Notes Captured from the Summer Reading Networking Conversation #7 Virtual Noon Meeting held on September 23, 2020

Discussion prompts

- **Programming:**
  - What was your most successful summer programming for engaging children, teens, adults, and/or families?
  - What services and programming are you planning this Fall?
  - What are the most useful ways you’ve been able to help students and families?

- **Outreach and Communication:**
  - Share your most successful outreach effort(s) this summer?
  - What are your outreach plans for the fall and winter?
  - What have been your most effective strategies for reaching individuals and families that don't access your online programs?

- **Questions for your fellow group members?**

Main Meeting Chats

- I have privacy concerns about virtual programming through Facebook / Instagram live / YouTube: Agree or Disagree

12:09:28 From Leila Regan: ^^^ Also privacy concerns.

12:10:05 From Children-Ivonne Arreola: Agree

12:10:12 From Children's - Barbara Chung: Agree

12:10:28 From Children - Judy Neeb: Yes, on privacy. WiFi is always an issue as well.

12:10:33 From CHILDREN Annika Helmuth: Internet access for distance learning

12:10:54 From Children Mickey: Tutoring for k-12

12:10:54 From no preference - Jasmin LoBasso: Connecting with the schools. We put together an outreach team and it’s been an underwhelming response. :/ 

12:10:58 From CHILDREN - Leslie Sterian: Kindergarten Readiness/Preschool Activities - many preschool aged children are NOT going to a preschool which means they are missing out on crucial learning time.

12:10:58 From Leila Regan: Additionally, virtual does not work well with the preschool/toddler group. Virtual is going okay with older kids but younger kids in-person was the best route I'm not sure how to bridge that gap.

12:11:09 From no preference - Jasmin LoBasso: (We think they are just so busy with reopening concerns).
12:11:11 From Alyson Hamlin: There's been concerns about reading books online and the changing permissions from publishers to do so

12:11:18 From Children's - Barbara Chung: ditto on need to connect with the schools

12:11:40 From Jeanne O'Grady: connecting with schools, internet access, transitioning regular programs to virtual especially for school age kids

12:11:41 From Children - Carissa: huge issue connecting with schools for me too. everyone is so overwhelmed, any effort seems to be an annoyance. and they are constantly telling us that kids are screened-out, but we cannot have live programming either...

12:11:44 From no preference - Jasmin LoBasso: Yeah, it's a conundrum. :/

12:12:02 From Children - Carissa: a teen recently told me that having more paid internship opportunities would be really valuable right now

12:12:20 From no preference - Jasmin LoBasso: Realistically, craft kits, giveaways, book giveaways have had the strongest response.

12:12:31 From Children - Judy Neeb: My schools are slowly connecting but it's at a very glacier rate.

12:12:31 From Children - Carissa: especially as there are less job opportunities, so recognizing teens for getting involved in library programs seems to be worth considering...

12:12:31 From no preference - Jasmin LoBasso: But that doesn’t help so much here and I’m sorry :/

12:12:42 From CHILDREN Sara: Virtual Bingo Nights, Grab and Go craft kits

12:12:47 From children's Barbara J. Richardson children's: Take and Make kits and busy bags

12:12:48 From CHILDREN - Laura: Craft and Science Kits have been very popular for us

12:12:54 From Teri Markson: Agree that we had very strong response to give aways, especially books

Chris Durr - CSL: Changed to 'going well question' now

12:13:00 From Lisa Ferneau-Haynes: yes Jasmin, we have found that we get great response if we give the materials out as a kit ahead of time

12:13:02 From Children's - Barbara Chung: Weekly bilingual family story time has been successful


12:13:06 From Children - Judy Neeb: Our virtual storytimes have been great. Online trivia using Google Forms has been fun.
From Children Pamela Martinez: Our Books-to-Go is very popular...folks are liking us pulling their books for them & just coming by to pick them up, even though we are now open!

From CHILDREN - Elizabeth Saucedo: Offering community service hours for creating a Teen Book Reviews webpage has had a good response (and encourages teens to read)

From Children Pamela Martinez: Our virtual story times are going well also

From CHILDREN - Leslie Sterian: Want to expand activity kits to preschool age that will focus on developing those Kindergarten readiness skills. Craft kits are working well for school age kids.

From CHILDREN - Laura: A lot of community sites are continuously asking us for books. We’ve mostly distributed free books to any kid who wants one at our library sites

From children’s Barbara J. Richardson children’s: book bundles

From Elizabeth Brown: Online art classes are working well for us.

From Children - Chris Spitzel: Our book bundles have been popular as well.

From Jeanne O’Grady: We are having a virtual volunteer activity fair for teens next week.

From Children - Judy Neeb: Agreed on community services for teens. We have a virtual TAB.

From CHILDREN - Laura: We had a plan to distribute free Early Literacy backpacks but it’s on hold

From CHILDREN - Laura: there has been a lot of requests for this

From Teri Markson: We have two YA librarians who have created a very successful virtual career series

From no preference - Jasmin LoBasso: I would love to be able to get those craft kits and book giveaways to some of the smaller schools — reasons for us to complete physical outreach and stop by to drop off info they can give families. But yeah, things for people to roll up and pick up helps.

From no preference - Jasmin LoBasso: I like these teen ideas for volunteer hours.

From Children - Kari: While I was evacuated for almost a month, I assisted my 5 yr old grandson with virtual school. Wow! It was so hard for the little ones to stay focused and most of them didn’t have an adult nearby who could help. Wish we could help them in some way!

Chris Durr - CSL: and moving onto this question: what challenges do you have in meeting these needs? and related, what can the state library do to help

From CHILDREN - Elizabeth Saucedo: A challenge has been how to bridge the digital divide
12:16:49 From Children - Kari: More books to give away always helps!

12:17:00 From Teri Markson: Yes, give away books!

12:17:05 From Children-Ivonne Arreola: Get the word out!

12:17:16 From CHILDREN - Leslie Sterian: Funding. All of these kits are expensive, even when using inexpensive items, but this is what kids and families are responding best too.

12:17:18 From CHILDREN - Laura: The digital divide is really affecting our communities. Language barriers are another

12:17:22 From CHILDREN - Laura: Funding for more kits

12:17:31 From no preference - Jasmin LoBasso: Hmmmm, time getting stuff prepped (pre-prep is so much easier thought costs lots more money); difficulty getting people to be aware our stuff is still there and we are offering more; word of mouth has been a bit lost


12:17:56 From Teri Markson: Putting the kits together can take a lot of time, and the need is tremendous

12:18:01 From Children and Families Kaela / on phone: Our challenge has been letting families know about the new services and programming we have. We normally send out information to schools, but have had difficulty continuing this partnership. We use social media, printed press releases and a digital newsletter. Most of our publication is bilingual but we also have a challenge with reaching our patrons who do not speak or read English as their first language.

12:18:02 From CHILDREN Annika Helmuth: Second getting the word out/marketing new services and resources

12:18:03 From CHILDREN - Laura: I'm wondering if there is a best practices document as well on Zoom meetings or online storytimes. It's difficult to keep track of what publishers are requesting

12:18:11 From Children- Liz Smith: For our kit programs, we have been able to offer an instructions sheet for those who cannot connect with us on Facebook.

12:18:20 From no preference - Jasmin LoBasso: I wish it was easier to share what we are doing. It’s been challenging to share it online in one portal and to keep up to date. Difficulties with copyright on story time making things expire.

12:18:23 From Children Pamela Martinez: Our city is not allowing us to have volunteers in house yet; so staff time is minimized to extra tasks

12:18:24 From Jeanne O'Grady: digital divide that affects our non English speaking communities - so getting the word out to them
12:18:28 From Children - Ashley Watts: funding for grab-and-go craft bags. We could do a virtual craft series

12:18:47 From Children - Ashley Watts: We did the series over the summer and it was great

12:18:53 From Children's - Barbara Chung: Children's staff members have been pulled into supporting curbside activities

12:18:57 From CHILDREN - Amy P.: we partnered with a local cookie shop. With every set of children's Grab-n-Go that gets checked out, they get a coupon for a free cookie. All the little incentives to get kids reading and get those books checked out!

12:19:12 From no preference - Jasmin LoBasso: That's a great idea @Amy!

12:19:17 From Chris Durr - CSL: Our virtual programs, as they are right now, allow for meaningful synchronous and asynchronous opportunities: Agree or Disagree

12:19:43 From Childrens - Maribel: We are currently offering activity kits that are geared for toddlers and preschoolers. They have been super popular and parents really seem to enjoy them.

12:19:45 From Children - Carissa: Agree

12:19:46 From Jeanne O'Grady: mostly agree

12:19:46 From Children- Liz Smith: Agree

12:19:50 From CHILDREN Sara: mostly agree

12:19:52 From CHILDREN Annika Helmuth: Agree

12:19:54 From Teri Markson: Agree

12:19:56 From Children - Ashley Watts: Agree

12:19:56 From CHILDREN - Elizabeth Saucedo: Agree

12:19:57 From no preference - Jasmin LoBasso: Yeah, mostly agree I think.

12:20:07 From Children- Jill Nevins: Agree

12:20:13 From Children Pamela Martinez: agree

12:20:14 From Children-Ivonne Arreola: agree

12:20:29 From Leila Regan: Tiktok

12:20:30 From Children Pamela Martinez: our website

12:20:33 From Lisa Ferneau-Haynes: Zoom storytimes

12:20:34 From CHILDREN Sara: Padlet
12:20:35  From no preference - Jasmin LoBasso: We did one event in a partner on Discord.

12:20:36  From CHILDREN - Leslie Sterian: Zoom for storytimes.

12:20:37  From Children - Judy Neeb: We post our videos on our website.

12:20:38  From Jeanne O'Grady: Zoom.

12:20:43  From Elizabeth Brown: We use Zoom for Storytimes.

12:20:44  From Leila Regan: Roll20.net.

12:20:45  From Teri Markson: LAPL stopped using Instagram recently due to ADA concerns.

12:20:50  From Susan Florence White: I like the idea of prizes for participating in programs. A small amount of state funding might help. We're really strapped for funds and cutting.

12:20:53  From no preference - Jasmin LoBasso: A server for libraries shared to put programming out and shared audiences on Discord would be awesome!

12:21:07  From Susan Florence White: Does anyone use Twitch?

12:21:29  From Leila Regan: I'm curious about Twitch and Discord.

12:21:32  From Elizabeth Brown: We're looking into it.

12:21:38  From Teri Markson: I think LAPL briefly used Twitch, but now we're only using FB, YouTube and Zoom.

12:21:39  From Children - Kari: I haven't been able to restart my recorded programs since I had to evacuate from the area. Home now but too smoky to be outside.

12:21:43  From Children - Judy Neeb: We're about to use Crowdcast for our adult programs.

12:21:51  From CHILDREN - Elizabeth Saucedo: GoToMeeting.

12:22:42  From Teri Markson: We use Streamyard to feed livestream to FB and YouTube.

12:22:43  From CHILDREN - Leslie Sterian: Do participants have to have an account to use Twitch or Discord?

12:23:09  From CHILDREN - Elizabeth Saucedo: StreamYard has been very helpful, agreed!

12:23:09  From no preference - Jasmin LoBasso: Overall, most success has been using Facebook Premiere.

12:23:39  From Teri Markson: How are other systems dealing with ADA compliance?

Chris Durr - CSL: Statistics for our virtual programs are clear, relevant and easy to keep track of: Agree or Disagree.
From Children - Ashley Watts: Disagree

From Jeanne O'Grady: disagree

From Children - Kari: Disagree!

From Teens - Ariadna: disagree

From CHILDREN - Elizabeth Saucedo: Disagree

From CHILDREN - Laura: disagree

From no preference - Jasmin LoBasso: Disagree.

From Teri Markson: Disagree

From Childrens - Maribel: disagree

From Children and Families Kaela / on phone: disagree

From Children's - Barbara Chung: disagree - this was very challenging

From Children - Carissa: For live programs, agree. For asynchronous opportunities, disagree.

From Children- Liz Smith: disagree

From CHILDREN Sara: Disagree- still trying to figure out if there is a way to see how many clicks on my bitmoji virtual library pages

From CHILDREN - Leslie Sterian: Agree for live programs, but disagree for recorded.

From Children-Ivonne Arreola: Agree for live-disagree for recorded.

From no preference - Jasmin LoBasso: It’s hard to keep track of how each platform tracks numbers, and we still want to track the reach of the programs. People don’t HAVE to watch in real-time so why not acknowledge programming when it isn’t watched in real-time?

From no preference - Jasmin LoBasso: Staff seem consistently confused on tracking too.

Chris Durr - CSL: I have privacy concerns about virtual programing through Facebook / Instagram live / YouTube: Agree or Disagree

From Children Pamela Martinez: time consuming

From Leila Regan: Statistics are very hard to track

From CHILDREN - Elizabeth Saucedo: Agree

From Teens - Ariadna: agree specifically for teens
12:25:57 From CHILDREN - Leslie Sterian: Agree
12:25:58 From CHILDREN Sara: agree
12:26:03 From Jeanne O'Grady: agree
12:26:05 From CHILDREN Annika Helmuth: agree
12:26:15 From CHILDREN - Amy P.: agree
12:26:17 From Children Pamela Martinez: agree
12:26:17 From Teri Markson: depends on the platform
12:26:26 From no preference - Jasmin LoBasso: Yeah, it depends. Lots of considerations.
12:26:30 From Elizabeth Brown: I had a hard time keeping track of Summer Reading numbers this year.
12:27:37 From Children - Kari: Mine were recorded so I wasn't worried about privacy although my daughter worried about her kids being in the videos. They really wanted to do it so she let them. It made the program so much better with the little ones joining in.
12:28:09 From no preference - Jasmin LoBasso: No.
12:28:19 From Children - Kari: No.
12:28:20 From Children - Carissa: In general some pushback from some of our communities in regard to social media
12:28:22 From Teens - Ariadna: We are unable to because of the umbrella of our organization is government
12:28:35 From Children - Carissa: not wanting to have kids on social media, so don't push programs on there
12:28:37 From Children- Liz Smith: No
12:28:45 From Leila Regan: A lot in our community aren't tech savvy so it has been an adjustment.
12:29:34 From no preference - Jasmin LoBasso: Thank you! I think these were great questions :) Lots of food for thought. :)
12:30:00 From Jeanne O'Grady: Will the chat be saved so we can refer to it?

Chris Durr - CSL: if you have further thoughts, please email me at chris.durr@library.ca.gov

Programming
12:30:44 From CHILDREN - Laura: Yes
12:30:47  From Teri Markson : Yes
12:30:51  From CHILDREN - Laura : We are doing a Winter Bingo program
12:30:51  From Children-Ivonne Arreola : Yes
12:30:52  From CHILDREN - Amy P. : yes
12:30:54  From Children and Families Kaela / on phone : Yes
12:30:59  From Lisa Ferneau-Haynes : we do winter reading through beanstalk at oceanside
12:30:59  From children's Barbara J. Richardson children's : Beanstack has a winter challenge
12:31:01  From CHILDREN Sara : Woodland PUblic Library- Yes
12:31:04  From Children and Families Kaela / on phone : Yes City of Santa Maria Public Library - Beanstack
12:31:05  From Children's - Barbara Chung : yes, Carlsbad City Library
12:31:05  From Teri Markson : LAPL - yes
12:31:06  From Children Pamela Martinez : thinking about it here in Redlands, thanks to Beanstack!
12:31:11  From CHILDREN - Laura : Oakland Public Library - Yes
12:31:14  From no preference - Jasmin LoBasso : KCL - We did a Winter Reading Challenge for the first time last year. We are considering a Beanstack Halloween challenge. We are aiming to ALWAYS have something on there for families to engage.
12:31:19  From Children- Liz Smith : We have one starting October 5!!!
12:31:21  From CHILDREN - Elizabeth Saucedo : Yes - Goleta Valley Library
12:31:22  From Children - Chris Spitzel : Pleasanton Public will be using Beanstack for Winter (and probably Fall as well).
12:31:25  From ADULT -- Diane : Stanislaus County using Beanstack this Winter
12:31:26  From Childrens - Maribel : Not sure, we usually do offer a winter reading challenge via beanstack
12:31:27  From Teens - Ariadna : considering - San Diego County Library
12:31:31  From children's Barbara J. Richardson children's : In N Out in Fall
12:31:37  From Children Mickey : Victorville City Library READsquared
12:31:38  From Children -Ashley Watts : We have a Picture Book Month challenge!
From Teri Markson: We are also currently running a challenge in conjunction with our LA Libros Festival.

From Children - Carissa: anyone know good resources for designing a spooky scavenger hunt for Halloween? sorry -- unrelated but though I would check.

From Children Pamela Martinez: Yes! Thank you CLA for Beanstack subscription!!

From Children - Ashley Watts: And we just launched 1000 Books before Kinder.

From Children - Jill Nevins: Calabasas Library is hoping to get going this winter with Beanstack.

From Jeanne O'Grady: We have used Beanstack for 2 years, but have a lot of trouble getting people to sign up. Suggestions?

From Teri Markson: What does the Premiere level include?

From Adult Judy: San Diego Public will be using Beanstack for In 'n Out.

From Children - Liz Smith: We use Beanstack for all reading programs, and are launching some digital events next month!

From Holly Macriss (she/her): https://www.cla-net.org/events/EventDetails.aspx?id=1424988&group=

From Holly Macriss (she/her): here is our email: summeratyourlibrary@cla-net.org

From Teens - Ariadna: yes, this year we didn't worry about statistics being lower than previous years.

From Holly Macriss (she/her): Go ahead and share in chat any responses to these questions as well :-) 

From Jeanne O'Grady: I agree that just getting a SRP off the ground this summer was a major success.

From Teri Markson: How many kits did you give out? Who purchased the materials and assembled them?

From CHILDREN Sara: All of our performers were able to pivot virtually, thankful for them!

From Jeanne O'Grady: Having virtual performances allowed us to get performers that we might not have had previously because of travel expenses.

From CHILDREN - Amy - Yorba Linda Public: How do you get word out about programs? We did SRP via Read Squared and gave prizes out at curbside, but I don't think we reached as many people as we could because getting word out is challenging if people aren't on social media or check the...
library website. Time to think outside the box, but we haven't quite figured out how to get word out about all the great things we are still doing.

12:42:39 From Jeanne O'Grady: Pop-up visits at the school lunch distribution sites were very successful for outreach to a community who largely were not library users.

12:42:47 From Children's - Barbara Chung: I agree with Amy - reaching community members was difficult this year.

12:43:04 From Children - Kari: Our virtual performers all had good attendance.

12:43:18 From Kari Johnson: Also, please take this time to share any favorite grab-and-go ideas or other favorite resources in the chat box.

12:43:58 From Holly Macriss (she/her): Teri will be our last live comment on this topic, but please share in chat and continue to ask questions. Thank you!

12:44:05 From Children - Liz Smith: Amy- I'm not sure how READ squared works, but I know on Beanstack when a new challenge is added, it notifies those who are signed up. I wonder if READ squared has a notification system in place.

12:44:17 From CHILDREN Sara: scratch art, pulled string art, marshmallow constellations, fall luminaries are flying off the shelves this week!

12:44:36 From Teens - Ariadna: we put together an activity booklet in various languages with content created by local organizations to highlight the region and its resources

12:45:11 From Jeanne O'Grady: we gave out small items at curbside. Sidewalk chalk was a great hit.

12:45:20 From Jeanne O'Grady: hit

12:48:52 From no preference - Jasmin LoBasso: Well I forgot to mention our community read!! We've kept it and I've been very surprised by how successful it’s going (it’s a lot of adult programming)

12:49:37 From no preference - Jasmin LoBasso: Wow!! 60 is impressive!!

12:50:06 From Children - Carissa: @Terri - would you be able to share a link to that career program?

Holly Macriss (she/her): Outreach and Communication:
Share your most successful outreach effort(s) this summer?
What are your outreach plans for the fall and winter?
What have been your most effective strategies for reaching individuals and families that don't access your online programs?

12:50:29 From Children - Carissa: It seems adding onto this program (including persons from across the state/country) rather than recreating might be worth considering
12:50:42 From CHILDREN Annika Helmuth: Most successful outreach so far this Fall has been presenting at a PTA meeting.

12:50:57 From Children - Judy Neeb: Agreed on the PTA meeting.

12:50:59 From no preference - Jasmin LoBasso: Yeah my gears are turning and it seems like it’d be cool for library staff to partner across systems for joint programming to create more robust programming and larger audiences.

12:51:56 From CHILDREN - Elizabeth Saucedo: We've had success by including promotional flyers in Sidewalk Service bags at pick-up.

12:52:14 From Children - Judy Neeb: I have two virtual class visits scheduled for next week so fingers cross that it goes well.

12:52:22 From CHILDREN - Elizabeth Saucedo: Press releases have been helpful as well.

12:52:44 From no preference - Jasmin LoBasso: Judy — I hope that goes well.

12:53:02 From Children - Ashley Watts: Our most successful outreach will be with the school district. They are planning a new diversity and inclusive curriculum for teachers and they have asked us to support this. We will also support by offering a challenge in Beanstack for this.

12:53:08 From Children's - Barbara Chung: We're going to be presenting (virtually, of course) on library resources at one of our middle schools and will also be attending a virtual meeting of school librarians in North San Diego County.

12:53:34 From Children - Ashley Watts: Yes.

12:53:37 From Children - Judy Neeb: Yes.

12:53:39 From CHILDREN Annika Helmuth: Yes, Zoom meeting.

12:54:17 From Children - Judy Neeb: @Jasmin - I did a recorded video storytime for one of the elementary school in a Corgi onesie.

12:54:57 From CHILDREN Annika Helmuth: I’ve also been editing recorded video storytimes with a consistent sign-off message/promo at the end about available services—helps to get the word out.

12:55:00 From Children - Carissa: Does anyone have a strong relationship with their schools?

12:55:02 From CHILDREN - Laura: We are working on a recorded video that can be used in class visits. It will walk through the process of how to get a library card and how to place holds.

12:55:09 From Children - Carissa: Looking for positive model to take notes from.

12:55:10 From CHILDREN - Laura: We are only offering sidewalk service at this time.

12:55:43  From Children - Carissa : sorry had to rush for the 5 sec time limit!

12:55:47  From Teri Markson : We have a dedicated LAUSD liason

12:55:48  From Children - Judy Neeb : Yes - thanks to the work from the previous children's services librarian.

12:55:51  From Children Pamela Martinez : We have contacts at the library at each of our high schools

12:55:54  From Victor Jimenez Olvera : yes

12:56:17  From Jeanne O'Grady : We have developed power points for 4 levels of class visits. Teachers can access them from our website or ask for us to Zoom in to their class for a visit.

12:56:18  From no preference - Jasin LoBasso : @Teri — that sounds SO NICE. I would love that :) 

12:56:51  From Children Pamela Martinez : that sounds great Jeanne O'Grady!

12:57:44  From Children Pamela Martinez : We're about to open to the public now, so thank you all for the great ideas & conversations.

12:58:19  From Children - Carissa : Thanks Lisa!

12:58:57  From CHILDREN mmartinez : Terrific feedback everyone. Thanks to all!

12:59:07  From Jeanne O'Grady : Thank you for having these conversations. It's been very valuable for me since they stated.

12:59:24  From Children's - Barbara Chung : I appreciate all the good ideas shared today!

12:59:28  From Chris Durr - CSL : and again, any more feedback on my questions can be sent to me here: chris.durr@library.ca.gov

12:59:46  From Holly Macriss (she/her) : iREAD Showcast RSVP https://www.cla-net.org/events/EventDetails.aspx?id=1424988&group=

12:59:50  From Teri Markson : Thank you

12:59:59  From Kari Johnson : summeratyourlibrary@cla-net.org

13:00:05  From CHILDREN Sara : Thank you!

13:00:07  From CHILDREN - Elizabeth Saucedo : Thanks!

13:00:10  From Children - Judy Neeb : Thanks!

13:00:13  From CHILDREN - Leslie Sterian : Thank you!

13:00:18  From Children- Liz Smith : Thank you!!
13:00:20  From Lisa Ferneau-Haynes: bye and thank you for all your input

13:00:23  From CHILDREN - Laura: thank you

13:00:26  From Children - Chris Spitzel: Thanks!

13:00:26  From Children's - Barbara Chung: Thanks - hope you all have a good autumn!