

AGENDA

**Library Board of Trustees-Verona Public Library
500 Silent Street Verona, WI 53593
608-845-7180**

**Wednesday, March 2, 2022, 6:30 p.m.
Library Community Room**

Due to the COVID-19 pandemic, the Library Board of Trustees will hold its meeting as a virtual meeting. The Library Board of Trustees and Staff will join the meeting by using Zoom Webinar, as described immediately below.

Members of the public can join the meeting using Zoom Webinar via a computer, tablet, or smartphone, or by calling into the meeting using phones, as described immediately below. Those requiring toll-free options should contact the Verona Public Library for details prior to the meeting at sburkart@ci.verona.wi.us or 608-845-7180.

Join the meeting by computer, tablet, or smart phone:

<https://us06web.zoom.us/j/85010258085>

Join the meeting via phone by dialing:

1-301-715-8592

Webinar ID: 850 1025 8085

The online meeting agenda and all support materials can be found at veronapubliclibrary.org or www.ci.verona.wi.us. Anyone with questions prior to the meeting may contact the Library at (608) 845-7180 or sburkart@ci.verona.wi.us.

Call to order

- Approval of the Regular Meeting Minutes of 2/2/22
- Review and approval of January 2022 invoices
- Public Comments
- City Council Liaison's report
- Library Director's report
- Old Business
 1. Discussion and possible action regarding library response to COVID-19
- New Business
 1. Discussion and possible action regarding the Reference Librarian/Communication Coordinator job description

VPL Board Meeting Minutes
Library Board of Trustees-Verona Public Library
500 Silent Street Verona, WI 53593

Wednesday, February 2, 2022, 6:30 p.m.
Virtual Meeting via Zoom

Present: Hopp, Conwell, Cronin, Huemmer, Ryan, Safarik, Sohail, Burkart
Guests: Strutz

Call to order:

Hopp called the meeting to order at 6:33 p.m.

Approval of Minutes:

A motion was made by Safarik, seconded by Conwell to approve the Regular Meeting Minutes of 1/05/2022. Motion carried.

Review and Approval of Invoices:

A motion was made by Cronin, seconded by Ryan to approve the Late December 2021 and January 2022 invoices. Motion carried.

Public Comments:

None

City Council Liaison Report:

- No Mow May is now an ordinance allowing Verona residents to let grass grow throughout the month of May to promote habitat for pollinators.
- City welcomes comments on Frozen Fest, an event hosted jointly by Verona Parks Department and Verona Area Chamber of Commerce. With positive feedback from the public, this may become an annual event.

Library Director's Report:

- Winter Reading Challenge complete. Prize winners have been notified.
- Word on the Street 5K scheduled for Saturday, April 30, 2022.
- Pollinator programs will be held during month of May to coordinate with No Mow May.
- Planning continues for Community Read event.
- Reference Librarian/Communications Coordinator position now vacant due to staff resignation. Interview process will begin in March.

Old Business:

1. Discussion and possible action regarding library response to COVID-19 and library reopening plan:

- Community transmission level still critical. Case numbers are trending downward, but remain significantly elevated. New sub-variant poses concern.
- Youth services will not offer in-person story times and events at this time. Virtual events will be offered. Will re-evaluate situation in March.
- Library has returned to full operating hours.
- Two study rooms remain closed to the public for staff use.

New Business:

1. Discussion and possible action regarding the Inclement Weather Policy:

- Language was updated.
- Announcement will be made only when action required.
- Circulation room added as additional safe area.
- City has designated library as emergency heating/cooling shelter during library open hours.
- A motion was made by Sohail, seconded by Huemmer to accept the revised Inclement Weather Policy. Motion carried.

2. Discussion and possible action regarding the 2021 DPI State of Wisconsin Library Annual Report:

- Report data reflects decrease in circulation and participation numbers due to COVID.
- Motion made by Huemmer, seconded by Safarik to accept statement of satisfaction with support offered by South Central Library System. Motion carried.
- Motion made by Conwell, seconded by Huemmer to accept Annual Report as presented. Motion carried.

3. Library Board member Ryan resigned position as School District Representative.

Adjournment: Meeting adjourned at 7:10 p.m.

Next meeting: March 2, 6:30 p.m., to be held virtually on Zoom.

2/7/2022 ES

VERONA PUBLIC LIBRARY
DIRECTOR'S REPORT
February 2022

I. Collection Development

Theresa and Ronda have been weeding the audiobook collection. Circulation of audio materials has steadily decreased in the last several years.

Theresa began the library materials inventory project this month.

Number of items added and deleted in January 2022.

Item Type	Added	Deleted
Books	1120	660
Audio	11	7
Software	1	15
Video/DVD	66	33
Other (kits, etc.)	2	6
Magazines	148	368
TOTAL	1348	1089
YTD	1348	1089

II. Circulation

January 2021 Statistics

Self-check-outs	29,991
Total check-outs	46,024
Self-check-outs vs. desk	84.19%
Check-ins	33,428
Library cards added	119
Holds placed	15,139

III. Reference

Statistics, January 21 – February 17:

Reference: 1028 transactions
Children's Reference: 607 transactions
Directional: 139 transactions
Proctoring: 5 exams proctored
Outer Library Loans: 41 requests
One-on-One Instruction: 51
Personal Archiving Lab Sessions: 0
Computer Use: 452
Library Visits: 10,824
Librarian's Choice: 18

Social Media Engagement:

Facebook: 4,007 followers, 51 posts

Twitter: 1,788 followers, 0 tweets

Instagram: 1,243 followers, 5 posts, 3 reels

Events Newsletter A: 10,453 recipients

Events Newsletter B: 10,431 recipients

Winter Reading Challenge Final Reminder: 308 recipients

WOTS 5k Sign Up Announcement Newsletter: 10,441 recipients

IV. Personnel and Staff Development

The library is in the process of hiring a full-time Reference Librarian/Communications Coordinator, a part-time Youth Services Summer LTE, and a part-time Library Assistant.

Katie Nolan has joined the library staff as a part-time Reference Assistant. Her first day was February 10.

Library Page Maureen Hilquist was promoted to Library Assistant and begins her new position on February 21.

Linnea Matulat has put in her resignation effective Friday, February 18.

We held a half-day in-service on February 4. Training topics included incident reports, fire drill and review of emergency evacuation plan, and Libby/OverDrive.

Theresa had a Library Page meeting on February 10.

Webinars and trainings attended by library staff this month:

- *Unattended Children: How to Talk to Parents about their Children's Behavior*
- *Welcome Aboard: Planning for New Employee Success*
- *Marketing mini-grant training*
- *ALA's "Ask, Listen, Empower" virtual book club series*

V. Equipment and Physical Facilities

The countertop, sink, and dishwasher in the staff break room are going to be replaced. Those items were installed in 2006 and the laminate countertop is water damaged and the dishwasher is on its last legs.

Theresa tested the sorter and self-check machines to see if custom statuses (mending, display, missing in inventory, etc.) were cleared when checked in or checked out. They were not, so that is a bug that has not been fixed yet.

VI. Administration and Internal Operations

Stacey and the management team are reviewing the library hiring procedure and are working on creating a new onboarding checklist.

VII. Marketing and Public Relations

Emma continues to handle library marketing efforts until a new person can be hired to fill the open Reference Librarian/Communication Coordinator position. Marissa is helping out by managing the library Instagram account.

VIII. System and Interagency Cooperation

Leah met with UW-Madison iSchool students to discuss our virtual and in-person programming with teens over the course of the pandemic. We will also be partnering with graduate students for some programming in April.

IX. Fundraising

The lifetime total raised for the endowment fund is \$299,225.

Plans are underway for the annual 5K Run/Walk fundraiser on Saturday, April 30.

Using this year's endowment disbursement, the Verona Reads! community read project is set to start on Saturday, May 21. Youth services staff read several contenders for the middle grade Verona Reads selection and had several formal and informal discussions. They chose *Healer of the Water Monster* by Brian Young as their final selection.

X. Events, Programs and Exhibits

Kid's Events and Programs:

1000 Books before Kindergarten

Two kids were registered this month, bringing the total number of registrants to 2278.

Winter Library Challenge

December 20, 2021 - January 31, 2022

Complete fun activities to earn tickets, then enter those tickets into drawings for gift certificates to local businesses and restaurants. Activities and prizes are geared toward all ages! Families may register as a group or as individuals.

This program is relatively easy and inexpensive for us to implement. The high percentage of younger participants was surprising; many of the activities and prizes are geared toward adults or any age.

Participants: 611

Ages 0 -11: 313

Ages 12 – 18: 54

Adults: 244

Celebrate Black Lives Story Time

Tuesday, January 18, 10:30 am

Join us for this virtual story time celebrating young Black lives. Geared to ages 3 - 6.

1-minute views: 21

Stuffed Animal Sleepover

January 21

Drop off your stuffed animal at the children's desk for a fun, overnight adventure! Pick it up any time the next day. The photos showing the stuffed animals' adventures posted to the Verona Public Library Facebook page the following day got a lot of views and likes.

Attendees: 25

Virtual PJ Masks Story Time

Tuesday, January 25, 9:30 am

Enjoy stories, songs, and activities about PJ Masks! No registration. PJ Masks craft bags will be available in the children's area starting January 18.

1-minute views: 50

Bags distributed: 100

Lego Club

Tuesday, January 25, 4 pm

Join fellow Lego fanatics for challenges and meet-up over Zoom. Ages 6-11.

Attendees: 15

Chinese New Year Story Time

Saturday, January 29, 11:30 am

Get ready for Chinese New Year with Verona Area International School (VAIS) at virtual story time on the Verona Public Library Facebook page. K-1 teacher Lumei Huang and VAIS students will be your guides as we read, sing, practice several Mandarin Chinese phrases, and learn about Chinese culture. Don't forget to pick up a Year of the Tiger craft starting January 22 in the children's area at the library and enjoy an amazing Chinese New Year art exhibit and selfie station.

1-minute views: 70

Virtual Music & Movement Story Time

Tuesday, February 1, 9:30 am

Join us for a musical story time with egg shakers and bells! Geared to ages 1-3. Craft bags will be available one week prior. Be sure to make your egg shaker and bell bracelet before the story time!

1-minute views: 43

Bags distributed: 60

Virtual Bluey Story Time

Tuesday, February 9, 9:30 am

Enjoy stories, songs, and activities about Bluey! No registration. Bluey craft bags will be available in the children's area starting February 1.

1-minute views: 118 – Bluey is very popular!

Bags distributed: 100

Among Us

Wednesday, February 9, 4 pm

Ages 8-17 Registration required. Virtual event. Among Us is rated E10+.

Attendees: 6

Pokémon Club

Thursday, February 10, 4 pm

Join fellow Pokémon fanatics for Pokémon related activities and meet-up over Zoom. Ages 6-11. There will not be an activity bag to pick up for this session.

Attendees: 11

Upcoming Kids' Events

Virtual Preschool Story Time

Mondays at 11:30 am on Facebook Live

January 10 – March 4

Virtual Toddler Story Time

Fridays at 9:30 am on Facebook Live
January 10 – March 4

Favorite Books and Bites: Stick Dog

Monday, February 21, 4 pm

Discuss the series Stick Dog, plus enjoy activities and snacks related to the books. Ages 8 - 11. After registering, starting Monday, February 14, come to the Children's Desk to pick up materials before this virtual event.

Virtual My Little Pony Story Time

Tuesday, February 22, 9:30 am

Enjoy stories, songs, and activities about My Little Pony! No registration. My Little Pony craft bags will be available in the children's area starting February 15. We have a beautiful rainbow arch above the craft bag station.

Tween Craft: Tiny Art

Wednesday, February 23, 4 pm

Ages 12-18. Registration required. After registering, starting Wednesday, February 16, come to the Children's Desk to pick up materials before this virtual event. Tune in to <https://www.facebook.com/veronapubliclibrary/> to craft with us!

Lego Club

Tuesday, February 24, 4 pm

Join fellow Lego fanatics for challenges and meet-up over Zoom. Ages 6-11.

Virtual Pigeon Story Time

Tuesday, March 8, 9:30 am

Enjoy stories, songs, and activities about Pigeon! No registration. Pigeon craft bags will be available in the children's area starting March 1. We have a beautiful rainbow arch above the craft bag station.

Among Us

Wednesday, March 9, 4 pm

Ages 8-17 Registration required. Virtual event. Register with an email you have access to on the day of the event. We will email you the link to join the meeting just before the event begins. Among Us is rated E10+.

Pokémon Club

Thursday, March 10, 4 pm

Join fellow Pokémon fanatics for Pokémon related activities and meet-up over Zoom. Ages 6-11. After registering, starting Thursday, February 3, come into the library to pick up activity materials.

Virtual Music & Movement Story Time

Tuesday, March 15, 9:30 am

Join us for a musical story time with egg shakers and bells! Geared to ages 1-3. Craft bags will be available one week prior.

Teen Events:

Teen & Tween Craft: Confetti Bookmarks

Wednesday, January 26, 4:00 – 5:00 pm

Teens and tweens picked up bags filled with supplies for making clear bookmarks filled with paper confetti, comics, word poetry, etc.

Teen attendees: 2 (Extra bags picked up from Teen Central: 30)

Teen Writing Club

Mondays, 4:15 – 5:15 pm

Teens used thematic playing cards to create titles and storylines for hypothetical shows. Teens looked at unique objects and made them into “MacGuffins” – objects which create action and drive the plot within a story.

January 24: 3 attendees

February 7: 4 attendees

Upcoming Teen Events:

Teen Writing Club

Monday, February 21, 4:15 – 5:15 pm

Join other teens for a social workshop where you can work on craft, share stories, and get feedback from other aspiring authors.

Teen & Tween Craft: Tiny Art

Wednesday, February 23, 4:00 – 5:00 pm

Pick up craft supplies from the library, and then follow along with a live video, so you can ask questions and interact!

ACT Practice Test

Tuesday, March 8, 1:00 – 4:30 pm

Sophomores, sign up now for a free ACT diagnostic test! While the juniors are taking their ACT, get a head start for your own test. The library is partnering with Galin Education to offer a realistic ACT experience.

Among Us

Wednesday, March 9, 4:00 – 5:00 pm

Play the popular online social game with other teens and tweens!

Adult Classes & Events:

Distance Learning English Classes

Beginner English, Monday, January 24, Attendees: 8

Intermediate English, Tuesday, January 25, Attendees: 9

Beginner English, Monday, January 31, Attendees: 8

Intermediate English, Tuesday, February 1, Attendees: 11

Beginner English, Monday, February 7, Attendees: 7

Intermediate English, Tuesday, February 8, Attendees: 8

Organizing Basics - Virtual

Wednesday, January 26, 6:30-7:30 pm

Melanie Juedes, a Certified Professional Organizer, provided helpful organizing strategies that can get you significant results with easy steps.

Attendees: 39

Let's Talk About Preventing Diabetes – Virtual

Tuesday, February 8, 6:30-7:30 pm

Julia Norton, Project Manager at Wisconsin Health Literacy discussed what type 2 diabetes is, including ways to prevent diabetes and maintain a healthy lifestyle.

Attendees: 5

Senior Case Management Outreach

Monday, February 14, Drop in between 1:00–2:00 pm

A case manager from the Verona Senior Center was available to answer questions and provide resources for older adults and their caregivers.

Attendees: 0

Planning Storm Water Maintenance Projects in Verona - Virtual

Wednesday, February 16, 6:30-7:30 pm

Marty Cieslik, construction manager for the City of Verona Public Works Department, reviewed what has been done and presented an approach for planning future projects.

Attendees: 4

Upcoming Adult Classes & Events

Distance Learning English Classes for Adults

Mondays 6-8 pm, Beginner, January 24-May 2, 2022

Tuesdays 6-8 pm, Intermediate, January 25-May 3, 2022

This free group English class will be offered mostly online using Zoom. In-person classes will take place at the Verona Public Library (500 Silent St, Verona WI 53593) on March 7 and May 3. You will practice speaking, listening, reading, writing and new vocabulary in English. You can take your Zoom class on your smartphone, a tablet, a laptop, or a computer. If you do not have any of these, Literacy Network can lend you a device. Students will receive free English textbooks, at their level, in the mail. The textbook will be used for class and weekly homework. This class is presented in partnership with Literacy Network. For more information and to sign up, please call Becky Fabrizio at Literacy Network at (608) 268-6425 or email her at becky@litnetwork.org.

10 Steps to Planning a Smart Garden

Monday, February 21, 6:30-7:30 pm

The most successful gardeners take some time before the garden season begins to devise a simple and smart plan for the year. Megan Cain, author and creative gardener, will discuss how a smart garden plan lays the groundwork for a beautiful garden that yields lots of food for the least amount of time and money invested. This class keeps garden planning down-to-earth, practical, and fun! Cain's books, *Super Easy Food Preserving* and *Smart Start Gardener Planner* will be available for sale and signing. You may view the program live on YouTube without registering by following this link:

<https://www.youtube.com/channel/UCGCB-LxmWjle8HTNv0kiHVQ>

Pakistani Tea Time – Virtual

Wednesday, March 2, 6:30 – 7:30 pm

Join Huma Siddiqui, cookbook author and founder of White Jasmine, for a cooking demonstration featuring spinach pakoras, cilantro chutney and ras malai. White Jasmine is a local company that offers unique spices, cheeses, cooking classes, and the TV show *White Jasmine Everyday Cooking*. This program will be presented via Zoom. Register in advance so we can email you the Zoom meeting link the day of the program.

Dead Lines: Slices of Life from the Obit Beat - Author Event

Thursday, March 10, 6:30-7:30 pm

In a lively collection of feature obituaries and related news stories, longtime newspaper reporter George Hesselberg celebrates life, sharing the most fascinating stories that came from decades of covering the obit and public safety beats. Hesselberg will share stories from his book, *Dead Lines: Slices of Life from the Obit Beat*. Books will be available for sale and signing.

Storm Water Basin Vegetation Burns – Virtual

Monday, March 14

The City of Verona Storm Water Utility has scheduled vegetation burns at ten storm water basins in Verona and one in the town of Middleton during the spring of 2022. Marten J. Cieslik, P.E. will describe why these burns are scheduled, the approximate timing, and what to expect during the burns. These burns are part of the vegetation maintenance program the City has for its storm water basins. This program will be presented via a pre-recorded video. We will email you the link the day of the program.

Senior Case Management Outreach

Monday, March 14, Drop in between 1:00–2:00 pm

A case manager from the Verona Senior Center will answer questions and provide resources for older adults and their caregivers. Information on Medicare/Medicaid, nutrition, housing, assistance in the home, and resources in Verona and Dane County will be available.

Brain Health and How it Relates to Dementia

Wednesday, March 16, 6:30-7:30 pm

Learn how to keep your brain healthy, what dementia actually is, and how to hopefully prevent it. Drake Deno, Case Manager at the Verona Senior Center, will discuss brain health and how dementia affects it.

DIY Card Making Class – Virtual

Wednesday, March 23

Let someone know you're thinking of them with a handmade card. Stampin'UP! Demonstrator Jamie Statz-Paynter will provide materials and instructions to make four personalized professional-quality cards of your own. Participants will get a free set of four cards to be picked up at the library starting Monday, March 14. You will need to supply your own scissors and craft glue. Registration required and limited to 20 adult participants. This program will be presented via a pre-recorded video. We will email you the link the day of the program. Printed directions will also be provided.

Exhibits

Verona Box City Exhibit

Saturday, February 26 – Monday, February 28

Students from Glacier Edge Elementary and New Century Charter schools have created cities for exhibit. The students learned from professionals how to address energy, storm water management, building design, transportation, and what goes into creating a vibrant, livable city. In the process of creating the cities, the students realized the importance of math, writing, reading, and working together.

Outreach Events

Outreach story times:

Total daycare story time presentations: 2

Books 'n Booze

Thursday, January 27, 6:00–7:00 pm

Books 'n Booze met virtually to discuss *Highfire* by Eoin Colfer.

Attendees: 5

Senior Center Book Group

Wednesday, February 9, 10:00–11:00 am

The group discussed *The Vanishing Half* by Brit Bennett on Zoom.

Attendees: 8

Four Winds Book Group

Thursday, February 17, 10:00–11:00 am

The residents met to discuss *The President's Daughter* by James Patterson and Bill Clinton.

Attendees: 7

Upcoming Outreach Events

Black History Month Book Discussion at the Senior Center

Wednesday, February 23, 10:00–11:00 am

The senior center and library are hosting a special book group to read *Buses are a Comin': Memoir of a Freedom Rider* by Charles Person.

Prairie Oaks Book Group

Thursday, February 24, 1:00–2:00 pm

The group will be reading *The Spymistress* by Jennifer Chiaverini.

Books 'n Booze

Thursday, February 24, 6:00–7:00 pm

The group will be reading *Frankly in Love* by David Yoon.

Senior Center Book Group

Wednesday, March 9, 10:00–11:00 am

The group will be reading *Fly Girls* by Keith O'Brien.

Four Winds Book Group

Tuesday, March 15, 10:00–11:00 am

The residents will meet to discuss *Camino Island* by John Grisham.

**Job Description: Reference Librarian/Communications Coordinator
Verona Public Library**

Typical Responsibilities of Position

The Reference Librarian/Communications Coordinator is responsible for promoting library events, services, and collections through print and digital media and employing promotional strategies to engage the public. They will have regular shifts at the reference desk and be responsible for assisting patrons. This position requires acting as building supervisor as needed on the weekends and reports directly to the Head of Reference.

Duties/Examples of Work

1. Provide reader's advisory, reference, and research assistance at the reference desk.
2. Assist patrons using library computers, proctor exams for patrons, and make study and meeting room reservations.
3. Follow library policies and procedures and communicate them to library staff.
4. Work with the Library Director, Head of Reference, and management team to develop library marketing priorities and initiatives.
5. Regularly communicate with the Head of Reference to share information and receive direction.
6. Promote library services, events, and programs through a variety of media.
7. Create and distribute promotional materials such as flyers and press releases.
8. Update the library website and coordinate the library's social media presence.
9. Create and update the library marketing plan.
10. Manage the marketing budget.
11. Act as a spokesperson for the library to news media outlets.
12. Work with the Library Director to create a yearly annual report for the library.
13. Assist in fundraising campaigns and activities.
14. Participate in library committees and meetings to lend a marketing perspective to library projects.
15. Write reports, recommendations, and proposals for the Library Director or other staff as needed.
16. Compile and analyze data and statistical information for area of responsibility.
17. Maintain a good working relationship with the local community and local media.
18. Develop efficient procedures and write clear instructions within area of responsibility.
19. Attend library conferences to network and develop new marketing ideas and opportunities.
20. Perform other duties as assigned.

Knowledge and Abilities

1. Possess outstanding written and verbal communication skills, including editing and promotional writing.
2. Ability to use the Microsoft Office Suite (Word, Publisher, PowerPoint, Excel) and Adobe Photoshop or Illustrator at a proficient or advanced level.
3. Ability to use social media platforms such as Facebook, Twitter, and Instagram at an advanced level. Familiarity with social media management software is preferred.
4. Ability to use web-editing programs, such as Drupal, to maintain the library website.
5. Ability to create quality graphics and flyers using graphic design principles.
6. Ability to gather statistics, analyze information, and write reports.
7. Possess working knowledge of library procedures, technologies, goals, and philosophy of services.
8. Ability to provide inclusive and equitable programs and services to diverse populations.
9. Demonstrate a willingness to maintain skills in the above-mentioned areas through active participation in appropriate continuing education activities.
10. Ability to use professional English grammar and spelling, verbal and written communication skills, and age-appropriate language with various audiences.

Physical Demands

1. Keyboarding, writing, and filing.

**Job Description: Reference Librarian/Communications Coordinator
Verona Public Library**

2. Near vision needed to read faded type, font size 12 or smaller on item labels, regular reading on computer monitors.
3. Far vision needed to observe patrons in need of assistance from a distance of 20 feet or farther.

Mental Demands

1. Possess great interpersonal skills and ability to maintain and foster cooperative and courteous working relationship with the public, peers and supervisors.
2. Ability to work effectively in a constantly changing environment.
3. Ability to maintain confidentiality of library patron information.
4. Ability to follow detailed written or verbal instructions.
5. Ability to evaluate decisions based upon policies, experience, knowledge, training, or data.
6. Ability to identify areas for improved service and recommend changes.
7. Ability to effectively communicate ideas and information both in written and verbal form.
8. Ability to organize and prioritize work to meet assignment deadlines.
9. Ability to maintain a regular work schedule.

Environmental/Working Conditions

The environment is a busy public library whose patrons represent a socially, culturally, and economically diverse community. Work takes place in an indoor environment with moderate noise levels. Position may require daytime, evening, and weekend hours.

Equipment Used

Computers, Microsoft Office software, online databases, library automation system, audiovisual and digitization equipment, printer, copy machine, fax machine, telephone, stepstool, book truck, etc.

Education and Experience

1. Master of Library Science degree from an American Library Association accredited institution or equivalent experience.
2. Customer service experience is required.
3. Previous experience in marketing, journalism, or communication is preferred.
4. Spanish language proficiency is preferred.

The City of Verona is an Equal Opportunity Employer. In compliance with the Americans with Disabilities Act, the City will provide reasonable accommodations to qualified individuals with disabilities and encourages both prospective employees and incumbents to discuss potential accommodations with the employer.

Library Board Approved, November 6, 2019
Revised --

**Job Description: Reference Librarian/Communications Coordinator
Verona Public Library**

Typical Responsibilities of Position

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Duties/Examples of Work

1. Provide reader's advisory, reference, and research assistance at the reference desk.
2. Assist patrons using library computers, proctor exams for patrons, and make study and meeting room reservations.
3. Follow library policies and procedures and communicate them to library staff.
4. Work with the Library Director, Head of Reference, and management team to develop library marketing priorities and initiatives.
5. Regularly communicate with the Head of Reference to share information and receive direction.
6. Promote library services, events, and programs through a variety of media.
7. Create and distribute promotional materials such as flyers and press releases.
8. Update the library website and coordinate the library's social media presence.
9. Create and update the library marketing plan.
10. Manage the marketing budget.
11. Act as a spokesperson for the library to news media outlets.
12. Work with the Library Director to create a yearly annual report for the library.
13. Assist in fundraising campaigns and activities.
14. Participate in library committees and meetings to lend a marketing perspective to library projects.
15. Write reports, recommendations, and proposals for the Library Director or other staff as needed.
16. Compile and analyze data and statistical information for area of responsibility.
17. Maintain a good working relationship with the local community and local media.
18. Develop efficient procedures and write clear instructions within area of responsibility.
19. Attend library conferences to network and develop new marketing ideas and opportunities.
20. Perform other duties as assigned.

Knowledge and Technical Abilities

1. Possess outstanding written and verbal communication skills, including editing and promotional writing.
2. Ability to use the Microsoft Office Suite (Word, Publisher, PowerPoint, Excel) and Adobe Photoshop or Illustrator at a proficient or advanced level.
3. Ability to use social media platforms such as Facebook, Twitter, and Instagram at an advanced level. Familiarity with social media management software is ~~a plus~~ preferred.
4. Ability to use web-editing programs, such as Drupal, to maintain the library website.
5. Ability to create quality graphics and flyers using graphic design principles.
6. Ability to gather statistics, analyze information, and write reports.
7. Possess working knowledge of library procedures, technologies, goals, and philosophy of services.
8. Ability to provide inclusive and equitable programs and services to diverse populations.
9. Demonstrate a willingness to maintain skills in the above-mentioned areas through active participation in appropriate continuing education activities.
10. Ability to use professional English grammar and spelling, verbal and written communication skills, and age-appropriate language with various audiences.
- ~~8. Professional use of English grammar and spelling.~~
- ~~9. Spanish language knowledge is a plus.~~

Physical Demands

**Job Description: Reference Librarian/Communications Coordinator
Verona Public Library**

1. Keyboarding, writing, and filing.
2. Near vision needed to read faded type, font size 12 or smaller on item labels, regular reading on computer monitors.
3. Far vision needed to observe patrons in need of assistance from a distance of 20 feet or farther.

Mental Demands

1. Possess great interpersonal skills and ability to maintain and foster cooperative and courteous working relationship with the public, peers and supervisors.
2. Ability to work effectively in a constantly changing environment.
3. Ability to maintain confidentiality of library patron information.
4. Ability to follow detailed written or verbal instructions.
5. Ability to evaluate decisions based upon policies, experience, knowledge, training, or data.
6. Ability to identify areas for improved service and recommend changes.
7. Ability to effectively communicate ideas and information both in written and verbal form.
8. Ability to organize and prioritize work to meet assignment deadlines.
9. Ability to maintain a regular work schedule.

Environmental/Working Conditions

The environment is a busy public library whose patrons represent a socially, culturally, and economically diverse community. Work takes place in an indoor environment with moderate noise levels. Position may require daytime, evening, and weekend hours.

Equipment Used

Computers, Microsoft Office software, online databases, library automation system, audiovisual and digitization equipment, printer, copy machine, fax machine, telephone, stepstool, book truck, etc.

Physical Demands of the Position

1. Bending/twisting and reaching.
2. Keyboarding, writing, filing, sorting, shelving, and processing.
3. Processing, picking up, and shelving books.
4. Lifting and carrying objects weighing 50 pounds or less.
5. Pushing and pulling objects weighing 300-400 pounds on wheels.
6. Frequent sitting, standing, walking, stooping, kneeling, bending, and crouching.
7. Reaching down to the ground and up to 80 inches in height with the aid of a footstool.
8. Near vision needed to read faded type, font size 12 or smaller on item labels, regular reading on computer monitors.
9. Far vision needed to observe patrons in need of assistance from a distance of 20 feet or further.
10. Occasional travel to meetings and events outside the library.

Mental Demands of the position

1. Possess outstanding interpersonal skills and maintain cooperative and courteous working relationships with the public, peers and colleagues.
2. Ability to manage numerous simultaneous projects.
3. Ability to identify areas for improved service and recommend changes.
4. Ability to maintain confidentiality of library patron information.
5. Ability to follow detailed instructions.
6. Ability to maintain a regular work schedule.
7. Ability to comprehend and follow verbal and written instructions from supervisor.
8. Ability to understand library policies and procedures and apply them to library operations. Ability to interpret technical regulations and instructions.
9. Ability to effectively communicate ideas and information both in written and verbal form.
10. Ability to calculate basic arithmetic problems (addition, subtraction, multiplication, division).

Job Description: Reference Librarian/Communications Coordinator Verona Public Library

- ~~11. Ability to evaluate decisions based upon policies, experience, knowledge, training, or data.~~
- ~~12. Ability to organize and prioritize work to meet assignment deadlines.~~
- ~~13. Ability to work effectively in a changing environment.~~
- ~~14. Willingness to maintain skills through active participation in continuing education activities.~~

Environmental/Working Conditions

~~The environment is a busy public library whose patrons represent a socially, culturally, and economically diverse community. Work takes place in a normal office setting with moderate noise levels. Position may require daytime, evening, and weekend hours.~~

Equipment Used

~~Computers, Microsoft Office software, Adobe Suite products, online databases, library automation system, audiovisual equipment, scanner, camera, copy machine, fax machine, telephone, stepstool, book truck.~~

Education and Experience

1. Master of Library Science degree from an American Library Association accredited institution or equivalent experience.
- ~~1.~~ 2. Customer service experience is required.
- ~~2.~~ Previous experience in marketing, journalism, or communication is preferred.
- 3.
4. Spanish language proficiency is preferred.
- ~~3.~~ ~~Customer service experience.~~

The City of Verona is an Equal Opportunity Employer. In compliance with the Americans with Disabilities Act, the City will provide reasonable accommodations to qualified individuals with disabilities and encourages both prospective employees and incumbents to discuss potential accommodations with the employer.

Library Board Approved, November 6, 2019

Revised --