



RESPONDING TO NEW REALITIES

Presentation for the Ohio Library Council

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WHY THIS PROGRAM? – Meal Sites

Addressing Critical, Emergency Community Need



Strategic Plan Connections

- **KNOW:** Enhance the community quality of life
- **SHARE:** Multiply potential through relationships, engagement, and communication
- **BRIDGE:** Build equity in the community

BEING PROACTIVE IN A REACTIONARY SITUATION

- Many people experienced changes in their employment status since March and as a result we're seeing a lot of people that might not have sought food assistance in the past.
- Food distribution is not normally a priority service for libraries to deliver. However, we are seeking opportunities to pivot our frontline services to better meet the needs of our constituents during the Pandemic.



BEING PROACTIVE IN A REACTIONARY SITUATION

Meeting needs in our communities

- In February, 10 of our 18 Branches met government qualifications for free food programs.
- Today, 16 Branches meet qualifications.



5 Shelf stable breakfasts and 5 shelf stable lunches for every child (U18) in the household

PARTNERING FOR SUCCESS

What, Where, When, Why, & How ...

- Summer Food Service Program for Youth
- Produce Boxes
- Gradual expansion to all 18 Dayton Metro Library locations
- 1-hour program windows for weekly food distribution
- Because hungry kids live in hungry households
- Funding & Logistics



**22 Pounds of produce for
any household**

KEY LESSONS LEARNED – The Not So Great

- Rules & Regulations
- Last Minute Adjustments
- Storage Issues
- General Logistics



**So much food ...
so little space.**

Important to remember:

- Be nimble and willing to start without all the answers
- Everything takes longer than expected



KEY LESSONS LEARNED – The Really Awesome!



- Expanding to meet community needs beyond SFSP
- In place prior to Pandemic Employment Assistance ending
- Valuable way to work with volunteers
- Attracting new users & new volunteers
- Getting lots of media attention
- Amplifying voices of community partner organizations
- Numbers are staggering ... and continue to grow weekly

IN JUST 8 WEEKS

Statistical Snapshot:

Meals Served = **109,876**

Kids Impacted = **11,103**

Produce Boxes = **2,042**

Volunteers = **80+**

Volunteer Hours = **700+**

WHY THIS PROGRAM? – Virtual Camps

Delivering our Mission in Unusual Times

Career Adventures Camp – Virtual Edition

Imagine Your Story Virtual Reading & Adventure Camp



Strategic Plan Connections

- **KNOW:** Align Library Initiatives to community need
- **LEARN:** Expand youth horizons for learning
- **SHARE:** Leverage partnerships focused on community-wide goals
- **BRIDGE:** Increase access to Library resources

BEING PROACTIVE IN A REACTIONARY SITUATION

- The Library temporarily suspended all operations on March 13, with no immediate plan for re-instituting or launching new ways to deliver our mission.
- Career Adventures Camp and Career Adventures Day had become mainstays for our community – our partners need to connect with middle schoolers for ODE mandated career awareness activities, and they looked to the Library for help.



BEING PROACTIVE IN A REACTIONARY SITUATION

Keeping the Library relevant when patrons can't access our buildings

- In the summer of 2018 and 2019, DML hosted highly-regarded, highly-immersive Summer Camps for 60 deserving children.
- In 2020, we stepped up to create an all-virtual experience, reaching more than 5000 – and counting!



Career Adventures Camp – Virtual Edition, took Middle Schoolers on field trips each day to explore in-demand jobs in our region.

BEING PROACTIVE IN A REACTIONARY SITUATION

Keeping the Library relevant when patrons can't access our buildings

- The Library's Summer Reading program was certain to experience a decline in participation with Coronavirus concerns
- Working with ThinkTV/PBS Kids, we created a five-day, interactive summer Camp
- Other Virtual Camps "tuned in" for these camp sessions



Imagine Your Story Virtual Reading and Adventure Camp encouraged reading and exploration in support of our Third Grade Reading goals

PARTNERING FOR SUCCESS

What, Where, When, Why, & How ...

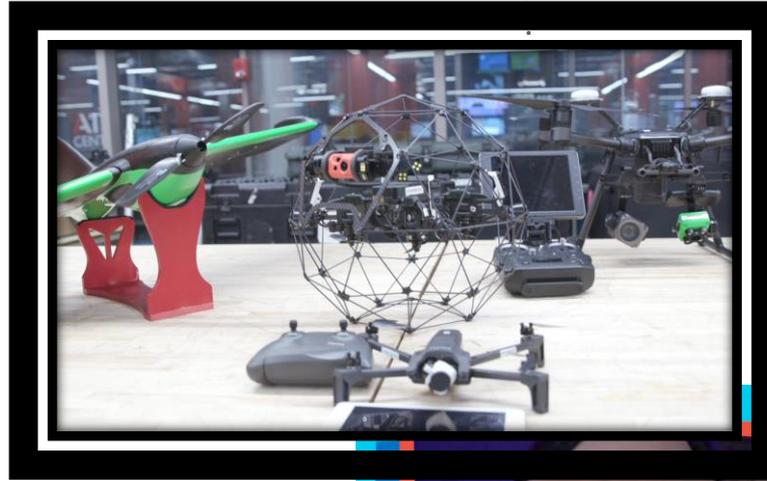
- Virtual Summer Camps for Middle Schoolers and K-3rd Graders
- Intensive Partnerships for two five-day camps
- Released on the DML Facebook page at scheduled times each day; cross promoted and shared with partners
- Full websites built out for each camp, where content lives on for future use
- Because the Library wanted to provide summer enrichment
- Funding & Logistics



Camps aligned to brand, and put reading front and center.

KEY LESSONS LEARNED – The Not So Great

- Less is more
- Video production is hard
- Learning curve was intense
- Promotion is difficult
- The effort was staggering



Important to remember:

- Be nimble and willing to start without all the answers
- This is expensive



KEY LESSONS LEARNED – The Really Awesome!



- Serving as a leader in dramatic time of change
- Highly visual way to demonstrate value
- Expand viewers and reach
- We had something shiny and new to share with the public – and the media loved it!
- Helping community partners accomplish new challenges
- Long shelf life – programs continued to be used in day cares and schools
- Aligned to brand and mission

Statistical Snapshot:

Career Adventures Camp

2019 = 30 participants

2020 = 5000 views and counting

Imagine Your Story =

10,000 views and counting



DAYTON
METRO
LIBRARY

THANK YOU!

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