



# BEYOND VIRTUAL AND HYBRID PROGRAMS:



How Libraries Recreated a Community  
During the COVID-19 Pandemic

# Table of Contents

[Title Page](#)

[Copyright Page](#)

[Acknowledgment](#)

[Introduction](#)

[Program 1: Smoking Ballerinas and Red-Hot Bolsheviks – Making the Artwork of Frances Lichten Accessible](#)

[Program 2: Prof Talks](#)

[Program 3: YA Comics Chat](#)

[Program 4: The Class](#)

[Program 5: Virtual Tech Tuesdays](#)

[Program 6: Santa Rosa Zine Fest](#)

[Program 7: Queens Memory COVID-19 Project](#)

[Program 8: Write Now! A Writer's Collective](#)

[Program 9: Library and Student Support Services Virtual Summer Bridge Program](#)

[Program 10: We Need to Talk: Conversations About Racism for a More Resilient Las Vegas](#)

[Program 11: Senior Art During the Pandemic by Evelyn Ray, Instructor](#)

[Apendex A: EBook Call For Submission Flyer](#)

[Appendex B: About the Project](#)

[Appendix C: RNE Leadership Institute Committee Members](#)

**REFORMA Northeast**

Leadership Institute

**Beyond Virtual and Hybrid Programs: How Libraries Recreated  
a Community During the COVID-19 Pandemic**

**A showcase of library programs created during the COVID-19  
pandemic**

This project was made possible by the [REFORMA National Grant 2022](#)

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The views, findings, conclusions or recommendations expressed in this electronic publication do not necessarily represent those of the REFORMA Northeast Leadership Institute, REFORMA Northeast Chapter and/or REFORMA National.

## **Acknowledgment**

I am very grateful for all the suggestions, and brainstorming sessions, that the REFORMA Northeast Leadership Institute committee members provided during the creative process of this idea. The main goal was to share examples of virtual and/or hybrid programs that were created during the hard times of the pandemic.

The library's mission around the world —school, public, college, university and community libraries—is to connect resources to patrons in any shape and form. COVID-19 challenged library staff around the world to think creatively, while learning and discovering how to make library resources available to all with the physical doors closed. Thank you to all the contributors that helped along the way with the creation journey of this project!

Mary Marques, Chair

## Introduction

The COVID-19 pandemic forced libraries across the country to close. Even as we were closing our buildings, most of us were trying to find ways to ensure that we could continue to provide services, including programming, to patrons of all ages. We were forced to pivot all library services to an entirely online environment. We experimented, we created, and we adapted to our “new normal.” We navigated from in-person and face-to-face interactions to interactions that were entirely online. While these interactions allowed for some anonymity for patrons seeking library services, for the library employee accustomed to in-person and face-to-face interactions in real time, these new interactions were somewhat unsettling.

In the shift to online services and programs, librarians discovered the benefits of online programming such as reaching new audiences, allowing us to extend our service hours, and allowing us to work with presenters and audiences in different parts of the country, or even internationally. Online programming is often more convenient for the audience, and participants can choose how they want to engage. This shift also came with some drawbacks, including bridging the issues of digital equity for patrons without the library always having the needed resources at hand. Additionally, we had to learn how to use new digital platforms and other technology. Perhaps one of our biggest challenges was how to maintain our engagement with those we were now serving online.

As the country starts to move back to offering more in-person gatherings and services, librarians are left to determine how to balance the shifting priorities and levels of comfort of their patrons while maintaining robust program offerings. However, even as we move back to an in-person model of service, it has become clear to all of us that online services, including hybrid programming, are here to stay. Hybrid programming allows us to maintain service to remote

audiences while re-introducing the in-person audience to our program offerings.

In the following pages we provide a sample of the great work conducted by librarians in different parts of the country during the global pandemic. Our hope is that their work will provide you with ideas for your own programming endeavors and inspire you to be creative!

# Program 1: Smoking Ballerinas and Red-Hot Bolsheviks – Making the Artwork of Frances Lichten Accessible

Smoking Ballerinas  
& Red-Hot Bolsheviks:  
Making the Artwork and Papers of Frances Lichten Accessible



Christopher A. Brown, Curator  
Children's Literature Research Collection  
[BrownC@FreeLibrary.org](mailto:BrownC@FreeLibrary.org)

## Contact

Christopher A. Brown - Special Collections Curator, Children's Literature Research Collection at Free Library of Philadelphia

[brownc@freelibrary.org](mailto:brownc@freelibrary.org)

Free Library of Philadelphia

[www.freelibrary.org](http://www.freelibrary.org)

**Program description**

The Free Library's Children's Literature Research Collection includes hundreds of drawings, letters, papers, and prints of Pennsylvania artist and historian Frances Lichten. Curator Christopher A. Brown talks about the current digitization project and some geographical detective work that happened along the way.

**Keywords**

Special Collections, Art, History, WPA, Artists, Children's Literature

**Audience**

Adults, Older Adults

**Format**

Virtual

**Platform**

Crowdcast

**Marketing and/or promotion**

Social Media, Library website

**Registration**

No

**Comment**

The Free Library is currently in the process of doing both virtual and in-person programs, but a true hybrid has not been attempted by our Special Collections Division.

**Link to the program**

[https://www.youtube.com/watch?v=PF\\_kyLkMrw](https://www.youtube.com/watch?v=PF_kyLkMrw)

## Program 2: Prof Talks

New interactive interview series!

# Prof Talks



Our guest for October 2020 is Damon Gray, MBA, MSc, AIF®, CIMA®, the Finance and Management Instructor at Montgomery County Community College, and Phi Beta Lambda (PBL) Advisor.

**October 19 • 12:30 PM**  
*Virtual Platform - Zoom*

 **MONTGOMERY**  
COUNTY COMMUNITY COLLEGE

Questions? [Integratedlearning@mc3.edu](mailto:Integratedlearning@mc3.edu)

▼ SEE BELOW FOR ZOOM LINK AND ACCESS INFORMATION. ▼

### Contact

Amanda M. Leftwich, Student Success Librarian.

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Stephanie Nnadi, Professor in the Biology Department

[snnadi@mc3.edu](mailto:snnadi@mc3.edu)

Montgomery County Community College  
<https://library.mc3.edu/>

### **Program description**

Prof Talks is an interdisciplinary interview series at Montgomery County Community College (MCCC) featuring diverse professionals from a wide array of fields. The purpose of Prof Talks is to enrich MCCC students with the experiences of these individuals, giving them new insights into academic journeys, and career paths. Student viewers are provided with touchstones not only for success, but awareness of the challenges faced by interviewees. Success is not often a linear path. Prof Talks helps students understand that “road bumps” are normal within the education process. This is an active learning experience where students will be able to ask questions and hear how speakers have established and achieved their goals, how they overcame obstacles, and the lessons they learned along the way. The hope is that students can relate to the speakers and encourage them to persevere in their own academic and professional journeys at MCCC and beyond. The series is an informal interview format, held virtually via Zoom. This is a special project led by Dr. Stephanie Nnadi and Amanda M. Leftwich, who will conduct the interviews one Friday a month during the academic year. Funding for Prof Talks is provided by Integrated Learning. Bring questions and be ready for an exciting conversation!

### **Keywords**

Leadership, student success, interviews, academic careers, career counseling, career development, and community learning

### **Audience**

Teens, Adults, Older Adults

### **Format**

Virtual

### **Platform**

Zoom

## Marketing and/or promotion

Social Media, Local media, Library website

## Registration

No

## Comment

Originally, the plan was to host this series in-person, however COVID had other plans. We have hosted Prof Talks virtually since Fall 2020. Although the College is in a hybrid model, we're still hosting the series on Zoom. This is the most successful library program to date.



**Prof Talks**  
2022 SPRING SERIES

Welcome to Prof Talks, an interdisciplinary interactive interview series at Montco featuring diverse professionals from a wide array of fields. The purpose of this series is to enrich Montco students with the experiences of these individuals, giving our students new insights into academic journeys and career paths.

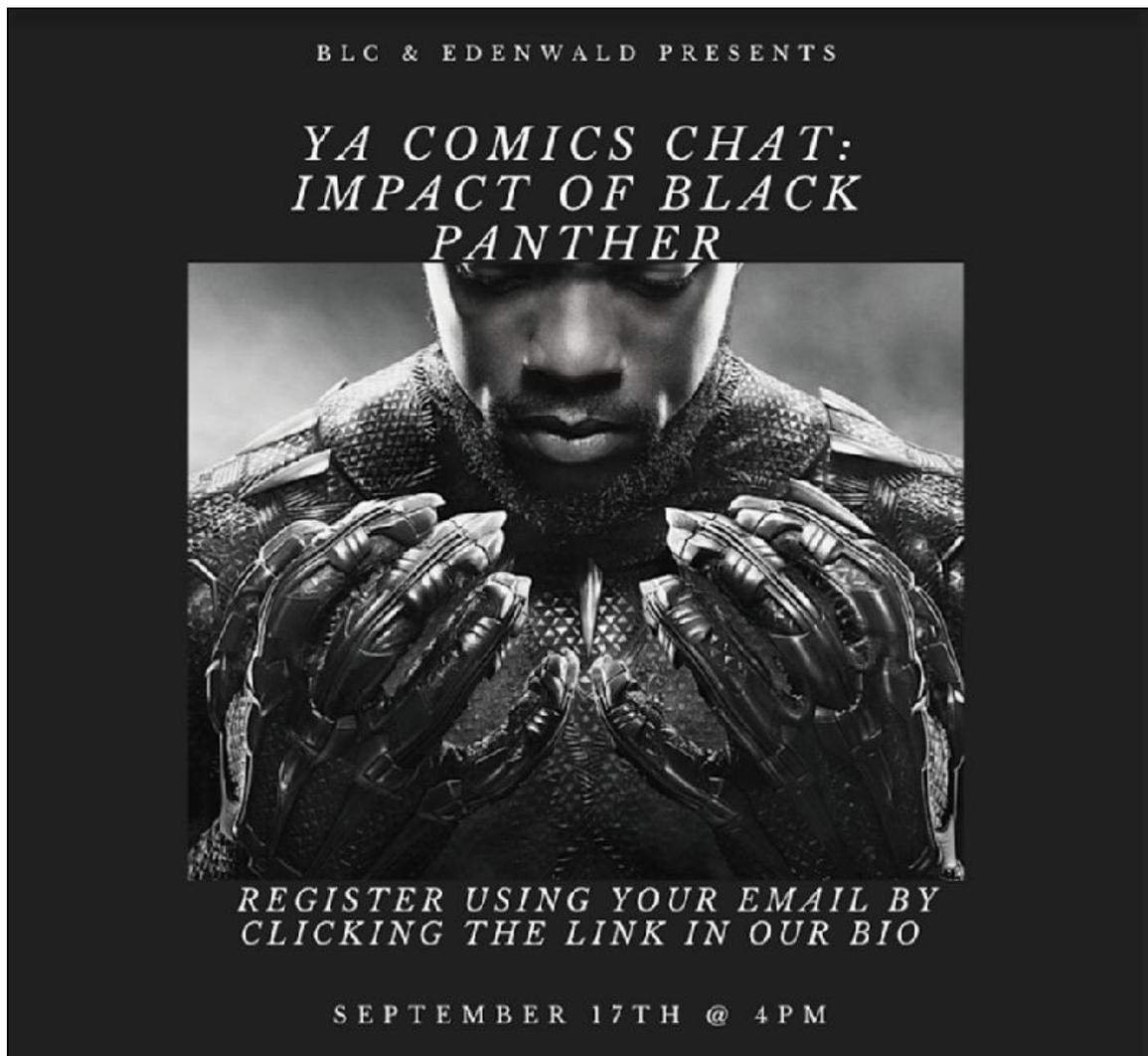
	<b>February 18, 2022</b> <b>12:00 p.m.</b> Dr. Timothy J. Brown, Ph.D. Dean of Liberal Arts <a href="#">Click here for Zoom access</a>
	<b>March 25, 2022</b> <b>12:00 p.m.</b> Dr. Gloria Okelome Vice President of Academic Affairs Montgomery County Community College <a href="#">Click here for Zoom access</a>
	<b>April 22, 2022</b> <b>12:00 p.m.</b> Hector Mera Adjunct Professor of Mathematics Montgomery County Community College <a href="#">Click here for Zoom access</a>

Questions? [Integratedlearning@mc3.edu](mailto:Integratedlearning@mc3.edu)

**MONTGOMERY**  
COUNTY COMMUNITY COLLEGE

## [Additional Flyers](#)

## Program 3: YA Comics Chat



### Contact

Danny Jimenez, Library Technical Assistant III, Schomburg Center  
[dannyjimenez@nypl.org](mailto:dannyjimenez@nypl.org)

The New York Public Library  
<https://www.nypl.org/>

**Program description**

Join us as we host a Virtual Comics Chat where we'll talk about all things comic related and keep you updated on what's going on in the industry. Online only program via Google Meet.

**Keywords**

YA Comics Chat

**Audience**

Teen, Adults

**Format**

Virtual

**Platform**

Google Meet

**Marketing and/or promotion**

Social Media, Paper flyers, Local media, Library website

**Registration**

Eventbrite, Drupal

**Comment**

This solely virtual program was created in August 2020. The program was led and run by me with the help of my team: Donell Hawks from the Bronx Library Center, and Katherine Stoutenburgh and Ryan Frick from the Edenwald branch. The idea behind the program was created by Brook Granda, who was at Edenwald branch at the time.

Bronx Library Center  
YA Comics Chat:  
Jojo's Bizarre Adventure

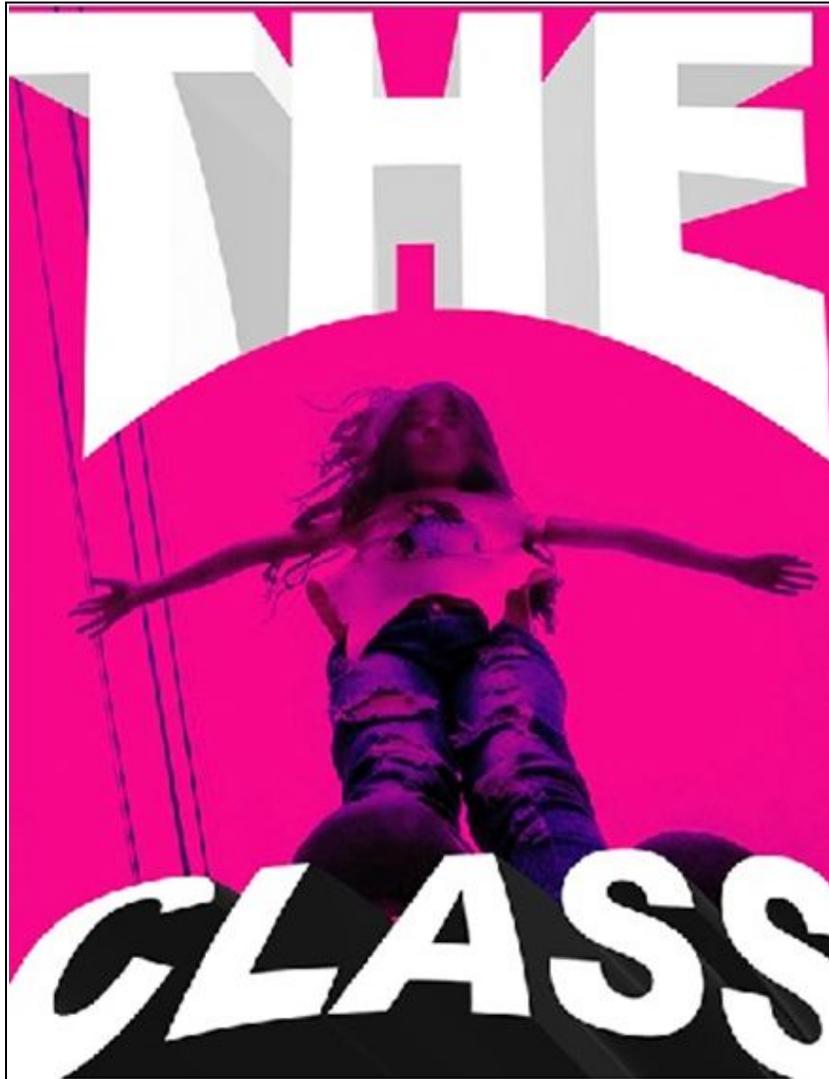
This is a online only event.  
Join the Teen Center Librarians to discuss the  
manga and anime! Let us know who your favorite  
Jojo is! Don't miss out!

Tuesday, February 15 @ 4pm



[Additional Flyers](#)

## Program 4: The Class



### Contact

Lisa Melendez, Professor, Library Services, Suffolk County  
Community College

[melendl@sunysuffolk.edu](mailto:melendl@sunysuffolk.edu)

Suffolk County Community College

<https://www.sunysuffolk.edu/explore-academics/library/index.jsp>

### **Program description**

The SCCC library partnered with the Latino Arts Council of Long Island (LACLI) to support “Visiónes: Using Photography to Create Virtual Communities.” Initiated in response to the isolation of the pandemic, in Sept. 2020 LACLI began offering “The Class,” weekly photography workshops to children and teens in Genova, Colombia. Using cellphones, the students learned about composition, color, lighting and other technical aspects of photography while engaging in self-expression. Sharing their creative work in critique sessions, students also developed skills for leadership, collaboration, and respectful communication. As word spread, the workshops expanded into other municipalities in Colombia, as well as Venezuela and Chile with plans in the works to offer “The Class” in Honduras, Argentina, Costa Rica and France. In Spring 2021, students exhibited in Home: “Far and Near” at Gallery North on Long Island, NY, and spoke at “Bridging Communities,” a virtual forum co-sponsored by the gallery and LACLI. More recently, and in conjunction with the opening exhibit of their work at Parque Biblioteca San Javier in Medellín (Feb. 2022), students had the opportunity to participate in a curating and installation workshop at the library. This show is one of two currently travelling throughout libraries in Medellín and Cali. Reaching 350+ students thus far, students from the originating group in Genova now serve as mentors for their peers while continuing to deepen their knowledge about photography, some of whom have collaborated on short films that were presented at The Buga Film Festival (Oct. 2021). Invited guest speakers from different countries have been part of the program and additional exhibits are being planned.

### **Keywords**

Photography, Visual Arts, Exhibits, International, New York, Colombia, Chile

### **Audience**

Children, Teens, Teens with special needs

**Format**

Virtual

**Platform**

Zoom

**Marketing and/or promotion**

Social Media, Local media, Word of mouth, Library website

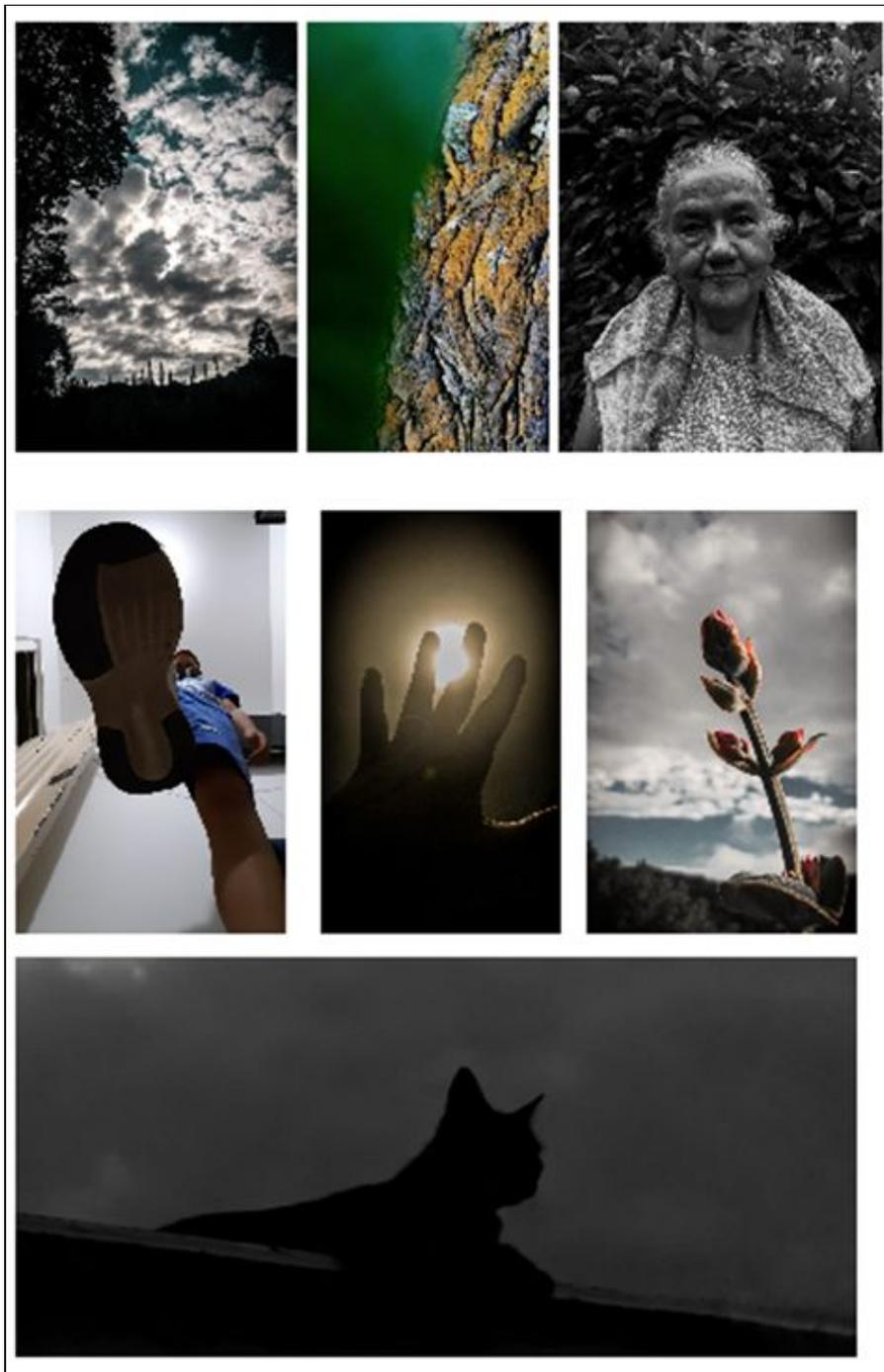
**Registration**

No registration, There was no registration at first, but as the program grew, the local coordinator began the registration process.

**Comment**

Carlos Morales, the founder of “The Class” and Director of LACLI (Latino Arts Council of Long Island), is completing his MFA in Integrated Media at Hunter College, CUNY in New York. Carlos teaches the weekly classes assisted by Manuel Herrera, an art teacher and painter who studied at La Universidad de Bellas Artes in Cali, and Libia Posada, a community activist who brings her experience in El Calvario, to help coordinate the program and its growth.

Thanks to the [REFORMA NE Chapter](#) for awarding the [2021 Judith Rivas Mini-grant](#) to Lisa Melendez from SCCC in support of this project.



[Additional photos](#)

[Sample Flyers](#)

# Program 5: Virtual Tech Tuesdays

Prairie View Northwest Houston  
Center  
9449 Grant Road



## NWHC Library TechShare Tuesdays

Join Us Online!

Now that PVAMU has moved to web-based learning, the NWHC Library would like to present Tech Tuesdays online. Please join us every Tuesday at 3:00pm for a short presentation on a tech topic. Do you have an idea or a presentation you would like to do or a topic you would like covered? Please email [simueller@pvamu.edu](mailto:simueller@pvamu.edu).

### COVID-19 Novel Coronavirus Information 3/31/20

Please join us as we review the LibGuide created by Reference Librarians Ms. Ola Riley and Ms. Raquel Donahue.

They have created a guide to help navigate trusted information regarding the COVID –19 Novel Conoranvirus. You can see their guide here: <https://pvamu.libguides.com/covid19>

Join the meeting online:



Or email [simueller@pvamu.edu](mailto:simueller@pvamu.edu) WebEx link

**Library Hours: Closed until Further Notice**  
Phone: (713) 790-7155  
Elizabeth Brumfield- [ejbrumfield@pvamu.edu](mailto:ejbrumfield@pvamu.edu)  
(713) 790-7282  
Samantha Mueller- [simueller@pvamu.edu](mailto:simueller@pvamu.edu)  
(713) 790-7285



March 2020

Sewing Masks.....	3/24/20
COVID 19 Resources.....	3/31/20
Info Literacy.....	4/07/20

Have a Tech topic?

- Maximum presentation "talk" time is 30 minutes.
- All Tech Tuesday presentations will be recorded

*"Technology is the campfire around which we tell our stories."*

—Laurie Anderson

## Contact

Elizabeth Jean Brumfield, Distance Services Librarian, Prairie View A&M University

[ejbrumfield@pvamu.edu](mailto:ejbrumfield@pvamu.edu)

Prairie View A&M University  
<https://www.pvamu.edu/library/>

### **Program description**

Tech Tuesdays began as a weekly presentation called Tech Share Tuesdays at PVAMU Northwest Houston Center to highlight and promote technology. During the pandemic we went virtual and hosted a wide range of presentations and topics. The presentations expanded from technology to include archives, voting history, GIS projects and information about other library systems. We created videos and libguides associated with the topics and recruited guest speakers, including health professionals that discussed COVID in the Black community. We established a following so that every Tuesday there was something new to look forward to as a presentation.

### **Keywords**

Tech Tuesday, HBCUs, historical black college and universities

### **Audience**

Adults

### **Format**

Virtual

### **Platform**

Zoom

### **Marketing and/or promotion**

Social Media, Paper flyers, Local media, Word of mouth, Library website

### **Registration**

Zoom registration

## Comment

Some of the sessions were recorded. Currently we are only online, having transitioned from face to face. In the future we plan to go hybrid. We have several topics and presenters that we could discuss that assisted us in programming.

 NWHC Library Presents:  
**TechShare Tuesdays**  
**Sept. 15th 3-4 pm**  
<http://bit.ly/NWHCGamification>

**Gamification for Research and Instruction**

**Library Casino**

**Research Statistics Game**

Presented by **Elizabeth Brumfield**  
[ejbrumfield@pvamu.edu](mailto:ejbrumfield@pvamu.edu)

PVAMU Northwest Houston Library  
9449 Grant Road  
Houston Texas  
713-790-7155

Hours  
M—Th 8-8  
Fri 8-5  
Sat 8:30-5

Tech Tuesday Questions? Ideas? Contact  
**Samantha Mueller** [samueller@pvamu.edu](mailto:samueller@pvamu.edu)

## Program 6: Santa Rosa Zine Fest



### Contact

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Zayda Delgado, Supervising Librarian for Local History, Sonoma  
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Sonoma County Library  
<https://sonomalibrary.org/>

## **Program description**

Santa Rosa Zine Fest celebrates local talent, encourages meaningful conversations, inspires new creators, and uplifts marginalized voices. Sonoma County Library & Santa Rosa Zine Collective collaboratively launched the first Santa Rosa Zine Fest, all virtual, in November 2020. The second Zine Fest adopted a hybrid model, with weeklong virtual events, culminating in an in-person event in March 2022.

Santa Rosa Zine Collective is a local artist/activist collective with deep ties to the local art and activism scenes. The three librarians co-organizing this event pulled from their expertise in teen services, children's services, local history and archives. The combination of the backgrounds and experiences of all six organizers (all are BIPOC and/or LGBTQ) lead to the development of an inclusive program with broad audience appeal.

Santa Rosa Zine Fest launched during the height of the pandemic, following a summer of protests calling for racial justice. Our community endured isolation and sought to express themselves in active ways and rebuild connections. Zine Fest gave participants the opportunity to share their voices and visions in a tangible format that validated and celebrated their experiences. The event was intentionally designed to reach our multicultural communities, resulting in a queer, BIPOC-focused, bilingual event.

Santa Rosa Zine Fest 2020 featured an interactive artist conversation, authors discussion and a hands-on zine/comic-making workshop, as well as a Digital Artists' Alley where local artists and zine makers shared their work. All sessions offered Spanish interpretation. Participants had the option of submitting their zines to a COVID-19 community archive.

The 2022 iteration of Santa Rosa Zine Fest was expanded into a full week of events. Virtual sessions included: panel on Seeking Liberation Through Art; Binding Printing & Connecting: A Xicana Indigenous Perspective; Binding, Printing & Connecting: Letterpress History & Practice; Zine Making as a Self-Publishing Adventure, and

a Virtual Zine Social. One of the sessions was presented in Spanish with English interpretation and two of the English sessions featured Spanish interpretation. The week of events culminated in an outdoor event featuring an in-person zine workshop, a Q&A with a local high school Zine Club, tabling by local artists and organizations.

### **Keywords**

Intergenerational, multicultural, LGBTQ+, Latinx, bilingual, belonging, art, creativity

### **Audience**

Children, Teens, Adults, Older Adults

### **Format**

Hybrid

### **Platform**

Zoom

### **Marketing and/or promotion**

Social Media, Paper flyers, Local media, Word of mouth, Library website, tie-in branch activities

### **Registration**

Via library events calendar, then emailed Zoom details to attendees.

### **Comment**

Santa Rosa Zine Fest 2020 was originally planned as an in-person event organized by Santa Rosa Zine Collective and scheduled to take place in April 2020. The event was canceled due to the COVID-19 pandemic. Library staff reached out to Santa Rosa Zine Collective to partner to make the event virtual. This collaboration resulted in a successful three-session online event in November 2020. This was the Library's first large virtual event using Zoom Webinar and featuring Spanish interpretation.

The second Santa Rosa Zine Fest took place in March of 2022, at a point in the pandemic when people were beginning to feel cautiously optimistic about in-person events. The Santa Rosa Zine Fest team worked to create a dynamic hybrid event that accommodated community needs. There were five virtual events throughout the week leading up to an outdoor in-person event on Saturday. By offering both virtual and in-person opportunities, the organizers created an accessible experience that allowed presenters and attendees to participate in the ways that felt most comfortable and supportive for them. Planning the event in this way also allowed for the option to pivot to a fully virtual event if the public health guidelines had necessitated it.

Santa Rosa Zine Fest is more than just a once-a-year event, it has become a catalyst for building community around art, creativity, and social justice. For example, the enthusiasm for zines that was built during the week of Zine Fest 2022 has resulted in the launching of a Sonoma County Zine Club, which will meet monthly at the Sebastopol Branch of the Sonoma County Library. Librarians are also in the progress of developing an ongoing collaboration with North Bay Letterpress Arts in order to bring free letterpress workshops to the public and are drafting a proposal for a teen-focused zine collection at every branch. Santa Rosa Zine Fest perfectly demonstrates the creativity and vision that librarians have exhibited in order to build community relationships and create innovative change, even in the face of a global pandemic.

### **Link to the program**

[https://www.youtube.com/playlist?list=PL2s5lYj17\\_Wqbe5mP2lWtzCNEyifujDTB](https://www.youtube.com/playlist?list=PL2s5lYj17_Wqbe5mP2lWtzCNEyifujDTB)

**Amanda Apala (she/her)**  
Xicana Indigenous woman who uses creativity as a way to communicate and envision a future centered on Indigenous teachings.

**RJ Simeon (he/him)**  
A self-described doodle-dreamer whose early influences were magical girl anime, horror movies and Kung Fu.

**Main Kébabé (she/her)**  
A nonbinary, queer author and illustrator whose first full length book, *GENDER QUEER: A MEMOIR*, was published in 2019.

**Tessa Healy (she/her)**  
An artist/writer/adventurer who is fascinated by the concept of heroes. She's currently focusing on her nonfiction graphic novel, *FEEDING GHOSTS*.

**Yael Levy (she/her)**  
A mixed media artist, storyteller, printmaker and art teacher who loves mixing digital and tactile techniques.

*See them in conversation  
Session 1, 2pm-2:45pm*

*See their discussion:  
Session 2, 3pm-3:45pm*

*See her demo:  
Session 3, 4pm-4:45pm*

**@odwallafemme**  
21 likes  
odwallafemme So fun to attend one of the @santarosazinefest panels this afternoon! I would have watched for 3 hours... 🗨️

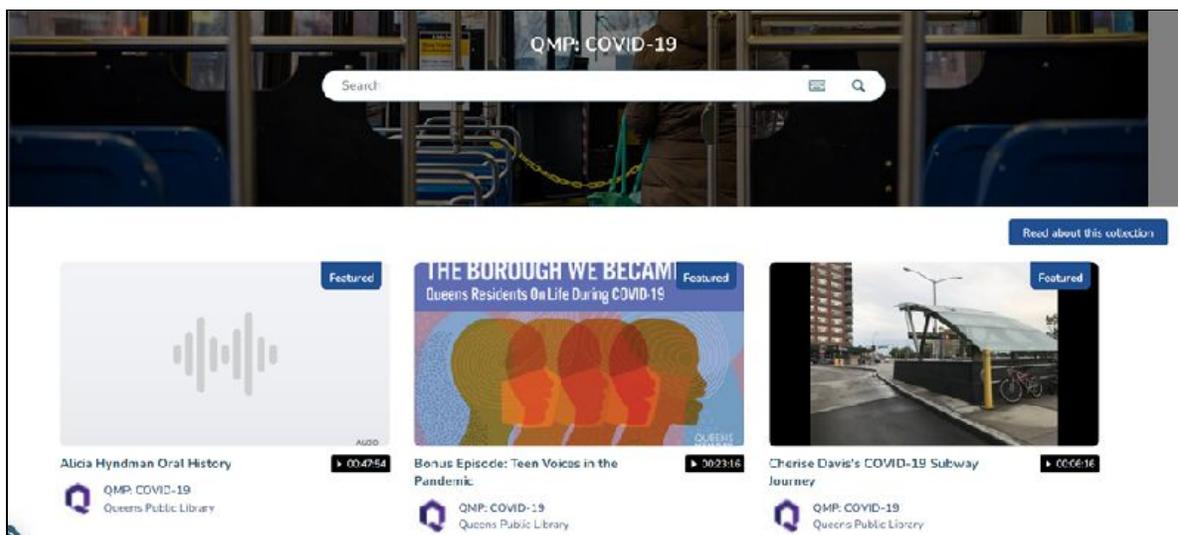
**Additional resources:**

[Press Releases in English](#)

[Press Releases in Spanish](#)

[Sample Flyers](#)

## Program 7: Queens Memory COVID-19 Project



(Photography: QMP screenshot)

### Contact

Meral Agish, Community Coordinator, Queens Memory Project,  
Queens Public Library

[meral.agish@queenslibrary.org](mailto:meral.agish@queenslibrary.org)

Natalie Milbrodt, Director, Queens Memory Project, Queens Public  
Library

[nmilbrodt@queenslibrary.org](mailto:nmilbrodt@queenslibrary.org)

Queens Public Library

<https://queenslibrary.org/>

Queens Memory Project

<https://queensmemory.org>

### Program description

On March 16, 2020, Queens Public Library (QPL) closed its physical locations as part of the citywide lockdown. The Queens Memory

Project, a community archiving program co-administered by QPL and Queens College CUNY, shifted practices to be fully remote and on April 9, the team launched the COVID-19 Project to capture a lasting record of how Queens residents were living, working, learning, and helping one another during an unprecedented time.

Alongside our collecting, archiving and oral history recording efforts, we created virtual programs that provided ways for the public to connect at a distance and highlighted contributions from the public and excerpts from oral history interviews. Jo-Ann Wong, a general librarian at the Hunters Point branch at this time, was the leader in crafting virtual programs and was assisted by a growing team of collaborators.

Pre-recorded programs were recorded, edited, and prepared for streaming and viewing at a later date, including “What Shapes Our Communities,” a Facebook Live series with local artists and business owners discussing how they were coping during the pandemic, and “Snapshots of Queens,” edited from public submissions into 3-5 minute compilations. “The COVID-19 Project: Navigating a Pandemic” a two-part documentary series featuring public submissions that aired on Queens Public Television.

Live virtual programs brought the public together in open and closed settings, approaches we continue to use. In response to increased inquiries from members of the public who were interested to get involved as contributors to the COVID-19 Project, Community Coordinator Meral Agish launched a regular series of onboarding and oral history instruction program sessions that helped dozens of new volunteers get started with their interviews and other contributions to the project. We continue to use Webex for our monthly volunteer orientation and oral history workshops, and Streamyard to convene groups and stream panel discussions and other programs to Facebook Live. We have had particularly good attendance in our Facebook Live events, like “My Shelter In Place Karaoke Playlist,” organized by EunWoo Nam and Diana Munoz, which brought participants from around the world to sing and perform music.

## **Keywords**

COVID19, pandemic, oral history, community archiving, community, community engagement, multilingual, small businesses, artists, creative economy, performance, karaoke, social issues

## **Audience**

Teens, Adults, Older Adults

## **Format**

Virtual

## **Platform**

Various platforms (Webex, Facebook Live, Streamyard)

## **Marketing and/or promotion**

Social Media, Local media, Word of mouth, Library website, Urban Archive, our tech partner, helped with promotion

## **Registration**

Varied by program. Some required advance registration by email or Webex event form, others were open to public viewing.

## **Comment**

As we look ahead, it is impossible to know how our plans and approaches will change but we expect to maintain a hybrid model of programming.

The Queens Memory team continues to host live virtual programs for greater accessibility, ease of connection and local preferences for social distancing. We have found that some of our programs, such as our education workshops and volunteer orientations, work particularly well in the virtual space.

In April 2022, Queens Memory launched “Our Major Minor Voices,” the third season of our podcast and began to host in-person programs for the first time in the pandemic. We have selected a mix

of outdoor and indoor spaces that are accessible to the communities that are featured in the series.

Having lived through two incredibly difficult years, in a place that has been hit so hard by the pandemic, we have learned so much about the value of our work and the ways it can provide connection, comfort and relief. We will continue to adapt to meet the interests and needs of the communities of Queens.

### **Link to the program**

Many of our streaming programs are archived on Aviary at <https://queenslibrary.aviaryplatform.com/collections/943>

## Program 8: Write Now! A Writer's Collective



### **Contact**

Brandon Korosh, Senior Librarian, Mulberry Street Branch, The New York Public Library

[brandonkorosh@nypl.org](mailto:brandonkorosh@nypl.org)

## **Program description**

Write Now! A Writer's Collective is a monthly virtual workshop co-led by Mulberry Street Library staff and New Amsterdam Library staff, designed to create a space to write and think creatively. We send out the prompts ahead of time, but by no means should you come prepared with anything polished. The point is to generate a piece of writing in the space of the workshop and encourage others' to do the same. We aim to make a welcoming and generative community for writers in New York and beyond, and to foster an ongoing creative practice.

## **Keywords**

Writing, community, safe space, healing

## **Audience**

Adults

## **Format**

Virtual

## **Platform**

Google Meet

## **Marketing and/or promotion**

Social Media, Paper flyers, Word of mouth, Library website

## **Registration**

We use an internal registration system

## **Comment**

Write Now! began as an in-person Writing Workshop headed by my colleague Sherri Machlin, and a volunteer, Anita Bushell, a few years back. During the start of the pandemic, they pivoted to an online model and another colleague, Denise Jarrott and I, designed a spin-off workshop aimed at creating more generative work within the

program time. Ultimately, we joined forces under the name Write Now! and what began as a local in-person group of writers, has now become an international collective of writers. In the future, we hope to honor the in-person origins of the program and to use a hybrid format.

# Program 9: Library and Student Support Services Virtual Summer Bridge Program



(Photography: USD Copley Library screenshot)

## Contact

Christopher Marcum, Head of Access and Outreach Services,  
Assistant Professor, University of San Diego, Copley Library  
[cmarcum@san Diego.edu](mailto:cmarcum@san Diego.edu)

University of San Diego, Copley Library  
<https://www.sandiego.edu/library/>

## Program description

Our library has partnered with Student Support Services (SSS) on its no-cost Summer Bridge program since 2012. SSS supports and serves students who are first-generation, low-income, have a documented disability, and/or identify with another underrepresented group. Summer Bridge participants are able to familiarize themselves with the university campus before other students arrive, create meaningful new friendships and connections with fellow classmates as well as university faculty and staff, participate in social events, and learn tools to bolster their student success from their first day through graduation. In 2020, eighty Summer Bridge students spent the week of Saturday, August 8, through Friday, August 14, 2020, learning about and engaging with the university's myriad resources including the library.

In years past, the library focused on an immersive experience in our physical space through scavenger hunts that required participants to use library resources, talk with Library faculty and staff, and navigate the building. In 2020, pandemic restrictions and limitations required us to transform our library summer bridge programming to a virtual experience. Our event featured two distinct assignments for participants to complete to help them learn about library resources and services.

First, students completed an asynchronous self-guided virtual tour and tutorial created by our Access and Outreach Librarian. The tutorial introduced participants to library resources and services and prepared them for the final assignment. On the afternoon of August 11th, students joined the Access and Outreach Services Librarian on Zoom for a fun competition. Students were divided into 16 teams of 5 students each. The teams had forty-five minutes to create a promotional video, flyer, or other marketing tools for their favorite library resource or service based on what they learned from the tutorial. Each team presented their completed projects to the entire group and participants voted for their favorite two projects. Members of the winning two teams (ten students total) were each awarded a \$25.00 UberEats gift card for their efforts.

## **Keywords**

First Generation Students, Student Success, College Bridge Programs, Virtual Instruction, Virtual Outreach

## **Audience**

Teens

## **Format**

Virtual

## **Platform**

Zoom

## **Marketing and/or promotion**

Social Media, Library website, This is an annual program with participants in the university's summer bridge program for incoming students so marketing was not a focus.

## **Registration**

No

## **Comment**

Not recorded but images and a write up can be found here:  
<https://copleylibrary.wordpress.com/>

## Program 10: We Need to Talk: Conversations About Racism for a More Resilient Las Vegas



### Contact

Su Kim Chung, Head of Public Services, University of Nevada Las Vegas (UNLV) Libraries Special Collections and Archives.

[sukim.chung@unlv.edu](mailto:sukim.chung@unlv.edu)

UNLV University Libraries

<https://www.library.unlv.edu/>

### Program description

This series on systemic racism and its societal and community impact has been a collaborative effort that began with a shared idea

from Claytee White, Director of the Oral History Research Center and Su Kim Chung, Head of Public Services in UNLV Libraries Special Collections and Archives. In June 2020, after the tragic death of George Floyd and the wave of racial demonstrations that followed, they saw a need to define and educate Las Vegas and the campus community on systemic racism and how it has impacted African-Americans. A regular component of each episode was to look for solutions, and we also devoted one entire panel to how we could take action to address these problems. A partnership with the Greenspun College of Urban Affairs enabled us to utilize UNLV TV and reach a much wider community audience (via live streaming) during the challenging times of the pandemic when social distancing requirements would have made it nearly impossible for us to have a normal discussion. Social Sciences librarian Brittani Sterling also developed a LibGuide of trusted resources to accompany each episode and provide more in-depth information for viewers.

The original seven episodes defined systemic racism as a concept and then considered how it has manifested in economics, education, healthcare, criminal justice, and media coverage. The panel series has since expanded to explore racism as it impacted Asian-Americans during the height of the COVID pandemic, Anti-Semitism, and the local Native American and Latinx communities.

Panelists have been chosen to reflect a balance of campus and community voices as well as gender. On campus, we have attempted to include disciplinary experts (when possible) on each topic. This has given them a platform to expand their reach beyond the typical insular academic community, and to expose them to community experts who they might not otherwise have encountered and vice versa. This dynamic mix of panelists has led to valuable dialogue during the discussions. Speakers have provided both significant statistics on the broader impact of systemic racism as well as powerful individual stories. Moderator Claytee White has researched focused questions and provided thoughtful commentary throughout the series.

## **Keywords**

Systemic racism, DEI, diversity, equity. inclusion, anti-Asian racism, anti-semitism, community discussion

## **Audience**

Teens, Adults, Older Adults

## **Format**

Hybrid

## **Platform**

We filmed the program and live-streamed it on Facebook and also via our campus TV station (UNLV TV) available on YouTube.

## **Marketing and/or promotion**

Social Media, Local media, Word of mouth, Library website

## **Registration**

No

## **Comment**

Initially we were only able to film and broadcast the series online from the UNLV TV studio (no audience and with panelists social distanced) but after Covid waned, we are now filming in the Greenspun Auditorium on campus which allows us to have a live audience and live-stream it for the virtual audience. In all cases, the episodes are recorded for future viewing.

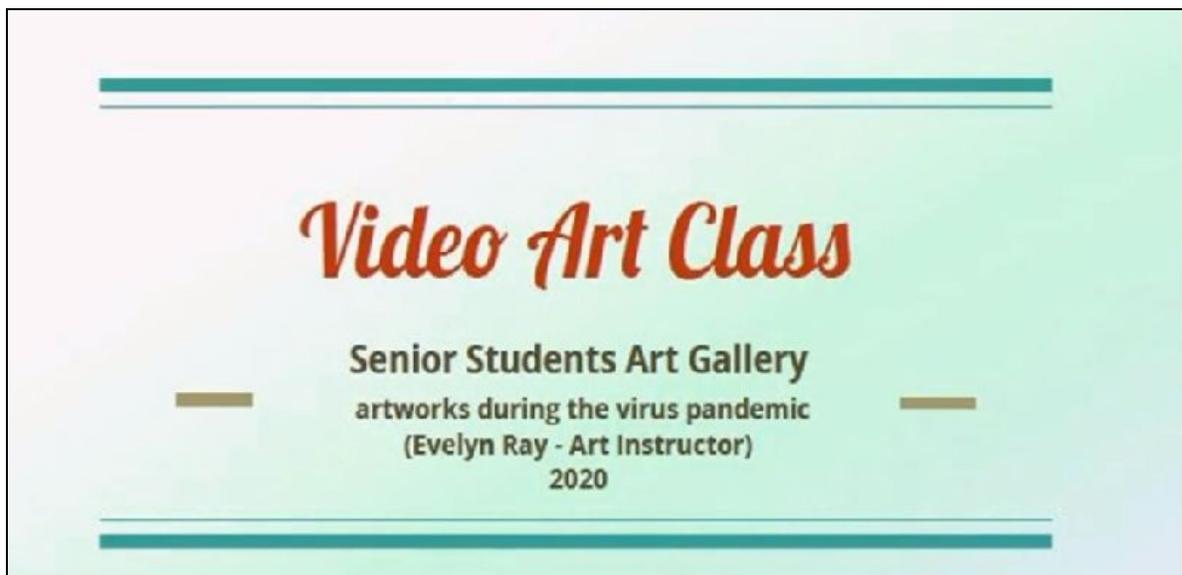
## **Link to the program**

<https://www.library.unlv.edu/weneedtotalk>



[Additional photos](#)

# Program 11: Senior Art During the Pandemic by Evelyn Ray, Instructor



(Photography: Vimeo screenshot)

## **Contact**

Evelyn Muriel-Cooper, Supervising Librarian, The New York Public Library

[evelynmurielcooper@nypl.org](mailto:evelynmurielcooper@nypl.org)

The New York Public Library

<https://www.nypl.org/locations/bronx-library-center>

## **Program description**

The COVID-19 pandemic has proven to be a life-changing event in human history that has forced everyone to cope with this global crisis in their own way. For artist Evelyn Ray and the senior citizens who participate in her art classes, the pandemic has been a trying time that forced them to seek camaraderie and recreation using unconventional means. With the pandemic forcing many of the city's elderly to remain indoors, these seniors have chosen to cope with this reality by creating art.

After five of the senior centers where Evelyn Ray taught closed due to the pandemic she immediately knew that her students would need a new way to access her art classes. So Evelyn Ray reached out to her students via email and inquired about who might be interested in taking her new virtual class.

Initially, the classes started out with two students but eventually, the group grew into a class of eight.

Unable to provide the seniors with supplies, Evelyn asked the students what materials they had at home. This established the group's weekly focus for each piece of art.

The resulting artwork ranges from language art stating "peace" and "stay safe at home" to floral collages, and drawings. Some of the art is simple and focused on single motifs such as deer drinking from streams, solitary trees, and other work, like their multi-colored mandalas, are breathtaking to behold.

Each session running from the end of April into the summer was cherished by the seniors who found that the art classes were a welcome source of tranquility. The artwork created by Evelyn Ray's students embodies the resilience, versatility, and creativity that these seniors possess.

A digital presentation of this exhibition can be viewed on Vimeo.

Presented by Evelyn Muriel-Cooper

Length of Presentation: TBD

Featuring Evelyn Ray's Virtual Art Class for Seniors

In Collaboration with Bronx Library Center

Reference Staff: Richard Jones/Herbert Norat/Candice John

Evelyn Ray, Instructor

Vimeo Narrated by Candice John and Herbert Norat (3:51 minutes)

## **Keywords**

COVID-19, global emergency

## **Audience**

Adults, Older Adults

## **Format**

Other

## **Platform**

Vimeo

## **Marketing and/or promotion**

Library website, <https://linktr.ee/BronxLibraryCenter>

## **Registration**

No

## **Comment**

We learned there were many ways to engage audiences to still connect people with each other through virtual, and hybrid programs, as well as through the Vimeo platform and @BronxLibraryCenter | Linktree [https://linktr.ee BronxLibraryCenter](https://linktr.ee/BronxLibraryCenter) that was created during the COVID-19 pandemic.

## **Link to the program**

<https://vimeo.com/483783213>

## Apendex A: EBook Call For Submission Flyer

**BEYOND VIRTUAL AND HYBRID  
PROGRAMS**

EBOOK WEBINAR LAUNCH

12 02 22

HOW LIBRARIES RECREATED  
A COMMUNITY DURING THE  
COVID-19 PANDEMIC

SCAN ME

This project is being developed by the REFORMA Northeast Leadership  
Institute with support from the REFORMA National Grant 2022.

## **Appendix B: About the Project**

How libraries recreated a community during the COVID-19

We are Hunting for Your Treasures! Why?

Your experience, insights, and discoveries need to be shared. We want your stories to be told! Our invitation is for you as an Adventurer and Explorer, and library professional to compose a brief program description to share your personal story of creativity, innovation, and change as you proceed through the hard times of this global health emergency. Whether you are a librarian, library assistant, paraprofessional, etc., you have a programming story to share.

This ebook will be a collection of the virtual and hybrid programs created during the COVID-19 pandemic: How librarians reinvented their programs in a virtual environment, the challenges they faced, and how they engaged audiences to still connect people with each other, information and resources.

The committee is looking for up to 75 program entries for this ebook. Proposals are due May 16th, 2022. Submissions are open to all Library staff from any library organization in the United States. One submission per person. If selected, we might reach out for additional information. At the end of this project, this ebook will be available for free in the public domain.

This project is being developed by the REFORMA Northeast Leadership Institute with support from the REFORMA National Grant 2022.

If you have any questions, please send an email to Mary Marques at [marquesm@freelibrary.org](mailto:marquesm@freelibrary.org)

<https://sites.google.com/view/rne-leadership-institute>

<https://www.reforma.org/programgrant>

## **Google form questionnaire**

1. Valid email
2. Person submitting (name, title, place of employment)
3. Email address of person
4. Library website
5. Contact information to be published to inquire additional information about the program
6. Program title
7. Program description
8. Keywords (to help identify the program i.e. bilingual, immigrant, community, COVID-19, etc)
9. Audience (children, teens, adults, older adults, other, etc)
10. Format (virtual, hybrid, other)
11. Platform (Microsoft Teams, Webex, Zoom, other)
12. How was registration handled (no registration, google form, zoom registration, email, Eventbrite, other)
13. Multimedia to share (photos, videos, flyers, etc)
14. Is the program recorded and available online? Please share the link.
15. If applicable, how have you transitioned to a hybrid model?
16. Would you like to share any additional information?

This project was made possible of the [REFORMA National Grant 2022](#)

## **Appendix C: RNE Leadership Institute Committee Members**

### **Chair**

Mary Marques, Library Coordinator, Free Library of Philadelphia.

### **Committee members**

Roxana Benavides, Neighborhood Library Supervisor, Sunset Park Library Branch, Brooklyn Public Library

Adriana Blancarte-Hayward, Manager, Outreach Services & Adult Programming, The New York Public Library.

Asunción Cora, Senior Librarian, Young Adult Services, Grand Concourse Library, The New York Public Library

Manuel Figueroa, Talent Development & Training Manager, Library Services, Queens Public Library

Susan Paredes, Community Library Branch Manager, Queens Public Library at Briarwood.