



Central Rappahannock Regional  
**Library**  
INSPIRING LIFELONG LEARNING

# Director's Written Report

## Illustrating Elements of CRRL's Strategic Plan

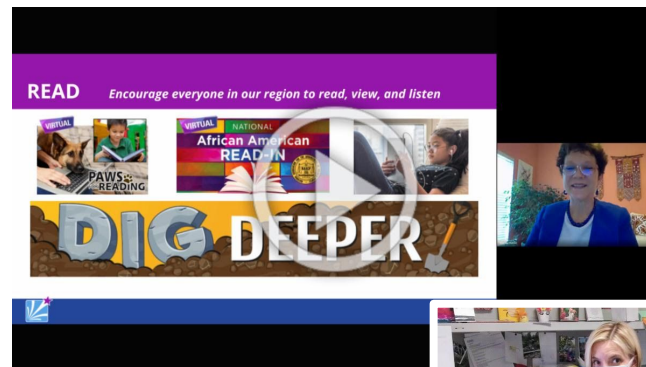
**READ • LEARN • MEET • INNOVATE**

**March 1, 2021 - May 31, 2021**



# Annual Staff Day

CRRL held its first virtual Staff "Day" May 3. The hour-long live stream event provided the opportunity to thank staff for their tremendous service during a difficult year, and included a State of the Library address, Milestone Award recognitions and a fun group activity.



**Jody Lewandowski**  
Howell Branch



**John Puckett**  
Library Administration  
Center



# National Library Workers Day

On April 6 we celebrated the staff with a slideshow of their photos in whatever place has brought them comfort and/or joy during this challenging year.



# Expanded Library Express

**March 1** - Return to Phase 3c Library Express with curbside pickup on demand

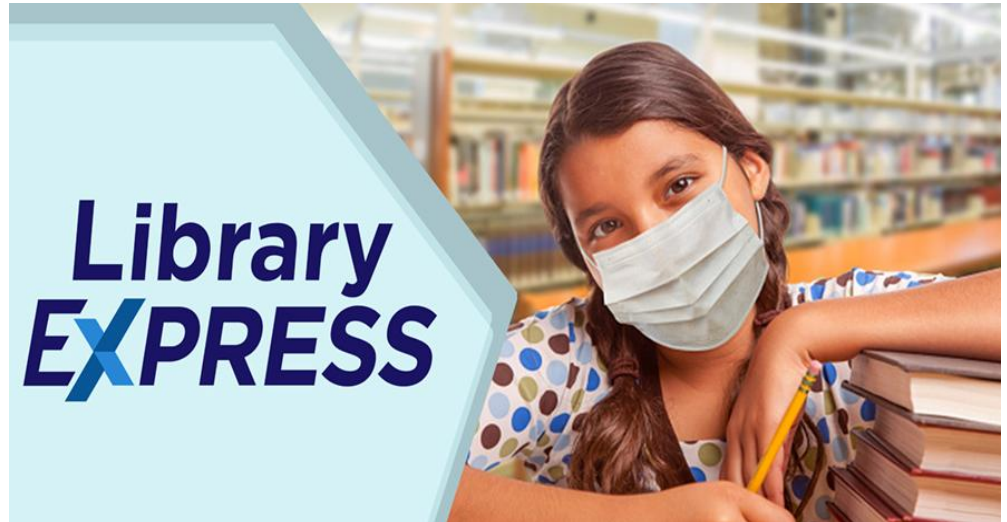
**April 1** - Capacity increased in branches and meeting rooms in accordance with updated CDC and state guidelines.

**April 14** - Notary services resumed.

**April 19** - FOL Branch Bookshops reopened.

**April 21** - FOL Bookshop and Center reopened.

**May 10** - 1-hour limit on branch visits lifted.





## Local Vaccination Resources

Vaccine Types • Signing Up • Phone Help

With COVID vaccination efforts in CRRL's service area advancing rapidly, any person age 12 or older who wants a vaccine is now eligible to get one. CRRL is offering customers assistance by providing websites and phone numbers to those who desire to sign up for their shot or find additional information on vaccines available in Virginia.



# Programming Highlights



## Online Training Platform Transition



On April 29, CRRL's video-based online training offerings were expanded through the transition from lynda.com to LinkedIn Learning. This resulted in thousands of additional courses becoming available to customers in 6 languages, including Spanish.





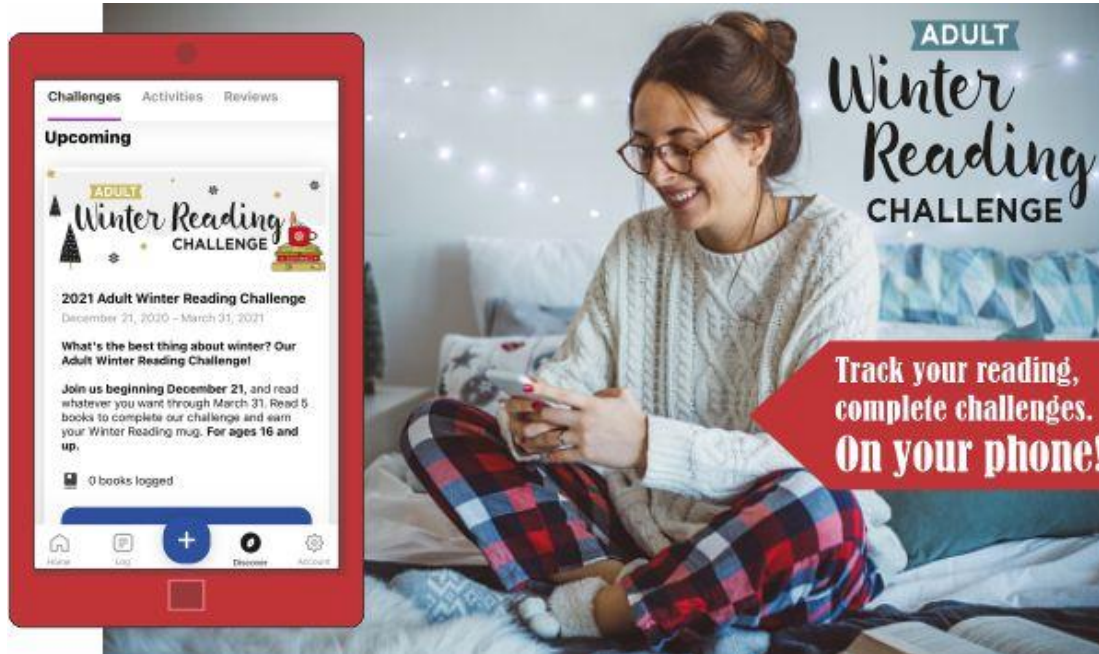
# eMagazines Transition



The recent transition to OverDrive greatly expanded our collection from less than 200 to more than 3,000 magazines in a variety of languages.



# Adult Winter Reading Challenge



Our Adult Winter Reading Challenge ended March 31:

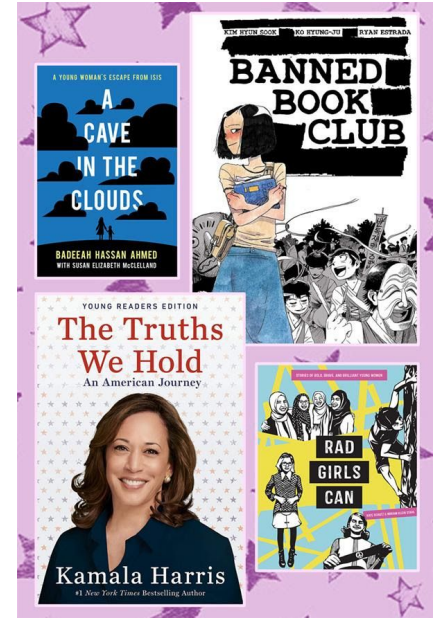
1,235 participants  
6,946 books logged  
22,388 minutes logged

671 completed the challenge and earned the mug



Director's Goal: Organizational Development

# Women's History Month



During Women's History month in March, CRRL offered resources for all ages, including OverDrive eBooks and eAudio, and Kanopy streaming video.

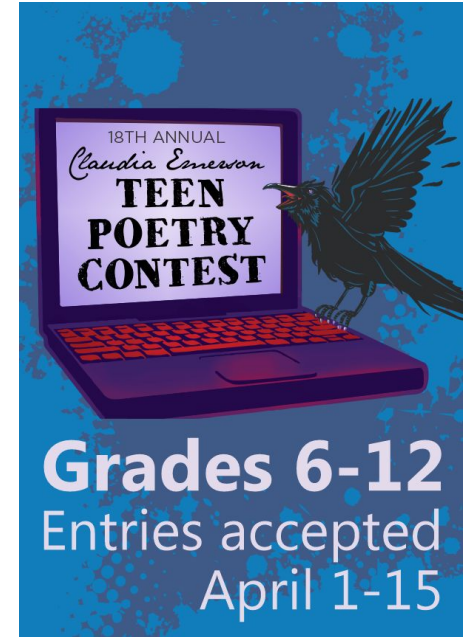


Director's Goal: Organizational Development

# National Poetry Month



In April, our **Inklings Writing Group** presented a Celebration of Poetry and Youth Services held our **18th Annual Claudia Emerson Teen Poetry Contest**.



On April 29, we presented **Prince William County Poet Laureate Kim B. Miller**.



# IdeaSpace Tech on the Go

On March 19, we began circulating high-tech equipment through IdeaSpace:

Making+Media:

- camcorders
- audio equipment
- drawing tablets
- lights and accessories

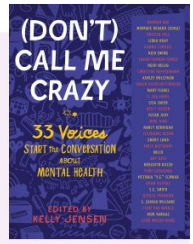


Director's Goal: Organizational Development

# Virtual Events

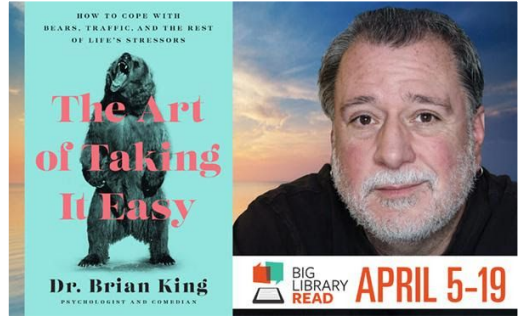
**VIRTUAL**

## Mental Health Book Discussion



Check out the book now, then join the discussion.

**VIRTUAL**



**VIRTUAL**



Provided in partnership with

**BLUE GRAY THERAPY DOGS**



Director's Goal: Organizational Development

# Virtual Art Shows



**VIRTUAL** Uniquely  
**FREDERICKSBURG**

Best in Show 2018  
One More Night  
by Brandon Newton

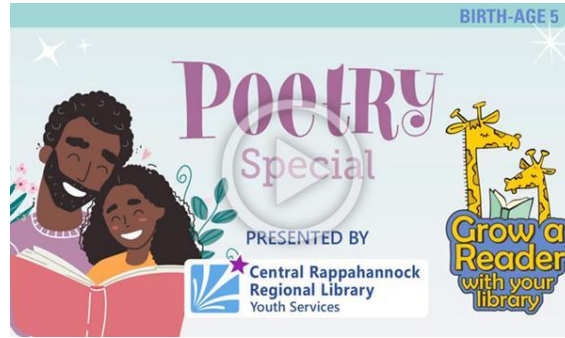
May 15-July 15

*Artistic works that illustrate scenes that are uniquely and clearly the city of Fredericksburg.*

**26th Annual**  
Johnny P. Johnson  
**TEEN art SHOW**



# Videos



Provided in  
partnership with



Director's Goal: Organizational Development





Virginia



# Lunch & Learn

With the support of numerous partnerships, CRRL offers a variety of informative, virtual learning opportunities through our weekly Lunch & Learn program.



# ServiceSource



Director's Goal: Organizational Development

# Communication with Customers



# 2020 Annual Report





Central Rappahannock Regional  
**Library**

Serving Fredericksburg, Stafford,  
Spotsylvania, and Westmoreland



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**2020 ANNUAL REPORT**

**Inspiring lifelong learning  
for everyone in our  
community**

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### Awards

**2020 Best of Stafford:** Porter Branch

**2020 MWH Medallion and VA Economic Developers Association Awards:** IdeaSpace, for producing PPE for area first responders

**2020 Donna G. Cote Librarian of the Year Award:** Craig Graziano, Fredericksburg Branch Manager

**2020 George Mason Award:** Simon Watts, MakerLab Specialist, IdeaSpace

**Fredericksburg Parent's Family Favorites:** Best Tutoring Service and Best Indoor Activity Awards



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### Partnerships

U.S. Census Bureau

Fredericksburg Economic Development Authority and The Community Foundation for IdeaSpace

**PPE Sponsors:** North Stafford, Stafford, Fredericksburg, and Rappahannock Rotary Clubs; Dr. Sam Smart; Matern Staffing; and International Auto Specialist. Special thanks to Nathan Seivinger, Gayle Middle School Librarian, and Meghan Selinger for consultation and supplies.



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### Library Services

**Branch Services:** Curbside Pickup, Library Express, Increased eCollections

**Fredericksburg Branch renovation**



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### Library Cards continued to be issued

**Live Online Tutoring** powered by Tutor.com

**Talking Books for the Blind and Vision Impaired**

**Virtual Programs:** Music on the Steps, Grow a Reader Specials, Writers Conference



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### Grants

U.S. Census mini-grant for promotion of the 2020 Census

**Community Foundation** Community Relief Funds for hotspots

Wegmans for Summer Reading prizes

Duff McBuff Green, Jr. of the Community Foundation for IdeaSpace



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### Innovation

IdeaSpace: Making+Media

PPE Production

Circulating Chromebooks and Wifi Hotspots

Youth Services Programming Van



Director's Goal: Organizational Development

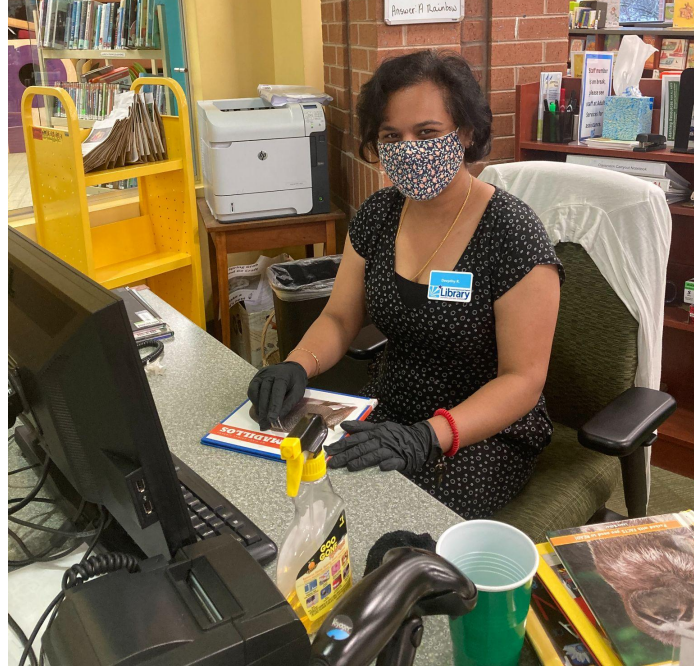
## Online Customer Assistance

From February through April we fielded **755 emails** and **549 chats**, answering a total of **1,296 questions** assisting customers with everything from book recommendations to help with their library account.



# Curbside Pickup Customer Assistance

From February through April,  
staff responded to  
**7,713 curbside pickup texts**  
and filled **88,193 holds.**



# Customer Newsletter

- Published every two weeks
- Updates customers on expanding services

Most popular newsletter items:


- Library Express Updates
- Friends of the Library Membership Drive
- Tech on the Go Circulating Equipment
- Winter Reading

*What's happening ...*

## @Your Library

Central Rappahannock Regional Library  
March 26, 2021

New Titles eBooks & More Virtual Events



Martha Hutzel, Library Director

Welcome to your library news update. We're excited to announce that customers can now check out **high-tech equipment** from **IdeaSpace: Making+Media**, our facility for creative exploration. We have camcorders, GoPros, turntables, light kits, drawing tablets, and more--available for **one-week** checkouts.

We're continuing our celebration of **Women's History Month** with resources for all ages, including a spotlight on the **Girls and Women of STEM**. Join in **OverDrive's Big Library Read** of *The Art of Taking it Easy* by **Dr. Brian King**. This "laugh-out-loud guide to embracing humor to reduce stress and live a happier, fuller life" will be available in eBook format with no waitlist.

Join us April 15 when documentary producer **Richard Webb** offers a look into the honeymoon of **F. Scott and Zelda Fitzgerald** and its influence on the creation of *The Great Gatsby*.

Teen poets can submit entries **April 1-15** in our **18th Annual Claudia Emerson Teen Poetry Contest**. Fans of **Anime & Manga** or **Science Fiction & Fantasy** can connect and discuss in our monthly fan clubs. Check out all the entries in our **26th Annual Johnny P. Johnson Teen Art Show**.

**Live online tutoring powered by Tutor.com** is even more convenient with the **mobile app**--available for iOS and Android.

The **Adult Winter Reading Challenge** wraps up **March 31**. Be sure to **log your reading** before **April 1**.

Check out high-tech equipment!



## IDEASPACE

TECH · ON · THE · GO



Welcome to Tutor.com

Choose below to get started.

Free mobile app available for iOS and Android.

## Fantasy SPECIAL

PRESENTED BY

Central Rappahannock Regional Library Youth Services

Grow a Reader with your library

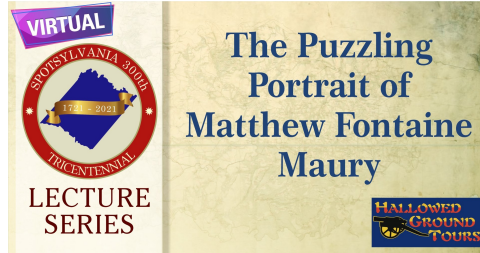
GRRL-CON! EVENT



Director's Goal: Public Relations

# Engaging on Social Media

CRRL continues to refine our social media engagement with customers.



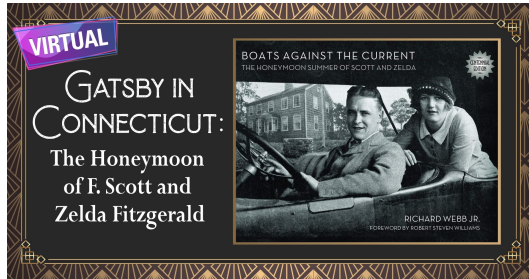
R Anne Romero · 58:45  
Very interesting and informative!  
! Thank you. 🥰👍

Lynn Bristol · 10:39  
He was a Renaissance person,  
ahead of his time, capable of  
integrating science into a  
material world.



Spotsylvania County Government · 55:29  
Thanks for a very educational  
and informative presentation!

Elizabeth Spencer Spragins · 54:58  
Please thank Kim for a delightful  
evening!  
Like · Reply · 1w



Robert Thomas · 0:00  
Let's do more of these!

Cheryl Russell Potts  
Thank you to all of you and the  
joy you bring. During this  
pandemic, I realized I miss the  
library the most!  
Love · Reply · Message · 5w

Kathleen Dillie  
Thanks for the awesome couriers  
who transport our holds from  
branch to branch. 😊  
Like · Reply · Message · 5w



Emily Dyess Wessel  
Thank you for all you do!!!  
Love · Reply · Message · 5w

Terry Dodson  
You all are amazing!  
Love · Reply · Message · 5w



# Supporting Community Needs





# Fredericksburg Branch Update

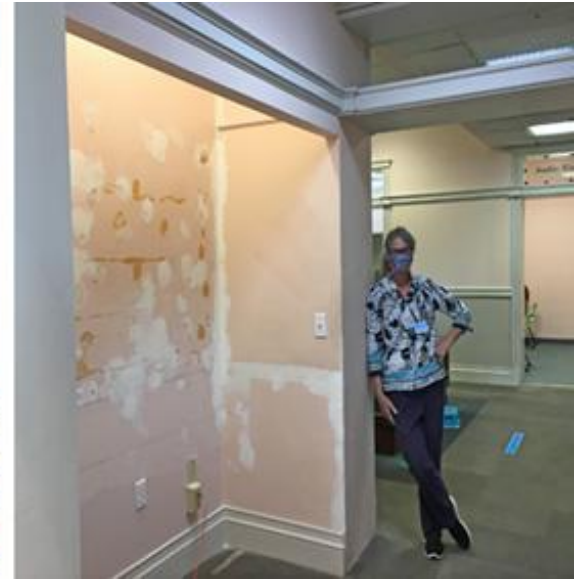
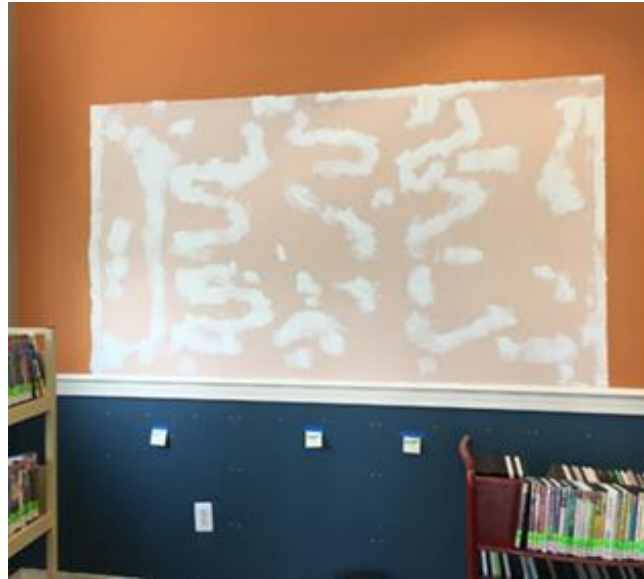


In late April, the Youth Services shelving project got underway with the removal of old shelving, patching and painting.



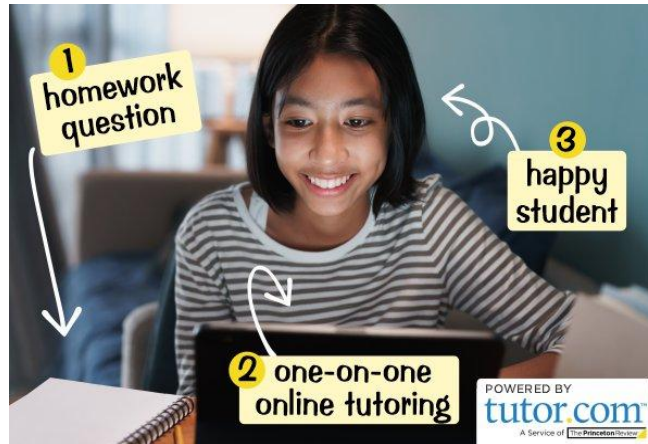
# Fredericksburg Branch Update

In May, painting was completed, new shelving arrived and installation will be completed by mid-June.



# Learn at Home

CRRL continues to offer homework help and study coaching for students of all ages, parents, and educators.



# Notary Services

Notary services resumed Monday, April 19 at all branches except Montross and Towne Centre. Customers are encouraged to make an appointment but walk-ins will also be accommodated, space permitting.



# Awards & Grants





CRRL was awarded a **\$5,500 Express Lanes Community Grant** that will be used to extend wifi access into the neighborhoods surrounding Howell and Salem Church branches.



# FredParents' Family Favorites

1st Place for Best Indoor Activity  
2nd Place for Best Tutoring



# Partnerships





# Friends of the Library

The Friends of the Library Center & Bookshop reopened April 21 and bookshops in branches opened April 19.



# Tax Preparation Assistance

Once again, CRRL partnered with the United Way and AARP to provide free tax preparation assistance. **986 individuals** participated in **100 tax clinics**.



**Rappahannock United Way**



# Spelling Bee

CRRL partnered with The Free Lance-Star to sponsor the Fredericksburg Regional Spelling Bee.

Congratulations to winner Shelby Kaye of Fauquier County.



# Director's Goals: Additional Accomplishments



## Public Relations:

- Continue term as vice-chair of Rappahannock Goodwill Industries Board of Directors and as member of the Fredericksburg Regional Chamber of Commerce Board of Directors
- Met with Dr. Janet Gullickson, President of Germanna Community College, regarding reopening the joint-use library at the Fried Center in the fall
- Continue service on the UMW Honors Advisory Board
- Began committee service on the Library of Virginia's Emergency Planning Workbook Committee
- Will serve a second year as RUW Local Government Campaign Leader for 2021



## Public Relations (continued):

- Seven staff members have been accepted by the Virginia Library Association to present at their 2021 annual conference.
- Began Lead Virginia 2021 leadership program in April
- Presented to UMW's Women's Leadership Quarterly Networking event
- Presented to FAAR's Young Professionals Network
- Celebrated Library Workers Day on social media with a slideshow of staff at work



## Organizational Development:

- Continued communication with the City of Fredericksburg on new flooring and painting for the second floor. The project began April 26 and is expected to conclude June 11
- Worked with Stafford County Administrator Fred Presley on recommended amendments to the 1993 Library Agreement
- Library catalog system has been upgraded to include over 30 enhancements, including the ability to display on the checkout receipt the amount the items would have cost had they been purchased by the customer.
- Lynda.com has now transitioned to LinkedIn Learning, which we are heavily promoting
- Started on new Comprehensive Technology Plan
- Conducted a Diversity Audit of our print collection for all ages using the iCurate Inclusive Program



## Library Administration:

- CRRL leadership attended one of four meetings to discuss the employee climate survey and identify the key areas of focus for the coming year. Results have been shared with all employees. Staff focus groups begin in June.
- We held a virtual staff “day” attended by 120 staff who elected to attend this optional celebration.
- Seven previously frozen vacant positions have been posted and are in the process of being filled.
- The Policy Manual review continues with multiple proposed updates to be presented at the June meeting. Several updates are related to recent changes to the Virginia Code.
- Notary services resumed and Friends Bookshops reopened.
- Returned to centralized phone system for all incoming calls.
- The Annual ALA Conference is virtual this summer, so all staff have been invited to attend.





## Financial Management:

- Corresponded with jurisdictional Budget Managers regarding ARPA funds.
- Met with staff to discuss projections and bring recommended adjustments to the FY21 budget to the June Board meeting.
- Met with staff to discuss possible adjustments related to the receipt of less than full funding and to bring recommended adjustments to the FY21 budget to the June Board meeting.
- Met with staff to discuss FY23 budget goals and to bring recommendations to the June Board meeting.
- 15 administrative staff were reinstated to their FY20 salary.
- First state minimum wage increase was implemented May 1
- Received an anonymous grant for \$2,500 for our Library on the Go van and program



## Board Relationship:

- Emailed eight updates to the Board since our last meeting on March 8
- Met with the Board Chair to finalize the agenda for the June 14 meeting
- Maintaining frequent contact with Board Chair



