# The Seattle Public Library Board of Trustees Meeting 12:00 p.m. Thursday, February 23, 2023

Microsoft Auditorium, Level 1 1000 Fourth Ave., Seattle, WA 98104

#### **Remote Listen Line:**

Dial: 206-207-1700 / Access code: 2486 842 1253

#### **Watch Live:**

https://seattle.webex.com/seattle/j.php?MTID=mda571aec6d1e29d3a79233800467765d Password: PublicMeeting (78254263 from phones)

Public Comments Received Via: library.board@spl.org

#### Agenda

- A. CALL TO ORDER
- B. APPROVAL OF AGENDA
- C. PUBLIC COMMENT
- D. CONSENT
  - 1. Minutes of January 25, 2023 Library Board Meeting
  - 2. Year End 2022 Finance Report
- E. CHIEF LIBRARIAN REPORT
  - 1. Chief Librarian Report
  - 2. System Report
    - a. Foresight Report: Andy Hines, Houston Foresight
    - b. Social Services Team Update: Valerie Wonder, Downtown Regional Manager; Kevin Leffler, Senior Community Resources Specialist
- F. OLD BUSINESS
- G. NEW BUSINESS
  - 1. Library Foundation and Friends of the Library Updates
  - 2. Updates from Library Board Members
- H. EXECUTIVE SESSION
- I. ADJOURN
- J. NEXT LIBRARY BOARD MEETING: March 23, 2023

(For more information, call Laura Gentry, head of the Communications Office, at 206-915-9028.)

#### **Unapproved Board Minutes**

Board of Trustees Meeting The Seattle Public Library January 25, 2023

#### CALL TO ORDER

The regular meeting of The Seattle Public Library (SPL) Board of Trustees was held on January 25, 2023. Library Board President Carmen Bendixen called the meeting to order at 12:04 p.m. Trustees Jay Reich, Ron Chew, and Yazmin Mehdi were in attendance. Vice President W. Tali Hairston was unable to attend. The meeting was conducted with a remote attendance option via video conference.

#### APPROVAL OF AGENDA

The agenda was approved as published.

#### PUBLIC COMMENT

There were no public comments.

#### **CONSENT**

It was moved and seconded to approve the consent agenda as published; the motion carried unanimously.

#### CHIEF LIBRARIAN REPORT

#### **Chief Librarian Report**

Chief Librarian Tom Fay said the February meeting may run a little long with systems reports, reports on Foresight and strategic planning, and a possible executive session. Answering a question from Trustee Jay Reich, Mr. Fay said the Board will have a special meeting on February 10 which will also provide context for the information to come in February's regular meeting.

Mr. Fay said Territory has been selected as the consultant to engage in the Library's strategic planning work. He said first meetings with them have been held, and the Territory team attended the Library's wrap-up meeting earlier in the day with the Houston Foresight team. He said the report from Houston Foresight is undergoing final editing, and is approximately 110 pages of interesting reading including appendices and articles. He said the Library looks forward to working with Territory who bring Northwest experience, being in the Portland area. He said their process includes artists and illustrators to capture workshops and interviews with a visual narrative.

Mr. Fay commended staff who worked through the holiday season and kept the Library operational during snow and ice. He said the Library closed on December 23 due to icy conditions. He thanked the staff teams who kept the libraries open all other days, and thanked the team who prepped the buildings, sidewalks, and parking lots for staff and patron safety. He said a lot of work is done by a very small crew in the early mornings. He said Public Services staff continue to put out de-icer during the days to ensure the walkways and stairs are safe. He said there was good coordination with the City and the Office of Emergency Management in making sure that everyone was staying in sync.

Mr. Fay said he and Library Board President Carmen Bendixen participated in a facilitated discussion with the Friends and Foundation board presidents and key staff from each organization to work on a partnership agreement. He said there will be a foundational document guiding how the organizations work together and defining the roles of each organization in supporting the Library and one another. He said it was a good meeting that surfaced a lot of items to include in the document, and in practice and procedures. He said the agreement is a living document that may change over

time. He said the group got to some good common understandings. Ms. Bendixen said she was pleased there was no tension between the organizations and the conversation was open, productive, and helpful. She said it was constructive in ensuring that the agreement will work for all three organizations. She said participants were able to share their hopes and fears without holding back.

Answering a question by Mr. Reich regarding issues that will be covered in the document, Mr. Fay said the key will be setting the role of each organization to clarify that the Foundation is the fundraising arm of the Library, and the Friends are a grassroots partner both for advocacy and awareness. He said the Friends also do programmatic work in the community and with books, working with Title 1 schools. He said clearly defining roles will be key so that there is less confusion with patrons, donors, and members. Mr. Fay said it will clarify and tout what each organization is accomplishing, as well as work that is being done on behalf of the Library. He said the agreement will make sure the organizations stay in sync. He said the Library's communications and marketing team stay in frequent contact with the organizations and in alignment with the advocacy group. He said the advocacy group is a great example of work done over the last couple of years where the organizations have stayed in alignment. He said the partnership agreement document will set roles and formalize an operating agreement, and will include a memorandum of understanding with the Friends. Mr. Fay said the operating agreement that exists between the Library and the Foundation will then be reviewed. Answering a question from Library Board Trustee Ron Chew, Mr. Fay said the hope is to have the partnership agreement completed by late March.

Answering a question from Mr. Reich, Library Board Trustee Yazmin Mehdi confirmed that she is the Board's representative on the advocacy committee. Mr. Fay said more information on the work of this group would be provided at the February 10 special meeting. Ms. Mehdi said she would miss the February 10 meeting due to a medical leave. Mr. Fay said the meeting will contain a general overview of some work that is ahead in 2023.

Mr. Fay said, prior to the pandemic, the Library was charging a \$5.00 fee for Inter Library Loan (ILL) requests. He said the fee was suspended during the pandemic, and the Library is making that change permanent. He said eliminating the fee makes the service more accessible to patrons, regardless of income, and has increased the number of ILL requests by removing a barrier to access. He said the service is useful for borrowing items that are not in SPL's collection, including items that are out of print. Answering a question from Mr. Reich on the usage numbers for ILL requests, Mr. Fay said he will provide numbers in an upcoming Board report.

Mr. Fay said directors of public libraries around the state meet together twice per year. He said SPL would be hosting the next meeting at the Central Library the first week in February. He said the previous meeting, held in Spokane, was the first in-person meeting in two years. He said there are many new directors across the state, and the meeting will be a great opportunity to see colleagues, hear about work across the state, and plan long-term agendas around legislative advocacy and other interests. He thanked Library IT staff for setting up new hybrid technology to allow in-person and remote attendance. Answering a question from Mr. Reich on the number of libraries in the state, Mr. Fay said 38 directors would attend in person, with another 10 to 12 online. He said he didn't have the total number at the moment, but Washington is fortunate to have a lot of public libraries.

Mr. Fay said Darth Nielsen has been hired as the Assistant Director of Public Services. He said Mr. Nielson has been serving in the position as the interim for more than 20 months. He said Mr. Nielson has a lot of experience in libraries and SPL is glad to have him.

Mr. Fay said he continues to build partnerships, and he had just come from a meeting with Gordon McHenry, CEO of the United Way of King County. He said it's good to stay connected to hear how others are doing, and said the Library runs a Tax Help program through a partnership with United Way. He said the organizations are looking at how they might work together in the future. He said, as a former SPL Library Board Trustee, Mr. McHenry is fond of public libraries, and the Library appreciates his thoughts as a leader and community member. Mr. Fay said he also recently met with Loria Yeadon, President and CEO of the YMCA of Greater Seattle, to talk about partnership possibilities and what they had been experiencing during the pandemic. He said they have some partnership ideas that will be explored, and more information will come through the first quarter.

Mr. Fay said there are interesting infographics along with the normal metrics in this month's reports, and asked the trustees to take a look at the report on Facilities, Maintenance, Janitorial, and Custodial accomplishments in 2022. He said there is also a report on the new automated material handling system being installed at the Maintenance and Operations Center (MOC) in Georgetown, and the Library hopes to have a grand opening event for staff to attend. He said the new MOC is a key facility, and with the new system, all of the sorting for the Central Library will be done there. He said the Library is moving to a modular system, and he complimented staff working on the project that has change management aspects affecting every division. He said the project has required many staff and a lot of leadership and effort across the system to test and implement the new system and process. Mr. Fay said there will be adjustments to make, and the new system is considerably faster than the old system and should create efficiencies.

Ms. Mehdi commended and recognized the Facilities Team for their important work, and said she appreciated it, especially in light of recent news reports about Colorado libraries being contaminated by drug use. Ms. Mehdi said she also appreciated photos of staff with the new materials handling equipment and van. She said, having been employed at the Library during the move from the old Central Library to the temporary location, to the new Central Library, she has lived through an iteration of major change in operations, and she knows the staff is coming together from across the system to make massive changes. She said she commends the staff for their work. Mr. Fay said the current materials handling system is 17 years old and in need of replacement. He said he is very happy SPL will have a modern system that will last for quite some time.

Mr. Fay said the Green Lake Branch will close at the end of the month, with construction starting in March and lasting for approximately one year. Answering a question from Ms. Bendixen, Mr. Fay said he believes the book drop will be closed, and holds are being redirected to other locations. Mr. Fay said the project includes interior changes, nicer spaces for patrons, restrooms remodels, and a new elevator. He said the building will have a lobby, vestibule area, and newer restrooms downstairs.

Mr. Reich thanked Mr. Fay for continuing to seek out partnership meetings. He said in strategic planning and leveraging of services, partnerships are critical given limited resources. He said having more people engaged is also important for advocacy with the city and taxpayers. Mr. Fay said organizations throughout the city are looking at operational needs following the pandemic. He said occupancy downtown - and in all areas of the city - is down, and organizations are asking how they can work together to do things they haven't thought of before to create places for people to come into. He said there are a lot of new conversations on the table since the pandemic. He said it is daunting, as there are big challenges ahead as a city, but it is exciting to be able to talk with others about significant change and what will drive the city and be relevant to residents moving forward.

#### **NEW BUSINESS**

#### **Library Board Resolution: Naloxone**

Ms. Bendixen said the Board had previously been given an update on Library staff volunteers learning to administer naloxone to patrons experiencing a drug overdose. She said the Board felt it was worth giving staff their support in this effort. Mr. Fay said the effort was coordinated across

many divisions including Facilities and Human Resources, and that staff on the Public Services and Security teams would be the most likely staff to administer naloxone. Director of Institutional and Strategic Advancement Rick Sheridan said the resolution contained in the meeting packet had been reviewed by the chief librarian, members of the Board, and by the City Attorney's Office. He said the resolution expresses support by the Library Board for the chief librarian authorizing staff volunteers to administer naloxone for drug overdoses. Mr. Sheridan summarized the information contained in the accompanying memo in the meeting packet. He said the resolution contains three key points, the first being that the Library Board is officially affirming its support for the chief librarian's decision; the second being that the Board agrees that staff who are voluntarily administering the medication are doing so within the course of their employment, which is important in terms of providing legal protections should they be needed; and the third point asking the chief librarian for regular progress reports in order for the Board to understand the impacts of this program on the library system.

Answering a question from Mr. Chew, Mr. Sheridan said signage is not posted in the libraries to announce the availability of naloxone. Mr. Sheridan said because administration is on a volunteer basis, its use relies on there being a staff member who has taken the training being on that particular shift, at that particular location, who is willing to provide the medication at that time. He said while a good number of staff volunteers have been trained, there is no guarantee that someone will be available to help at that time. He said staff members who have taken the training are also not required to administer it. He said the Library does not want to imply that naloxone administration is guaranteed for overdoses on its property. Mr. Fay said rendering first aid can be complex and difficult depending on the details of the situation. He said the system is relying on voluntarily trained staff to make the best decision they can in the moment. Ms. Mehdi said she is pleased that language about the Good Samaritan Law is included, and that the Law Department has reviewed the resolution. She asked if there will be regularly scheduled trainings. Mr. Sheridan said the live version of the training has been adapted to a virtual training. He said staff can re-watch the training to reinforce what they have learned, or to learn it for the first time. He said the training is well done and is a good experience for someone with no exposure to the subject, as well as a good refresher for someone who previously took the in-person class. Mr. Reich thanked Mr. Fay and Mr. Sheridan for the Library's work on the effort and the resolution.

> It was moved and seconded to approve the resolution expressing support for the chief librarian authorizing staff volunteers to administer naloxone for drug overdoses, as published; the motion carried unanimously.

Mr. Reich asked whether the Library has automatic external defibrillators (AED) and training throughout the system. Mr. Fay said the Library does not have AEDs in any of the buildings, but could look at the issue again. He said he has looked at some other city buildings to see if they have them. Mr. Fay said AEDs in public spaces are not restricted to staff use, and may be used by any member of the public to render first aid. He said SPL's Human Resources team and Joint Labor Management Committee are looking at various first aid options as discussions for future work. He said City of Seattle employees are not mandated to have CPR training. He said the Library contracts with Cintas to provide consistent first aid kits across the system so that staff in every location is familiar with the same kit. He said all staff should know where the first aid kit is located in their branch or on their floor. Mr. Fay clarified that the naloxone training was developed by the Library's Human Resources Training Team and sits on the city's training platform for staff to access.

#### **Rules of Conduct Review Process Update**

Director of Administrative Services Alex Yoon said, in 2019, the Library convened a cross-divisional

task force to look at the Rules of Conduct and exclusion guidelines, particularly looking at the length of exclusion and age of the patron. She said the task force's work will include input from staff, as well as engagement and feedback from community members and partners, to help determine the Rules of Conduct's impact on patrons. She said the project was paused for two years during the pandemic and has now been restarted. She said engagement with community partners is prioritized, and the Library has hired a consultant, Racial Equity Action Lab (REAL), who have a great deal of experience working with lived-experience coalitions, such as homeless and insecurely housed. She said REAL has worked with a variety of intersections of racial and social equity partners, and the Library is pleased to have their help in developing a thorough and inclusive community engagement process, working through racial equity toolkits. Ms. Yoon said there are eight community members joining the task force to help set race and social equity outcomes and develop community outreach. Ms. Yoon said the community members would be participating in an onboarding session the following day. She said community engagement will ensure the Library is connecting with the community for input on potential impacts. Ms. Yoon said the Library hopes to gather community and staff input by June in order to analyze the information and shape the updates to the Rules of Conduct. She said the Library will share updates with the community and reflect on their input that will be included in recommendations to the Library Board. She said the Library hopes to bring recommended changes to the Board for input and approval by October 2023 so that staff can then work through training and implementation.

Mr. Reich said he appreciates that this is difficult work that arose from public controversy regarding exclusions several years ago. He said the issue includes the rules and how they are implemented. He said the process is as important as the end, and requires buy-in, context, and an understanding of how decisions are made. He said the Library has to be transparent in the work, and he looks forwards to the results. Answering a question from Ms. Mehdi about community members on the task force, Ms. Yoon said three have experienced insecure housing, two are youth from the BIPOC community, one is a member of the disabled community, and two are members of the LGBTQ community. She said the team is trying to bring diverse backgrounds and experience to the task force.

Mr. Fay said REAL did a training on racial equity toolkits for the Senior Management and Leadership Teams last year. He said Ms. Yoon recognized the value they bring by having a livedexperience component in discussions around how to apply racial equity toolkits. He said this project is one of the most complicated to do in libraries because it involves customer service, customer expectation, and staff expectations around safety and a welcoming environment coming together to create something that will allow people to be successful in the space. He said, going forward, the Rules of Conduct should be reviewed regularly to make sure they are working for the Library and patrons. He said the Library needs to consider what barriers exist, knowing that structural racism has had impacts in organizations over time, and the Library needs to see what exists and work to make the system better. Ms. Yoon gave kudos to the team members who have been committed to participating since the work began in 2019. She said she appreciates that since 2019, both Security and Public Services staff have made incremental changes to be more inclusive and welcoming that may not be reflected in the current Rules of Conduct. She said there will be large and small changes that come out of this effort, and it will be important to have training across the organization to ensure that the Rules of Conduct are applied consistently at all 27 locations to keep the spaces safe.

#### **Union Update**

AFSCME Local 2083 president Anne Cisney said there was not a union report in the last couple of meeting packets to be mindful of the Board's time, and that this report is to update the Board on a few active topics of conversation. Ms. Cisney said the Library is continuing to see serious incidents happening around the system that are difficult for staff. She said these instances are increasingly

challenging for staff members with visibly marginalized identities: staff of color and staff who are not male. She said staff who are visible religious minorities experience aggression based on how some members of the population view them, and on their role in maintaining a safe environment in the Library. She said the Library has made a lot of progress on its Staff Support Team, and the union appreciates the Library for being a supportive partner in the effort to support staff before, during, and after difficult events in our buildings.

Ms. Cisney said the Library continues to fill staffing vacancies while adding service hours. She said staffing is thin and it can be challenging to move staff between locations to cover absences and avoid temporary closures. She said redeployments impact staff connections with their regular communities. She said some librarian positions have been shifted from the Central Library to branches during the pandemic, which impacts service levels and capacity at the Central Library, particularly with regard to senior librarians who can assist with Spanish, Chinese, and Russian language services and readers advisory. She said as the spiral has re-opened at the Central Library and more patrons are returning and seeking deeper reference service, meeting the need is a challenge with fewer staff.

Ms. Cisney said the union is interested to understand more about language pay. She said they are interested in talking through how determinations for pay are made, and how resources are allocated across the system based on an equity analysis, and combined with the Language Access Plan.

Ms. Cisney said the union is undertaking a project to review how they engage with membership to create welcoming and supportive spaces. She said they are revising ground rules for meetings to prioritize who has first voice in various topics, with a goal of making the union as supportive equitable and welcoming as possible, and to be able to bring insights back to the Library.

#### **Library Foundation and Friends of the Library Updates**

Ms. Bendixen said, in 2023, Vice President Tali Hairston will serve as liaison to the Foundation Board and Ms. Mehdi will serve as liaison to the Friends Board. She said Mr. Fay covered both meetings in January. Mr. Fay said the Friends Board met on January 9. He said they welcomed two new Board members in January and have three more in process. He said they have closed their open position announcement, having a full roster. He said the Friends' year-end physical inventory is complete, and they have approximately 5,000 used books at the FriendShop; 2,000 at their Georgetown event location; and 500 at their booth and the Lander Street Vintage Mall. He said the Friends Board held an executive session where they reviewed and passed their 2023 budget.

Mr. Fay said the Foundation Board held their annual meeting on January 11, where CEO Jonna Ward reflected on 2022 highlights. He said the Foundation Board feels strong partnership with the Library under Mr. Fay's leadership. He said the Foundation participated in the Foresight project, collaborated with the Library in fundraising and advocacy efforts, and prepared for the Library's needs for a potential comprehensive campaign. He said the Foundation joined the Urban Library Council (ULC), and that Ms. Ward and Foundation Board member Grace Nordhoff attended the ULC Forum in Washington, D.C. He said Ms. Nordhoff also serves on the Board of ULC. Mr. Fay said preliminary 2022 fundraising results showed \$4.1 million raised against a goal of \$2.9 million, for which the team is to be commended. He said the total moves to \$4.79 million with the inclusion of estate gifts and in kind of giving. Mr. Fay said Foundation Board member renewals were unanimously approved, while departures were noted and members acknowledged. He said 2023 officers were unanimously approved with Justo González as President, Sarah Stanley as Vice President, Tyler Mickey as Treasurer, and Jon Jurich as Secretary.

Mr. Fay said the 2022 Foundation Board survey results were presented. He said responses and feedback help shape the board and staff work plans for the coming year. He said committee goals and

work plans will be shared at the March meeting. He said the survey identified three areas of focus: to increase utilization of members' skills and talents; to deepen connections between peers and board leadership; and to shift board meeting agendas to increase engagement and participation of all members. Mr. Fay said it was a busy and productive year for the Foundation.

#### **Updates from Library Board Members**

Mr. Chew said he was approached by Ms. Nordhoff to do a program around his memoir. He said the program will be a fundraising event for the Foundation, partnering with the Wing Luke Museum, in early May. He said Ms. Nordhoff has been in touch with museum director Joël Tan. Mr. Chew said he will read, and Mr. Fay will also have a role. He said the hope is to expand the diversity of the donor base of the Foundation to reach into the Asian American and Pacific Islander community.

#### **EXECUTIVE SESSION**

No executive session was held.

#### **ADJOURN**

Board President Carmen Bendixen adjourned the meeting at 1:14 p.m.



#### Memorandum

Date: February 23, 2023

To: The Seattle Public Library Board of Trustees

From: Tom Fay, Executive Director and Chief Librarian

H. Alex Yoon, Director of Administrative Services

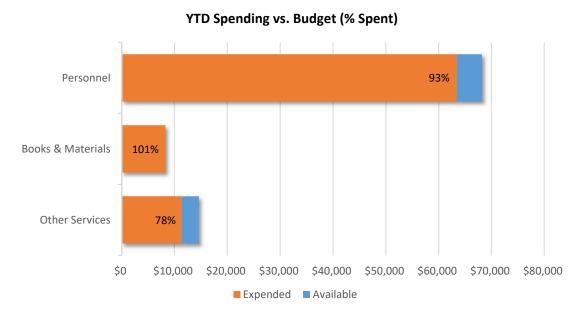
Nicholas Merkner, Finance and Operations Analysis Manager

Subject: Year-End 2022 Financial Reporting

#### Overview

Overall, the Library has expended **91%** of its operating budget at year-end. This is in alignment with the prior year when the Library had also expended **91%** of the operating budget. The key contributors to this underspend were 1) supply chain issues and 2) elongated recruitment and hiring timelines. Of this unspent budget authority, approximately **\$1.99M** is associated with continuing bodies of work that will be completed in 2023. The Library will partner with the City Budget Office to carry this budget authority over into the new year. Total expenditures at the end of the year were \$83 million.

The chart below provides a high level overview of year-to-date spending by budget group, and also helps to illustrate relative sizes within the Library's operating budget.



#### **Personnel Services**

Personnel costs represent the largest category of expenses at the Library and make up 75% of the operating budget. As of this year-end report all pay periods have successfully ran through central payroll. Spending for personnel ended the year at **93%**. As noted above, hiring timelines encountered by the Library have been elongated due to challenges in the pandemic influenced recruitment environment.

#### **Non-Personnel Services**

The largest individual category of expenditures within the non-personnel budget is related to library books and materials—this category represents 9% of the operating budget. The books and materials team closely manages and tracks spending within this area and ended the year at **101%** spent. This minor overage has been funded via underspending in other areas of the budget.

Other accounts which represent 16% of the operating budget—and include equipment, services, and supplies—are **78%** expended. As noted above, **\$1.99M** of this balance is related to projects that are in progress and will be carried-forward to 2023. Factoring this carry-forward against year-to-date spending places the Library at 91% committed in this category.

#### Revenues

The Library ended the year with total revenue collections of **\$424,000**. Compared to a budget of \$408,000, this represents a surplus of \$16,000 compared to the target. With that being said, the Library's 2022 revenue target of \$408,000 is reflective of COVID-19 impacted operations. Pre-COVID Library generated revenue projections were \$866,000—this delta has been funded over the past two years through use of accumulated Library Fund Balance.

**Action Requested:** Library Board consideration of Year-End 2022 Operating Budget financial reporting for approval at February 23, 2023 meeting. Comments or feedback are welcome.

## **Expenditure Control for December 2022**

		Current			
	Revised	Month	Year to Date	%	Balance of
Amounts in \$1,000s	Budget*	Expenditures	Expenditures	Expend	Budget
	<u> </u>			•	
Personnel Services					
Salaries	45,214	4,522	41,640	92%	3,574
Benefits	22,990	2,064	21,816	95%	1,174
Personnel Services Sub-Total	\$68,204	\$6,586	\$63,456	93%	\$4,748
Books and Library Materials					
Books & Materials	8,204	702	8,272	101% (A)	(68)
Books and Library Materials Sub-Total	\$8,204	\$702	\$8,272	101% (//)	(\$68)
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Other Services and Charges					
Central Costs	2,690	225	2,696	100%	(6)
Equipment - IT & Facilities	2,770	275	1,712	62%	1,058
Office Supplies, Printing & Postage	312	60	291	93%	21
Operating Supplies	668	61	594	89%	74
Other Expenses	403	39	172	43%	231
Other Maintenance	719	84	701	98%	18
Phone, Wireless & Internet	644	101	543	84%	101
Professional Services	1,160	57	578	50%	582
Software	635	70	624	98%	11
Staff Training & Travel	265	40	72	27%	193
Vehicle Costs	298	26	296	99%	2
Facilities - Space Rental & Utilities	1,909	267	1,842	96%	67
Facilities - Building & Grounds Maint	1,726	110	839	49%	886
Facilities - Garage Debt Service	407	-	399	98%	8
Other Services and Charges Sub-Total	\$14,603	\$1,413	\$11,357	78%	\$3,246
TOTAL LIBRARY OPERATING BUDGET	\$91,012	\$8,701	\$83,085	91%	\$7,926

#### Footnotes:

<sup>\*</sup> Includes \$2M in prior year encumbrance, carry-forward, and grant budget authority; \$2.1M related to 4% 2022 AWI (A) Overspend covered by savings in other areas of the budget

## **Revenue Control for December 2022**

	Revenue	Current Month	Year to Date Revenue	%
	Budget	Revenue	Collected	Collected
Operations Plan Other Library Revenue				
Lost Material Fees	110,000	567	85,768	78%
Central Library Parking Garage Fees	75,000	-	171,977	229% (A)
Copy Services/Pay for Print	90,000	9,514	61,446	68%
Space Rental (Private & Inter-Departmental)	75,000	6,525	69,255	92%
Book Sale Consignment	55,000	2,974	34,529	63%
Coffee Cart & Miscellaneous (vending machines, etc.)	3,000	85	1,177	39%
TOTAL LIBRARY GENERATED REVENUES	\$408,000	\$19,663	\$424,152	104%

#### Footnotes:

<sup>(</sup>A) The Central Library parking garage introduced an "Ambassador" model earlier in the year--resulting in reduced operating costs. The impact of this change has been a net increase in 2022 garage related revenues.



Date: February 23, 2023

**To:** Library Board of Trustees

**From:** Tom Fay, Executive Director and Chief Librarian

**Re:** February 2023 Chief Librarian's Report

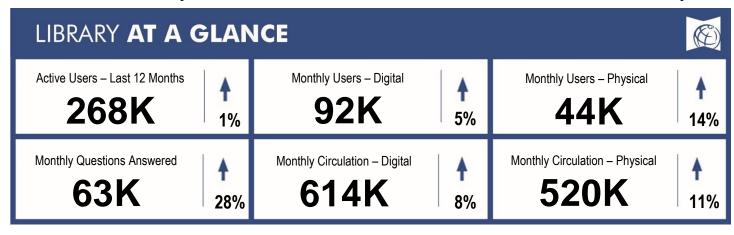
- 1. On January 27, Youth and Family Learning Program Manager Amy Twito and I attended a literacy celebration at the New Holly Gathering Hall where the Somali Family Safety Task Force launched six new Somali-English bilingual children's books. In 2017, the Library collaborated with the Somali Family Safety Task Force to produce their first Somali-English bilingual children's book in response to a lack of children's books for this audience. I was asked to speak at the January 27 program which was also attended by Mayor Harrell. We are thrilled to see the continuance of this important community-led publishing effort, and we will be adding multiple copies of each of the six new books to the Library's collection.
- 2. On January 30, I visited with staff and patrons at the Green Lake Branch to answer questions and provide information about the branch closure. The Green Lake Branch is now closed for a seismic upgrade project, which will also bring several major updates to the branch including improved staff and patron areas, improved restrooms, improved branch access, and a new elevator. The book drop is also closed and patrons are directed to alternate branches for holds pick-up and material returns.
- 3. On January 31, I was the guest speaker at a UW iSchool Future of Libraries course taught by former SPL employee Chance Hunt. My talk centered on the Library's experience with the Foresight project and our upcoming Strategic Planning effort.
- 4. On February 1, I participated in a focus group for the Urban Libraries Council's (ULC) upcoming strategic planning effort. The focus groups brought together leaders from major urban libraries throughout the country to share insights and help to shape ULC's planning work.
- 5. I have been asked to serve on the Community and Student Safety Workgroup, headed by Dwane Chappelle, director of the Department of Education and Early Learning.
- 6. The Washington Public Library Directors winter 2023 meeting was held at the Central Library on February 2 and 3. The meeting allowed us to pilot new hybrid meeting equipment to host 36 participants in the room and another ten or so remotely. Kudos to our IT and Events Services teams for putting this technology together and facilitating a smooth first run. Kudos also to our Trauma Informed Care team who gave a very strong presentation to our colleagues from around the state. Attendees were impressed and appreciative, and we shared the Trauma

Informed Care program information we have developed to be used and adapted in neighboring library systems. We received favorable response to our staff presentation as well as the facilitation and hosting of the meeting.

- 7. On February 6, our Strategic Planning consultant, Territory, held a four-hour discovery session to dig into the project. Territory will use information learned in this session to build out the process and guide the work going forward.
- 8. On February 9, I, along with representatives from the Library, Foundation, and Friends, attended Library Legislative Day in Olympia. It was a very productive day that included meeting with a broad spectrum of libraries and library professionals in the morning, and meeting with the entire Seattle legislative delegation in the afternoon. We presented a well-rounded group and were able to have representatives meet with someone from their own district, as well as tailoring information specifically to the district of each representative or senator with whom we met. We extended offers for the representatives and senators to visit SPL and we look forward to an opportunity to share more in our libraries.
- 9. February 20-23 I will be attending the Knight Foundation's Library Conference and Media Forum in Miami, Florida. (I will attend the February 23 Library Board meeting remotely from the conference.) The Knight Foundation supports effective democracy by funding free expression and journalism, arts and culture in community, and research in areas of media and democracy. They hold an annual conference for libraries in recognition of the fundamental role libraries play in enhancing informed and engaged communities.

Meetings and events during this reporting period:

- a. Board Meetings: Monthly Library Board of Trustees meeting; Monthly calls with Library Board President; monthly meeting of Friends of the Library's Board.
- b. Standing Meetings: Compensation Committee; Leadership Team; Senior Management Team; Monthly Managers meeting; Union/Leadership meetings; Long-Term Sustainability meeting; Foundation CEO/Chief Librarian monthly meeting; Strategic Foresight Core Team meetings.
- c. Library Talks, Meetings, Interviews and Visits: KCLS Director meetings; Metro area library director meetings; Meetings with Washington library directors and State Librarian; Urban Libraries Council Director/CEO meeting; Speaker at Somali Family Safety Task Force book launch; Speaker at UW iSchool Future of Libraries class; ULC Strategic Planning focus group; WA Public Library Directors meeting.
- d. City Meetings, Events and Programs: Mayor's Monthly Cabinet; Deputy Mayor's monthly meeting; DEEL's Community and Student Safety Workgroup.



The percent of change is a comparison to prior month data. Physical circulation includes renewals.



## **IN FOCUS: Youth Employment Initiative**

The Library's youth workforce development programs improve access to economic opportunity.

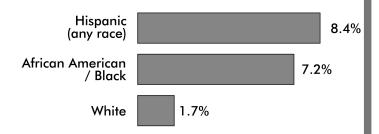
#### **Overview: Youth Employment**

With an unemployment rate of just 3.2%, Seattle looks like a place where everyone who wants a job can have a job — or "full employment." But for young adults, getting a job can be more difficult.

Youth employment programs and internships provide a pathway to work. Research shows that greater youth employment boosts job skills for teens, reduces poverty and increases the labor supply.

In 2022, the Library employed 21 youth in paid internship positions. This year, we are exploring ways to boost youth access to employment.

## 3% of Seattle Teens Not in Labor Force and Not Enrolled in School



Hispanic teens in Seattle are disconnected from labor force and education at rates more than four times those of white teens. About 1K of the 32K Seattle teens age 15 to 19 are not in the labor force and also not enrolled in school.

#### Youth Positions at the Library

**Seattle Youth Employment Program** first job for youth with heavy focus on Library career exploration and job shadowing.





Learning Buddies — after school educational enrichment program at the Library that pairs teen tutors with K-5 students to support literacy and numeracy skills.

**Team Read** — similar to Learning Buddies, but in partnership with Team Read, youth are trained as reading coaches to give oneon-one tutoring after school to younger readers.

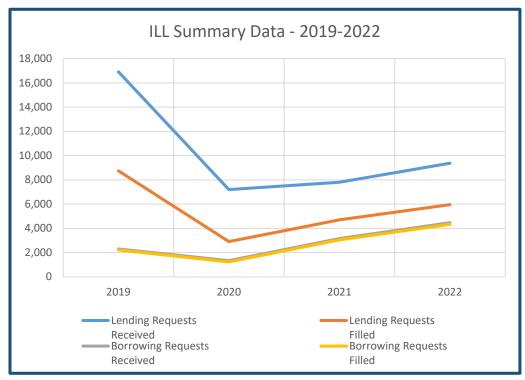


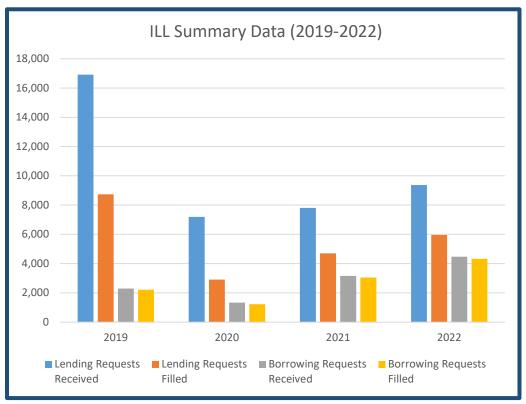
Teen and Young Adult Internships — a service learning experience at the Library for teens and young adults. Youth develop skills in project management while providing an essential service.

#### What Library Interns Did in 2022

- 10 teens learned digital storytelling technologies and developed a portfolio of information science projects.
- **6** teens learned about Indigenous knowledge systems and urban farming practices.
- **3** teens learned about library professions through job shadowing and informational interviews.
- 2 teen residents at Seattle Housing Authority learned how to present author programs to an audience of younger kids.

INTER LIBRARY LOAN	Lending Requests Received	Lending Requests Filled	Borrowing Requests Received	Borrowing Requests Filled
2019	16,918	8,738	2,292	2,214
2020	7,192	2,911	1,336	1,227
2021	7,807	4,695	3,154	3,052
2022	9,369	5,959	4,465	4,328







## Equity, Learning and Engagement - Virtual & Instruction Services

2.13.2023

Toby Thomas & Jennifer Yeung, Librarians

We partnered with a local organization where there was a demand for digital literacy skills. By bringing the program directly to our partner, with instructors who spoke the students' native languages, we were able to break down several barriers: recruitment, access, transportation, childcare, and language. Participants completed the program with new skills and the thirst to keep learning.

#### Northstar Digital Literacy Bilingual Classes in English, Somali, Oromo, Tigrinya

In the Fall of 2022, the Seattle Public Library and Seattle Housing Authority (SHA) worked together to produce a 6-week, 12 session digital literacy training program taught by instructors in Somali, Amharic/Tigrinya, Oromo, and English. Over the course of 2021 and 2022, staff in the Community Engagement and Economic Development department had regular check in meetings with the Digital Equity Coordinator at SHA to hear about ongoing work and share digital inclusion information and resources in the pandemic. As pandemic conditions allowed more in person gatherings and the digital inclusion discrepancies in low-income and immigrant/refugee people living in SHA communities became readily apparent, the Digital Equity team at SHA let us know they were interested in putting together a plan for bridging the digital literacy gap. A grant they received in 2021 allowed them to purchase 2000+ laptops and hire several digital navigators to help residents sign up for internet service and the federal Affordable Connectivity Program. They reached out to us to ask for help building a program of beginning computer instruction.

Seattle Housing Authority recruited instructor candidates from the community and Jennifer Yeung and Toby Thomas reviewed their qualifications and provided an overview of the project, training on how to use the Northstar Digital Literacy Curriculum and assessments, and classroom/instruction tips.

In order to evaluate the program, we heard directly from participants in listening sessions, instructor notes about the classes, and participant assessments at the beginning and end of the series.

Jennifer Yeung and Toby Thomas visited each of the four SHA sites on the last day of class to celebrate with the students and to hear feedback about the classes from the participants in their own words. We also shared information about library resources and some next steps towards digital literacy they can take on their own. We heard overwhelmingly that participants wanted more opportunities like this. Here are some of the comments that participants had:

"I never opened a computer before. The first day I was so scared my hand was shaking.

Now I can open and get started myself. I feel more comfortable now."

"Hard to learn computers and English at the same time.

You understand better in your own language."

We used a paper assessment with 8 questions provided by Northstar Digital Literacy Assessments. There was a total of 14 possible points. Instructors had students complete the same assessment at the beginning of the series and at the end of the series. While this paper assessment was not perfect and presented problems in terms of language and literacy barriers, it did allow us to get an impression of the changes between the beginning and end of the classes.

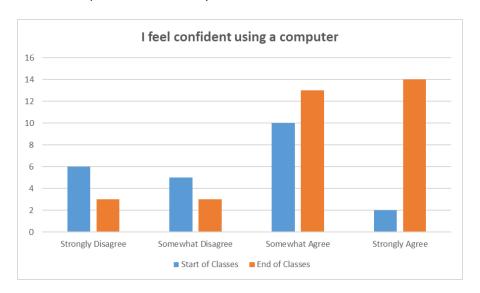
Each of the four SHA locations showed improvements over time. Overall, participants showed an improvement of 15 percentage points across all locations between the start and end of the series.



SHA Location	Beginning Scores	Ending Scores
New Holly	70%	84%
Rainier Vista	76%	92%
MLK Jr Apartments	51%	81%
High Point	81%	91%
ALL LOCATIONS	72%	87%

Despite some logistical issues, each instructor reported that participants were engaged and wanted to learn and that the curriculum worked well in most cases. They were also grateful for the assistance provided by the SHA Digital Navigator team and the volunteers for helping one-on-one in the classroom.

As a result of this collaboration, Seattle Housing Authority has hired digital literacy instructors, including two of the instructors we hired for this project, to provide an ongoing series of classes for SHA residents. It was a successful partnership in that SPL was able to provide seed money and staff to test out this model.









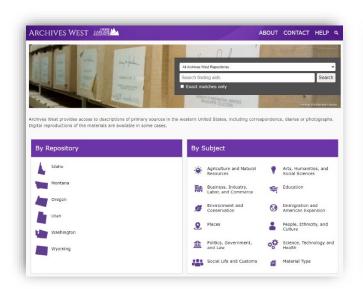
#### **GATEWAY TO HISTORY**

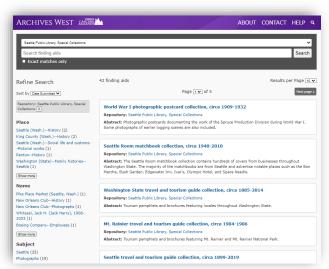
**February 8, 2022** 

Heather Marker, Archiving & Cataloging Librarian, Special Collections

Special Collections Finding Aids at Archives West: Expanding Resource Awareness

Following an application and review process, SPL became a participating member of <u>Archives West</u> in June 2022. Archives West is a union database of online finding aids for archival and manuscript materials from institutions in the Pacific Northwest and Mountain West states, including Washington, Oregon, Idaho, Utah, Montana, and Wyoming. The Archives West database includes over 40,000 descriptions of primary source material contributed by 40 cultural heritage institutions.



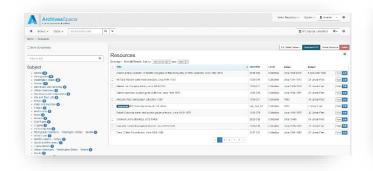


Archives West home page

SPL Collections at Archives West

Inclusion of our finding aids in Archives West means significantly increased discoverability of our archival collections for local and regional researchers, where our finding aids are searchable alongside those from repositories such as the University of Washington, Seattle Municipal Archives, Western Washington University, and Washington State University. Before joining Archives West, Special Collections finding aids could only be viewed through our online collections in CONTENTOM. A patron would have to know to search there, or be linked to the finding aid from the catalog record. Researchers are much more familiar with Archives West as a research tool and are more likely to start a search there than in our local online collections. Archives West also allows for better keyword searching, particularly web discovery.

SPL's membership includes an institutional instance of <u>ArchivesSpace</u>, an open source archives information management application. Special Collections staff enter archival metadata into ArchivesSpace, which then generates a finding aid in Encoded Archival Description (EAD) format for upload into the Archives West database, where the data is available as a digital finding aid. Following professional best practices and as a condition of membership, Special Collections staff create finding aids in accordance with the national descriptive standard, <u>Describing Archives: A Content Standard</u> (DACS), as well as Archives West's EAD Best Practice Guidelines.

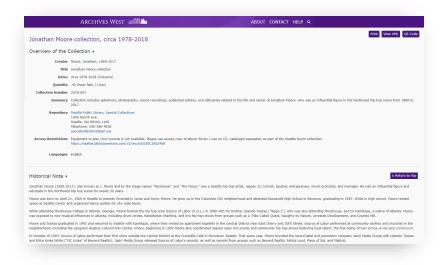




SPL's ArchivesSpace Resources Screen

Example of data entry form at ArchivesSpace

As we entered each finding aid into ArchivesSpace, SPC staff also took the opportunity to review the content and make revisions in line with inclusive and reparative description practices. In most cases, this involved providing more context and additional subject headings for collections about people of color, removing aggrandizing language in reference to white people, and other small changes to language. Staff also created an SPL ArchivesSpace Manual for local implementation of the software.





Example of Special Collections Finding Aid: Jonathan Moore Collection, circa 1978-2018

Jonathan Moore Collection, circa 1978-2018

A finding aid on Archives West for one of our more recent acquisitions, the <u>Jonathan Moore Collection</u>, <u>circa 1978-2018</u>, gives a good idea of how these finding aids can help researchers better understand the collection and the specific contents of each archival box/folder. This collection, documenting the life and career of Moore, a lifelong Seattle resident and influential figure in the Northwest hip hop scene from 1989 until his passing in 2017, collects Moore's personal ephemera and photographs alongside sound recordings of his work and published articles about his life. The collection also gives researchers an understanding of Moore's advocacy for Seattle's youth as a teacher of urban poetry and creative writing at Franklin High School in Mount Baker and a volunteer at the Miller Community Center in Capitol Hill.

To date, Special Collections has contributed <u>42 finding aids</u>, which represents approximately 66% of our existing finding aids. Since July 2022, our finding aids have been viewed a total of 521 times.

Archives West home page: https://archiveswest.orbiscascade.org/

Archives West SPL collections: <a href="https://archiveswest.orbiscascade.org/search.php?r=was">https://archiveswest.orbiscascade.org/search.php?r=was</a>



## Communications Office: 2022 Q4 Report

Activities and accomplishments of the Library's Communications Office. Learn more about us <u>on our infoNET site</u>. Contact us at communications@spl.org.

## **Activities and accomplishments**

#### Library initiatives and projects supported by the Communications Office

Staff Day Local 2022 / All Staff Day 2023: A Communications team member has served on the All Staff Committee since the beginning of 2022, helping design and structure the Staff Day Local event on Oct. 13; planning and creating the Virtual Art Show, which had more than a 100 submissions; and conducting the follow-up Staff Day Local survey. Feedback was generally very positive, with more than 98% of respondents saying Staff Day Local provided an opportunity to connect with colleagues, and more than 92% reporting that they enjoyed participating in Staff Day Local. Respondents said they enjoyed the time to informally connect with colleagues; creative activities that fostered connection and teambuilding; the flexibility provided for choosing activities; and the smaller, more intimate format.



**Intellectual Freedom Training e-Learn:** In Q4, Communications led the rollout of new, mandatory <u>intellectual freedom training e-learn</u>. We led the research and writing effort on the new e-learn, which covers the meaning and importance of intellectual freedom, its legal and policy framework, its history and practice within the Library, and its application to complex and contentious issues. We also led <u>internal communications about the e-learn</u> and created a <u>staff feedback survey</u>.



Green Lake Branch Seismic Retrofit Closure: In Q4, Communications finalized staff and patron communications, signage and other materials for the Green Lake Branch seismic retrofit closure. We kept staff informed with <u>regular updates</u> and kept patrons informed through <u>blog posts</u> and <u>webpage updates</u>. We also finalized and submitted a BRIC grant to help fund future seismic retrofits of Carnegie libraries, which was selected by Washington state for submission to FEMA for final review.

**Library App Project:** In Q4, Communications continued its work on the core team of the <u>Library App Project</u>, which aims to create or procure a new app to make Library services more equitable and accessible. We helped select and onboard an external consultant to aid in staff and patron engagement, review current Library app functionality and recruit staff to participate in focus groups. We kept staff informed of the project's progress through <u>infoNET announcements</u> and <u>project webpage updates</u>.

**Rules of Conduct Review Task Force:** In Q4, Communications continued serving on the Rules of Conduct Task Force core team, supporting efforts to make the Library's rules of conduct and exclusion guidelines more equitable. We helped prepare an <u>onboarding presentation</u> for community stakeholders, participated in core team planning meetings and task force meetings with community stakeholders.

**Automated Materials Handling System Replacement (AMHS) Project:** In Q4, Communications continued serving on the AMHS replacement project transition team, preparing for the installation of the new AMHS at the MOC, the deinstallation of the old AMHS at Central, and transition to the new AMHS in Q1 2023. We provided staff with a <u>comprehensive project update</u> and <u>multimedia examples of</u> the new AMHS at work.

#### Communications Office initiatives

Reaching prioritized audiences: For 2022, we focused on reaching Spanish-language / Latinx audiences and supporting staff who work with those audiences. We created a sponsored content plan for Spanish-language radio, working with El Rey and La GranD radio stations to cover programs in Q4, including free Library to Business programs and free holiday fun at the Library (interviews with librarian Maria León-Roman) and Homework Help again (interview with Marcela Calderón-Vodall). A fall highlight for Spanish-language coverage was that Univision TV – the region's largest Spanish-language outlet -- did an interview with Seattle Reads author Luis Alberto Urrea, in advance of his events. We

continued to support the South Park Branch's



Paula Lamas of Univision interviewed Seattle Reads author Luis Urrea

biweekly "South Park Branch Presents" program with Amigos de Seattle's Radio Comunitaria. We



conducted a second meet-up of staff who serve Spanish-language patrons to share ideas about promotion efforts, resources, and ways to work more collaboratively. Beyond reaching Spanish-language audiences, we had several highlights in working with media outlets who reach other prioritized audiences. The Seattle Housing Authority newsletter shared Library information several times, including news about winter break fun and best fiction debuts. Daybreak Star Radio did an interview with James Beard Award-winning Indigenous Chef Sean Sherman, who spoke as part of a guest-curated series at the Library. The International Examiner covered our guest-curated series with poet Jenny Liou; and the Seattle Medium published an article on Library resources.

**Library news on ShelfTalk:** In Q4, the Communications Office produced **10 blog posts** for the Library's ShelfTalk blog and was responsible for four out of the five most-read ShelfTalk posts/pages, including our popular spl.org/Today page, which provides daily updates on Library hours; a post on COVID-19 vaccine clinics at the Library; and a regularly updated post about "50 Free Things to Do at the Library." Our 10 posts from Q4 were:

- 'The Border Is Everywhere': Luis Urrea on "The House of Broken Angels" (10/3/22)
- Nov. Events: Chef Sean Sherman, Cartoonist Megan Kelso, Historian Ada Ferrer & More (10/26/22)
- 10 Things to Do in November Through The Seattle Public Library (10/31/22)
- Let's Read! The 8 Great Books of the 2023 Global Reading Challenge (11/1/22)
- Every Day Is Small Business Saturday at The Seattle Public Library (11/18/22)
- <u>December 2022 Events: Authors, Art, Holly, a Concert and More</u> (12/1/22)
- How a Digital Artwork Helped The Seattle Public Library Lead in Book Data (12/6/22)
- Winter Break Fun: 8 Ways to Entertain Kids Through The Seattle Public Library (12/14/22)
- Poetry, Pictures, Architecture and Orcas: January 2023 Events and Author Readings (12/21/22)
- What Seattle Read in 2022: Most Popular Checkouts of the Year (12/29/22)

<u>Coffee Chat weekly newsletter</u>: We produced five weekly staff newsletters in Q4. Highlights included interviews with Social Services librarian Daniel Tilton and Special Collections manager Sean Lanksbury, an update on the LEAP lab, a new calendar section, and promotion of Staff Day Local. In addition, we worked with the ELES team to plan a new monthly "ELES edition" of Coffee Chat to better connect Library staff to ELES's work and impact and how they can become involved (this debuted in January).

**Critical incident communications:** Our goal in incident response is to accurately, effectively, and compassionately communicate during and after urgent and rapidly changing situations. Here are critical incidents we helped respond to, and other security-related communications we produced:

- Security incident at the Ballard Branch 10/27
- Security incident at Douglass-Truth Branch 11/23
- Security incident at the Beacon Hill Branch 12/1
- Security incident outside of the Ballard Branch 12/10
- Security incident at the Capitol Hill Branch 12/15



### Analytics and reporting

**Communication goals and metrics:** Communications identified new messaging goals and success measures the team will implement in Q1 for 2023 reporting. Messaging goals include incorporating strategic messaging every month about Levy implementation, equity work and the Library's breadth of service in the promotional writing we do. Success measure goals include reaching the Library's prioritized audiences, sharing news regularly with Library stakeholders, engaging Library staff monthly in the development of the Coffee Chat newsletter, and generating positive stories on behalf of the Library.

**2021 Levy survey results:** We helped the Levy administrator prepare content for a <u>public infographic</u> showing results of the 2021 levy survey, which was distributed to all Library locations, and in multiple languages. We also helped craft an <u>infoNET message</u> to staff about the infographic of the results.

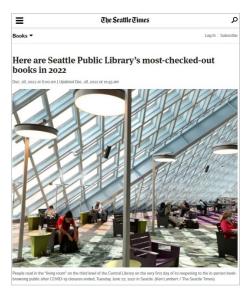
**Reporting:** We helped edit the Q3 2022 levy report; and also edited and helped guide the development of the monthly Library at a Glance infographic for board reports. Levy reports are available <u>on the SPL.org website</u>. We also created weekly reports for the Mayor's office on Library activities.

#### Public disclosure

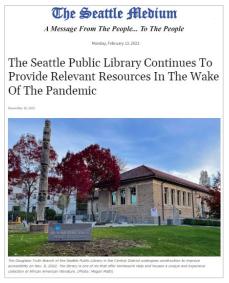
Communications fulfills public disclosure requests for the Library. In Q4, we received 25 public disclosure requests, 22 of which have been responded to and three we continue to work on in 2023.

## **Media coverage**

Earned media is publicity we receive as a result of media planning and outreach, usually facilitated through media pitches, press releases and building relationships with journalists. The Communications Office generated **15** press releases in **Q4** and 65 total throughout 2022, and earned at least **47** media stories in **Q3** and at least 202 throughout 2022. A complete list of Library news clips is below.



Seattle Times: <u>Here are Seattle Public Library's</u> <u>most-checked-out books in 2022</u>



**Seattle Medium:** The Library continues to provide relevant resources in the wake of the pandemic



- Oct. 3: West Seattle Blog <u>Southwest Artist Showcase</u>
- Oct. 3: South Seattle Emerald <u>Poet Pamela Sneed reads from "Funeral Diva"</u>
- Oct. 4: Public Books Where is All the Book Data
- Oct. 5: West Seattle Blog Southwest Artist Showcase
- Oct. 5: KING 5 <u>Library plans to train staff volunteers to use Narcan</u>
- Oct. 6: Capitol Hill Blog Hours restored at Capitol Hill library after summer workforce crunch
- Oct. 6: Westside Seattle West Seattle art exhibit at Southwest Branch through Oct. 30
- Oct. 8: South Seattle Emerald Seattle Reads Luis Alberto Urrea, My Hometown and Me
- Oct. 11: KING 5 Librarian Misha Stone shares fall book recommendations on New Day NW
- Oct. 12: Queen Anne & Magnolia News <u>Seattle Reads 2022 events next week</u>
- Oct. 12: The Seattle Times Author Luis Alberto Urrea to lead Seattle Reads talks
- Oct. 12: South Seattle Emerald Seattle Public Library extends hours for six branches
- Oct. 14: I Heart Radio Free homework help at the Library interview with Elisa Murray
- Oct. 14: West Seattle Blog <u>Southwest Artist Showcase</u>
- Oct. 16: West Seattle Blog <u>Southwest Artist Showcase</u>
- Oct. 17: West Seattle Blog <u>Southwest Artist Showcase</u>
- Oct. 18: West Seattle Blog <u>Southwest Artist Showcase</u>
- Oct. 19: Queen Anne & Magnolia News Seattle Reads 2022 events this week
- Oct. 19: Queen Anne & Magnolia News Library adds hours and increases access this month
- Oct. 20: Univision Seattle La Biblioteca se viste de gala para recibir a Luis Alberto Urrea
- Oct. 21: West Seattle Blog <u>Southwest Artist Showcase</u>
- Oct. 24: West Seattle Blog <u>Southwest Artist Showcase</u>
- Oct. 25: West Seattle Blog Southwest Artist Showcase
- Oct. 29: Daybreak Star Radio Chef Sean Sherman to speak at library in November
- Nov. 2: Madison Park Times Seattle Public Library adds hours, increases access
- Nov. 2: Madison Park Times <u>Library hosting November, December events and dialogues</u>
- Nov. 10: El Rey 1360AM <u>Spanish radio interview: Library to Business credit workshops</u>
- Nov. 11: West Seattle Blog <u>Weekend Preview: Ladies' Musical Club library concerts return</u>
- Nov. 15: Seattle Medium Library Continues Providing Relevant Resources in Wake of Pandemic
- Nov. 16: South Seattle Emerald Library Offers Free Personal Credit Workshops
- Nov. 26: South Seattle Emerald Jenny Liou Talks About Her Debut Book 'Muscle Memory'
- Nov. 28: The Guardian How US libraries became the place to stream your new favorite band
- Dec. 6: South Seattle Emerald The South End Guide to Winter Preparedness
- Dec. 17: Seattle Times Rant and Raves: Rave Seattle Public Library's website
- Dec. 17: El Rey 1360AM Spanish radio interview: Winter break activities
- Dec. 19: Westside Seattle Snow and severe cold impact Seattle this week
- Dec. 20: Seattle's Child 6 public libraries well worth the trip
- Dec. 20: West Seattle Blog <u>Snow: Tuesday afternoon updates</u>
- Dec. 21: West Seattle Blog: <u>Libraries: Some branches closed today</u>
- Dec. 22: West Seattle Blog: Other changes including libraries and parks plus events for today



- Dec. 22: QA & Magnolia News: Library offers entertainment for children during winter break
- Dec. 23: Seattle Times: What's canceled or closed in the Seattle area due to ice, freezing rain
- Dec. 28: Seattle Times: Here are Seattle Public Library's most-checked-out books in 2022
- Dec. 28: QA & Magnolia News: <u>Library offers readings and community events in January</u>
- Dec. 29: Capitol Hill Blog: Seattle Library's 'most checked-out' books of the year
- Dec. 30: Kirkus Reviews: Seattle Public Library reveals most borrowed books
- Dec. 30: KUOW: What Seattle has been checking out at the Library in 2022....CDs?!

## News you can use: How to work with Communications

- Getting started: If you'd like to work with
   Communications, a good first step is to <u>fill out</u>
   <u>this simple form</u>, which helps us understand your needs.
- Wondering about how MOS and Communications work together? Check out the chart at right, which we included in this <u>Explainer</u> on this topic in Library Coffee Chat.
- Need "boilerplate" Library info? Do you need a short description of the Library and its mission?
   We have a "general Library content" section of our infoNET site, where you can find blurbs about the Library, our mission, a bio of Chief Librarian Tom Fay and more.
- Tell your story to the media: Are you launching a new program, partnership or event? Reach out to us for help writing press releases, talking points, media pitches and more.
- Tell your story to staff: The Coffee Chat
  newsletter is designed to inform and connect
  Library staff. Learn more on the <u>Coffee Chat page</u>
  and send your submissions to
  newsletter@spl.org.
- Reach out any time: You can reach the head of the Communications Office, Laura Gentry, at <u>laura.gentry@spl.org</u>. Or you can reach the entire team at <u>communications@spl.org</u>.

COM MOS

Long-term communications strategy

Media strategy

InfoNET announcements

Talking points

Public disclosures

Shelf Talk blog

Library Coffee Chat & internal communications

Chief Librarian communications

Marketing campaigns for programs and services

Website

Email newsletters

Social media

Advertising

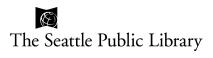
Digital and print signage

Fliers, posters and brochures

Language strategy and translations

Contact both teams to promote your new/ changed service or program

Contact both teams to communicate any unexpected service changes or closures



## **NEWS RELEASES**

Date		e	Title
01	09	2023	The Seattle Public Library's Green Lake Branch to close for renovations on Feb. 1
01	17	2023	Seattle's Central Library To Add Wednesday And Thursday Evening Hours Starting Wednesday, Jan. 18
01	18	2023	The 4th Annual Black-owned Business Excellence Symposium Empowers Black-owned Businesses in Washington
01	30	2023	"Meet Me at Higo" Opens in the Level 8 Gallery of The Seattle Public Library's Central Library



#### **Date** Organization Headline Details Link 01 02 2023 **Puget Sound** These were the "We asked Seattle Public https://www.bizjourn Business most popular librarians for a list of the als.com/seattle/news/ Journal 2023/01/02/seattlebusiness books most popular business among Seattleites books among local most-popularbusiness-books-ofin 2022 readers. Here it is." [paywall prevented 2022.html further reading] 01 03 2023 What we read: "As we enter a new year, https://curiocity.com/ Curiocity seattle-public-library-Here are the most there are all sorts of data most-read-bookschecked-out books to check out from 2022. from Seattle Public As Seattle is known as a 2022/ Library in 2022 literary town, it only makes sense to take a look at the most checked out books from Seattle Public Library in 2022." 01 04 2023 Queen Anne & Seattle Public Library's press release https://queenannene Magnolia News Library's January reprinted ws.com/news/2023/ja n/04/seattle-publicauthor readings, librarys-januaryevents author-readingsevents/ 04 The Dispatch "Curious about which https://dispatchnews. 01 2023 What Seattle read (South Pierce books Seattle's insatiable com/news/2023/jan/0 in 2022: The 4/what-seattle-read-County) Seattle Public readers turned to in Library's most 2022? Need a little in-2022-the-seattlechecked-out books inspiration for that 2023 public-librarys-mostbook list?" checked-out-books/ Multimedia project with 01 06 2023 The Seattle Tell us how you https://www.seattleti book recommendations mes.com/entertainme Times want to feel.

We'll tell you what

to read next

from Seattle Public

Library staff

nt/books/tell-us-howyou-want-to-feel-and-

well-tell-you-what-to-

read-next/

01	11	2023	Publisher's Weekly	Record Number of Libraries Surpassed One Million Digital Lends in 2022	The Seattle Public Library is #8 on OverDrive's Top 10 Circulating Library Systems 2022	https://www.publishe rsweekly.com/pw/by- topic/industry- news/libraries/article/ 91272-overdrive- record-number-of- libraries-surpassed- one-million-digital- lends-in-2022.html
01	11	2023	OverDrive	129 libraries surpass one million checkouts in 2022	The Seattle Public Library surpassed 4 million checkouts in 2022 alone.	https://company.over drive.com/2023/01/1 1/129-libraries- surpass-one-million- checkouts-in-2022/
01	12	2023	Axios Houston	No "Spare" copies of Harry's memoir at Houston's library	"Zoom out: Houston's not the only city hooked on the royal gossip. Seattle Public Library has all 250 hard copies in use, 144 on order and 954 on hold."	https://www.axios.co m/local/houston/2023 /01/12/spare-prince- harry-book-houston
01	13	2023	South Seattle Emerald	Usher In the Year of the Rabbit and the Year of the Cat at These Lunar New Year Events	Lunar New Year Celebration show in English and Mandarin Chinese on Jan. 17 at Central Library	https://southseattlee merald.com/2023/01/ 13/usher-in-the-year- of-the-rabbit-and-the- year-of-the-cat-at- these-lunar-new-year- events/
01	13	2023	The Seattle Times	A look at the early works and inspirations of prolific Northwest artist George Tsutakawa	"George Tsutakawa's public artworks made him a Pacific Northwest arts legend, from his over 75 fountains, including the 'Fountain of Wisdom' outside the Seattle Public Library Central Library, to his numerous wood and metal sculptures, like the 'Lake City Library Gates.'"	https://www.seattleti mes.com/entertainme nt/visual-arts/a-look- at-the-early-works- and-inspirations-of- prolific-northwest- artist-george- tsutakawa/
01	17	2023	KING 5	Green Lake library branch to undergo seismic upgrades	A survey by the city's Department of Construction identified the Green Lake Branch, one of three historic Carnegie buildings.	https://www.king5.co m/article/news/local/ seattle/green-lake- library-seismic- upgrades/281- 8792eeea-9570-464c- 9ed3-30ff3eff2a93

01	18	2023	KING 5	Books to check out this winter - New Day NW	"Misha Stone from the Seattle Public Library shares her winter book suggestions."	https://www.king5.co m/video/entertainme nt/television/program s/new-day- northwest/books-to- check-out-this-winter- new-day-nw/281- 41292320-d14a-46d6- a4d0-7c73d9293d69
01	24	2023	Tacoma News Tribune	Black-Owned Business Excellence Symposium in Tacoma available both virtually, in- person	"Seattle Public Library is co-sponsoring the fourth annual Black-Owned Business Excellence (BOBE) Symposium, scheduled for 9 a.m. to 4 p.m. Feb 1 at the University of Washington Tacoma, Philip Hall, 1918 Pacific Ave., Tacoma, as well as online."	https://www.thenews tribune.com/news/loc al/article271524602.h tml
01	24	2023	Curiocity	You can take thousands of different online courses through Seattle Public Library for free	"So what can you learn? The answer is a whole lot, thanks to partner programs Seattle Public Library cardholders can take courses in everything ranging from foreign language to design to business skills and more."	https://curiocity.com/ seattle-public-library- free-courses/
01	24	2023	West Seattle Blog	Tax Time: Free tax help about to start at one local library	"One of the eight branches at which this service will be offered is in West Seattle – the Southwest Branch at 9010 35th SW. It'll be by appointment on Wednesdays, 1 to 6 pm, starting a week from tomorrow (February 1st)."	https://westseattleblo g.com/2023/01/tax- time-free-tax-help- about-to-start-at-one- local-library/

01	25	2023	The Seattle	Rant and Rave:	"RAVE to all librarians and	https://www.seattleti
-			Times	Reader shouts out	library staff who work for	mes.com/life/lifestyle
				Seattle library staff	the Seattle Public Library!	/rant-and-rave-
				,	They always seem to have	reader-shouts-out-
					a bright smile on when I	seattle-library-staff/
					visit, and the services	<u>seattle merary etaily</u>
					they offer are critical to	
					all of our residents."	
01	25	2023	Queen Anne &	Library co-	"The fourth annual Black-	https://queenannene
0_	25	2023	Magnolia News	sponsoring Black-	Owned Business	ws.com/news/2023/ja
			Wagnena Wews	owned business	Excellence (BOBE)	n/25/library-co-
				symposium	Symposium will take	sponsoring-black-
				Symposium	place on Wednesday,	owned-business-
					Feb. 1, 2023, from 9 a.m.	symposium/
					to 4 p.m. Feb. 1 at the	<u>symposiumy</u>
					University of Washington	
					Tacoma's William W.	
					Philip Hall, 1918 Pacific	
					Ave., Tacoma, as well as	
					online. The Seattle Public	
					Library is a co-sponsor of	
					this event."	
01	29	2023	Romper	25 Children's	"We turned to children's	https://www.romper.
				Books About	librarians from the New	com/entertainment/b
				Death & Grief, To	York Public Library (NYPL)	est-childrens-books-
				Help Get The	and Seattle Public Library	about-death-grief
				Conversation	(SPL) for help compiling	
				Started	this list of the 25 most	
					beautiful, sensitive, and	
					profound books about	
					death for children."	
01	29	2022	The Seattle	Green Lake library	"The Seattle Public	https://www.seattleti
			Times	in Seattle closing	Library's 113-year-old	mes.com/seattle-
				until 2024 for	Green Lake branch will	news/green-lake-
				seismic retrofit	close Wednesday for	<u>library-in-seattle-</u>
					renovations and won't	closing-until-2024-for-
					reopen until early 2024."	seismic-retrofit/
01	30	2022	South Seattle	News Gleams	"Seattle Public Library	https://southseattlee
			Emerald	Impacts of Police	Offers Free Tax Help	merald.com/2023/01/
				Killing of Tyre	Through April 2023"	30/news-gleams-
				Nichols Continue;		impacts-of-police-
				State Bills to		killing-of-tyre-nichols-
				Increase Police		continue-state-bills-
				Accountability;		to-increase-police-
				Free Tax Help at		accountability-free-
				Library		tax-help-at-library/

01	31	2022	The Skanner	"Meet Me at Higo"	"On Feb. 1, 'Meet Me at	https://www.theskan
			News	Opens in the Level	Higo,' a traveling exhibit	ner.com/news/newsb
				8 Gallery of The	from the Wing Luke	riefs/34176-meet-me-
				Seattle Public	Museum, will open in the	at-higo-opens-in-the-
				Library's Central	Level 8 gallery at The	level-8-gallery-of-the-
				Library	Seattle Public Library's	seattle-public-library-
					Central Library."	s-central-library