

# October Youth Services Board Report

## Meeting Date: November 15<sup>th</sup>, 2018

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In October, we offered 38 children's programs. Our children's programs served 406 children and 163 parents/adults, & 2 teenagers. We also offered 6 teen programs that served 22 teens. We had 9 teen volunteers this month that worked a total of 48 hours. The program with the highest attendance was our Halloween drop in program. Over 100 children stopped in with their families. Many were new faces that we haven't seen in the library before. We handed out calendars of children's events, pencils, bags of pretzels, and glow sticks. Also of note, the Friends of EBCPL sponsored Fall Family Fun Day this month at over 90 people came out to play. Despite the bad weather forcing us inside, a great time was had by all.

Now that we have all come down from the rush of the summer, it seems a good time for some new trainings and professional development. I have attended 3 different events this month. One taught the value of and how to use Facebook paid promotions properly and how to use video content to engage patrons. I learned a lot and have been implementing the techniques on our Facebook page using more time lapse videos etc. I also attended training on serving LGBTQ patrons and creating a space that is safe and welcoming to all patrons. It was a fantastic training; I hope that at least one of you got to the board member version of this training at RCLS. While we do have a very welcoming environment, one thing that the instructor suggested all public places do is remove gender labels from bathrooms. If you want to hear more about their reasoning why, I'd be happy to come and talk about it at a future meeting. I also was lucky enough to go to the annual Fall into Books conference. The keynote speaker from teachingbooks.net spoke about how his website can help us connect young readers to authors, and the main speaker, Sandra Uwiringiyimana spoke about her experience coming to our country as a refugee from Congo. I attended two breakout sessions about picture book representations of the immigrant experience and picture book biographies. I have also been working on finding appropriate training webinars for Chelsea and Alex so they can continue to grow their skills too. Chelsea did a Library Aware webinar this month to help her learn more about creating eye-catching flyers, and Alex is doing a webinar on planning storytimes to help her prepare for the next Headstart cycle where she will be doing her first storytimes for us. In my staff evaluations last year I tried to identify an area with each staff member where they wanted to improve and where I could help them improve. I am hopeful that finding these webinars and giving them the time to watch them and discuss the concepts with me will help them improve in areas they want to develop further.

Teen programming continues to surprise me with higher numbers than I am used to. I did have to cancel one of their programs this month due to my illness (I think I may have contracted the plague.) But the teens continue to show up and seem more invested in the programming for them; they have been contributing ideas for future programming too. Alex is going to start doing one of the teen programs each month beginning next month.

The Friends have been very busy this month. The Friend of the Year and Friends Recognition went very well and had a wonderful turn out. In addition to the Fall Fun Day, the friends also agreed to pay for the storage shed outside, and to fund a new discovery kits program that I am working on and hoping to roll out in the spring. They also did an outreach event on Halloween at the government center and met close to 600 local families.

The computers in the children's room were used 79 times throughout the month of September, and the teen computers were used 83 times. The AWE computers were used a total of 108 times this month. The WiiU was used by 130 teens. Our children's program room has been used 3 times this month for tutoring/visits. I handed the reigns of the twitter account over to Jonathan this month and he has proven to be a twitter whiz. All of the statistics are up, some over 1000%. I also gave Alex the information to work with the Instagram account. She has started a month long "Dino"vember campaign on Instagram using our toy dinosaurs. It's very funny! Check it out if you get a chance. More social media information will be discussed in the social media report.

Submitted by: Cheryl Jones  
November 1st, 2018