Participants were placed into 2-3 person breakout sessions for 5 minutes to talk about an icebreaker question.

Icebreaker Breakout Room Conversation Question:
Share a positive moment or fun fact from your week!

Participants were placed in small group breakout rooms for 15 minutes for the first round of conversations.

1st Breakout Room Conversation Questions:
During the COVID-19 shut down, libraries and other cultural and educational institutions very creatively pivoted from providing in-person programs to offering them in a virtual setting. Many of us attended and even planned engaging and effective virtual programs.

Reflecting on those experiences, share a story about the MOST exciting, engaging, and effective virtual program you have participated in?
What was exciting about it? What made it so engaging and effective?

Discussion following the 1st breakout room session:

11:20:09 From Helen Leinbach: I have no microphone on my computer. I am listening!
11:20:51 From Gwen: Thanks, Helen.
11:22:02 From Helen Leinbach: One library put out books on a cart for walkers to help themselves to.
11:23:17 From Helen Leinbach: Yes and she said it was almost empty every night
11:28:22 From Erin: Right now the only virtual program I have done so far is a daily storytime on Facebook. I put up recordings of myself reading a different story everyday. We have set up a storytime group on Facebook for our patrons.
11:32:26 From Katie Zychowski: Some of the experiences that our breakout around to be engaging:
Pre-recorded storytimes, are Live Zoom storytimes with classrooms, Pre-recorded music series
11:32:35 From Katie Zychowski: *found (oy!).
11:34:00 From Mary: Digital escape rooms
11:34:03 From iPhone: none of us had any programs but we, have been in a lot of great zoom meetings!
11:34:06 From Stefanie: I loved Kristin's story about their brewery book club...they met online and had their beer and takeout!
11:34:06 From Lyon Twp Library: One of her librarians is married to a musician, so she did a jazz storytime. He played jazz music while she read a book about jazz.
From Kirsten Weaver: Lots of virtual storytimes

From kay williams: We're just promoting all the free concerts, plays and author events that are online and free.

From Danielle: Cute idea during Easter was a Peep diorama contest

From kristin shelley: Facebook Live concerts

From Jenna: Fitness programs on YouTube

From Tina Stjohn: zoom storytime

From Cindi Place: Zoom enabled trivia contests online...great participation! One library did one on The Office

From Sandy Petrie: virtual storytime kits

From Elyshia Hoekstra: Poetry workshops

From Paul McCann: Group 1 - Mindfulness meditation online and Instagram I Spy Challenge

From Donna Comstock-Herman: Danielle from an Indiana Library said they did two Zoom meeting - one about composting and one about vegetable gardening and had huge attendance.

From alissa: Someone shared how they have been following people doing cooking tutorials

From Beth Pierson: Watching cooking programs.

From Kimberly Brown-Harden: Zoom Meetings, IG concerts

From Allison Boyer: Facilitating community book groups over zoom for those groups that aren't sure how to do it themselves.

From Nadia El Anani: Virtual Music performance

From Kendra Bailey: I really liked Laura's online interaction with kids sharing pictures of crafts they had made from videos that the library posted

From Eric Magness-Eubank: I enjoyed hearing from Allison @ Grand Haven Lib having staff call all of their patrons who are over 70 to let them know that the Lib is thinking of them

From sharding: We were in the middle of a story about a glamour-book-shot activity..

From Stephanie Reinhardt: Digital escape rooms (ours is getting used all over the country)! Facebook book club.

From Pam - typing only: Zoom STs with 2 staff so one watched tech while other presented

From Dale Parus-Ionia, MI: Zoom book clubs in Ionia. Livestream storytimes, too.

From kay williams: Shared

From Beth Pierson: Watching authors/illustrators

From Cindi Place: One library did a zoom party with staff

From Glenn Fischer: We're using virtual games (like Cards Against Humanity online, etc.) for an adult virtual gaming night.
From Paula Drummond: Lyon Twp. has a very popular kegong prg (similar to tai chi) that they have kept going by uploading sessions to YouTube to keep it going for their patrons.

From John Mundy: Group 11 had a Master Gardener do a program.

From Amy Rosen: Staff virtual coffee break where you were not allowed to talk about work. Almost all staff were able to attend.

From Tera Moon: Jean from Grand Ledge, MI conducted a science experiment via Facebook Live. They promoted it one day prior and had 13 attendees! The attendees were familiar faces - regular patrons - and one teacher who wanted to use the same experiment for her class. SUCCESS!

From Kate Parvel: Craft meet-up to socialize.

From Jocelyn Levin: Online Trivia with Kahoot.

From Whitney: Cool elementary program where two chapters are read each day from an early chapter book.

From Ed Burns: Scavenger hunt where you had to use our subscription databases to find the answers.

From Diane McKee: Highly recommend a place - Michlib?? to list all the ideas and performers who are available to do virtual programs. Geography is not an issue in the virtual world.

From Kate Parvel: I'd love to know more about how to facilitate the zoom trivia night.

From Adrianne Schinkai: Games via Zoom and Facebook, like Bingo, Guesstures, and Trivia!

From Dale Parus-Ionia, MI: Mad Science Mondays Livestreamed in Ionia.

From Lori: Way to go Grand Haven!

From Pam: Typing only: Liked Dian's idea for a central database for those offering virtual programs?????

From Jennifer Stranger: UPS man is here!

From Dale Parus-Ionia, MI: Puppies!

From kristin shelley: Excellent idea, Grand Haven!

From Samantha Loree: my dog is growling now.

From Katie: my dogs just ran out here to see what's going on with the dog barking.

From Samantha Loree: and buffing.

From Katie: lol.

From Adrianne Schinkai: LOL My dog heard your dog!


From Jennifer Stranger: That would be my home alarm for UPS deliveries :)

From Katie: :)

From Pam: typing only: Liked Dian's idea for a central database for those offering virtual programs?????
11:37:15 From Natalie: More social media engagement than anything: Sharing what a coworker had sent through the mail to cheer
them up (printouts of memes she liked) and having people vote on their favorites
11:37:25 From sharding: Last event had a story about cross-generational mad-libs
11:38:04 From kay williams: This is a real challenge for us. Not even all my staff members have internet access.
11:38:08 From Michelle Bradley: My Coco has apparently started a group bark fest throughout Zoom world!
11:38:34 From jfellows: David had patrons interested in attending a Facebook based program but had tech difficulties
11:38:41 From Amelia: We're also calling older patrons. It has been very successful. We started with people over a certain age who
had used the library this year, and we're expanding it to people who last used a card last fall.
11:39:08 From Stephanie Reinhardt: D&D Online for teens and/or adult - Wizards of the Coast is giving away digital club kits with a
TON of resources right now
11:39:20 From oscar.delong: My friends and I do D&D via Zoom weekly
11:39:31 From Paula Drummond: would definitely like to see a central database!
11:39:31 From Virginia DeMumbrum: One of our most popular FB posts was a screenshot of a staff Zoom meeting, with all of us
waving to wish everyone a happy National Library Week. People seemed genuinely happy to see our faces.
11:39:53 From jfellows: WoC facilitating digital MAGIC games?
11:39:58 From Lori: How can I save chat? I see the option, but where does it go?
11:39:59 From Kate Parvel: how do I join that slack group?
11:40:22 From oscar.delong: There are apps for WoC Magic the Gathering
11:40:28 From DeirdrV© Schirmer: Thanks!
11:40:30 From Pam - typing only: Thanks for that clarification
11:40:32 From Stephanie Reinhardt: @jfellows Magic Arena is a great way to play. And WotC is giving away pack codes as part of their
digital kit
11:40:35 From Anita Zelmon: what is d&d
11:41:08 From Anita Zelmon: thanks
11:41:15 From Katie Zychowski: We are offering teens the opportunity to play MINECRAFT live with staff!
11:41:36 From oscar.delong: WoC is also offering free content for D&D including coloring sheets for kids
11:41:41 From Jocelyn Levin: Western Michigan University shared how they are sharing lots of fun stuff on social media that they
typically don't have a chance to do during the semester.
Participants were placed in small groups in breakout rooms for 20 minutes for the second round of conversations.

2nd Breakout Room Conversation and Questions:
Imagine it’s one year from now. Through your virtual programming, you’ve reached new audiences, your community members are thriving, and they value the library more than ever. You’re so successful that you’ve been asked to speak at ALA to share your virtual programming experiences with your library peers around the country. Describe your virtual programming success in rich detail.

How did you integrate it into your programming?
What new audiences did you reach?
What resources and support helped to make them successful?

Discussion following the 2nd breakout room session:
12:04:40  From Jenna : Reach people outside our service area.
12:04:45  From dorothy manty : 1
12:04:46  From Jenna : Need more lead time for marketing
12:04:54  From Kathleen Lennon : Going to have to start to market ourselves online
12:04:55  From Jenna : Maybe tie live programming in with a virtual follow up
12:05:05  From Jenna : More widespread wifi and online tech savvy
12:05:11  From Katie : Collaborating with other libraries to share skills sets, especially if some people have the ideas but don't have the know how to get it virtual.
12:05:12  From Jenna : Cell phone knowledge and availability
12:05:19  From Karen : Learn to build a permanent system of hybrid programming for online and in person.
12:05:24  From Katie : Using different platforms to reach different audiences, like TicTok for dance challenges with teens
12:05:26  From Jenna : Closed captioning - Google Meets?
12:05:28  From Amelia : Room 2: Bring Reading Rainbow back and also consider for adults! Is there a list of publishers allowing read-aloud for adults?
12:05:39  From Sara Ault : try to promote a wider collection of virtual resources, not just home grown content.
12:05:42  From Gillian Streeter : Patron/community Feedback needed, Coordination between multiple departments and tech is key, throughout, remote adaptations as possible, Making links to other resources available thru the website, Personalized service, Remote or no-contact means of connection , art in the library windows, drive & wave! Consider higher flexibility, less formality
From Jennifer Zehr: Our recorder had to leave, but one idea is doing a virtual library day in the fall to explain how to use services.

From Kathleen Lennon: Have to strengthen our Facebook presence. Really working on establishing that community feeling that people go to the library for.

From Kate Parvel: Our group members are trying to figure out how to reach teens; Instagram, TicTok, Snapchat; suggested to do a daily shout-out to teens at same time every day.

From Allison Boyer: Quality focused, not quantity. Using existing advisory groups to inspire programs that are wanted.

From sharding: Support/supplies: some of us will need to HAVE a standardized plan for distributing information to patrons about virtual programming (some brainstorming about methodology and $) and a stable enough external environment to make long-term planning possible. Audience is greatly expanded (world-wide?!) in a virtual environment because geography doesn't matter as much.

From Pam Seabolt to Jan Davidson (MCLS) (Privately): Go ahead and start with Jenna and then maybe ask Dorothy to share.

From Katie: Audience have changed too due to tech or internet restrictions. If someone doesn't have internet or a computer out in the community and has been relying on the library for that, we are brainstorming ways to reach them.

From Kristin Fondriest: Seeing increased participation in virtual story times as opposed to in-person story times (12-15 participants in person versus 100 online). When in-person programming resumes, we can continue to record programming and offer it virtually in addition to in-person to reach more patrons.

From Tera Moon: Our library serves a rural area with very limited wifi access. So we partnered with our school district's mobile Reader Theatre which has a scheduled route around the area. The mobile theater has wifi. So we are able to broadcast a story time using wifi to listeners would be listening from their cars. We would also hand out a craft. We would need technology and also LOTS of coordination and publicity.

From Allison Boyer: also, found a way to connect when key staff person may not be as tech savvy.

From Amelia: Work with your local television channel and provide them with instructional videos for non-Facebook users.

From John Mundy: Ours we were mostly listening for ideas. However, the idea of payments for ads online to support our virtual resources and programs.

From Stephanie Reinhardt: Bedford Indiana has hit a new vein of interest with Facebook video storytimes, science activities, and such. 1800 people watched one of the sessions! Lots of sharing staff to family/friends to the larger public. Getting tech access is important - wifi hotspots and chromebooks were discussed. We also talked about 5 or 6 ways to play board games online together - how collection resources would need to be redirected toward appropriate subscriptions.

From Donna Comstock-Herman: Two out of the three of us are not doing much in the way of virtual programming as one is a small library who lost staff at the start of this and the other is a library closed for renovation and in a place where the...
digital divide is very real (Flint, Michigan). The third one is a small library as well but responded quickly with virtual craft videos and some story times.

12:07:03  From Kate Parvel: Start virtual programming with basic social meetups with a common focus; gardeners, genealogy, knitters, pop culture fan discussion page.

12:07:20  From Dorothy Manty: Q1: Integrate by all program staff participating. Q2 New Audiences: More a deepening of existing. Q3: Make successful: sophisticated electronically staff plus willingness to work together and the CV situation stimulates creativity.

12:07:24  From Jocelyn Levin: All sorts of nontraditional users have discovered us. We have reached out to local health care facilities to offer programs to be streamed there for staff and patients. All of our in person programs are also being streamed online and attendance has skyrocketed. We have reached out and started programs just for people who are in retirement centers, convalescent homes, etc. who cannot leave their buildings. We created Babies First Storytime showing on the hospital and birth center tv, introducing the library to brand new parents.

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We have a lot more deposit collections, Dr office waiting rooms, laundromats, All board meetings will now be live on Zoom with a dedicated Facebook event to advertise as well as posted on webpage,

We're doing online bookclubs
We have creating lots of new library cards with card registrations online,

12:07:27  From Donna Comstock-Herman: Sorry but I need to leave as I am scheduled elsewhere. Thanks and bye.

12:07:40  From Glenn Fischer: Using our virtual programming resources to help with our library's charitable work to benefit people who do not have internet access.

12:07:42  From Amelia: Establish a following with regular offerings and/or series. Make and take crafts and a virtual database presentation.

12:07:44  From Katie: It seems daunting to change our in-person programming to virtual. We still want to reach people in-person somehow. Engagement may be a challenge though. Some libraries partner with local organizations like the Great Starts or local school so that can be limiting their online presence if they have to rely on those organizations for their tech resources.

12:07:45  From Cindi Place: Plan something virtual everyday: make it Mondays, Storytime Tuesdays, Cooking etc. Use of Websites, Facebook, YouTube Channels. Hard to share screen time right now with schools and work from home. Need to focus on adult programming. Instagram good for YA teens. Access not good in small areas. Radio storytimes, Setting up
eLearning labs to help with training unemployed and for local businesses to learn how to go online. Facebook Book Clubs. Spending the next few months working as if this lock down may happen again, so be better prepared.

12:07:58 From Samantha Loree: We discussed a few different specific programs that we could start. Tech-help reference that could be by appt with screen-share or can be asynchronous and the librarian can create a video how-to. Librarians could create cooking videos on social media as well as the library website. On social media, there could be an I-SPY challenge where a picture of an item is posted and then patrons can comment with their own picture of that item in their home. Also, create a book group for tweens that has them read 2 chapters at a time and then either discuss in a zoom meeting or asynchronously via FB group or discord.

12:08:06 From Katie: Small staff may mean that one person is in charge of many things and that can be a challenge too.

12:08:19 From Mary Beth - Tecumseh District Library: My group actually felt overwhelmed by the question! We are so wrapped up in planning how we will exist in the near future that we cannot even fathom how life will be in the future. We also talked about how do we offer programs that fit BOTH a technical savvy audience and an audience that is challenged by technology and may not want anything to do with it. They both deserve access to the same program.

12:08:28 From Kate Parvel: We've seen successful trivia done through JackBox trivia; We acknowledged problem of digital divide--how do we reach those kids who have no internet access?

12:08:37 From Samantha Loree: I think the important thing is to provide surveys after programs to evaluate the success of programs.

12:10:31 From Donna: In my second breakout group I said I would share a recording of a very useful webinar I joined called "Providing Virtual Programming in a Health Crisis" presented by the National Network of Libraries of Medicine. There were lots of good ideas for programming and collaborations with community.

12:10:39 From Adrianne Schinkai: Well said Dorothy!

12:12:04 From Cindi Place: School collaborations really helpful too.

12:12:05 From Lindsay Gojcaj: @Donna - Do you have a link to the recording for this webinar?

12:13:13 From Susan: Ideas mentioned: Adult Game Night on Zoom - Bingo, Pictionary, Virtual Art Clubs for Kids, Pinterest Night on Zoom - kits for pick up, Craft Therapy Zoom Meeting - using kits picked up at library, Registration for Zoom programs - a link is sent to patrons who register, Exploding Kittens and Super Fight Zoom meeting for young adult age group, Gruesome Books book club to reach the young adult group.

12:13:18 From janellerichards: Review the successful programs and opportunities and figure out ways to make them accessible now. Then we would reach out to meet the new needs of our community. (i.e. gardening, recipes, etc.) We will develop new methods and schedule info to get our program information out to the public. Much of what our group have done in the past have been tangible, in materials and methods to get the word out to the public.
From Jennifer Stranger: For Reading Rainbow (Lamar Burton) fans - he has a podcast where he reads adult books that's accessible online :)

From Cindi Place: Link to Hope College Book Club for Kids (grades 4-6):
https://sites.google.com/hope.edu/nationalbookclubforkids/home?authuser=0

From jfellows: We had a program planned from state AARP where they teach Apple and Android phone/app skills to seniors (like me--50+). We hope to bring that to a virtual sort of format-- but it will be tricky, as the success usually depends on a lot of one-on-one individual attention....

From Pam Seabolt: @Karen & Group - I like that. A local Painting with a Twist did an at-home painting and asked people to post their finished paintings on Instagram

From kay williams: Copyright is so much more of an issue in the virtual world.

From Lois: So true. Folklore fits the Imagine Your Story!

From kay williams: I'm hoping more outdoor activities will be safer.

Final Question:
What's one small thing you will do after today that will help to bring to life virtual programming success?

Discussion following the final question:

From Jenna: We have a leadership team meeting this afternoon...I'll be bringing up the ideas I have collected!

From kay williams: Contact older patrons.

From Kate Parvel: Are we doing breakouts?

From Bill Bowman: Work with employees to figure out what OTHER skills (not their primary job, necessarily) they have that might be able to help support the programs.

From Lois: Set up a recording studio both in staff homes & at work

From Tera Moon: start brainstorming ideas!

From Kendra Bailey: work out the details of how to conduct a virtual program

From Virginia DeMumbrum: Reach out to local nursing homes to see if they would like some virtual programming for residents.

From Kate Parvel: Call older patrons

From Cindi Place: Write an article for our local paper about what we are doing now to offer virtual programming.

From TC F: Accept that virtual programming is here to stay, even when things get back to normal.
12:19:58  From Sharon Crotser-Toy : I love the idea of having a master gardener share a program.
12:19:59  From Marge MCPL : just trying it on a small scale
12:19:59  From Stefanie : We're going to try a registration process and really gear it to specific audiences and try a ZOOM platform so there can be some interaction.
12:19:59  From kreyolds : Leaving a live video for Facebook users.
12:20:00  From Gwen : No breakouts this time.
12:20:00  From Susan : Brainstorm with staff
12:20:01  From Victoria Phelps : instead of trying to adapt all our programs to virtual format, thinking about what new programs we might be able to do virtually that we might not otherwise be able to do
12:20:05  From Gillian Streeter : Contacting patrons directly to check in, to get feedback
12:20:07  From Paula Schaffner : Another round of library staff saying hi on Facebook--we did this once but the break is going on longer.
12:20:09  From Lori : Contact patrons to ask what they want from us as virtual programming!
12:20:15  From Samantha Loree : I believe we will be sending out a survey to our patrons asking what kind of programs they want
12:20:17  From jacquelinethompson : Put together a scavenger hunt
12:20:18  From Marlee Alexander : Ask patrons what sort of programs they like
12:20:18  From Adrianne Schinkai : Letting the class of 2020 in our communities know that we are still celebrating them even though school is out and the library is closed. :)
12:20:20  From Stephanie Reinhardt : Keep collaborating across departments to make sure all the patron groups are being served.
12:20:20  From iPhone : share library posts more on social media.
12:20:26  From Karen : I'm compiling some of these ideas and will share them with the rest of my programming team as we start to look out beyond just this month and this summer.
12:20:27  From Jeanette Smith : brainstorm ideas and see what ideas I can copy.
12:20:28  From Jocelyn Levin : Look for resources that tell me how many of my patrons have internet access at home
12:20:33  From Gillian Streeter : More immediately: I'm taking these ideas to our planning team
12:20:34  From Mary : Definitely do surveys to see what virtual programs we do are successful and what ideas patrons have for programs we're not doing.
12:20:36  From Amy @ Coleman Area Library : I really like the idea of sharing programming between libraries- so each library isn't trying to do it all individually.
12:20:38  From Eric Magness-Eubank : We have daily zoom staff meetings--I am going to send a list of the ideas to the staff and then discuss what we could do
12:20:40  From LauraPC : learn how to use google meets
Who will accept our challenge?!

- Use these dialogue questions to interview 1 or 2 (or more!) staff at your library before next Friday.
- If you will commit, put your name and email in the chat box now.
  - We will provide you with the script, and a summary sheet to capture the highlights of your discussion.
  - If you’ve joined the Slack workspace, we have a dedicated channel (#virtual-programming) for this challenge where we’d like you to share your experience about your interviews so we know you’ve completed the challenge.
    - A copy of the Interview Guide and Interview Reflections sheets are in the Slack channel.
    - Instructions and questions for reflection after the interviews are in the Slack channel.
partner with other community organizations such as Michigan Works to create programs for those who now need to look for jobs, resumes, interviews, etc. since there will be great need and it will be hard for any one group to meet demand. We think that many who have not had need for the library will be interested in this type of program. We envision very successful online summer reading that keeps all kids engaged with a large registration, feedback, knowing that they kept engaged and reading. We would need better tech capabilities, for example to record programs and staff who knows how to use it. We also thought that online marketing would be important.

12:24:59 From Angela Klocek: I also wanted to say thank you for coordinating this.
12:25:12 From jfellows: cool-- a venn diagram
12:25:14 From Katie: this has been so helpful
12:26:08 From Katie: Does anyone have a make and take kit that they would be willing to share the process and materials?
12:26:18 From Ann Zydek: Explore and share best practices in virtual programming
12:26:53 From Lori: Many thanks!!
12:26:59 From Katie: Thanks!
12:27:03 From Amy @ Coleman Area Library: thanks!
12:27:07 From Rachel Duncan: Thanks!
12:27:08 From TC F: Thank you!
12:27:09 From Bill Bowman: Thank you!!!!!
12:27:11 From dkristoff: Thank you
12:27:11 From Sharon Crotser-Toy: Thanks!
12:27:15 From Mary: Thanks!
12:27:20 From jfellows: will you send a new link?
12:27:24 From Jeanette Smith: Thank you. This was very helpful!
12:27:25 From Diana: How do I get the invitation for the slack channel?
12:27:25 From Christina Rowland: Thank You!!!
12:27:26 From Laurie: thanks!
12:27:26 From Michelle Bradley: Bye

Next Dialogue
Friday, May 8 at 11:00 am EDT (10:00 am CDT)