

# Ramsey County Library Advisory Board May 21, 2025 Ramsey County Library – White Bear Lake 2150 2<sup>nd</sup> Street White Bear Lake, MN 55110

- I. Call to Order
- II. Action Items
  - a. Approval of the May Agenda
  - b. Approval of 2025 April Meeting Minutes
  - c. 2025 Gift Acceptances

## III. Discussion Items

- a. Friends Report
- b. Library Communications Overview
- c. 2026 Closure Calendar
- d. Library Director's Report
- IV. Adjourn

**Library Advisory Board** 

Sandy Doubek Molly Jansen Marissa Kirby-Stofferahn, Chair Alex Kovarik Kami Miller, Vice Chair Andrea West Dawne Brown White Ramsey County Library Advisory Board Meeting April 16, 2025 Ramsey County Library – Roseville 2180 North Hamline Ave, Roseville, MN 55113

**LIBRARY ADVISORY BOARD PRESENT**: Sandy Doubek, Molly Jansen, Marissa Kirby-Stofferahn, Alex Kovarik, and Andrea West

NOT PRESENT: Dawne Brown- White and Kami Miller

**STAFF PRESENT:** Jeff Eide, Branch Manager; Mickey Ladich, Property Management; Ray Lockman, Library Deputy Director; Kimberly Piermantier, Senior Property Management; Lola Ryan, Library Board Coordinator; Chuck Wettergren, Digital Services Manager; and Pang Yang, Library Director

#### **CALL TO ORDER**

Kirby-Stofferahn called the meeting to order at 6:30 p.m.

#### **ACTION ITEMS**

## Approval of the April Meeting Agenda

Jansen made a motion to approve the agenda as presented. Doubek seconded the motion, which passed unanimously.

#### **Approval of the 2025 March Meeting Minutes**

Doubek made a motion to approve the March 19 meeting minutes. Jansen seconded the motion, which passed unanimously.

### **Acknowledgement of the 2025 Library Donations**

All donations under \$5,000.00 donated to the library come to the Library Advisory Board for acknowledgement. Donations over \$5,000.00 are accepted by the County Board on behalf of the libraries. The library had received several year-end donations, and the board reviewed and acknowledged the donations. Doubek made a motion to acknowledge the donations to the Ramsey County Libraries as presented. West seconded the motion, which passed unanimously.

## Recommendation to Sign and Submit the 2024 Minnesota Public Library Annual Report Approval Form

Jansen made a motion to recommend the Library Board Chair and Library Director to sign and submit the 2024 Minnesota Public Library Annual Report Approval form. Kovarik seconded the motion, which passed unanimously.

### **Authorization to Sign the Gold Card Certificates**

Jansen made a motion to authorize the Library Director and Library Board Chair to sign the Gold Card certificates. West seconded the motion, which passed unanimously.

## **Approval of the 2025 Meeting Cancellations**

Kirby-Stofferahn made a motion to cancel the June, August, and December meetings. West seconded the motion, which passed unanimously.

#### **DISCUSSION ITEMS**

#### **Facilities Overview**

Mickey Ladich of Ramsey County Property Management presented an overview to the Library Advisory Board on the management of library facilities. The presentation focused all Ramsey County Library locations including Maplewood, Mounds View, New Brighton, North St. Paul, Roseville, Shoreview, and White Bear Lake. He provided a high-level look at the current condition of each facility, including square footage, amenities, and past, present, and future projects.

Ladich highlighted Property Management's mission to provide welcoming and accessible facilities through efficient and effective operations. He emphasized the department's commitment to service and safety, as well as its alignment with Ramsey County's core values: People, Integrity, Community, Leadership, and Equity.

The Property Management Libraries Team includes six staff members: two Janitor/Building Guards, one Maintenance Mechanic 2, one Maintenance Mechanic 1, one Maintenance Mechanical Manager, and one Building Services Manager. The team delivers both direct and indirect services for building operations, recommends capital investments, and implements infrastructure improvements to enhance the experience of all who use county library facilities.

### **Annual Report to the State**

Jeff Eide, Senior Library Branch Manager, presented to the Library Advisory Board a highlight of Ramsey County Library's performance and comparison data. The presentation covered key trends over the past seven years, including material usage by type, circulation by item category, and various per capita measures from 2023—such as operating revenue per person, collection spending per person, circulation per person, visits per person, and program attendance per person. The presentation also included data on how often the collection is used, circulation per staff member, and use of space measured by circulation and visits per square foot.

Eide shared the 2024 Collection Code Summary, which provides system-wide data on library holdings, circulation, and annual collection turnover. In addition, he reviewed the Annual Report submitted to the Minnesota Department of Education's State Library Services. This statewide report, due by April 1 each year, collects information about library usage, staffing, and collections to support planning and service improvements across Minnesota libraries. Once reviewed, the report will be available online at Minnesota Department of Education's website: education.mn.gov.

## **Award Library Gold Cards**

Gold Cards are awarded to retirees, volunteers, and individuals whose efforts have significantly enhanced library services and patron experiences. Library Director Pang Yang recognized six 2025 retirees with Gold Cards in appreciation of their valuable contributions to the Ramsey County Libraries.

## **Library Director's Report**

Library Director Pang Yang provided the April staff update and shared several key developments with the Library Advisory Board. On April 10, all Ramsey County Library locations were closed for In-Service Day, allowing staff to participate in team development and culture transformation training.

Yang also provided an update on capital improvement efforts. Ramsey County Library submitted a \$4 million funding request to the Capital Improvement Program's Citizens' Advisory Committee for the renovation of the Mounds View Library. The proposed improvements include expanding square footage, enhancing the facility layout, improving ADA accessibility, and updating the children's area.

In addition, she informed the Library Advisory Board about recent national developments affecting libraries. A presidential executive order issued in March proposed the elimination of the Institute of Museum and Library Services (IMLS), which provides key funding to libraries through programs such as the Library Services and Technology Act (LSTA). While Ramsey County Library is not a current grant recipient, past IMLS and LSTA funds have supported initiatives including Pop-Up Libraries programs in 2020, STEAM Kits in 2019, and Digital Storytelling programs in 2018. The American Library Association has issued a statement and compiled a FAQ for those interested in learning more or taking action. Lastly, all Ramsey County Library locations will be closed on Monday, May 26, 2025, in observance of Memorial Day.

#### **ADJOURN**

Kirby-Stofferahn made a motion to adjourn the meeting at 7:58 p.m. Kovarik seconded the motion, which passed unanimously.



Meeting Date
May 21, 2025

Action Requested
Acknowledge

<u>Presented By</u> Pang Yang, Library Director

## **SUBJECT:**

**April Donations** 

## **BOARD ACTION REQUESTED:**

Review and acknowledge donations of up to \$5000 made to the Ramsey County Libraries during the month of May:

Donor	Purpose	Branch	Amount
Friends of RCL	Book Club in a Bag		\$100.00
Ava Berzina	Undesignated	RV	\$25.00
Warren and Paula Johnson	Undesignated	RV	\$25.00
Myrna Boyken IRA Distribution	Undesignated		\$38.14



Meeting Date
May 21, 2025

Action Requested
Information and Discussion

Presented By
Melissa Nykanen,
Friends Executive Director

#### **SUBJECT:**

Friends Report

#### **BACKGROUND:**

Melissa Nykanen, Executive Director of the Friends of the Ramsey County Libraries, will attend the May Library Board meeting to provide an update on recent activities and accomplishments of the Friends. This is a program, and operations update report that highlights fundraising outcomes, community engagement efforts, upcoming events, and opportunities for collaboration.

## **BOARD ACTION REQUESTED:**

For information and discussion.

Request for	Library	Board Action	
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Meeting Date
May 21, 2025

Action Requested
Information and Discussion

Presented By
Rose Lindsay,
Director of Communications & Public
Relations

#### SUBJECT:

**Library Communications Overview** 

### **BACKGROUND:**

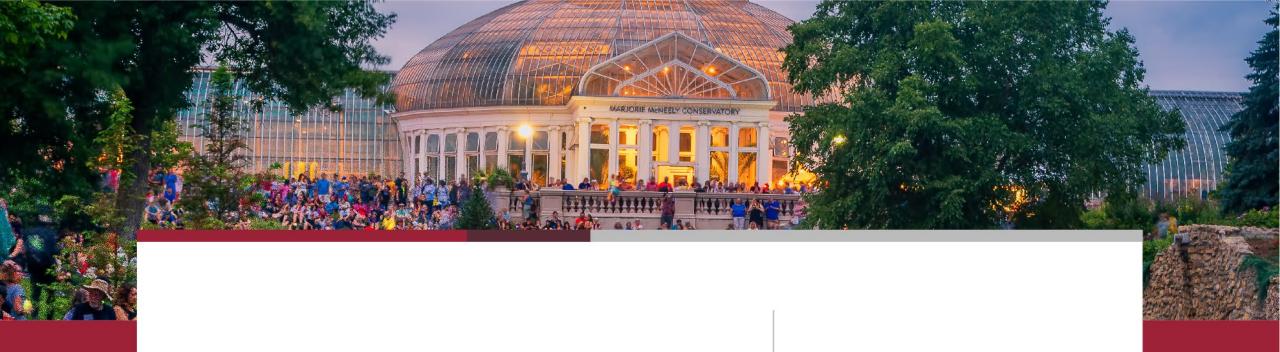
Communications & Public Relations keeps residents, businesses, visitors and employees up to date with Ramsey County news and events. We handle general media requests, manage Ramsey County's brand, oversee the county website content, social media channels, open data portal, and assist departments with their communications needs.

Communications provides internal services to Ramsey County Library by developing newsletters, media items, and promotional pieces for library programs.

### **BOARD ACTION REQUESTED:**

Information and discussion

Request for Library Board Action
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# **Library Communications**



## **Agenda**

- Introductions
- Overview of Ramsey County Communications & Public Relations (CPR)
  - CPR Services
  - County communication channels
  - Ramsey County Library specific communications channels
- Update on Library communications modernization efforts
- Highlight of 2025 key projects
- Questions and open discussion

## Goals of today's presentation

- Relationship building
- Share how CPR supports Library
- Give you a sneak-peak on some creative artwork for one of our largest programs!
- Answer any questions re: Ramsey County Library communications and take-in ideas/feedback

## Ramsey County Communications & Public Relations

CPR serves as the strategic partner to county leaders and departments to provide timely, accessible news, information, and resources to residents, businesses, visitors, employees and other county partners and stakeholders.

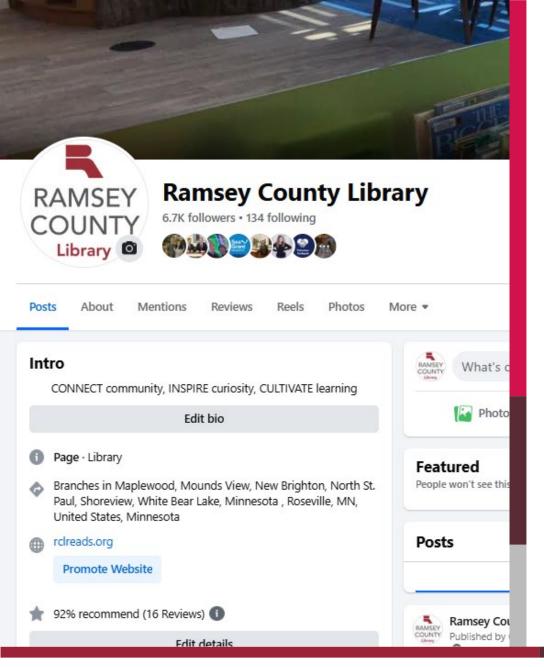
- Communications Planning
- Media Relations/Crisis Communications
- Brand Identity and Management
- Digital Channel Management (social media, websites, newsletters, digital signage, open data portal, "Nyob Zoo Ramsey County (Hello Ramsey County)")
- Creative Services
- Internal Communications
- Manage contracted resources (media buying, photography, videography, translation and interpretation)



## **County owned channels**

- RamseyCounty.US
- Social Media
  - Meta
    - Facebook
    - IG
  - X
  - LinkedIn
  - Youtube
- Public monthly newsletter
- Nyob Zoo Ramsey County (Hello Ramsey County)
- Open data portal





## Library specific channels

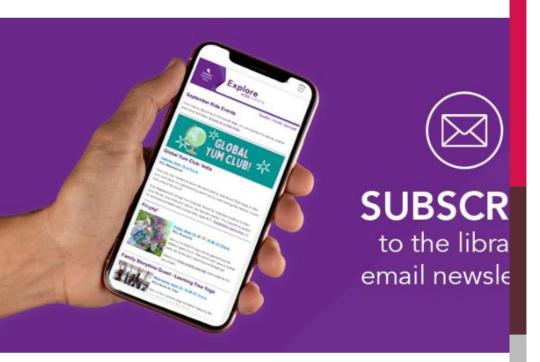
- Facebook: 6,781 followers
- X: 2,491 followers
- 7 Digital newsletters
  - Art & Lit: 4,634
  - Community & Well-being: 4,300
  - Explore Newsletter: 14,322
  - History Events: 4,573
  - Kids Events: 4,691
  - Technology events: 4,351
  - Teen Events: 3,649



Se

Catalog Browse

Digital Library ~



## Library specific channels

- Rclreads.org
  - One stop shop for all library needs.
  - Catalog, news & events, online calendar, digital services, & patron accounts.
  - 1,193,939 web visitors in 2024.
- Ramseycounty.us online calendar
  - Cross promotion of select library events.
  - 44K online calendar visits in 2024.

## Library communications modernization update

Grounding in 2023 we had the goal to fully align Library communications with the digital first approach used across the county by January 2024.

While many Library communications were already in alignment, one of the largest methods of communications was the former printed newsletter which was expensive, time consuming, and no longer reaching all suburban county residents.

- Pandemic played a significant role.
- RCL was the only system left in the metro area that still had a print newsletter.
- Other metro area libraries had not seen decreases in event or program attendance.
- Not aligned with the county Climate Equity Action Plan goals.

## Hyperlocal marketing strategy

By modernizing our approach with hyperlocal marketing versus a broad print piece, we could focus on targeting a particular area with localized content and relevant promotions.

We were already engaging in some hyperlocal marketing for kids and teen programs and events, and some adult programming like Tech and Maker.

## Examples:

- Peachjar (Mounds View and Maplewood school districts).
- Digital Backpacks (Roseville and White Bear Lake school districts).
- Flyers, brochures and calendars templates with branch specific programs and events.
- 7 digital newsletters: Library news, Art & Literature, Kids, Teens, History, Tech and Community & Well-being.

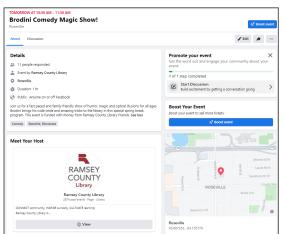
# Sample templates

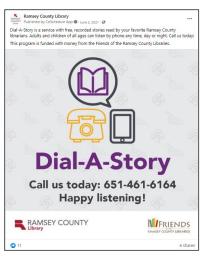




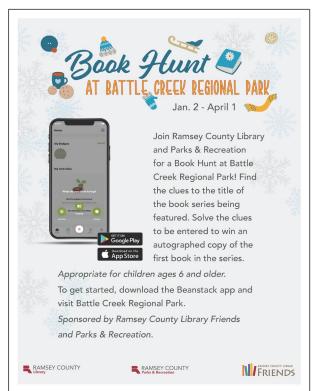
## **Print and digital materials**

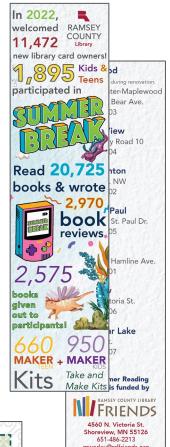






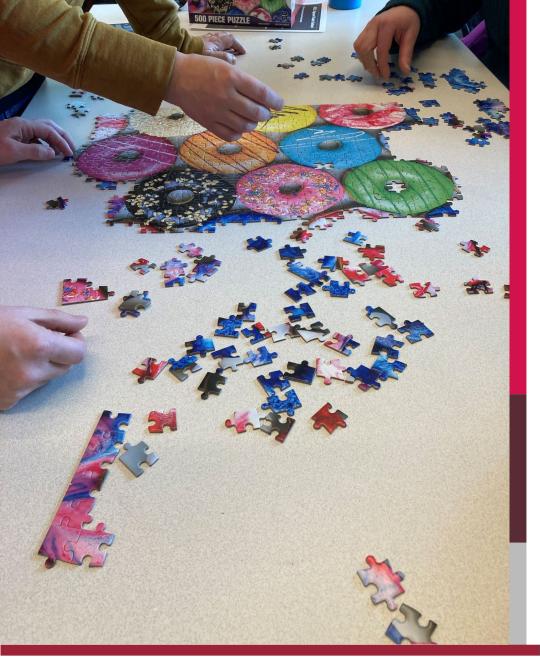






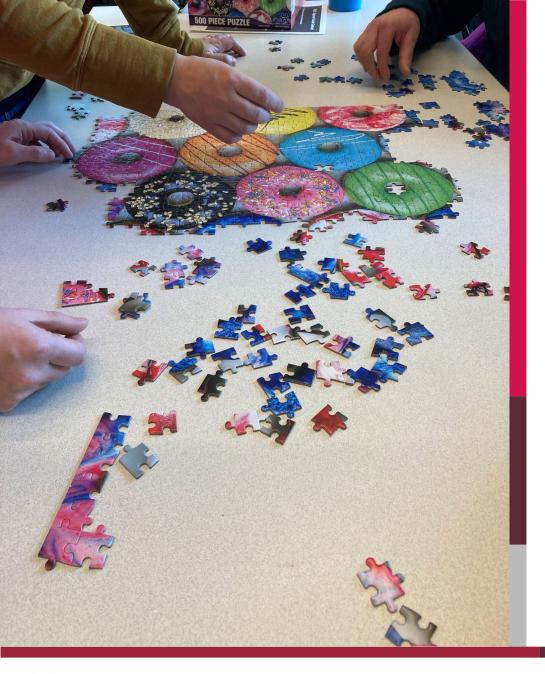






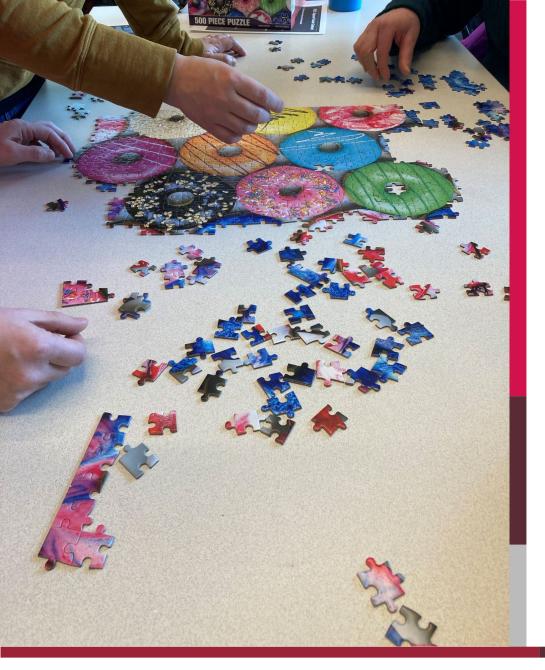
## Library social media strategy

- Updated in 2023 to address social media fatigue.
  - Shift from quantity to quality content.
    - Focus is now on meaningful, high-value posts rather than constant output.
  - More flexible posting schedules.
    - Platforms are favoring consistency over frequency.
  - Audience fatigue influencing algorithms.
    - Users are overwhelmed; platforms are prioritizing less intrusive, more relevant content.



## Library social media strategy

- Mental health prioritized in content strategy.
  - Build in intentional rest periods.
- Multi-platform coordination streamlined.
  - Cross-posting with purpose rather than pressure to customize for every channel.
  - Consolidating library editorial calendar with county's.



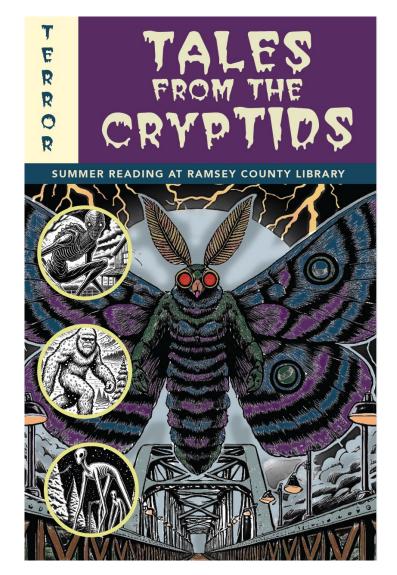
## Library social media strategy

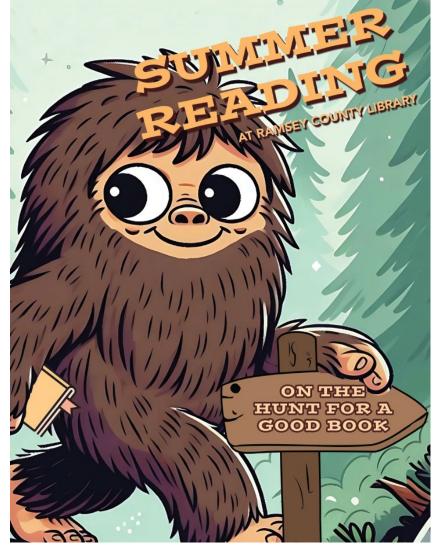
- Emphasized meaningful, informative, accurate, and authentic engagement with library users and residents as align with the Library's Strategic Priorities.
  - Highlight upcoming library events, such as book clubs, author talks, workshops or exhibitions.
  - Encourage participation and provide necessary information to generate interest.
  - Showcase the library's involvement in the community, including partnerships, collaborations and initiatives.



## **Key projects for 2025**

- Summer Reading Program for kids and teens starts June 2.
- Participants track their summer reading and activities for the chance to win prizes.
  - Over 25 print and digital projects created to launch and promote the program along with on-going support all summer to continue raising awareness and interest in the program and free, family-friendly events.









## **Key projects for 2025**

- Postcard campaign to reach specific communities and bring them into the library by making them aware of services, programs, etc.
- Promote partnerships like Public Health in Public Places, Minnesota Department of Natural Resources State Park Pass Program, Keystone Community Services Foodmobile, University of Minnesota Extension Volunteer Gardeners seminars, Arts Roseville featured artists, and more.
- On-going assessment and adjustment of digital first strategy to connect under-represented communities with programs and services at the library.

# Questions/ Open discussion



# **Thank You**





Meeting Date May 21, 2025

Action Requested
Information and Discussion

Presented By Pang Yang, Library Director

#### SUBJECT:

2026 Closure Calendar

#### **BACKGROUND:**

Each year, the library staff prepares a closure calendar for the upcoming year for Library Board approval. The calendar includes all the dates designated as paid holidays by Ramsey County, as well as other dates when the libraries are closed.

Since 1993, the library's calendar has included Staff Inservice Days. These days allow time for staff training as well as facilities-related projects such as painting or shifting the collection.

The libraries may also close as needed for facility- or technology-related improvements. These closed days will be selected based on their branch needs and publicized in advance in the library's newsletter and on the website.

## **BOARD ACTION REQUESTED:**

Information and discussion

Request fo	or Library Board Action	
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2026 CLOSURE CALENDAR				
Holiday	Status			
New Year's Day	Closed Thursday, January 1			
Martin Luther King Jr. Day	Closed Monday, January 19			
Presidents' Day	Closed Monday, February 16			
Staff Inservice Day	Closed Thursday, March 26*			
Memorial Day	Closed Monday, May 25			
Juneteenth	Closed Friday, June 19			
Independence Day	Closed Saturday, July 4			
	Open Friday, July 3			
	Administration & Technical Services Closed**			
Labor Day	Closed Monday, September 7			
Staff Inservice Day	Closed Monday, October 5*			
Veterans' Day	Closed Wednesday, November 11			
Thanksgiving	Closed Thursday, November 26			
	Open Friday, November 27			
	Administration & Technical Services Closed**			
Christmas	Closed Thursday, December 24*			
	Closed Friday, December 25			
New Year's Eve	Open Thursday, December 31 until 5 p.m.			
New Year's Day 2027	Closed Friday, January 1			

<sup>\*</sup> Not a paid holiday under Ramsey County Personnel Rules.

<sup>\*\*</sup> Non-public service staff follow Court House schedule.



## LIBRARY DIRECTOR'S REPORT May 2025

May Staff Updates: Hired: Elissah Becknell, New Brighton

Amy Mars, Mounds View

Transferred: Miku Negussie, White Bear Lake

Carolyn Rodman, Maplewood/Shoreview

Retired: Angie Miller, Shoreview

**Important Dates:** All Libraries will be closed on May 26<sup>th</sup>, in observance of Memorial Day.

All libraries will be closed on June 19<sup>th</sup>, in observance of Juneteenth.

All libraries will be closed on July 4th, in observance of Independence Day

#### **Summer Learning Program**

Ramsey County Library's Summer Learning program will kick off June 2<sup>nd</sup>, with various celebrations and activities across our Libraries. Great kudos out to all children's and teen librarians that have committed time to building learning opportunities for our growing youth. Thank you to Carrie Hatler from Ramsey County Communications for designing the dynamic Summer Learning Program Catalog, reading record, and activity booklets for children and teens featuring fun tryptic monsters. The Summer Learning Program is made possible with major support from MELSA, Legacy Arts and Cultural Heritage Fund, Ramsey County Library Friends, and community partners.

#### **Ramsey County Library App**

The new Ramsey County Library app, *My RCLreads*, is now available to download! The new app still allows you to search our collections and manage your account, and now users can easily browse and request newly added books and DVDs, manage any personal shelves created, see upcoming events at your preferred location and store and manage multiple library cards within the app itself. Logins will remain the same. The old app will stop working on June 1.

#### **Public Wi-Fi and Internet Access**

In effort to support the library's priority of *Building Resources to Create Positive Change* and advancing digital equity, Ramsey County Library – Roseville and Shoreview's public internet access via Wi-Fi will experience upgrades in the building in addition to expansion to parking lot. This will occur in two phases, initially with upgrades to interior public Wi-Fi starting in June 2025 with the intention of expanding internet access to cover the parking lot of Roseville and Shoreview by the end of 2025. Ramsey County Library - Maplewood's renovation has already encompassed this upgrade. Ramsey County Library - Mounds View, and White Bear Lake will experience upgrades later this year into 2026, and Ramsey County Library New Brighton and North Saint Paul will experience upgrades after engagement with City partners, also likely in 2026.

Ramsey County Library Friends On April 21, 2025, Ramsey County Library staff presented before Ramsey County Library Friends regarding the 2024 Gift to the Library. The \$130,000 Ramsey County Library Friends gift was used towards Library collections and programming. The Friends gift supported a variety of children's programs, teen programs, adult programs, as well as large type books, easy fiction, easy non-fiction, YA graphic novel, e-books, and e-audio books.

Pang Yang