



Central Rappahannock Regional  
**Library**  
INSPIRING LIFELONG LEARNING

# Director's Report

Illustrating Elements of CRRL's Strategic Plan

**READ • LEARN • MEET • INNOVATE**

**December 1, 2020 - March 1, 2021**



# Phased Reopening



# Temporary Return to Curbside Pickup only

**January 19** - Due to rising COVID-19 cases, all branches returned to Curbside Pickup only and physical buildings were closed to the public.

Other services continued, including:

- Phone Service
- Printing and Copying
- Tax Forms
- Book Group in a Bag
- Interlibrary Loans
- Suggest a Purchase
- Bookdrops open 24/7



# Library Express

**March 1** - Customers can once again enter branches to browse the collection, use computers, and reserve meeting and study rooms.





## Vaccinations for Library Staff

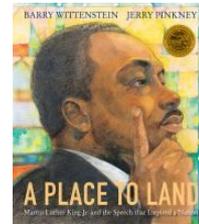
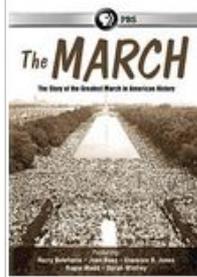
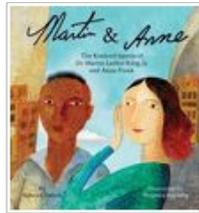
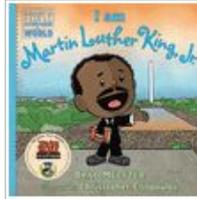
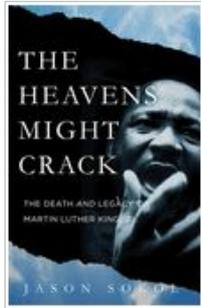
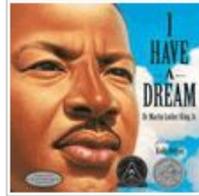
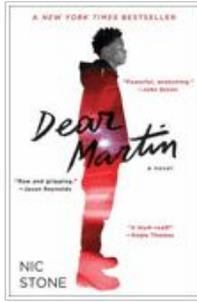
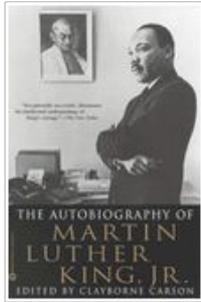
The Virginia Health District (VHD) included public library staff as educators in Phase 1b.

Employees who have chosen to get the vaccine began receiving their immunizations the week of February 15 from RAHD.



# Programming Highlights



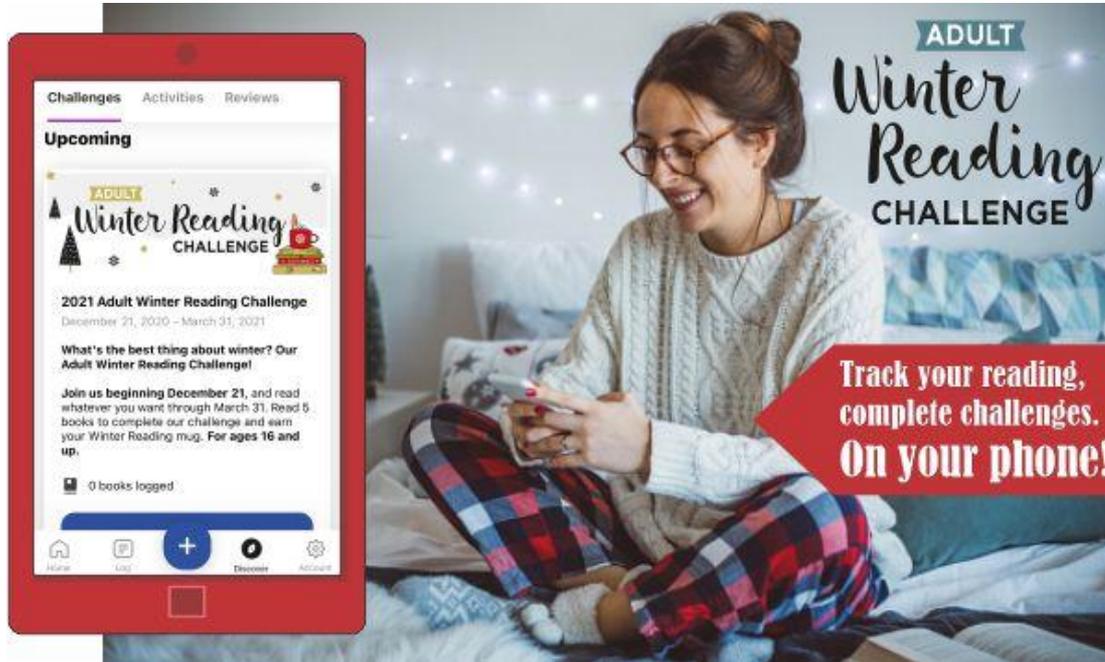


## Dr. Martin Luther King, Jr.

Staff compiled resources for customers to learn about the legacy of Dr. Martin Luther King, Jr. through books for all ages, films, and audio recordings.



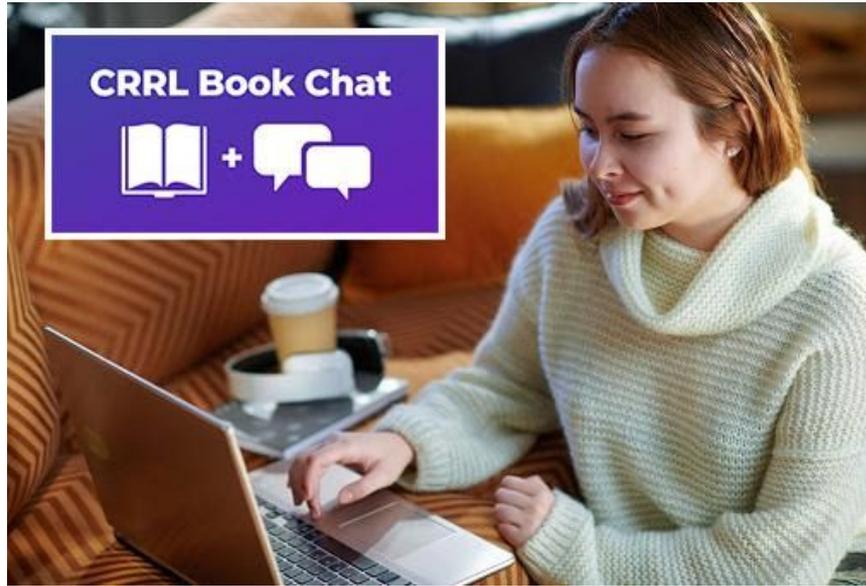
# Adult Winter Reading Challenge



The challenge runs through March 31.



Director's Goal: Organizational Development



**CRRL Book Chat** is the library's Facebook group for customers to chat about books! Participation tends to peak during Summer Reading and the Adult Winter Reading Challenge, but the conversation continues throughout the year.

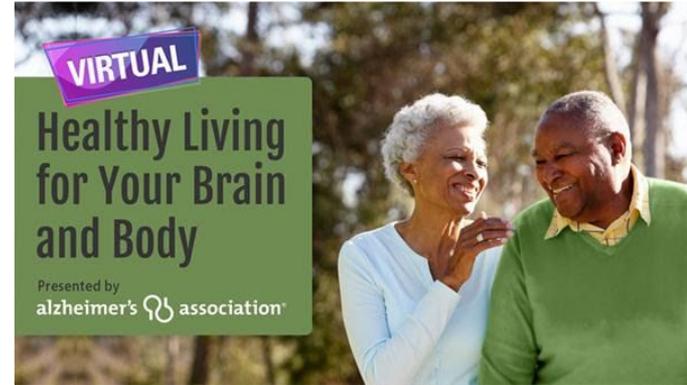




As the vast need for virtual access continues, video tutorials have been created for customers to learn how to use various library equipment available in our branches and new IdeaSpace, a making+media lab that opened to the public December 17.



# Virtual Events



# Teen Art Contest

Entries submitted online February 17-25 by students in grades 6-12 living in Fredericksburg, Spotsylvania, Stafford, Westmoreland, or by any teen with a CRRL library card. Cash prizes will be awarded in two categories: Grades 6-8 and Grades 9-12.



**26th Annual**

**Johnny P. Johnson**

**TEEN art SHOW**



**Director's Goal: Organizational Development**

# Communication with Customers



# Online Customer Assistance

**Our Research and Customer Services desks have continued without a break in service.** From December through January we fielded **465 emails** and **307 chats**, answering a total of **772 questions** assisting customers with everything from book recommendations to help with their library account.



# Curbside Pickup Customer Assistance

In December and January, staff responded to **4,794 curbside pickup texts** and filled **64,195 holds**.



# Customer Newsletter

- Published every two weeks
- Updates customers on expanding services

Most popular newsletter items:

- Winter Reading
- Streaming Holiday Movies
- 2020 Most Streamed Movies
- Curbside Pickup
- Reading Challenge Goals



What's happening...

## @Your Library

Central Rappahannock Regional Library

December 4, 2020

New Titles

eBooks & More

Virtual Events



Martha Hutzler, Library Director

Welcome to your library news update! **Library Express** and **Curbside Pickup** continue to go strong. Come to the library for one-hour visits--no appointment required.

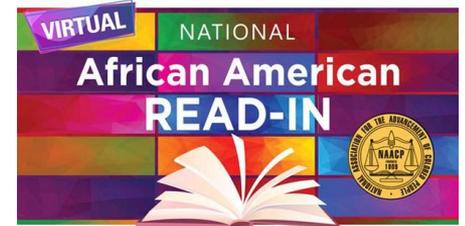
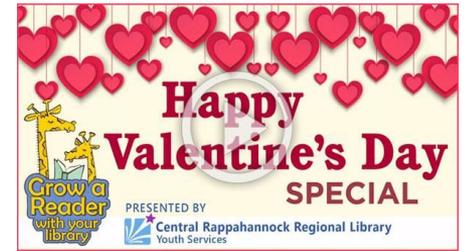
**Winter Reading** starts in just a few weeks! Sign up now and get ready to earn your mug. Even more great **eAudio** is available now in the **Libby app** and **OverDrive**. **Time with a Therapy Dog** is available for grade 7-adults. You can swap recipes in our **Cooking Corner**.

We've included some **great reads** in this newsletter! **Mischief in the Golden Years** proves retirement age can be full of adventure. Children in grades K-5 will enjoy learning about **Holiday Stories and Traditions**. We are excited to present **The Best of 2020: People's Choice** and **Staff Picks**.

**Live, online tutoring** is available on demand, powered by Tutor.com. Kids can practice their reading with **PAWS for Reading**. Enjoy our **Grow a Reader Winter Wonder** video for ages birth-5.

You can support the library at no cost to you when using **AmazonSmile** or the **Amazon Shopping app**.

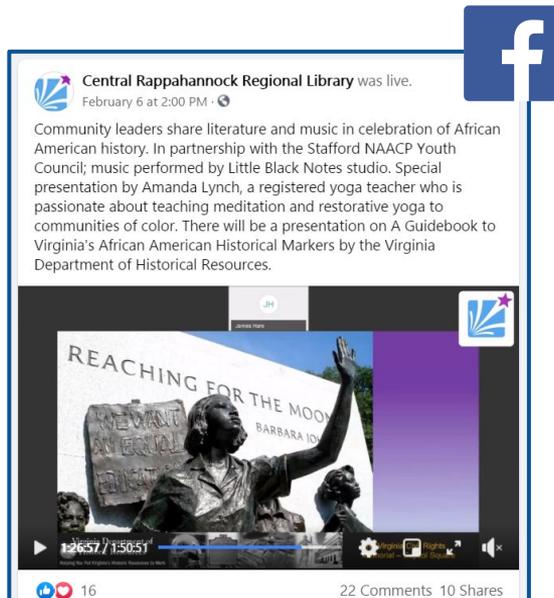
If you enjoy creativity, music, video, making, or just **getting your hands on cool tech**, you're going to love our newest location--**IdeaSpace: Making+Media**, open by appointment starting December 17.



Director's Goal: Public Relations

# Engaging on Social Media

CRRL continues to refine our social media engagement with customers.



**Central Rappahannock Regional Library** was live.  
February 6 at 2:00 PM

Community leaders share literature and music in celebration of African American history. In partnership with the Stafford NAACP Youth Council; music performed by Little Black Notes studio. Special presentation by Amanda Lynch, a registered yoga teacher who is passionate about teaching meditation and restorative yoga to communities of color. There will be a presentation on A Guidebook to Virginia's African American Historical Markers by the Virginia Department of Historical Resources.

REACHING FOR THE MOON  
WE WANT A BETTER FUTURE  
BARBARA ID

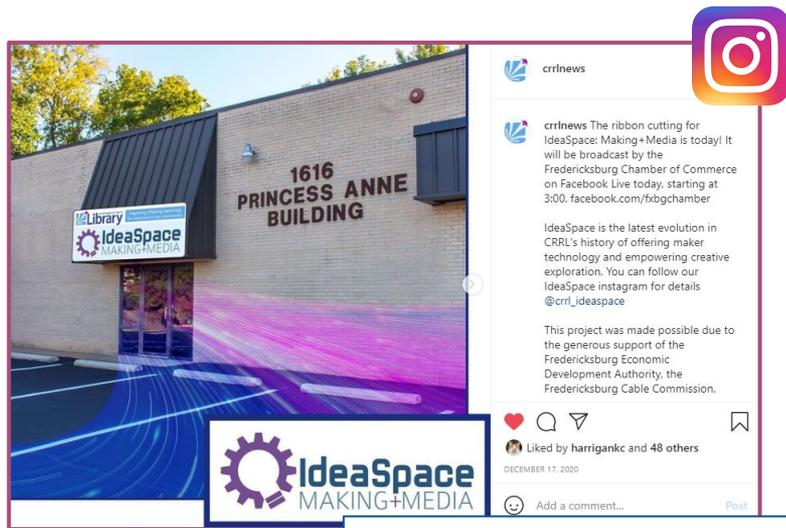
16 · 22 Comments · 10 Shares

**James H Almand** · 1:43:17  
I missed this "live" but so glad to be able to see it now! Thank you all for the enlightenment and education and entertainment!  
Like · Reply

**Tim Weatherspoon** · 1:03:45  
Excellent mindfulness presentation... it is much needed especially since we're home more focusing on negativity than truly living  
Like · Reply

**Stafford County NAACP Youth Council**  
February 20 at 1:30 PM

Outstanding job by the Stafford NAACP Youth Council members who participated in the **Black History Month** Read-in!



**crrinews**

The ribbon cutting for IdeaSpace: Making+Media is today! It will be broadcast by the Fredericksburg Chamber of Commerce on Facebook Live today, starting at 3:00. facebook.com/fxbgchamber

IdeaSpace is the latest evolution in CRRL's history of offering maker technology and empowering creative exploration. You can follow our IdeaSpace instagram for details @crri\_ideaspace

This project was made possible due to the generous support of the Fredericksburg Economic Development Authority, the Fredericksburg Cable Commission.

Liked by harriganck and 48 others  
DECEMBER 17, 2020

1616 PRINCESS ANNE BUILDING

IdeaSpace MAKING+MEDIA

**community\_found**  
Congratulations! We're proud to play a part in this exciting project.  
Reply

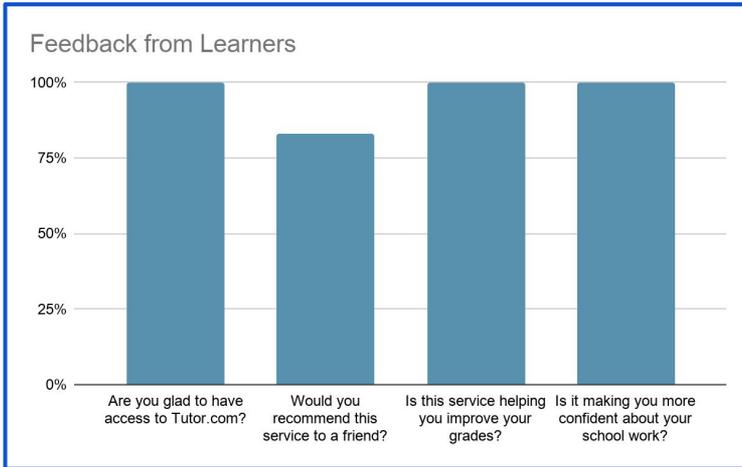


# Supporting Community Needs



# Learn at Home

CRRL continues to offer homework help and study coaching for students of all ages, parents, and educators.



- ✓ LIVE TUTORING
- ✓ ONE-ON-ONE
- ✓ 7 DAYS/WEEK
- ✓ POWERED BY TUTOR.COM



September 2020



## PARENT RESOURCE CENTER

Helpful Links for Families



Tutor.com provides on-demand tutoring, homework help, test preparation and writing assistance for students in grades K-Adult in over 60 subjects. No appointment is necessary! Just log in through the Central Rappahannock Regional Library portal with your library card and get started! Create an account for even more options and support.

Tutors are available from 2-9pm, seven days a week!

<https://www.librarypoint.org/tutor/>



Director's Goal: Organizational Development



**Making a career move?**  
*Get one-on-one test prep, on your schedule*



The Tutor.com **Adult Learning & Career Center** connects lifelong learners with expert tutors and career coaches in an easy-to-use, anonymous online classroom. Get one-to-one tutoring or job search assistance in over 60 subjects, including GED preparation.

Connect online with an expert **Job Search Coach** to receive one-to-one, on-demand assistance with your job search.



**Learning from home?**  
We can help.



**Get help online with career prep.**



**Director's Goal: Organizational Development**



A virtual ribbon cutting was held **December 17** for the library's newest facility--IdeaSpace: Making+Media, with the Fredericksburg Chamber of Commerce and local officials joining via live feed.

IdeaSpace is the latest evolution in CRRL's history of offering maker technology and empowering creative exploration. This facility includes:

- Sound Booth for audio/video recording
- Glowforge Laser Cutter
- Ultimaker s5 3D Printer
- Dremel 3D45 Printer
- Drawing Tablet stations
- Video Converter (VHS to Digital)



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**the  
community  
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FREDERICKSBURG  
**ECONOMIC  
DEVELOPMENT  
AUTHORITY**



**Director's Goal: Public Relations**

# Awards & Grants





Central Rappahannock Regional Library has received the **2020 Medallion Award from Mary Washington Healthcare** and the MWHC Innovation Council. This award is in recognition of CRRL's production of personal protective equipment (PPE) for medical workers and law enforcement at its IdeaSpace location.

Additionally, the **Virginia Economic Developers Association** has recognized CRRL's PPE production as a **Cardinal Comeback Story**, an award that celebrates community partners who have responded to the pandemic with hope and positive change.

Since spring 2020, CRRL has produced 475 ear guards, 620 face shields, 158 face masks, and 220 stethoscopes.



# Partnerships



# Marketing Materials for Teachers

Each quarter, CRRL shares a marketing package of digital images and flyers through our Teacher Newsletter. This empowers teachers to promote learning and fun CRRL services and activities directly to their students.



The image displays three marketing materials from Central Rappahannock Regional Library:

- Virtual Escape Room:** A flyer for a virtual escape room activity for Grades K-6. It features a blue padlock icon and the text "VIRTUAL ESCAPE ROOM" and "librarypoint.org/teens".
- Paws for Reading:** A flyer for a reading activity for Grades Kindergarten-6. It features a young girl reading a book titled "Hidden Figures" and the text "PAWS FOR READING" and "Los niños pueden practicar su lectura en sesiones individuales con perros entrenados especialmente.".
- Virtual 7th Annual CRRL-Con:** A flyer for a virtual comic book convention on May 1, 11:00-4:00. It features a superhero character and the text "VIRTUAL 7TH ANNUAL CRRL-CON! MAY 1, 11:00-4:00 A VIRTUAL COMIC BOOK CONVENTION".

Additional information from the flyers:

- The Virtual Escape Room is available from 2:00-9:00 on all days for Grades K-12.
- The Virtual 7th Annual CRRL-Con is available from 2:00-9:00 on all days for Grades K-12.

These images and PDF flyers can be used in your emails and on the web to promote library events and services. To access flyers, click the preview image and a pdf will open in your browser to download. To access images, right click on the preview to save to your computer. Spanish options included.



# Friends of the Library Membership Drive

Friends of the Library have distributed appreciation gifts to their **283 members** who joined or renewed during the past year.



# Director's Goals: Additional Accomplishments



## Public Relations:

- Kept County Administrators and City Manager informed of return to curbside pickup service only and plans to return to customer's access to branches on March 1
- Elected vice-chair of Rappahannock Goodwill Industries Board of Directors
- Completed Chairmanship of Rappahannock United Way's Local Government Campaign
- A quarterly organizational update was created for the jurisdictions. Two jurisdictions have shared it with their Board and we are working with the other two to determine how the information can be distributed in the future.
- Six CRRL staff members, two of whom are senior leadership, serve on six unique Virginia Library Association committees.



## Organizational Development:

- In communication with the City of Fredericksburg on new flooring and painting for the second floor in order to set date for shelving delivery
- The Libby eReading platform now hosts our eMagazine collection which allows for simultaneous check out by multiple users.
- Continue to pursue funding to purchase additional hotspots for circulating to library customers



## **Library Administration:**

- Climate survey completed by an independent Human Resources consultant
- Ask ADMIN Anything forum continues with bimonthly sessions
- Updating CRRL's Infectious Disease Preparedness and Response Plan to reflect the now permanent DOLI standards. The training is also being updated and all will be complete before March 26, 2021.
- New, more powerful WiFi access points are being installed at all locations as part of CRRLs technology plan.
- A Policy Manual review is underway; the first recommended update will be brought to the Board at the March meeting.



## **Financial Management:**

- Bishop, Farmer & Co completed FY20 Audit
- Received CARES funds from a third jurisdiction; details added to Board fiscal reports
- Met with Budget Managers from Spotsylvania, Stafford and the City of Fredericksburg
- Prepared an updated budget with a reduced request for Board approval to reflect the anticipated impact of the continuing pandemic on our salary budget and a reduced deferment amount for the LAC

## **Board Relationship:**

- Emailed 19 updates to the Board since our last meeting
- Met twice with the Board Chair to finalize the agenda for the March 8 meeting
- Maintaining frequent contact with Board Chair



