

2021 Library Projects and Initiatives

Mid-year Report August 2021

Note: This report is a high-level summary noting the largest achievements in each area, and does not include all activity in these areas.

Major projects

1. **Strategic planning.** Continue and complete a community input project to study residents' needs and develop library service responses and goals that meet those needs (basis for 2021-2024 strategic plan).
 - WFPL gathered extensive information from the community using many methods, including interviews with patrons and partners, as well as a community-wide survey with 850+ responses. After synthesizing this information to discover themes and insights, WFPL staff composed draft Mission, Vision and Values, as well as needs themes from which to develop strategic areas of focus.
 - Target completion date for the full plan draft is the Thursday, September 9 Library Board meeting.

2. **Little Red Reading Bus.** Bring books and learning opportunities directly to West Fargo kids and families in summer 2021, empowering them to be confident learners at school, avoid summer learning loss and have equal access to books.
 - WFPL staff formed and collaborated with Mobile Library Task Force to optimize a new expanded route and program outcomes. With the Task Force, staff established relationships with WFPS partners to reach diverse and traditionally underserved students and families.
 - The Technical Services department prepared a new collection of 2,823 books for summer 2021 LRRB service.
 - More information about the impact of the LRRB during summer 2021 is forthcoming in September.

3. **Summer "Learning" Program.** Redevelop the longstanding "summer reading program" into a community-driven program, by first asking community members and partners questions about the lives and needs of adults, teens, and children in the summer months.
 - In line with a community needs assessment conducted in winter 2021, Summer Boost programming was designed to foster literacy play, whole-family play, and experiential learning.
 - Five outcomes for summer programming were developed:
 - Youth and adults enrich their minds and bodies through experience driven programs.
 - Families build meaningful relationships with each other and their community.
 - Underserved community members participate in summer learning program.
 - Youth maintain language arts skills.
 - Youth are engaged learners.
 - The LRRB was used as an outreach method to bring this redesigned program to underserved communities.

4. **Customer service.** Provide patron-focused, proactive customer service by identifying and eliminating barriers for our patrons and creating a work environment where policy, procedure, and practice support staff in providing this service.
 - Customer service principles were developed and introduced to all staff, and integrated into onboarding.

- Feedback tracker & “Share Your Story” online tools were developed to continuously track patron feedback.
 - Outreach staff implemented new library technology to better provide materials to seniors at outreach sites.
5. **Plan for facilities.** Continue discussions with stakeholders regarding future library facilities that will be responsive to how residents want to use their library – for socialization, community gatherings, learning new things, play and interaction with friends and family.
- WFPL has already conducted a professional needs assessment and identified potential partners in the City.
 - A community-wide survey showed majority support for facilities upgrades and financial support.
 - The Director and Board continue to perform research into grants and other funding mechanisms that could contribute to a capital campaign.
6. **Plan for staffing.** Continue transitioning our staffing model from majority part-time to full-time staff to ensure innovative and robust customer service, programming, and collections for residents.
- The Director and staff have started drafting a new staffing plan based on peer library benchmarking and WFPL usage projections. A final draft will be brought forward in 2022 after the 2022-2024 strategic plan is approved.
7. **Celebrate 50 years of WFPL.** Celebrate the successes of all that West Fargo Public Library has provided throughout the years by taking a look back and thanking the community that helped bring our library together and support its growth.
- WFPL held a celebration on June 10, which 238 people attended, including current and former Board members, City Commissioners, state representatives, West Fargo Public School administrators, staff members and many friends, partners, and patrons. This event kicked off a historic exhibit detailing the creation and growth of WFPL, viewable in the library through the end of 2021.

Organizational competencies

Every organization has competencies to strengthen to provide better service. WFPL managers have set goals to improve:

1. **Evaluation & advocacy.** Measure the effectiveness of programs and services in meeting desired outcomes and communicate the impact of the library in people's lives.
 - Staff implemented an outcome-based planning and evaluation model to develop and evaluate Summer Boost programming, and will continue to use this process to develop and evaluate programs into the future. Over 200 evaluation responses about Summer Boost have been collected from the public through surveys and interviews.
2. **External partnerships.** Especially targeting audiences identified as underserved by the WFPL currently.
 - Staff established relationships with WFPS partners to reach diverse and traditionally underserved students and families in development of LRRB service and Summer Boost program. Almost all new programs planned for fall include external partners.
 - The Director is a member of WFPS Equity & Inclusion Task Force.

3. **Fundraising.** Collaborate with the Mobile Library Task Force and Friends of the Library on a fundraising campaign for Giving Hearts Day 2021.
 - WFPL and Friends of the Library conducted their first-ever Giving Hearts Day campaign, raising target fundraising goal of \$15,000 to support LRRB and early literacy programs. Another GHD campaign is planned for 2022 to support replacing the LRRB.
 - The Director and Board continue to conduct grants research, and apply for grants both large and small. The Director is also consulting the FM Area Foundation regarding starting a memorial giving fund or endowment fund.
 - The Friends of the Library voted to stop collecting dues to increase participation in the membership. The benefits of making the group more accessible outweigh the funds received in dues. The Friends of the Library and the Deputy Director are working to plan and implement a year-round fundraising calendar.

4. **Service development.** Establish a common approach to developing library services that ensures they continuously support community needs and desires.
 - WFPL staff are using the outcome-based planning and evaluation process to design programs and services, and will continue to do so into fall and beyond.
 - After the strategic plan is finalized, the Deputy Director will compose an "Alignment Yardstick" to evaluate WFPL's ongoing programs and services for their support of our new goals.

5. **Staff development.** Supportive onboarding, funds for training, and opportunities for mentorship, goal-setting, and growing skills for all staff.
 - WFPL leadership implemented comprehensive onboarding workflow and documentation for all staff.
 - Training for all staff is planned, tracked, and mapped to library-wide goals with next steps for knowledge-sharing. As of this writing, 12 staff have completed 69 individual trainings between them, for a total of 76.5 training hours.

6. **Technology & efficiency.** Implement new technology to get new books in the hands of residents faster and improve management of our collections budget.
 - The Technical Services department is exploring many new services and vendors to automate processes such as invoicing, cataloging and purchasing. These changes will get materials to patrons faster and free up staff time for other necessary projects.
 - In fall 2021, the Deputy Director will oversee Implementation of a project management software to automate planning, collaboration, and reporting.
 - The Library Office Coordinator is overseeing the library's implementation of CivicClerk to automate public meeting agenda creation.

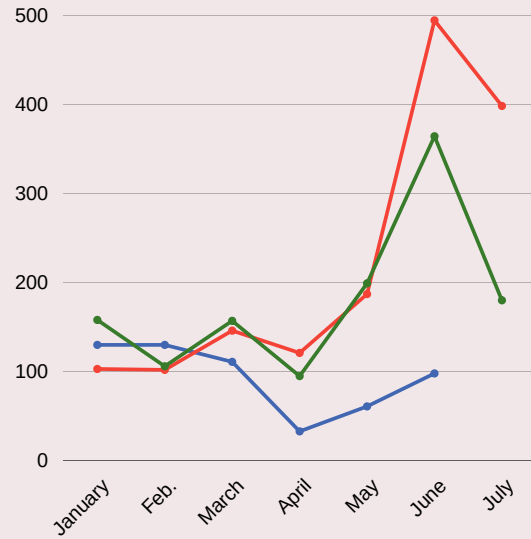
WEST FARGO PUBLIC LIBRARY

MONTHLY REPORT JULY 2021



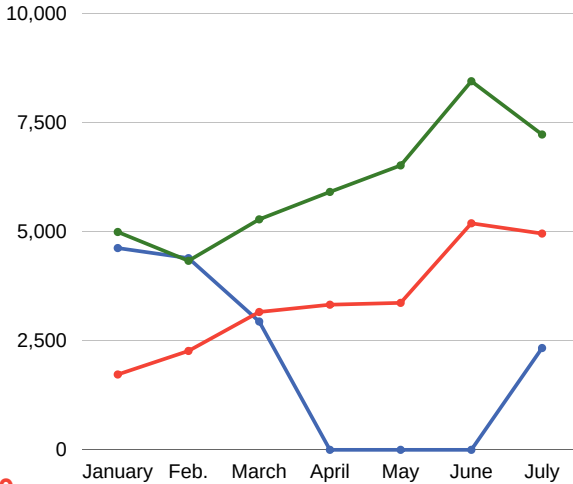
LIBRARY CARD APPLICATIONS

	2019	2020	2021
Jan.	158	130	103
Feb.	106	130	102
March	157	111	146
April	95	33	121
May	199	61	187
June	364	98	494
July	180	125	389
Aug.	177	145	-
Sept.	187	151	-
Oct.	187	151	-
Nov.	385	147	-
Dec.	135	104	-
Total	2218	1312	1153



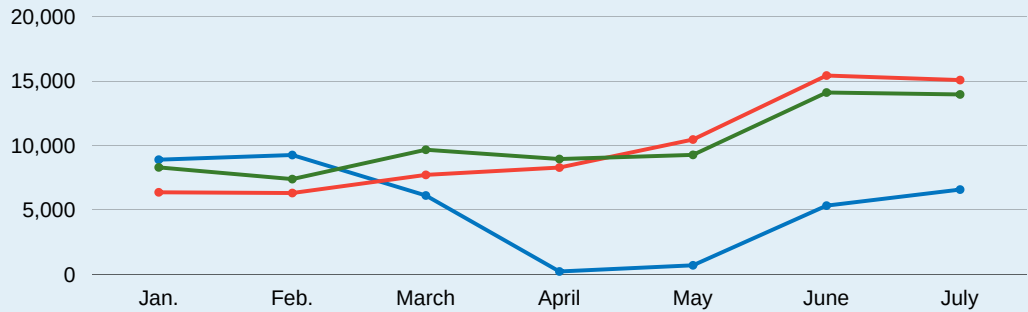
DOOR COUNT

	2019	2020	2021
Jan	4988	4620	1725
Feb	4328	4389	2264
March	5277	2938	3156
April	5905	x	3323
May	6512	x	3365
June	8440	x	5187
July	7220	2331	4952
Aug	6543	3527	-
Sept	5403	3439	-
Oct	6254	3677	-
Nov	4592	1382	-
Dec	3772	1122	-
Total	69234	27425	19020



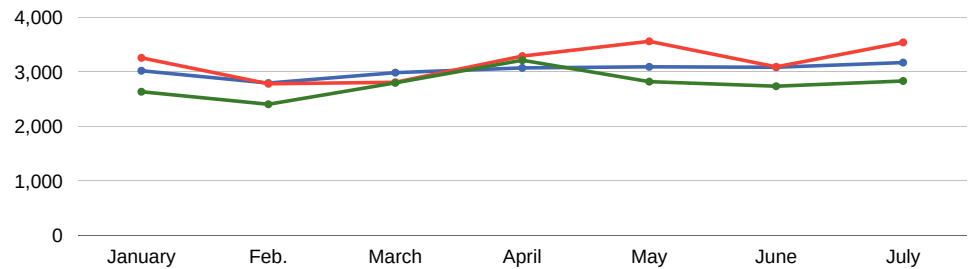
PHYSICAL ITEM CIRCULATION

	Jan.	Feb.	March	April	May	June	July	Aug	Sept.	Oct.	Nov.	Dec.
2021 Totals	6355	6299	7709	8279	10457	15429	15077					
2020 Totals	8890	9253	6107	203	682	5319	6567	9913	9730	10745	8041	6897
2019 Totals	8292	7381	9662	8941	9293	14109	13960	11359	9092	8899	7123	5433



ELECTRONIC MATERIALS CIRCULATION

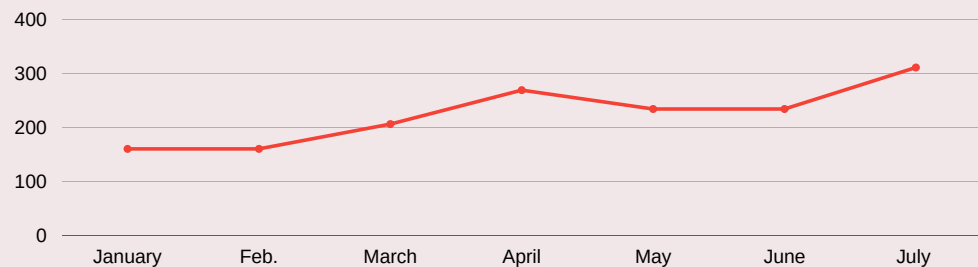
	Jan.	Feb.	March	April	May	June	July	Aug	Sept.	Oct.	Nov.	Dec.
2021 Totals	3259	2783	2810	3291	3562	3093	3542					
2020 Totals	3022	2796	2987	3074	3094	3086	3172	3014	2904	2941	2796	2990
2019 Totals	2637	2407	2800	3215	2822	2738	2834	2723	2923	2689	2789	2547



OUTREACH MATERIALS CIRCULATION

	Jan.	Feb.	March	April	May	June	July	Aug	Sept.	Oct.	Nov.	Dec.
Daycares	140	140	140	159	110	140	140					
Adults	n/a	n/a	94	110	124	94	171					
2021 Total	140	140	234	269	234	234	311					

Total outreach material circulation was not tracked monthly in 2019 or 2020.



ADULT PROGRAMS

	Medium	Attendance
Twisted Stitchers (Recurring)	In-Person Onsite	18 (+18)
Monday Night Readers (Recurring)	In-Person Onsite	8 (-1)
Third Thursday Book Club (Recurring)	In-Person Onsite	6 (+1)
Novel Afternoons Book Club (Recurring)	In-Person Onsite	9 (-7)
Mahjong Games at the Library	In-Person Onsite	18 (+3)
Herb Gardens Class	In-Person Onsite	11
Pollinator Gardens Class	In-Person Onsite	7
Total		77

YOUTH PROGRAMS

	Medium	Attendance
Fun with Fossils	In-Person Onsite	27
Egg-gineering Egg Drop Event	In-Person Onsite	14
Let's Make Bead Art Keychains	In-Person Onsite	6
Pajama Storytime + Planetarium	In-Person Onsite	34
Total		81

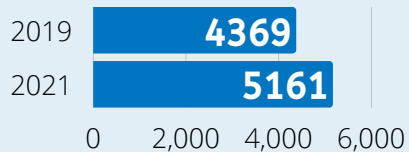
FAMILY & COMMUNITY EVENTS

	Medium	Attendance
Animals & Ice Cream	In-Person Onsite	343
Lunch on the Lawn	In-Person Offsite	58
Hawaiian Beach Blast	In-Person Offsite	111
Total		512

LITTLE RED READING BUS ROUTE

Morning stops	In-Person Offsite	979
Evening stops	In-Person Offsite	513
Special stops (Grace Gardens)	In-Person Offsite	37
Total		1529

JUNE & JULY PROGRAM ATTENDANCE



ADULT OUTREACH

Location	Patrons Served
New Perspectives	10 (-1)
Dakota Commons	9
Sheyenne Crossings	6 (-1)
Total	25

DAYCARE OUTREACH & STORYTIME

Daycares Served	Daycare storytime attendance
6	118

BEANSTACK

Total reading hours tracked during Summer Boost 2021: **14,644**

Active Challenges (ended July 31)

0-5 Years Summer Boost Challenge	184 (+29)
6 - 11 Years Summer Boost Challenge	347 (+37)
Middle School Summer Boost Challenge	112 (+6)
High School Summer Boost Challenge	14 (+3)
Adult Summer Boost Challenge	165 (+59)
Total	861

Total Registered for Summer Program

Total Registered for Summer Program by Year

2019	896
2020	502
2021	861

Overall

West Fargo Public Library	
Overall Beanstack Service	

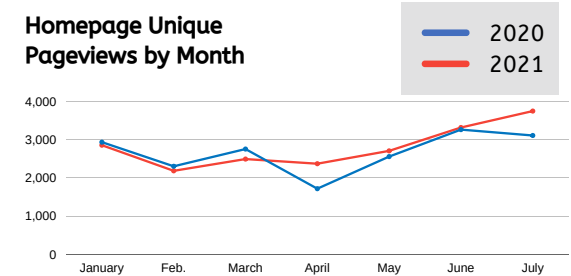
Total Registered YTD	2402 (+773)
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Active this Month	1113 (+64)
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TOP WEBSITES (BY NUMBER OF UNIQUE PAGEVIEWS)

Webpage	Pageviews
/732/Public-Library	3756 (+1045)
/671/Summer-Reading...	414 (-263)
/1125/Little-Red-Read...	677 (+203)
/608/Library-Cards	222 (4)
/572/Books-Digital	173 (+16)

Homepage Unique Pageviews by Month



SOCIAL MEDIA

Instagram Followers	
WFPL - 209 (+12)	
LRRB - 259 (+5)	

Facebook Followers	
WFPL - 2250 (+22)	
LRRB - 1283 (+35)	

YouTube Subscribers	
53 (+0)	

STORIES OF LIBRARY IMPACT, JULY 2021

Patron wrote "We had a great time this morning. Thanks for coming north to us!" referencing the Little Red Reading Bus visiting Harwood.

A patron asked for help with a virtual job interview after he had tried at another local library and they were unable to help him. Our staff helped him and he was ecstatic, saying "Thank you, thank you so much for your help! It worked! I will be back here."

A patron wrote to us regarding her son's summer journal with the prompt "Where would you like to go on vacation?" His answer was the West Fargo Public Library and he wrote all about it.

A patron tagged the library in a post: "Louis loved his first time at the West Fargo Public Library. He walked around saying "whoa books!" most of the time and chose two of his favorite things to read about - letters and pumpkins." (Pictured Left)

Following the Pajama Storytime and Stuffed Animal Sleepover event, the library received positive facebook comments about the program, like "my kids loved seeing the pics," "this is the cutest thing ever" and "What a great idea."

