



Great stories start here.

Sewickley Public Library:

Streamlining Event Planning Process and Content Generation Workflow

Final Report

**Carnegie Mellon University,
Information Systems Consulting Capstone (67373),
Spring 2026**

Jonathan Gu jgu@andrew.cmu.edu
Cass Ma minghanm@andrew.cmu.edu
Yuki Ma yuma2@andrew.cmu.edu

Apr 25, 2026

Table of Contents

- Organizational Background..... 6**
 - About the Organization..... 6
 - Current Workflow, Tech Stack, and Communication Practices..... 6
- Project Description..... 8**
 - Project Opportunity..... 8
 - Project Vision..... 8
- Project Outcomes..... 9**
 - Centralized Information Compiling Workflow..... 9
 - Summary..... 9
 - Key Features*..... 10
 - Milestones & Testing..... 10
 - Sustainability..... 11
 - Semi-Automated Newsletter Generation..... 12
 - Summary..... 12
 - Key Features*..... 12
 - Milestones & Testing..... 12
 - Sustainability..... 14
 - Impact on People and Workflow..... 15
 - Unachieved Outcomes..... 15
 - Monday.com Admin Board..... 15
 - Onboarding & Testing with Children’s Department..... 16
 - Figma Calendar Events Automation..... 16
- Project Deliverables..... 18**
 - Google Drive Repository..... 18
 - Monday.com Workspace..... 19
 - Figma Design Space..... 19
- Recommendations..... 20**
 - Staff Training..... 20
 - New Features..... 20
 - Centralized Administrative Dashboard on Monday.com..... 20
 - Enhanced Calendar Event Automation for Figma..... 21
 - Technical Potential..... 21
 - Automated Web Calendar Integration..... 21
- About the Team..... 22**
- Appendices..... 23**
 - Appendix A. Monday.com Boards..... 23
 - Appendix B. Previous Newsletter Production Workflow (Canva)..... 25
 - Appendix C. Current Newsletter Production Workflow (Figma)..... 27

Executive Summary

Background

Established in 1873, Sewickley Public Library (SPL) is the oldest public library in Allegheny County, serving 500+ daily visitors and organizing over 1,297 annual programs for 34,000+ community members. Despite this volume, SPL operates with a lean team of ~15 staff across siloed departments that plan events independently using inconsistent tools (including Excel sheets, Word documents, and email threads) with no shared system for tracking or communicating event data.

Project Description

Project Opportunity

The core opportunity addressed a lack of a single source of truth for event and program data. Event details were scattered across Word documents, Excel sheets, and email threads managed independently by each department. This forced the Head of Communications (Richelle Klug) to spend approximately 3-4 days manually aggregating, reconciling, and re-entering data across multiple platforms. This creates a bottleneck, increasing error risk, and establishing a single-person dependency that limits the library's capacity to scale its programming.

Project Vision

The project implemented a two-part solution: a centralized Monday.com planning workspace that standardizes event data across all departments, and a connected Monday.com → Excel → Figma workflow that turns that data directly into a polished monthly newsletter. Together, these eliminate redundant data entry and manual formatting, freeing the Communications Head from administrative overhead so staff can focus on community engagement.

Project Outcomes

The Monday.com workspace reduced the number of platforms used for event planning from 8 to 1, and communication channels from 4 to 1. Adult and Teen departments have been fully onboarded; the Children's board is developed and ready for adoption. On the newsletter side, the Monday.com → Excel → Figma pipeline cut repetitive formatting work significantly. By the second test cycle, production time in Figma was already comparable to the previous Canva workflow, with greater consistency and fewer errors.

Project Deliverables

Deliverables include a Monday.com workspace with departmental planning boards, a centralized newsletter board, and embedded documentation; a Figma newsletter design workspace with reusable templates, production files, and a step-by-step guide; and a

Google Drive repository containing all project materials, demo recordings, and a handoff document. These materials are all transferred to Richelle Klug.

Recommendations

The team recommends three areas for future development: (1) leveraging the standardized Monday.com workflow to reduce staff onboarding time and improve inter-department communication; (2) building a centralized Admin Board on Monday.com to give leadership aggregate visibility across departments; and (3) pursuing enhanced calendar event automation in Figma once technical capacity or tooling constraints allow.

Organizational Background

About the Organization

Established in 1873, the Sewickley Public Library (SPL) is the oldest public library in Allegheny County. Located in Sewickley, Pennsylvania, it serves a broad community that spans the Quaker Valley School District and the borough of Sewickley, attracting over 500 physical visitors daily in addition to maintaining a robust online archive. The library acts as a critical community hub, offering a diverse array of resources ranging from physical books and digital media to hands-on craft kits and cultural events.

The mission of Sewickley Public Library is to serve as a center for lifelong learning by providing free access to informational, educational, cultural and recreational library resources that address the interests and needs of children and adults in the greater Quaker Valley community.

The organization operates with a lean but highly qualified team of approximately 15 full-time employees, divided into content-focused departments (Adult, Teen, Children) and functional departments (Administration, Development, Circulation, Technical Services, and Communications). Despite its modest staff size, the library operates at a significant volume. According to the 2024 annual report, SPL organized **1,297 programs** attended by **34,457 community members**.

Financially, the library relies on a diverse funding model, primarily supported by the Quaker Valley School District (37.5%), followed by foundations and grants (26.6%) and the Allegheny Regional Asset District (18.0%). This funding structure highlights the importance of operational efficiency and donor engagement to sustain its high volume of community programming.

Current Workflow, Tech Stack, and Communication Practices

SPL's current technological landscape is characterized by a "high-output, low-automation" workflow. While the staff is collaborative and effective, their tools have not scaled to match the volume of over 1,000 annual events.

Workflow and Planning Program planning is currently decentralized. The library is split into siloed departments (Adult, Teen, Children) that plan events independently using disparate tools. There is no single "source of truth" for the library's master schedule during the planning phase. Each department creates its own event list and is responsible for sending a finalized calendar to the Head of Communications, Richelle, by the 5th of each month.

Technology Stack The library utilizes a standard suite of Microsoft Office tools (Excel, Word, Email) for internal communication and **Canva** for design generation. However, the usage of these tools is not standardized across departments. Some may utilize Excel sheets while others rely on Word documents or email threads to track event details.

Communication Challenges Because there is no centralized project management system, communication regarding event status (e.g., "Is this room booked?" or "Is this event description final?") often happens through unstructured email chains or direct mentions. This lack of standardization creates a bottleneck for the Communications department, which must manually aggregate, verify, and reformat data from three different sources every month to produce the library's newsletter and marketing materials.

Project Description

Project Opportunity

The opportunity addressed the lack of a single source of truth for event and program data at the Sewickley Public Library (SPL). Despite organizing over 1,297 annual programs for more than 34,000 attendees with a lean staff of 15, event details were previously scattered across individual Word documents, Excel sheets, and email threads managed independently by the Adult, Teen, and Children's departments. This decentralized workflow forced the Head of Communications to spend a large part of her time manually aggregating, reconciling, and re-entering data across multiple platforms. This system created a severe bottleneck, increased the risk of typos and inconsistencies across channels, and established a heavy single-person dependency that limited the library's capacity to scale. The project provided a critical opportunity to eliminate redundant manual data entry, establish a unified planning platform, and free up staff time for community engagement rather than logistical coordination.

Project Vision

The vision for this project was to implement a **two-part** technological intervention: **streamline SPL's event planning** into a single, centralized database using Monday.com, and **automate the monthly newsletter generation** using a connected Excel-to-Figma workflow. Before finalizing this tech stack, we evaluated several alternatives. For information compiling, we considered Microsoft SharePoint Lists but rejected it because its interface was less intuitive for non-technical staff and required significant administrative knowledge to set up properly. We also considered customized Excel workbooks but found them lacking in data validation and native automation capabilities. For content generation, we evaluated Canva's Bulk Create feature and Adobe InDesign. We rejected Canva because it lacked dynamic text wrapping; variable-length event descriptions caused the layouts to break, requiring manual fixes that negated the time savings. We rejected InDesign as it introduced unnecessary complexity and ecosystem dependency for the library's staff. Ultimately, the Monday.com and Figma pairing provided the optimal balance of input validation, automated auto-layout adjustments, and high user-friendliness.

Project Outcomes

Centralized Information Compiling Workflow

Summary

During this partnership, we worked with event planning departments to create four centralized project management dashboards on Monday.com. There is one dashboard for each department, and there is one aggregated board for newsletter generation purposes. These dashboards act as the single source of truth within the organization when it comes to event planning, and saves staff from duplicated entries, various forms of communication, and data entry errors. The Monday.com workplace not only makes the program planning process more streamlined, it also enables for a semi-automated newsletter generation process.

As adoption continues following project completion, all three departments are expected to transition to a shared and standardized event planning and submission workflow (Figure 2). The following metrics illustrate the projected impact of this transition (Figure 1):

| Metric | Before Implementation | After Implementation* |
|---|---|--|
| Number of platforms and tools used for event planning | 8 <i>Department Excel (2), Overall Program Planning Excel, Children's Word Doc, Canva posters, Canva tables, Email, Microsoft Sharepoint</i> | 1 <i>Monday.com workspace</i> |
| Number of communication channels used to send updates and finalized event information | 4 <i>Email, Word Doc ping/ing, Canva comment, Excel comment</i> | 1 <i>Monday.com embedded tables and communication methods</i> |

Figure 1: Project Measurable Impact

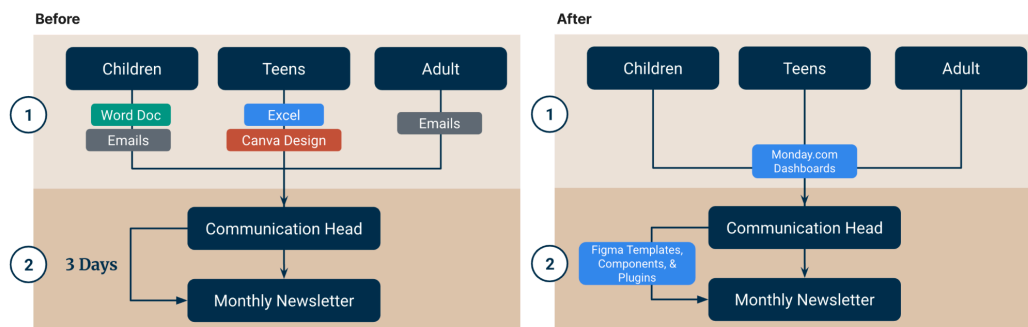


Figure 2: Before and After Workflow Comparison

Key Features*

- Create, read, update, and delete program records;
- Customized fields/columns: room assignment, department specific labels, etc.;
- Centralized table with all department records;
- Newsletter board that automatically aggregates data from all departments;
- Exportable Excel sheet populated from selected programs (which enables the automated content creation process, see [Semi-Automated Newsletter Generation](#)).

**Details found in Appendix A*

Milestones & Testing

Fully implemented and tested boards exist for the Adult and Teen departments. The Children's department board has been developed but onboarding and live testing extended beyond the project scope (see [Unachieved Outcomes](#)).

Teen Department | The Teen board underwent two rounds of iteration with Caid Feldmiller (Teen Department Head). The initial board included fields for program name, start/end time, newsletter and event planning status, capacity, registration, PAF literacies, and age groups, along with automated connections to the newsletter board.

A key design decision emerged from feedback: aligning the board's fields with the existing Library Calendar input fields rather than introducing new terminology. This resulted in a revised field set incorporating the full list of library rooms, internal categories, and age groups — reducing the learning curve for staff transitioning from existing tools and improving field consistency across departments.

| Program | Planning Status | Start Time | End Time | Time till Program | Duration | Staff | Description | Age Group | Restrictions |
|------------------------------|-----------------|------------------|-------------------|-------------------|----------|-------|---|----------------|--------------|
| Tween Yoga | Not Started | May 1, 6:30 PM | May 1, 7:30 PM | 8 Days, 19 Hours | 01:00 | | Tween Yoga is a fun and engaging L... | Tween and T... | |
| Animal Crossing Club | Not Started | May 4, 3:00 PM | May 4, 5:00 PM | 11 Days, 16 Hours | 02:00 | | Join us in the Teen Department to ... | Teen | |
| Tiny Club! | Not Started | May 13, 3:30 PM | May 13, 4:30 PM | 20 Days, 16 Hours | 01:00 | | All your favorite activities ... made ... | Teen | |
| Improv Hour | Not Started | May 18, 3:30 PM | May 18, 4:30 PM | 25 Days, 16 Hours | 01:00 | | If you STINK, we want you! Get go... | Teen | |
| Therapy Dogs | Not Started | May 20, 3:00 PM | May 20, 4:30 PM | 27 Days, 16 Hours | 01:30 | | It's crunch time! Visit the Sewickle... | Teen | |
| Gamers Guild | Not Started | May 26, 3:00 PM | May 26, 5:00 PM | 33 Days, 16 Hours | 02:00 | | Monopoly or Mario Kart World? Sc... | Teen | |
| Rad Relax Preview: Mud Masks | Not Started | May 27, 3:30 PM | May 27, 4:30 PM | 34 Days, 16 Hours | 01:00 | | We take relaxation to the extreme! ... | Teen | |
| Bullet Journal Meet-Up | Not Started | May 28, 10:00 AM | May 28, 12:00 ... | 35 Days, 11 Hours | 02:00 | | Working on your bullet journal and ... | Teen and ADULT | |
| You Ate That: Paint Palette | Not Started | May 28, 3:30 PM | May 28, 4:30 PM | 35 Days, 16 Hours | 01:00 | | To eat or not to eat? That is the qu... | Teen | |
| Teen Terrace Takeover | Not Started | May 29, 3:00 PM | May 29, 4:30 PM | 36 Days, 16 Hours | 01:30 | | Enjoy the Library's newly transform... | Teen | |

Adult Department The primary design challenge for the Adult board was accommodating recurring events (e.g., weekly bridge clubs, monthly book groups).

To address this, a "Status" trigger was implemented that automatically duplicates template items for recurring series, eliminating the need for manual re-entry each month.

Additional refinements based on department feedback included adding an Event Capacity column to distinguish between room capacity and event-specific capacity limits, and expanding the room and program type fields to reflect spaces and categories specific to the Adult department.

| Program | Planning Status | Newsletter Ready? | Occurrence Type | Start Time | End Time | Weekly Times | #date | #week | #time |
|---|-----------------|-------------------|-----------------|------------------|-------------------|--------------|---------------------|------------|-----------|
| Write Now! | Finalized | ✓ | Weekly | May 1 | May 22 | 10am-12pm | | | |
| Learn to Play American Mah Jongg | Finalized | ✓ | Repeating | Apr 28, 1:00 PM | May 5, 4:00 PM | | Apr 28 & 5 | Tuesdays | 1-4pm |
| Sahaja Meditation | Prepping | ✓ | Weekly | May 2 | May 30 | 11am-12pm | | Saturdays | 11am-12p |
| Mah Jongg Group | Prepping | ✓ | One-time | May 4, 1:00 PM | May 4, 4:00 PM | | May 4 | Mon | 1-4pm |
| Evening French | Prepping | ✓ | One-time | May 4, 6:30 PM | May 4, 7:30 PM | | May 4 | Mon | 6:30-7:30 |
| Conversation Group | Prepping | ✓ | One-time | May 6, 10:00 AM | May 6, 12:00 PM | | May 6 | Wed | 10am-12p |
| Sensory Friendly Flicks | Finalized | ✓ | Repeating | May 6, 10:00 AM | May 27, 12:00 ... | | May 6, 13, 20, & 27 | Wednesdays | 10am-12p |
| Sewickley Public Library Knitters Group | Prepping | ✓ | Repeating | May 6, 10:30 AM | May 20, 12:00 ... | | May 6, 13, & 20 | Wednesdays | 10:30am-1 |
| French Conversation | Prepping | ✓ | Weekly | May 7, 2:00 PM | May 28, 3:00 PM | 2-3pm | | Thursdays | 2-3pm |
| Tea & Inspiration | Prepping | ✓ | One-time | May 7, 7:00 PM | May 7, 8:30 PM | | May 7 | Thu | 7-8:30p |
| Drop In Tech Help | Prepping | ✓ | One-time | May 13, 12:00 PM | May 13, 2:00 PM | | May 13 | Thu | 12-2pm |

Sustainability

To ensure the Monday.com workspace remains the source of truth after the team departs:

- **Technical Handover:** Ownership of the workspace has been transferred to Richelle Klug’s pro-account. We consolidated the four boards with restricted permissions to prevent accidental deletion of automation recipes.
- **Process Documentation:** A README document was created within each board within Monday.com. This board contains "How-To" instructions, more information about each board, and board specific guides for customization that they still may want to add in the future.
- **Incentivization:** By linking the Newsletter Board directly to the departmental boards, staff are incentivized to keep their data clean. If it’s not in Monday.com, it won’t easily appear in the newsletter, effectively self-policing the process.

Semi-Automated Newsletter Generation

Summary

To address inefficiencies in the newsletter production process, we developed a semi-automated newsletter generation system using Figma. This solution integrates

Through the testing, we iterated and optimized the workflow, and achieved a well-performed bulk population of multiple event entries in a single operation, significantly reducing manual copy-paste and formatting effort while preserving consistency across entries.

Dynamic Calendar Generation System | The primary challenge for calendar production was reducing the time spent manually rebuilding monthly calendar layouts while maintaining flexibility for different month structures. Initial testing showed that this part is very time-consuming and the structure of the layers on Figma design should be as easy as possible to avoid additional time spent on that.

To address this, a component-based calendar system was developed using reusable day cards with active and inactive variants, nested within higher-level calendar components that support multiple layout variations (e.g., 4, 5, or 6-week months). Based on testing and plugin limitations, the team also standardized layer naming and component structures to align with the requirements of calendar date generation plugins.



Figure X. Component-based calendar structure configured for automated date generation.

This design allowed calendar structures to be generated automatically and consistently for each newsletter issue, eliminating the need to manually rebuild layouts and creating a more scalable workflow for monthly production.

Sustainability

To ensure the Figma-based newsletter system remains practical and sustainable after project handoff:

- **Technical Handover:** Ownership of the Figma workspace has been transferred to Richelle's account, ensuring long-term access and control by the Communications team. The file structure is organized into dedicated pages for templates, newsletter production, and documentation to support continued use and future updates.
- **Process Documentation:** A dedicated documentation page was created within the Figma workspace, containing step-by-step instructions for newsletter generation, guidance on using reusable components, common troubleshooting tips, and recorded walkthroughs. This reduces reliance on direct team support and helps future users onboard more independently.
- **Workflow Integration:** The system is directly connected to Monday.com through the newsletter board workflow, making Monday.com the primary data source for content generation. Because newsletter production depends on structured event data from Monday.com, staff are naturally encouraged to maintain accurate and consistent records as part of their regular planning process.
- **Remaining Risks:** Some manual steps still remain, particularly in data preparation and calendar event placement, which may limit efficiency as newsletter volume increases. In addition, reliance on specific Figma plugins may create constraints if plugin availability or support changes in the future.

Impact on People and Workflow

The integration of Monday.com and Figma has significantly improved both coordination and efficiency in the newsletter production workflow.

From a people perspective, the system reduces reliance on fragmented communication across departments by providing a centralized platform for event planning. Previously, event information was managed separately by different departments, requiring manual consolidation during newsletter production. With all departments now using Monday.com, staff have a shared source of truth, improving visibility and coordination. In addition, administrative staff have been onboarded onto the platform and have begun exploring its use for broader strategic planning.

From a workflow perspective, the process has shifted from a manual, multi-step workflow to a more structured pipeline, where event data flows from Monday.com into Figma for newsletter generation. This reduces redundant data entry and minimizes formatting inconsistencies across sections.

Notably, by the second round of testing, the time required for newsletter production in Figma, despite its initial learning curve, was already comparable to the previous design process in Canva. This suggests that the system is on track to deliver time savings as familiarity increases, while also providing greater consistency and scalability.

Overall, the integrated workflow enables a more coordinated, efficient, and sustainable approach to newsletter production.

Unachieved Outcomes

Monday.com Admin Board

While the departmental planning boards were successfully configured and adopted, an overarching "Admin Board" intended to give the Executive Director and library leadership a high-level, aggregate view of library-wide analytics was not fully realized. We prioritized ensuring the core workflow between the program departments and the Communications Head was robust and intuitive to prevent scope creep. Consequently, administrative staff must still rely on the individual department boards or the centralized calendar view rather than a dedicated executive dashboard.

Onboarding & Testing with Children's Department

Due to scheduling constraints during the development and testing phase, testing and onboarding for the Children's department extended beyond the scope of this project. The Children's board has been developed based on the team's current understanding of the department's requirements, and ample documentation exists in place for the department to transition to the platform. We worked around this constraint by spending the time without user feedback on optimizing the Teen's board and writing documentation regarding the platform. With this documentation, the Children's department should find it less overwhelming to customize their own fields and events – that being said, the current deliverable is already at a near-complete stage.

Figma Calendar Events Automation

While the team initially aimed to develop a fully automated calendar event generation system, where event data across all three departments could be aggregated, reorganized by date, and directly mapped into Figma layouts, this functionality was not fully realized due to platform constraints. On the data structuring side, Monday.com does not natively support exporting event data reorganized by day. It includes an embedded calendar view that visually displays events by date, which is useful for internal planning and review. However, this view can only be exported as a PDF rather than as structured data (such as CSV or Excel). As a result, while staff can see the calendar visually, the system does not provide a

day-indexed dataset that can be directly mapped into Figma for automated event population.

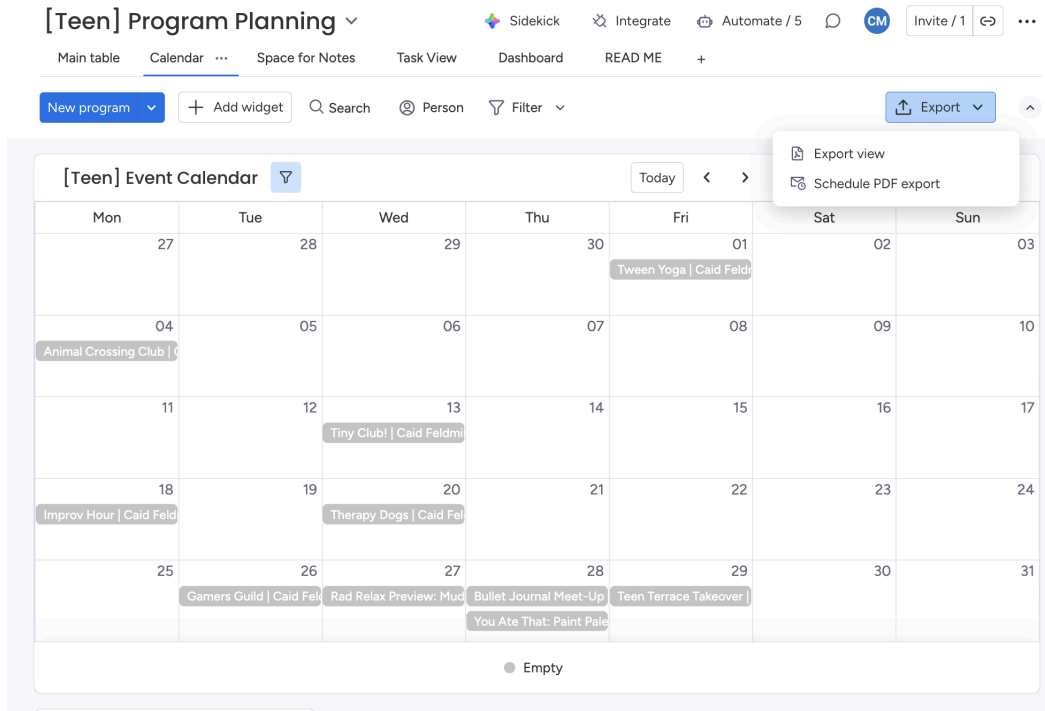


Figure X. Monday.com Teen Department Calendar View

On the design integration side, while bulk data insertion plugins were effective for event listings, applying the same approach to calendar generation would require repetitive, day-by-day data imports, introducing significant manual overhead and reducing scalability. As a result, event placement within the calendar remains a partially manual process, which may introduce additional effort for staff during newsletter production.

Project Deliverables

Our final deliverables include the following assets, designed to support long-term adoption and continued use by the client:

- A centralized **Google Drive repository** containing all project deliverables and supporting materials
- A **Monday.com workspace**, including:
 - Event planning boards for all three departments
 - A dedicated newsletter generation board
 - Embedded documentation within the README tab
- A **Figma newsletter design workspace**, including:
 - Template
 - Newsletter production files
 - Documentation

Google Drive Repository

The Google Drive repository is transferred to and maintained under Richelle Klug (Head of Communications)'s account, *sewickleypl@gmail.com*, to ensure long-term ownership and accessibility.

The folder structure is organized as follows:

| Folder Name | Description |
|---------------------|---|
| / | Central directory for all project materials. There will be individual documents including: <ul style="list-style-type: none"> ● Project Proposal ● Client Context Analysis |
| Final Deliverables/ | Contains all final client-facing outputs, including: <ul style="list-style-type: none"> ● Deliverables Handoff Master Document ● Executive Summary ● Final Report ● Project Sign-Off Contract |
| Recordings/ | Contains supporting video materials, organized into subfolders: <ul style="list-style-type: none"> ● Figma Demos ● Monday.com Walkthroughs ● Office Hours ● Weekly Meetings |

Monday.com Workspace

The Monday.com is currently owned by the Sewickley Library account with Richelle Klug as an Administrator. The student consulting team will leave the workplace when the project is completed, and this would not affect Sewickley Public Library's ownership.

| Board Name | Purpose | Key Functionality |
|----------------------------|---------------------------------|---|
| Adult/Teen/Children Boards | Internal departmental planning. | Tracks event logistics, room bookings, and centralizes department planning. |
| Newsletter Master Board | Aggregation for Communications. | Uses Mirror Columns to automatically pull only "Finalized" descriptions from all departments into one view. |

Figma Design Space

The Figma design workspace, titled "**Newsletters**," is maintained under Richelle's account to support long-term access and continued use by the Communications team. The workspace is organized into three primary pages:

| Page Name | Key Functionality |
|---------------|--|
| Template | Contains the base newsletter template and a structured component library with reusable design elements. |
| Newsletters | Serve as the primary production workspace for monthly newsletters. |
| Documentation | Includes curated guidance for newsletter generation. This section also provides supporting resources to help users navigate the Figma interface and effectively use the template system. |

Recommendations

Staff Training

This new workflow not only serves as a technical artifact today to centralize and speed up processes, but also serves as a form of institutional memory. With the standardization in the method of event planning and communication, staff training should see improvements in terms of onboarding time.

Monday.com boards displays all the fields relevant to planning a program and allows new staff to feel ownership over projects they are running. The board also provides a clear timeline of tasks needed to be done while maintaining transparent communication. Having the shared language of Monday.com boards will allow for better inter-department communication. When a problem arises, everyone would be on the same page to help each other to debug and troubleshoot.

With the integration into content creation processes, we expect future changes in staff or workflow methodology to be simpler to transition into.

New Features

Centralized Administrative Dashboard on Monday.com

Develop a centralized “Admin Board” to provide leadership (e.g., Executive Director, Department Head) with a high-level overview of events, performance metrics, and cross-department activity.

While the current system successfully supports departmental planning and newsletter production, leadership still relies on navigating multiple boards or views to gain a holistic understanding of library activities. A centralized dashboard would reduce time spent aggregating information across departments, improve visibility into programming distribution (e.g., frequency, categories, audience targeting), and enable faster decision-making and more strategic planning

We recommended the following action steps if they plan to build such a centralized dashboard.

1. Create a new “Admin Board” within Monday.com
2. Use *Mirror Columns* and *Connected Boards* to aggregate data from the three departmental boards
3. Add *Dashboard Views* (e.g., charts, calendars, workload views) to visualize:
 - Events per department
 - Events by category or audience
 - Monthly distribution trends

4. Define a small set of standardized fields (e.g., event type, audience, priority) across all boards to ensure consistency

Enhanced Calendar Event Automation for Figma

At the current scale and scope of the system, we do not recommend pursuing full automation of the calendar event population as an immediate next step. Existing platform constraints across Monday.com and Figma limit the feasibility of implementing a reliable and maintainable solution without introducing significant manual overhead or technical complexity.

This feature may become viable and valuable under any of the following conditions:

- **Increased Technical Capacity:** availability of internal or external technical support to develop and maintain custom data integration workflows.
- **Transition in Newsletter Publication Tools:** adoption of systems with stronger data accessibility and integration capabilities (e.g., moving beyond LibraryAware).
- **Shift in Publication Format or Channel:** moving from static, design-based outputs (e.g., PDF newsletters) to more flexible formats such as web-based or static HTML content.

Under these conditions, the library could explore developing a more customized, data-driven solution. This may include extracting structured event data from Monday.com and using a lightweight program or script to transform the data into HTML-based calendar layouts or other formats compatible with publication platforms. Such an approach would reduce reliance on manual design workflows and enable a more scalable content generation process.

Technical Potential

Automated Web Calendar Integration

Currently, even with the new Monday.com system, event details must still be synced with LibraryCalendar (LibraryMarket) for public website viewing. Future teams should explore using the Monday.com API to automatically push finalized event data directly to the library's website calendar, eliminating one of the last remaining pockets of manual data entry.

Generative AI for Marketing Copy

To further accelerate the communications workflow, SPL could integrate lightweight AI tools to automatically draft promotional blurbs. Since Monday.com now holds clean, structured data (Topic, Target Audience, Time), staff could use AI to instantly generate the 2-3 sentence descriptions needed for the weekly email blasts or social media posts, saving significant copywriting time.

About the Team

Cass Ma | Project Manager

She is a senior pursuing a dual degree in Information Systems and Film & Visual Media Studies, with a minor in Human-Computer Interaction. She is interested in product management roles in experience-driven industries.

Jonathan Gu | Tech Lead

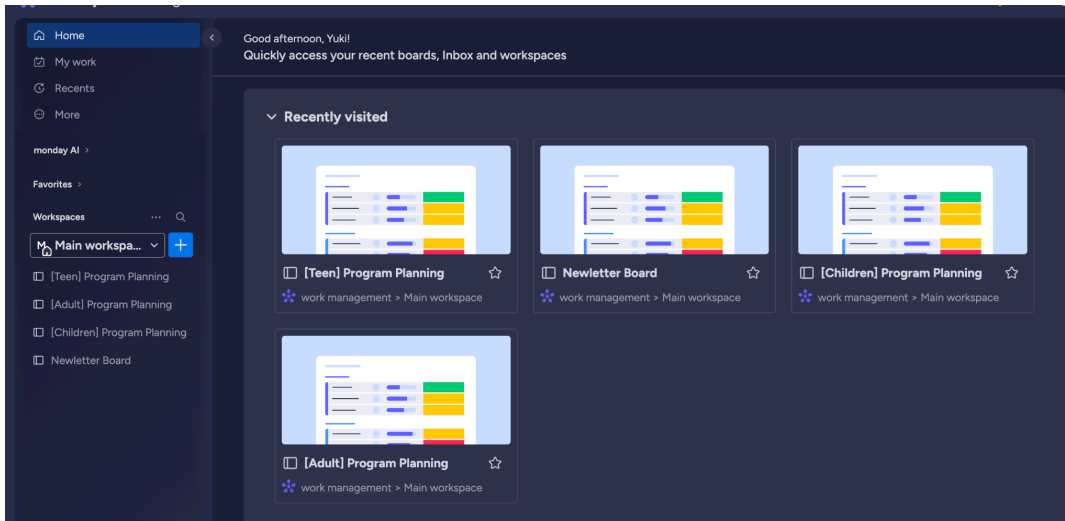
He is a third-year Information Systems student with a minor in software engineering. He will be working at GitHub as a software engineer intern this summer and Amazon as a software development engineer intern this fall and is working toward a career in software development.

Yuki Ma | Client Relationship & Communications (Team Leader)

Fourth-year student studying Information Systems, Business, and Product Management. She is continuing her education in Management Information Systems at CMU, and she is pursuing a career in product management and analytics.

Appendices

Appendix A. Monday.com Boards



SPL Monday.com Workspace

[Teen] Program Planning

READ ME Main table Dashboard Calendar Task View Space for Notes

New program Search Person Filter Sort Hide Group by

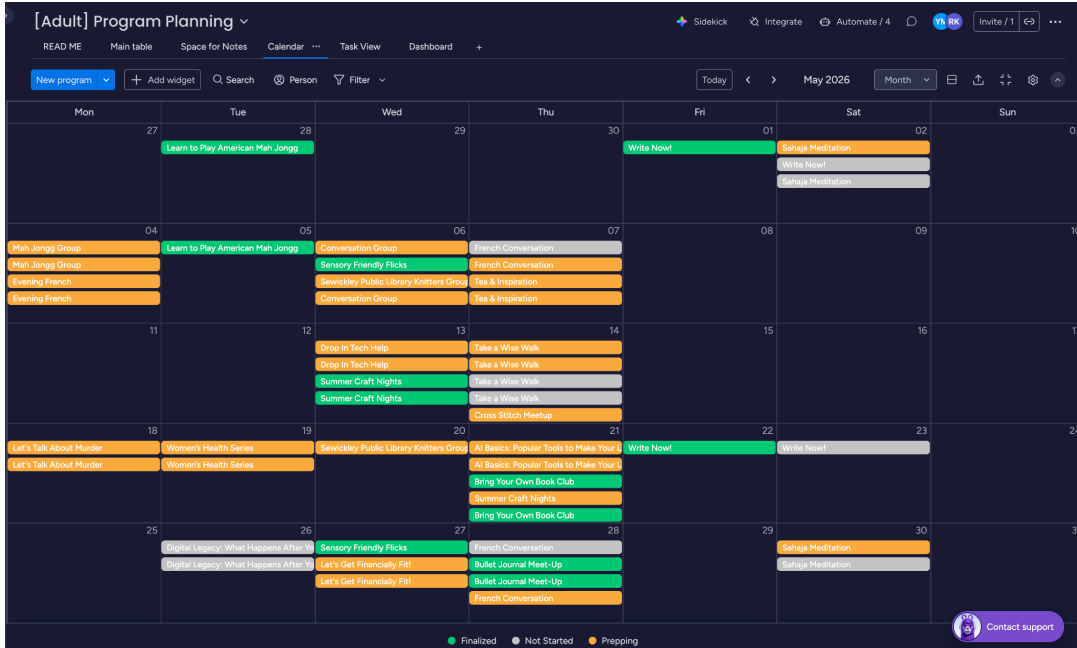
| Program | Planning Status | Start Time | End Time | Time till Program | Duration | Staff | Description | Age |
|------------------------------|-----------------|------------------|-------------------|-------------------|----------|--------------|---|------|
| June | | | | | | | | |
| No Programs | | | | | | | | |
| May | | | | | | | | |
| Tween Yoga | Prepping | May 1, 6:30 PM | May 1, 7:30 PM | 7 Days, 6 Hours | 01:00 | [Staff Icon] | Tween Yoga is a fun and engaging L... | Twee |
| Animal Crossing Club | Prepping | May 4, 3:00 PM | May 4, 5:00 PM | 10 Days, 3 Hours | 02:00 | [Staff Icon] | Join us in the Teen Department to ... | |
| Tiny Club! | Prepping | May 13, 3:30 PM | May 13, 4:30 PM | 19 Days, 3 Hours | 01:00 | [Staff Icon] | All your favorite activities ... made ... | |
| Improv Hour | Prepping | May 18, 3:30 PM | May 18, 4:30 PM | 24 Days, 3 Hours | 01:00 | [Staff Icon] | If you STINK, we want you! Get go... | |
| Therapy Dogs | Prepping | May 20, 3:00 PM | May 20, 4:30 PM | 26 Days, 3 Hours | 01:30 | [Staff Icon] | It's crunch time! Visit the Sewickl... | |
| Gamers Guild | Prepping | May 26, 3:00 PM | May 26, 5:00 PM | 32 Days, 3 Hours | 02:00 | [Staff Icon] | Monopoly or Mario Kart World?Scr... | |
| Rad Relax Preview: Mud Masks | Prepping | May 27, 3:30 PM | May 27, 4:30 PM | 33 Days, 3 Hours | 01:00 | [Staff Icon] | We take relaxation to the extreme! ... | |
| Bullet Journal Meet-Up | Prepping | May 28, 10:00 AM | May 28, 12:00 ... | 33 Days, 22 Hours | 02:00 | [Staff Icon] | Working on your bullet journal and ... | Teen |
| You Ate That: Paint Palette | Prepping | May 28, 3:30 PM | May 28, 4:30 PM | 34 Days, 3 Hours | 01:00 | [Staff Icon] | To eat or not to eat? That is the qu... | |
| Teen Terrace Takeover | Prepping | May 29, 3:00 PM | May 29, 4:30 PM | 35 Days, 3 Hours | 01:30 | [Staff Icon] | Enjoy the Library's newly transform... | |
| + Add program | | | | | | | | |

Teens Board (May Testing): Fields (1/2)

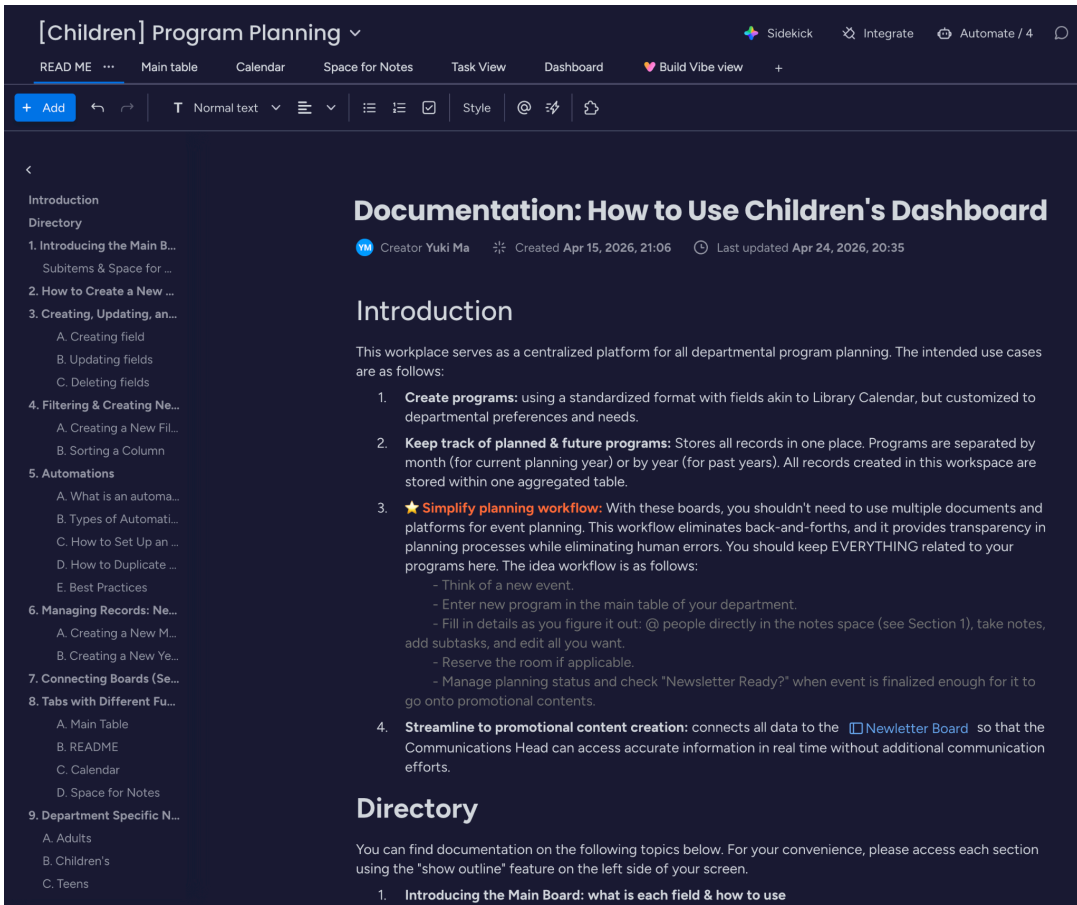
May

| Program | Age Group | Restrictions | Setup Time (min) | Teardown Time (L) | Room | Registration Type | Waitlist Capacity | Internal Categories | Program Typ |
|------------------------------|----------------|--------------|------------------|-------------------|-----------------|-------------------|-------------------|-------------------------|-------------|
| Tween Yoga | Tween and T... | | 60 | 60 | Community Room | Please Register | 12 | Health Literacy | |
| Animal Crossing Club | Teen | | 15 | 15 | Teen Department | Drop in | N/a | Inform... Civil a... | |
| Tiny Club! | Teen | | 30 | 30 | Community Room | Drop in | N/a | Civil and Social Lit... | |
| Improv Hour | Teen | | 15 | 15 | Community Room | Drop in | N/a | Basic... Civil a... | |
| Therapy Dogs | Teen | | 60 | 30 | Patio | Drop in | N/a | Civil a... Health... | |
| Gamers Guild | Teen | | 15 | 15 | Teen Department | Drop in | N/a | Civil a... Inform... | |
| Rad Relax Preview: Mud Masks | Teen | | 60 | 30 | Community Room | Drop in | N/a | Health... Civil a... | |
| Bullet Journal Meet-Up | Teen and Ad... | | 30 | 15 | Conference Room | Drop in | N/a | Basic... Civil a... | |
| You Ate That: Paint Palette | Teen | | 60 | 30 | Community Room | Drop in | N/a | Civil and Social Lit... | |
| Teen Terrace Takeover | Teen | | 60 | 30 | Patio | Drop in | N/a | Civil and Social Lit... | |
| + Add program | | | | | | | | | |

Teens Board (May Testing): Fields (2/2)

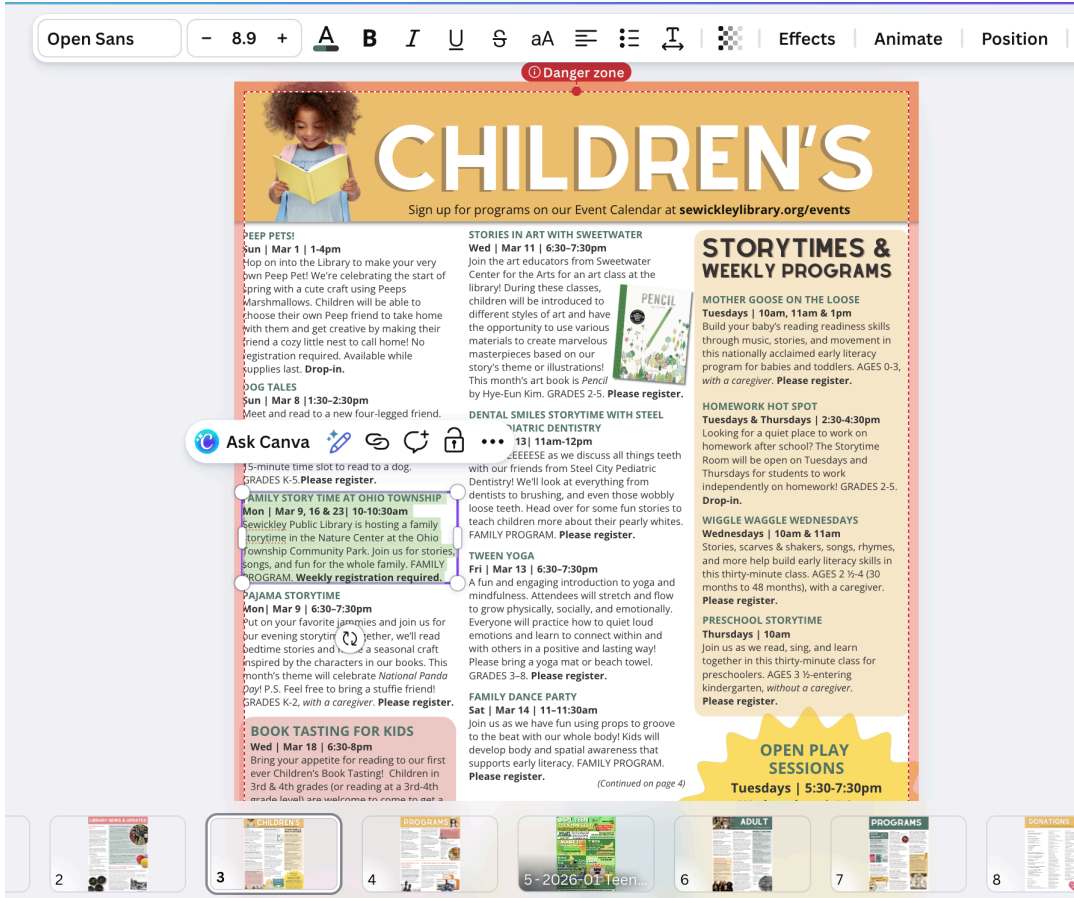


Adult Board (May Testing) Events Calendar



Documentation Page on All Boards

Appendix B. Previous Newsletter Production Workflow (Canva)



Danger zone

MARCH

Find & register for all of our events online at
sewickleylibrary.org/events

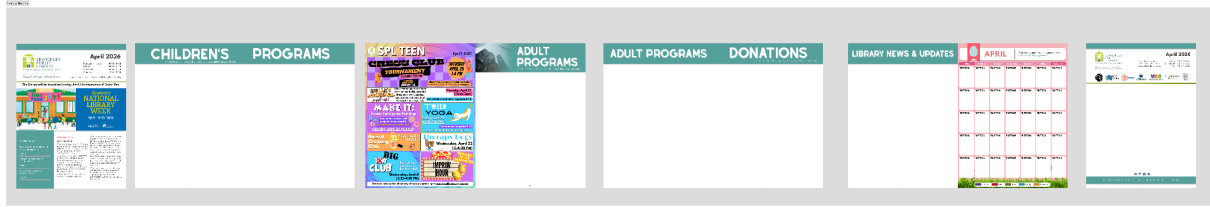
| SUNDAY | MONDAY | TUESDAY | WEDNESDAY | THURSDAY | FRIDAY | SATURDAY |
|---|---|--|---|---|---|--|
| 1 1:00 Peep Pets Seed Library Returns! | 2 3:30 Animal Crossing 6:00 Mah Jongg Group 6:30 Evening French | 3 10:00 Mother Goose ST 11:00 Mother Goose ST 1:00 Mother Goose ST 2:30 Homework Hot Spot 3:00 QVMS Zone Out 5:30 Open Play 6:30 Women's Health | 4 10:00 Wiggle Waggle ST 10:00 Convo Group 10:00 Sensory Flicks 10:30 Knitters Group 11:00 Wiggle Waggle ST 1:00 Open Play | 5 9:30 Wise Walks 10:00 Preschool ST 10:00 Sensory Flicks 2:30 Homework Hot Spot 3:30 HS Esports 7:00 Tea & Inspo | 6 10:00 Write Now! 2:00 Oscar Films 6:00 Teen Mini Golf | 7 9:00 Family Block Party 10:00 Family Fun Mini Golf 11:00 Meditation 6:00 Adult Golf Night |
| 8 1:30 Dog Tales | 9 10:00 Family ST at Ohio Twp 1:00 Mah Jongg Group 6:30 PJ Storytime 7:00 Query Club | 10 10:00 Mother Goose ST 11:00 Mother Goose ST 1:00 Mother Goose ST 2:30 Homework Hot Spot 3:00 QVMS Zone Out 5:30 Open Play 7:00 Mystery BG | 11 10:00 Wiggle Waggle ST 11:00 Wiggle Waggle ST 10:00 Sensory Flicks 12:00 Drop-In Tech 1:00 Open Play 3:30 Tiny Club 6:30 Stories in Art | 12 9:30 Wise Walks 10:00 Preschool ST 2:00 French Convo 2:30 Homework Hot Spot 4:00 Beginner Cross Stitch 6:00 Cross Stitch Meet-Up | 13 10:00 Write Now! 11:00 Dental Smiles ST 2:00 Oscar Films 6:30 Tween Yoga | 14 9:00 Family Block Party 11:00 Family Dance Party 11:00 Meditation 1:00 Pi Day Party |
| 15 1:30 Chess Club | 16 10:00 Family ST at Ohio Twp 3:30 Animal Crossing 6:00 Mah Jongg Group | 17 HAPPY ST. PATRICK'S DAY 10:00 Mother Goose ST 10:00 DIY Crafts 11:00 Mother Goose ST 12:30 Easter Project 1:00 Mother Goose ST 2:30 Homework Hot Spot 3:00 QVMS Zone Out 5:30 Open Play | 18 10:00 Wiggle Waggle ST 10:00 Sensory Flicks 10:30 Knitters Group 11:00 Wiggle Waggle ST 12:00 Drop In Tech 1:00 Open Play 6:30 Kids Book Tasting | 19 9:30 Wise Walks 10:00 Preschool ST 11:30 BBBG 2:00 French Convo 2:30 Homework Hot Spot 3:30 HS Esports 6:00 BYOB Club 6:30 LEGO Club | 20 10:00 Write Now! 11:00 Parachute Play | 21 9:00 Family Block Party 9:30 Crafty Saturdays 11:00 Meditation |
| 22 10:00 Family ST at Ohio Twp 1:00 Mah Jongg Group 7:00 LTAM Group | 23 10:00 Family ST at Ohio Twp 1:00 Mah Jongg Group 7:00 LTAM Group | 24 10:00 Mother Goose ST 11:00 Mother Goose ST 1:00 Mother Goose ST 2:30 Homework Hot Spot | 25 10:00 Wiggle Waggle ST 10:00 Sensory Flicks 11:00 Wiggle Waggle ST 1:00 Open Play | 26 9:30 Wise Walks 10:00 Preschool ST 10:00 Bullet Journal 12:00 Digital Literacy 6:00 Jewelry Wksp 6:30 MG: Bedtime ST | 27 10:00 Write Now! | 28 9:00 Family Block Party 11:00 Meditation 2:00 Dr Seuss' Birthday |
| 29 | 30 4:00 Tween Make It 6:00 Mah Jongg Group | 31 5:30 Open Play | <div style="display: flex; justify-content: center; align-items: center; gap: 10px;"> Ungroup </div> | | | |
| <div style="display: flex; justify-content: center; align-items: center; gap: 20px;"> <div style="text-align: center;"> <p>Friday, March 6 & Saturday, March 7</p> <p>sewickleylibrary.org/minigolf</p> </div> </div> | | | | | | |

Children
 Teen
 Adult
 Family
 Everyone

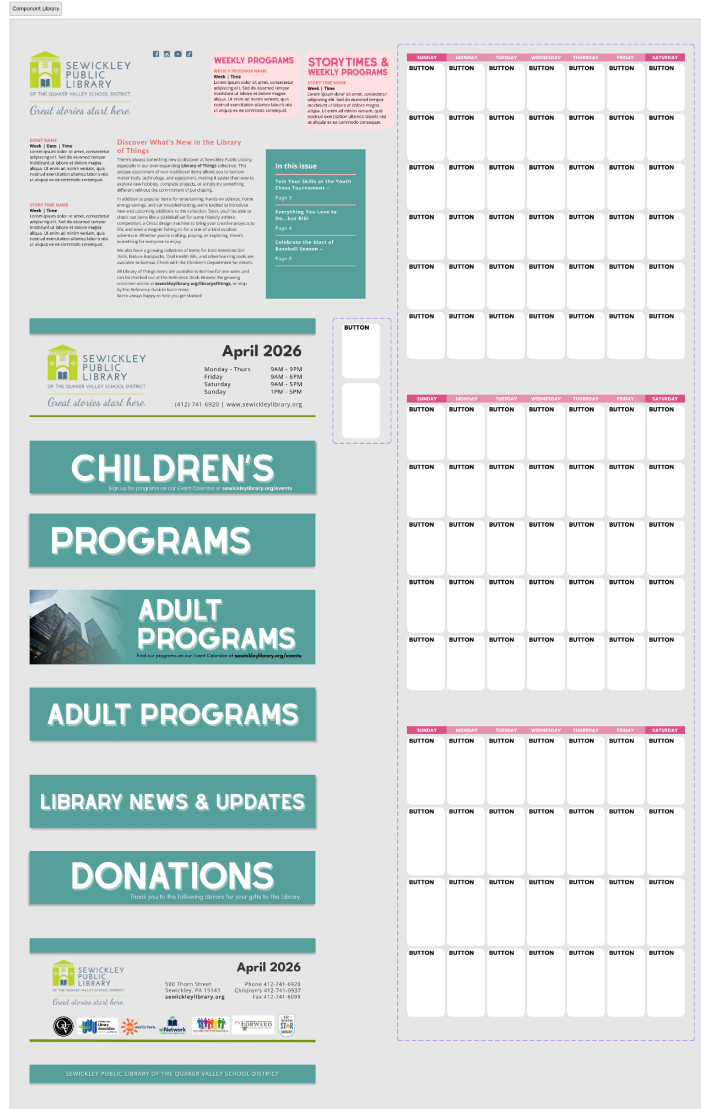
Previous newsletter production workflow in Canva.

Content was manually copied and pasted into plain text boxes, with formatting applied individually for each entry. This process required repetitive adjustments and lacked structured data integration, resulting in a time-consuming and inconsistent production workflow.

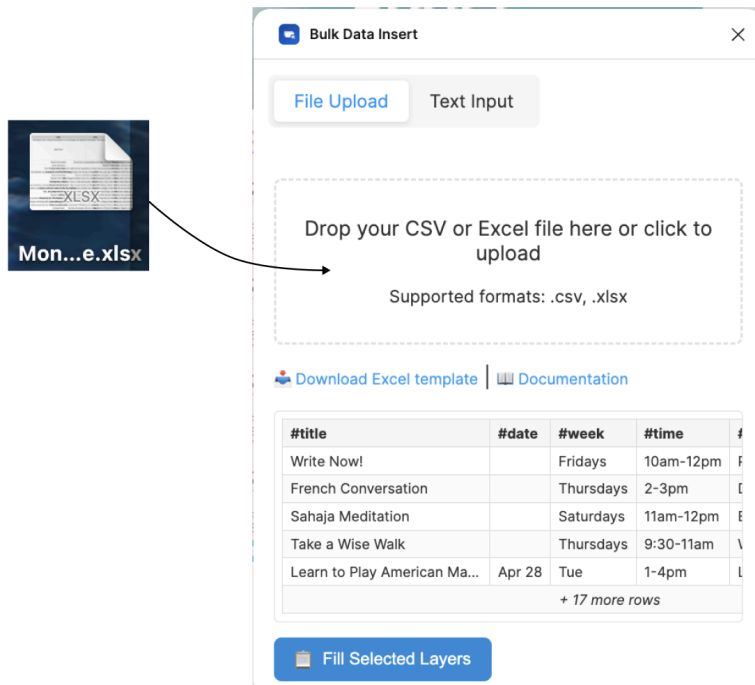
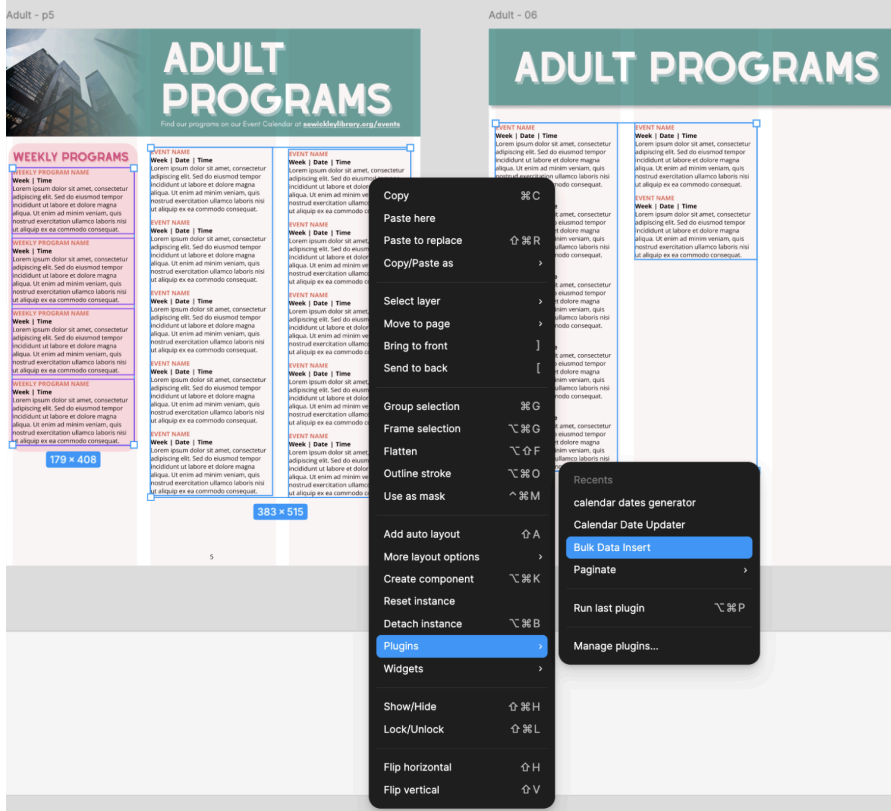
Appendix C. Current Newsletter Production Workflow (Figma)



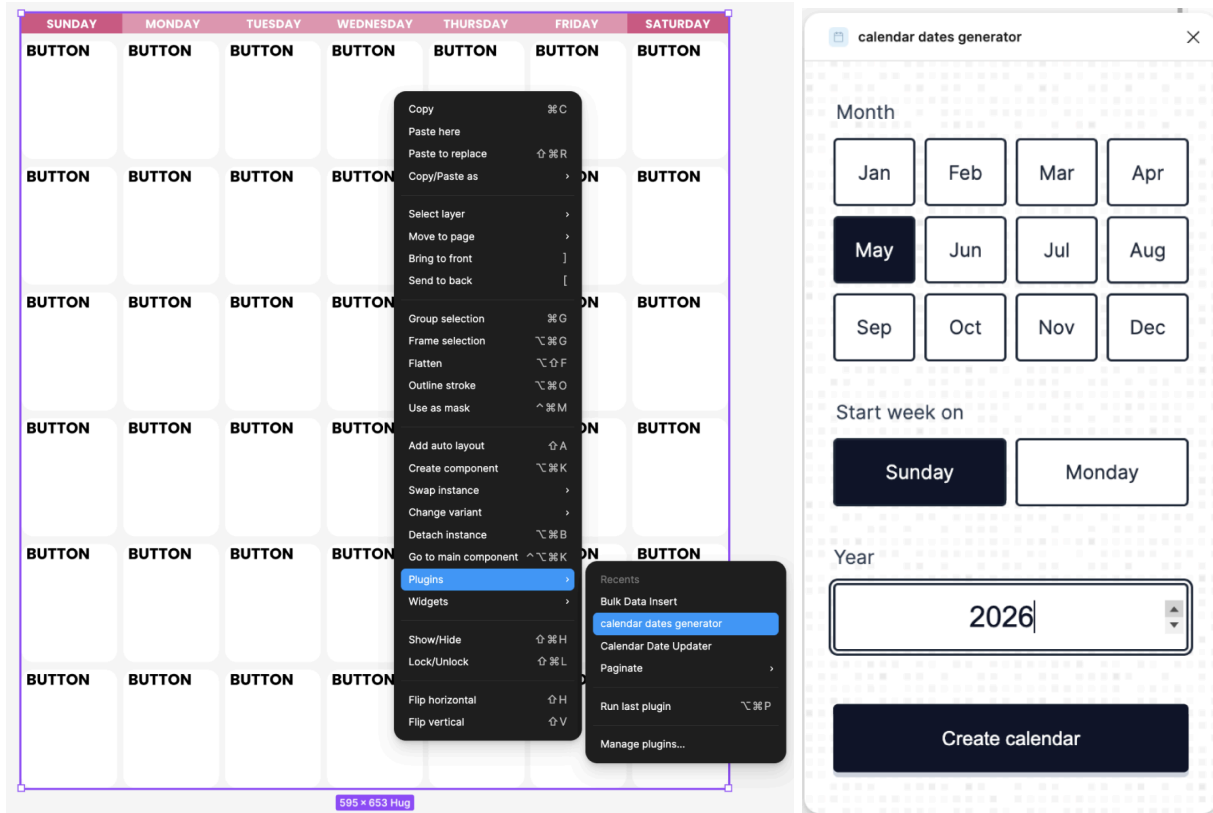
Starter File



Component Library



Automated Event Content Population Using Bulk Data Insert



Dynamic Calendar Generation System

Overview

Pages of the Figma File

Pages: 8

Assets

Documentation

There are three pages of this file, which is the link for the first page.

- **Template**: For the calendar, news and the newsletter page layouts.
- **Newsletters**: For the actual newsletter for all the recipient production.
- **Documentation**: For all the documentation with graphics, icons, and links to some videos.

[Template Page](#)

[Newsletters Page](#)

[Documentation Page](#)

Helpful Resources

- [Figma Plugins for Figma Learn](#)
- [Figma UI Kit](#) (created by Figma Learn)
- [Figma UI Kit](#) (created by Figma Learn)
- [Figma UI Kit](#) (created by Figma Learn)
- [Figma UI Kit](#) (created by Figma Learn)

• [Figma Tutorial for Beginners](#) (© 2019-2020 by Pura Academy)

Event Page Workflow

VIDEO DOCUMENTATION HERE

- Export the icon from the library and get the format ready to go for automation.
- Place a copy of "Weekend" button that will contain the page type title.
- Take Adult Programs as an example. Take a look at the social sheet, see how many Weekly Programs & Events do we have for this month.
- Go to the Adult Page, set up the page for automation.

1. First, select the page we are working on. And go to the "Actions" section, select "Repeat", select "weekly programs", and press "Generate Repeat".

Alternatively, select "Repeat" on the left panel, select the library "Calendar" in this file and find the component "Weekly Program" and then the "Repeat" button. If you do this in this way, you might need to drag the instance onto the page and set settings on the left panel.

2. Place the instance on the very left of the page (just on the most suitable).

3. Select this instance, go to the right panel and detach it from the component.

Alternatively, right click this instance to detach or use the short cut to detach.

4. Double click to select the Weekly Event List, duplicate it, and make sure

Calendar Page Workflow

VIDEO DOCUMENTATION HERE

- Go to "Assets" and search for "Calendar". In Assets, there are two sets created in this "Presentation" file.
- On the right panel, use the drop-down list to select the date (1, 2, or 4) of the calendar we will need.
- Select the calendar, and run the plug-in "Calendar dates generator".

Fill out the fields for Month and Year, and click "Create calendar".

Export

VIDEO DOCUMENTATION HERE

With Plug-Ins
Pages to PDF Export with links and multiple pages

- Run the Plug-in
- Check the options listed in the recent page panel.
- Choose the export quality, and click export.

Without Plug-Ins
A. Single Page Export
 Select the frame, choose the type on the right panel, and click export.

B. All Pages Export
 Click on "Pages" tab on the left panel, go to the export button to PDF.

Components & Inst...

How to use the component?

How to use the component? How to use the component? How to use the component?

Components in Figma "Share" the same style. The content of the component can be changed without affecting the style. The content of the component can be changed without affecting the style. The content of the component can be changed without affecting the style.

How to use the component? How to use the component? How to use the component?

Figma Documentation