



**Ankeny Kirkendall Public Library**  
**BOARD OF TRUSTEES**  
**Thursday, January 18, 2024**  
**Regular Meeting: 6:00 p.m.**  
**Location: City Council Chambers - Library**

## AGENDA

Agenda Item	Discussion Points
<b>I. Call to Order</b>	
<b>II. Public Comment</b>	
<b>III. Approval of Minutes</b>	A. November 16, 2023
<b>IV. Consent Agenda</b> Samuel Mitchel, Director	A. Financials
<b>V. Policy/Procedure Review</b>	A. Communications & Marketing
<b>VI. Director's Report – Sam Mitchel</b>	
<b>VII. Department Reports</b>	A. Circulation – Beth Schaefer B. Public Services – Holly Sealine <ol style="list-style-type: none"> <li>1. Adult Services – Justin Armbruster</li> <li>2. Teen Services – Amanda Bellis</li> <li>3. Children Services – Kelly Munter, Brittany Burk</li> </ol> C. Acquisitions – Evan Anderson
<b>VIII. Committee Reports (Evaluation, Finance, Marketing, Policy, Staffing, etc.)</b>	
<b>IX. Friends of the Library (<i>Update</i>)</b>	
<b>X. Old Business</b>	A. Fines on Expired Accounts
<b>XI. New Business</b>	
<b>XIII. Adjourn</b>	A. Next Meeting: February 15, 2024

**KIRKENDALL PUBLIC LIBRARY BOARD OF TRUSTEES  
MEETING MINUTES**

**Thursday, November 16, 2023**

**Regular meeting: 6 p.m.**

**Location: Library**

**Present:** John Meyer, Miranda Piepho, Gene Lucht, Amber Sommerfeld, Nancy Medema, Fred Schuster, Heather Stephenson

**Staff:** Sam Mitchel, Beth Schaefer

<b>Topic</b>	<b>Discussion</b>
<b>Call to Order</b>	Meyer called the meeting to order.
<b>Approval of Minutes</b>	Lucht moved to approve October minutes. Piepho seconded. Approved by all.
<b>Public Comments</b>	
<b>Consent Agenda</b>	<p>Mitchel presented financials.</p> <ul style="list-style-type: none"> <li>• Schuster asked what was included in the Food budget. Mitchel responded that it was for staff lunches and meeting snacks.</li> <li>• Facility rental budget has changed drastically over the last few fiscal years. Mitchel said that it was an arbitrary amount. Partially due to church that rents space. This is a long-term rental, so we may be able to budget for this.</li> <li>• Medema asked about meeting room rentals – if we're getting more than we budgeted for, will this hurt us come budget time? Mitchel responded that this would not negatively impact our budget.</li> </ul>
<b>Policy/Procedure Review</b>	
<b>Director's Report</b>	<p>Mitchel presented Director's report.</p> <ul style="list-style-type: none"> <li>• 2 new associates are being onboarded.</li> <li>• FY25 budget is still being discussed.</li> <li>• Celebrated Friends of the Library week.</li> <li>• Implementing new rural Polk County service concept in January – promotions are being sent out in near future. Lucht covered this at the last city council meeting.</li> <li>• Submitted State Library annual report.</li> </ul>
<b>Department Reports</b>	
<b>Committee Reports (Evaluation, Finance, Marketing, Policy, Staffing, etc.)</b>	
<b>Friends of the Library (update)</b>	Medema attended last meeting. New Penny Wars is now in effect – a way to passively raise funds. Will do a winter BINGO (in February) to raise funds as well.
<b>Old Business</b>	<p>Fine Free Discussion</p> <ul style="list-style-type: none"> <li>• How much in past years did patrons accrue on late fees alone. Mitchel reported \$23,255. We only collected \$19,373. This collection could include late fees from previous years (not just what was assumed in this year).</li> <li>• Libraries that move to fine free policies, it encourages younger persons to keep coming to the library. Removes the barrier of people who have previously incurred feed. However, the city may see this as a loss.</li> <li>• Meyer suggested we go fine free for only youth materials first, to test it out. Other libraries have done something similar to this. There are 238 libraries in Iowa that have gone fine free. We are one of two libraries of our size that still collects fines.</li> </ul>

Topic	Discussion
	<ul style="list-style-type: none"> <li>Stephenson pointed out that in November library is allowing patrons to trade a canned food item for elimination of late fees. This is not the first time that we've done a drive like this.</li> <li>Sommerfeld suggested that we clearly point out the benefit/reason why we would be moving to fine free.</li> <li>Stephenson brought up that it's a hot button topic and sensitive to bring it up due to tight city budgets. Would city be more receptive if we brought it up at a better time? And we have other FTE asks.</li> <li>Board recommends to table the discussion until future budget discussions, but not for this year. We'll revisit in the future strategic planning.</li> <li>Schaefer asked what fines we would feel comfortable with eliminating (there are some fines from 10 years ago). Board recommended that Mitchel and Schaefer come up with wording for a new policy. We plan to revisit in January.</li> </ul> <p>Study/Conference Room Usage</p> <ul style="list-style-type: none"> <li>Stephenson brought this up – the study rooms that are free, it costs us time to manage those. They don't create revenue. Do we want to explore study/conference room usage?</li> <li>Mitchel said that most patrons reserve online, and reduction of time limit for rooms from 4 hours to 2 hours, has helped free up the staff quite a bit.</li> <li>What if we have a local business that is using our space to conduct their business in. Mitchel and Schaefer commented that it shouldn't be up to the library staff to regulate why the rooms are being used. We also don't track if the person using it is affiliated with a certain business.</li> </ul> <p>FY25 Budget Proposal</p> <ul style="list-style-type: none"> <li>Mitchel reviewed his FY25 budget proposal.</li> <li>Mitchel also reviewed amendments to the FY24 budget.</li> <li>Stephenson motioned to approve proposed budget. Medema seconded. Approved by all.</li> </ul>
<b>New Business</b>	
<b>Adjournment</b>	<p>Lucht motioned to approved. Seconded by Stephenson. Approved by all.</p> <p>No meeting in December</p> <p>Next meeting: January 18, 2023</p>

Respectfully submitted, Miranda Piepho, Secretary

**City of Ankeny**  
**Ankeny Kirkendall Library**  
**Fiscal Year 2024 Expenditure Report**

		<b>FY 2021</b>	<b>FY 2022</b>	<b>FY 2023</b>	<b>FY24</b>	<b>As of</b>	<b>FY 2024</b>	<b>%</b>
		<b>Actual</b>	<b>Actual</b>	<b>Actual</b>	<b>Budget</b>	<b>December 31, 2023</b>	<b>Balance Remaining</b>	<b>Expended</b>
<b>Personal Services</b>								
Salaries and Wages	4101	544,747.48	627,972.10	677,830.34	723,184.00	361,402.95	361,781.05	49.97%
Overtime Wages	4102	283.81	46.86	321.17	1,000.00	94.14	905.86	9.41%
Temporary Wages	4103	606,108.72	709,232.30	752,179.54	858,000.00	398,650.30	459,349.70	46.46%
Longevity	4109	3,884.46	2,557.59	2,807.58	3,269.00	1,499.94	1,769.06	45.88%
FICA	4116	87,200.71	100,504.98	108,192.25	121,670.00	57,405.03	64,264.97	47.18%
IPERS	4117	108,664.10	120,765.39	144,774.57	149,666.00	71,286.11	78,379.89	47.63%
Deferred Compensation	4119	5,000.06	5,000.06	5,000.06	5,000.00	2,500.03	2,499.97	50.00%
Employee Insurance	4120	120,467.00	104,591.00	107,940.82	107,576.00	63,752.65	43,823.35	59.26%
Workers Compensation	4122	886.00	1,243.00	1,303.00	1,375.00	1,576.00	(201.00)	114.62%
Total Personal Services		<u>1,477,242.34</u>	<u>1,671,913.28</u>	<u>1,800,349.33</u>	<u>1,970,740.00</u>	<u>958,167.15</u>	<u>1,012,572.85</u>	<u>48.62%</u>
<b>Contractual Services</b>								
Legal and Recording Services	4212	0.00	0.00	495.00	500.00	315.00	185.00	63.00%
Financial Services	4214	1,582.18	2,693.41	2,531.33	4,500.00	1,153.07	3,346.93	25.62%
Computer Services	4215	74,297.70	78,070.91	57,108.29	61,900.00	36,317.55	25,582.45	58.67%
Waste Management Services	4224	924.65	1,004.92	715.54	1,000.00	615.48	384.52	61.55%
Land and Tree Services	4227	1,916.16	1,975.35	2,113.05	5,000.00	16,340.91	(11,340.91)	326.82%
Advertising & Publication	4240	0.00	0.00	0.00	0.00	200.00	(200.00)	
Communications	4244	3,752.33	5,819.90	10,989.76	10,680.00	3,249.24	7,430.76	30.42%
Electric Charges	4247	65,030.22	58,142.88	59,856.64	76,000.00	36,669.22	39,330.78	48.25%
General Insurance	4251	52,398.00	60,584.47	69,254.39	82,050.00	78,923.67	3,126.33	96.19%
Dues, Memberships, and Licenses	4261	1,504.00	35,106.14	46,189.17	55,500.00	26,789.56	28,710.44	48.27%
Training and Education	4265	5,129.00	1,295.75	1,884.00	3,950.00	275.00	3,675.00	6.96%
Travel	4266	0.00	49.50	1,365.68	2,850.00	464.08	2,385.92	16.28%
Meetings and Food	4269	332.34	255.60	695.22	500.00	0.00	500.00	0.00%
Building Maintenance Services	4270	102,704.12	112,584.88	147,228.73	127,000.00	55,742.17	71,257.83	43.89%
Electronic Services	4273	4,402.84	3,734.45	4,953.15	6,000.00	3,283.68	2,716.32	54.73%
Special Program/Event Services	4292	4,416.00	9,246.50	8,564.80	10,000.00	2,058.80	7,941.20	20.59%
Postage and Shipping	4296	2,353.23	783.80	2,626.68	5,000.00	1,696.70	3,303.30	33.93%
Refunds	4297	837.50	4,871.42	7,231.25	6,000.00	1,475.00	4,525.00	24.58%
Total Contractual Services		<u>321,632.03</u>	<u>376,219.88</u>	<u>425,417.98</u>	<u>458,430.00</u>	<u>265,569.13</u>	<u>192,860.87</u>	<u>57.93%</u>
<b>Commodities</b>								
Office Supplies	4310	8,101.81	9,339.11	9,930.86	11,000.00	5,166.06	5,833.94	46.96%
Periodicals	4315	9,102.66	7,508.09	8,627.38	9,000.00	7,071.62	1,928.38	78.57%
Medical and First-Aid Supplies	4333	0.00	6.86	0.00	200.00	0.00	200.00	0.00%
Special Programs/Events Supplies	4343	12,183.14	14,954.59	12,084.72	12,000.00	5,456.05	6,543.95	45.47%
Circulation Materials	4344	7,507.40	19,777.92	10,078.76	23,000.00	6,773.21	16,226.79	29.45%
Library Books/Reference Materials	4345	147,712.53	148,751.34	148,990.58	151,000.00	85,652.93	65,347.07	56.72%
Multimedia Materials	4346	75,153.38	77,659.07	84,263.61	73,000.00	45,812.25	27,187.75	62.76%
On-Line Subscriptions	4347	9,503.92	20,574.04	20,809.28	48,200.00	48,356.39	(156.39)	100.32%
Minor Equipment	4354	24,613.69	16,574.88	6,758.37	10,000.00	4,605.51	5,394.49	46.06%
Building Maintenance Supplies	4380	8,720.88	15,998.79	19,776.81	23,000.00	7,523.39	15,476.61	32.71%
Total Commodities		<u>302,599.41</u>	<u>331,144.69</u>	<u>321,320.37</u>	<u>360,400.00</u>	<u>216,417.41</u>	<u>143,982.59</u>	<u>60.05%</u>
<b>Capital Outlay</b>								
Building Improvements	4420	0.00	0.00	0.00	0.00	0.00	0.00	
Total Capital Outlay		<u>0.00</u>	<u>0.00</u>	<u>0.00</u>	<u>0.00</u>	<u>0.00</u>	<u>0.00</u>	
<b>Debt Service</b>								
Equipment Reserve Payments	4595	0.00	0.00	0.00	0.00	0.00	0.00	
Total Transfers		<u>0.00</u>	<u>0.00</u>	<u>0.00</u>	<u>0.00</u>	<u>0.00</u>	<u>0.00</u>	
<b>Total Expenditures</b>		<u><b>2,101,473.78</b></u>	<u><b>2,379,277.85</b></u>	<u><b>2,547,087.68</b></u>	<u><b>2,789,570.00</b></u>	<u><b>1,440,153.69</b></u>	<u><b>1,349,416.31</b></u>	<u><b>51.63%</b></u>
<b>FTEs</b>								
		<u>22.85</u>						

**City of Ankeny**  
**Ankeny Kirkendall Library**  
**Fiscal Year 2024 Revenue Report**

		<b>FY 2021</b>	<b>FY 2022</b>	<b>FY 2023</b>	<b>FY 2024</b>	<b>As of</b>	<b>FY 2024</b>	<b>%</b>
		<b>Actual</b>	<b>Actual</b>	<b>Actual</b>	<b>Budget</b>	<b>December 31, 2023</b>	<b>Balance</b>	<b>Received</b>
							<b>Remaining</b>	
Commissions	3415	337.74	467.02	460.20	300.00	308.31	(8.31)	102.77%
Lease/Rent Payments	3420	0.00	0.00	0.00	0.00	0.00	0.00	
Facility Rental	3422	3,015.95	29,994.15	81,900.53	10,000.00	41,959.57	(31,959.57)	419.60%
Equipment Rental	3423	0.00	0.00	0.00	0.00	0.00	0.00	
County Library Contribution	3503	135,316.00	150,776.00	185,284.00	185,284.00	80,516.00	104,768.00	43.46%
Other Local Contributions	3509	0.00	5,000.00	0.00	0.00	0.00	0.00	
State Library Open Access	3516	9,610.66	14,629.69	12,130.41	12,130.00	9,209.71	2,920.29	75.93%
Operating Grants	3517	14,111.86	16,430.18	16,856.61	16,857.00	16,875.07	(18.07)	100.11%
Operating Grants	3537	0.00	5,000.00	0.00	0.00	0.00	0.00	
Special Program Fees	3615	0.00	0.00	0.00	0.00	174.68	(174.68)	
Copy Charges	3691	4,712.40	8,890.05	10,147.84	8,000.00	6,116.87	1,883.13	76.46%
Miscellaneous Service Charges	3699	1,411.45	1,335.51	1,129.05	2,000.00	549.60	1,450.40	27.48%
Salvage Sales	3822	0.00	0.00	0.00	0.00	0.00	0.00	
Other Sales	3829	406.56	308.00	477.68	400.00	260.00	140.00	65.00%
Private Contributions	3831	0.00	0.00	0.00	0.00	200.00	(200.00)	
Refunds	3841	2,369.12	0.00	561.52	0.00	50.64	(50.64)	
Rebates	3842	28.11	0.00	358.31	0.00	275.68	(275.68)	
Other Reimbursements	3849	0.00	502.71	81.02	0.00	4,055.70	(4,055.70)	
Library Fines	3861	19,374.03	20,924.23	19,373.61	20,000.00	7,728.07	12,271.93	38.64%
Lost Materials	3868	3,400.58	4,758.18	3,779.14	4,000.00	2,109.84	1,890.16	52.75%
Legal Settlement/Damages	3869	2,028.37	2,567.08	2,287.08	2,000.00	1,252.54	747.46	62.63%
Overages/Shortages	3891	189.44	74.17	36.53	0.00	2.82	(2.82)	
Miscellaneous Other	3899	0.00	0.00	0.00	0.00	0.00	0.00	
<b>Total Revenues</b>		<b>196,312.27</b>	<b>261,656.97</b>	<b>334,863.53</b>	<b>260,971.00</b>	<b>171,645.10</b>	<b>89,325.90</b>	<b>65.77%</b>

## Director's Report December 2023

### I. Personnel

- Conducted staff evaluations.

### II. Misc.

- FY25 Budget memo and strategic plan submitted to City Administration
- Administration Team categorizing comments from community survey
- Holly and I updated Communication & Marketing Policy and Plan
- Polk County Rural Residents and library use: Beth and I coordinated information dissemination, changes to Polaris and impacted digital services, and staff awareness. All seems ready for January 1<sup>st</sup> kickoff

### III. Marketing/Communication

During the month of December, library staff has utilized the following avenues to market and communicate resources, services, and other information. Relationship building and fostering of opportunities is represented as well.

Resources	Services	Information	Relationship
<ul style="list-style-type: none"><li>• New acquisitions &amp; staff picks via eNewsletter</li></ul>	<ul style="list-style-type: none"><li>• December programs and book discussions via social media, eNewsletter, lobby digital display, and calendars.</li></ul>	<ul style="list-style-type: none"><li>• Board of Trustees article in Ankeny Living</li><li>• Rural Polk County Residents library access via eNewsletter</li></ul>	<ul style="list-style-type: none"><li>• 12/12: City departments meeting</li><li>• 12/14: Friends of the Library meeting</li><li>• 12/29: Volunteers appreciation coffee &amp; donuts</li></ul>

Sam Mitchel



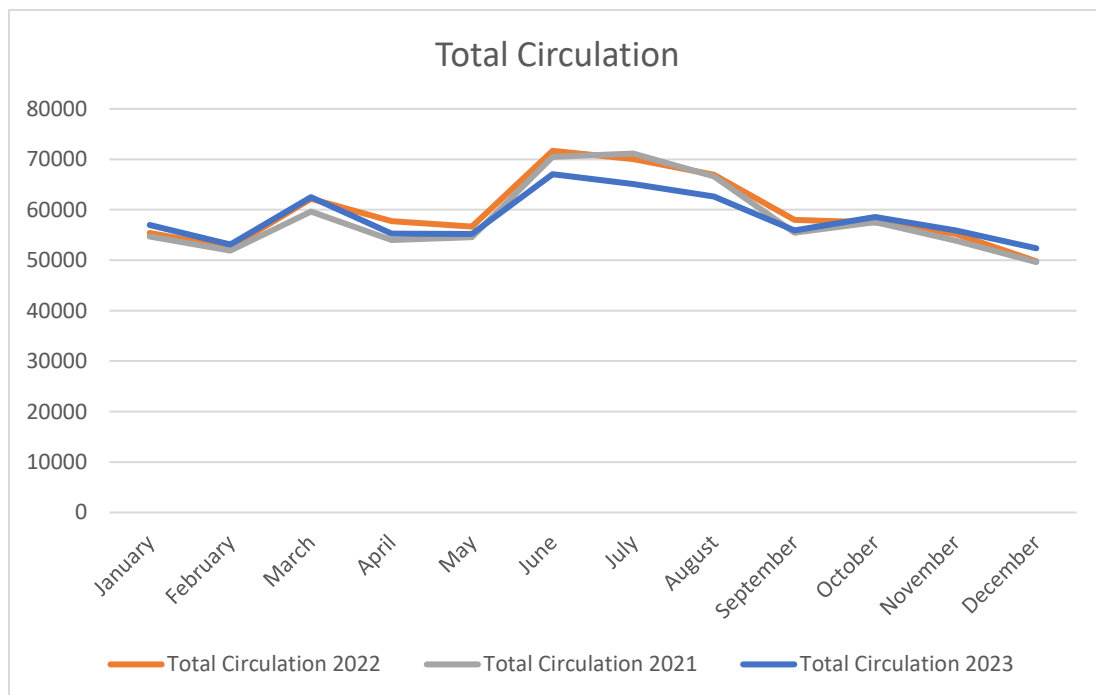
# DECEMBER 2023 CIRCULATION REPORT

**By: Beth Schaefer**

**Date: 1/4/23**

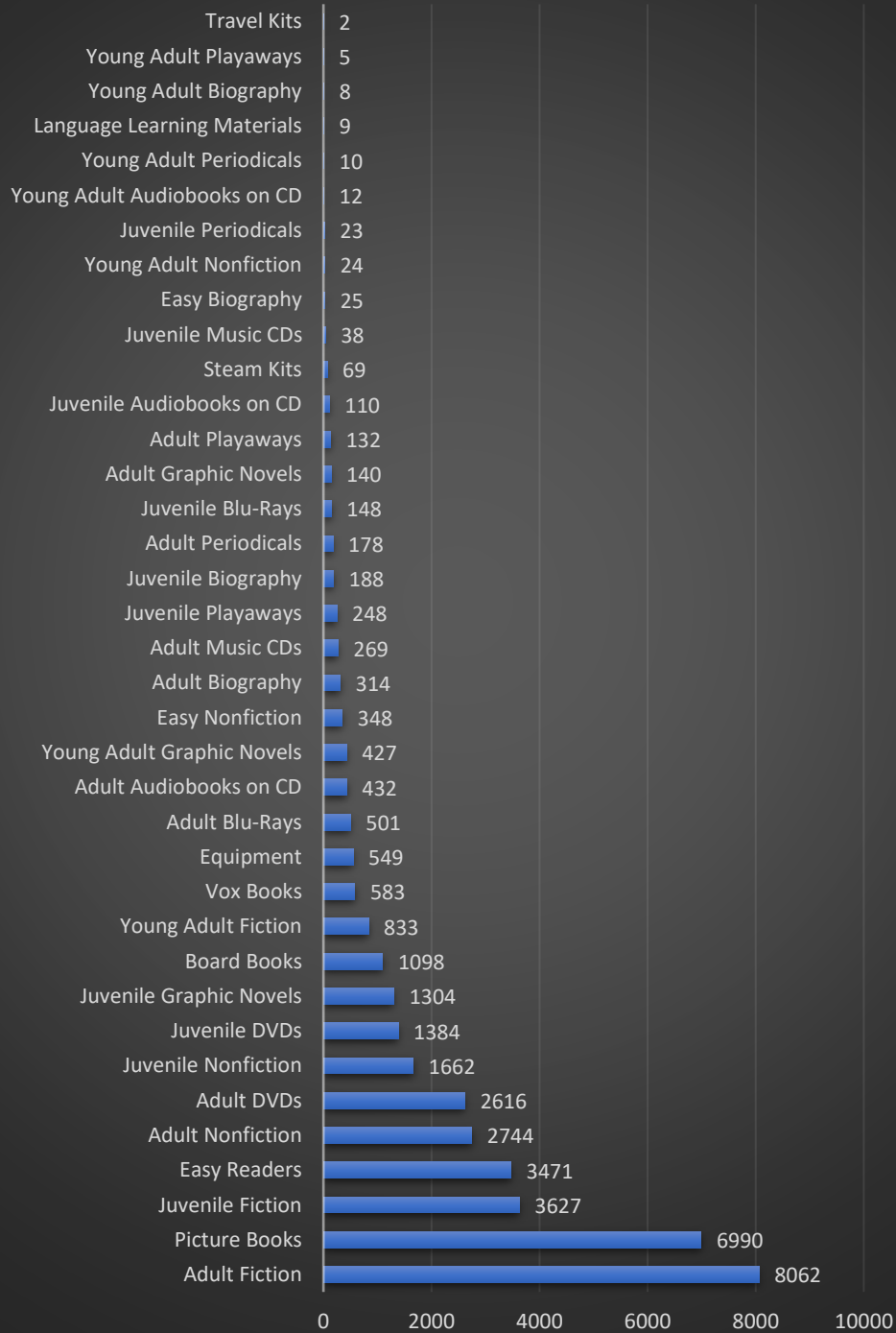
- We love our volunteers! We hosted a volunteer appreciation gathering on Friday, December 29, and had about a dozen volunteers stop by for coffee and treats.
- Our busiest day was December 2 with 2,555 visitors because of Dazzling in the District.
- We had 30 volunteers help us for 171 hours in December.
- **2023 Library Wrap Up**
  - **Top titles:**
    - Naruto by Masashi Kishimoto (452 checkouts)
    - It Starts With Us by Colleen Hoover (349 checkouts)
    - One Piece by Eiichiro Oda (288 checkouts)
    - Pokémon Adventures (283 checkouts)
    - My Hero Academia by Khei Horikoshi (259 checkouts)
    - Dragon Ball Z by Akira Toriyama (252 checkouts)
    - My Little Pony: Friendship is Magic (245 checkouts)
    - It Ends With Us by Colleen Hoover (210 checkouts)
    - Verity by Colleen Hoover (208 checkouts)
    - Attack on Titan by Hajime Isayama (207 checkouts)
  - **Volunteers:** 123 volunteers donated 2,358 hours of services
  - **New cardholders:** 4,542
  - **Total circulation:** 700,704 (physical: 551,217 & digital: 149,487)
  - **Individual patron checkouts:** Ankeny – 11,164; Unincorporated Polk County – 907; Open Access – 1,091
  - **Total visitors:** 350,543
  - **Adventure Passes:** 676
  - **STEAM Kits:** 1,057
  - **Hotspot checkouts:** 881
  - **Busiest day:** May 31 with 3,961 visitors for the Barnyard Bash Summer Library Program kickoff!

	December 2023	December 2022	Difference	July 2023 - December 2023	July 2022 - December 2022	Difference
<b>Physical Checkouts &amp; Renewals (including Automatic)</b>						
<i>Books</i>	32005	30842	4%	226816	116807	94%
<i>Videos</i>	4649	6785	-31%	30320	17819	70%
<i>Audio</i>	1246	1117	12%	8515	4326	97%
<i>Magazines &amp; Other</i>	829	802	3%	5707	2608	119%
<b>Total Print Transactions</b>	<b>38729</b>	<b>39546</b>	<b>-2%</b>	<b>271358</b>	<b>141560</b>	<b>92%</b>
<b>Downloadable Transactions</b>						
<i>Ebooks</i>	5,547	4725	17%	33,310	16,344	104%
<i>Videos</i>	-	0	#VALUE!	0	0	#DIV/0!
<i>Audiobooks</i>	6,283	5022	25%	38,064	17,788	114%
<i>Magazines</i>	1769	456	288%	7,383	1,607	359%
<i>Adventure Pass</i>	40	46	-13%	356	208	71%
<b>Total Downloadable Transactions</b>	<b>13,639</b>	<b>10249</b>	<b>33%</b>	<b>79,113</b>	<b>35,947</b>	<b>120%</b>
<b>Total Circulation (Physical + Downloadable)</b>	<b>52,368</b>	<b>49795</b>	<b>5%</b>	<b>350,471</b>	<b>177,507</b>	<b>97%</b>
<b>Highlights</b>						
<i>Steam kits</i>	67	66	2%	501	254	97%
<i>WiFi Hotspots</i>	74	77	-4%	435	209	108%
<b>Residency Checkouts (Print Transactions)</b>						
<i>City of Ankeny</i>	33359	34700	-4%	233338	122894	90%
<i>Rural/Unincorporated Polk County</i>	2761	2472	12%	18920	9512	99%
<i>Open Access</i>	2463	2374	4%	18305	9154	100%
<b>Total Residency Checkouts</b>	<b>38583</b>	<b>39546</b>	<b>-2%</b>	<b>270563</b>	<b>141560</b>	<b>91%</b>
<b>Cardholders</b>						
<i>Basic Access</i>	216	193	12%	1855	982	89%
<i>Temporary</i>	9	7	29%	65	29	124%
<i>Online</i>	57	49	16%	280	156	79%
<b>Total New Cardholders</b>	<b>282</b>	<b>249</b>	<b>13%</b>	<b>2200</b>	<b>1167</b>	<b>89%</b>
<b>Total Active Cardholders</b>	<b>27000</b>					
<b>Visitors</b>						
	25179	21939	15%	175877	76824	129%



## Circulation by Collection

### December 2023 Print Checkouts and Renewals



## Top Circulating Titles

### Adult Fiction

1. It Starts With Us by Colleen Hoover (349 checkouts)
2. It Ends With Us by Colleen Hoover (210 checkouts)
3. Verity by Colleen Hoover (208 checkouts)
4. Lessons in Chemistry by Bonnie Garmus (179 checkouts)
5. The Last Thing He Told Me by Laura Dave (163 checkouts)
6. The Midnight Library by Matt Haig (154 checkouts)
7. Reminders of Him by Colleen Hoover (154 checkouts)
8. Happy Place by Emily Henry (148 checkouts)
9. Maybe Now by Colleen Hoover (145 checkouts)
10. The Paris Apartment by Lucy Foley (145 checkouts)

### Adult Graphic Novel

1. Berserk by Kentarō Miura (56 checkouts)
2. Maus by Art Spiegelman (36 checkouts)
3. The Invisibles by Grant Morrison (32 checkouts)
4. Akira by Katsuhiro Ōtomo (28 checkouts)
5. Demon by Jason Shiga (24 checkouts)
6. Monstress by Marjorie Liu (24 checkouts)
7. The Walking Dead by Robert Kirkman (20 checkouts)
8. The Boy, the Mole, the Fox and the Horse by Charlie Mackesy (16 checkouts)
9. Sapiens by Yuval Harari (15 checkouts)
10. Dorohedoro by Kyū Hayashida (14 checkouts)

### Adult DVD/Blu-Ray

1. Top Gun: Maverick (180 checkouts)
2. The Super Mario Bros Movie (119 checkouts)
3. Everything Everywhere All At Once (116 checkouts)
4. Black Adam (80 checkouts)
5. Sonic the Hedgehog 2 (75 checkouts)
6. A Man Called Otto (72 checkouts)
7. Black Panther: Wakanda Forever (67 checkouts)
8. Yellowstone Season 1 (67 checkouts)
9. Spider-Man: No Way Home (63 checkouts)
10. Lyle, Lyle, Crocodile (61 checkouts)

## **Adult Nonfiction/Biography**

1. Spare by Prince Harry (188 checkouts)
2. I'm Glad My Mom Died by Jennette McCurdy (118 checkouts)
3. Becoming Free Indeed: My Story of Disentangling Faith From Fear by Jinger Vuolo (67 checkouts)
4. Friends, Lovers, and the Big Terrible Thing by Matthew Perry (56 checkouts)
5. Guinness World Records (52 checkouts)
6. All My Knotted-Up Life by Beth Moore (47 checkouts)
7. Birnbaum's Walt Disney World: the Official Vacation Guide by Stephen Birnbaum (46 checkouts)
8. Killers of the Flower Moon: the Osage Murders and the Birth of the FBI by David Grann (44 checkouts)
9. Educated by Tara Westover (43 checkouts)
10. Counting the Cost by Jill Duggar (41 checkouts)

## **Adult Audiobooks**

1. Dreamland by Nicholas Sparks (23 checkouts)
2. Spare by Prince Harry (18 checkouts)
3. Long Shadows by David Baldacci (16 checkouts)
4. The Fix by David Baldacci (15 checkouts)
5. Unnatural History by Jonathan Kellerman (15 checkouts)
6. Count Down by James Patterson (14 checkouts)
7. Remarkably Bright Creatures by Shelby Van Pelt (14 checkouts)
8. Distant Thunder by Stuart Woods (13 checkouts)
9. Endless Summer by Elin Hilderbrand (13 checkouts)
10. Livid by Patricia Cornwell (13 checkouts)

## **Juvenile Fiction**

1. Diary of a Wimpy Kid: the Getaway by Jeff Kinney (84 checkouts)
2. I Survived the Galveston Hurricane, 1900 by Lauren Tarshis (79 checkouts)
3. Diary of a Wimpy Kid: Big Shot by Jeff Kinney (65 checkouts)
4. Wonder by R.J. Palacio (65 checkouts)
5. Diary of a Wimpy Kid: the Deep End by Jeff Kinney (64 checkouts)
6. Diary of a Wimpy Kid: Old School by Jeff Kinney (62 checkouts)
7. Hurricane Heroes in Texas by Mary Pope Osborne (62 checkouts)
8. I Survived the Wellington Avalanche, 1910 by Lauren Tarshis (62 checkouts)
9. Captain Underpants and the Preposterous Plight of the Purple Potty People by Dav Pilkey (59 checkouts)
10. Harry Potter and the Deathly Hallows by J.K. Rowling (59 checkouts)

## **Juvenile Graphic Novel**

1. Pokémon Adventures (283 checkouts)
2. My Little Pony: Friendship is Magic (245 checkouts)
3. Grime and Punishment by Dav Pilkey (162 checkouts)
4. Minecraft by Sfē Monster (155 checkouts)
5. The Adventures of Tintin by Herge (111 checkouts)
6. Cat Kid Comic Club: On Purpose by Dav Pilkey (111 checkouts)
7. Dog Man Unleashed by Dav Pilkey (105 checkouts)
8. Pokémon Adventures XY (103 checkouts)
9. Cat Kid Comic Club by Dav Pilkey (99 checkouts)
10. Pokémon Adventures: Diamond and Pearl Platinum (99 checkouts)

## **Juvenile Audiobooks**

1. The Pizza Mystery by Gertrude Chandler Warner (53 checkouts)
2. The Mystery on Blizzard Mountain by Gertrude Chandler Warner (41 checkouts)
3. The Mystery of the Mummy's Curse by Gertrude Chandler Warner (38 checkouts)
4. Harry Potter and the Chamber of Secrets by J.K. Rowling (37 checkouts)
5. Little House on the Prairie by Laura Ingalls Wilder (35 checkouts)
6. The Chocolate Sundae Mystery by Gertrude Chandler Warner (34 checkouts)
7. The Radio Mystery by Gertrude Chandler Warner (31 checkouts)
8. Harry Potter and the Goblet of Fire by J.K. Rowling (27 checkouts)
9. Harry Potter and the Order of the Phoenix by J.K. Rowling (26 checkouts)
10. Mother Goose Stories (26 checkouts)

## **Juvenile DVD/Blu-Ray**

1. Encanto (96 checkouts)
2. A Fashion Fairytale (92 checkouts)
3. Paw Patrol: The Movie (92 checkouts)
4. Barbie & Her Sisters in the Great Puppy Adventure (90 checkouts)
5. Paw Patrol: Pups Save Christmas (86 checkouts)
6. Minions: The Rise of Gru (82 checkouts)
7. Paw Patrol: Mighty Pups, Super Paws (82 checkouts)
8. Barbie: The Princess & the Popstar (77 checkouts)
9. Sing 2 (70 checkouts)
10. The Boss Baby: Family Business (70 checkouts)

## **Picture Book**

1. The Polar Express by Chris Van Allsburg (133 checkouts)
2. The Pigeon Will Ride the Roller Coaster! by Mo Willems (120 checkouts)
3. Fancy Nancy's Splendiferous Christmas by Jane O'Connor (96 checkouts)
4. Knuffle Bunny by Mo Willems (92 checkouts)
5. The Couch Potato by John Jory (83 checkouts)
6. Fancy Nancy by Jane O'Connor (81 checkouts)
7. Oodles of Kittens by Jane O'Connor (76 checkouts)
8. Knuffle Bunny Too by Mo Willems (74 checkouts)
9. Thelma the Unicorn by Aaron Blabey (74 checkouts)
10. If You Give a Dog a Donut by Laura Numeroff (73 checkouts)

## **Young Adult Fiction**

1. The Summer I Turned Pretty by Jenny Han (71 checkouts)
2. A Court of Thorns and Roses by Sarah J. Maas (69 checkouts)
3. The Hawthorne Legacy by Jennifer Barnes (56 checkouts)
4. The Ballad of Songbirds and Snakes by Suzanne Collins (54 checkouts)
5. The Inheritance Games by Jennifer Barnes (53 checkouts)
6. Catching Fire by Suzanne Collins (48 checkouts)
7. Never Never by Colleen Hoover (44 checkouts)
8. Throne of Glass by Sarah J. Maas (39 checkouts)
9. A Good Girl's Guide to Murder by Holly Jackson (38 checkouts)
10. We'll Always Have Summer by Jenny Han (38 checkouts)

## **Young Adult Graphic Novel**

1. Naruto by Masashi Kishimoto (452 checkouts)
2. One Piece by Eiichiro Oda (288 checkouts)
3. My Hero Academia by Khei Horikoshi (259 checkouts)
4. Dragon Ball Z by Akira Toriyama (252 checkouts)
5. Attack on Titan by Hajime Isayama (207 checkouts)
6. Food Wars by Yuto Tsukuda (184 checkouts)
7. Assassination Classroom by Yusei Matsui (174 checkouts)
8. Chainsaw Man by Tatsuki Fujimoto (173 checkouts)
9. Demon Slayer by Koyoharu Gotoge (152 checkouts)
10. Dragon Ball by Akira Toriyama (147 checkouts)

## **Young Adult Audiobooks**

1. The Ballad of Songbirds and Snakes by Suzanne Collins (11 checkouts)
2. A Court of Thorns and Roses by Sarah J. Maas (6 checkouts)
3. The Firekeeper's Daughter by Angeline Boulley (6 checkouts)
4. Happily Ever After by Kiera Cass (6 checkouts)
5. The Summer I Turned Pretty by Jenny Han (6 checkouts)
6. A Court of Mist and Fury by Sarah J. Maas (5 checkouts)
7. Little Women by Louisa May Alcott (5 checkouts)
8. Catching Fire by Suzanne Collins (5 checkouts)
9. A Court of Wings and Ruin by Sarah J. Maas (4 checkouts)
10. Breaking Dawn by Stephenie Meyer (4 checkouts)

## **Top 10 Checkouts Overall**

1. Naruto by Masashi Kishimoto (452 checkouts)
2. It Starts With Us by Colleen Hoover (349 checkouts)
3. One Piece by Eiichiro Oda (288 checkouts)
4. Pokémon Adventures (283 checkouts)
5. My Hero Academia by Khei Horikoshi (259 checkouts)
6. Dragon Ball Z by Akira Toriyama (252 checkouts)
7. My Little Pony: Friendship is Magic (245 checkouts)
8. It Ends With Us by Colleen Hoover (210 checkouts)
9. Verity by Colleen Hoover (208 checkouts)
10. Attack on Titan by Hajime Isayama (207 checkouts)



# Public Services Report - December 2023

## **Public Services Summary:** (written by Holly Sealine)

### **December Highlights:**

December was a time for me to work on completing projects and setting goals for the new calendar year. I am working to stay on top of my monthly reports, along with working on having better communication with staff members. I am excited about serving the Ankeny library community. Below are just a few of the accomplishments from this past month:

### **Accomplishments:**

- Continued to work with Beth to complete staff evaluations for all part-time staff members. By the time of the January Board meeting, all staff evaluations will be complete and we will move back to having check-ins or evaluations with staff members around their hiring anniversary. We also have some 6-month probationary evaluations coming up in February.
- Worked with Sam and Beth to analyze the community survey
- Reviewed job descriptions for full-time staff with Beth and Sam
- Reviewed and Revised the Summer Intern job description/posting
- Updated the Communication Plan and started creating a procedural document. Also updated the AKPL Brand standards document.
- Fixed a fan in one of the AWE children's computers; hoping that is the problem and we won't be down to 3 machines permanently.

### **Upcoming Goals:**

- Review results from programming and marketing survey from surrounding library communities.
- Work with Amanda to develop a plan regarding makerspace and teen room changes
- Work with Sam and Beth to utilize the analyzed survey to set goals for finishing out the current strategic plan; and what we can actually do about some of the input from community members.
- Plan a February Adult Craft program
- Work on making the Author Fair in April a reality



# Public Services Report - December 2023

## Statistics:

FY24	December 2023		Year to Date by Age Level		December 2022	
	Programs	Attendees	Programs	Attendees	Programs	Attendees
Baby/toddler (0-5)	20	585	148	5192	26	705
Youth/Tween (6-11)	9	192	42	784	4	29
Teen (12-18)	7	61	41	330	5	25
Adult (18+)	28	142	183	1496	17	126
All Ages	8	1629	55	5030	21	3563
<b>Monthly Total</b>	<b>72</b>	<b>2609</b>			<b>73</b>	<b>4448</b>
<b>Year to Date of All Program Types</b>	<b>469</b>	<b>12832</b>			<b>411</b>	<b>14459</b>
<b>Additional services</b>	<b>December 2023</b>		<b>FY24 Year to Date</b>		<b>December 2022</b>	
Technology Appointments	6		45		9	
Exam Proctoring	25		45		10	
Notary Appointments	25		311		24	
Patron Computer Usage	1203		8286		1100	
Reference Interactions	938		5209		24	
Storytime To-Go Kits	1000		7000		1000	
Unique Wireless Usage	5611		41558		5363	
<b>Room Usage</b>	<b>December 2023</b>		<b>FY24 Year to Date</b>		<b>December 2022</b>	
Children/Teen Program Rooms	29		194		42	
City Council Chambers	17		96		16	
Conference Rooms and Lounge B	520		3540		630	
Meeting Rooms (A, B, C, ABC, BC)	57		355		65	
Makerspace	44		209		56	
Off-Site /Virtual / Misc.	4		37		9	
<b>Total Usage</b>	<b>671</b>		<b>4431</b>		<b>818</b>	
<b>Digital Resources (Included)</b>	<b>December 2023</b>		<b>FY24 Year to Date</b>		<b>December 2022</b>	
Ancestry Library Edition	331		2146		343	
Brainfuse: HelpNow	48		230		144	
Brainfuse: JobNow / VetNow	61		98		16	
Consumer Reports	549		2744		391	
Heritage Quest	16		710		148	
Hoopla	710		3533		356	
Library Speakers Consortium	506		2778		220	
Lote4Kids	10		208		--	
New York Times Online	270		2626		371	
Novelist K-8	--		0		--	
Novelist Plus	266		764		53	
Novelist Select	313		2326		200	
Reference Solutions	80		182		85	
ValueLine	1593		8568		1511	
<b>Digital Resources (Not Included)</b>						
Niche Academy			132		57	
<b>Total Usage (Included Only)</b>	<b>4753</b>		<b>26913</b>		<b>3838</b>	



# Public Services Report - December 2023

## **Youth Services Update:** (written by Kelly Munter & Brittany Burk)

### **December Highlights:**

#### **Summary**

December was jam-packed with holiday fun! We only had two weeks of programming due to a decrease in numbers around this time of year and as a way for us to avoid burnout. We had so much fun celebrating up until the break though! Our part of Dazzling in the District brought in 1,560 patrons. We showed *Mickey's Once Upon a Christmas* and had a fun Mickey craft in ABC. We also prepped 200 special Family Holiday To-Go Kits. They were all gone by Thursday!



- **Week 1:** 378
- **Week 2:** 449
- **Week 3:** Winter Program Break
- **Week 4:** Winter Program Break

#### **Tippi Toes Dance Class**

77 patrons came to learn some FREE dance moves. Tippi Toes was nice enough to offer us this class for free. The owner did such a great job!



#### **Ankeny Art Center Presents: Ugly Sweater Bear Drawings**

16 kids had a blast learning how to draw bears! Ankeny Art Center was kind enough to do this program for free.





# Public Services Report - December 2023

## **Scavenger Hunt**

What falls and never gets hurt? SNOW! This month's scavenger hunt had a very special prize if you solved it – a peppermint candy. We also offered stickers in case a caregiver didn't want their child to have candy. We made the answer a little shorter this month due to Dazzling in the District; it would be too chaotic to have over 1,000 people solving the riddle all at once and trying to find 5+ letters in the children's area. We also made the scavenger hunt 2 per page, so we saved half the paper. We truly put thought and care into everything we do.



## **K-5 FUN**

Our K-5 attendance was up this month which is exciting! We had 27 for a movie and 60 for bingo.



## **Upcoming Goals:**

Our biggest goal is to continue serving our kids fun and educational programs! Developing and increasing literacy skills are always our number one goal, and we have a way of making it fun. We will be starting a weekly *Literacy Tip Tuesday* segment on Facebook to work on this goal.

- Continue planning and implementing story times, babies, sing & shakes, and all weekly K-5 programs
- Finalize February calendar
- Create and put out the Winter Story Stroll
- Brainstorm winter programs, activities, kits, story strolls, etc.
- Continue all 2024 Summer Library prep: booking entertainment, working on prizes, logs, events, etc.

## **Obstacles and Frustrations:**

- None at this time.



# Public Services Report - December 2023

## Teen Services Update: (written by Amanda Bellis)

### December Highlights:

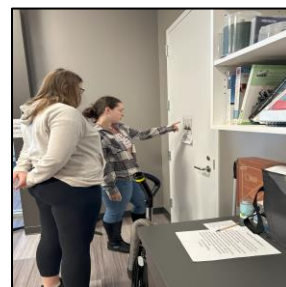
December was a lighter month in terms of both events and attendance, as the time around the holidays tends to be full for everyone. It was helpful to have a little extra time to get supplies ordered for upcoming events, as well as to take some time off.

My most popular event this month was the Elf Escape Room, with full sessions all around. I was able to add in a couple of extra spots so everyone who was interested could participate, but that did mean I was at absolute capacity for those sessions.

Space, supplies, and staffing continue to be the biggest limitations on program offerings. I strive to allow in everyone who wants to participate, but that can be difficult when our spaces and supply budgets are smaller than the interest level. Additionally, when participation numbers are very large, I really need a program assistant to help, and it can be difficult budget and schedule-wise to make that happen.

After another month of very low attendance for Snack and Chat, I have decided to discontinue the program for now. It seems that no matter how I market it or what we do, this is not an event that our patrons are interested in at this time. I will instead focus my time and resources on more events which are popular.

There is still work to be done between myself and the admin team regarding possible changes to the teen room. I hope to make some additional progress on this project in the coming month, especially now that everyone is back after the holidays.





# Public Services Report - December 2023



## Upcoming Goals:

- Continue to work with admin on changes to our teen room, with the hope of creating a solid plan and timeline for proposed changes.
- Start thinking ahead to programs for spring and summer.
- Continue to work with Holly and the rest of the program team as we plan for the 2024 Summer Library program.

## Obstacles and Frustrations:

- None at this time



# Public Services Report - December 2023

## Adult Services Update: (written by Justin Armbruster)

OverDrive Checkouts	13,599
Documents Notarized	8
Book a Librarian Appointments	6 (four walk-in, two scheduled)
Reference Transaction	35
Proctored Exams	25

### December Highlights:

In December, we hosted our third virtual organizing event and I believe it was the best attendance we have had for that series thus far. Not only did several people view the presentation, they were very engaged, asking several questions at the end. The presenters were kind enough to answer all of them, even going past the program's end time by a half hour. Further, I completed my librarian certification renewal. The certification is good through the end of 2026. I also picked a date in January for the next after-hours puzzle competition. It will be held Friday, January 19 and, at this time, has already reached capacity.

### Upcoming Goals:

My goals for January include scheduling programming for the upcoming month, including summer. I have a few ideas, such as having podcasters do a presentation that I can tie-in with our makerspace sound recording station and possibly some live music. Additionally, I have my annual performance review in January and a goal is to use the feedback from that to enhance my service for the library and community.

### Obstacles and Frustrations:

In terms of frustrations this month, I was contacted by several people who were unable to register for the puzzle competition through our online calendar. They all seemed to be experiencing the same issue, in which they entered their information, but the page stalled when they clicked Register. Luckily, I was able to do most of them over the phone. Holly contacted the company that hosts our online calendar, and they could not see why people would be having problems. I'm not sure if it was user error or something with our calendar. I plan on hosting more puzzle competitions, so I am hoping it was a fluke or glitch.

## Acquisitions/Cataloging Report – December 2023

December typically marks a slowdown in acquisitions due to the holidays. As a result, fewer titles were added last month. But this also allowed us more time to do some maintenance to the collection as well as an inventory project (in conjunction with the Circulation department). Inflation also continues to be an issue, particularly with YA fiction titles. As recently as two years ago, the typical cost of a YA title was \$16.99, now it is \$20.99. No other segment of the book industry has had this large of an increase.

<b>Print Collections</b>	<b># Added</b>	<b>A/V Collections</b>	<b># Added</b>
Adult Biography	11	Adult Audio Books	26
Adult Fiction	284	Adult Blu-Rays	20
Adult Graphic Novels	2	Adult DVDs	38
Adult Non-Fiction	121	Adult Music CDs	7
		Adult Playaways	2
Picture books	35		
Board books	5	Juvenile Audio Books	0
Easy Non-fiction	0	Juvenile Blu-rays	5
Easy Readers	21	Juvenile DVDs	7
Vox Books		Juvenile Music CDs	0
		Juvenile Playaways	4
Juvenile Biography	1		
Juvenile Fiction	46	Young Adult Audio Books	0
Juvenile Graphic Novels	4	Young Adult Playaways	0
Juvenile Nonfiction	6		
		<b>Totals</b>	<b>109</b>
YA Biography	0		
YA Fiction	17		
YA Graphic Novels	4		
YA Nonfiction	0		
<b>Totals</b>	<b>557</b>		

### Twelve Month Comparative Totals

	<b>12/22</b>	<b>1/23</b>	<b>2/23</b>	<b>3/23</b>	<b>4/23</b>	<b>5/23</b>	<b>6/23</b>	<b>7/23</b>	<b>8/23</b>	<b>9/23</b>	<b>10/23</b>	<b>11/23</b>
<b>Print</b>	565	678	652	952	754	975	827	747	841	820	1045	728
<b>A/V</b>	132	73	148	155	204	133	98	145	149	115	89	165

With revisions and edits

Ankeny Kirkendall Public Library  
Ankeny, Iowa

**The Mission of the Ankeny Kirkendall Public Library**

**To be a welcoming and inclusive community center of learning experiences and entertainment, interaction, and connection**

**SUBJECT:** Communication and Marketing Policy

**BACKGROUND:** The Ankeny Kirkendall Public Library Board of Trustees is committed to disseminating information regarding the resources and services that the Library has for the community.

**POLICY:** To effectively coordinate and promote library services, resources, programs, and technology to the community and beyond, this policy and Communication & Marketing Plan will be a guide and resource for Library staff. It is intended to coordinate and facilitate communication and marketing ~~marketing and communication for the Ankeny Kirkendall Public Library~~, including public relations, advertising, promotion, and outreach. It is also intended to provide information and resources to assist with the planning, development, and production of promotional products, events, and activities for the Library. Photographs, video, media relations, and social media are all tools that help communicate the mission of the ~~Ankeny Kirkendall Public Library~~. ~~This policy supports organizational strategies to raise awareness of services and communicate an inspiring vision and the Library's story of impact. These standards ensure that Ankeny Kirkendall Public Library is using media tools and methods that are compliant with existing policies and legal requirements.~~

A. Media Releases

Programs, events, and classes are regularly photographed or videotaped for library promotional purposes. By participating in these events, you patrons are giving consent that the Library can use/publish group photos for publication and/or distribution. In order to protect patrons' privacy, Ankeny Kirkendall Public Library may require the receipt of a patron signed media release form before an individual's identifiable image is used in Library publications, social media, and web sites.

B. Media Relations

With the intention of providing effective, responsive, and consistent communications to our community through news outlets, primary spokespersons for the Ankeny Kirkendall Public

**Commented [HS1]:** Public Building and that gives consent? 1<sup>st</sup> Amendment Auditors?

**Formatted:** Highlight

**Commented [SM2]:** Seeking Communications Director input.

**Commented [SM3]:** Are these contradictory?

**Commented [HS4R3]:** Yes, but the "may" is probably the important part??

Library are the Library Director, ~~or designee, Public Services Manager, Circulation Manager, City of Ankeny Communications Director,~~ and/or President of the Library Board of Trustees. ~~Other library staff, after approval from those listed above, may be directed to interact with media as well.~~

### C. Social Media

~~Ankeny Kirkendall Public~~The Library strives to use social media in advancing its organizational mission and goals. All official ~~Ankeny Kirkendall Public~~ Library presences on social media sites or services are considered an extension of the Library's information networks and are governed by the Library ~~and City of Ankeny~~'s policies including e-mail, Internet usage, and computer policies; this policy applies to all types of online public communications.

1. ~~Official use by Ankeny Kirkendall Public Library of social media services is ultimately the responsibility of appointed Library Staff.~~ Only authorized staff are permitted to conduct official ~~Ankeny Kirkendall Public~~ Library business using social media sites and tools.
2. Library staff members are responsible for complying with all applicable federal, state, and county laws, regulations, and policies. This includes adherence to established laws and policies regarding copyright, fair use, records retention, Freedom of Information Act (FOIA), First Amendment, Health Insurance Portability and Accountability Act (HIPAA), privacy laws, and information security policies established by Ankeny Kirkendall Public Library Board of Trustees and the City of Ankeny.
- ~~3. Ankeny Kirkendall Public Library reserves the right to withdraw certain posts and/or remove inappropriate comments that are not consistent with Ankeny Kirkendall Public Library policies.~~
- ~~4.3.~~ Ankeny Kirkendall Public Library will monitor all social media content and evaluate the effectiveness of the Library's social media presence to ensure adherence to the Communication and Marketing Policy and Plan for appropriate use, messaging and branding consistent with ~~realizing the mission and vision of the Ankeny Kirkendall Public Library.~~
- ~~5.4.~~ Social Media and Internet postings should not disclose any information that is confidential or proprietary to ~~Ankeny Kirkendall Public the~~ Library or to any third party that has disclosed information to the organization.
- ~~6.5.~~ Library staff communicating with the public and/or posting content in any ~~Ankeny Kirkendall Public~~ Library sanctioned social media presence will be clearly identifiable as an Ankeny Kirkendall Public Library employee and abide by the same employee code of conduct applied to normal business operations.
- ~~7. Staff members using social media are responsible for regularly reviewing and consistently following the Communication and Marketing Policy and Plan.~~

**Commented [HS5]:** We are not allowed to do this – ask Amy B for exact wording

**Commented [HS6]:** Condense; focus on the plan, procedures, and following branding standards, etc.

**Commented [HS7]:** Is this redundant?

#### D. Branding

All ~~Ankeny Kirkendall Public~~ Library communications and marketing resources should include approved ~~Ankeny Kirkendall Public~~ Library logos or images and be consistent with branding guidelines as developed by the Library and City of Ankeny, ~~in 2019~~.

#### E. Disclaimer

~~Ankeny Kirkendall Public~~ Library employees posting Library and/or public sector industry related content on personal social media account(s) should neither claim nor imply that they are speaking on the Library's behalf.

Approved: 9/17/2020

Reviewed and Revised XXXX

Ankeny Kirkendall Public Library  
Ankeny, Iowa

**The Mission of the Ankeny Kirkendall Public Library**

**To be a welcoming and inclusive community center of learning experiences and entertainment, interaction, and connection**

**SUBJECT:** Communication and Marketing Policy

**BACKGROUND:** The Ankeny Kirkendall Public Library Board of Trustees is committed to disseminating information regarding the resources and services that the Library has for the community.

**POLICY:** To effectively coordinate and promote library services, resources, programs, and technology to the community and beyond, this policy and Communication & Marketing Plan will be a guide and resource for Library staff. It is intended to coordinate and facilitate communication and marketing Library, including public relations, advertising, promotion, and outreach. It is also intended to provide information and resources to assist with the planning, development, and production of promotional products, events, and activities for the Library. Photographs, video, media relations, and social media are all tools that help communicate the mission of the Library.

A. Media Releases

Programs, events, and classes are regularly photographed or videotaped for library promotional purposes. By participating in these events, patrons are giving consent that the Library can use/publish group photos for publication and/or distribution.

B. Media Relations

With the intention of providing effective, responsive, and consistent communications to our community through news outlets, primary spokespersons for the Library are the Library Director or designee, City of Ankeny Communications Director, and/or President of the Library Board of Trustees.

C. Social Media

The Library strives to use social media in advancing its organizational mission and goals. All official Library presences on social media sites or services are considered an extension of the

Library's information networks and are governed by the Library and City of Ankeny's policies including e-mail, Internet usage, and computer policies; this policy applies to all types of online public communications.

1. Only authorized staff are permitted to conduct official Library business using social media sites and tools.
2. Library staff members are responsible for complying with all applicable federal, state, and county laws, regulations, and policies. This includes adherence to established laws and policies regarding copyright, fair use, records retention, Freedom of Information Act (FOIA), First Amendment, Health Insurance Portability and Accountability Act (HIPAA), privacy laws, and information security policies established by Ankeny Kirkendall Public Library Board of Trustees and the City of Ankeny.
3. Ankeny Kirkendall Public Library will monitor all social media content and evaluate the effectiveness of the Library's social media presence to ensure adherence to the Communication and Marketing Policy and Plan for appropriate use, messaging and branding consistent with the mission and vision of the Library.
4. Social Media and Internet postings should not disclose any information that is confidential or proprietary to the Library or to any third party that has disclosed information to the organization.
5. Library staff communicating with the public and/or posting content in any Library sanctioned social media presence will be clearly identifiable as an Ankeny Kirkendall Public Library employee and abide by the same employee code of conduct applied to normal business operations.

#### D. Branding

All Library communications and marketing resources should include approved Library logos or images and be consistent with branding guidelines as developed by the Library and City of Ankeny.

#### E. Disclaimer

Library employees posting Library and/or public sector industry related content on personal social media account(s) should neither claim nor imply that they are speaking on the Library's behalf.

Approved: 9/17/2020

Reviewed and Revised XXXX