa Barrientos Shepherd_____
- Kevin Keating_____

RESOLUTION: 2026-04

A RESOLUTION DESIGNATING BANNER BANK, LOCATED IN MEDFORD, OREGON, AS A DEPOSITORY OF FUNDS FOR THE JACKSON COUNTY LIBRARY DISTRICT AND DESIGNATING AUTHORIZED PERSONNEL AND SIGNERS FOR THE BANNER BANK CHECKING ACCOUNT.

WHEREAS THE BOARD OF THE JACKSON COUNTY LIBRARY DISTRICT FINDS:

A. At its regular meeting on June 4, 2015, the Board approved Resolution 2015-06, authorizing the opening of a checking account at AmericanWest Bank (now Banner Bank) and designating authorized personnel to transact business with Banner Bank and sign checks or authorize withdrawals from the account with Banner Bank.

B. It is the District's practice to reauthorize its bank accounts and designated personnel and signers at its annual organizational meeting in July.

C. It is the practice that the Board designate its President and Vice President, as well as the Library Director, Finance Manager, and Assistant Directors as authorized signers on the Banner Bank checking account.

BE IT RESOLVED:

1. **That former Library Director Kari May is hereby removed as authorized user on the District's Banner Bank Account.**
2. **That JCLD Finance Manager Heather Scott, Assistant Director of Support Services Kelda Vath, and Assistant Director of Public Services Joan Vigil are hereby authorized to transact business with Banner Bank on behalf of the Jackson County Library District.**
3. **The following persons are authorized to sign checks or authorize withdrawals from the checking account with Banner Bank on behalf of the Jackson County Library District: President Susan Kiefer, Vice President Kevin Keating, Library Assistant Director Kelda Vath, Assistant Director Joan Vigil, and Finance Manager Heather Scott.**

The above resolution statement was approved by the Board of the Jackson County Library District and declared adopted this 18th day of February, 2026.

By:

Attest:

Susan Kiefer, Board President

Yoli Diaz, Recording Secretary

Board Vote:

- Susan Kiefer_____
- Patty Jensen_____
- Marta Tarantsey_____
- Marissa Barrientos Shepherd_____
- Kevin Keating_____

RESOLUTION: 2026-05

A RESOLUTION DESIGNATING THE OREGON STATE TREASURY LOCAL GOVERNMENT INVESTMENT POOL (LGIP) AS A DEPOSITORY OF FUNDS FOR THE JACKSON COUNTY LIBRARY DISTRICT AND DESIGNATING AUTHORIZED PERSONNEL AND SIGNERS FOR THE LGIP ACCOUNT

WHEREAS, THE BOARD OF THE JACKSON COUNTY LIBRARY DISTRICT FINDS:

A. At its regular meeting on June 4, 2015, the Board approved Resolution 2015-07, authorizing the opening of an investment pool account through the Oregon State Treasury Local Government Investment Pool (LGIP) and designating authorized personnel to transact business with the LGIP and sign or initiate bank account information changes on behalf of the Jackson County Library District.

B. It is the District's practice to reauthorize its bank accounts and designated personnel and signers at its annual organizational meeting in July.

C. It is the District's practice that the Board President, Board Vice President, the Finance Manager, and the Library Director are designated as authorized signers on the LGIP account.

BE IT RESOLVED:

- 1. That former Library Director Kari May is hereby removed as authorized user on the District's LGIP account.**
- 2. Assistant Director of Support Services Kelda Vath will temporarily be added as an authorized signer on the LGIP account until an Interim Library Director or Library Director is authorized to be added to the account.**
- 3. That Finance Manager Heather Scott, and Assistant Director of Support Services Kelda Vath are hereby authorized to transact business with the LGIP account through the Oregon State Treasury on behalf of the Jackson County Library District.**
- 4. That the following persons are hereby authorized to sign documents or initiate bank account information changes for the Oregon State Treasury LGIP account on behalf of the Jackson County Library District: President Susan Kiefer, Vice President Kevin Keating, Assistant Director of Support Services Kelda Vath, and Finance Manager Heather Scott.**

The above resolution statement was approved by the Board of the Jackson County Library District and declared adopted this 18th day of February, 2026.

By:

Attest:

Susan Kiefer, Board President

Yoli Diaz, Recording Secretary

Board Vote:

- Susan Kiefer_____
- Patty Jensen_____
- Marta Tarantsey_____

- Marissa Barrientos Shepherd_____
- Kevin Keating_____

Southern Oregon Historical Society Research Library

Report: January – Dec 2025

Jackson County Library Services generously supported the following activities and projects of the Southern Oregon Historical Society Research Library during the year 2025.

Volunteers contributed 3495.5 hours on the following projects:

Scanning thousands of photographs

uploading over 4000 photographs and over 2000 documents to PastPerfect

Hundreds of Mega Index entries

Hundreds of Photo Index entries

Cataloging Mezzanine materials that have never been processed

Digitizing films and oral history tapes.

Writing bi-weekly articles for the *Grants Pass Courier*.

The community's desire to share their histories with SOHS is demonstrated by the many donations of archival materials and objects coming from 80 different donors have been processed.

Noteworthy donations in 2025 include:

- Jeff LaLande's binder on archaeological and historical sites
- Issues of the Lesbian publications "We Moon" magazine and calendars
- Archives from the disbanded University Club of Medford,
- Elaine Witteveen's sketchbook
- An original Dorland Robinson painting
- WWII letters from LaVern Johnston to his parents in Medford
- A floor spring from Ed's Oasis dance floor in Eagle Point
- Drums from the Kilty Band in Ashland
- Letters from a soldier at Camp White 1940s.

The total number of visitors in-person, phone calls, emails and letters for the year numbered 1621. That number includes 417 visitors (in-person) from Jackson County and over 200 from elsewhere. Five hundred fifty (not counting spam and promotions) emails with inquiries kept us busy.

The renovations in our building for an Event Center that we have long waited for is now underway. The roof and H/vac system are being replaced as the first phase of the project. In another phase we will also be remodeling the upper floor to create a museum. The archivist is a member of the Museum Planning Committee, which is actively engaged in gathering community information to survey the public with questions about what they would like to see in the new museum. A complete reorganization of the collections area is also being planned.

SOHS Online Collection Search Stats

July-December 2025

Number of Searches

	Total Searches	% of Total
Keyword Search	3,860	69.4%
Random Images	449	8.1%
Photo Catalog	380	6.8%
Advanced Search	266	4.8%
Archive Catalog	209	3.8%
People	198	3.6%
Library Catalog	106	1.9%
Objects Catalog	94	1.7%
Containers	0	0.0%
Exhibits	0	0.0%
Grand Total	5,562	100.0%

20 Most Common Searches

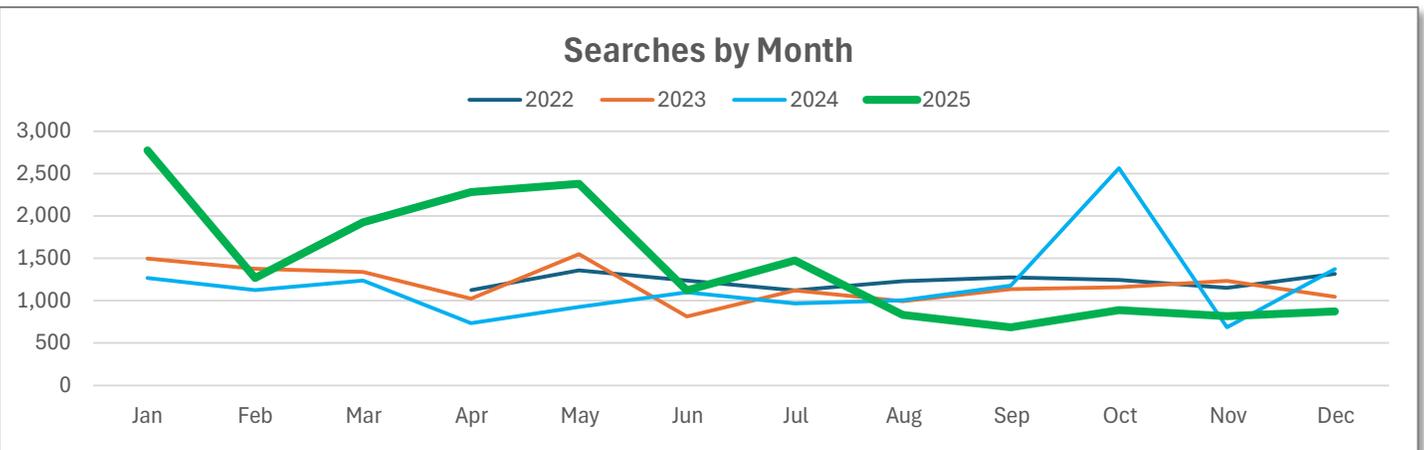
Search String	Search Type	Searches
	Random Images	449
2025.24	Keyword Search	20
1975.9.40	Keyword Search	18
Copco and dam	Keyword Search	18
1965.7.27	Keyword Search	17
Description = schilling	Advanced Search	17
1963.80.5	Keyword Search	16
1965.118.4.14	Keyword Search	16
Britt	Keyword Search	16
Indians	Keyword Search	16
Jacksonville	Keyword Search	15
1965.50.2	Keyword Search	13
John and boyle	Keyword Search	12
1980.12.30	Keyword Search	10
JC penney	Keyword Search	10
Britt and painting	Objects Catalog	10
"Quilt"	Keyword Search	9
1976.136.55	Keyword Search	9
takelma	Keyword Search	9
"central point herald"	Keyword Search	8
Grand Total		708

Searches by Year

	Total Searches	YOY %
2023	14,289	29.2%
2024	14,157	-0.9%
2025	17,309	22.3%
Grand Total	45,755	

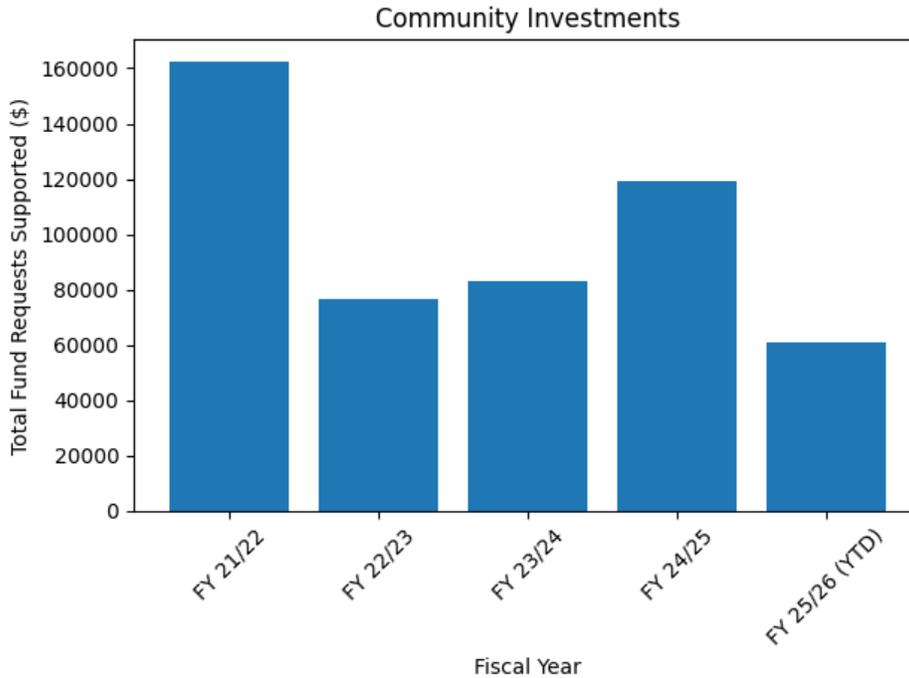
Searches by Month

Total Searches	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Grand Total
2022				1,123	1,360	1,236	1,122	1,228	1,276	1,245	1,151	1,315	11,056
2023	1,498	1,376	1,340	1,022	1,549	816	1,121	993	1,136	1,159	1,232	1,047	14,289
2024	1,267	1,126	1,237	733	926	1,098	965	1,006	1,178	2,565	685	1,371	14,157
2025	2,775	1,269	1,924	2,281	2,379	1,119	1,472	831	685	887	816	871	17,309



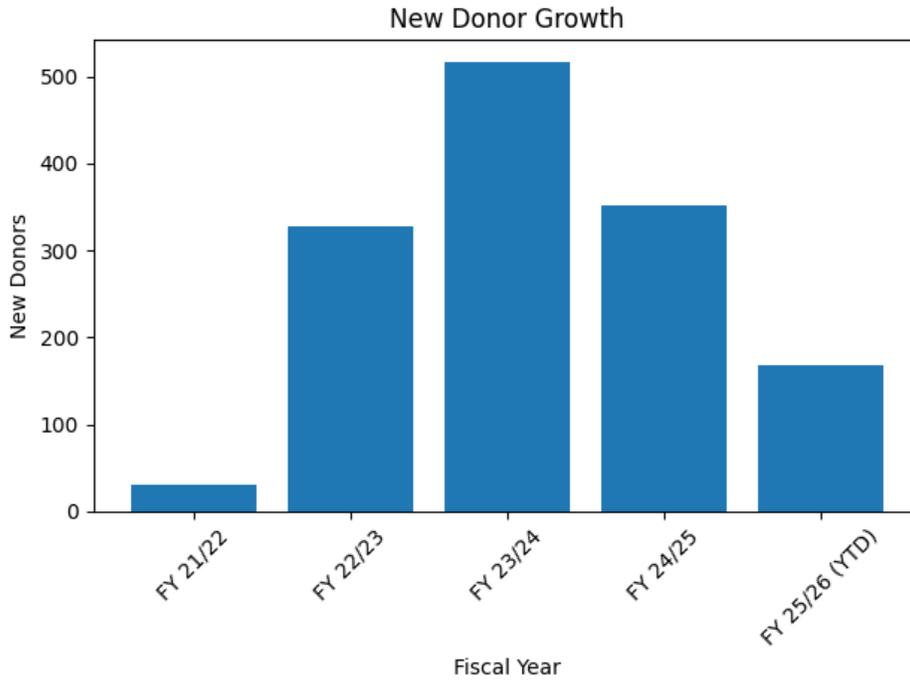
Board Benchmark Report

1. Community Investments (Funds Distributed to JCLS)



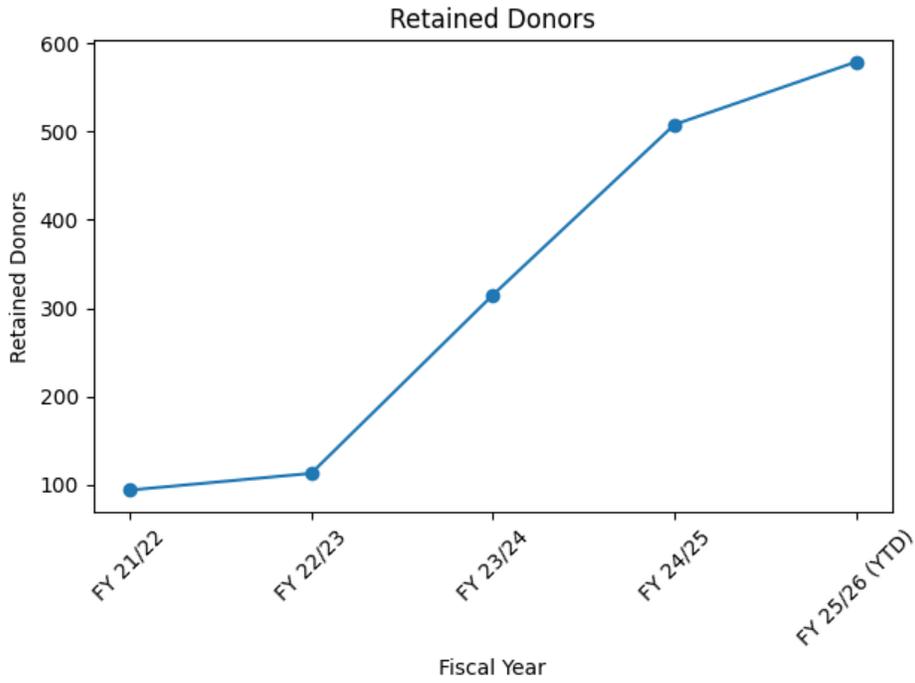
Fiscal Year	Total Fund Requests Supported (\$)
FY 21/22	\$162,231.43
FY 22/23	\$76,630.0
FY 23/24	\$82,978.8
FY 24/25	\$119,218.27
FY 25/26 (YTD)	\$60,837.0

2. New Donor Growth



Fiscal Year	New Donors
FY 21/22	30
FY 22/23	328
FY 23/24	516
FY 24/25	352
FY 25/26 (YTD)	168

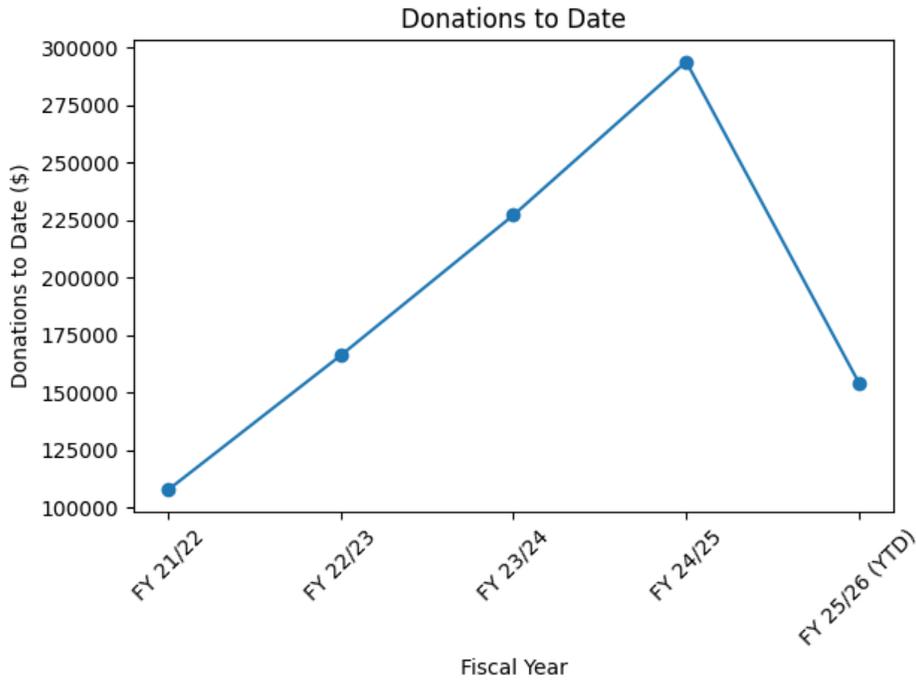
3. Retained Donors



Fiscal Year	Retained Donors
FY 21/22	94
FY 22/23	113
FY 23/24	315
FY 24/25	508
FY 25/26 (YTD)	579

4. Funds Raised

Totals exclude one-time gifts and bequests to reflect underlying fundraising performance.



Fiscal Year	Donations to Date (\$)
FY 21/22	\$107,711.0
FY 22/23	\$166,179.0
FY 23/24	\$227,180.55
FY 24/25	\$293,902.07
FY 25/26 (YTD)	\$154,288.0 (note, this report is as of the end of December and reflects only half of the fiscal year. The other dots reflect a full fiscal year)

6. Oregon Community Foundation Endowment continues to grow at 4.5 percent.



FY26
Mid-year
Statistics Report & Strategic Plan Metrics

February 2025
Regina Mannino
Data & Analytics Coordinator

Presentation Agenda

Key Performance Indicators (KPIs)

1. Total Circulation
2. Physical Circulation
3. Digital Circulation
4. Library Visits
5. New Cardholders
6. Branch Computer Usage

Strategic Plan Metrics (SPMs)

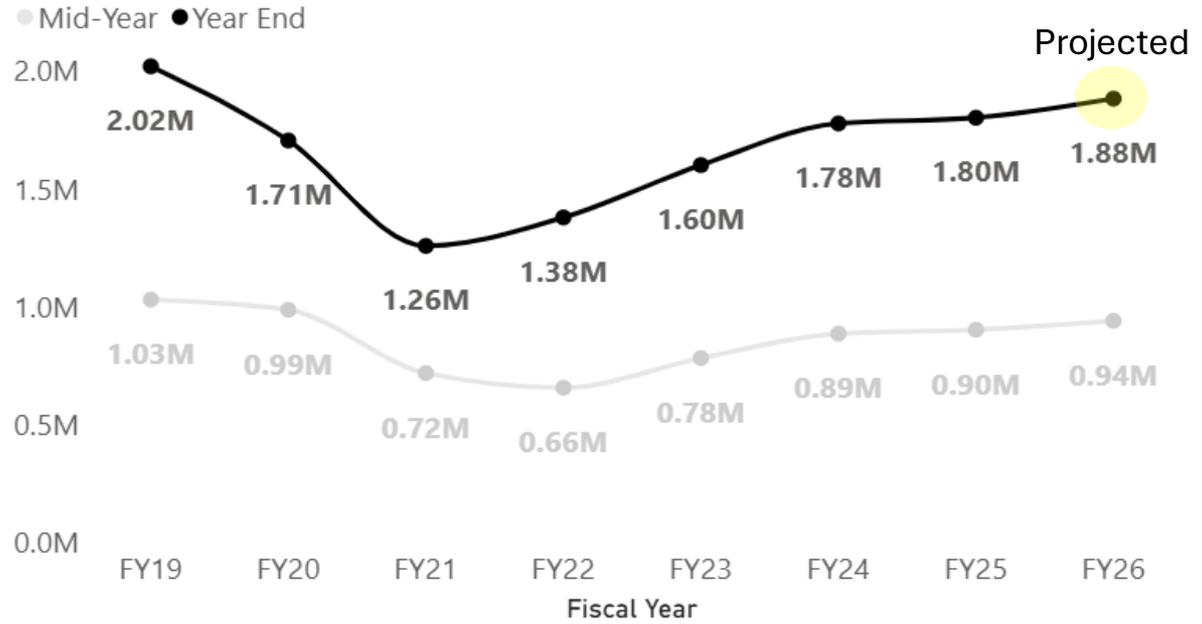
1. Spanish Collection
2. Library of Things (LOT) Circulation
3. Physical vs. Digital Circulation
4. Program Offerings & Attendance
5. Community Outreach by Focus
6. Community Resource Referrals
7. Staff Training & Professional Development

Special Section

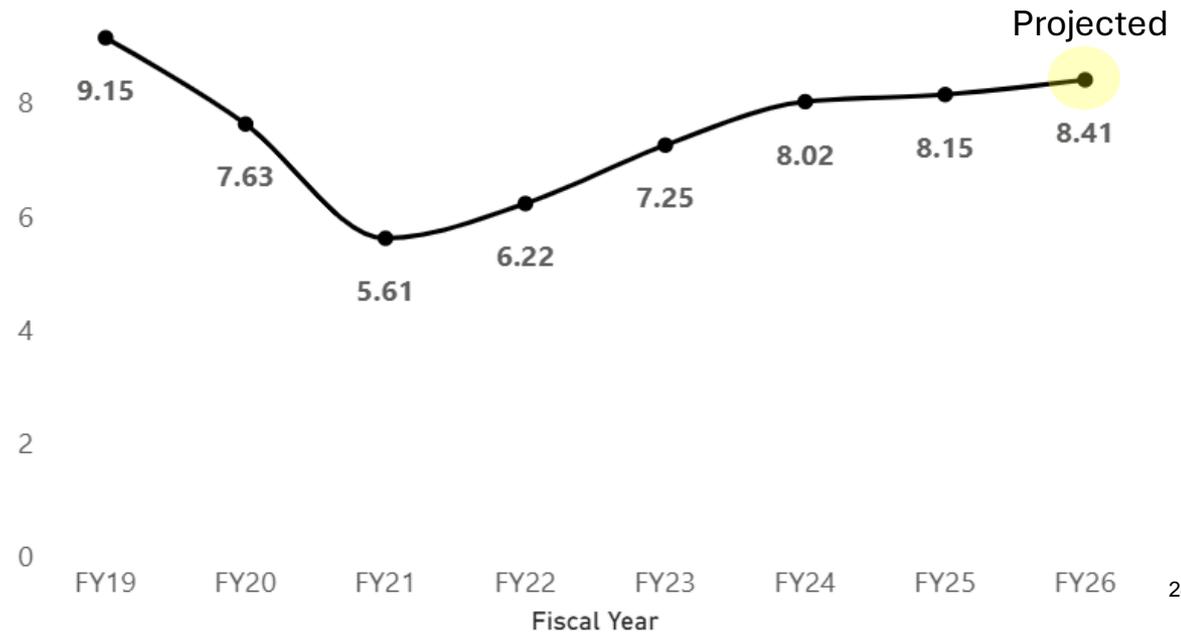
National trends

Key Performance Indicators (KPIs)

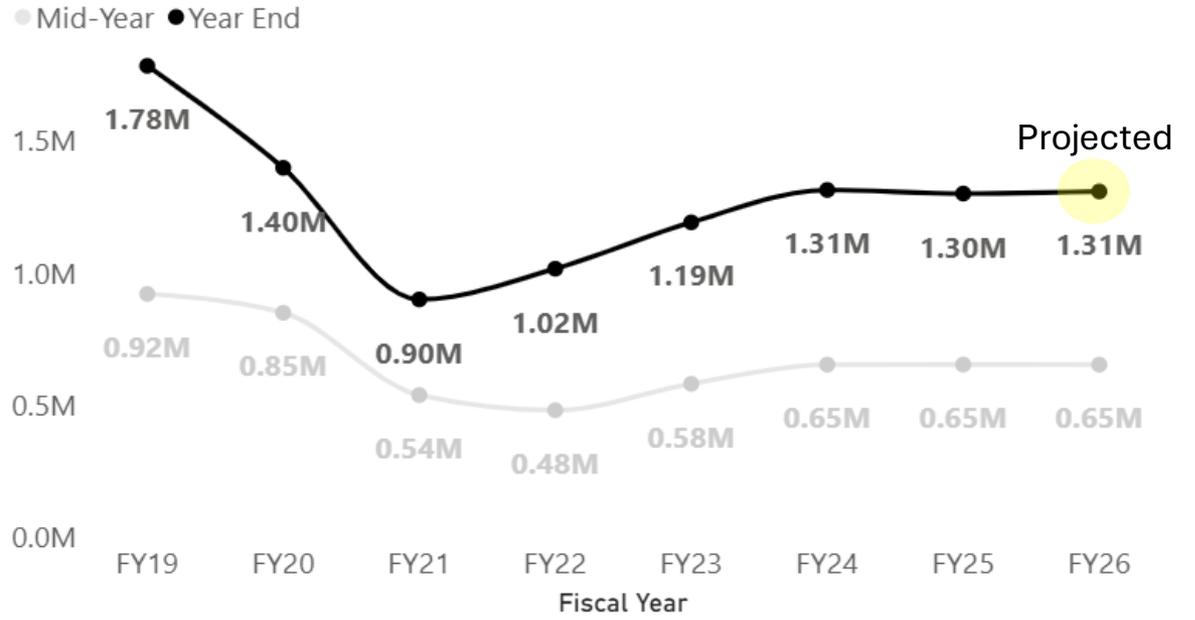
Total Circulation



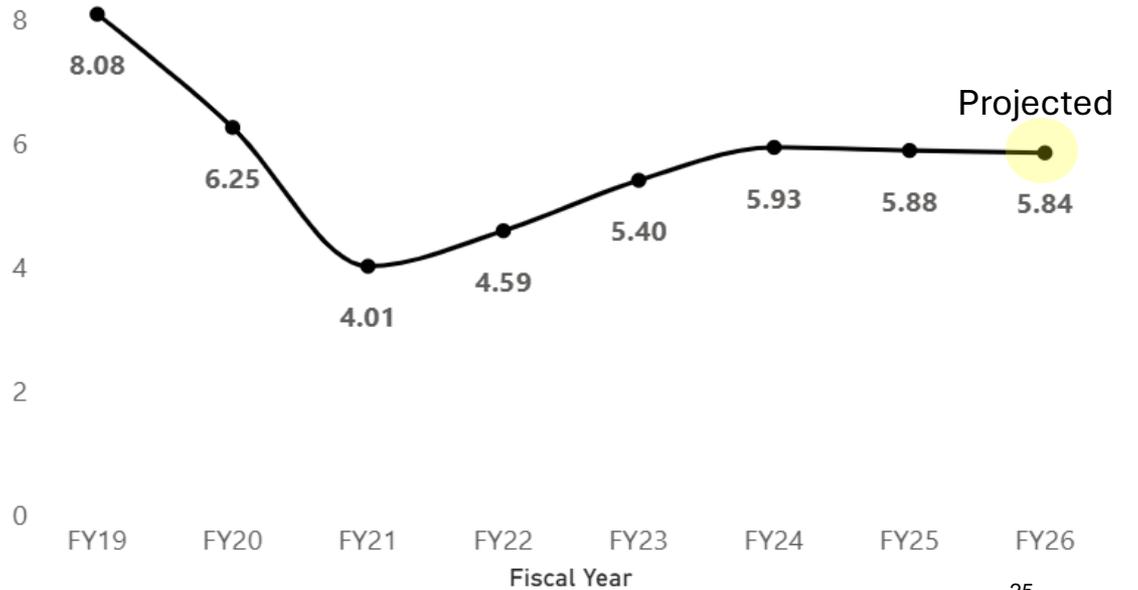
Total Circulation Per Capita



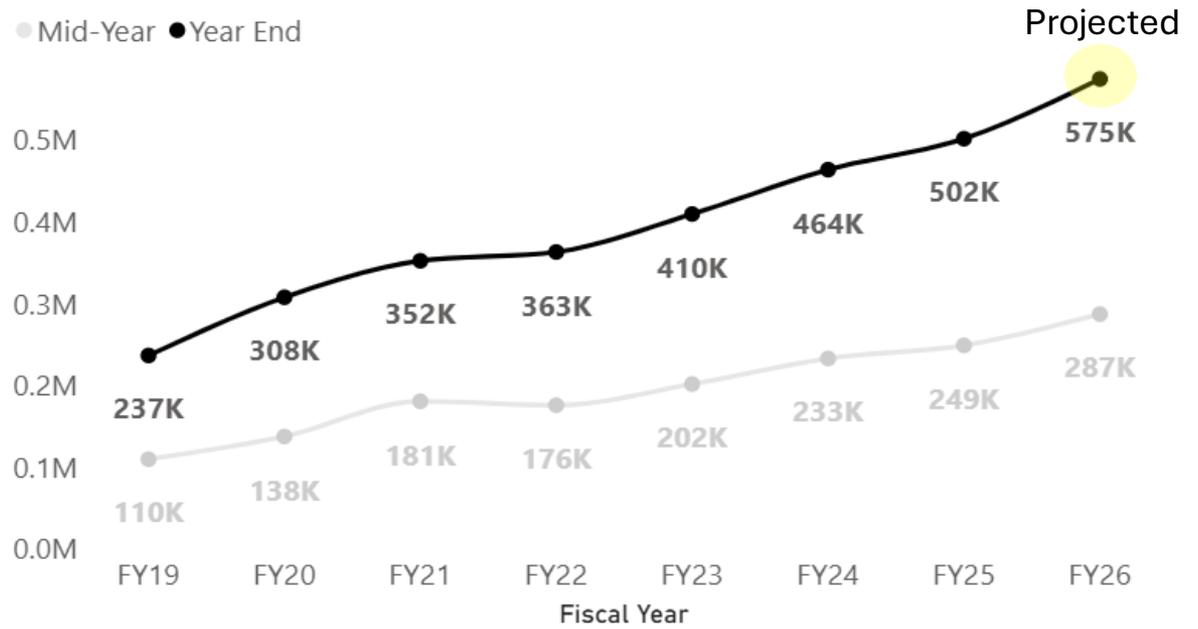
Physical Circulation



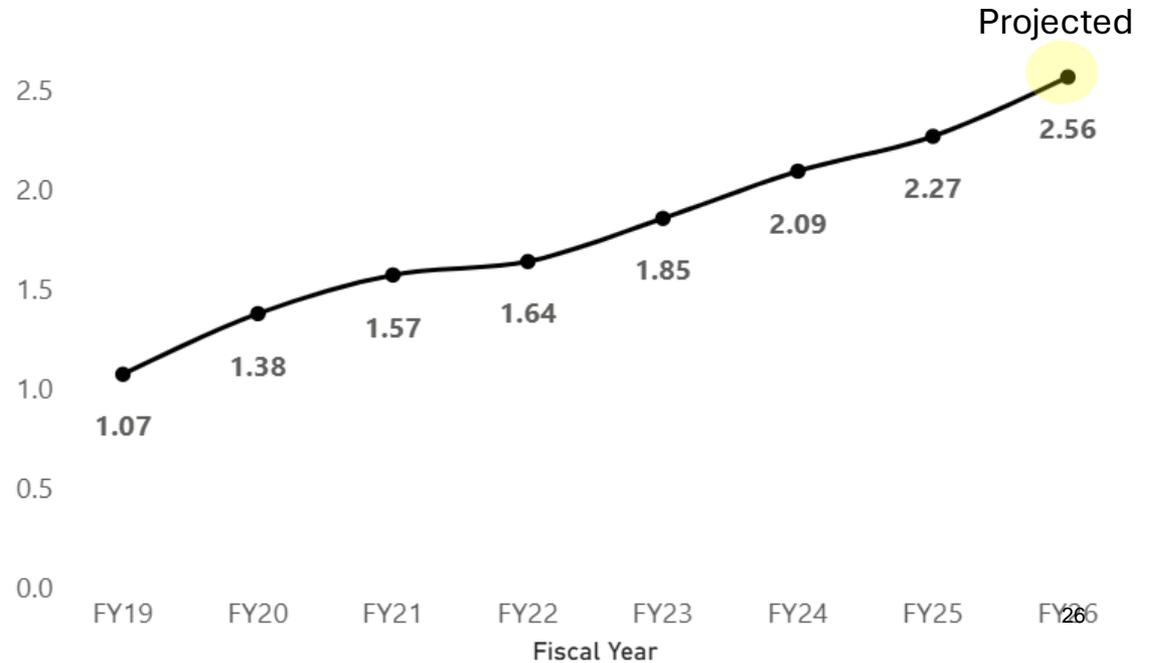
Physical Circulation Per Capita



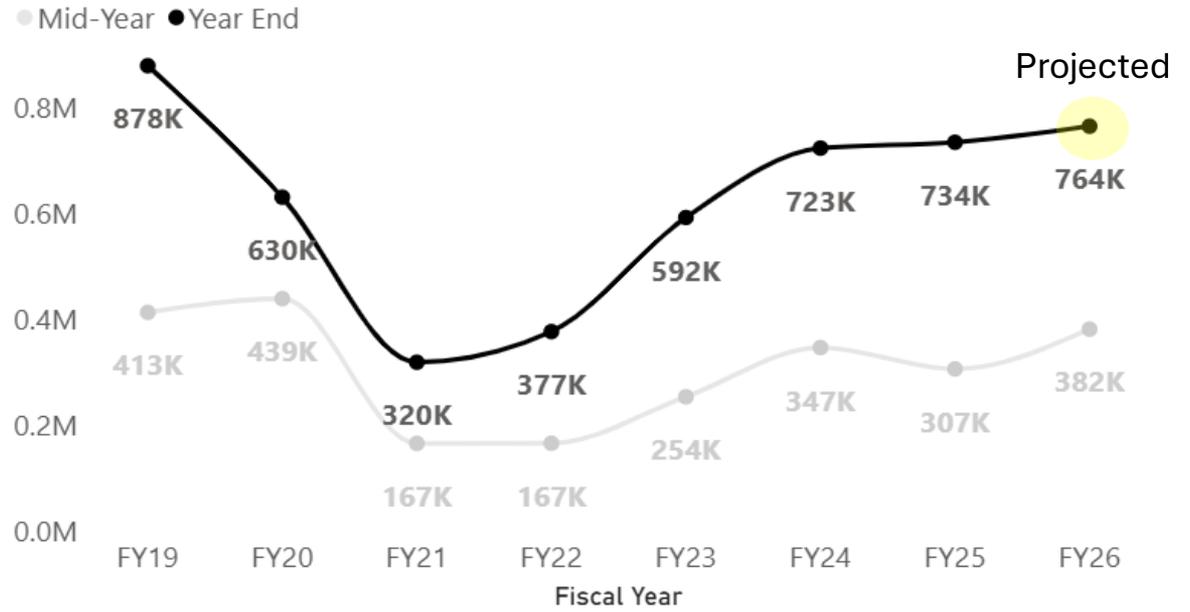
Digital Circulation



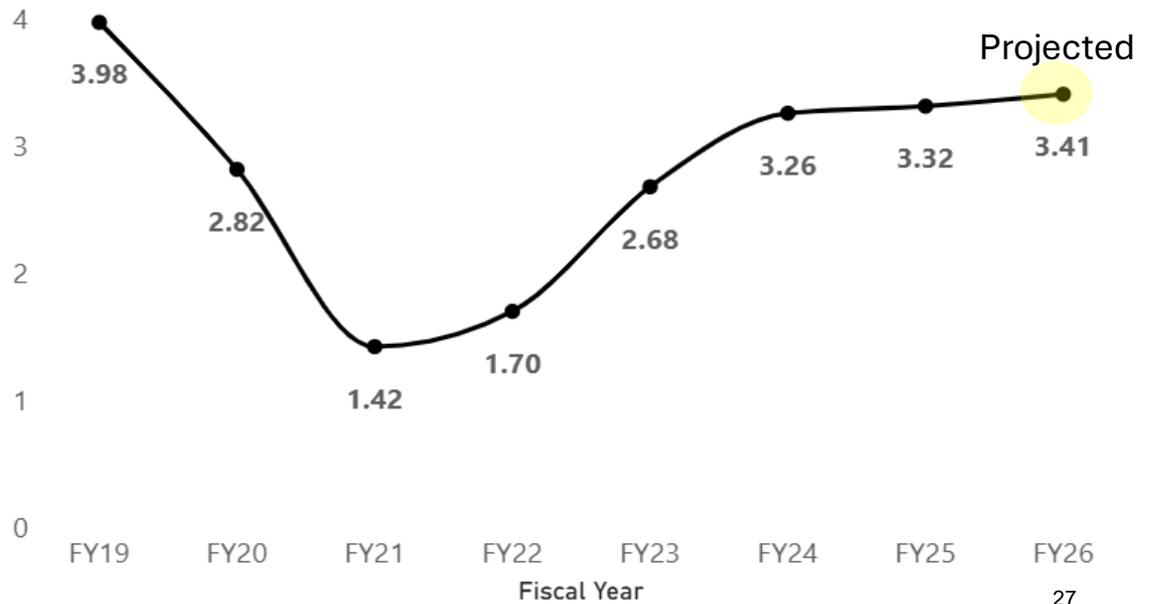
Digital Circulation Per Capita



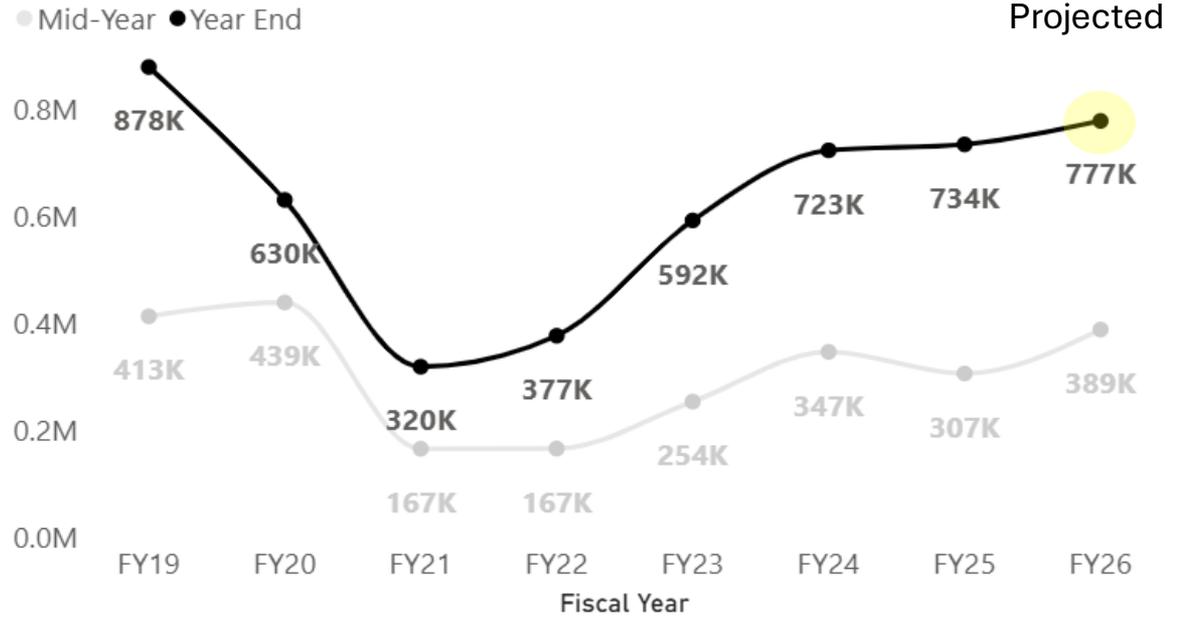
Library Visits – Actual Recorded



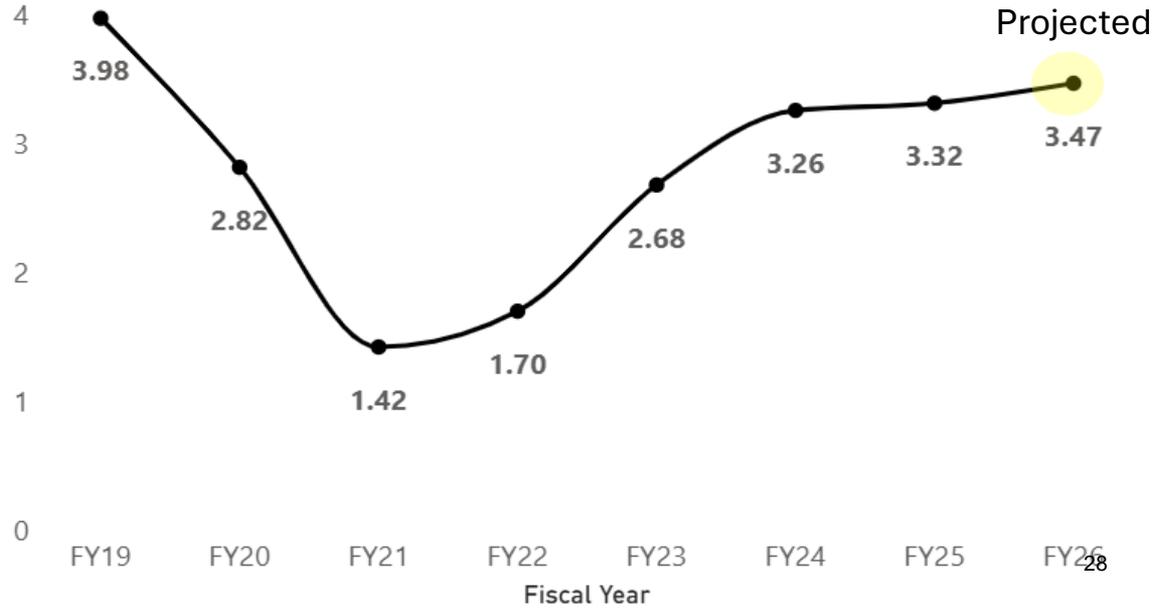
Library Visits Per Capita



Library Visits Adjusted

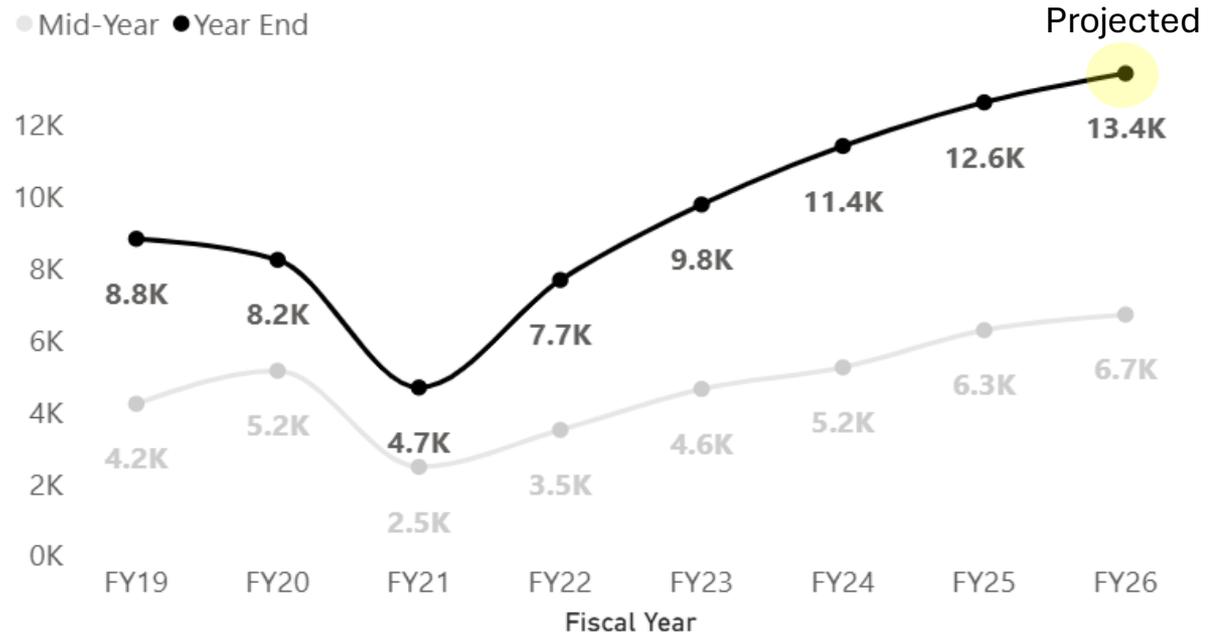


Library Visits Per Capita

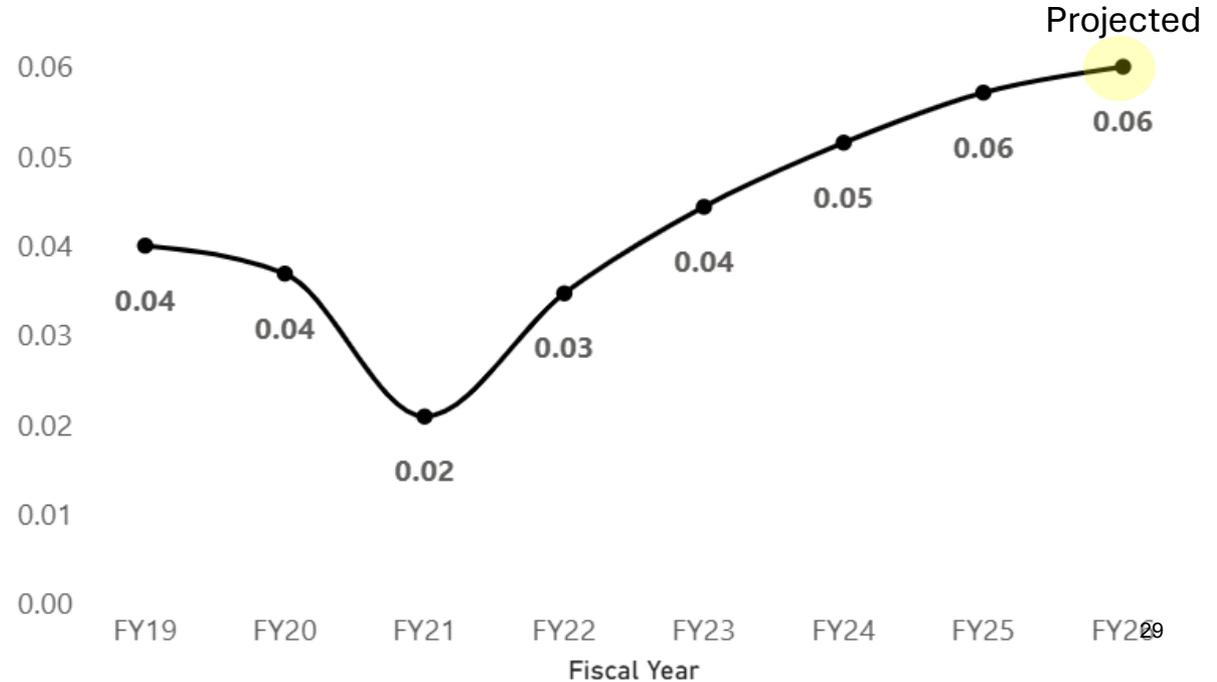


New Cardholders

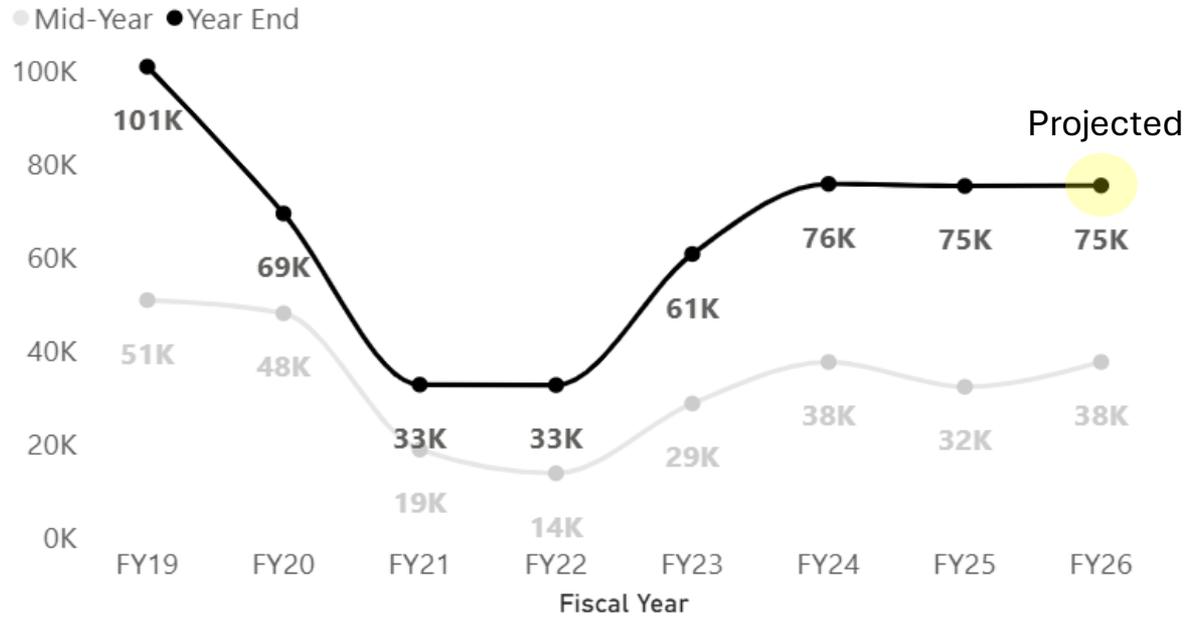
● Mid-Year ● Year End



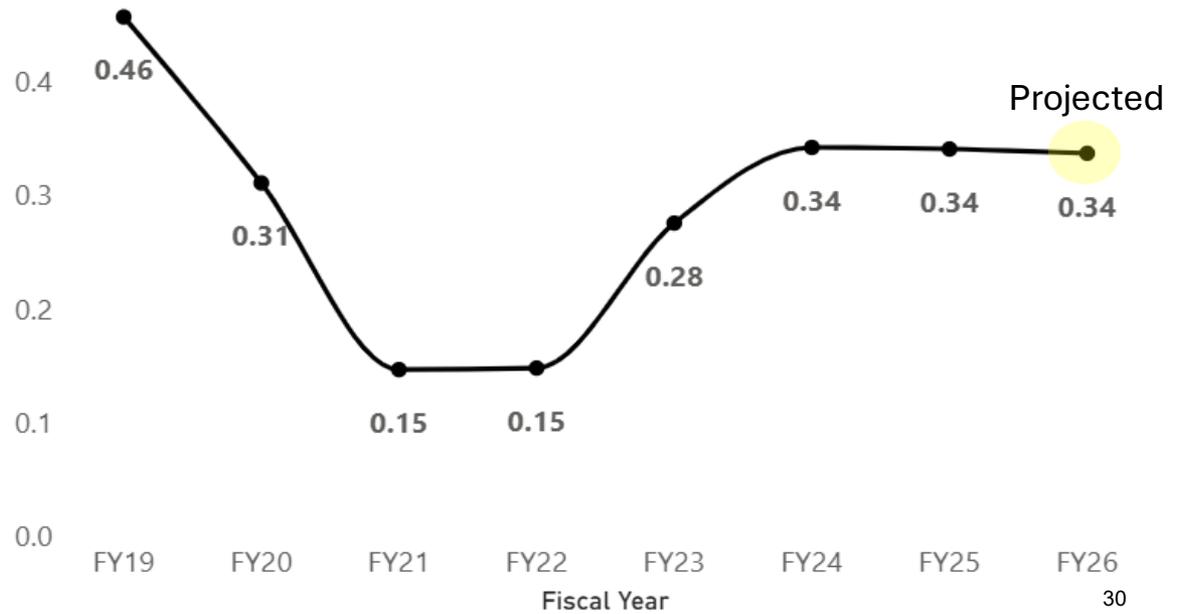
New Cardholders Per Capita



Computer Use



Computer Use Per Capita



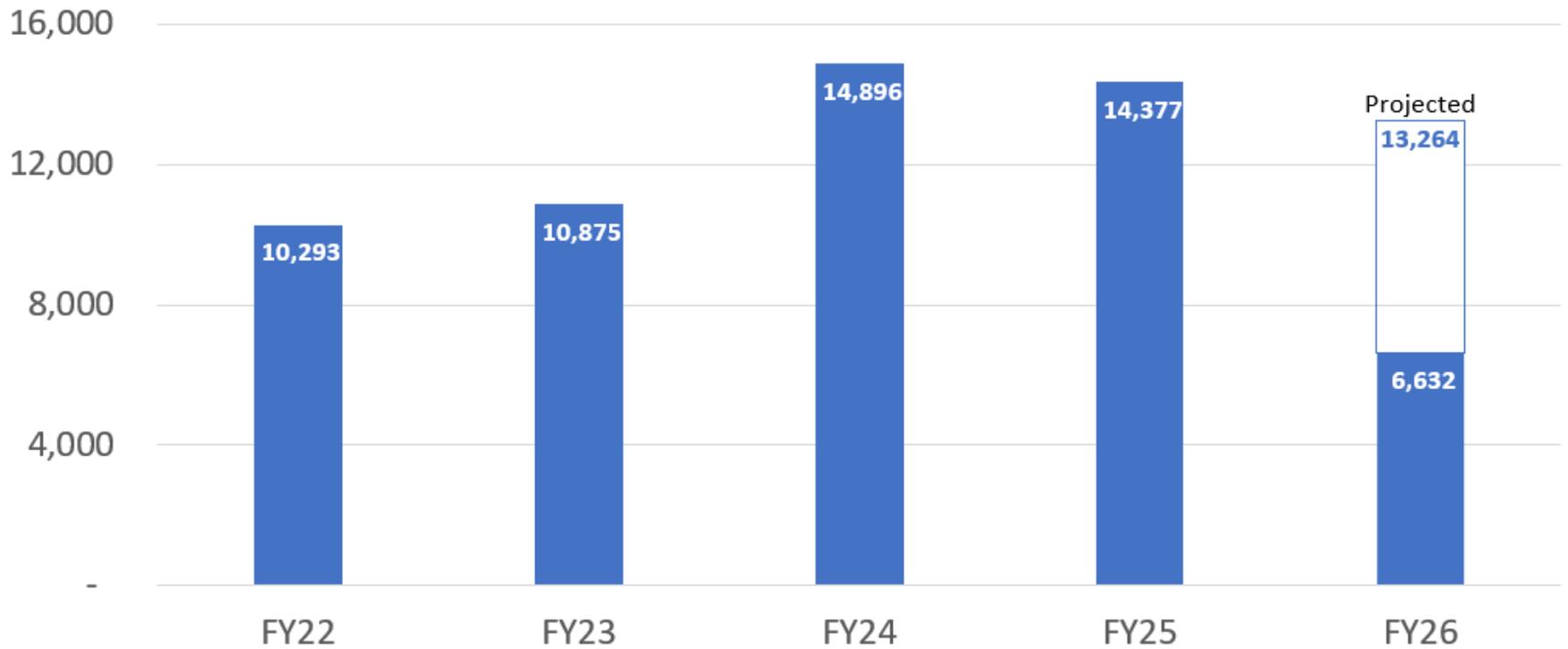
Data Table

Projected

	FY19	FY20	FY21	FY22	FY23	FY24	FY25	FY26
Year End								
Total Circulation	2,020,173	1,705,737	1,259,135	1,379,830	1,601,626	1,778,047	1,802,380	1,883,278
Physical Circulation	1,783,469	1,397,933	900,644	1,016,709	1,192,126	1,314,339	1,300,862	1,308,750
Digital Circulation	236,704	307,804	352,363	363,121	409,500	463,708	501,518	574,528
Library Visits - Recorded	877,746	630,208	319,512	377,237	592,023	722,602	733,593	763,866
Library Visits - Adjusted	877,746	630,208	319,512	377,237	592,023	722,602	733,593	777,420
New Cardholders	8,832	8,245	4,688	7,684	9,788	11,417	12,633	13,440
Computer Usage	100,839	69,458	32,869	32,775	60,792	75,783	75,331	75,432
Jackson County Population	220,815	223,620	224,353	221,669	220,768	221,644	221,232	224,013
Per Capita (Total Circulation)	9.15	7.63	5.61	6.22	7.25	8.02	8.15	8.41
Per Capita (Physical Circulation)	8.08	6.25	4.01	4.59	5.40	5.93	5.88	5.84
Per Capita (Digital Circulation)	1.07	1.38	1.57	1.64	1.85	2.09	2.27	2.56
Per Capita (Library Visits - Recorded)	3.98	2.82	1.42	1.70	2.68	3.26	3.32	3.41
Per Capita (Library Visits - Adjusted)	3.98	2.82	1.42	1.70	2.68	3.26	3.32	3.47
Per Capita (New Cardholders)	0.04	0.04	0.02	0.03	0.04	0.05	0.06	0.06
Per Capita (Computer Usage)	0.457	0.311	0.147	0.148	0.275	0.342	0.341	0.337
Mid-Year								
Total Circulation	1,031,371	988,101	720,075	657,949	783,509	887,499	903,856	941,639
Physical Circulation	921,423	850,364	539,371	482,030	581,762	654,438	654,797	654,375
Digital Circulation	109,948	137,737	180,704	175,919	201,747	233,061	249,059	287,264
Library Visits - Recorded	413,416	439,194	166,664	166,979	254,466	347,169	306,845	381,933
Library Visits - Adjusted	413,416	439,194	166,664	166,979	254,466	347,169	306,845	388,710
New Cardholders	4,234	5,155	2,478	3,506	4,648	5,249	6,285	6,720
Computer Usage	50,932	48,127	18,985	13,929	28,837	37,707	32,402	37,716

Strategic Plan Metrics

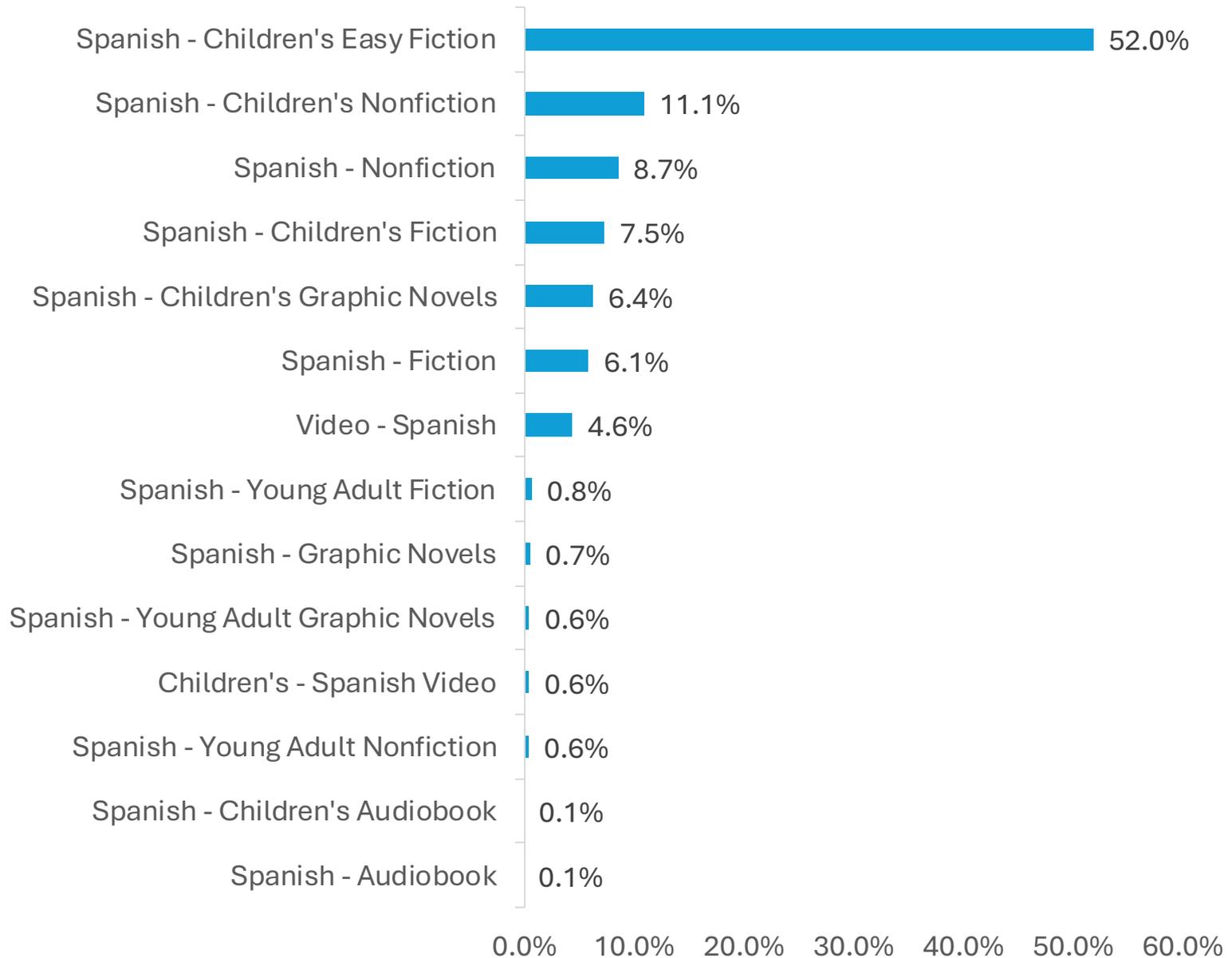
Spanish Circulation: Checkouts with Renewals



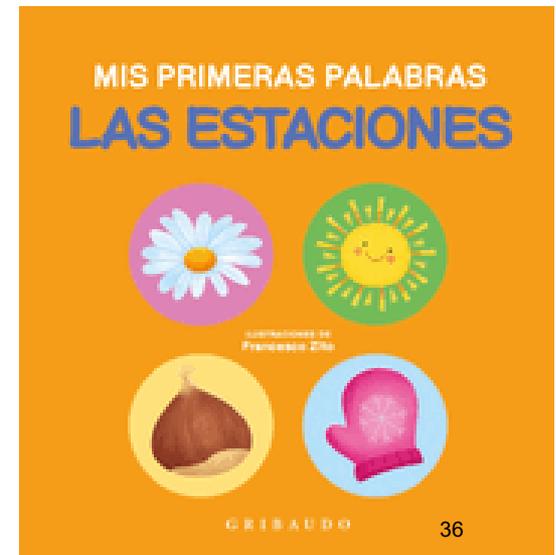
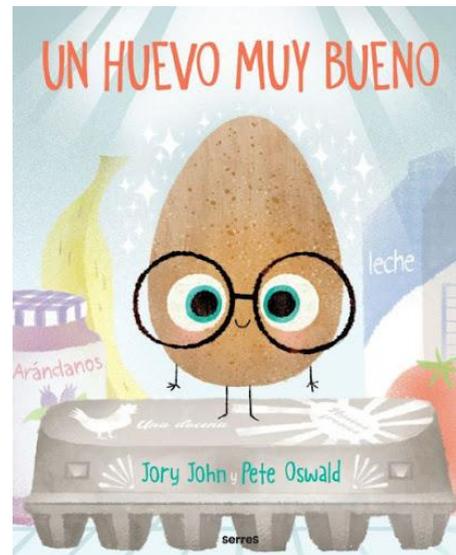
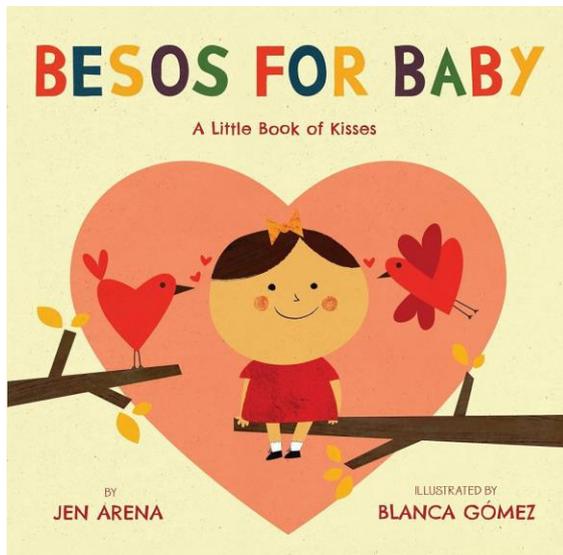
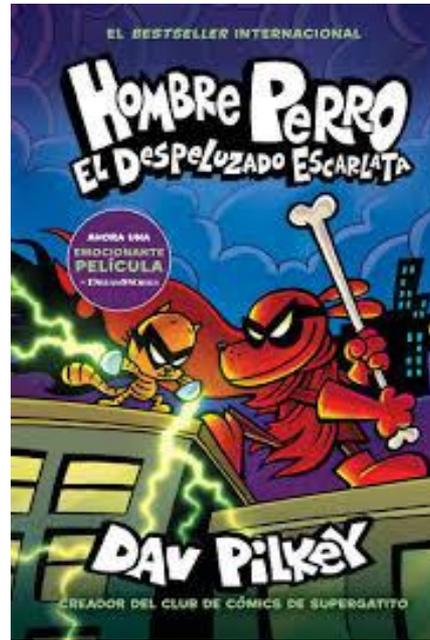
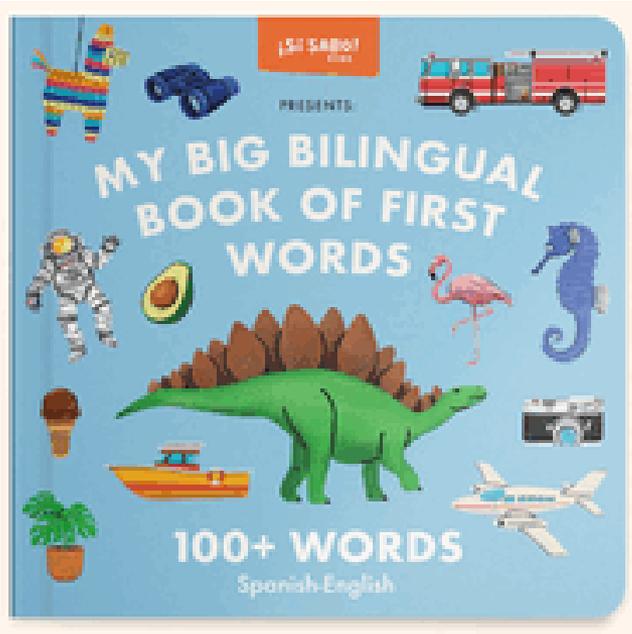
Spanish Circulation by Type

	issue	renew	Grand Total
Spanish - Children's Easy Fiction	1,757	1,694	3,451
Spanish - Children's Nonfiction	349	387	736
Spanish - Nonfiction	260	318	578
Spanish - Children's Fiction	236	261	497
Spanish - Children's Graphic Novels	222	205	427
Spanish - Fiction	187	215	402
Video - Spanish	204	100	304
Spanish - Young Adult Fiction	22	34	56
Spanish - Graphic Novels	21	26	47
Spanish - Young Adult Graphic Novels	20	23	43
Children's - Spanish Video	22	19	41
Spanish - Young Adult Nonfiction	11	27	38
Spanish - Children's Audiobook	5	2	7
Spanish - Audiobook	3	2	5
Grand Total	3,319	3,313	6,632

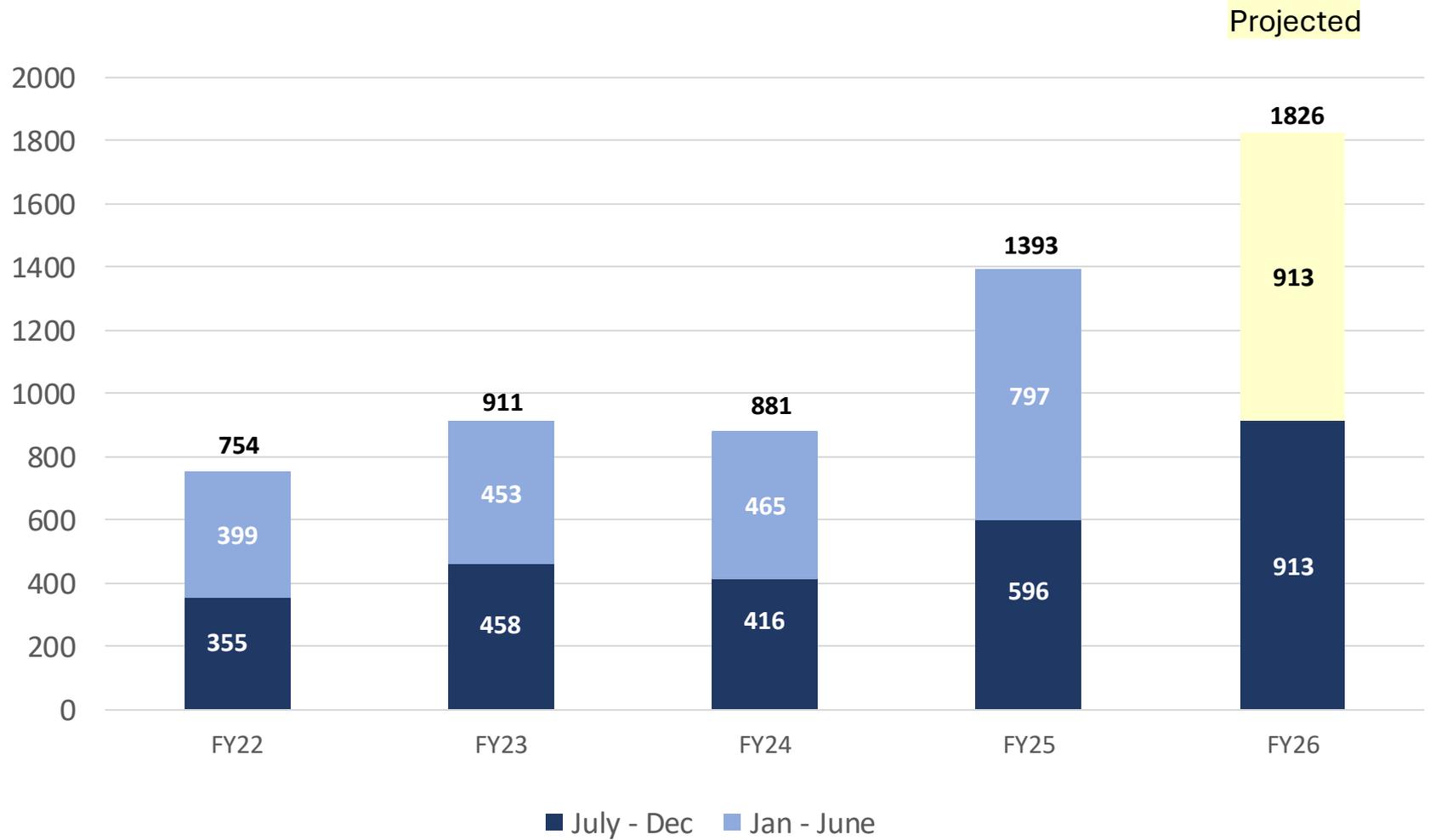
Spanish Circulation by Type



Spanish Circulation: Top Circulating Titles



LOT Circulation: Library of Things Checkouts



LOT Circulation: Library of Things - Highest Circulating Items



Soprano Ukulele

Cassette to MP3 Converter

INKBIRDPLUS 6-in-1 Indoor Air Quality Monitor

Air Fryer

External CD/DVD Drive

Film and Slide Scanner

Food Dehydrator

Micro Cut Paper Shredder

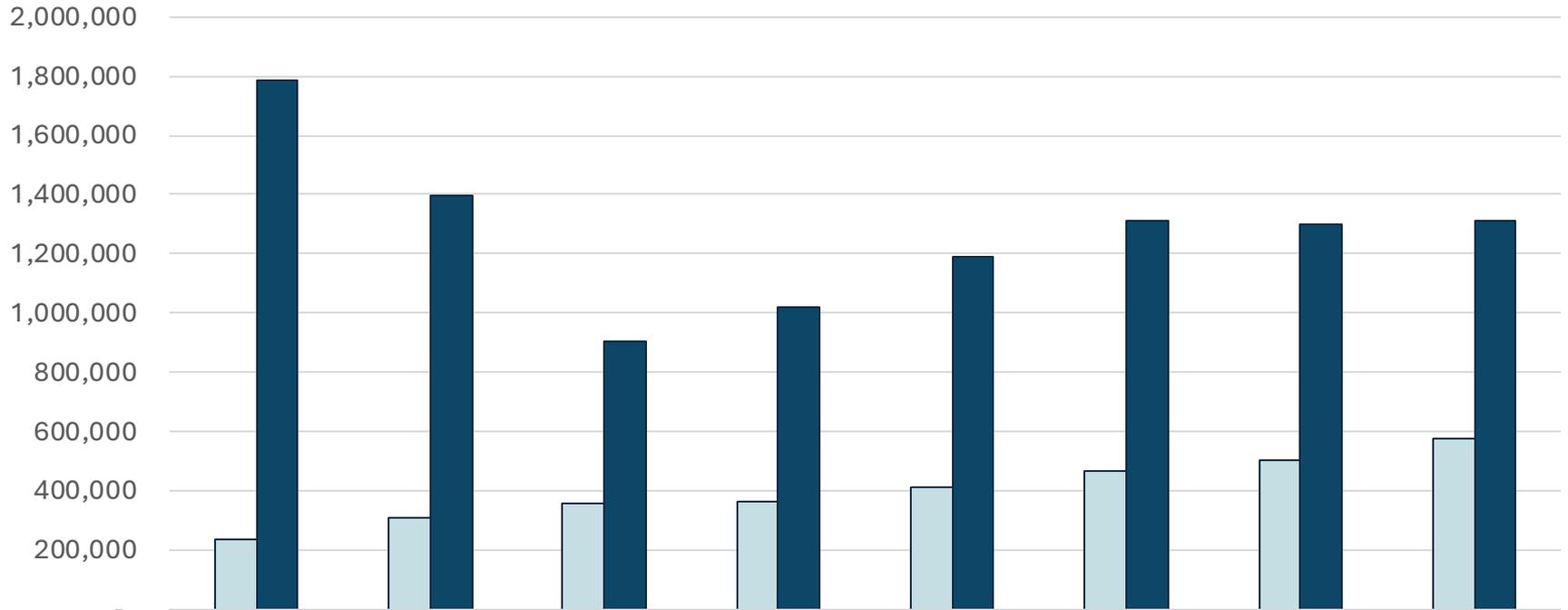
Jenga Giant Tower Stacking Game

Interactive Companion Pet (Cat)



Physical vs Digital Circulation

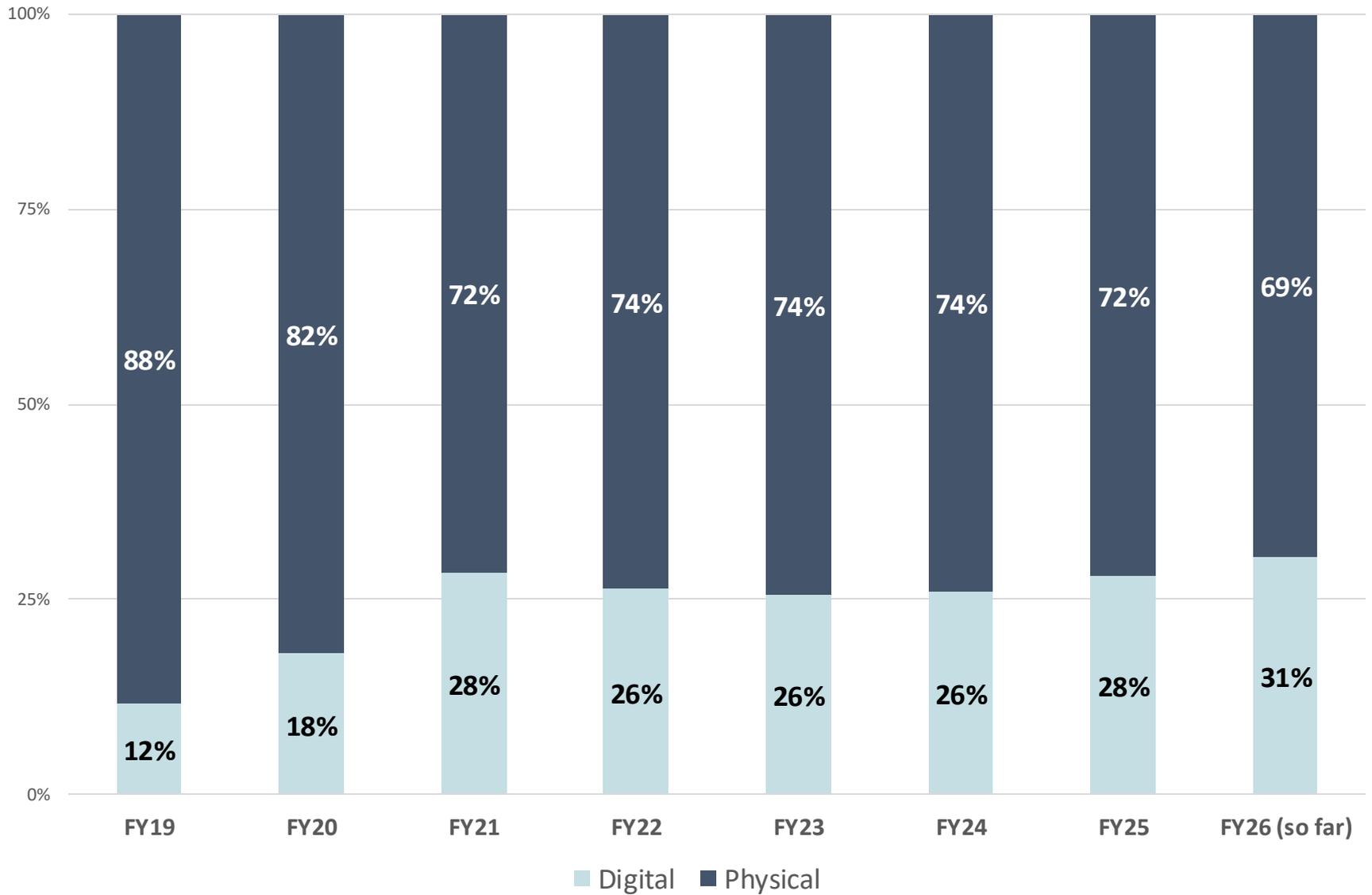
■ Digital ■ Physical



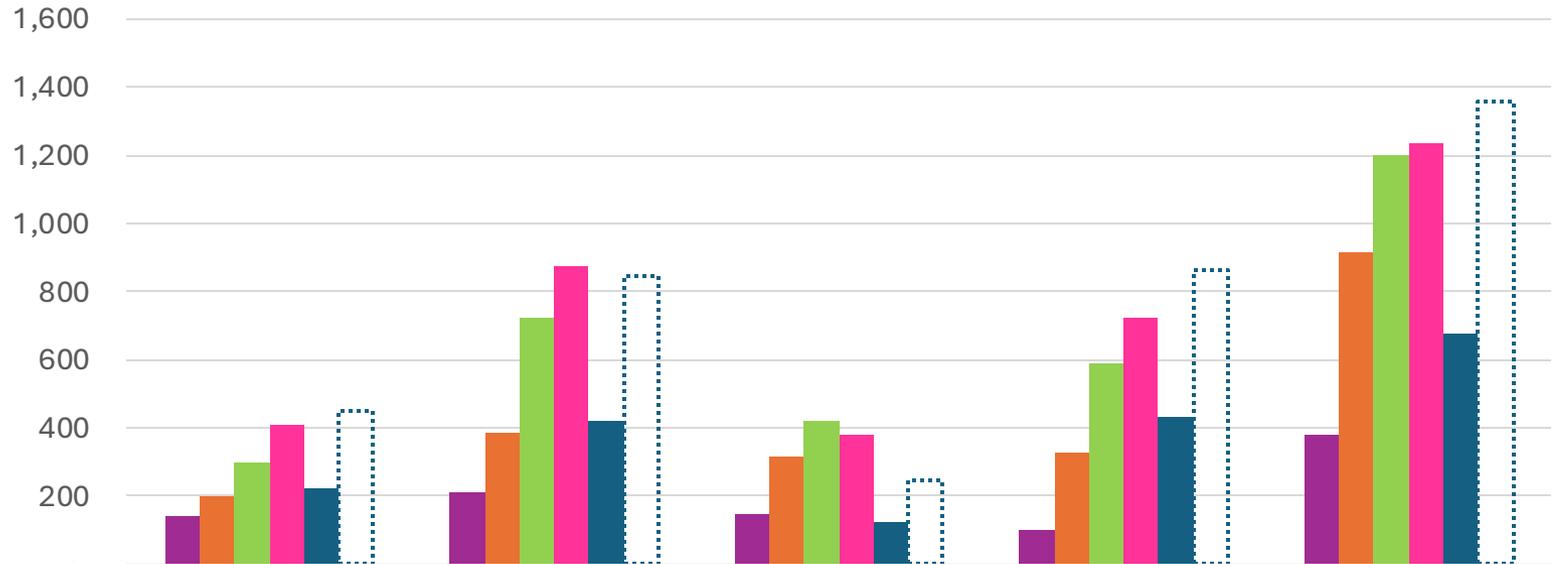
■ Digital	236,704	307,804	358,491	363,121	409,500	463,708	501,518	574,528
■ Physical	1,783,469	1,397,933	900,644	1,016,709	1,192,126	1,314,339	1,300,862	1,308,750

Projected

Physical vs Digital Circulation



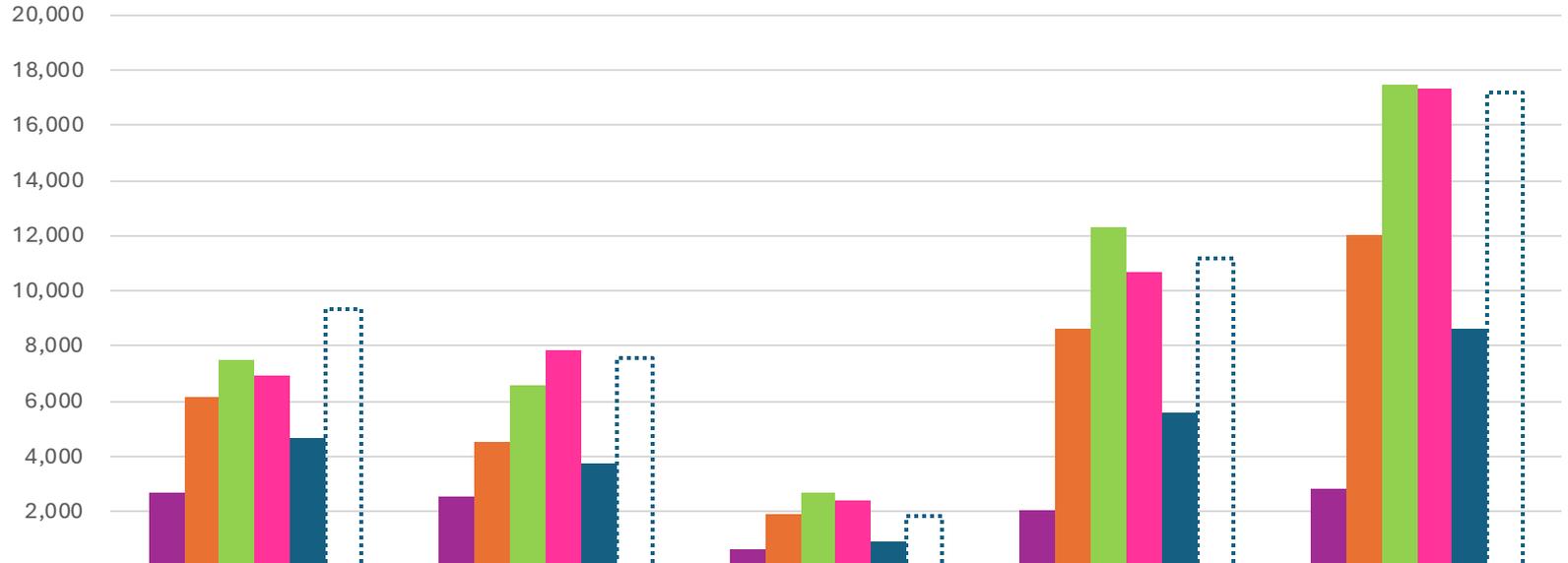
Programs Offered by Target Audience



	General	Adult	Teen	Kids	Pre-kindergarten
■ FY22	139	212	145	99	378
■ FY23	198	384	319	328	918
■ FY24	298	727	422	592	1,200
■ FY25	412	873	381	725	1,236
■ FY26 YTD	226	422	123	433	679
■ FY26 YTD X2	452	844	246	866	1,358

Projected

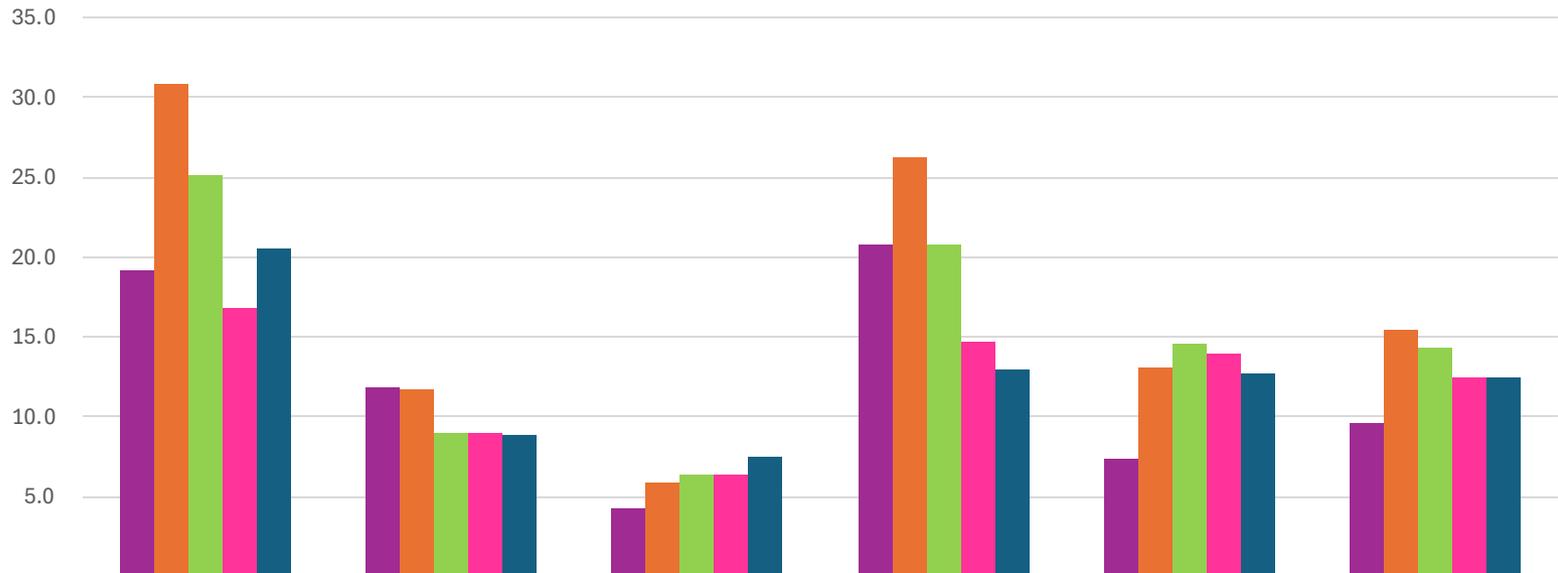
Program Attendance by Target Audience



	General	Adult	Teen	Kids	Pre-kindergarten
■ FY22	2,663	2,522	623	2,057	2,785
■ FY23	6,117	4,482	1,864	8,601	12,003
■ FY24	7,495	6,581	2,674	12,293	17,500
■ FY25	6,917	7,808	2,417	10,690	17,311
■ FY26 YTD	4,656	3,766	925	5,593	8,607
⋯ FY26 YTD X2	9,312	7,532	1,850	11,186	17,214

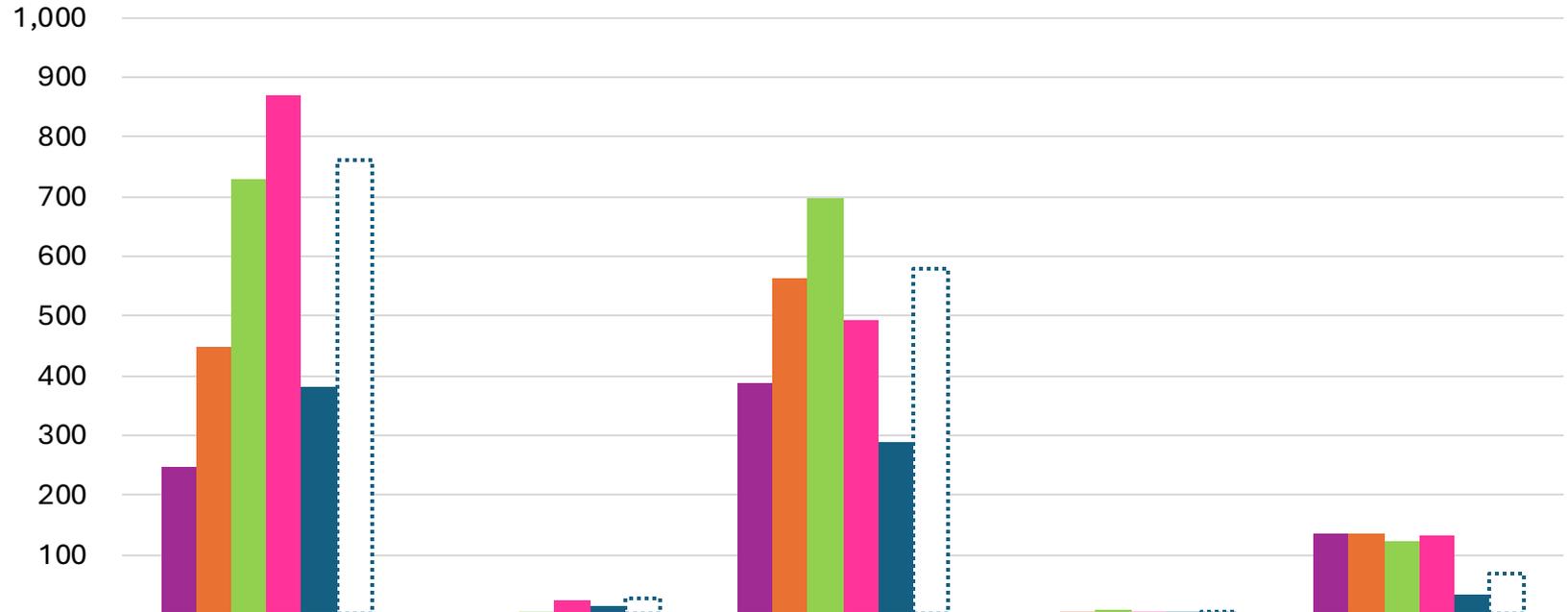
Projected

Average Program Attendance by Target Audience



	General	Adult	Teen	Kids	Pre-kindergarten	Overall
FY22	19.2	11.9	4.3	20.8	7.4	9.6
FY23	30.9	11.7	5.8	26.2	13.1	15.4
FY24	25.2	9.1	6.3	20.8	14.6	14.4
FY25	16.8	8.9	6.3	14.7	14.0	12.4
FY26 YTD	20.6	8.9	7.5	12.9	12.7	12.5

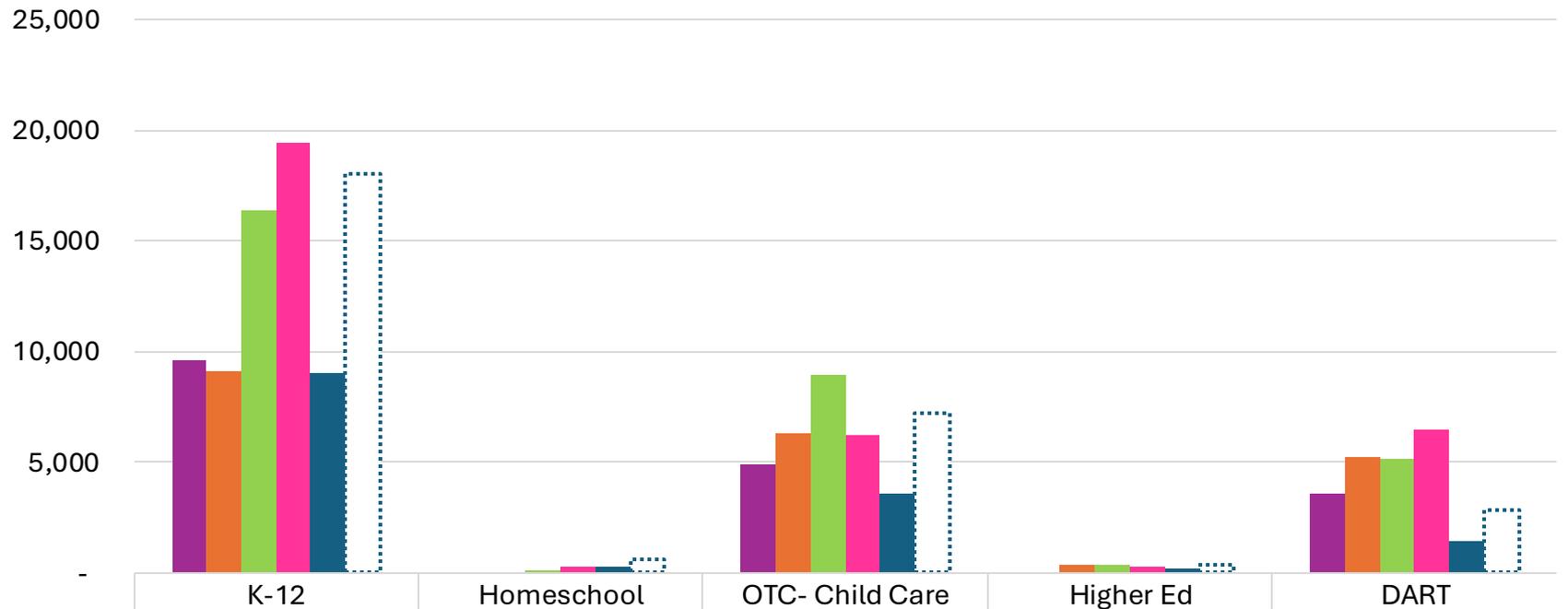
Community Outreach by Focus: Visits



	K-12	Homeschool	OTC- Child Care	Higher Ed	DART
FY22	247		389		134
FY23	447	-	564	3	136
FY24	730	2	698	7	123
FY25	870	22	494	5	133
FY26 YTD	381	13	290	2	34
FY26 YTD x2	762	26	580	4	68

Projected

Community Outreach by Focus: Interactions

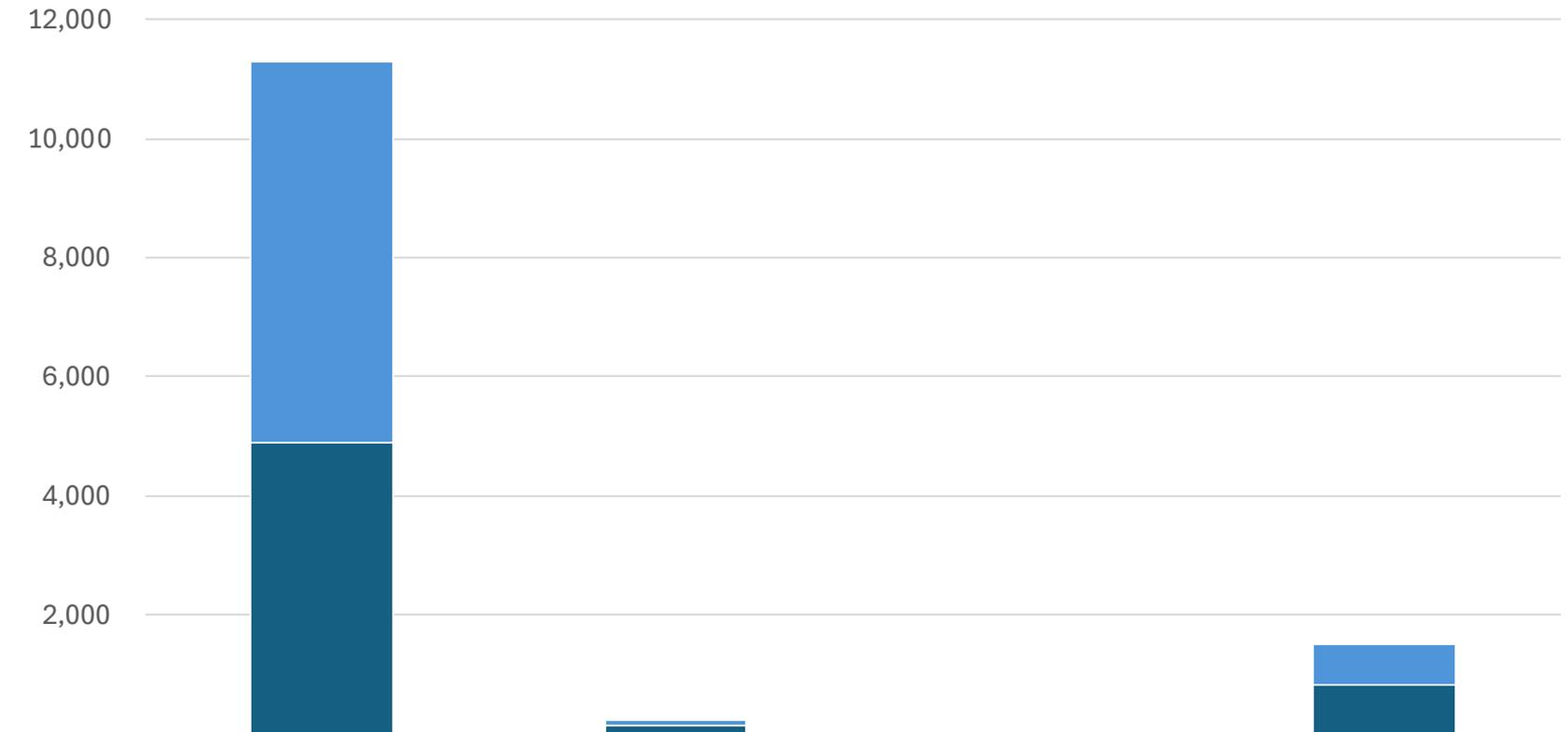


	K-12	Homeschool	OTC- Child Care	Higher Ed	DART
FY22	9,627		4,878		3,604
FY23	9,161	-	6,342	370	5,280
FY24	16,399	23	8,980	325	5,186
FY25	19,456	294	6,258	305	6,481
FY26 YTD	9,028	296	3,609	190	1,413
FY26 YTD x2	18,056	592	7,218	380	2,826

Projected

Community Resource: Interactions by Type

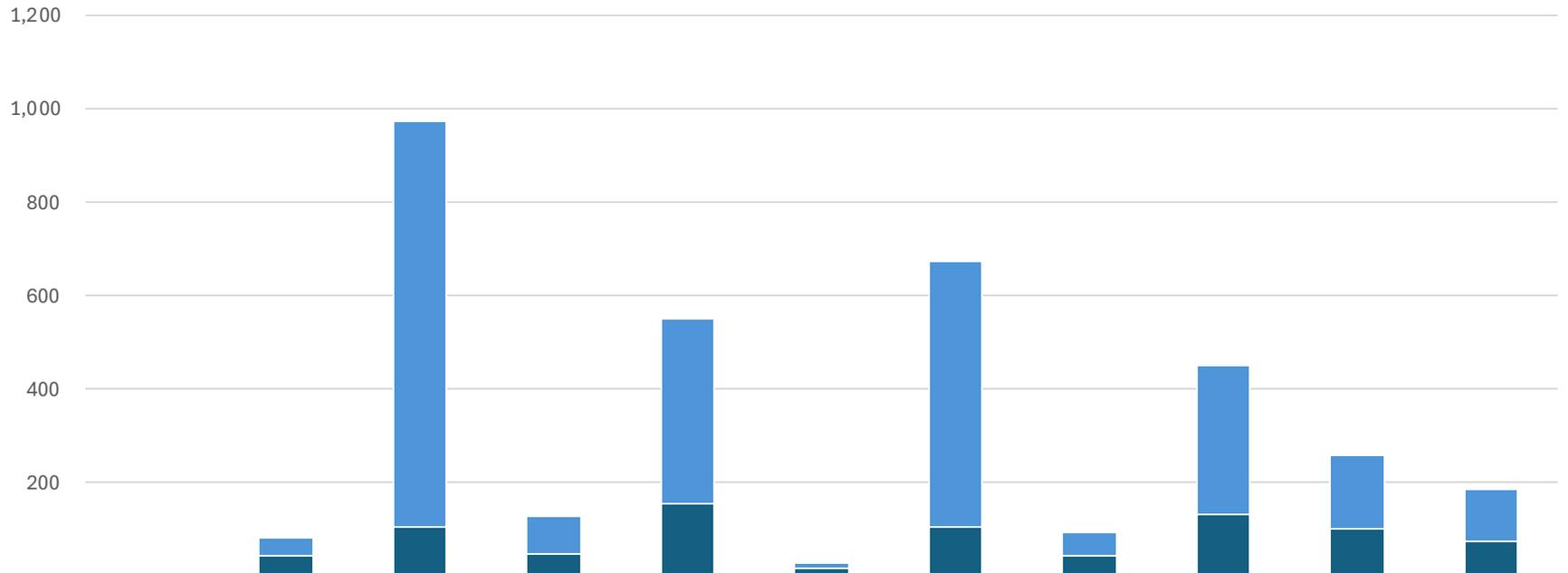
■ Medford ■ Ashland



	In person	Incoming calls	Other branch	Outgoing calls
■ Ashland	6,399	94	-	679
■ Medford	4,891	146	19	815

Community Resource: Information Provided

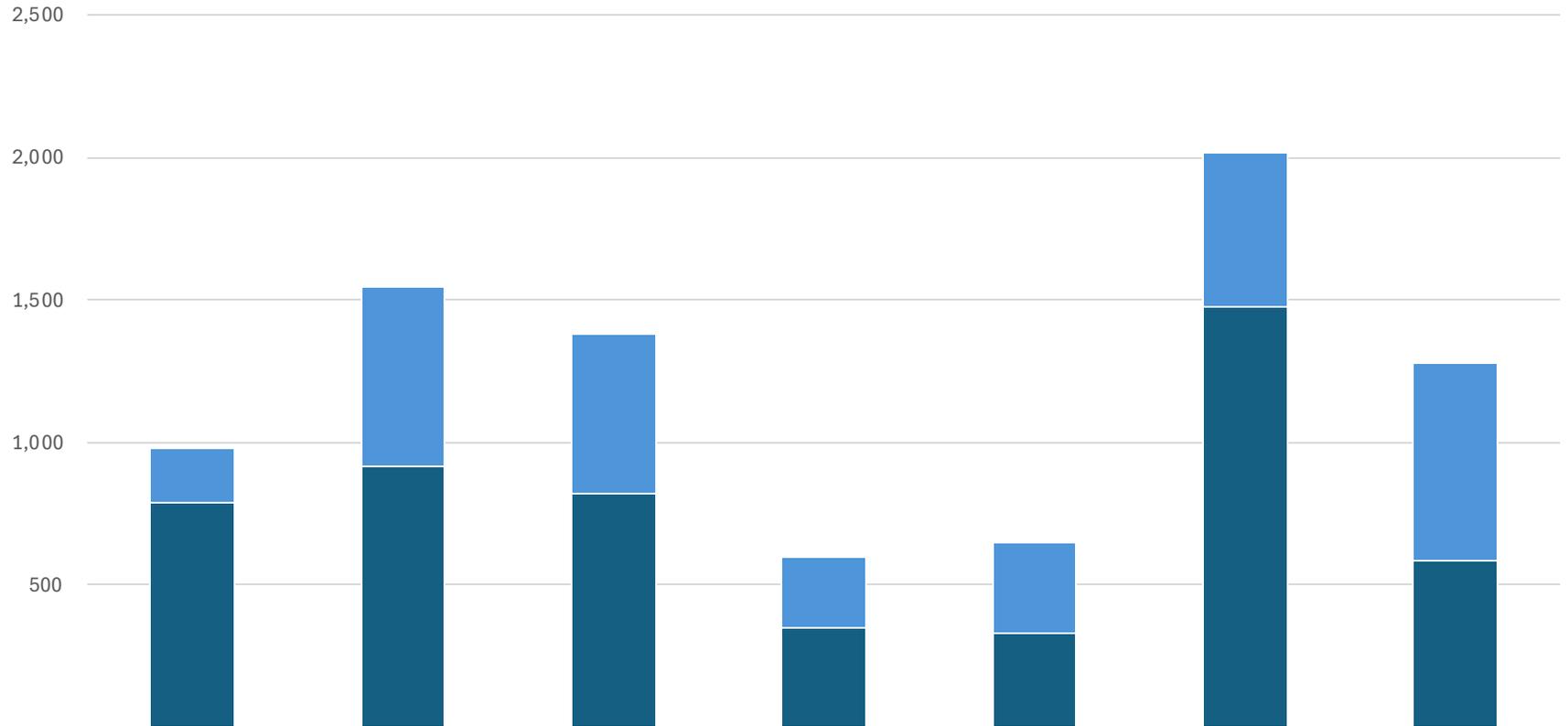
■ Medford ■ Ashland



	A&D Treatment	Clothing	Directions inside	Directions outside	Food	Income	Library services	Medical	other	Shelter	Transportation
■ Ashland	3	40	868	80	397	13	571	52	321	157	109
■ Medford	2	42	105	49	156	15	104	43	132	101	76

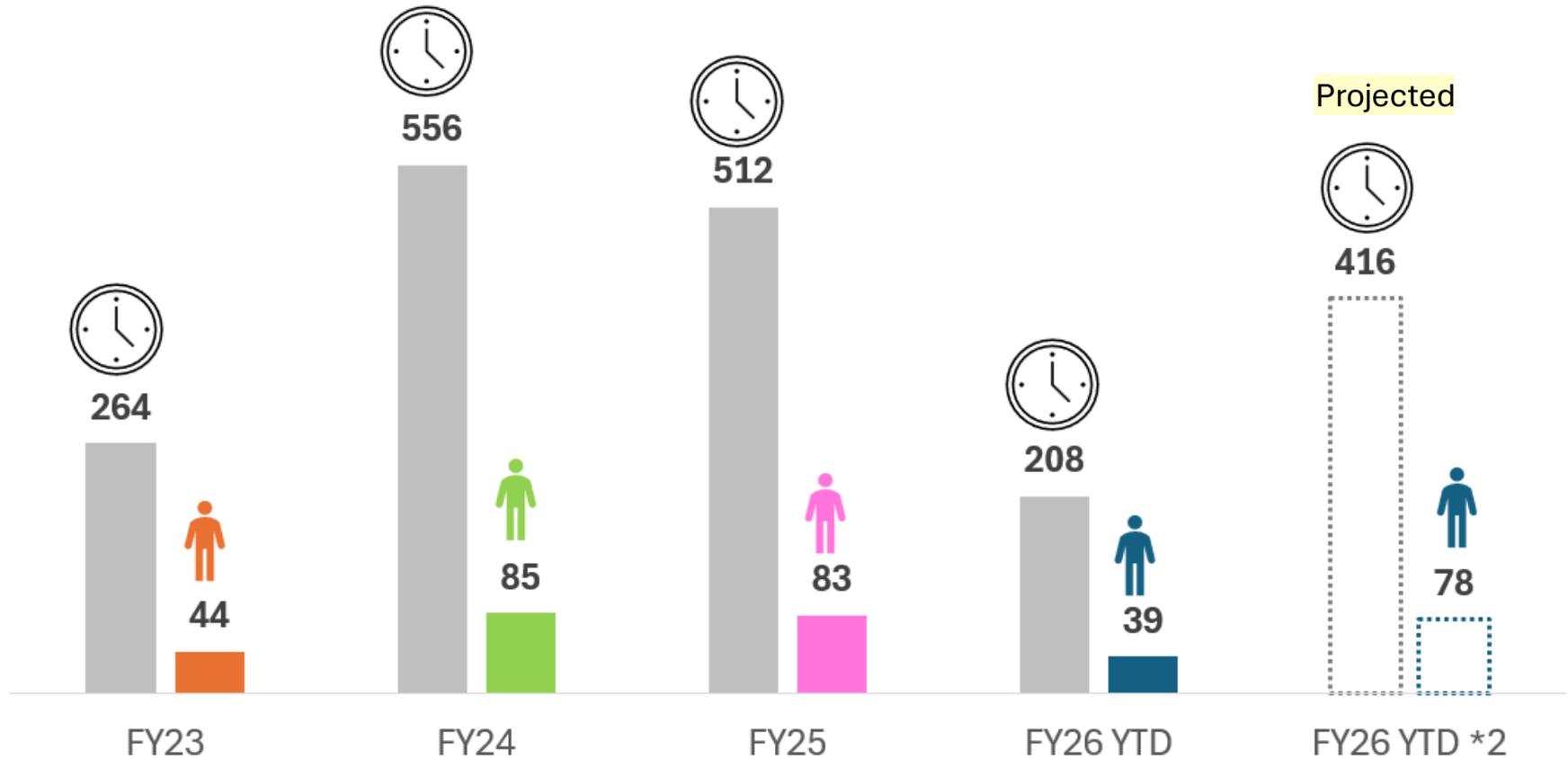
Community Resource: Services Provided

■ Medford ■ Ashland



	Bus Token	Clothing	Hygiene	Medical	Seasonal	Snack	other
■ Ashland	191	629	560	253	314	541	697
■ Medford	790	917	818	347	332	1,475	585

Staff Training: Number of Hours & Number of Staff



National Trends

KEY INSIGHTS

Measured by intensity of change from 2023 to 2024

STRONG

- **Room reservations are up 25% in 2024** from 2023, and **eResource usage** (defined as all digital materials accessed online with or without a library card, including e-books, e-audiobooks, video streams, and database access) **is up 14.8%**
- Both **room reservations and eResource usage** continue a **3-year-trend increase**
- These increases are **even more pronounced when compared to 2019 usage levels**—a 31% increase for room reservations and a 58% increase for eResources
- Early literacy and school-age programs remain core priorities, with **69% of libraries ranking them as the most frequently offered and highest attended**

MODERATE

- **In-person visits continue to rise** (up by 9.8% in 2024), a 3-year-trend increase
- Libraries have seen a **8% increase in the number of programs offered in 2024**
- **Computer usage recorded a 12% increase**, breaking a trend that saw a 64% decline in usage in 2022 (compared to 2019) and a 70.6% decline in 2023 (compared to 2022)

LOW

- Budgets increased 5% in 2024, but **an additional 5.4% would have been necessary to keep pace with inflation**
- **Program attendance also climbed** for the third straight year, with a slight increase of 2.5% in 2024
- Physical circulation has **plateaued in usage** over the last 3 years, with a moderate decline of 1.7% recorded in 2024
- Current data also shows a **significant change in staffing levels** with a decline of 3.6% in 2024, following a very slight increase in 2023. Current staffing remains 8.2% below 2019 levels

LOOKING FORWARD

The following are key takeaways, based on the trends and insights observed from the 2025 LIS data, for libraries to consider for strategy development and systems operation planning.

1. Redesign & Reimagine Library Spaces

Context

LIS 2025 data shows **three consecutive years of growth in room reservations** (up 25% year-over-year in 2024) and **eResource usage** (up 14.8% year-over-year in 2024), contrasted with sustained declines in physical circulation (down 1.7% in 2024, and down 30% since 2019).

Opportunity

Libraries could **repurpose underutilized areas** (e.g, print-heavy sections with declining circulation) into flexible, multi-purpose spaces to accommodate collaborative work, hybrid programming, and technology-enabled study areas.

Impact

Aligns physical infrastructure with demonstrated demand, positioning libraries as reliable “third places” in communities where social, professional, and educational needs converge.

2. Strengthen Resourcing and Workforce Planning

Context

Staffing levels fell 3.6% in 2024, even as in-person visits rose 9.8%, program offerings grew 8.4%, and attendance increased 2.5%. **Forecast models anticipate further growth in patron demand** (an increase of 5.3% in visits, and an increase of 3.9% in LSA population within 5 years).

Opportunity

Libraries might consider implementing a **strategic workforce plan** that addresses:

- Baseline resourcing aligned with projected demand
- Upskilling and role redesign to **support digital programming, AI tools, and new service delivery models**
- Flexible and **adaptable staffing models** (such as shared service pools across branches, expanded volunteer engagement, partnerships with universities or workforce boards)

Impact

Ensures **sustainable service quality despite demand growth**, prevents staff burnout, and enhances capacity to deliver innovation.

3. Address Equity Gaps in Libraries with Less than 250K LSA Population

Context

Though the decline in staffing levels for all libraries is an issue in general, the situation in smaller libraries needs a more immediate resolution. **Libraries in this category recorded an 11% staffing decline in 2024**, despite facing projected LSA population growth (+3.8% over 5 years). Notably, these libraries also saw a decline of 23% in eResource usage in 2024.

Opportunity

- Develop **targeted staff retention and capacity-building framework for smaller systems**, leveraging ULC's resources while identifying opportunities for additional funding from public, private, and philanthropic resources
- Pilot **shared digital service hubs and regional staffing alliances** between libraries to offset resource gaps
- Implement community-specific marketing and outreach campaigns to re-engage declining eResource usage base

Impact

Prevents widening inequities across systems, ensuring all population segments benefit from public library infrastructure.

4. Build a Digital-Growth Strategy with Balanced Physical Engagement

Context

LIS highlights **explosive growth in digital adoption (eResources up 58% vs. 2019)**, while physical circulation has plateaued. Computer usage, however, rebounded (up 11.9% in 2024) after multi-year declines, suggesting an integrated approach rather than a primarily digital strategy.

Opportunity

- Invest in **technology and platform modernization** for seamless digital access (apps, portals, integrated discovery tools)
- Understand data and trends on who your digital collection serves and who your physical collection reaches to build an equity-based strategy
- Balance investments in e-book best sellers with diversity and depth in physical collections
- **Develop a curated physical engagement strategy**—designing immersive experiences (e.g., maker labs, cultural showcases, literacy incubators) that reaffirm the library’s role as a community anchor
- Pilot “digital-physical convergence models” (e.g., QR-linked exhibits, hybrid book clubs, or community learning dashboards)

Impact

Protects against over-dependence on digital-only usage, while repositioning physical presence as experiential and unique, not transactional. Also ensures that the varying needs of various user groups are effectively considered.

5. Anticipate Emerging Patron Needs (AI, Literacy, Flexible Work)

Context

Libraries are increasingly recognized as **trusted social infrastructure**. Emerging societal needs include **childhood literacy gaps, workforce reskilling, AI literacy, and demand for flexible workspaces**.

Opportunity

- Establish **AI-literacy and digital skills programming** as core offerings (e.g., AI tool workshops, misinformation resilience training)
- Expand **library-as-workplace models**, providing reservable work pods, video-enabled collaboration spaces, and workforce training hubs
- Double down on **literacy partnerships** (schools, NGOs, civic organizations) to reinforce libraries as frontline education partners

Impact

Positions libraries not just as reactive service providers, but as **proactive civic innovators**—strengthening their reputation as one of the most trusted institutions in North America.

Thank you



DIRECTOR'S REPORT

This report is designed to align with the strategic goals as outlined in the 2022–2026 Strategic Plan. It demonstrates how the programs, services, and activities accomplished this month further the Library's mission to connect everyone to information, ideas, and each other. To ensure a consistent voice among contributors, ChatGPT was used to assist with editing.

Goal 1: Energize Library Services & Resources

Strategy 1: Improve and Enhance the Collections

A new board game display at the Prospect branch has significantly increased visibility and circulation of the collection. Games previously kept behind the circulation desk were moved to a high-traffic area, prompting patrons to rediscover the collection and place additional holds.

At the Ruch branch, Adult DVDs are the most popular collection, particularly for patrons who live in remote areas without reliable streaming access or who cannot afford entertainment subscriptions. High demand had caused the collection to exceed shelf capacity, prompting Ruch staff to complete a full weeding and refresh in January, with a portion of the collection redistributed to Medford and new titles added through Collection Development. The updated Adult DVD collection is now easier to browse, supports face-out displays, and helps Ruch patrons discover new films and shows more easily.

Strategy 2: Diversify and Increase Programming and Events

The Rogue Reads program continues to see strong engagement across Jackson County, with residents reading a total of 2,329 books and logging 120,806 minutes so far. Interest remains high in the upcoming Rogue Reads author event with Shelby Van Pelt at the Craterian Theater, which has already drawn 636 registrations. In addition to a full slate of Rogue Reads-themed programs this month, two January events stand out in particular.

The first program was offered in partnership with the Hatfield Marine Center in Newport, Oregon. They hosted a virtual presentation that highlighted their facility, the work they do, and one of the ocean's most beloved animals: the octopus. Although the program itself was virtual, several branches organized in-person watch parties where patrons could ask questions, enjoy snacks, and connect with others in their local branch.



Thank you for reading. Let's continue to support and innovate together at JCLD.



Another program worth highlighting was the return of storyteller Will Hornyak. He has previously presented programs for JCLS, sharing folktales and fairytales with younger audiences; however, in response to the themes of the Rogue Reads title (grief, aging, and death) he curated stories more appropriate for an older audience. Through myths, stories, and poems from around the world, he offered thoughtful perspectives on aging, life, death, rebirth, and the many thresholds crossed throughout a lifetime.

Every month, the Ashland children's department offers sensory weekend activities. This month's bins were filled with cotton balls, clear plastic stones, miniature pine trees, and snowmen, providing a range of textures and visual interest. Children were able to explore a variety of manipulatives designed for scooping, pushing, squeezing, and grasping. Staff have observed that children who arrive escalated in their behavior or emotions often become more centered and focused when engaged in sensory activities.



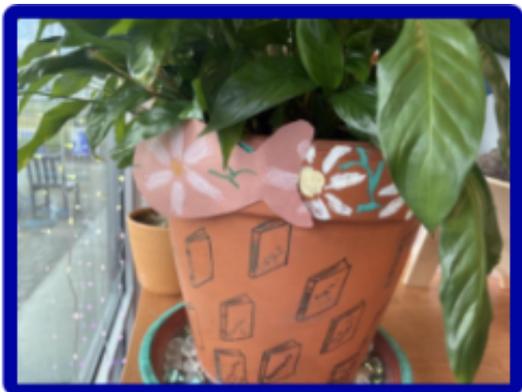
January's Big Ideas program explored "What's Special About Oregon." State Representative Pam March highlighted landmark Oregon legislation, while Amy Cuddy of the Oregon Cultural Trust discussed ways taxpayers can participate. A standing-room-only crowd then tested their Oregon trivia knowledge with a quiz created with JCLS staff, competing for Oregon-themed prizes and bragging rights.

During the January TAG (Teen Advisory Group) meeting, Medford Teen saw increased participation from students at North Medford High School and Saint Mary's Academy. Teens shared ideas for future programming, including a peer mentoring partnership with the Children's Department and Homework Help or SAT prep workshops. These ideas are currently being workshopped by the Teen Specialists and Librarian for implementation in the future.

In January, Medford Children's hosted two *What a World!* Special Storytimes. One program explored National Soup Month and how food connects cultures, while the second celebrated Lunar New Year, with children creating their own Lunar New Year dragon.

While the Coffee & Crosswords 55+ program remains popular in Central Point, it has mainly done so through a rotating cast of a dozen or so regulars. There have been a few interested parties drop in to size it up over the past few months, but haven't added anyone new in that time. In January, someone new dropped in and immediately felt at home in the group.

Central Point welcomed Kelly Rose Wellness for a sound healing and relaxation program. Using sound bowls, gongs, chimes, and other instruments, the instructor guided a full house of attendees, many of whom were first-time library program participants, through a 50-minute relaxation session. Participants reported learning new relaxation techniques and enthusiastically requested a return of the program.



Young patrons at the White City Library participated in the Now You See Me, Now You Don't: Ocean Camouflage, Rogue Reads Event, learning how animals camouflage themselves. They were then able to try their hand at camouflaging a fish within the library.



Shady Cove launched Art in the Library, a biweekly, all-ages art program where patrons learn new skills each session. Participants have created and personalized sketchbooks, with future sessions planned around perspective and shading. The program has been well attended.

Shady Cove also now hosts two Dungeons & Dragons groups, meeting on Monday evenings and every other Thursday. These sessions offer patrons a creative, social way to connect through collaborative storytelling and role-playing.

Business Librarian Roslyn Donald presented Peterson's Career & Test Prep to staff at Worksource Rogue Valley, the agency that administers state unemployment benefits and federal job training programs. This outreach resulted in several strong contacts, with a follow-up meeting scheduled in February to explore future partnership opportunities.

Donald also attended the Pipeline to Progress healthcare workforce conference, sponsored by the Ashland Chamber of Commerce. There, she connected with staff from La Clinica, Provident, and Mercy Flights, and is now following up to share library career resources and discuss potential trainings.

The Cool Idea! Evaluate Your Business Concept workshop welcomed a dozen attendees, including Warren Ng from the City of Medford, SCORE mentors, and three participants from Golden Rule Reentry.

The Technology Education department entered the third year of its partnership with Golden Rule ReEntry, a nonprofit supporting the reintegration of formerly incarcerated individuals. To date, approximately 95 Golden Rule clients have received technology assistance from JCLS Tech Ed staff.

Strategy 4 – Ensure that user technologies remain current and accessible

In Prospect, many children come to the library after school or on Saturdays to play Roblox, as they have limited access to technology at home. When Roblox introduced a new age-verification feature requiring a player photo, staff discovered that the patron monitors' press-to-release cameras allowed kids to continue playing while maintaining the program's safe age grouping.

Strategic Plan Goal 2: Extend Access to the Library

Strategy 3 – Work to remove barriers to use of the Library

Education Technology Specialist Tom Boyles recently assisted a new patron with individualized technology support. The patron, who has lived in Eagle Point for 22 years and had never previously visited the library, came in seeking help with her computer. After the passing of her husband in July, she has been navigating feelings of loneliness and wanted support in using technology to stay connected with family and friends.

Library Specialist Jenna Steigleder recently assisted an elderly patron who needed to apply for a job through Indeed but had very limited computer experience. The patron did not know her email passwords, and multi-factor authentication presented additional challenges. After working through these barriers together, they were able to successfully sign in, create a resume within Indeed, and submit the job application. Throughout the appointment, Steigleder recognized that the patron was navigating significant computer literacy challenges but had no alternative, as the application could not be completed in any other format. The patron was pursuing a career change into a cooking position and shared that she had been "very trepidatious" about coming to the library to "learn how to do a computer." With guidance and encouragement, she persevered, entering most of the information herself after receiving instruction, and ultimately completed the process successfully.

Goal 3: Engage the Community More Fully

Strategy 1: Increase Outreach and Community Partnerships

Medford Children's hosted a bilingual program conducted by the Children's Museum. Children listened to a reading of *The Octopus Escapes* in both English and Spanish, learned engaging facts about octopus, and participates in octopus related crafts. Children in attendance were delighted by the information gained from the event and created a community octopus together. Each child also received a paper hat to decorate and wear their own octopus creation.

The excitement around *The Octopus Escapes* continued beyond the branches through Rogue Reads Class Visits led by Education Services Librarian Evelyn Lorence and Education Services Specialist Bella Silva. Throughout the month, they visited 2nd grade classrooms at Abraham Lincoln Elementary, Lone Pine Elementary, and Mae Richardson Elementary. Students participated in a read-aloud and discussion, created their own "socktopus" friend, and went home with Opal-themed swag to share with their families.

Lorence along with Librarian Kayla Samnath introduced a One Class Reads unit with the Barriers to Bridges program at Juvenile Justice, featuring the book *Wild River* by Rodman Philbrick. Students made it halfway through the book in January and worked through various extension packet activities curated by Education Services. The classroom teacher shared, "The guys are totally loving the book. They are all over the discussion questions, so we've had great engagement!"

Picture: Thank you notes received from the students at Mae Richardson Elementary, including pictures of Opal!



"Thank you for visiting our class. My favorite part was bingo. I learned how smart octopuses are".

"Thank you for visiting our class. I learned a lot from you!"

"Thank you for coming to our class and taking the time to read to us. I really appreciate it. I really like the book, it's a good one".

Outreach to Childcare Library Specialists Bethany Peabody and Eva Nava attended two of the annual Head Start "Family Days". This event provided an opportunity for providing library resources and information and engaging with both staff and parents. Although attendance was modest, the event resulted in five new library card sign-ups, creating meaningful new connections with community members.

Specialist Eva Nava and Outreach Supervisor Amanda Maya Dickson partnered with the Ashland YMCA for its Family Night. While families participated in YMCA activities, Nava and Dickson highlighted Rogue Reads titles, shared information about the upcoming Author Talk, and promoted general library resources and services. During the event, ABC Montessori staff were connected with OTC services, families were referred to DPIL, new library cards were issued, and "overflow" books were distributed to children. The evening was well attended, welcoming many participants and strengthening community connections.

At Home Services is also working to expand its offerings and has begun outreach to local senior centers and retirement communities to explore opportunities for recurring on-site programming, further extending library services into the community.

Impact Story: The following is a transcription of a voicemail left by an At Home Services patron expressing appreciation for the program and the support it provides.

"Hello, Kateri and Mackenzie? This is Constance Riggs and I'm just calling to tell you I'm overwhelmed with my selection of wonderful books and DVDs and and thank you, thank you so much! I just feel like it's Christmas every year, I mean every month, thanks to you. Thank you so much! Have a beautiful afternoon and a beautiful month. Thank you again, bye."

MARKETING:

Website Updates

In collaboration with Michael Stanfield, Website Administrator, a countdown timer for the Shelby Van Pelt Author Talk was added to the Rogue Reads webpage to help build anticipation for the event. The website footer was also updated to include visually accessible social media buttons, drawing greater attention to JCLS' social media presence.

To further promote the Shelby Van Pelt Author Talk, the February ValPak advertisement was distributed to 50,000 homes across Jackson County in late January and early February. The ad focused exclusively on generating awareness and excitement for the upcoming event.

On January 29, the Marketing team joined the Outreach team at a Rogue Reads Pop-Up event at Coffee Bach's in Phoenix. Photos and videos captured at the event were shared on JCLS social media and will also be incorporated into the Shelby Van Pelt Author Talk program.

The Marketing team also collaborated with Business Librarian Roslyn Donald to promote the launch of the Should I Start a Business? workshop series. The series was featured in the January General and Business newsletters and supported with flyers, social media posts, and branch screen promotions. The first workshop, held on January 25, welcomed 10 attendees—an encouraging turnout for this type of program.

Social Media

During January, the Marketing team began piloting a new visual direction and strategy on JCLS social media accounts. The refreshed visuals bring variety and color to posts, helping them stand out and draw attention from viewers. The team has also shifted strategy to focus more on community events and increased use of local photography, complementing existing graphics. The goal is for JCLS social media to serve as a place of connection and inspiration, encouraging engagement with library events and services. Early results from these changes have been encouraging.

One highlight, the Library Shelfie Day post featuring nine staff members from across the library system, received 23 likes over five days, more than double the average engagement for JCLS posts. A reel featuring video from the Coffee Bach Pop-Up event gained 25 likes in its first three days and reached 296 views after five days. Additionally, a reel showcasing an Ambient Storytelling poem attracted 236 views over six days and prompted a heartfelt exchange with a patron in the comments.

STRATEGY 2 – Create ongoing community processes, such as surveys, forums, and outreach, to regularly engage residents

MARKETING:

Data

Marketing on social media was paused for about half of January 2026, resulting in slightly lower numbers across the board.

FACEBOOK

Posts: 11
Reactions: 187
Page & Post engagements: 630
New fans: 26
Daily average engagements: 20

INSTAGRAM

Posts: 19
Likes: 144
Impressions: 6,667
Comments: 6
Post reach: 2,561
New followers: 28
Daily average impressions: 215
Average likes per post: 8

THREADS

Profile views: 24.6k
Interactions: 1,741
View location: 64.2% viewed via the Home page
Demographics:
67.3% female
29.6% age range 25-34
27.5% age range 35-44
Locations:
8.4% Medford
3.1% Ashland
1.8% Central Point
1.7% Portland
1.6% Talent

Benchmarking Facebook

Benchmarking

Business comparison

Businesses to watch

Compare your performance against businesses in the **Government Agencies** category

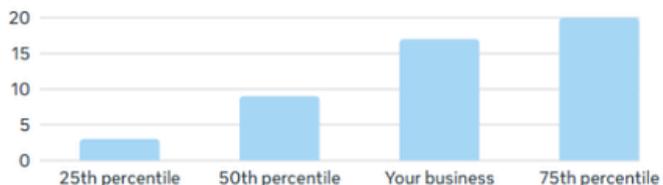
Results are based on businesses with similar organic 28-day reach in your category. [Edit category](#)

Published content ⓘ

17

Similar to others

How often your business published versus others in this category



Over the last 28 days, you typically published the same amount of posts and stories compared to other businesses in this category. Nice work! Stay on track by creating a new post or scheduling in advance.

Create post

Facebook followers ⓘ

5,019

Higher than others

Typically: 1,620

Follows ⓘ

24

Similar to others

Typically: 19

Content interactions ⓘ

241

Similar to others

Typically: 224

Instagram

Benchmarking

Business comparison

Businesses to watch

Compare your performance against businesses in the Government Agencies category

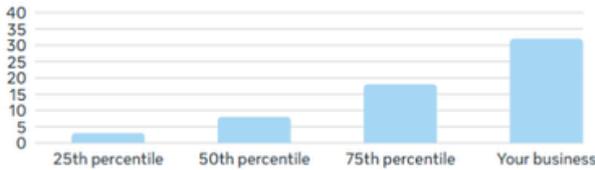
Results are based on businesses with similar organic 28-day reach in your category. [Edit category](#)

Published content

32

Higher than others

How often your business published versus others in this category



Over the last 28 days, you typically published more posts and stories compared to other businesses in this category. Keep up the great work by scheduling content in advance.

Create post

Instagram followers

2,461

Higher than others

Typically: 659

Follows

54

Higher than others

Typically: 11

Content interactions

233

Higher than others

Typically: 35

Strategy 3 – Advance ongoing work to foster a welcoming and inclusive environment in facilities, services, and resources for all segments of the community, notably the Latinx population, unhoused individuals and families, tribal members, and homeschool groups



Ashland Adult Services partnered with author Amy Bowers Cordalis and Bloomsbury Books to host an event featuring *The Water Remembers*. Cordalis, a member of the Yurok Tribe at the mouth of the Klamath River, shared her family's multi-generational fight to reclaim Yurok fishing rights and help remove the dams on the Klamath River, the largest dam removal project in history. The event included members of her family and others involved in the restoration project. The meeting room reached capacity, and due to strong interest, a follow-up event is being planned at SOU in April.

In Jacksonville, patrons have shared that the library has made accessing information easier for them. One patron, who previously subscribed to local newspapers but could no longer afford them, explained that she is also physically unable to access print copies. With staff guidance, she was able to access local news online and was grateful to stay informed without needing a subscription.

The second instance occurred after a performance of *A Story Aloud*, where professional actors read and performed *The Bookstore Sisters* by Alice Hoffman. A patron shared that, although she loves to read, she is losing her eyesight and appreciated being able to participate as a listener.

About a year ago, a patron came to the Rogue River branch needing to use a public computer. After a brief conversation, he signed up for a computer card, allowing him regular access to the Internet. Over the year, he became a near-daily user, utilizing Indeed, JCLS databases, and other resources to find jobs, connect with people, and access local services. During this time, he gained residency in Jackson County and recently secured employment. He describes the library as a place where he and his friends can come “to find what they need” in their lives. While challenges remain, the combination of regular computer access and a welcoming environment has helped him make significant progress and positively change his life.

A patron at Rogue River checked out *Girls Garage: How to Use Any Tool, Tackle Any Project and Build the World You Want to See*, a book that inspired her to start a group called “Tool Time” at the library. The group focuses not only on learning practical skills but also on empowering and supporting one another. Its focus has recently shifted to “Move” and “Stay Sharp,” and participants are thriving. In her words, “I think we’ll be OK.”

GOAL 4: NURTURE THE LIBRARY INFRASTRUCTURE Further the Library as an effective, efficient, well-supported organization with a cohesive and supportive internal culture

STRATEGY 1 – Foster additional internal communication and engagement across all branches

Technology Education Supervisor Eric Molinsky completed the first two check-ins in a series with branch managers and other stakeholders to review successes, assess needs, and explore potential new initiatives. One idea has already been implemented, providing tech support for ESL students completing FAFSA forms. Additional visits are scheduled to continue throughout the year.

3 – Support additional professional development, especially in the areas of technology, cross-departmental training, and community inclusion



Another cohort of the Library Leadership League graduated in January. 12 attendees completed three in-person sessions that helped them develop and learn leadership and supervisory skills for use at JCLS. The Library Leadership League is hosted twice per year.

Strategy 4 – Strengthen support and engagement with the Friends groups and the Library Foundation



The Eagle Point Friends of the Library generously donated funds to purchase new toys, puzzles, and games, refreshing the children’s area. In addition, two high school art students repainted the train table, incorporating playful details and “Easter eggs” such as SpongeBob and Patrick, along with the SS EPHS, representing Eagle Point High School.



**JACKSON COUNTY LIBRARY DISTRICT (JCLD)
DATA AND METRICS COMMITTEE MEETING
Medford Branch Library
Board Conference Room
205 S Central Ave, Medford, OR
January 28, 2026 at 4:00 p.m.**

MINUTES

ATTENDEES AND NOTE TAKER

Present: Committee members Marissa Shepherd, Kevin Keating, Heather Scott, Kelda Vath, Regina Mannino, and Yoli Diaz (note taker),

NEW BUSINESS

Finance

Finance Manager Heather Scott presented the FY 26-27 Budget Plan and shared the Budget Calendar. She highlighted that the first Budget Work Session will be held on March 4th to review the six-month budget-to-actual performance. Heather presented an overview of the budget process and the roles of those involved, and provided an example of the budget template that department heads will be asked to complete with their projected FY 26/27 needs.

Data & Metrics

The bulk of the meeting consisted of a review of the FY26 Mid-year Statistics Report & Strategic Plan Metrics. Data & Analytics Coordinator, Regina Mannino, highlighted various discussion points in the report. She shared Key Performance Indicators (KPIs), Strategic Plan Metrics (SPMs), and a special section on National Trends. This Presentation will be shared at the upcoming February 18, 2026, regular board meeting.

NEXT MEETING DATE TBD