



City Council Workshop Report

Red Wing Public Library

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Red Wing Public Library's Top Accomplishments in 2019:

- **Mobile Hotspots**

- In November 2018 the Friends of the Red Wing Public Library requested that we provide them with a project that needed funded for 2019. We immediately responded by requesting their assistance in funding a mobile hotspot program.
- In the early part of 2019 we discussed the why this program would be important and who would benefit the most in our community from a program like this. They became very motivated to provide the funds to get this program started.
- Library staff worked with the Friends of the Library throughout the year to fundraise and implement this program.
- Randy Decker has done a wonderful job explaining this program through public speaking and a City 101.
- Thanks to money raised by the Friends of the Red Wing Public Library, Red Wing residents are now able to borrow the Internet just like a book. Mobile hotspots provide 24/7 access to the Internet with unlimited data on a fast, secure network. A mobile hotspot is a portable device that provides internet access to any Wi-Fi enabled device within approximately 30 feet. Hotspots rely on mobile broadband service from a cellular provider to provide 3G or 4G LTE coverage. We implemented this program in December 2019.
- Currently all ten devices are checked out and there are requests placed by additional patrons.
- We hope to further invest in this program as we believe that there is a need for this service in our community.

- **Narcan Training**

- In February on 2019 the topic of Narcan in libraries became an extremely hot topic. Libraries in major cities began having their staff trained in the use of Narcan in 2017. It was felt by the American Library Association and the Public Library Association that it is imperative to have front line staff trained in the use of Narcan. I requested input from Chief Draper and Chief Pohlman and they each concurred with this.
- Assistant Fire Chief, Mike Warner, gave a presentation at the April Library Board Workshop on the opioid crisis, what Naloxone (Narcan) is and how it works, and the importance of having the drug available. He also gave information on how it is administered.
- At the May 2019 Library Board meeting the Library Board voted to approve staff training and the purchase of Narcan for the library.
- Assistant Fire Chief, Mike Warner, conducted staff training and assisted the library in purchasing a Narcan kit for use in the event of a drug overdose at the library.
- We will continue to have this training annually along with our AED, CPR and First Aid Training.

- By equipping the library staff with naloxone and training them to identify and respond to an overdose, the potential delay between the onset of an opioid overdose and the delivery of life-saving care can be reduced to seconds.
- **Programming**
 - Adult programming continued to increase in 2019. Adult programming includes computer classes, author visits, educational workshops, craft workshops and movies in the evening and on Saturdays. We offered 111 programs for adults. This is an increase of 11%
 - Throughout the year we conducted an annual reading challenge, conducted monthly reading contests, and had a successful adult summer reading program. We had 594 entries turned in which is an increase of 56%. We have received a lot of positive feedback from the participants about how these activities have introduced them to new genres that they would not have considered reading on their own and we are happy to see that participation continues to grow.
 - The library has continued to offer many children's programs. The library offered 220 children's programs in 2019. 9,881 people participated in these programs. This is an increase of 5.2% over 2018. The Harry Potter Book Night and the American Girl Tea Party were some of the most highly anticipated programs in 2019. In 2019 we implemented the LEGO club. This program has been well received by the community. People enjoy seeing the creations displayed within the library.
 - We had another fun, high-energy, engaging, educational summer full of story times, special programs and events, writer's camps, movies, Wii tournaments, and a number of fun collaborations with community organizations. Highlights of this summer included the Art Safari Scavenger Hunt in collaboration with Anna Ostendorf from Art Reach and our teen volunteer crew, story times both at the library and outside at Colvill Park with the Red Wing Park Naturalists Erin Aadalen and Davyd Tennis, visits from local authors Jacqueline West and Daniel Bernstrom at our Writer's Camps and story times, Fridays at Pepin Woods both on our own and with Anderson Center writers-in-residence and story time theater with the teen volunteers.
 - This summer, we held a total number of 68 programs for children and teens with 3,957 people in attendance. We hosted 1,651 children, teens, and their grown-ups for our three weeks of June programming, 2028 for almost five weeks of programming in July, and 278 for our special August programs – the always popular annual American Girl Tea, the End-of-Summer Reading Teen Party, Story Time in the Park, a family movie, a pop-up writer's workshop with an Anderson Center writer-in-residence, and the return of Lego Club.
 - The reading portion of the program was also a great success! 506 children from birth to 6th grade signed up for this year's summer reading program. 180 children completed all 7 weeks of the program, reading 20 minutes a day for 49 days and 14 of those children who completed the program took home our raffle baskets. Thanks to the generosity of our book donations over the year, we were able to give away more baskets than in previous years.
 - 59 teens from grades 6 -12 turned in at least one reading log this summer. A total of 585 logs were turned in for a grand total of 145,581 pages read. The highest number of logs was turned in by a girl going in to 9th grade – she read 12,500 pages and turned in 50 logs! We had the highest number of teen participate in the teen summer reading program we've ever had this year, and more teens attend our end-of-summer reading silent auction and grand prize drawing – 28, or almost half of the participating teens.
- **New Hours**
 - As part of our 2019-2028 Long Range Plan the library stated that they would work to Maximize Public Service Hours to provide the highest level of access to services possible. Specifically looking at extended hours and discussing possible changes to the current schedule.

- We had many people request an earlier opening time for the library because it would make it easier for them when running errands, etc.
 - We were able to implement the 9 AM start time with no additional funding. This brought our weekly service hours up to 54 hours per week.
 - We began opening at 9:00 AM on Tuesday, September 3rd. It has been quiet, but most of the people using the library have been fairly self-sufficient. They come in and read the newspapers, use the computers and check out materials on their own. We were able to get all of the early morning work completed without too much strain on staff or resources. We have had several patrons comment to us that they are happy with the new opening hours. It is nice to have people share how excited they are about the new opening hours. We had several positive comments posted on Facebook when we posted the reminder of the new hours as well.
 - Currently, based on evening use at the library we do not see a need for increased evening hours. We will continue to monitor this situation and request changes as needed.
- **Marketing of the Library's Services and Programs**
 - On January 30 the *Republic Eagle* printed a story titled *Make Good Use of Your Library*. This was an editorial that gave encouragement to making use of our local library.
 - We advertised many programs and events through Community Education. In each of the Community Education brochures there is a section reserved for the library.
 - The March 7, 2019 City beat discussed the Glen A. Hoepner Memorial donation.
 - On March 9, 2019 there was an article in the Red Wing Republican Eagle titled *Boost Your Book Minutes*. This was an article about increasing the amount of time you can read, but did discuss the library as well.
 - On March 11, 2019 Steve Gardiner printed an article titled *Leisure reading at an all-time low, but area libraries defy the national trend*.
 - On March 13, 2019 the *Red Wing Republican Eagle* printed a story about our James Bowey program titled *Bowey Encourages Empathy, Community Conversation*.
 - In the March 15, 2019 City Beat the donation of the "Red Wing Vista" tapestry was discussed along with the plan to move it to the Foot Room of the library.
 - On March 16, 2019 the Goodhue County Historical Society did a Looking Back article on the Red Wing Public Library.
 - Ruth Nerhaugen did an article titled *Many Steps Before Library Book Goes on the Shelf* which was a look at the process of getting a book out to the public.
 - On March 27, 2019 Ruth Nerhaugen did an article about Technical Services Librarian Janet Brandt titled *Janet Brandt: Love of Books Inspired a Career*. It was a wonderful article about Janet and her long career here at the Red Wing Public Library. Janet will be retiring on April 5, 2020 after 40 years of employment with the City of Red Wing.
 - On April 23, 2019 Megan Seeland presented about librarianship as a career choice to the Fusion afterschool program.
 - On May 2, 2019 Randy Decker presented to the Noontime Kiwanis.
 - On Tuesday, May 28, 2019, Cyd Mark and Megan Seeland planned and assisted with the Sunnyside/Burnside Title 1 Family Fun Night. This included a library scavenger hunt and promotion of Summer Reading.
 - Megan Seeland visited Sunnyside classrooms on May 28th and 29th to promote the Summer Reading program.
 - Megan Seeland and Cyd Mark hosted 6 preschool field trips in April, including trips from Sunshine Corner, Adventures in Learning and His Kids.
 - On May 31 in City Beat we advertised with an article titled *Read Your Way Through Summer*.

- On June 8, 2019 the *Red Wing Republican Eagle* printed an article titled *School's Out: Library Events Are In* by Rachel Fergus. This article gave an overview of the program and listed the dates for summer events.
- On June 13, 2019 Karen Bodin was invited to speak to the Charlson Crest Ladies Coffee Group. She discussed what was new at the library, adult summer reading, kindles and upcoming author visits.
- Summer Blast is a collaborative community program designed for kids in grades 2-8 coordinated by the Red Wing Public Schools and the YMCA, similar to summer recreation run by the Y. The program is designed to provide summer recreation and educational opportunities for children who otherwise would not be able to engage in such programs due to socioeconomic barriers. Pepin Woods is a site for the free summer lunch program and has a large number of children in its population who frequently do not have access to the transportation needed to attend the library or other summer programs in our community, making it a good location for programming to be offered. The schools and the Y provided staff and programming from 9:00 AM to 1:00 PM., Monday – Friday. This summer program ran from Monday, June 17 – Friday, August 2nd. Megan Seeland and Cyd Mark provided summer programming on Fridays. They often brought special guests with them to make the day more enjoyable.
- In the June 27th City Beat there was an advertisement for the ribbon cutting event for the tapestry. It was titled *Red Wing Vista Comes Home*
- In the August 2019 issue of *Today Magazine* they did an article on Public Services Librarian Randy Decker.
- On the Red Wing City Web they did an article titled *25 Years with the Library* about Library Clerk I Jessie Berg.
- City Beat on August 30 featured an article titled *Reading Through the Summer*.
- In the August 30, 2019 City Beat there was an article titled *All in a Day's Work* about Children's Library Assistant Cyd Mark.
- Randy Decker did a City 101 for the City Beat and for online marketing about the change in library hours.
- Megan Seeland represented the library at the 20th Annual Children's Book Festival at the Anderson Center on Saturday, September 14th.
- Brian Todd did an article for the Post Bulletin on September 16, 2019 titled *Silent Auction to Raise Funds for Red Wing Library*.
- Ruth Nerhaugen did a wonderful article on the Harvest Tea for the *Red Wing Republican Eagle* titled *Harvest Tea planned Oct. 17 in Sky Room*.
- The October edition of *Today Magazine* featured an article by Bard Betcher about the Harvest Tea fundraiser. The article was titled *October Harvest Tea: Fundraiser will advance technology at the Red Wing Library*.
- On November 1, 2019 the City Beat featured a notice titled *For Those Who Love the Bluffs*. This advertised a speaking engagement by local historian Fredrick Johnson and the Memorial Park Overlook Open House.
- On November 14, 2019 Randy Decker gave a presentation on Library Services and Resources to the Golden Kiwanis Club.
- The library staff frequently posts on Facebook and updates our website with articles and reviews. The library staff posted 54 blogs/book reviews in 2019. 55 Facebook posts were placed on the library's Facebook page in 2019.
- The Library Newsletter was established in December of 2013. It is available electronically through the library website, the city of Red Wing website and for pickup at the circulation desk of the library. In 2016 we implemented the ability to sign up to have the library's news letter sent to you via email at the start of each month. We currently have 100 people signed up to receive the newsletter electronically. This is also available in a paper format at the desk.

- The library staff has participated in interviews conducted for Channel 6 and prepared a PowerPoint of events and services offered at the library which is updated monthly on channel 6.