



Mobile Library Task Force
Regular Meeting Agenda
5:00 p.m. Wednesday, February 3rd, 2021
Join the meeting via Zoom

<https://us02web.zoom.us/j/86816413551?pwd=ODMvdkR4b1FQSHpNSnBDTGhreU9zZz09>

1. Call to Order
2. Approve order of Agenda
3. Consent Agenda - Approve the Following:
 - 3.I. Approval of Minutes - January 6, 2021

Documents:

[Mobile Library Task Force Minutes 20210106.pdf](#)

4. Regular Agenda
 - 4.I. Overview of outcomes for the Summer Reading Program & LRRB route

Documents:

[Mobile Library and Summer Learning Program Service Outcomes.pdf](#)

- 4.II. Discuss and review summer 2021 route options
- 4.III. Review of Giving Hearts Day donor thank-you plan
- 4.IV. Other Business
- 4.V. Adjourn

Mobile Library Task Force, West Fargo Public Library

Meeting Date: January 6th, 2021

Time: 5:00 P.M.

Place: Zoom Meeting:

<https://us02web.zoom.us/j/86816413551?pwd=ODMvdkR4b1FQSHpNSnBDTGhreU9zZz09>

Roll Call: Jodie Haring, Cailin Shovkoplyas, Stephanie Shea, Alison Ottesen, Paula Krogen.

Also attending: Carissa Hansen, Library Director, Ellen Rossow, Library Communication Specialist, Lauren Nephew, Youth Services Manager.

1. Call to Order

Haring called the meeting to order.

2. Approve order of Agenda

Ottesen moved and Shea seconded to approve order of the agenda. No opposition. Motion carried.

3. Consent Agenda Approve The Following:

- a. None

Regular Agenda:

1. Introductions and Orientation to the West Fargo Public Library & Little Red Reading Bus

- Carissa Hansen (WFPL Director), Ellen Rossow (WFPL Communication Specialist), Lauren Nephew (WFPL Youth Services Manager), Cailin Shovkoplyas (West Fargo School District Resident), Jodie Haring (WFPL Board of Directors), Stephanie Shea (Friends of the West Fargo Public Library), Alison Ottesen (West Fargo Education Foundation), Paula Krogen (West Fargo Public Schools.)
- Hansen gave an introduction on the LRRB and the SRP's past, mission and community feedback. Help will be needed in gathering input on the needs and lives of WF families. Staff are looking to the Task Force to be a voice of the community and represent community needs.
- The Task Force members discussed the priorities of the Mobile Library Task Force as well as a fundraising campaign planned for Giving Hearts Day. This campaign will support improvements for the Little Red Reading Bus and a Kindergarten-readiness initiative that would go along with the programming happening on the bus in the summer of 2021.
- In preparation for the February meeting, the Task Force members should decide on how to divide up some of the help with the Giving Hearts Day and some of the help with the planning summer service goals or outcomes. The Library staff should meet with some members of the Task Force in January to get their insights into the needs and interests of kids and parents.
- Shea spoke about the deadline for the Parks catalog and the next steps in figuring out a plan. Shea mentioned that mid-February is the date the Parks will need the info for the

catalog. This will be a good opportunity to advertise the merge between the WFPL and the LRRB. Shea will reach out to figure out the deadline.

2. Election of Task Force Chair and Vice Chair **(Action)**

- Haring called for officers to represent the Task Force. Hansen recommended Stephanie Shea to serve as Chair of the Mobile Library Task Force. Shovkopyas moved and Krogen seconded to elect Stephanie Shea as Chair of the Mobile Library Task Force and Jodie Haring as Vice Chair. No opposition. Motion carried.

3. Selection of Regular Meeting Date and Time **(Action)**

- Hansen asked if the first Wednesday of the month at 5:00 p.m. will continue to work. Shea moved and Ottesen seconded to set the regular meeting date and time of the Mobile Library Task Force to be the first Wednesday of the month at 5:00 p.m. No opposition. Motion carried.

4. Orientation to Giving Hearts Day and Discussion of Task Force Action Items

- Giving Hearts Day is coming up soon. The next steps and action items will need to be prepared quickly. . Hansen gave background information on Giving Hearts Day. This campaign is a large community wide 24-hour charity event. This will be the third year the LRRB is taking part. Primary campaign goal is \$15,000 to support Ready to Read and LRRB. Nephew gave an overview of Ready to Read initiative. Secondary Campaign Goals: 50 new donors, 50% retained donors, \$7500 of total given as match gifts, and continue to build relationships with current LRRB and WFPL sponsors.
- Rossow gave an overview on the campaign tactics. Ambassador program kits will be provided to those that sign up on our WFPL website. These kits will be available at the end of January. Pre-campaign promotion goes out next week. Help will be needed for communicating with past donors regarding matches. The campaign video will be available January 25th with press release and direct emails to stakeholders. Giving Hearts Day is February 11th. February 1st-11th there will be a large social media campaign with live videos leading up to and on Giving Hearts Day. . After Giving Hearts Day, thank you cards should be sent to everyone that donated. Help and support will be needed once the time comes closer. Rossow also discussed Giving Hearts Day talking points for discussions with donors
- Shea discussed the past LRRB donors and discussed possible donors. A suggestion was made to reach out to PTA/PTO groups as well.
- Hansen proposed the next steps: Shea and Ottesen to review the current list for who to email about match donations and offered a follow up call or meeting if they would like. Any additional ideas for donors can be sent to Hansen. Krogen and Shovkopyas will meet with the WFPL programming staff to provide community perspective on what is needed from the LRRB service and summer reading program.

5. Other Business

- No other business.

6. Adjourn

- Shovkoplyas moved to adjourn, Ottesen seconded. No opposition. Meeting adjourned.
Next meeting: 5:00 P.M., Wednesday February 3rd 2021.

Mobile Library & Summer “Learning” Program service outcomes

West Fargo Public Library

Community assessment

Programming staff performed an environmental assessment in January of 2021 of the West Fargo School District to understand the community's needs for a mobile library bus route and summer learning opportunities. We referenced the below data sources, conducted interviews with community stakeholders and referenced knowledge gained from the Strategic Planning process. Our goal and purpose for performing this assessment was to gain a greater understanding of the community's needs and wants for summer programming. The results of the environmental assessment showed overarching themes to develop the following outcomes and route suggestions below.

Data Reviewed:

- [IXL - North Dakota pre-K math standards](#)
- [IXL - North Dakota ELA standards](#)
- [Early Childhood Education \(nd.gov\)](#)
- [ND Curriculum Selection Guide FINAL WORD 9-17-13.pdf](#)
- [Insights of North Dakota \(nd.gov\)](#)
- [Standards & Scales - ELA | North Dakota Regional Education Association \(ndrea.org\)](#)
- Gale Analytics Community Insights report through 2020 (internal tool)

Interviews Conducted:

- Paula Krogen and Cailin Shovkoplyas, Mobile Library Task Force
- Dr. Tom Gravel, WF Community High School
- Katie Ettish and Lance Belisle, WF Parks District
- Dr. Jennifer Fremstad, WF High School
- Mark Bernston, WF high school teacher
- Danielle Johnson, The Puzzle Place
- Lindsey Burkhart, SENDCAA

Community narrative

Parents and caregivers are concerned about how COVID-19 disrupted the traditional classroom for their kids, and also recognize a traditional classroom setting is difficult for youth to absorb knowledge during the summer months. Parents and caregivers talk specifically about the lack of enthusiasm for learning and need for continued academic skill practice in the summer months. Parents and caregivers want their kids to keep reading and learning over the summer, but are concerned that if it too closely resembles "school" they won't enjoy it. They believe more experience driven programs are more likely to engage youth and teens. Parents and caregivers want their families to get outside and enjoy the nice weather in the summer months. They want to simplify their summer schedule and accomplish

multiple tasks in one stop. Parents and caregivers want to do activities as a whole family or attend events that have something for all family members. Parents and caregivers want to have more tools and to be better equipped to promote learning while at home.

Community organizers recognize several barriers to access the public library and mobile library, such as transportation, technology, language, and culture. Community organizers think we need to approach our underserved community members in different ways than our main library user base. If we leverage community partnerships already engaging our underserved community members, they will be more likely to trust the effort and step forward.

Adults want to continue learning, but will only invest time into their unique and specific interests or hobbies.

Outcome statements

The following will drive program development for the summer “learning” program as a whole.

1. Youth and adults enrich their minds and bodies through experience driven programs.
2. Families build meaningful relationships each other and their community.
3. Underserved community members participate in summer learning program.
4. Youth maintain language arts skills.
5. Parents and caregivers discover and strengthen skills to support their child’s learning.
6. Youth are engaged learners.

Route locations

List all route location options identified in community assessment or that you think correlate to the above outcomes in some way. A key question to ask when we select stops will be “How does this route location support the identified outcome(s)?”

Daytime / Regular Route

- Horace Elementary School
 - A location to reach those who may experience transportation barriers
- Wilds Park or SheyWest
 - Both are a concentrated area of nonpatrons with kids and a presence of households making less than \$50,000
 - SheyWest is also the location of the Parks District Farmers Market in the afternoon from 3-6:30 pm
 - Wilds Park will hit the area between 40th and 52nd
 - A location for families to access the library while doing activities already in their schedule
- Rendezvous Park or The Lights
 - A concentrated area of nonpatrons with kids and a presence of households making less than \$50,000

- Rendezvous Park is the location of the Parks District daytime baseball program M-TH from 8 am to 1 pm
- A location for families to access the library while doing activities already in their schedule
- Central Park Apartments / Sanford Medical Center Hospital
 - A concentrated area of nonpatrons with kids and a presence of households making less than \$50,000
- Village West Park and / or Meadow Creek Parkway area
 - A concentrated area of nonpatrons with kids and a presences of households making less than \$50,000
 - A Bhutanese New American community
- Heritage Commons area / Dakota Boys and Girls Club
 - A place to reach multiple generations, New Americans, and those with disabilities
 - A concentrated area of nonpatrons with kids and presence of households making less than \$50,000
- Sheyenne Crossings / Elmwood Park
 - A place to reach multiple generations
- Harwood Elementary School

Past Route locations (not already)

- Shadow Wood Park
 - Popular location due to Splash Pad
- Maplewood Park
 - Close proximity to a number of daycare locations
- Goldenwood Park
- Independence Elementary School
- South/Veteran's Memorial Pool/Tintes Park

Evening / Weekend / Once a Month Route

- Grace Gardens / Willow Park area
 - A location to reach those that may experience transportation barriers
 - A location to reach the Somali New American community
 - A potential long-term outreach partner
- Elmwood Park
 - Evening summer baseball program from
 - A location to reach families already participating in community activities provided by the Parks District