

Executive Director's Report December 2024

(Covering time period of November 21, 2024 through December 17, 2024)

✓ **Highlights:**

- **CLRC Legislative Breakfast at Marcellus Free Library – December 13th.**
- ***Marketing and Outreach Strategies to Engage Your Community.***
- **Annual Holiday branch visits.**

✓ **Upcoming:**

- **Exploring enhanced partnership opportunities with LeMoyne/Erie 21 in 2025.**
- **Launch of the Mental Health Backpacks in early 2025.**
- **Books by Mail pilot in January.**

✓ **Help Needed:**

- **Please attend monthly Board meetings.**
- **Report any trainings to Sharon Rorer.**
- **Visit the library and share library news with your friends and families.**

“December is the time for remembering the past and reaching toward the future.”

Ralph Waldo Emerson

Meetings/Training

- Brian Donnelly, Deputy County Executive
- PULISDO
- Administration Meeting – Mark Carter, Rebecca Maguire, Dane Dell, Rene Battelle
- Rene Battelle, Administrator for Public Services and Special Initiatives
- Dane Dell, Director of Library and Information Systems
- Mark Carter, Administrative Director
- Rebecca Maguire, Administrator for Library Operations
- Amanda Perrine, Coordinator for Member Services
- Tom Walters, Communications
- Val Massulik, President, CSEA Onondaga County Library Unit
- Michelle Fesinger, Onondaga County Department of Personnel
- Sharon Rorer, Administrative Assistant
- Aimee Newton, Administrative Assistant
- Yona Williams, Public Information Assistant
- Strategic Planning Meeting
- Nick Murphy, Employee Relations Officer, Department of Personnel
- Heidi Holtz, Stillwork Consulting Group
- *Legislative Advocacy Primer*
- Olivia Whitmarsh, ESF Outreach Coordinator, Science Corps
- Lisa Melara, Career and Workforce Strategic Advisor, LeMoyne College
- Amanda Miles Delaney, Erie21 at LeMoyne College
- CLRC Webinar – *Legislative Advocacy Primer*, Max Prime, Director Government Relations & Advocacy, NYLA

Priority Items

Long Term:

- Increase collaborative partnerships within the community which will aid in developing innovative opportunities to promote literacy and reading.
 - Collaboration with Redhouse
 - Collaboration with OHA and William G. Pomeroy Foundation
 - LCFL
 - HFWCNY
 - Access to Justice
 - LCOC
 - ESF
 - LeMoyne and ERIE21

- OCPL is increasing its focus on materials, services and programming for older adults

- Memory Café –possibility of adding locations in 2025
 - Greater emphasis on communicating and promoting programs designed for and of special interest to seniors. Paine Branch partnership with CARES at LeMoyne to present series for 55+.
 - Books by Mail service – planning in progress.
- Develop recruitment strategy to attract qualified, impactful candidates.
Beginning in 2024, the County provided new and enhanced benefits, including:
 - A partnership with SU on a new education benefit that includes a discount on tuition rates.
 - Reduction in waiting period for receiving health benefits after hire.
 - Explore and develop succession planning that involves training and leadership opportunities for current employees.
 - Increase readership, circulation, and meeting space use
 - Central and city branches will continue serving as voting sites in 2025 and beyond. Offer more shared programs across the branches in 2025 and continue to offer and partner annual, signature events that patrons look forward to each year (Quilt Show, Halloween Costume Swap, Fall Festivals, Strawberry Social, Farmer’s Market

Short Term:

- Prioritize adequate training opportunities for all staff – both new hires and longtime employees.
 - Training Tuesdays at Central are available to system staff.
 - Preliminary discussions to participate in an IMLS grant funded project – Practicing Access. Pilot test a series of simulations designed to provide practice in assisting librarians in resisting censorship attempts.
 - Security guidelines updated.
- Assess staffing levels to ensure customer service.
 - Exploring creative options for filling temporary vacancies created by reassignments, or temporary absences, including part-time librarians and substitute librarians.
 - Explore short term support and work distribution plans – hiring seasonal aides.
 - Assessing need to increase staff numbers to ensure equitable service for all ages – refunding of three librarian I positions in 2025.
- Create branch assessments which include meaningful demographic information
 - Branch assessments have been completed and are posted on the Branch Manager’s Team page. As we begin the strategic planning process, Branch assessments have been especially useful during strategic planning.
 - Short term in person survey at city libraries.
- Explore new ways to connect with the post-pandemic community.
 - Build more entry points to the library through outreach; acknowledge that some community members still find it difficult to come to our libraries and find ways to meet

their needs. (Books by mail, pop up libraries, curated digital shelves on other websites that lead to the library, encourage digital interaction).

➤ Critical look at OCPL website

- Springshare in use at Central, city branches, and many member libraries.
- Demos of Vega Promote (library marketing and communications – digital marketing automation tool) and Promote-Web (website building tool) completed.

Respectfully submitted,



Dawn Marmor
Executive Director

December 10, 2024