



Manassas Park City Library Advisory Board Meeting

7:00 p.m., Thursday, June 15, 2023

100 Park Central Plaza, Suite 100

Manassas Park, VA 20111

MINUTES

ATTENDEES

Present

Michele Herd – Board Chair

Lillian Zhu – Board Co-Chair

Robin Hatcher – Board Member

Ann-Marie Stewart – Board Member

Donald Shuemaker – Board Member

Holly Ritchie – Library Director

CALL TO ORDER

Ms. Herd called the meeting to order at 7:00 p.m.

COMMENTS

Ms. Stewart was excited to see how busy it was in the library.

Mr. Shuemaker congratulated Director Ritchie on appearing on Potomac Local News podcast.

APPROVAL OF AGENDA

Ms. Herd asked if there were any changes to the agenda. Director Ritchie stated there were no adjustments. Ms. Herd asked for a motion to approve the agenda. Ms. Hatcher moved to accept the agenda, and Ms. Stewart seconded. The motion carried.

APPROVAL OF MINUTES

Ms. Herd asked if there were any comments on the previous meeting minutes (March 9, 2023).

Ms. Herd asked for a motion to approve both the September and December meeting minutes. Ms. Zhu moved to accept the minutes as presented, and Ms. Hatcher seconded. The motion carried.

REPORTS

Library Director Report – attached.

March 2023-May 2023 Statistics – attached.

- Comments concerning Reports:

- Mr. Shuemaker asked where the number of library cards made for the kindergarten field trip are reflected in the statistics. Director Ritchie explained that the majority are in April since they were created in advance of the early May visit.
- Mr. Shuemaker asked if we have had any inquiries about material reconsideration. Director Ritchie stated that there was one question about what our process was, and the patron was directed to our policies for the overview of the process.
- Ms. Herd asked if we lost any resources in order to gain Book Chat. Director Ritchie explained that due to usage, we removed World Book and will be focusing on Scholastic Go as the more complete school resource tool.
- Mr. Shuemaker commented that he appreciates seeing the number of physical circulations increasing as it shows that the need and use of a physical library.
- Ms. Herd asked if any of our new staff speak Spanish. Director Ritchie stated that the programming LA3 speaks conversational Spanish.

DISCUSSION ITEMS

Fauquier County – Adding to Reciprocal

- Director Ritchie opened a discussion on the board's thoughts on adding Fauquier County to the Reciprocal list.
- Mr. Shuemaker expressed concern that they are not apart of the MWCOG group for our current reciprocal agreement and that the city's attorney may need to get involved in order to add them.
- Ms. Herd asked about what advantages adding them would bring to our residents. Director Ritchie outlined the digital resources that Fauquier would bring to MPCL patrons including a larger ebook selection, additional magazines, newspapers, and Learning Express.
- Ms. Herd mentioned that if Fauquier County residents would like to utilize the library they can get a non-resident card. Director Ritchie confirmed this and mentioned it is \$38 a year.
- Mr. Shuemaker asked if Prince William County Library system has any of the digital resources that Fauquier would bring to our residents. Director Ritchie stated that they had some, but not all of the additional eBook selection.
- Ms. Herd stated that it sounds like everyone is a bit split. Director Ritchie asked if the board would like to see a basic break down of the pros and cons of adding them at the next meeting and the discussion could continue then. The board agreed.

Review of Strategic Plan

- Director Ritchie stated that the current plan is coming to an end next year and a plan will be outlined in the coming months to begin developing the new plan.
- Director Ritchie explained that the state does require an annual review of the Strategic Plan.
- Mr. Shuemaker stated that it is good there will be a new plan developed as some information is becoming out of date, such as the population size of the city.
- Director Ritchie explained that the focus of the current plan has been on developing the presence of the library within the community and the move to the current facility.
- Mr. Shuemaker commented that with the move to the new building with a larger collection and staff, we are probably doing a more complete job at meeting some of the goals of the plans. Director Ritchie agreed.
- Mr. Shuemaker asked if there will be more measurable goals in the new plan. Director Ritchie stated that since the plan spans 4-5 years it does need to be broad, and the more measurable goals are created yearly in connection with the plan.
- Mr. Shuemaker asked if the new plan will be different from the current plan or a continuation. Director Ritchie stated that there will most likely be a bit of both, but the plan is to get staff involved in the process so that they can and will take ownership.

Next Fiscal Years Goals

- Mr. Shuemaker commented that with the goal to get library cards to every student, eventually we will work ourselves out of the goal. Director Ritchie agreed and stated that eventually our library card outreach would be focused on the students that have moved into the area and reminding existing card holders about the library.
- Mr. Shuemaker asked if there is a purge process for library cards. Director Ritchie stated that yes there is a process and that she believes it is 10 years but is not positive on that timeline.
- Ms. Herd stated that they sound like good goals, but asked that since the first goal is more a Q1 goal, is the second goal sufficient for the remainder of the year. Director Ritchie stated that we could add an additional goal to cover. Ms. Herd suggested a goal focused on Summer Reading. Director Ritchie asked about a goal for Summer Reading Signups. Mr. Shuemaker asked what the numbers were for last Summer Reading. Director Ritchie stated that 90 people registered last year and there were currently 100 people registered this year.
- Ms. Herd asked about stretch goal for the remainder of the year after the library card campaign and asked about adding something that would directly impact the Spanish speaking community. Director Ritchie stated that we could make a goal

to reach leaders in the Spanish speaking community. Mr. Shuemaker suggested citizenship classes.

- Director Ritchie stated that she will work on adding a goal for summer reading and a stretch goal directed at the Spanish speaking community.

ACTION ITEMS

Election for Board Chair & Vice Chair

- Chair Nomination: Michele Herd
- Vice Chair Nominations: Ann-Marie Stewart

Mr. Shuemaker moved to elect Michele Herd as the Chair and Ann-Marie Stewart as Vice Chair by no competing nominations. Ms. Hatcher seconded. The motion carried.

MEETING SCHEDULE

Next meeting on August 31st at 7:00 p.m.

MEETING ADJOURNED

Ms. Herd asked for a motion to adjourn. Ms. Hatcher moved to adjourn, and Mr. Shuemaker seconded. The motion carried.

Director Report

The focus during the last quarter has been growing our to begin relationships with the local schools, reaching out to partners for programs, and inform the community about Summer Reading. Two new staff members have joined our team. Paige, our new Library Associate 3 who will be focusing on Adult & Senior Programming and Chelsey, a new Library Associate 2 who will be working the circulation desk. In July we'll welcome Anissa, another new Library Associate 2.

Programs

For our children's programs, we currently have our Tuesday morning Storytimes, we have also added a bi-weekly Wednesday Storytime. Attendance and interest has been great and we are looking to make this Storytime weekly after Summer Reading. We also continue to have weekly Saturday Spanish Storytimes with Ms. Roxana as well as a monthly children's craft program. In March we held a birthday party for Dr. Suess and our young patrons loved it!

In our teen programming, we introduced a monthly 3D printing class for tweens, teens, and adults. The first classes were informational about 3D printing and we will begin workshops starting in June. In May we held a very successful Star Wars, May the 4th, party where teens were able to create their own pool noodle light sabers and challenge their friends to a duel.

For adults, we have brought back the ESL classes and are seeing great interest and numbers from the community. We have also continued with BINGO and Worry Less, Color More. In the coming months, Paige is expanded the programming to include crafting and education programs and outreaches to the local senior living apartments and homes.

Our Craft and Create and Game Nights are still one of our most popular programs and May's addition of a Library Golf tournament during Game Night brought in many friend competitors. Our current focus is the all ages Summer Reading Program beginning on June 20th with the kick-off party on June 24th.

Social Media Response

This quarter our social media response continues to remain steady. We are seeing a consistent rate in our post engagements and the reach of our boosted posts (for larger and partnered programs) has successfully reached more people. Currently, we have 891 likes and over 1k Followers on Facebook, 285 followers on Instagram, and 303 subscribers on our YouTube channel (as of 06.08.23).

Digital Offerings

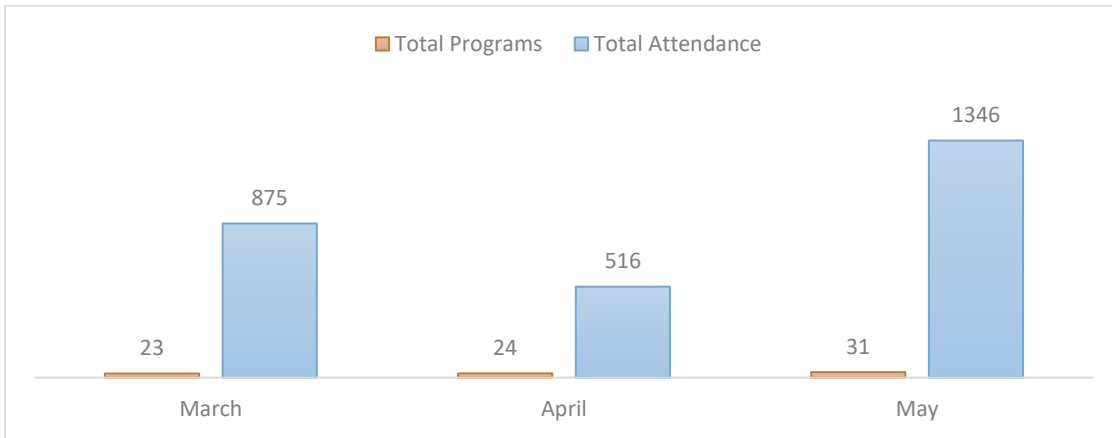
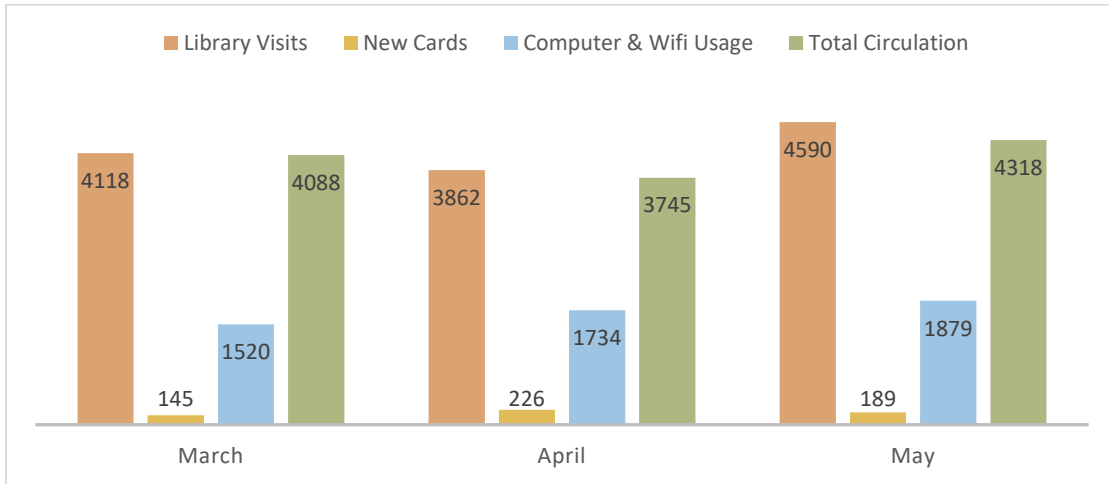
Since expanding our digital offerings, we have noticed an increase in our digital circulations – especially on Libby and Hoopla. In the new fiscal year, we will be adding a Readers Advisory Service called Book Chat that will work in connection with the Novelist book tool program. This service will have professional librarians on hand to answer book related questions either through a chat or via email. The hours available include Mondays, allowing us to offer additional personalized services to our patrons when we are otherwise closed.

Partnerships & Outreaches

Over the course of 3 days, 226 kindergarteners visited the library and we created 166 library cards for the students! Since the field trips, we have begun talks with the school to make this an annual field trip each fall so that the kindergarteners can begin each school year with their own library card! Additionally, we visited the middle school and the Manassas Christian school to speak to the students about summer reading and to participate in Career Day.

Statistics

Library Statistics	Mar.	April	May	Total
LIBRARY VISITS	4,118	3,862	4,590	12,570
PUBLIC SERVICE HOURS	263	270	274	807
USES OF PUBLIC INTERNET COMPUTERS	409	347	583	1,339
WIRELESS SESSIONS	1,111	1,387	1,296	3,794
NUMBER OF WEBSITE VISITS	8,558	7,037	7,865	23,460
VOLUNTEER - HOURS	4	15	17	36
TOTAL REFERENCE TRANSACTIONS	284	616	744	1,644
OFFSITE PROGRAMS - TOTAL	2	1	4	8
OFFSITE ATTENDANCE - TOTAL	450	156	553	1,165
TOTAL LIBRARY PROGRAMS	23	24	31	78
TOTAL PROGRAM ATTENDANCE	875	516	1,346	2,737
TOTAL CIRCULATION - ELECTRONIC MATERIALS	563	535	663	1,761
TOTAL CIRCULATION - PHYSICAL MATERIALS	3,525	3,210	3,655	10,390
TOTAL CIRCULATION	4,088	3,745	4,318	12,151
NEW BORROWERS - TOTAL	145	226	189	560
REGISTERED BORROWERS	2,935	3,159	3,345	





Manassas Park City Library Goals FY 2023-2024

- Build relationships with area schools and create library cards for students and teachers at the beginning of the school year. Schools include, but is not limited to, Manassas Park Elementary School, Cougar Elementary School, Manassas Park Middle School, Manassas Park High School, and Manassas Christian School. (library card outreach should be completed at each school by December 2023)
- Expand adult and senior programming to include 2 adult and 2 senior programs a month. Programming may include recurring programming or standalones. A total of 30 programs should be completed by April 2024.

Manassas Park City Library

Strategic Plan

2020-2024



Introduction

The newest city in Virginia welcomes a new library, the educational and cultural center of the city. The City of Manassas Park continues its journey to become the premier community to “live, work and raise a family” that is “safe, socially unified, yet diverse” by designing a modern public library (City of Manassas Park Vision).

In order to provide lifelong learning opportunities for all citizens, the library will focus on creating educational opportunities, connecting with partners and serving the community.

Library Mission

To enrich lives, build community, and foster success by bringing people, information, and ideas together.

Library Vision

To be the welcoming heart of our community where all come to learn, discover, create, and connect.

The Community

Manassas Park is a young and bustling city made up of 16,423 citizens. The median age is 35, and the community is largely comprised of families (70%). Many of these families speak English, while 32% speak Spanish in the home. 80% of the adult population has earned a high school degree or higher, and 30% have a bachelor’s degree or higher. The senior population accounts for 1,335 citizens. These demographics help shape the services provided by the library.

Strategic Plan

The five year plan will guide the Manassas Park City Library (MPCL) staff as services are established in the community. The plan establishes broad goals and strategies that will ensure success while providing room for agile response to community needs. The three goal areas will set the library on the path to become the heart of the community.

Goal: Educate

MPCL is the center for lifelong learning in the City of Manassas Park.

The goal to educate will be achieved through implementing strategies such as:

- Celebrate reading for all ages throughout the year. Design spaces and services to bring families together to connect with each other in the library around a shared love of reading and learning.
- Provide opportunities for local educators to engage with and use the Library and its resources.
- Design and implement programs for all ages meant to educate and enhance lives of Manassas Park citizens.
- Provide programming and collections focused on school readiness for children and families of Manassas Park.
- Support English language learners to ensure success for all citizens.
- Provide technology and services to support digital literacy.

Goal: Connect

MPCL is the partner of choice for community service organizations and leaders.

The goal to connect will be achieved through implementing strategies such as:

- Establish partnerships with community service organizations and leaders including the City of Manassas Park Parks and Recreation Department and Catholic Charities.
- Build on partnerships to take library services to the community as well as bring services in to the library.
- Build awareness of library services through outreach, presentations and an engaging online presence.

Goal: Serve

MPCL is focused on serving the community of Manassas Park.

The goal to serve will be achieved through implementing strategies such as:

- Establish robust collection based on community needs.
- Research and develop appropriate services to meet the needs of the community. Establish policies and procedures to ensure safety, access and comfort of all citizens.
- Support local businesses by coordinating small business services with Chamber of Commerce and City of Manassas Park.
- Prepare staff to respond to community needs while providing the highest level of customer service.