

## Executive Director Accomplishments - Fiscal Year 2024 - 2025

### Branding & Marketing Powerful Partnerships

Activity / Play	Description	Results / Outcomes / Objectives
<b>Nevada Donor Network</b>  Marketing support in collaboration with LO & CBS	The Library District has partnered with Nevada Donor Network to help bring public education and awareness to adults and children about how organ donation saves lives. Nevada Donor Network donated 1,000+ books to the Library District collection in August, during National Multicultural Donor Awareness Month, and are available for check out at all 25 branches. The books introduce Howl the Owl in his series of children's books that educate about the importance of organ donation. Nevada Donor Network also donated 100 copies of "Transplant Hope," an anthology including 10 stories of individual recipients and how they have been touched by the profound impact of donation.	BAM activities to support this partnership include: <ul style="list-style-type: none"> <li>• Design assistance for Spanish and English educational flyers for distribution to the branches</li> <li>• Collaboration on a joint news release in Spanish and English distributed by Nevada Donor Network</li> </ul>
<b>NBA Summer League</b>	This partnership continues to expand beyond Summer Challenge. The NBA Summer League has once again provided life-sized player cutouts and desktop signs – this year featuring Golden State Warriors point guard and four-time NBA champion Steph Curry.	BAM worked with NBA Summer League to design a limited-edition NBA Summer League library card, which is scheduled to launch in June as part of Summer Challenge activities, plus a special bookmark, promoting the new card and favorite books from such start players as LeBron James and Steph Curry. <p>Activities will include:</p> <ul style="list-style-type: none"> <li>• Promotional graphics for web + social media</li> <li>• Social media campaign</li> <li>• Promotional video</li> <li>• In-branch signage</li> <li>• Inclusion in Highlights newsletters</li> <li>• News release &amp; media outreach</li> </ul>

## Executive Director Accomplishments - Fiscal Year 2024 - 2025

<p><b>Vegas Golden Knights</b></p> <p>Marketing support in collaboration with CE &amp; LO</p>	<p>BAM is thrilled to be dropping the puck on the 7th year of our valued partnership with the Vegas Golden Knights, which includes working with the VGK marketing team to coordinate updated promotional activities and assets and schedule library card activations with CE and LO staff at Toshiba Plaza for the 2024-2025 season.</p> <p>Activities included:</p> <ul style="list-style-type: none"> <li>• Priority placement on the TheLibraryDistrict.org homepage</li> <li>• Updated the VGK landing page</li> <li>• Inclusion in Library Highlights</li> <li>• Ongoing social media promotion</li> <li>• Media outreach</li> </ul>	<p>BAM worked with the VGK to design and print new 2024-2025 season bookmarks featuring Keegan Kolesar, Nick Hanifin, Noah Hanifin, Mark Stone, and Alex Pietrangelo</p> <p>Player videos to YouTube featuring Goaltender Adin Hill, Center Brett Howden, Right Wing Keegan Kolesar.</p> <p>Library card sign-ups at Toshiba Plaza:</p> <ul style="list-style-type: none"> <li>• February 27: 40</li> <li>• April 10: 82</li> <li>• May 14: 27</li> </ul>
<p><b>Las Vegas Raiders Partnership</b></p>	<p>Our partnership with the Raiders launched in January during Winter Reading Challenge. Whitney Library hosted two storytimes on January 8 with Raiders SVP of Sales and children's author Qiava Martinez who presented her book "Sports Dream." Team mascot Raider Rusher appeared at both events.</p> <p>BAM launched the new Las Vegas Raiders library card in January with a promotional blitz that included Raiders player video vignettes (Defensive Tackle Joanah Laulu and Defensive Tackle John Jenkins) and fun videos featuring our Whitney Library Staff for social media, a dedicated landing page on the website, and media outreach.</p> <p>Activities included:</p> <ul style="list-style-type: none"> <li>• Priority placement on the TheLibraryDistrict.org homepage</li> </ul>	<p>Media coverage included:</p> <ul style="list-style-type: none"> <li>• KTNV, Ch.13, <a href="#">Library District and Raiders Partner Up with Library Card</a> (1/16/25), featuring interviews at Whitney Library with <b>Billy Allen</b> and Youth Services Department Head <b>Austin Meeker</b> (1/16/2025)</li> <li>• KSNV, Ch.3, <a href="#">Raiders Executive Reads to Children at Whitney Library</a> (1/9/25)</li> <li>• Fox 5, <a href="#">Raiders Partner with the Library</a> (1/9/25)</li> <li>• Fox 5, <a href="#">Las Vegas Raiders Partner with Library District</a> (1/8/25)</li> <li>• KSNV, Ch.3, <a href="#">Raiders Executive Shares Her Children's Book at Las Vegas Library Story Time</a> (1/8/25)</li> <li>• KTNV, Ch.13, <a href="#">Raiders Storytime at Whitney Library</a> (1/6/25)</li> </ul> <p>The Raiders displayed our <b>#GetCarded with the Las Vegas Raiders</b> graphic on the Jumbotron inside Allegiant Stadium during the last home game, which totaled \$1,500 in added value.</p> <p><b>Within three months the branches distributed all 10,000 cards</b> we ordered for the launch. BAM placed another order of</p>

### Executive Director Accomplishments - Fiscal Year 2024 - 2025

	<ul style="list-style-type: none"> <li>• An update to the Las Vegas Raiders landing page</li> <li>• Inclusion in Library Highlights</li> <li>• Ongoing social media promotion</li> <li>• Media outreach print ads</li> <li>• Web and social media graphics</li> <li>• Social media campaign</li> <li>• News releases in English and Spanish</li> <li>• Media outreach</li> <li>• A #GetCarded with the Raiders co-branded T-shirt for staff and promotional prizes for the public</li> <li>• A fun promotional video with Whitney Branch Manager Billy Allen and his team</li> <li>• Created staff lists that highlighted Raiders-related items in our catalog</li> </ul>	12,000 cards as we head into Summer Challenge season, during which time, the Library District can experience a surge of library card sign-ups. This is especially true since the implementation of the OrangeBoy direct mailers to non-cardholders across the valley.
--	---	---

### Branding & Marketing Powerful Partnerships

Activity/Play	Description	Results / Outcomes / Objectives
<b>Free To Be Public Education Campaign Phase 2 Launch</b>  In collaboration with staff across the district	As part of the evolution of the Free To Be campaign, BAM continues to keep the initiative's message of Freedom top of mind with our staff and customers.	In support of the campaign, BAM: <ul style="list-style-type: none"> <li>• Produced 20 "We Are the Library District." employee spotlight social media videos, which can also serve as HR recruitment tools.</li> <li>• Created props based on the campaign's seven words, which customers can use to show what the campaign means to them.</li> <li>• Created "I Just Got My First Library Card" prop for first-time cardholders.</li> <li>• Created a 3-minute brand video featuring the voices of staff and family members which can be used for HR recruiting, thelibrarydistrict.org, and presentations.</li> </ul>

## Executive Director Accomplishments - Fiscal Year 2024 - 2025

<p><b>Creation of Library District Fundraising Program</b></p> <p>In collaboration with General Services Director John Vino and Financial Services Director Floresto Cabias</p>	<p>BAM developed a fundraising program structure and designed and wrote a beautiful brochure, which spotlights the role of the libraries in society, and illuminates the achievements of our Library District specifically. The brochure outlines naming opportunities and financial sponsorship of Library District buildings plus branch resources, features, programs, and more.</p>	<p>BAM provided the brochure to Executive Director Kelvin and the Board of Trustees.</p> <p>The supporting webpage is under construction and will be completed in early June 2025.</p>
<p><b>Public Relations &amp; Media Coverage</b></p> <p>Interviews and outreach in collaboration with CE &amp; LO</p>	<p>BAM regularly reaches out to news media about programs, services, and promotions, and assists reporters with story ideas. We produce news releases, photos, videos, and online media portals for larger events. News releases about large district-wide events and promotions are translated into Spanish.</p>	<p>As of May 12, 2025:</p> <ul style="list-style-type: none"> <li>• 205 media stories</li> <li>• 18 news releases</li> <li>• 16 media portals</li> </ul> <p>All <a href="#">media coverage</a> and <a href="#">news releases</a> are posted on the website. Media coverage is detailed by initiative in the chart below.</p> <p>Additional media coverage, not related to specific campaigns, can also be found on the website, and is detailed here:</p> <ul style="list-style-type: none"> <li>• Telemundo, <a href="#">¿Buscas trabajo? Estas son las próximas ferias de empleo en Las Vegas</a> (Job fair at Sahara West Library) (5/12)</li> <li>• CityCast Las Vegas, <a href="#">Cool Things You Didn't Realize You Can Do with Your Las Vegas Library Card</a>, an interview with Ryan Simoneau (5/6)</li> <li>• KVVU, Fox 5, <a href="#">Sahara West Library Hosts Nevada Small Business Fair</a> (5/5)</li> <li>• KTNV, Ch. 13, <a href="#">Celebrate Star Wars Day at the Library District</a> (5/2)</li> <li>• KTNV, Ch.13, <a href="#">Small Business Resource Fair at Sahara West Library</a> (4/27/25)</li> <li>• KVVU Fox5, <a href="#">Library District Offers Free English Conversation Classes</a>, an interview with Literacy Administrative Supervisor Julia Cordova (4/10/25)</li> <li>• KTNV, Ch.13, <a href="#">New Bill Aims to Protect Library Books</a> (4/9/25)</li> </ul>

## Executive Director Accomplishments - Fiscal Year 2024 - 2025

		<ul style="list-style-type: none"> <li>• KTNV, Ch.13, <a href="#">Nevada Bill Seeks to Ban All Bans on Books</a> (4/8/25) online article</li> <li>• KVVU Fox5, <a href="#">How are DOGE Cuts Affecting Libraries?</a> (4/4/25)</li> <li>• Las Vegas Weekly, <a href="#">Library Art Galleries Play a Crucial Role in 'Museum-Deprived' Las Vegas</a> (4/3/25)</li> <li>• Las Vegas Weekly, <a href="#">Centennial Hills Library Teen Maker Fair</a> (4/3/25)</li> <li>• KLAS 8 News Now, <a href="#">Jan Concert at the Windmill Library</a> (4/2/25)</li> <li>• Las Vegas Weekly, <a href="#">What to Do in Las Vegas: Wrestling Art Exhibit at Sahara West Library</a> (4/2/25)</li> <li>• KLAS 8 News Now, <a href="#">3D Printing Classes at Enterprise Library</a> (4/1/25)</li> <li>• Laughlin Times, <a href="#">Southern Nevada CERT Program Helps Residents Prepare for Emergencies with Laughlin Series</a> (3/5/2025)</li> <li>• Las Vegas Weekly, <a href="#">The Rita Deanin Abbey Art Museum's New Exhibit Further Cements The Legacy of Its Namesake</a> (3/6/2025)</li> <li>• KTNV, Ch.13, <a href="#">Indian Springs Library Hosts Food Rescue</a> (3/15/25)</li> <li>• City Cast Las Vegas, <a href="#">Not-A-Book Club Featured at the Goodsprings Library</a> (3/19/25)</li> <li>• City Cast Las Vegas, <a href="#">Tales and Cocktails Club Meets Every Month at the Windmill Library</a> (3/19/25)</li> <li>• Early Childhood Outreach Educator <b>Angela Hamilton</b> wrote a guest column for <a href="#">Health Care Quarterly</a> on the importance of developing early reading skills. She shared programs that the Library District offers to assist parents in this goal, including My First Library, 1,000 Books Before Kindergarten, Summer Challenge, Winter Reading Challenge, and online resources.</li> <li>• KLAS 8 News Now, <a href="#">Join the Las Vegas Dance Academy for a Free Performance</a> (2/17/25)</li> <li>• KTNV, Ch.13, <a href="#">Free Family Ranch Tour from the Library District</a> (2/15/25)</li> </ul>
--	--	---

## Executive Director Accomplishments - Fiscal Year 2024 - 2025

		<ul style="list-style-type: none"> <li>• KLAS 8 News Now, <a href="#">Yoga at the Library</a> (2/14/25)</li> <li>• KTNV, Ch.13, <a href="#">Libraries Closed for Presidents Day</a> (2/14/25)</li> <li>• KLAS 8 News Now, <a href="#">LegendCon at the East Las Vegas Library</a> (2/8/25)</li> <li>• KVVU Fox 5, <a href="#">Three Square Offers a Free Hot Meal at Several Clark County Library Locations</a> (2/6/25)</li> <li>• KTNV, Ch.13, <a href="#">Crossing Guard Hiring Event</a> (2/4/25)</li> <li>• KVVU Fox 5, <a href="#">Clark County Hosting Hiring Events for Crossing Guards</a> (2/4/25)</li> <li>• KLAS 8 News Now, <a href="#">East Las Vegas Library Hiring Event for Crossing Guards</a> (2/4/25)</li> <li>• KSNV, Ch.3, <a href="#">Love and Fraud Seminar at the Library District</a> (2/4/25)</li> <li>• KVVU Fox 5, <a href="#">Las Vegas Police to Help Protect Community from Romance Scams</a> (2/3/25)</li> <li>• KLAS 8 News Now, <a href="#">STEAM Learning at Blue Diamond Library</a> (1/17/25)</li> <li>• KLAS 8 News Now, <a href="#">Classic Silent Movies at the Library</a> (1/9/25)</li> <li>• KTNV, Ch.13, <a href="#">Silent Films at Clark County Library</a> (1/2/25)</li> <li>• KLAS 8 News Now, <a href="#">Las Vegas Residents Encouraged to Donate Blood During January</a> (12/30/24)</li> <li>• UNLV podcast <a href="#">Serving the Community Beyond Books with the Library District</a> with Director of Collections &amp; Bibliographic Services <b>Rebecca Colbert</b> and <b>Theron Nissen</b> (12/30/24)</li> <li>• KTNV, Ch.13, <a href="#">Library District Partners with Three Square</a> (12/26/24)</li> <li>• <b>Netflix Series Queer Eye</b> - Whitney Library Branch Manager <b>Billy Allen</b> was selected by the producers of the popular Queer Eye series to be featured in the recently released Season 9. The website DigitalSpy previewed the season and posted the <a href="#">series trailer</a> (12/12/24). All Season 9 episodes are now available to view on Netflix.</li> </ul>
--	--	---

## Executive Director Accomplishments - Fiscal Year 2024 - 2025

		<ul style="list-style-type: none"> <li>• <b>KNPR email newsletter</b> - A Love letter to Our Local Libraries included a link to a 2023 segment featuring Executive Director <b>Kelvin Watson</b> and Head of Collections and Bibliographic Services <b>Rebecca Colbert</b> (12/18/24)</li> <li>• KTNV Ch.13, <a href="#">Sound Therapy for UNLV Shooting Victims</a> (12/6/24)</li> <li>• CityCast, <a href="#">Project Marilyn at the Spring Valley Library</a> (12/2/24)</li> <li>• KLAS 8 News Now, <a href="#">Library Hosts Awards for 4th Annual Art Contest</a> (11/29/24)</li> <li>• KSNV Ch.3, <a href="#">Nevada Legal Services Expands Legal Kiosk Project to More Libraries</a> (11/29/24)</li> <li>• KLAS 8 News Now, <a href="#">Three Square Food Bank Partners with Library District</a> (11/27/24)</li> <li>• KVVU Fox 5, <a href="#">Library District Partners with Horses4Heroes</a> (11/27/24)</li> <li>• KLAS 8 News Now, <a href="#">Day of the Dead Celebration</a> (Nov. 4)</li> <li>• KTNV, Ch.13, <a href="#">Dia de los Muertos</a> (Nov. 3)</li> <li>• Las Vegas Review-Journal, <a href="#">Etch A Sketch Masters on Display in Las Vegas Library Show</a> (Nov. 17)</li> <li>• KTNV Ch.13, <a href="#">Etch-a-Sketch Art Exhibit</a> (Nov. 10)</li> <li>• KSNV, Ch.3, <a href="#">Library District Board of Trustees Discusses Mt. Charleston School</a> (Nov. 14)</li> <li>• KNPR, <a href="#">Clark County Library Offers Art Exhibit</a> (Nov. 14)</li> <li>• KVVU Fox 5, <a href="#">Las Vegas Sinfonietta at the Clark County Library</a> (Nov. 12)</li> <li>• KSNV, Ch.3, <a href="#">Local Author Helps Local Writers at Whitney Library</a> (Nov. 1)</li> <li>• KVVU Fox 5, <a href="#">Halloween with the Library District</a> an interview with Branding &amp; Marketing Digital Content Specialist <b>Ryan Simoneau</b> and Blue Diamond Library Associate <b>K Hoerner</b> (10/30/24)</li> <li>• KLAS 8 News Now, <a href="#">Support Women Returning to Work at United Way Suit Drive</a> (10/21/24)</li> </ul>
--	--	--

## Executive Director Accomplishments - Fiscal Year 2024 - 2025

		<ul style="list-style-type: none"> <li>• The CW, <a href="#">EmployNV Job Fair at the Sahara West Library</a> (Sept. 16)</li> <li>• KLAS 8 News Now, <a href="#">Kickoff to Kindergarten Program at East Las Vegas Library</a> (Sept. 13)</li> <li>• KVVU Fox 5, <a href="#">EmployNV Hosting Job Fair at Sahara West Library</a> (Sept. 11)</li> <li>• KLAS 8 News Now, <a href="#">Blood Drive at Enterprise Library</a> (Sept. 1)</li> <li>• KLAS 8 News Now, <a href="#">Librarian Uses Music to Encourage Reading</a> (Aug. 30)</li> <li>• KTNV Ch. 13, <a href="#">Enterprise Library Brings ASMR to the Branch, A Social Media Post Offers a Calming Feel</a> (Aug. 28)</li> <li>• KTNV Ch. 13, <a href="#">Barbershop Books Partners with the Library District</a> (Aug. 22)</li> <li>• KTNV Ch. 13, <a href="#">West Charleston Library Hosts 'Friends of India', A Celebration of India's Independence from British Rule</a> (Aug. 20)</li> <li>• Information Today, Inc., <a href="#">Las Vegas-Clark County Library District Library of the Future Winner</a> (September 2024)</li> <li>• KLAS 8 News Now, <a href="#">Clark County School District Votes to Work with Library District – Mt. Charleston</a> (Aug. 7)</li> <li>• KTNV Ch. 13, <a href="#">Red Cross Hosts Blood Drive at Sahara West Library</a> (Aug. 5)</li> <li>• KTNV Ch. 13, <a href="#">Three Square Hot Meals at East Las Vegas Library</a> (Aug. 5)</li> <li>• KNPR, <a href="#">Best of the City – Sahara West Art Gallery</a> (July 31)</li> <li>• KLAS 8 News Now, <a href="#">‘Suit Up’ Program at the Library District</a> Teen Jobs (July 28)</li> <li>• KTNV Ch.13, <a href="#">Blood Shortage Emergency: Blood Drives at Local Libraries</a> (July 25)</li> <li>• KTNV Ch. 13, <a href="#">Performing &amp; Visual Arts Summer Camp at West Las Vegas Library Theater</a> (July 23)</li> <li>• Ch.13, <a href="#">Library District Hosts Hip-Hop Architecture Camp</a> (July 23)</li> </ul>
--	--	---



## Executive Director Accomplishments - Fiscal Year 2024 - 2025

		<ul style="list-style-type: none"> <li>• KLAS 8 News Now, <a href="#">Clark County Schools Looking for Crossing Guards</a> (Aug. 2)</li> <li>• KTNV Ch.13, <a href="#">Crossing Guard Hiring Event for Back to School</a> (July 30)</li> <li>• KNSV Ch. 3, <a href="#">Crossing Guard Hiring Event</a> (July 29)</li> <li>• KVVU Fox 5, <a href="#">200 Crossing Guards Sought for Las Vegas Valley Schools</a> (July 29)</li> <li>• KTNV Ch. 13, <a href="#">Vitalant Hosting Blood Drives Across Southern Nevada in July</a> (July 14)</li> <li>• Las Vegas Review-Journal, <a href="#">Founder of Renowned Las Vegas Art Fortress Dies</a> (July 13)</li> <li>• KLAS 8 News Now, <a href="#">American Red Cross Blood Drive Held at Centennial Hills Library</a> (7/12/24)</li> <li>• WhatsUp.Vegas (podcast), <a href="#">Meet Clonan The Librarian</a>, an interview with Sunrise Branch Manager <b>Scott Clonan</b> (7/11/24)</li> <li>• KTNV Ch. 13, <a href="#">Free Meals for Seniors and Their Families</a> (July 11)</li> <li>• KLAS 8 News Now, <a href="#">American Red Cross Blood Drive Held at Centennial Hills Library</a> (July 10)</li> <li>• Executive Director <b>Kelvin Watson</b> discussed the new West Las Vegas Library, Summer Challenge, community partnerships, and more in a Q&amp;A in the <a href="#">Las Vegas Sun/Vegas Inc.</a> (July 8).</li> <li>• KTNV Ch. 13, <a href="#">Library District Hosting Cooling Stations</a> (July 3)</li> <li>• KLAS Ch. 8, <a href="#">Excessive Heat Warning Prompts Opening of Cooling Stations, Available at Library District Locations</a> (July 2)</li> <li>• Las Vegas Sun, <a href="#">Cooling Stations Opening in Las Vegas Area as Excessive Heat Forecast</a> (July 2)</li> <li>• Mesquite Local News: <a href="#">Library Brings in National Research Team</a> (7/1/24)</li> </ul>
<b>Advertising</b>	The Library District's mission to serve all Clark County residents, and to educate them about	In FY 2024-2025, BAM placed Free To Be ads with the following media outlets:

### Executive Director Accomplishments - Fiscal Year 2024 - 2025

	<p>the broad range of programs and services that meet every interest and need, was the inspiration behind the Free To Be public education campaign. This is an exciting time of transformation and change for libraries and our Library District is leading the way. For children and young people who currently use our ever-evolving spaces and digital services, the word “library” already means something fundamentally different than it did just a generation ago.</p> <p>We continue to be fierce advocates for literacy and free access to information, but the digital revolution has allowed us to reimagine how we deliver these services. Beyond just books, our libraries have become centers for technology and hands-on learning; arts, culture, and live performances; job training and economic empowerment; as well as community gathering spaces for people of all ages, backgrounds, and abilities.</p> <p>To bring this new thinking on our libraries’ roles in the communities they serve, BAM uses the campaign to demonstrate to the public how, at the library, you are Free To Be Curious, Connected, Captivated, Fearless, Inspired, A Trailblazer, and Yourself. We combine this messaging with targeted media coverage to supplement our advertising budget.</p>	<ul style="list-style-type: none"> <li>• Asian Journal</li> <li>• Black Image</li> <li>• Chic Compass</li> <li>• Desert Companion</li> <li>• Direct Mail Campaigns &amp; Mobile Ads through OrangeBoy software</li> <li>• DMV TV</li> <li>• Facebook Advertising</li> <li>• KCEP Talk Show with Kimberley Bailey Tureaud</li> <li>• Las Vegas Raiders Souvenir Game Yearbook</li> <li>• Las Vegas Review-Journal</li> <li>• Las Vegas Weekly</li> <li>• Latin Chamber Publication</li> <li>• RJ en Español</li> <li>• Vegas Golden Knights Souvenir Game Yearbook</li> <li>• Urban Voice</li> <li>• Zip Code Magazine</li> </ul>
<b>Awards &amp; Recognition Programs</b>	<p>BAM prepares and submits nominations for library industry awards and community recognition programs to highlight the exceptional programs and services that our staff and libraries provide to residents.</p>	<p>Awards entered &amp; won:</p> <ul style="list-style-type: none"> <li>• BCALA James Partridge Outstanding Librarian – <b>Awarded to Whitney Library Branch Manager Billy Allen</b></li> </ul>

## Executive Director Accomplishments - Fiscal Year 2024 - 2025

	<p>The Library District and its staff have been recognized by local, government, and civic groups, as well as library industry groups for community impact and contributions.</p>	<ul style="list-style-type: none"> <li>• City of Las Vegas Compassionate City Award – <b>Awarded to Billy Allen</b></li> <li>• ALA Ken Haycock Award for Promoting Librarianship – <b>Awarded to Executive Director Kelvin Watson</b></li> <li>• Las Vegas Chamber Business of the Year – <b>Awarded to the Library District</b></li> <li>• ALA John Cotton Dana Public Relations Award (pending)</li> <li>• ALA Joseph W. Lippincott Award</li> <li>• GITEC Community Impact Award</li> <li>• Library Journal Librarian of the Year</li> <li>• Library Journal Movers &amp; Shakers</li> <li>• IMLS National Medal for Museum &amp; Library Services</li> <li>• ULC Innovations Award</li> <li>• T-Mobile Unconventional Award</li> <li>• Herb Biblo Award for Social Justice</li> <li>• Library Journal Marketer of the Year</li> <li>• BCALA Distinguished Service to the Library Professional Award</li> </ul>
<p><b>Heritage Month Celebrations</b></p> <p>Marketing support in collaboration with LO &amp; CE</p>	<p>BAM promotes annual heritage month celebrations and programming, including Hispanic Heritage Month, Native American Heritage Month, Black History Month, Women's History Month and Asian American/Native Hawaiian/Pacific Islander Heritage Month</p> <p>Activity includes:</p> <ul style="list-style-type: none"> <li>• Updated graphics</li> <li>• Blog posts</li> <li>• Social media posts, Promotional videos</li> <li>• Media outreach</li> </ul>	<p>Media coverage included:</p> <ul style="list-style-type: none"> <li>• Fox 5, <a href="#">Black Leaders at Valley Library Inspire Children</a> featured interviews with Whitney Branch Manager <b>Billy Allen</b> and Assistant Branch Manager <b>Desmond London</b> (2/18/25)</li> <li>• KSNV, Ch.3, <a href="#">Las Vegas Black Image Honors Held at Clark County Library</a> (2/18/25)</li> <li>• 8 News Now, <a href="#">Independent Author Collection at Whitney Library</a> (2/15/25)</li> <li>• BroadwayWorld.com, <a href="#">Feature: Broadway in the Hood Presents Chicken &amp; Biscuits</a> (2/13/25)</li> <li>• 8 News Now, <a href="#">Art Exhibit Honoring Black History Month</a> (2/13/25)</li> <li>• 8 News Now, <a href="#">Celebrate Black History Month at Whitney Library</a> (2/10/25)</li> <li>• KTNV, Ch.13, <a href="#">Library District Celebrates Black History Month</a> (2/10/25)</li> </ul>

## Executive Director Accomplishments - Fiscal Year 2024 - 2025

		<ul style="list-style-type: none"> <li>• KTNV, Ch.13, <a href="#">Las Vegas Libraries Celebrate Black History Month with Free Events</a> (1/31/25)</li> <li>• Women's History Month:</li> <li>• 8 News Now, <a href="#">Windmill Library Hosts Women Composers</a> (2/28/25)</li> <li>• CityCast Las Vegas, <a href="#">March is Women's History Month</a> (2/27/25)</li> <li>• Las Vegas Weekly, <a href="#">The Rita Deanin Abbey Art Museum's New Exhibit Further Cements The Legacy of Its Namesake</a> (3/6/25)</li> <li>• Hispanic Heritage Month:</li> <li>• LV Review Journal en Español, <a href="#">Hispanic Heritage Month at the Library District</a> with Senior Communications Specialist Ayelen Milan (Oct. 2)</li> <li>• The CW, <a href="#">Library District Honors Hispanic Heritage Month</a> with Adult Services Manager <b>Carlito Sanchez</b> (Sept. 27)</li> </ul>
<b>Latino Radio Network</b>  In collaboration with LO & CE staff	Library District staff members were invited to appear on "Hablando De" ("Chatting About"), a radio show that highlights the great work of associations, organizations, and events that empower the under-represented Latino and POC communities in Las Vegas, and airs on radio stations 98.1, 99.3 & 103.5.	Seven staff members recorded interviews with the host of "Hablando De" on topics including the Free To Be public education campaign, TeenTober, Hispanic Heritage events, among other topics.
<b>Branding &amp; Marketing Powerful Platforms</b>		
<b>Activity / Play</b>	<b>Description</b>	<b>Results / Outcomes / Objectives</b>
<b>Summer Challenge May 14 – July 31, 2024 Results</b>  Marketing support in collaboration with CE	Beyond our traditional promotional toolbox, we began a new strategy in 2024, working with library marketing firm OrangeBoy, to promote Summer Challenge to non-cardholders. Through OrangeBoy's use of U.S. Census data, we are able to target low-income HH with children. We also use OB as our platform to distribute Library Highlights, Branch Highlights, and single-topic	<b>Tactics &amp; Results</b> <ul style="list-style-type: none"> <li>• Adult email blast: 44.86% open rate</li> <li>• Kids/Teens email blast: 43.21% open rate</li> <li>• Direct Mail QR Code &amp; Geotargeted Mobile ads: 4,456 link clicks</li> <li>• Geotargeted mobile ads: 500K impressions</li> </ul>

## Executive Director Accomplishments - Fiscal Year 2024 - 2025

	<p>eBlasts to our 300,000+ cardholders that we have email addresses for. And because OrangeBoy is integrated into our catalog, they are able to track activity spikes among customers.</p> <p>Our goals were to:</p> <ul style="list-style-type: none"> <li>• Introduce non-cardholders to the library, especially low-income and Spanish-speaking households</li> <li>• Re-engage lapsed cardholders</li> <li>• Reach audiences more efficiently through direct mail</li> <li>• Increase Summer Challenge registrations</li> </ul> <p>We supplemented our traditional PR, social media, paid ads &amp; posts with:</p> <ul style="list-style-type: none"> <li>• Premium incentive prizes for early registration &amp; program milestones</li> <li>• Direct mail of the kids' brochure &amp; 2 follow-up postcards with trackable QR codes to 40,000 non-cardholders in low-income English &amp; Spanish HHs</li> <li>• Separate emails targeting adults and kids/teen cardholders</li> <li>• Geotargeted mobile ads with trackable QR codes</li> </ul> <p>The programming and marketing strategies implemented in 2024 resulted in record-breaking Summer Challenge program engagement, and spikes in library card sign-ups and cardholder activity, and served as a model for Summer Challenge 2025 and Winter Reading Challenge 2025.</p>	<ul style="list-style-type: none"> <li>• Paid Social Media Posts: \$21K spend, 424K engagements, 52K link clicks</li> <li>• Earned media: 16 news stories, up 100% over 2023</li> </ul> <p><b>Impacts</b></p> <ul style="list-style-type: none"> <li>• 15,415 Summer Challenge registrations, up 57% over 2023</li> <li>• 130,582 Completed Activities, up 31% over 2023</li> <li>• 5.3M Minutes Read, up 26% over 2023</li> <li>• 5,575 or 14% of direct-mail recipients signed up for a library card</li> <li>• 50,801 or 17% of email blast recipients who were lapsed cardholders checked out an item</li> <li>• 31,517 recorded activities among customers who opened the email</li> <li>• Brochure print savings, reduced by 170K pieces</li> </ul> <p><b>Media Coverage included:</b></p> <ul style="list-style-type: none"> <li>• <a href="#">Fox 5</a> interviewed Digital Content Specialist <b>Ryan Simoneau</b> about Summer Challenge (July 22)</li> <li>• <a href="#">KNPR State of Nevada</a> hosted a panel including Sunrise Branch Manager <b>Scott Clonan</b>, Summer reading in Las Vegas: Libraries, new local titles, and that New York Times list (July 17)</li> <li>• KTNV Ch 13, <a href="#">Kyle Kembo Par of the Library District's Summer Challenge, Kembo Will Be Giving Guitar Lessons</a> (July 16)</li> <li>• <a href="#">WhatsUp.Vegas</a> interviewed Sunrise Branch Manager <b>Scott Clonan</b> (July 11)</li> <li>• The CW Las Vegas, <a href="#">Local library district's challenge keeps kids reading during summer break, Read a book, win a prize!</a> (July 10)</li> <li>• <a href="#">KSNV Ch. 3</a> interviewed Digital Content Specialist <b>Ryan Simoneau</b> about Summer Challenge and upcoming library events (July 10)</li> </ul>
--	--	--

## Executive Director Accomplishments - Fiscal Year 2024 - 2025

<p><b>Summer Challenge May 15 – July 31, 2025 Planning &amp; Launch</b></p> <p>Marketing support in collaboration with CE</p>	<p>Beginning in January 2025, BAM began planning, partnership outreach, and designs for the 2025 travel-themed Summer Challenge program, with the tagline “Discover The World!” The event launched in late April to promote high-profile, early-signup incentive prizes: 50 NBA Summer League Family 4-Packs, and 2 pairs of tickets to the Broadway sensation Hamilton at The Smith Center; both split between the adults and kids/teens programs</p> <p>BAM activities included:</p> <ul style="list-style-type: none"> <li>• Created travel theme and all new graphics for web and social media.</li> <li>• Developed all marketing materials including the program brochures, Super Reader Bookmark, flyers, posters, interior and exterior branch signage, and NBA Summer League early sign-up promotional materials, including a life-sized 7’5” player cutout sign of Golden State Warriors Steph Curry.</li> <li>• Developed advertising, social media, eNewsletter, promotional videos and PR campaigns.</li> <li>• Developed partner toolkit to provide them with materials to help promote the program.</li> <li>• BAM refreshed the annual Summer Challenge landing page to reflect Travel theme, new prize structure, available Online Resources and relevant events &amp; staff lists</li> </ul>	<ul style="list-style-type: none"> <li>• Customers have visited the 2025 SC page over 12,000 times since it was launched on April 28</li> <li>• Created a dedicated promo video.</li> <li>• Filmed additional videos with Shana Harrington and Carlito Sanchez.</li> </ul> <p>Media coverage included:</p> <ul style="list-style-type: none"> <li>• KSNV Ch. 3, <a href="#">Las Vegas libraries launch free summer reading challenge for all ages</a> (5/20)</li> <li>• Sunny 106.5, <a href="#">LV Library District Launches 'Discover the World' Summer Program</a> (5/16)</li> <li>• KSNV Ch 3, <a href="#">Library District Issues Its Summer Challenge</a> (5/12)</li> <li>• KLAS 8 News Now, <a href="#">Smith Center Brings 'Hamilton' to the Library District</a> (5/1)</li> <li>• KLAS 8 News Now, <a href="#">Whitney Library to Welcome Hamilton!</a> (5/1)</li> </ul>
<p><b>Slime Week at the Library</b></p> <p>Marketing support in collaboration with LO</p>	<p>BAM collaborated with Library Operations to pilot a new promotion called Slime Week, which bridges the gap between Summer Challenge and the start of the school year. Slime Week</p>	<p>Five branches participated in the pilot promotion, with overwhelmingly positive feedback from customers and staff. Executive Director <b>Kelvin Watson</b> and Director of Library</p>

## Executive Director Accomplishments - Fiscal Year 2024 - 2025

	<p>was inspired by Whitney Library's tradition of sliming Branch Manager Billy Allen at the end of Summer Challenge. It helps bring kids back into the library to pick up free backpacks and school supplies – and the awesome fun of sliming some librarians – establishing libraries as the valley's Back-To-School headquarters.</p> <p>The event was a huge success and planning is underway for graphics for the new two-week timeframe, which will be known as "Back-To-School Slime Time!" from July 26 through August 9, 2025.</p>	<p>Operations <b>Leo Segura</b> were special guest "slimees" at the Slime Week Finale.</p> <p>BAM activities included:</p> <ul style="list-style-type: none"> <li>• Creation of posters, flyers, social media graphics</li> <li>• Social media posts, promotion in Library Highlights</li> <li>• Providing school supplies to supplement items provided by Youth Services</li> <li>• Pitching participating Slime Week events and free school supply giveaways</li> <li>• Sending a media alert to news stations to cover the Slime Week Finale at Whitney Library</li> <li>• Filming the Slime Week finale for a media b-roll package</li> </ul> <p>Media coverage included:</p> <ul style="list-style-type: none"> <li>• Ch. 13: <a href="#">Whitney Library Helps Students Start First Week of School</a> (Aug. 13)</li> <li>• KLAS 8 News Now: <a href="#">Librarians Slimed at Whitney Library</a> (Aug. 13)</li> <li>• Ch. 3: <a href="#">Slime Week Continues at Local Libraries</a> – Centennial Hills Library (Aug. 10)</li> <li>• Ch. 13: <a href="#">Library District Helps Students Heading Back to School</a> (Aug. 12)</li> <li>• Ch. 3: <a href="#">Slime Week at Your Local Library</a> – Whitney Library (Aug. 12)</li> <li>• Morning Blend: <a href="#">Slime Week at the Library</a> (Aug. 1)</li> <li>• Fox 5: <a href="#">Get a Chance to Slime Your Favorite Librarian</a> (July 31)</li> <li>• KLAS 8 News Now: <a href="#">Back to School Library District Event</a> (July 29)</li> <li>• Sunny 106.5: <a href="#">Students Get the Chance to Slime a Librarian During 'Slime Week'</a> (July 26)</li> <li>• Ch. 13: <a href="#">'Slime Your Librarian' Event to Give Out Free Backpacks, School Supplies</a> (July 24)</li> </ul>
--	--	--

## Executive Director Accomplishments - Fiscal Year 2024 - 2025

<p><b>Library Lovers' Month promotion</b></p>	<p>BAM promoted the annual Library Lovers' Month celebration &amp; promotional giveaway in February with the following activities:</p> <ul style="list-style-type: none"> <li>• Created graphics for the website and social media platforms, plus flyers, posters, and signage for all branches</li> <li>• <a href="#">Updated the website landing page</a> with details about this year's program &amp; giveaway. As of February 28, <b>entries totaled 2,238 cardholders</b>.</li> <li>• Inclusion in Highlights newsletters</li> <li>• Designed and placed print advertisements</li> <li>• Executed a social media campaign</li> <li>• Wrote and pitched news releases in <a href="#">English</a> and Spanish</li> <li>• Created an updated <a href="#">promotional video</a></li> </ul>	<p>Media coverage included:</p> <ul style="list-style-type: none"> <li>• Fox 5 interviewed Digital Media Specialist <b>Ryan Simoneau</b> for a <a href="#">Library Lovers' Month story</a> (2/20/2025)</li> <li>• City Cast Las Vegas, <a href="#">February is Library Lovers' Month</a> (2/18/25)</li> </ul>
<p><b>Maker March</b></p> <p>Marketing support in collaboration with CE &amp; LO</p>	<p>BAM promoted the Library District's annual Maker March programming with the following activities:</p> <ul style="list-style-type: none"> <li>• Created graphics for the website and social media platforms, plus flyers, posters, and signage for all branches</li> <li>• <a href="#">Updated the website landing page</a> with details about this year's programming</li> <li>• Inclusion in Highlights newsletters</li> <li>• Designed and placed print advertisements</li> <li>• Scheduled social media posts to run throughout March, including videos promoting branch-specific programming</li> </ul>	
<p><b>STEAM Month</b></p> <p>Marketing support in collaboration with CE &amp; LO</p>	<p>BAM promoted the Library District's annual STEAM programming with the following activities:</p>	<p>Media coverage included:</p> <ul style="list-style-type: none"> <li>• Fox5, <a href="#">Energy Exploration Extravaganza! At Windmill Library</a> (4/23/25)</li> </ul>



## Executive Director Accomplishments - Fiscal Year 2024 - 2025

	<ul style="list-style-type: none"> <li>Created graphics for the website and social media platforms, plus flyers, posters, and signage for all branches.</li> <li><a href="#">Updated the website landing page</a> with details about this year's programming.</li> <li>Inclusion in Highlights newsletters</li> <li>Designed and placed print advertisements.</li> <li>Scheduled social media posts to run throughout April, including videos promoting branch-specific programming.</li> </ul>	<ul style="list-style-type: none"> <li>KLAS 8 News Now, <a href="#">STEAM Month at the Library District</a> featuring Outreach Services Manager <b>Emilee Wirshing</b> live in studio (4/21/25)</li> <li>KLAS 8 News Now, <a href="#">Go 'Full STEAM Ahead' At The Library In April</a> online article (4/21/25)</li> <li>KLAS 8 News Now, <a href="#">April is STEAM Month at the Library</a> (4/13/25)</li> </ul>
<b>Library Card Sign-Up Month Promotion</b>	<p>BAM created new promotional assets for the website, social media, flyers, and in-branch signage to promote the annual Library Card Sign-Up Month event. As always, we are using the coveted Vegas Golden Knights prizes to capture the attention of residents who may not think the library is for them. This year, the prizes will include VGK tickets, a new co-branded VGK/Library District T-shirt, plus Las Vegas Raiders tickets, and a Library District branded baseball cap.</p> <p>Library Card Sign-Up Month was promoted through:</p> <ul style="list-style-type: none"> <li>TheLibraryDistrict.org homepage and audience browse pages</li> <li>Library Highlights eNewsletter</li> <li>A dedicated eBlast</li> <li>Facebook advertising</li> <li>Select print advertising placements</li> <li>Weekly social media posts</li> <li>Media outreach</li> <li>OrangeBoy postcard mailing</li> <li>Media outreach, including news releases in Spanish and English</li> </ul>	<p>BAM set a new promotional giveaway record by promoting this year's awesome prizes heavily on web, social, and in our branches. Up for grabs were Vegas Golden Knights tickets, a new co-branded VGK/Library District T-shirt, plus Las Vegas Raiders tickets, and a Library District-branded baseball cap – all of which successfully captured the public's attention. Between August 26, when the entry form opened, until the promotion's close on September 31, we saw 6,679 entries ... up +29% from last year.</p> <p>Media coverage included:</p> <ul style="list-style-type: none"> <li>KVVU Fox 5 live shot with Senior Digital Content Specialist <b>Ryan Simoneau</b>: <a href="#">Library Card Sign-Up Month</a> (Sept. 12)</li> <li>Channel 13 live shot with Senior Digital Content Specialist <b>Jonathan Bradley</b>: <a href="#">Library Card Sign-Up Month</a> (Sept. 4)</li> <li>KVVU Fox 5 interviewed <b>Kelvin Watson</b> in-studio: <a href="#">Library Card Sign-Up Month</a> (Sept. 3)</li> </ul>

## Executive Director Accomplishments - Fiscal Year 2024 - 2025

	<ul style="list-style-type: none"> <li>BAM refreshed its giveaway page with new graphics highlighting the cool prizes customers could win for Library Card Sign-Up Month.</li> </ul>	
<b>TeenTober</b>  Marketing support in collaboration with CE & LO	<p>BAM created promotional assets that incorporated this year's theme celebrating Legends of the Deep and Greek Mythology, as selected by the TeenTober Planning Committee. New promotional graphics were designed for the website, social media, flyers, and in-branch signage. BAM also created a motion graphic for more engaging promotion on social media and YouTube, and a unique, Kraken-themed T-shirt for staff to wear throughout the month.</p> <p>BAM worked with Youth Services Specialist <b>Desi Velazquez</b> and Electronic Resources Manager <b>Suzanne Fayle</b> to create a new webpage to highlight this year's events and programs, plus seasonal online resources, and bone-chilling staff picks from our collection submitted by the Website Content Committee.</p>	<ul style="list-style-type: none"> <li>The landing page featured branch display photos for public voting for the first-time. Over 1K total votes were submitted.</li> <li>BAM transitioned the yearly blog into a dedicated landing page, which allowed us to utilize interactive features available through BiblioCommons.</li> <li>The page logged 8,337 visits in October.</li> </ul>
<b>Winter Reading Challenge</b>  Marketing support in collaboration with CE & LO	<p>BAM activities included:</p> <ul style="list-style-type: none"> <li>Created a new logo based on the Nevada travel theme.</li> <li>Engaged with the Nevada Division of Tourism, which enthusiastically partnered with the Library District and provided images for the Winter Reading Challenge campaign.</li> <li>Created new promotional assets for the website, and social media platforms.</li> <li>Updated the website landing page with full details about this year's program.</li> <li>Wrote promotional posts in Library Highlights eNewsletter.</li> </ul>	<ul style="list-style-type: none"> <li>BAM refreshed the landing page to include updated graphics to support the new travel theme, reading recommendations from staff, and a dedicated spot to highlight online resources.</li> <li>The page was viewed 22,664 times in January during the program's duration.</li> <li>BAM worked with Windmill Library Branch Manager Theron Nissen to film a promotional video.</li> </ul> <p>Media coverage included:</p> <ul style="list-style-type: none"> <li>Fox 5, <a href="#">Winter Reading Challenge at the Library District</a>, featuring an in-studio interview with Whitney Library Branch Manager <b>Billy Allen</b> (1/13/25)</li> </ul>

## Executive Director Accomplishments - Fiscal Year 2024 - 2025

	<ul style="list-style-type: none"> <li>Designed and placed print advertisements</li> <li>Scheduled social media posts to run throughout January.</li> <li>Wrote and pitched news releases in English and Spanish.</li> </ul>	<ul style="list-style-type: none"> <li>KSNV, Ch.3, <a href="#">Winter Reading Challenge is Back</a>, featuring an in-studio interview with Digital Content Specialist <b>Ryan Simoneau</b> in studio (1/3/25)</li> <li>CW, <a href="#">The Winter Reading Challenge Returns</a>, featuring an in-studio interview with Adult Services Manager <b>Carlito Sanchez</b> (1/2/25)</li> <li>Telemundo, <a href="#">The Winter Reading Challenge at the Library District</a> (1/2/25)</li> <li>KLAS 8 News Now, <a href="#">Library District Brings Back Winter Reading Challenge</a> (12/24/24)</li> <li>KSNV, Ch.3, <a href="#">Las Vegas Libraries Hosting Winter Reading Challenge with New Raiders Partnership</a> (12/23/24)</li> </ul>
<p><b>The Library Is Your Home for the Holidays</b></p> <p>Marketing support in collaboration with CBA, LO &amp; CE</p>	<p>BAM showcased our collection and branch programming surrounding holidays in December with the following activities:</p> <ul style="list-style-type: none"> <li>A new, <a href="#">dedicated landing page</a> highlighted holiday-specific events, online resources, and staff recommendations</li> <li>Priority website placement on the homepage and audience browse pages</li> <li>Dedicated social media posts</li> <li>Inclusion in Library Highlights eNewsletters</li> <li>Advertising placements</li> </ul>	<p>Media coverage includes:</p> <ul style="list-style-type: none"> <li>KSNV, Ch.3, <a href="#">First Day of Kwanzaa at West Las Vegas Library</a> (12/26/24)</li> <li>Fox 5, <a href="#">Celebrate Kwanzaa at West Las Vegas Library</a> (12/26/24)</li> <li>Las Vegas Weekly, <a href="#">Kwanzaa Celebrations Throughout Las Vegas</a> (12/19/24)</li> <li>CityCast, <a href="#">How to Celebrate Kwanzaa in Las Vegas</a> (12/18/24)</li> <li>KTNV Ch.13, <a href="#">Local Libraries Closed for the Holidays</a> (12/18/24)</li> <li>KLAS 8 News Now, <a href="#">A Christmas Carol at Summerlin Library</a> (12/16/24)</li> <li>Las Vegas Weekly, <a href="#">Opera Las Vegas' 'Holiday on Broadway' at Windmill Library</a> (12/12/24)</li> <li>WhatsUp, Vegas, <a href="#">Celebrate the Holidays at the Library District</a> (12/11/24)</li> </ul>
<p><b>Library District License Plate</b></p> <p>Marketing Campaign in collaboration with LO</p>	<p>In 2022, the Nevada DMV approved the Library District's bid for a license plate. BAM created a design based on our popular "I Love My Library" T-shirt and library card. After months of testing by the Nevada Highway Patrol (and some software challenges on the DMV side), the I Love My Library license plates were finally</p>	<p>Through April 30, 211 plates have been purchased</p> <p>Media coverage includes:</p> <ul style="list-style-type: none"> <li>Las Vegas Weekly, <a href="#">Library License Plates</a> (11/7/24)</li> <li>Urban Libraries Council, <a href="#">Drive with Pride to Support the Library</a> (11/6/24)</li> </ul>

## Executive Director Accomplishments - Fiscal Year 2024 - 2025

	<p>available to the public in October 2024, on the DMV website and in all Nevada DMV offices statewide.</p> <p>Proceeds from the sales will support Summer Challenge and Winter Reading Challenge. BAM's promotional efforts include:</p> <ul style="list-style-type: none"> <li>• Graphics</li> <li>• Branch Signage</li> <li>• Public relations</li> <li>• Social media campaign</li> <li>• Website landing page</li> <li>• Paid advertising</li> <li>• Branch signage</li> </ul> <p>BAM also worked with Windmill Library Branch Manager Theron Nissen to create fun promotional videos based on the 1980s action crime drama Knight Rider, starring David Hasselhoff and his car, KITT.</p>	<ul style="list-style-type: none"> <li>• 8 News Now, <a href="#">I Love My Library License Plate Available Now</a> (11/5/24)</li> <li>• KTNV, Ch.13, <a href="#">I Love My Library License Plate</a> (11/1/24)</li> <li>• KTNV, Ch.13, <a href="#">Drive in Style with Nevada's New "I Love My Library" License Plate</a> (11/1/24)</li> </ul>
<p><b>Library District 60<sup>th</sup> Anniversary</b></p> <p>Collaborated with the Library Operations Customer Appreciation Week Committee to develop the theme, promotional materials, and prizes.</p>	<p>The Library District launched the celebration of our 60th anniversary of service to the community in April 2025. The recognition was planned to coincide with Nevada Library Week, April 6-13, to commemorate the Clark County Commission's approval in 1965 of the combined library districts of Las Vegas and Clark County. The decision united existing, as well as new libraries, across all of Clark County, and created a funding stream from taxpayers.</p> <p>BAM worked with the Customer Appreciation Committee to develop fun promotional materials, prize giveaways, and messaging that reinforces our significant role in the community. BAM created new graphics and a dedicated landing page, featuring quotes from customers</p>	<p>Media coverage included:</p> <ul style="list-style-type: none"> <li>• A months-in-the-making cover story in Las Weekly (<a href="#">Beyond Books: The Library District Marks 60 years Creating Community Foundations</a>). The story included five pages of editorial and photos, including two additional sidebar articles, spotlighting the Library District's Art Galleries and the Digital Memories Preservation Labs.</li> <li>• CityCast Las Vegas, <a href="#">We Love Our Local Library System!</a> (4/8/25)</li> <li>• KTNV, Ch.13, <a href="#">Library District Celebrates 60 Years</a> (4/7/25)</li> <li>• KLAS 8 News Now, <a href="#">Library District Celebrates 60 Years</a> (4/6/25)</li> </ul> <p>Through OrangeBoy marketing software, BAM also conducted a <b>60<sup>th</sup> Anniversary direct mail campaign to non-cardholder households</b>, with a postcard promoting celebrations at the branches April 6-12. From this direct mail campaign of postcards,</p>

## Executive Director Accomplishments - Fiscal Year 2024 - 2025

	<p>explaining what they love about the library. The page will be updated throughout the year with relevant content.</p> <p>Additional activities:</p> <ul style="list-style-type: none"> <li>• Created graphics for the website and social media platforms.</li> <li>• Updated the <a href="#">website landing page</a> with details about this year's programs and resources.</li> <li>• Wrote promotional posts in Library Highlights eNewsletter.</li> <li>• Designed and placed print advertisements.</li> <li>• Scheduled social media posts.</li> <li>• Created a promotional video.</li> <li>• Developed and pitched a <a href="#">news release</a>.</li> <li>• Created a promo video narrated by Executive Director <b>Kelvin Watson</b> and <b>Jeff Serpico's son</b>.</li> <li>• Developing a longform video chronicling the 60th Anniversary Celebrations at branches and the District's impact in the community.</li> </ul>	<p>supported by geofenced mobile ads, we have seen <b>14,649 new library card sign-ups from the targeted household addresses, and 33,282 returned Lapsed users.</b></p> <ul style="list-style-type: none"> <li>• Most reengaged Lapsed users were primarily digital users of the Library District, but we did see over 3,000 youth under the age of 13 begin using their cards again from this campaign. We also saw the reengagement of 1,900 Parents and 1,522 Teens.</li> <li>• The "Lapsed" terminology refers to several months to years of no utilization of their existing library cards, followed by activity once the campaign was launched.</li> <li>• We completed a measurement of Q1 quarterly statistics from this year (January through March), and <b>the Library District now has active cardholders in 19% of all households in Las Vegas and Clark County!</b> By active, this means that at least one person in each of those households has used their library card recently.</li> <li>• The <b>Library District's reach increased by 3,387 additional households in Q1 compared to Q4 of 2024.</b></li> </ul>
<p><b>My First Library</b></p> <p>Marketing support in collaboration with CE &amp; Sunrise Children's Hospital</p>	<p>Launched in January 2024, BAM designed the giftbox for this special gift to new mothers in the Sunrise Maternity Ward. We continued promotion of this CE program in partnership with Sunrise Children's Hospital.</p> <p>BAM created media assets for public relations outreach, including:</p> <ul style="list-style-type: none"> <li>• Taped interviews with staff from Sunrise Children's Hospital, including new mom and Nursing Manager in the Pediatric Cardiac ICU; and the Director of Maternal &amp; Newborn Services</li> </ul>	<p>Media coverage included:</p> <ul style="list-style-type: none"> <li>• KSNV, Ch.3: <a href="#">My First Library Program</a> (10/30/24)</li> <li>• KTNV, Ch.13: <a href="#">Sunrise Children's Hospital, Library District Launching Baby Literacy Program</a> (10/22/24)</li> </ul>

## Executive Director Accomplishments - Fiscal Year 2024 - 2025

	<ul style="list-style-type: none"> <li>• Photos of the My First Library kit and its contents</li> <li>• A news release</li> </ul>	
<b>Communico Broadcast Branch Intergration</b>  In collaboration with IT, LO & CE	In FY 2024-25, this upgrade to monitors in every branch allows BAM to begin integrating promotional video content into each of our libraries using Communico Broadcast Shows.	In January 2025, BAM worked with IT to connect the new branch monitors to the Communico Broadcast software, which displays a looped “Show” of promotional images that promote Library District priority initiatives and branch programs.
<b>Website Audit</b>  In collaboration with all Library District departments	BAM has begun a comprehensive audit of TheLibraryDistrict.org, toward the goal of improving the user experience for customers. Using Google Analytics as our guide, BAM will be making data-driven decisions to streamline some pages, and move, combine, or delete others based on the actual traffic they are receiving. The audit will take place over several months and will include: <ul style="list-style-type: none"> <li>• Refreshing the homepage to bring more information above the fold and incorporate Free to Be branding</li> <li>• Meeting with key stakeholders in each Library District department to determine priorities for their respective pages, and refresh if necessary</li> <li>• Transitioning all BiblioCommons v1 pages to newer v2 pages</li> <li>• Utilizing a wider range of the features available through BiblioCommons</li> <li>• Consolidating the Navigation Menu so customers can more easily access touchpoints</li> </ul>	Audit will include: <ul style="list-style-type: none"> <li>• A page-by-page review of all links in our navigation menu and subsequent restructuring and consolidation.</li> <li>• Redesign of the homepage to bring more information “above the fold.”</li> <li>• Refresh webpages that were built under the first version of BiblioCommons</li> <li>• Revamp all browse and audience pages to incorporate more BiblioCommons features</li> </ul>
<b>Library District Mobile App Launch and promotion</b>	BAM executed a “soft launch” before the planned public promotion began in November to gather staff feedback, which was crucial to	<ul style="list-style-type: none"> <li>• 9K visits to the since it launched in October 2024</li> <li>• A promo video featuring Library District staff members that spotlight the app features.</li> </ul>

## Executive Director Accomplishments - Fiscal Year 2024 - 2025

<p>Marketing support &amp; staff training in collaboration with IT</p>	<p>working out any remaining bugs. As a “thank you” to them for providing their insights, BAM gave each staff member who downloaded the app during the soft launch a Free To Be tote bag.</p> <p>For the public launch, BAM’s activities included:</p> <ul style="list-style-type: none"> <li>• Website landing page</li> <li>• Promotional graphics for web + social media</li> <li>• Social media campaign</li> <li>• Promotional video</li> <li>• Tutorial videos</li> <li>• In-branch signage</li> <li>• News release</li> </ul>	<p>Media coverage included:</p> <ul style="list-style-type: none"> <li>• CityCast, <a href="#">New Library District Mobile App</a> (12/11/24)</li> </ul>
<p><b>OverDrive “Check Out Your Library” Promotional Event</b></p> <p>Marketing support for promotion with OverDrive in collaboration with LO</p>	<p>OverDrive’s “Check Out Your Library Fiction and Film Tour” stopped in Las Vegas in July, with activations planned in conjunction with the Library District on July 17-18 and 20.</p> <p>The OverDrive RV visited Sunrise Library on July 17, and AREA15 on July 20. Due to the extreme heat, the RV did not make its scheduled appearance at Rainbow Library on July 18, and activities were moved inside the branch. The July 20 activation at AREA15 included a live audiobook narration and Q&amp;A with author Julia Whelan, two storytimes, and library card signups and giveaways with the Community Engagement Outreach Team.</p> <ul style="list-style-type: none"> <li>• Collaborated with OverDrive on artwork design for ads and social media graphics</li> <li>• Collaborated on a <a href="#">news release</a>, which OverDrive pitched to local media</li> <li>• Sent a dedicated eBlast to cardholders, which garnered a 41% open rate</li> </ul>	<p>Media coverage included:</p> <ul style="list-style-type: none"> <li>• KLAS 8 News Now, <a href="#">Library Vehicle Tour A Partnership with Overdrive and the Las Vegas-Clark County Library District</a> (7/21/24)</li> <li>• CityCast Las Vegas, <a href="#">The Word Is Out, Libraries Are Awesome in Las Vegas</a> (July 19)</li> <li>• KLAS 8 News Now, <a href="#">Check Out Your Library Tour</a> (July 17)</li> <li>• KLAS 8 News Now, <a href="#">Library Vehicle Tour Comes to Las Vegas</a> (July 11)</li> </ul>



## Executive Director Accomplishments - Fiscal Year 2024 - 2025

	<ul style="list-style-type: none"> <li>Created graphics and promoted them with priority website placement</li> </ul>	
<b>Branding &amp; Marketing</b> <b>Powerful Partnerships</b>		
Activity / Play	Description	Results / Outcomes / Objectives
<b>The New West Las Vegas Library - Grand Opening Launch Planning</b>  Marketing and planning support in collaboration with GS, CE, LO, Finance & IT	<p>BAM has begun planning meetings for the grand opening of the new West Las Vegas Library with representatives from all departments.</p> <p>As part of our ongoing partnership with the Historic West Side community, construction of the West Las Vegas Library continues to move forward. BAM is collaborating with all Library District departments as part of the Grand Opening Committee, and has begun planning activities for the building's launch, which is anticipated for Q1 2026.</p> <p>Clearinghouse CDFI, a New Markets Tax Credit lender, selected the new West Las Vegas Library as one of its most impactful projects, to be featured in a video for its 2025 Annual Meeting. BAM coordinated interviews with Executive Director Kelvin Watson, CFO Floresto Cabais, and West Las Vegas Branch Manager Lenika Coleman. Clearinghouse CDFI will provide the final video, which will be shared with the Board of Trustees at an upcoming meeting.</p>	<p>BAM team filmed a topping off event on Nov. 13 and captured b-roll and soundbites, which were sent to the news media.</p> <p>Media coverage included:</p> <ul style="list-style-type: none"> <li>Las Vegas Weekly, <a href="#">Community Comeback: Leaders of the Historic Westside Reflect on its Past and Dream of its Future</a> (5/1)</li> <li>KTNV Ch.13, <a href="#">New West Las Vegas Library Under Construction</a> (11/28/24)</li> <li>KLAS 8 News Now, <a href="#">Construction Underway at West Las Vegas Library</a> (11/16/24)</li> <li>Fox 5, <a href="#">New West Las Vegas Library Topping-off</a> (11/14/24)</li> </ul>
<b>Branch Signature Events &amp; Priority Programs</b>  Marketing support in collaboration with CE & LO	<p>In support of branch Signature Events and selected priority events, BAM provides the following support:</p> <ul style="list-style-type: none"> <li>Promotion in Library Highlights and corresponding Branch Highlights.</li> <li>Updated graphics, flyers, and posters</li> </ul>	<p>Media coverage included:</p> <ul style="list-style-type: none"> <li>"Pepperland – Sgt. Pepper at 50" at Summerlin Library: <ul style="list-style-type: none"> <li>KLAS, Pepperland Comes to Summerlin Library, (5/12) <a href="https://legacy.lvcld.org/media/coverage.cfm?cov=2087">https://legacy.lvcld.org/media/coverage.cfm?cov=2087</a></li> <li>Broadway World, <a href="#">The Library District Will Feature Mark Morris Dance Group in Pepperland</a>, (5/3)</li> </ul> </li> </ul>



## Executive Director Accomplishments - Fiscal Year 2024 - 2025

	<ul style="list-style-type: none"> <li>• Updated promotional video</li> <li>• Social media posts leading up to the event</li> <li>• Media pitches</li> <li>• Capture of b-roll footage for news media</li> </ul>	<ul style="list-style-type: none"> <li>▪ The List, <a href="#">The Beatles' Sgt. Pepper Gets Spiced in Pepperland May 13 at Summerlin Library</a> (5/7)</li> <li>• Chalk It Up! Festival at Summerlin Library:             <ul style="list-style-type: none"> <li>▪ KLAS 8 News Now, <a href="#">Chalk It Up! Festival at the Summerlin Library</a> (4/4/25)</li> </ul> </li> <li>• Windmill Library Mystic Fair:             <ul style="list-style-type: none"> <li>▪ KLAS 8 News Now, <a href="#">Mystic Fair at the Windmill Library</a> (3/30/25)</li> </ul> </li> <li>• Summerlin Library Outdoor Fall Festival:             <ul style="list-style-type: none"> <li>▪ KTNV Ch.13, <a href="#">Summerlin Library Offers Family Fun During Outdoor Fall Festival</a> (Oct. 5)</li> <li>▪ KLAS 8 News Now, <a href="#">Summerlin Library Host Fall Festival</a> (Oct. 5)</li> <li>▪ KSNV Ch.3, <a href="#">Summerlin Library's Outdoor Fall Festival Delights with Activities and Music</a> (Oct. 5)</li> <li>▪ KLAS 8 News Now, <a href="#">Summerlin Fall Festival This Saturday</a> (Oct.4)</li> </ul> </li> <li>• Vegas Valley Comic Book Festival (CC)             <ul style="list-style-type: none"> <li>▪ KSNV, Ch. 3, <a href="#">Vegas Valley Comic Book Festival Draws Fans to Clark County Library</a> (Nov. 3)</li> <li>▪ 8 News Now, <a href="#">Vegas Valley Comic Book Festival</a> (Nov. 2)</li> <li>▪ KTNV, Ch.13, <a href="#">Vegas Valley Comic Book Festival</a> (Oct. 31)</li> <li>▪ The List, <a href="#">Vegas Valley Comic Book Festival Coming Soon</a> (Oct. 23)</li> </ul> </li> </ul>
<b>Library Highlights Twice-Monthly eNewsletters Distribution Strategy</b>	<p>Based on best practices and anecdotal evidence provided by other OrangeBoy library clients, we updated our strategy and committed to a consistent mid-week distribution to reach more customers.</p> <p>This allows the Library District to reach more active cardholders and to re-engage with lapsed cardholders in a friendly and informative format.</p>	<p>We continue to see extraordinarily strong open rates for our twice-monthly Highlights eNewsletters.</p> <p>Stats from 7/1/2024 - 4/1/2025:</p> <ul style="list-style-type: none"> <li>• 40% open rate</li> <li>• 224,342 clicks to OverDrive</li> <li>• 69,904 Checked Out Items</li> <li>• 41,480 clicks to Hoopla</li> <li>• 29,856 Occasional Users Reengaged (users who have not used the library in 3-12 months)</li> </ul>

### Executive Director Accomplishments - Fiscal Year 2024 - 2025

		<ul style="list-style-type: none"> <li>15,954 Inactive Users Reengaged (users who have not used the library in more than 12 months)</li> <li>3,264 Bright Future Users Reengaged (Teen users)</li> </ul>
<b>Branch Highlights</b> <b>Monthly eNewsletters</b> (Launched in March 2024)  In collaboration with LO	OrangeBoy's software also enables us to create custom, individual newsletters for each branch, which: <ul style="list-style-type: none"> <li>Target cardholders in each branch's geographic area.</li> <li>Showcase branch-specific events and:</li> <li>Create a sense of community cohesion and camaraderie.</li> </ul>	The branch newsletters are consistently seeing extraordinary unique open rates. From 3/1/24-5/1/25: <ul style="list-style-type: none"> <li>Unique Open Rate: 37.4%</li> <li>Unique Click Rate: 2.5%</li> <li>34,153 clicks to OverDrive</li> <li>23,365 Checked Out Items</li> <li>9,074 clicks to Hoopla</li> <li>5,415 Occasional Users Reengaged</li> <li>1,692 Inactive Users Reengaged</li> <li>798 Bright Future Users Reengaged (Teen users)</li> </ul>

### Analytics for Web and Social Media: July 1, 2024 – May 5, 2025 + Year-Over-Year

#### Facebook: New Strategy Increased Key Analytics

BAM integrated our strategy to create and share more vertical video content across the Library District's social media channels in FY 24-25. This strategy increased our key analytics on Facebook year-over-year. This shows that our video content is resonating with our customers, creating the desire to learn more, as seen by the significant increase with the number of Link Clicks back to priority landing pages on TheLibraryDistrict.org.

BAM continues to run targeted digital advertising campaigns on Meta's Facebook and Instagram platforms during priority Library District initiatives such as Summer Challenge and Library Card Sign-Up Month. In FY 25-26, BAM will test "boosting" certain organic posts by allocating a dedicated budget, which will help increase the total reach of the posts and generate more User Engagement as more of our current followers would see the posts.

	Followers	Impressions	Post Engagements	Link Clicks
<b>FY 24-25 Statistics</b>	19,362	5,325,394	119,887	60,522
<b>% Change from FY 23-24</b>	+13%	+8%	+24%	+66%

## Executive Director Accomplishments - Fiscal Year 2024 - 2025

### **Instagram: 10,000 Followers Reached in March!**

Reaching 10,000 followers on Instagram is a major milestone for the Library District, marking a growing community of engaged readers, learners, and library supporters. This achievement enhances our ability to connect with the public, share valuable resources, and amplify our impact across the Las Vegas community. With access to new features like Instagram's link-sharing in Stories, we can better promote programs, services, and events, making it even easier for our audience to stay informed and connected.

Creating and sharing more vertical video content on Instagram generated 422K Views, which is a +64% increase year-over-year! The drop in Total Impressions correlates with the decrease in the total number of posts. In FY 24-25, we had 1,963 posts, which is a decrease of -36% from the previous year. This was due to a new posting strategy that was implemented on this platform to post less on the main feed and share more content to the Instagram Stories feature. Despite fewer native posts, this strategy increased User Engagement, Total Followers. We also saw an increase in our Post Engagement rate to 2.9%. which is up +222% year-over-year.

In FY 25-26, BAM will try a new strategy to increase the reach of our posts and increase User Engagement by allocating a dedicated budget to "boost" certain organic posts for priority Library District initiatives. The goal is to increase the reach of these posts and drive more User Engagement.

	Followers	User Engagement	Impressions	Total Likes	Total Comments
<b>FY 24-25 Statistics</b>	11,055	40,140	1,391,326	31,510	1,376
<b>% Change from FY 23-24</b>	+36%	+6%	-68%	+2%	-22%

### **Library District LinkedIn: Substantial Gain in Followers**

We saw a substantial gain in new Followers on LinkedIn in FY 24-25, along with increases in Total Impressions, User Engagement and Link Clicks back to priority landing pages on TheLibraryDistrict.org. As LinkedIn is primarily used for employment and career networking, our monthly analytics on this platform will fluctuate based on the monthly content shared. However, the updates we share on this platform connect with more targeted audiences: community partners, library industry professionals, Library District employees & job seekers.

In FY 25-26, BAM will continue to focus on growing this platform by sharing consistent content, including Library District news and partnership updates, priority initiatives and programming, plus the latest job openings.

### Executive Director Accomplishments - Fiscal Year 2024 - 2025

	Followers	Impressions	User Engagement	Post Shares	Link Clicks
<b>FY 24-25 Statistics</b>	3,865	127,506	13,379	79	7,895
<b>% Change from FY 23-24</b>	+39%	+38%	+9%	-20%	+4%

### Library District X (Formerly Twitter): Downward Trend

Engagement on this platform continues to trend downwards as more users continue to leave X for other real-time news and information options. The trend has been seen by accounts large and small. BAM is working on a plan and timeline to transition from X over to the fast-growing Bluesky app. Many members of the local and national media, as well as local government, have already made this transition.

	Followers	User Engagements	Organic Impressions	Link Clicks
<b>FY 24-25 Statistics</b>	4,398	8,039	365,480	566
<b>% Change from FY 23-24</b>	-3%	-41%	-60%	-54%

### Virtually Anywhere YouTube Channel: Significant Gains

In FY 24-25, we made significant gains in Total Channel Subscribers, Total Impressions and Total Channel Watch Time. The small dip in Average View Duration can be attributed to BAM utilizing YouTube Shorts feature, which is YouTube's way of sharing more short-form video content.

Each month, BAM's digital team is utilizing the YouTube Shorts feature by uploading Library District promotional videos and short, vertical video content such as the #WeAreTheLibraryDistrict staff spotlight videos and branch-submitted content that BAM's digital team edits. In FY 25-26, BAM will research the benefits of creating content specifically to advertise on YouTube Shorts to help promote the Library District's priority initiatives and programming.

	Channel Subscribers	Total Impressions	Total Channel Watch Time	Average View Duration
<b>FY 24-25 Statistics</b>	2,030	413,800	1,700 hrs.	3 min 02 sec

### Executive Director Accomplishments - Fiscal Year 2024 - 2025

% Change from FY 23-24	+20%	+48%	+26%	-5%
------------------------	------	------	------	-----

## Executive Director Accomplishments - Fiscal Year 2024 - 2025

### **Mobile App: 12,911 Downloads**

To continue the mobile app's growth, BAM is planning to develop another ad campaign in FY 25-26 to encourage downloads and spotlight the app's functionality.

February 2025 Metrics	Downloads	Conversion Rate	Average Daily Users	Impressions
App Store (Apple)	10,100	59%	94	21,800
Google Play (Android)	2,811	77%	--*	4,412

### **Website Analytics (Users Outside of Branches): TheLibraryDistrict.org Served 2M Unique Users, Up +10% YOY**

We also saw increases in Unique Homepage Views and Total Engaged Sessions by users across the website. The decreases in Engaged Sessions Per User and Average Engagement Time can be attributed to users finding what they are looking for faster. These trends are great to see after Google switched to their new GA4 analytics in the previous FY.

BAM will continue to enhance the user experience on the website's desktop and mobile formats by conducting a full audit of all the priority landing pages in FY 25-26. This will utilize Google's analytics to prioritize the website refresh based on user data. The website homepage will be the initial focus and then the Audience and Format pages. BAM will also work with each department to ensure the webpages they oversee have all the current information needed. BAM will work with each department to refresh those priority pages utilizing the latest software and features provided by BiblioCommons, which hosts TheLibraryDistrict.org.

	Unique Users	Unique Homepage Views	Engaged Sessions	Engaged Sessions Per User	Average Engagement Time
FY 24-25 Statistics	2,000,000	2,600,000	366,046	1.8	2 min 22sec
% Change from FY 23-24	+10%	+3%	+19%	-2%	-14%

## Executive Director Accomplishments - Fiscal Year 2024 - 2025

Community Engagement Powerful Partnerships		
Activity/Play	Description	Results / Outcomes / Objectives
<b>My First Library</b>  Collaboration with Branding & Marketing	Sunrise Children's Hospital customer engagement program. Parents and caregivers of newborns received books, a sleep sack, parenting resources and tips, and a baby's first library card.	2,000 kits were funded and constructed. Delivery to parents began in January 2024 and the program was completed in February 2025. The Library District's Baby & Me webpage was updated to support the initiative.
<b>Local Programming Partners</b>	Developed partnerships to provide regular programming at Library District branches.	More programs and services, experts in the field, engaging the community to use their library, reduced costs to the Library District for contracting services.
<b>Three Square</b>  Collaboration with Library Operations	Provide meals through three different programs: After School Snack Program; Kid's Meet Up & Eat Up; Senior Meal Services.	Completed a Master Agreement MOU to provide meal services and deliver social programs.
<b>Project Marilyn</b>  Collaboration with Library Operations	The program began at Rainbow Library and expanded Districtwide to other library locations.	Provided no-cost feminine hygiene products to customers in need.
<b>Cristo Rey St. Viator Intern</b>  Collaboration with Human Resources	Hosted a student to learn about Community Engagement.	Supported programmatic needs of each Community Engagement department.
<b>Elections</b>	In partnership with the Clark County Election Department, libraries served as polling locations for the presidential general election.	Created voter access to the electoral process.

### Executive Director Accomplishments - Fiscal Year 2024 - 2025

<b>Tax Assistance</b>	AARP provided tax assistance to library customers.	Thousands of customers completed their federal tax return at no charge.
<b>New Partnership Discussions</b>	Engaged new partners including: UMC Hospital, FBI, Black Mountain Institute, Peaceful Valley Donkey Rescue, The Smith Center, Nevada Arts Council, Handel's Homemade Ice Cream, Freed's Bakery, KTNV Channel 13, Hangin' with KC Show, National Geographic, and Las Vegas Raiders.	Increase programs, services, and Library District awareness.
<b>Community Engagement Powerful People</b>		
<b>Activity / Play</b>	<b>Description</b>	<b>Results / Outcomes / Objectives</b>
<b>Staff Hiring &amp; Training</b>	New/Replacement positions: Technical Services Supervisor, Regional Technician Lead, Regional Programming Supervisor, Programming Specialist, Scheduling Specialist, Technician Specialist, Literacy Transition Supervisor, Adult Learning Instructors, Literacy Assistants, Outreach Specialists	Replacement of vacant positions to ensure continuity of customer services.  Training and professional development to learn internal and external roles and expectations.
<b>Staff Professional Development</b>	Staff attended conferences/trainings including: Association of Performing Arts Professionals (APAP), LibLearnX, Mountain Plains Adult Education Association (MPAEA), Nevada Afterschool Showcase, United States Institute for Theatre Technology (USITT), TESOL International, Coalition on Adult Basic Education (COABE), Exploratorium Tinkering, CASAS Summer Institute, American Library Association (ALA), Western Arts Alliance (WAA), Midwest Arts Xpo (MAX), Arts Northwest, National Association for the Education of Young Children (NAEYC) Professional Learning Institute, American Library Association (ALA), Western Arts Alliance (WAA),	Specialized training that is specific to staff job responsibilities including programming, technical theater, early childhood education, and adult literacy.



### Executive Director Accomplishments - Fiscal Year 2024 - 2025

	Consumer Electronics Show (CES), and Live Design International (LDI)	
<b>Department Reorganization</b>  Collaboration with Human Resources	Literacy Services and Programming & Venues Services underwent transformative changes to address staffing and programming growth/needs.	Better communication and organizational engagement with employees.
<b>Local Elected Officials</b>	Worked with city and county LEO's on multiple programs including town halls, heritage month celebrations, and outreach events.	Improved Library District's connection to city and county government.
<b>Senior Leadership Management Teambuilding</b>  Collaboration with all divisions	Participated in management workshops led by The Beckley Group.	Developed stronger working relationships with other Directors.
<b>Adult &amp; Youth Services Staff Summits</b>  Collaboration with Library Operations	Both Adult and Youth Services departments each held an annual staff summit for professional development.	Approximately 150 staff participated in professional development opportunities and learned about Library District best practices. Michael Threets keynoted the Youth Services Summit.
<b>Community Engagement Powerful Platforms</b>		
<b>Activity / Play</b>	<b>Description</b>	<b>Results / Outcomes / Objectives</b>
<b>Venue Use Policy &amp; Fees Implementation</b>  Created in 1996. Revised in 2011, 2012, and 2022.	Updated Conference Room-Auditorium Rental Policy and Performing Arts Center Rental Policy.  Updated fees associated with customer rental use.  Held community meeting and provided multiple presentations to the Board of Trustees.	Customer expectations were updated and clarified under one policy to align with current needs. The revised policy addressed customer and staff concerns.

### Executive Director Accomplishments - Fiscal Year 2024 - 2025

<b>STEAM Vehicle Community Engagement Plan</b>	Developed a written action plan in preparation for completion of a STEAM vehicle.	Articulated a plan of partnership engagement, services offered, and operation expectations.
<b>Summer Challenge 2024 Reading Program</b>  Collaboration with Library Operations and Branding & Marketing	A 2½ month-long program designed to keep kids and adults reading and learning during the summer. The 2024 program was based on the theme Oceans.	<ul style="list-style-type: none"> <li>• 3,917 completions</li> <li>• 15,262 registrations</li> <li>• 135,220 completed activities</li> <li>• 5,575,495 minutes read.</li> </ul> Plans are in development for 2025 based on the theme of Folktales & Legends.
<b>SEE SUMMER CHALLENGE STATS AT BOTTOM OF TABLE</b>		
<b>Winter Reading Program</b>  Collaboration with Library Operations and Branding & Marketing.	A month-long program designed to keep kids and adults reading and learning to start the new year based on the theme of Nevada.	Las Vegas Raiders contributed as a financial partner.
<b>New Leader Onboarding</b>  Collaboration with Human Resources	Provided a 2½ hour-long presentation on Community Engagement to organizational leaders.	Better understanding of people, departments, and operations
<b>WIOA Title II Funding for the Adult Learning Program</b>  Collaboration with Financial Services and grant writing	Received \$1,468,117.51 in WIOA federal funding and \$94,599.60 in state funding  Also received a \$20,000 grant from the National Center for Construction Education and Research.	Able to provide adult learning classes in English as a Second Language (ESL), Adult Basic Education (ABE), High School Equivalency (HSE), General Education Development (GED), and Integrated Education and Training (IET). Approximately 1,500 students participate in classes annually.
<b>Indie Author Project</b>	Supports up and coming local authors	Author S.G. Tasz entered and won runner-up in the Sci-Fi/Mystery category.
<b>Mobile Storywalk</b>	Created a pilot program storywalk that can be taken anywhere. The storywalk was designed to	Encourages young customers to read in a unique way. When the Library District attends a large fair or festival, the storywalk increases

### Executive Director Accomplishments - Fiscal Year 2024 - 2025

	easily change content, withstand weather elements, and keep setup/teardown easy.	customer touchpoints from one table location to 25 storyboards as part of the walk. Expands library access.
<b>Monday.com</b> Collaboration with IT	Implemented the CRM tool to better track partnerships. Developed application forms and used the CRM tool to streamline department workflow processes.	The platform will be used to create a better partner application intake process.
<b>Art Purchasing Program</b>	Developed procedures to purchase art and grow the Library District's permanent art collection.	Sets the framework to develop a committee, application/selection process, and ownership of materials.
<b>College Application Classes</b>	Contracted college application guidance classes by Cultivate.	Helped teens and parents navigate the challenges of applying for college.
<b>We Write Vegas</b>	Augmented reality poetry walk. Integrates a technology platform called Immersphere that uses geolocation on a customer's phone to access pre-recorded content.	Helps support local poets promote their work. Pinned locations brought greater awareness to the arts and the Library District in the Arts District. Muralists' works were promoted as part of the geolocation pinning.

### Community Engagement Powerful Places

Activity / Play	Description	Results / Outcomes / Objectives
<b>Increased Programming</b>	The Library District provides approximately 3-4 programs per library, per day.	Overall, programs YOY are +7%, attendance is +6%; 36,660 programs drawing 816,490 customers to libraries.  Greatest increase occurred in general interest programs for all audiences.
<b>Signature Programs</b>	Blue Diamond – Library Lovers Festival Bunkerville – Happy Birthday Bunkerville Clark County – Vegas Valley Comic Book Fest Centennial Hills – Veteran's Fair	Annual events designed to draw large audiences (hundreds/thousands) to each library.

### Executive Director Accomplishments - Fiscal Year 2024 - 2025

	<p>Enterprise – Fall-o-Ween Fair  East Las Vegas – Dia de Muertos  Goodsprings – Goodsprings Ornament Workshop  Indian Springs – The Indian Springs Tiny Art Show; Shooting Stars  Laughlin – Laughlin Community Resource Fair  Meadows – Ready, Set, Spook Festival  Mesquite – Glitter &amp; Gold  Moapa Town – Hawaiian Luau  Moapa Valley – Pirate &amp; Princess  Mount Charleston – Snow Daze Festival  Rainbow – Night Market  Sandy Valley – Halloween  Spring Valley – The Spring Fair  Sahara West – Success Week  Searchlight – Summer Celebration  Summerlin – Chalk It Up!, Fall Festival  Sunrise – Get Lost in Nevada  West Charleston – Be Well Fun Fair!  Whitney – Teen Empowerment Summit  Windmill – Mystic Fair  West Las Vegas – Maker Fair</p>	<p>Conducted staff training on how to program these events, submit marketing requests, complete budgeting needs, and for staff to execute these programs.</p>
<b>Capital Project Improvements</b>	<p>Replace wireless Crestron panels (WM, WMSC, CH); LED event lighting (EV, SW); replace theater soft goods (WH); piano replacement (CC); microphone upgrades (DW); light board, moving lights, and side lighting upgrades (WH, CC, SM); rigging inspections and repairs (CC, SM, WV, WH); projector screen replacement (WH)</p>	<p>Improved facilities and equipment.</p> <p>Matched community expectations and upgraded technology to modern standards.</p> <p>Replaced equipment at end of life.</p>
<b>High School Equivalency and Career Online High School Graduation</b>	<p>Ceremony at Clark County Library for the Adult Learning Program.</p>	<p>31 students were recognized for completing their achievement.</p>

### Executive Director Accomplishments - Fiscal Year 2024 - 2025

<b>Art Galleries</b>	Won Las Vegas Weekly Best of Vegas Award.	Recognition as being the go-to location for artists to display their work.
----------------------	---	--

### Summer Challenge 2024 Stats

	<b>2024 Adult</b>	<b>2024 Youth</b>	<b>2024 Total</b>	<b>2023 Adult</b>	<b>2023 Youth</b>	<b>2023 Total</b>	<b>Percent Change +/-</b>
<b>Completions</b>	1,284	2,633	3,917	925	2,123	3,092	+27%
<b>Registrations</b>	5,380	9,882	15,262	2,901	6,740	9,867	+55%
<b>Completed Activities</b>	78,401	56,819	135,220	54,396	45,079	101,033	+34%
<b>Minutes Read</b>	--	7,190,854	7,190,854	--	5,624,365	5,624,365	+41%
<b>Super Reader Completions</b>	--	1,648	1,648	--	1,426	1,426	+16%
<b>Super Reader Registrations</b>	--	7,645	7,645	--	5,685	5,685	+34%

### Human Resources Powerful Partnerships

<b>Activity / Play</b>	<b>Description</b>	<b>Results / Outcomes / Objectives</b>
<b>Develop an internship or work-study program with CCSD</b>	The initial program is scheduled to start in August 2025.	Complete

### Human Resources Powerful People

<b>Activity / Play</b>	<b>Description</b>	<b>Results / Outcomes / Objectives</b>
------------------------	--------------------	--

### Executive Director Accomplishments - Fiscal Year 2024 - 2025

<p><b>Implement New District Employee Recognition Program</b></p> <p>The program reinforces playbook themes and scoring done by the Recognition Committee (established in 2023).</p>	<p>Implement District Employee Recognition Program (All Complete):</p> <ul style="list-style-type: none"> <li>• Monthly Service Awards (1) (Key Anniversaries)</li> <li>• Annual Performance Awards Based (December Town-Hall): Most Valuable Player (Individual); Rookie of the Year (Individual); and All-Star Team (Team, Task Force, Committee).</li> </ul>	<p>Awards presented at the December 2024 Town Hall.</p> <p>Complete FY 24-25</p>
<p><b>Implement the Library Operations Career Ladder (Developed 2023-24) and implement the Library Aide 1 &amp; 2 restructuring.</b></p> <p>The intent of a career ladder is to provide employees with a structured, visually clear path for career progression within an organization. It outlines the progression of roles, skills, and responsibilities, from entry-level to more advanced positions, guiding individuals towards greater responsibility and potential for advancement. This helps align employee aspirations with organizational goals, fostering motivation, engagement, and retention.</p>	<p>All Library Operations Job Descriptions reviewed and revised to enhance career progression structure, job qualifications development, and transparency.</p> <p>Career Ladder (map) matrix designed to enhance career pathway understanding among staff and enhance retention.</p>	<p>Complete FY 24-25</p>
<p><b>Implement the Technical Production Services (TPS) Career Ladder (Developed</b></p>	<p>Leadership structure redefined, job descriptions completed, and positions filled.</p>	<p>Complete FY 24-25</p>

### Executive Director Accomplishments - Fiscal Year 2024 - 2025

<p><b>2023.24) and implement the TPS restructuring.</b></p> <p>The intent of a career ladder is to provide employees with a structured, visually clear path for career progression within an organization. It outlines the progression of roles, skills, and responsibilities, from entry-level to more advanced positions, guiding individuals towards greater responsibility and potential for advancement. This helps align employee aspirations with organizational goals, fostering motivation, engagement, and retention.</p>	<p>TPS job descriptions reviewed and revised to enhance career progression structure, job qualifications development, and transparency. Career Ladder (map) matrix designed to enhance career pathway understanding among staff and enhance retention.</p>	
<p><b>New District-wide Ethics Training Policy</b></p>	<p>The entire staff (695) completed a formal training program presented by the Nevada Commission on Ethics.</p> <p>Internal: Leadership completed (138) “Ask HR” training session on new Ethics and Standards of Conduct Policy.</p>	<p>Complete FY 24-25 Staff completed = 695</p> <p>Complete FY 24-25 Staff completed = 138</p>
<p><b>Leadership Engagement Training (LEAD Program - Learn, Engage, Accelerate, Develop)</b></p>	<p>Entire Leadership Staff (160) completed in-person four (4) sessions of leadership engagement training.</p> <p>Key Details:</p> <ul style="list-style-type: none"> <li>• Training Format: In-person sessions (WMSD, SW, CH)</li> <li>• Schedule: One session per month, February through May 2025</li> </ul>	<p>Complete FY 24-25</p>

### Executive Director Accomplishments - Fiscal Year 2024 - 2025

	<ul style="list-style-type: none"> <li>• Registration: Will occur through Knowledge College</li> <li>• Duration: Each session is 2.5 hours (start times are 9:30AM and 2:30PM)</li> </ul> <p>Each month, the training will focus on a different topic/module:</p> <ol style="list-style-type: none"> <li>1. February: Four Practices of Engaging Leadership</li> <li>2. March: Managing Different Personality Styles (see details below)</li> <li>3. April: Empowering Performance Management</li> <li>4. May: The Five Behaviors of Cohesive Teams</li> </ol>	
<b>Complete 3<sup>rd</sup> party (Gallagher) Staffing Analysis</b>  District staffing aligns with that of peer organizations.	3 <sup>rd</sup> party (Gallagher) Staffing Analysis to benchmark staffing levels and skill mix across the District.	Complete FY 24-25
<b>Human Resources Powerful Platforms</b>		
<b>Activity / Play</b>	<b>Description</b>	<b>Results / Outcomes / Objectives</b>
<b>Revise District Ethics and Standards of Conduct (Conflict of Interest) Policy and Procedures</b>	Policy and Procedures have been wholly revised and presented to the Board of Trustees. – Approved	Complete FY 24-25  Subsequent training under Powerful People.
<b>Implement UKG (HRIS System) Accrual Update</b>	System Update - Enhances automation of time-off accruals and functionality in the HRIS System.	Complete FY 24-25



### Executive Director Accomplishments - Fiscal Year 2024 - 2025

<b>Revised Vehicle Use Policy</b>	Comprehensive revision of Vehicle Use Policy to BOT June 2025. Effective 7/1/2025	Complete FY 24-25
<b>Revise / Update Dress Guidelines</b>	Updated Employee Dress Guidelines. Effective 7/1/2025	Complete FY 24-25

Library Operations Powerful Partnerships		
Activity / Play	Description	Results / Outcomes / Objectives
<b>Green Our Planet</b>	The Library District was the first entity to ever renew a grant opportunity and partnership with Green Our Planet, encouraging STEM education, conservation, nutrition, and entrepreneurship through hands-on learning opportunities utilizing hydroponics. This initiative provides branches with the tools needed to start growing vegetables, and curriculum to help facilitate programming including storytimes, nutrition classes, and gardening classes.	94 programs with 1,197 attendance.  Green Our Planet renewed with our libraries for another year.
<b>Barbershop Books</b>  10 barbershops in the greater Las Vegas area.  First year celebration with barbers.  Barbers scheduled to provide free haircuts at select events with summer reading back to school.	NFL partnered with the Library District and Barbershop Books to launch the Barbershop Books program in the Las Vegas area. Barbershop Books strives to connect reading with a male-centered space and involve men in boys' early reading journey. Their mission is to inspire Black boys and other vulnerable children to read for fun through child-centered, culturally responsive, and community-based programming and content.	More programs and services bring experts out of the library to engage the community, and support literacy development while taking the library into the community where young men interact with adult male role models. Increasing the Library District's presence in the community.

### Executive Director Accomplishments - Fiscal Year 2024 - 2025

<p><b>Breaking the Cycle</b></p>	<p>We support this partnership by hosting meetups, providing information like the Library District's JobNow database. This unique suite of resources for job seekers includes on-demand access to trained career experts who provide live, one-to-one interview coaching and resume assistance. The group meets weekly at the library and often invites us to present.</p>	<p>It has been nearly a year since we began our partnership with Judge Toone's Breaking the Cycle. Judge Toone's goals are to not only break the cycle of drug and alcohol dependence with these individuals, but to set them up on a path of independently navigating the world in a healthy pattern. This group uses the library at least once a week to meet with members of the Breaking the Cycle program to create a safe space for them to grow and learn without the judgment of other traditional programs.</p> <p>Additionally, we have begun working with Lindy Hulet of the Mesquite Municipal Court to begin one-on-one assistance with those who are interested in our career and GED resources. We have started progress on this initiative and hope to continue to help assist more individuals in their growth and success in the program.</p>
<p><b>Three Square Senior Meals</b></p> <p>Continued after-school and summer meal services for youth.</p> <p>Collaboration with Community Engagement.</p>	<p>Branch Staff distribute meal services for children after school at many libraries and work with CE to expand meal service to seniors at Clark County Library, East Las Vegas Library, and Whitney Library.</p>	<p>Provide meal services and deliver social programs.</p> <p>2,202 sessions with 85,590 meals served July 1, 2024, through May 5, 2025.</p>
<p><b>Food Rescue including Celestial Manna</b></p>	<p>We continue to work with Celestial Manna and Three Square on our Trader Joe's food pick-up available to our customers at Indian Springs Library.</p>	<p>41 sessions with 2,923 collections from July 1, through May 5, 2025.</p>

### Executive Director Accomplishments - Fiscal Year 2024 - 2025

<b>Project Marilyn</b>  Collaboration with Community Engagement.	Branch Staff provided no-cost feminine hygiene products to those in need through this partnership. Piloted the program at Rainbow Library and expanded it Districtwide to other library locations.	Met DEIA objectives and community needs.
<b>Nevada Legal Services (NLS) Legal Kiosks</b>  Collaboration with General Services and Development.	As underserved communities often seek legal information at their local libraries, placing the free legal kiosks in libraries throughout the state provides a needed resource for library staff and the people they serve. NLS took the lead in obtaining grant funding and developing the project. The legal kiosks are designed to be a user-friendly portal for Nevadans to learn about civil legal issues; find court information and forms; access legal aid providers; and locate community resources.	Nevada's Legal Kiosk Project grew out of an effort by the state's five leading legal aid providers, including Nevada Legal Services (NLS) and Legal Aid Center of Southern Nevada, to address the digital divide exposed by the COVID-19 pandemic, which disproportionately affects communities, especially seniors, that lack the means to use technology to access the legal system.  6 branches, EV, LA, MQ, SW, SC, WH.
<b>Pet Partners of Las Vegas Love Dog Adventures</b>  Partnership programming is just beginning.  Collaboration with Community Engagement.	Provided interactive animal-assisted therapy initiatives at libraries.	Programming supports mental health needs.  Piloted at Best Buy Teen Tech Center
<b>Yoga For Life Las Vegas</b>	As of September 2023, the Library District (Library Operations) has partnered with Yoga For Life Las Vegas to provide yoga classes twice a month at select branches. The classes are available at select branch locations and feature various scheduling options. The Library District's yoga offerings encompass classes tailored exclusively for adults, chair yoga sessions, and children.	116 programs with 993 participants.  Additional Yoga Programs 110 programs with 908 participants.

### Executive Director Accomplishments - Fiscal Year 2024 - 2025

<p><b>Women United Suit Drive</b></p>	<p>The Library District partnered with the United Way to help support their annual suit drive by having several branches act as drop-off locations where members of our communities can donate gently used business suits, dresses, hospital scrubs, coats, shoes, and accessories. Donation boxes were located at several branches from October 2024, through November 1, 2024.</p> <p>The program helps to provide professional attire to women who are currently being served at a non-profit or may be in need. In a few situations, the clothing is sold at a minimal cost which helps to fund back-to-work programs within the non-profit. All funds raised go towards United Way's Emerging Leadership Scholarship Award for 4 young women to receive a full 4-year scholarship \$20,000 per year.</p>	<p>Over 17,000 items were collected and sorted from all locations. Libraries helped them to nearly double their collection efforts.</p> <p>LO Director Leo Segura and District-Wide Librarian Jennifer Nails signed partners up for library cards, shared library resources and sorted items at the Sip-n-Sort event.</p> <p>Executive Director Watson hosted a partner panel discussing the impact of distributing business attire and accessories to 12 non-profit organizations, impacting the lives of thousands of women in Southern Nevada.</p>
<p><b>Elections</b></p> <p>Collaboration with Community Engagement</p>	<p>In partnership with the Clark County Election Department, East Las Vegas, Enterprise, Laughlin, Rainbow, Sahara West, and Windmill libraries served as early voting locations.</p> <p>Election Day branches included East Las Vegas, Laughlin, Stupak Community Center (Meadows Library is located here), Rainbow, and Sahara West.</p> <p>Library Operations Staff at all Metro Branches, Laughlin, and Mesquite are Voter Registrars.</p>	<p>30 programs brought 31,404 voters to libraries.</p>
<p><b>Las Vegas Misdemeanant Jail Library</b></p> <p>Lexis and materials support through CBS, courier services</p>	<p>Reference and research support for inmates at the Clark County Detention Center and North Valley Complex; four days per week.</p>	<ul style="list-style-type: none"> <li>• Circulated items</li> <li>• Answered Kites or Reference Questions</li> <li>• Delivered printed materials</li> <li>• Delivered legal copies</li> </ul>

### Executive Director Accomplishments - Fiscal Year 2024 - 2025

<p>and copy machines through GS.</p> <p>IT maintains our computer equipment.</p> <p>Since COVID, full service has not resumed and staff spend 20% of the 22-hour week schedule at East Las Vegas Library.</p>	<p>In addition, we provide leisure reading materials, which are purchased through bulk vendors, private entities, and general orders through the Library District's Collection Development and Bibliographic Services Department. Inmates can ask for reading genres or subject matter, but at this time, not specific titles.</p>	<p>Year 4 of five-year contract</p>
<p><b>Clark County Detention Center</b></p> <p>Lexis and materials support through CBS, courier services and copy machines through GS; IT maintains our computer equipment.</p>	<p>Reference and research support for inmates at the Clark County Detention Center and North Valley Complex. Monday – Friday Service all kites are answered within 72 hours with most being completed within 48 hours.</p> <p>In addition, we provide leisure reading materials which are purchased through bulk vendors, private entities, and general orders through the Library District's Collection Development and Bibliographic Services Department. Inmates can ask for reading genres or subjects but at this time, no specific titles.</p> <p>This year the Detention Center added Viapath tablets. Staff are making sure that inmates and staff have access to requests and legal materials.</p>	<ul style="list-style-type: none"> <li>• Renewed contract at \$424,360</li> <li>• 62 modules serviced</li> <li>• 12,672 RMA requests received</li> <li>• 74,662 items printed</li> <li>• 11,465 legal copies completed</li> <li>• 142,818 leisure reading materials circulated</li> </ul>
<p><b>Hope for Prisoners</b></p> <p>Collaboration with Community Engagement</p>	<p>Hope for Prisoners</p> <p>Casa Grande</p>	<p>Attended outreach events to sign folks up for library cards and to work with staff on library availability to come in for routine outreach service.</p>

### Executive Director Accomplishments - Fiscal Year 2024 - 2025

Clark County Detention Center staff available to partner/outreach.		
<b>Tax Assistance</b>  Partnership with Community Engagement	Branch Staff distribute and print tax forms and make referrals to AARP Program in Libraries	<ul style="list-style-type: none"> <li>• 137 programs assisted</li> <li>• 5,120 individual customers/households to file their taxes</li> </ul>
<b>Branch Partners</b>	<ul style="list-style-type: none"> <li>• Best Buy</li> <li>• Better Business Bureau</li> <li>• Blue Diamond History Committee</li> <li>• Breaking the Cycle, Mesquite</li> <li>• Canyonland Medical – Free Informational Resources</li> <li>• Celestial Manna/Three Square @ Indian Springs Library: We continue to work with Celestial Manna and Three Square on our Trader Joe's food pick-up available to our customers at Indian Springs Library!</li> <li>• City of Las Vegas / Parenting Project: Nurturing Parents</li> <li>• Clark County C.A.R.E.S. Team continued their Social Worker program with folks on Escondido at near the Clark County Library. At Whitney Library, the Clark County CARES team provided CHAP assistance, rental assistance, and many more social services.</li> <li>• Clark County Family Services</li> <li>• Clark County Fire Department</li> <li>• Clark County Parks and Recreation: Indian Springs is also coordinating with Clark County Parks and Recreation again on bread for our community, with Jett making Wednesday pick-up and CCPR sorting and distributing the bread.</li> <li>• Clark County School District</li> </ul>	

## Executive Director Accomplishments - Fiscal Year 2024 - 2025

	<ul style="list-style-type: none"> <li>• Clark County Social Services</li> <li>• Clean the World Foundation</li> <li>• Creech AFB</li> <li>• Department of Wildlife: Living with Wildlife</li> <li>• Discovery Children's Museum</li> <li>• EmployNV One Stop</li> <li>• EmpoweredMinds Achieve – LO Admin met with Miss Nevada 2022 &amp; 2024 TrinaMarie Shaw to develop and implement a 5-week introductory sewing and clothing recycling and upscaling event in partnership with EmployNV happening at the Sahara West Library Business Hub July 8 - August 7, 2025.</li> <li>• FAYM</li> <li>• Four-H Club</li> <li>• Friends of Ours Cooperative</li> <li>• Goodsprings Community Center</li> <li>• Goodsprings Elementary</li> <li>• Goodsprings Historical Society</li> <li>• Green Our Planet Hydroponics – Multiple Branches and Joanna Goddard attended Green Our Planet's on Annual Student Farmer's Market outreach event on April 22, 2025 (Earth Day)</li> <li>• Engaged with 383 customers and members of the community</li> <li>• Help of Southern NV</li> <li>• Homeschool Groups</li> <li>• Bee Excellent HSCA</li> <li>• Catherine Potter-Homeschool Art Class</li> <li>• Colorful Genius HS Group</li> <li>• Dunamis HS Group</li> <li>• Homeschool Pop-up Co-op</li> <li>• Homeschool West Chess Club brought in 201 participants in March and was only beaten by Centennial Hills AARP, which had 442.</li> <li>• Keike Homeschool Group</li> </ul>	
--	--	--

### Executive Director Accomplishments - Fiscal Year 2024 - 2025

	<ul style="list-style-type: none"> <li>• Sunrise Mountain Homeschool Co-op</li> <li>• Laurus College</li> <li>• Las Vegas Raiders</li> <li>• Maxwell Drake: Maxwell Drake Writing Workshop</li> <li>• Metro NEAC</li> <li>• Mission Mahjong began partnership programming at Enterprise Library drawing in 52 participants</li> <li>• Moapa Valley Art Guild formed a partnership with the Moapa Valley Library and will be teaching art classes for teens throughout the summer month.</li> <li>• Moapa Valley Resource Center</li> <li>• Moapa Valley Chamber of Commerce</li> <li>• Na Hula Hali'a Aloha Cultural Preservation</li> <li>• National Institute of Health, All of Us Research Program</li> <li>• Nevada Department of Wildlife: Living with Wildlife</li> <li>• Nevada Electric Vehicle Association</li> <li>• Nevada Hand Senior Apartments</li> <li>• Nevada Homeless Alliance</li> <li>• Nevada Legal Aid Post Office</li> <li>• Nevada State Treasurer Department</li> <li>• Parkinson's Place</li> <li>• Paula Gold – Book Club, Book Swap</li> <li>• Pioneer Saloon</li> <li>• Project Marilyn is well received at all our branches, but Clark County Customer Service gave out 70 pink and 51 black Project Marilyn packages for a total of 121 packages for the month of March. They also gave out 20 body wipes packets and five hygiene kits.</li> <li>• Red Rock Citizen's Action Committee met at the Blue Diamond Library.</li> <li>• Sign Language of Mesquite</li> </ul>	
--	---	--



### Executive Director Accomplishments - Fiscal Year 2024 - 2025

	<ul style="list-style-type: none"> <li>• Silver State Wranglers: 4H Club</li> <li>• Southern Nevada Clean Cities Coalition</li> <li>• Spring Mountain Ranch State Park for Summer Challenge programs for kids and adults.</li> <li>• Springs Preserve</li> <li>• Sunshine Children's Services</li> <li>• Three Square youth and senior meals</li> <li>• UNCE</li> <li>• US Department of State, Passport Services at WM and staff training for future roll out at Rainbow Library</li> <li>• University of Nevada, Reno (UNR) Cooperative Extension</li> <li>• University of Nevada, Reno (UNR) Master Gardeners: Hive Talk</li> <li>• Virgin Valley Heritage Museum</li> <li>• Vitalant Blood Drive</li> <li>• Warrior Women of Mesquite</li> <li>• Yoga for Life: Yoga at the Library</li> </ul>	
<b>Library Operations Powerful People</b>		
<b>Activity / Play</b>	<b>Description</b>	<b>Results / Outcomes / Objectives</b>
<b>Department Reorganization</b>  Collaboration with Human Resources	Developed Career Ladder for Library Operations and modernized all job descriptions.  Collapsed several job descriptions to better recruit and train.  Implemented Library Operations Trainer and increased staff training.	Replacement of vacant positions to ensure continuity of customer services. Training and professional development to learn internal and external roles and expectations.

### Executive Director Accomplishments - Fiscal Year 2024 - 2025

<b>Corporate Challenge</b>	Since 1986, Corporate Challenge has been a healthy way for local companies and their employees to stay active in the community. Now more than ever, employees need the opportunity for unity, camaraderie, and healthy activities to share. Corporate Challenge promotes, enables, and supports teamwork, company pride and corporate wellness. There is something for everyone's skills and abilities in the 37 different events, and families love to watch, help train, and be included in the activities.	Helps to build bridges between departments and build teams that can work together and improves staff morale.  Receiving positive feedback from participants.  Staff competes on personal time and contributes entry fees.
<b>Staff Professional Development</b>	Staff attended conferences/trainings including: LibLearnX, Public Library Association (PLA), American Library Association (ALA), Consumer Electronics Show (CES).	Specialized training that is specific to staff job responsibilities including programming, technical theater, early childhood education, and adult literacy.
<b>Adult &amp; Youth Services Staff Summits</b>  Collaboration with Community Engagement	Adult and Youth Services Departments each held an annual staff summit for professional development.	Approximately 150 staff participated in professional development opportunities and learned about Library District best practices.

### Library Operations Powerful Platforms

Activity / Play	Description	Results / Outcomes / Objectives
<b>Executive Director's Leadership Book Club</b>  Staff development and leadership. Demonstrates access to top leadership and management's dedication to	Book club for staff, developed by Dr. Roslyn Dean and implemented with LO trainer Clair Thomas. This unique opportunity offers staff the chance to engage in thought-provoking discussions with our Executive Director Kelvin Watson, exploring key leadership concepts and strategies to help foster growth and excellence throughout the Library District.	<ul style="list-style-type: none"> <li>• 12 registered and attended</li> <li>• Several staff read the book on their own if they were unable to attend.</li> </ul>

### Executive Director Accomplishments - Fiscal Year 2024 - 2025

developing and mentoring staff.	Our first book was “Start with the Why: How Great Leaders Inspire Everyone to Take Action” by Simon Sinek. June’s book will be “The Power of a Positive Team” by Jon Gordon.	
<b>Monday.com</b>  Collaboration with all departments	Increase team productivity, streamline workflows, gain clear visibility across teams, and empower teams.	Better project management.
<b>Communico</b>  Collaboration with all departments	Broadcast was implemented and continuing to work on ROAM and Interact which are in beta	Broadcast active and working.
<b>SoNNPIC</b>	Partnership with SoNNPIC that enables customers to start their nonprofit organization, to expand it, then give back to the community once it is up and running.	<ul style="list-style-type: none"> <li>• Three Nonprofit programs</li> <li>• Free workshops for customers</li> <li>• Feb 13, 2025, added access to Candid Grants to Individuals.</li> </ul>
<b>Best Buy Teen Tech Center</b>	Through The Clubhouse Network, we are now able to integrate Cisco online software training programming into the Best Buy Teen Tech Center. This addition marks a significant step in empowering teenagers with valuable IT skills, particularly in the realm of cybersecurity. By providing access to this cutting-edge software, we're equipping teens with the tools they need to pursue lucrative career paths post-high school. The certification opportunities offered through these courses not only enhance their skill set but also open doors to good-paying jobs, ensuring a promising future for our youth in the ever-evolving field of technology.	<p>From empowering teens through hands-on learning in STEAM and creative fields to fostering authenticity and trust through mentorship and programming, we've created spaces that inspire and uplift.</p> <ul style="list-style-type: none"> <li>• \$50,000 Best Buy refresh grant for the Teen Tech Center in March.</li> </ul>
<b>Career Pathways</b>	Teen Services Department Head Megan Nykodym worked to secure a grant from Best Buy to	Expanding the Career Center and moving the Bookstore to a better location.

### Executive Director Accomplishments - Fiscal Year 2024 - 2025

	<p>establish a Career Pathways Program. Included is a new staff position, the Career Pathways Coordinator will guide local teenagers towards fulfilling their career aspirations. Our Teen Tech Center is poised to become a hub of opportunity for high school students aged 16-19, offering them invaluable resources to explore career interests, develop crucial soft skills, and gain practical experience through internships. This program is dedicated to preparing teens ages 15-19, for their future college/career path.</p>	
<p><b>Senior Centers and Community Center Outreach</b></p> <p>Working with Nevada Hand and SoNRHA.</p>	<p>Establish Community Deposit Collections using weeded materials from branch libraries. Supplement with staff outreach and scheduled visits to meet additional library and literacy needs of the communities where established.</p>	<p>Every Metro Branch supports one to three senior centers, and several have added support to low-income housing bringing in needed material and support to families who do not always have the ability to visit the library.</p>
<p><b>Implementation of Communico Broadcast</b></p> <p>Collaboration with Branding &amp; Marketing, Information Technology, General Services and Community Engagement</p>	<p>Advertise and display library programs and events on monitors across the District using a new software platform called Communico Broadcast.</p>	<p>LO Trainer updated Broadcast training, which was originally developed by Branding &amp; Marketing; LO trainer implemented; staff now able to display thousands of program entries annually.</p>
<p><b>Summer Reading Program</b></p> <p>The 2025 theme is Discover the World!</p> <p>Collaboration with Community Engagement and Branding &amp; Marketing</p>	<p>A 2½ month-long program designed to keep kids and adults reading and learning during the summer. The 2024 theme was Oceans.</p>	<p>2024 Results: 3,092 completions. 9,867 registrations. 101,033 completed activities. 7,306,716 minutes read.</p>

### Executive Director Accomplishments - Fiscal Year 2024 - 2025

<b>Winter Reading Program</b>  Collaboration with Community Engagement and Branding & Marketing.	A month-long program designed to keep kids and adults reading and learning to start the new year based on the theme of native Nevada animals.	Clark County Detention Center added.
<b>New Leader Onboarding</b>  Collaboration with Human Resources.	Provided a 2½ hour-long presentation on Community Engagement to organizational leaders	Better understanding of people, departments, and operations.
<b>Passport Services</b>  Collaboration Financial Services, General Services, and Branding & Marketing.	Rainbow Library is being outfitted to expand passport services beyond Windmill Library.	Fires in LA and budget cuts delayed staff training but we are moving forward and expect to complete training soon.
<b>All Hands On Tech (AHOT)</b>  Collaboration with IT and General Services.	<p>The AHOT Program launched in February 2024 and is designed to provide customers with the ability to interact/touch, use, and ask questions about various mobile consumer technologies. It is a collection of tech devices available for customers and staff to test-drive so they can become comfortable with using them and choose the best option for themselves.</p> <p>A Digital Divide initiative aimed at supporting digital literacy and access to devices for our customers.</p>	<p>FY2025 expanded to 10 locations.</p> <p>The AHOT carts are available at Clark County, East Las Vegas, Meadows, Mesquite, Summerlin, Sunrise West Charleston, West Las Vegas, Whitney, and a roving cart through Library Operations.</p>
<b>Digital Memories Preservation Lab (DMPL)</b>  Collaboration with IT	A Digital Divide initiative aimed at supporting digital literacy and access to devices for our customers.	Expanding to include the following libraries: Enterprise, Laughlin, Mesquite, Summerlin, Rainbow, West Charleston, and Whitney.
<b>Self-Serve 3D printing</b>  Collaboration with IT	The Library District offers self-service 3D printing. Staff members provide customers with access to 3D printers and guide them through the process,	Customers are certified for safety and are free to create and print.

### Executive Director Accomplishments - Fiscal Year 2024 - 2025

	from design to finished print. DIY 3D printers can be reserved free of charge at most of our library branches with a valid library card in good standing.	2,266 customers are 3D printer certified.
Library Operations Powerful Places		
Activity / Play	Description	Results / Outcomes / Objectives
<b>Branch Activities</b>  Collaboration with all departments	Borrow items, complete research, community meetings, study room, STEAM activities, use computers, attend programs etc.	<ul style="list-style-type: none"> <li>• 3.58 million: Number of items in the collection – almost 20 times the number of slot machines in Las Vegas</li> <li>• 3.85 million: Visits to the branches</li> <li>• 11.25 million: Books and other materials checked out</li> <li>• 1.8 million: Unique visits to TheLibraryDistrict.org</li> <li>• 36,676: Programs</li> <li>• 817,549: Attendance</li> <li>• 26,268: Volunteer hours</li> <li>• 1.13 million: Computer uses (sessions) by the public</li> </ul>
<b>Increased Programming</b>  Collaboration with Community Engagement	The Library District provides approximately 35,000 programs for 750,000 customers annually.	Overall, programs YOY are +12%, attendance is +9%; Greatest increase occurred in general interest programs for all audiences.
<b>Signature Programs</b>  Collaboration with Community Engagement	<ul style="list-style-type: none"> <li>• Blue Diamond – Library Lovers Festival</li> <li>• Bunkerville – 4th of July</li> <li>• Clark County – Vegas Valley Comic Book Fest</li> <li>• Centennial Hills – Veteran's Fair</li> <li>• Enterprise – Fall-o-Ween Fair</li> <li>• East Las Vegas – Dia de los Muertos</li> </ul>	Annual events designed to draw large audiences (hundreds/thousands) to each library. Conducted staff training on how to program these events, submit marketing requests, complete budgeting needs, and for staff to execute these programs.

### Executive Director Accomplishments - Fiscal Year 2024 - 2025

	<ul style="list-style-type: none"> <li>• Goodsprings – Goodsprings Ornament Workshop</li> <li>• Indian Springs – The Indian Springs Tiny Art Show</li> <li>• Laughlin – Laughlin Community Resource Fair</li> <li>• Meadows – Back to School Fair</li> <li>• Mesquite – Glitter &amp; Gold</li> <li>• Moapa Town – Hawaiian Luau</li> <li>• Moapa Valley – Pirate &amp; Princess</li> <li>• Mount Charleston – Snow Daze Festival</li> <li>• Rainbow – SuperCon</li> <li>• Sandy Valley – Halloween</li> <li>• Spring Valley – The Spring Fair</li> <li>• Sahara West – Star Wars Day</li> <li>• Searchlight – Summer Celebration</li> <li>• Summerlin – Chalk It Up, Fall Fest</li> <li>• Sunrise – Get Lost in Nevada</li> <li>• West Charleston – Health and Wellness Fair</li> <li>• Whitney – Teen Empowerment Summit</li> <li>• Windmill – Mystic Fair</li> <li>• West Las Vegas – Trades Fair</li> </ul>	
<b>West Charleston Library Remodel</b>  Collaboration with General Services	To better serve the West Charleston community by providing 21 <sup>st</sup> century services at some of our older locations. Redesign of public and staff works areas will provide needed room for maker spaces, multimedia, meetings, and quiet study. Major changes to Youth Services, Circulation, and Adult Services areas, including an expansion of the computer area, maker spaces, adding space for podcast and multimedia and improvements to green room and staff areas.	

### Executive Director Accomplishments - Fiscal Year 2024 - 2025

<b>Whitney Library Remodel</b>  Collaboration with General Services	<p>To better serve the Whitney community by providing 21<sup>st</sup> century services at some of our older locations.</p> <p>Redesign of public and staff workspaces will provide needed spaces for maker spaces, computer lab, multimedia, meetings, and quiet study.</p> <p>Major changes to Adult Services area include an expansion of the computer area, Teen Zone, and maker spaces.</p>	
<b>WV Construction, ongoing</b>  Collaboration with General Services, Community Engagement, and Branding & Marketing.	<p>New West Las Vegas Library, expected to open Q1 2026.</p>	<p>Budgeted for new staffing and the library service model for this new larger facility.</p>

### Financial Services Powerful Partnerships

Activity / Play	Description	Results / Outcomes / Objectives
<b>New Markets Tax Credits Program (NMTC)</b>  Targeting a summer closing for these transactions.  Nevada New Markets Jobs Act Program (NMJA)	<p>Developed partnerships with 13 Community Development Entities (CDEs), US Bank, and the city of Las Vegas to secure up to \$8.6M in federal and state funding for the West Las Vegas Project. This funding would add to the NMTC \$6.5M already received in FY 2024.</p>	<p>Currently working with CDE partners and the Nevada Department of Business and Industry to close state and federal transactions. The amount of combined funds likely to be achieved is \$5.2M (due to compliance issues with the tax credit investor banks).</p>



### Executive Director Accomplishments - Fiscal Year 2024 - 2025

<b>Qualified Active Low-Income Community Business (QALICB)</b>	<p>The QALICBs are nonprofit corporations required to participate in the NMTC and NMJA. These entities hold title to library branches built with such funds and must comply with program regulations for a seven-year period.</p>	<p>Successfully created and managed the West Las Vegas QALICB to close on federal funds in FY 2024 and to participate and secure NMTC and NMJA funding in FY 2025.</p> <p>Also, performed a successful “unwinding” of the East Las Vegas QALICB and Mesquite QALICB after complying with regulatory requirements for seven years. “Unwinding” refers to unraveling the NMTC transaction structure to ensure a smooth exit for all partners and parties involved without risking loss of funding received.</p>
<b>Government Finance Officers Association (GFOA) Distinguished Budget Award</b>	<p>The award is a prestigious recognition given to governmental entities for excellence in budgeting and financial reporting.</p>	<p>Expecting to earn the award for the seventh fiscal year in a row for FY 2025.</p>
<b>GFOA Certificate of Achievement for Excellence in Financial Reporting Program</b>	<p>The Certificate recognizes state and local government entities that go above and beyond in their financial reporting practices. It aims to encourage high standards of financial reporting and transparency in the public sector.</p>	<p>Earned the certificate while implementing new accounting guidance.</p>
<b>Independent Financial Statement Audits</b> <p>The amount of in-kind financial services provided to the Foundation has an estimated value of \$500K.</p> <p>These services were provided using operational efficiencies in the FS Department without increasing staff.</p>	<p>Worked with HintonBurdick, the District’s auditors, to comply with reporting requirements.</p>	<p>Completed independent audits for the Library District, the Library District Foundation, the East Las Vegas QALICB, and the Mesquite QALICB, all with “clean” audit opinions.</p>

## Executive Director Accomplishments - Fiscal Year 2024 - 2025

<div style="text-align: center;"> <b>Financial Services</b>  <b>Powerful People</b> </div>		
Activity / Play	Description	Results / Outcomes / Objectives
<b>Internal Control Reviews</b>  These procedures are ongoing, and similar procedures will be performed periodically across various departments.	Visited library branches across the District to ensure compliance with operational expectations in areas such as cash handling, small equipment inventories, and fixed asset accounting.	Gained comfort that procedures and controls are operating effectively and complying with management expectations.
<b>Budgeting</b>	Effectively budgeted to ensure responsible financial stewardship and strategic planning. Ensured that District resources were allocated efficiently; supported informed decision-making; and promoted fiscal discipline.	Developed and implemented a balanced, forward-looking budget that aligned strategic priorities and responded to both internal and external economic conditions. The West Las Vegas Project will be completed with no debt. Moreover, reserves have been maintained to ensure critical capital programs maintain funding.  Successfully navigated mid-year adjustments without compromising service levels, thanks to proactive monitoring and contingency planning.
<b>Financial Reporting</b>	Continued cross-training staff in financial reporting to increase timeliness, accuracy, and reliability.	Financial reporting complied with required guidelines and provided stakeholders (State, City, County, NMTC/NMJA investors) with prompt information, along with contributing to decision making, such as budget allocation for future years.  Accuracy and reliability improved because of regular internal control reviews, which verified the completeness and correctness of data.

### Executive Director Accomplishments - Fiscal Year 2024 - 2025

		Training helped promote transparency by providing clear and comprehensive information, which earned GFOA recognition.
<b>Grant Funding</b>	Collaborated with the Development and Community Engagement departments to maintain funding for literacy programs.	Closely monitored grant funding and made purchasing adjustments, as needed, to ensure all federal awards were spent timely. Supply chain and other challenges created risks that funds would not be fully utilized, but budget amendments were timely submitted to address these issues.
<b>Financial Services Powerful Platforms</b>		
<b>Activity / Play</b>	<b>Description</b>	<b>Results / Outcomes / Objectives</b>
<b>Financial Reporting System</b>  Due to budgetary constraints and economic uncertainty, negotiated an upgrade of the current system that will address system deficiencies, add functionality, and reduce the current costs.	Replace the current Microsoft Dynamics Navigator financial reporting system.	The current system has reached its end of life and staff continues its search for a replacement. In light of other budget priorities, extended the usefulness of the current system, which has allowed the allocation of funding to these other priorities while maintaining a high level of budget management and financial reporting.

<b>General Services Powerful Partnerships</b>		
<b>Activity / Play</b>	<b>Description</b>	<b>Results / Outcomes / Objectives</b>
<b>City of Las Vegas - Cert Training for Staff</b>	The CERT Basic Training provides individuals who complete the course with the basic skills required to respond to their community's	Training was successful - due to demand from staff, additional classes will be scheduled.

### Executive Director Accomplishments - Fiscal Year 2024 - 2025

	immediate needs in the aftermath of a disaster when emergency services are not immediately available.	
<b>SNHD and UNLV – Opioid Awareness Training</b>	SNHD and the UNLV community training team to provide Opioid Awareness training to all staff members who are interested.	Training has been held multiple times including the District Department Heads Meeting where all attendees were certified in Narcan.
<b>Cristo Rey Intern</b>	Hosted a student from Cristo Rey St. Viator to learn about General Services.	Supported Administrative of General Services. – On-going
<b>EmployNV</b>	Worked with EmployNV on various projects for MQ, LA, WV, and CC.	On-going partnership.
<b>Free Cox Wi-Fi Program Promotion</b>	Supported various program and promotional needs i.e., distribution, banner installation etc.	Project is on-going, supporting as needed.
<b>District Wide Insurance Policy renewals (excluding Workers Comp.) and Risk Management Committee</b>	Co-Managed the District specifications for bidding, and contract award for property and casualty insurance and public officials and employment practices liability insurance for the policy year commencing on July 15, 2023.	Received Risk Management Committee approval as well as full Board approval.
<b>Broker of Record - Insurance - (excluding Workers Comp.)</b>	Managing the RFQ bidding, evaluation, and award of contract services Broker of Record, they assist the District with obtaining policies of insurance for the required lines of coverage, advice on the District's insurance program, risk management and claims.	Received Risk Management Committee approval as well as full Board approval.
<b>New Market Tax Credits</b>	Provided on-going support and participation of District applications for New Market Tax Credits.	Completed Successfully – Districts \$6.5M in funds for WLV. General Services provided the necessary documentation to ensure monthly funding of the West Las Vegas Project.
<b>CCSD</b>	The District worked with CCSD to explore a strategic partnership at the Mt. Charleston Library and CCSD's desire to lease a portion of District property to erect a structure to house a	After a few months of planning and discussion with the School District, they opted to invest in the repair and reopening of Earl B. Lundy Elementary School.

### Executive Director Accomplishments - Fiscal Year 2024 - 2025

	school. The development site would include an approx. 1,250 square foot expansion plus a playground, for the primary use of CCSD and local students. The need for this partnership is a result of the current school, Earl B. Lundy Elementary School no longer being available due to severe damage caused by a storm on August 21, 2023.	
<b>Southern Nevada Water District</b>	As part of the installation of a new air-cooled chiller at the Enterprise Library, the District applied for rebates under the SNWA WET program for Water Efficient Technologies.	As part of the program, the District received a rebate check in the amount of \$129,000 for our project's water savings.
<b>Bureau of Land Management - Hollywood Development Site</b>	Staff has applied for a lease with the Bureau of Land Management for a development site in the eastern part of the valley. The 12-acre development site is located on Hollywood Blvd, just north of East Sahara Avenue, and adjacent to the Hollywood Regional Park. Our Facilities Master Plan determined that based on the 20-year population and growth pattern forecasts and demographic analyses of the Eastern Las Vegas Valley, there is an immediate need for the expansion of Library Services in the Sunrise Service area.	Project is on-going – awaiting a lease for review.
<b>General Services Powerful People</b>		
<b>Activity / Play</b>	<b>Description</b>	<b>Results / Outcomes / Objectives</b>
<b>Staff Training</b>	General Services conducts in-house training of CPR, Self-defense, MOAB, Stop the Bleed and - Lockdown/Active Shooter throughout the year.	On-going – Training is year-round.

### Executive Director Accomplishments - Fiscal Year 2024 - 2025

<b>Public Safety, Chief's Advisory Board</b>	Nicole Baker, Safety Manager, continues to serve on the City of Las Vegas, Department of Public Safety, Chief's Advisory Board. The Board meets with Public Safety Chief Jason Potts bi-monthly and acts as a resource for community input and feedback on strategies, community policing concepts, and public awareness.	On-going
<b>Beckley Group - Leadership Training</b>	Department managers and supervisors are participating in a Leadership Training Course	Completed
<b>General Services Powerful Platforms</b>		
<b>Activity / Play</b>	<b>Description</b>	<b>Results / Outcomes / Objectives</b>
<b>New Fleet Vehicles</b>	Bid and received Board approval for the replacement of 4 District Vehicles that were in need of replacement due to age and wear and tear.	Project completed
<b>District Theaters</b>	In support of Technical Production Services, GS managed the bidding and Board approval for multiple public bids, including - the purchase of new theatrical lighting, new microphones and accessories and Concert Grand Piano.	Projects completed
<b>WOW Truck - Full STEAM ahead</b>	Design, Bid, Build for the conversion of one our Outreach vehicles to our new Full STEAM Ahead Tech Truck.	Project is in-progress
<b>Nevada Public Purchasing Study Commission - NPPSC</b>	The District is a member and participates in the NPPSC which reviews and studies governmental procurement laws, practices, and related items of interest as they pertain to NRS Chapters 333, 332, and 338 and makes	On-going

### Executive Director Accomplishments - Fiscal Year 2024 - 2025

	recommendations with respect to these laws, practices, and proposed legislation.	
<b>Digital Memories Preservation Lab (DMPL) RB/WC</b>	General Services provided logistical support including space allocation, furniture, and signage in support of the new initiative for the Digital Memories Preservation Lab.	Project is on-going with new locations opening soon.
<b>Multimedia Monitors</b>	General Services is managing the expansion of Multimedia monitors to all branch locations for the promotion of District programming and events – the project consists of installing electric and installing new monitors.	Monitors have now been installed in all District properties.
<b>Regional Business Development Advisory Council (RBDAC)</b>	The District is a member of RBDAC which proposes and implement policies, programs and procedures to encourage and promote the use of local businesses owned and operated by disadvantaged persons, particularly in the area of contracting and procurement by public agencies in Clark County.	On-going
<b>General Services Powerful Places</b>		
<b>Activity / Play</b>	<b>Description</b>	<b>Results / Outcomes / Objectives</b>
<b>New West Las Vegas Library</b>	General Services has managed the project development of the new West Las Vegas Library – accomplishment include: <ul style="list-style-type: none"> <li>• On-site project and construction management</li> <li>• Bidding of FF&amp;E</li> <li>• City approval for LED Messaging Sign</li> </ul>	In-progress
<b>Whitney Library Renovations and Branch Refresh</b>	To meet current Library programming requirements the Whitney Library was renovated to, a new computer center, a	

### Executive Director Accomplishments - Fiscal Year 2024 - 2025

	<p>Creations Lab as well as new dedicated study rooms. General Services managed:</p> <ul style="list-style-type: none"> <li>• Architectural and Engineering Services from design to Construction Document</li> <li>• Bidding, selection and board approval of Construction Contract.</li> <li>• Construction Project Management</li> <li>• Purchase of new furniture and signage</li> <li>• Closeout and branch staff relocations</li> </ul>	
<b>AT&amp;T Lease Renewal</b>	<p>The AT&amp;T lease for the cell tower at the Summerlin Library expires in September 2024. General Services to have a market appraisal to establish market rental rates and enter into negotiation with AT&amp;T to possibly extend the lease.</p>	Completed - A new lease was negotiated and approved by the Board of Trustees
<b>Enterprise Library Renovations and Branch Refresh</b>	<p>To meet current Library programming requirements the Enterprise Library was renovated to include new flooring and paint, a new computer center, a new teen zone, new creations lab, a digital memories preservation lab as well as new dedicated study rooms.</p> <p>General Services managed:</p> <ul style="list-style-type: none"> <li>• Architectural and Engineering Services from design to Construction Document</li> <li>• Bidding, selection and board approval of Construction Contract.</li> <li>• Construction Project Management</li> <li>• Purchase of new furniture and signage</li> <li>• Closeout and branch staff relocations</li> </ul>	Project Completed
<b>Sahara West - New HVAC Cooling Tower</b>	<p>Due to the age of the equipment the Cooling Tower for the Sahara West Library needs replacement. General Services managed:</p>	Project Completed



### Executive Director Accomplishments - Fiscal Year 2024 - 2025

	<ul style="list-style-type: none"> <li>• Engineering Services from design to Construction Document</li> <li>• Bidding, selection and Board approval of Construction Contract.</li> <li>• Project Management</li> <li>• Final Inspection and Project closeout</li> </ul>	
<b>Goodsprings Library Relocation</b>	<p>General Services managed the purchase of 1.22 acres of land with a 1,372 sq ft dwelling located at 185 S Vegas St, Goodsprings, NV for the future relocation and expansion of the Goodsprings Library.</p> <ul style="list-style-type: none"> <li>• Reviewing the title report and exceptions to title coverage.</li> <li>• Hire a land surveyor to prepare an ALTA/NSPS land survey. This is needed for title review and will also be needed for zoning and future land construction.</li> <li>• Monitor the progress towards getting the mobile home converted to real property.</li> <li>• Working with our Architect to begin the process of the property rezoned</li> </ul>	<p>After the successful purchase of the property and Dwelling the district is working on the required rezoning of the property for public use. In Progress – renovations scheduled to begin by the end of May 2024.</p>
<b>West Charleston Renovations and Branch Refresh</b>	<p>To meet current Library programming requirements the West Charleston Library will be renovated to include a new computer center, new creations lab, new dedicated study rooms. General Services managed</p> <ul style="list-style-type: none"> <li>• Architectural and Engineering Services from design to Construction Document.</li> </ul>	<p>In-progress – project is in design development with Construction schedule for Summer of 2025</p>
<b>Rainbow, Summerlin Spring Valley - Fire Alarm Replacement</b>	<p>Due to age the Fire Alarm systems at the Rainbow Library, the Summerlin Library and Spring Valley library are in Need of replacement – General Services is managing the bidding and project management.</p>	<p>Project Completed</p>

### Executive Director Accomplishments - Fiscal Year 2024 - 2025

<b>Mt. Charleston Repairs</b>	The District is still dealing with the damage from heavy flooding in late 2023. A new Parking lot was installed in Mount Charleston due damage from the flooding.	Project Completed
-------------------------------	---	-------------------

IT Powerful Partnerships		
Activity / Play	Description	Results / Outcomes / Objectives
<b>Cox WIFI Program</b>	Collaborated with Cox Business to help close the digital divide by expanding internet access to qualified customers. IT worked with Cox to install access points in all Metropolitan branches allowing access to Cox WIFI. Branches gave out Cox WIFI cards to library cardholders allowing access to Cox WIFI wherever that access was available around the city.	Total number of cards distributed during the program: 20,964.
<b>Clark County Detention Center Connection</b>	IT coordinated with the CCDC and Cox Communications to install our own internet connection at that location and route it over a fiber connection up to the 10 <sup>th</sup> floor where library operations take place.	Library staff at that location have a much better internet connection and are able to provide improved services to inmates.
<b>Early Voting in the Libraries</b>	IT coordinated with the Clark County Election Department to provide network connections for early voting in six different libraries around the valley.	Library customers have the additional convenience of their library being a polling site.
<b>AARP Tax Assist Program</b>	Every year IT works with AARP to provide WIFI connections, allowing them to provide a Tax Assist program for all customers – not only retirees. These connections allow them to have uninterrupted access to the internet at the various branches where they host their program.	Customers have tax assistance and advice available to them every year through April 15 <sup>th</sup> .

## Executive Director Accomplishments - Fiscal Year 2024 - 2025

IT Powerful People		
Activity / Play	Description	Results / Outcomes / Objectives
<b>Portable Network Kit for Outreach Department's Full STEAM Ahead Bus</b>	IT purchased, configured, and trained Outreach staff on the operation of a Portable Network Kit to be used on the forthcoming STEAM Bus. The kit can utilize multiple cellular networks to provide hotspot internet access for over 100 people, while being portable and easy to operate.	Gives Outreach many more options for programming and utilization of the STEAM Bus.
<b>Computer/Tech Refresh</b>	IT Staff replaced over 400 desktop computers and laptops this fiscal year. Desktops are on a 5-year life cycle and laptops are on a 4-year life cycle. The new computers utilize the latest Windows 11 operating system and Microsoft Office 365.	Allows library staff and customers to run the latest software on current hardware.
<b>IT Staff Training</b>	IT Staff attended various training classes and sessions throughout the year to keep up with the latest developments in networking techniques and technology, cybersecurity, operating systems management and administration, and library related advancements.	Having the latest information and training allows IT Staff to provide the best support and service we can.
IT Powerful Platforms		
Activity / Play	Description	Results / Outcomes / Objectives
<b>Digital Signage Solution</b>	IT, GS, and BAM all coordinated to select and deploy new TV monitors to all branches for displaying content using the Broadcast feature of the Communico application suite. IT worked to resolve issues with transmission lag for video content by deploying Amazon Fire Sticks to utilize different browser software.	Branches are able to display custom, local, and relevant content on TV monitors prominently displayed in each location.

### Executive Director Accomplishments - Fiscal Year 2024 - 2025

<b>Automated Materials Handling System Replacements</b>	IT coordinated with Envisionware to replace the AMH sorters at SM, SU, WM, WC, WH, MQ and the Distribution Center, completing the upgrade and replacement of that equipment District-wide.	The entire District is now on the new Lyngsoe sorter equipment.
<b>Computer Reservation System, Printing, and Document Scanning System Upgrade and Replacement</b>	IT made the decision to replace the current computer reservation system with the MyPC, PaperCut, and ScanEZ systems from Todays Business Solutions. The new systems provide some additional capabilities, easier staff and patron interactions, and improved performance over the previous system from Envisionware. The WH branch has been the pilot for three months and we have started rolling these systems out to the rest of the Metropolitan branches. We expect to be complete by July.	The new systems resolve some long-standing issues that Envisionware was never able to resolve as well as providing a simpler, more compact interface for library and IT staff.
<b>Video Relay Service Phones</b>	IT worked with Sorenson VRS to upgrade the Video Relay Phones at CH, SW, CC, WM, and SU. The new devices are more reliable and utilizes a wireless connection instead of the old telephone lines.	Deaf and hard of hearing patrons have new ways available to them to make phone calls.
<b>Monday.com Implementation</b>	Monday.com has taken off throughout the District. As more staff realized what it could do, more of them wanted access to it. The software is a cloud-based work management platform that helps teams collaborate, organize tasks, track progress, and create workflows for project management, BAM, HR, and IT.	IT has purchased 120 licenses – enough for all departments to have the access they requested.
<b>Vocera Badge Upgrade and Replacement</b>	IT purchased 300 new Vocera Communication badges. The upgraded badges have better signal strength and battery life as well as improved operation features. We configured the badges to utilize both the 2.4GHz and 5GHz carrier bandwidths to improve performance. We also upgraded the servers that control badge	Battery life and performance was becoming an issue for the old badges. We made the decision to replace all 300 badges at once instead of spreading replacement out over two years to help staff as much as possible.

### Executive Director Accomplishments - Fiscal Year 2024 - 2025

	communications to have the latest capabilities and functionality.	
<b>IT Powerful Places</b>		
<b>Activity / Play</b>	<b>Description</b>	<b>Results / Outcomes / Objectives</b>
<b>Mobile App Implementation through Communico</b>	IT worked with Communico to configure the various modules of the new Library Mobile Application. We worked with Google and Apple to configure the distribution and deployment administration accounts and provided Communico and BAM access to be able to publish updates and monitor download numbers.	Mobile app successfully published and made available on Apple and Android platforms.
<b>Digital Memory Preservation Lab</b>	IT designed and deployed several Digital Memory Preservation Labs. These labs allow patrons to bring old photographs, video tapes, film movies, tape recordings, and similar outdated format item, digitize them, and save them on current media like DVD or Flash Drive.	Allows patrons to archive memories, transferring them from outdated formats to modern media.
<b>Building Refresh at EN and WH</b>	IT coordinated with GS to create new computer lab spaces at EN and WH as part of the refreshes that took place in those branches.	Improved, friendlier layouts for customers of the adult computer labs.
<b>3D Print Zones at all Library Branches</b>	IT specified, purchased and deployed 3D printers, computers, and furniture at the twelve remaining Greater Clark County branches. We now have 3D Print Zones at all library locations.	Project completed.

### Collection & Bibliographic Services Powerful Partnerships

<b>Activity / Play</b>	<b>Description</b>	<b>Results / Outcomes / Objectives</b>
------------------------	--------------------	--

### Executive Director Accomplishments - Fiscal Year 2024 - 2025

<b>Museum Pass Programs</b>	Collaboration with Discovery Children's Museum, Springs Preserve, NV State Parks, Neon Museum, Atomic Museum, Horses for Heroes.	<p>Assisted Springs Preserve with grant to expand access. Added partnership with Horses for Heroes, Atomic Museum. Maintained Discovery Children's Program, NV Parks passes and Neon Museum.</p> <p>Horses for Heroes reports most successful partnership pass in their history. Discovery Children's may need reevaluated for cost next FY.</p>
<b>Shared catalog with Boulder City Library and North Las Vegas Libraries</b>	Added bibliographic and item records weekly for both contract libraries. Provided cataloging instruction and integrated library system configurations to meet their needs.	<p>Provided improved access to materials and regular sharing of statistics and collection use between three large districts.</p> <p>Continue collaboration this FY.</p>
<b>iPad lending program</b>	Electronic Resources manages the Ipad Lending Program. The ER Department supports the circulation & maintenance of iPads throughout the district ranging from repairing iPads to replenishing supplies & ensuring the iPad kiosks are in working order. Preparing & deploying iPads includes registering the iPads to the device management system, preparing for ILS checkout, & installing app profiles.	<ul style="list-style-type: none"> <li>• Closed iPad work orders: 226</li> <li>• Number of kiosk iPads prepared: 35</li> <li>• Number of circulating iPads prepared: 44</li> <li>• Number of branch iPads prepared: 27</li> <li>• Adjust iPad program depending on need and pending changes to hotspot program.</li> </ul>
<b>Collection &amp; Bibliographic Services</b> <b>Powerful People</b>		
<b>Activity / Play</b>	<b>Description</b>	<b>Results / Outcomes / Objectives</b>

### Executive Director Accomplishments - Fiscal Year 2024 - 2025

<b>Reorganize CBS into independent Administrative unit</b>	Move supervision of Distribution Center, Electronic Resources and Interlibrary Loan under CBS.	Promoted CBS Manager to Director with six subunits: Collection Development, Acquisitions, Cataloging, Distribution Center, Electronic Resources and Interlibrary Loan. Improved communication and direct action in response to District objective and initiatives. Independent financial management, less burden on IT, closer collaboration with units in Library, expanded Administrative Team.
<b>Staff collection support</b>	Several staff made branch visits and offered collection collaboration at over one dozen branches.	Collection data shared, merchandising suggestions offered, reverse inventories performed.  Ongoing visits scheduled.
<b>Staff training</b>	Provided 10 in person sessions of How to Manage the Floating Collection and Best Practices in Collection Development; six sessions of Staff List Training with BAM for the Website Content Committee; 13 Collection Maintenance sessions with over 100 students total in all sessions. Three Webex ILL trainings were held.	Ongoing training calendar repeating throughout the year.  Approach new staff and book training ASAP.
<b>Staff transition</b>	Three longtime Collection Development Librarians retired last year. One Interlibrary Loan staff retired.	Two internal librarians were promoted, three librarians new to Collection Development were hired into CBS. Part time position was elevated to full time in ILL.  Continue training new staff. Transition and progress have been excellent.
<b>Electronic Resources Staff Training</b>	Provided 20 in person and webinar training sessions to over 350 attendees.	Created six on-demand trainings, hosted vendor led webinars, uploaded to Niche Academy for staff

### Executive Director Accomplishments - Fiscal Year 2024 - 2025

		review. Recorded trainings were viewed 3,929 times last year.
<b>Collection &amp; Bibliographic Services</b> <b>Powerful Platforms</b>		
<b>Activity / Play</b>	<b>Description</b>	<b>Results / Outcomes / Objectives</b>
<b>Enrich content in integrated library system Sierra, adding new physical and digital content daily.</b>	Added an average of 16,000 new physical items monthly; 2300 digital items monthly for a total of approximately 225,000 items annually.	<p>Included content in several formats and over fifty languages.</p> <p>Continue to cultivate top tier content in highest patron demand.</p>
<b>Media Box</b>	Installment of first DVD-only vending machine, the Media Box, at East Las Vegas Library.	<p>Unit holds 1000 DVDs for adults and youth in English and Spanish and frees up significant space in the collection shelving. It increases attention and engages patrons who are happy to checkout and return items to the Media Box independently.</p> <p>Continue suggesting software improvements to Media Box. Consider acquisition of second unit.</p>
<b>Increase digital circulation in Libby app and Overdrive website</b>	Circulated over 4 million digital items last year, primarily in Overdrive and Libby.	<p>Eaudiobook circulation outpaces ebook circulation for the first time. Emagazine usage increases.</p> <p>Continue to balance digital/physical spending to support needs of digital customers.</p>
<b>Online Electronic Resources support for major programs</b>	Created online Scavenger Hunt for Summer Challenge; Escape the Kraken Virtual Escape Room for TeenTober; Last Ride to Diamondfield Gulch Virtual Escape Room for Winter Challenge.	<p>Expanded interest and engagement online for digital customers.</p> <p>Will continue 2025.</p>



## Executive Director Accomplishments - Fiscal Year 2024 - 2025

<b>Newsletters for staff and customers</b>	Produced 12 issues of Primary Source newsletter; wrote four columns of Literally for Highlights.	<ul style="list-style-type: none"> <li>Increased engagement with the collection process, increased interest in the library collection.</li> <li>Will continue regular contributions.</li> </ul>
<b>Collection &amp; Bibliographic Services</b> <b>Powerful Places</b>		
Activity / Play	Description	Results / Outcomes / Objectives
<b>West Las Vegas Library Opening Day Collection</b>	\$1.2 million budgeted for new WLV ODC materials with a focus on youth, West Las Vegas history and vocational/consumer friendly material in multiple languages and formats.	<p>Spent \$700k thus far. Print finished, A/V underway. Coordinating special collection and shelf maps for move.</p> <p>Regular DOC meetings for collaboration. Schedule tour. Move in Oct 25 or Jan 26.</p>
<b>Restore jail library services</b>	Spent \$100k in support of reestablishing library services for two jail locations.	<p>Transitioned to primarily digital collection with essential research and leisure reading provided in print format.</p> <p>Investigate Westlaw vs Lexis for next FY.</p>
<b>Increase in branch circulation to pre-pandemic levels</b>	Added new formats including video games, audio enabled books, launchpads. Increased quantities purchased to lower hold ratios.	<p>Physical circulation for last twelve months = 6,484,662.</p> <p>Increase over previous 12-month period. Physical circulation continues to grow with minor changes each month.</p>
<b>Increase Distribution Center usage</b>	Hosted 16 visits from eight branches for DC shopping.	<p>Circulated 143,495 items from the DC last year. Filled 63,673 item holds. Sent 7,565 items to refresh Greater Clark County branches. Sent out 148 book club kits to branches. Redistributed 14,115 to branches where items are more likely to circulate.</p> <p>Increased exposure and utilization of Distribution Center. Likely to increase this year. Will weed</p>

### Executive Director Accomplishments - Fiscal Year 2024 - 2025

		holdings to make room for West Las Vegas collection transition.
--	--	---

## Executive Director Accomplishments - Fiscal Year 2024 - 2025

### Kelvin Watson Executive Director Conferences, Speaking Engagements & Media Appearances

#### National & International Library Industry Events

- Served as a guest speaker at the Libraries Lead Forum, hosted by the International Federation of Library Associations and Institutions Middle East and North Africa Regional Office
- Attended the American Library Association Annual Conference. Panelist for Pre-Conference session for United for Libraries to discuss current and past work with library foundations. Keynoted the ALA Spectrum Institute luncheon and received the Spectrum Changemaker Award. Also was a group leader for OCLC public library research
- Served as a guest Speaker for the Queens College GSLIS Students
- Participated in the Urban Libraries Council Advocacy Task Force Kick-Off Meeting
- Participated in the Unhoused Summit Discussion with Lincoln Library
- Participated in the 2024 Black Professionals Month Global kickoff and was recognized October 26th with the Black Professionals Month Global 100 Leading Black Professionals Award
- Elected to the National Juneteenth Museum board
- Participated in the Session 112 webinar, "The Politics of Funding Libraries"
- Served as keynote speaker for the Ferguson Public Library, Conn., staff development day
- Participated in the Session 113 webinar, "Library 2035: Imagining the Next Generation of Libraries" as a panelist
- Participated in the reconvening of the Intellectual Freedom Coalition Meeting.
- Participated as a panelist in the ASERL presentation
- Attended the ALA LibLearn X Conference, participated in discussion of Third Edition Black Librarian Handbook of which I was a chapter contributor around library technology. Also attended other sessions and meetings with library vendor partners.
- Participated in the Library 2.0 Innovative Library Mini-conference planning meeting
- Served as a judge for the African American History Challenge Finals
- Interviewed by Charlotte Brookins University, of Iowa's School of Library and Information Science, for an IMLS funded grant on public libraries

## **Executive Director Accomplishments - Fiscal Year 2024 - 2025**

### **State & Local Community Events**

- Participated as a panelist for the Fatherhood Valued and Empowerment Summit
- Participated in the American Jobs Centers Webinar: Getting the Support from Public/Private Partnerships in the Silver State
- Participated in the US Conference of Mayors Workforce Council at Las Vegas City Hall and Sahara West Library
- Participated in a Community Collaboration Meeting for Mesquite
- Participated in Military Scholarship Informational and provided information regarding my Army ROTC scholarship experience
- Participated in the Military Scholarship Informational with Workforce Connections, which provides information/resources to parents, youth, and anyone interested in pursuing a military career
- Participated in the Nevada State Treasurer Art Contest Reception. Served as a judge for the contest for 5th grade artwork.
- Attended the Urban Chamber Coffee and Conversation and provided library information as well as an update on West Las Vegas library
- Participated in the Nevada Reading Week at Divich Elementary School, where I read to kindergarten, 3rd, and 4th grade classes.
- Participated in the Workforce Connections & Congressional Staff site visit to highlight the best practices of Southern Nevada, partnership discussions, and the role libraries play in economic development

### **Media Appearances**

- Interviewed by KVVU Fox 5 Las Vegas about Library Card Sign-Up Month
- Interviewed by KCEP 88.1 radio host Kim Bailey Tureaud radio show about Library District programs
- Interviewed by Las Vegas Weekly about the Library District's 60<sup>th</sup> Anniversary Celebration