



Sewickley Public Library

Streamlining Event Planning & Newsletter Production

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Presentation Roadmap

1. Background

4. Before & After

2. Problem

5. Benefits

3. Approach

6. Future Possibilities



Background

- Oldest public library in Allegheny County (est. 1873)
- Community hub providing educational and recreational resources

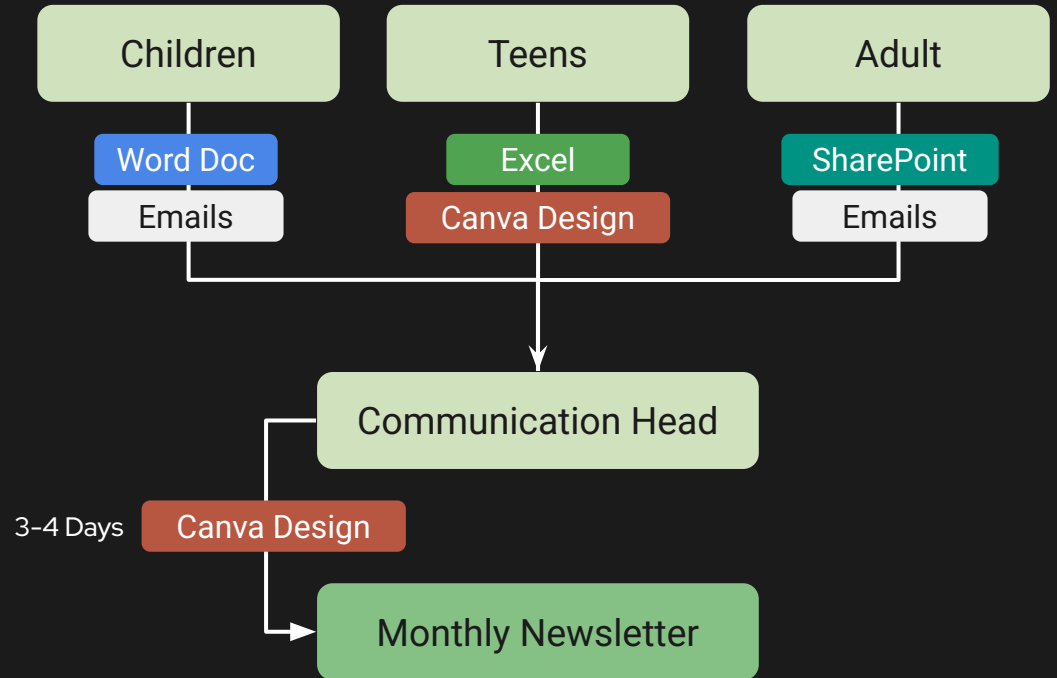
500+
Daily Visitors

1,200+
Programs/Year

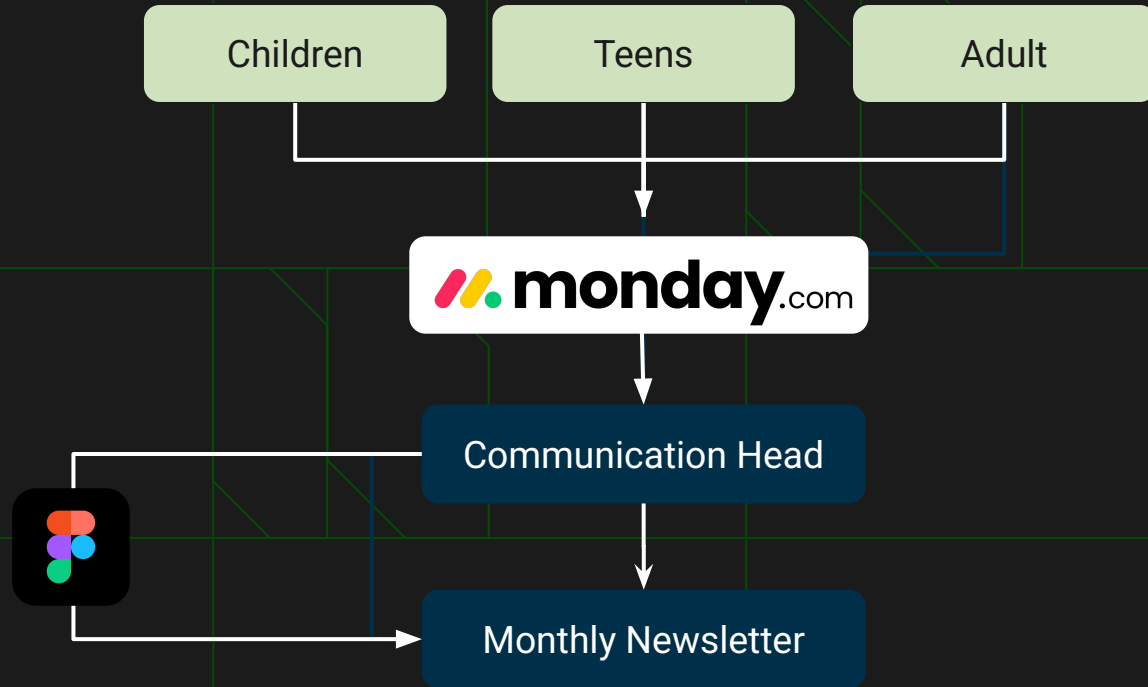
34,000
Members Served/Year

...all with **15** staff members.

The problem



Our Solution



Workflow Prior to Partnership

Inconsistent Submissions



- Information received in multiple formats (Word, Excel, Images, Email)
- No clear data structure

Communications Bottlenecks



Required extra coordination efforts to ensure all information is correct and up-to-date

Content Generation



- Relied heavily on manual data entry, with high chance for error
- Time consuming process

Working Together

The team worked with each Department to think through event planning workflow to develop Monday.com dashboard

- Identified key staff
- Determined essential elements
- Evaluated current processes
 - Different for each department

Streamlined Information Gathering

Consolidation into one platform simplifies process for generating and accessing program data

[Adult] Program Planning

Program	Planning Status	Newsletter Ready?	Occurrence Type	Start Time	End Time	Weekly Times
Write Now!	Finalized	✓	Weekly	May 6, 10:00 AM	May 6, 12:00 PM	May 6
Conversation Group (copy)	Pending	✓	One-time	May 2	May 2	May 2
Selkirk Meditation (copy)	Pending	✓	Weekly	May 4, 6:30 PM	May 4, 8:00 PM	May 4
Evening Reads (copy)	Pending	✓	Repeating	May 6, 10:30 AM	May 6, 12:00 PM	May 6
Samuel Rayburn Library Writers Group (copy)	Pending	✓	Weekly	May 7, 2:00 PM	May 7, 3:30 PM	May 7
French Conversation (copy)	Pending	✓	One-time	May 7, 2:00 PM	May 7, 3:30 PM	May 7
Talk & Inspiration (copy)	Pending	✓	Weekly	May 13, 6:00 PM	May 13, 8:00 PM	May 13
Summer Cook Nights (copy)	Finalized	✓	One-time	May 13, 6:00 PM	May 13, 8:00 PM	May 13
Take a Walk Walk (copy)	Pending	✓	Weekly	May 14	May 14	May 14
Cross Stitch Meetup (copy)	Pending	✓	One-time	May 14, 6:00 PM	May 14, 8:00 PM	May 14
Let's Talk About Murder (copy)	Pending	✓	One-time	May 18, 7:00 PM	May 18, 8:30 PM	May 18
Bring Your Own Book Club (copy)	Finalized	✓	One-time	May 21, 6:00 PM	May 21, 7:30 PM	May 21
Build Journal Meet-Up (copy)	Finalized	✓	One-time	May 28, 10:00 AM	May 28, 12:00 PM	May 28

New Program

Show only the 2 required columns

Group: June

Planning Status: Not Started

Newsletter Ready: [checkbox]

Occurrence Type: [dropdown]

Start Time: [input]

End Time: [input]

Weekly Times: [input]

#date: [input]

#week: [input]

#time: [input]

Time till Prog.: [input]

Staff: [input]

Description: [input]

Save and create another Create Program

Source of Truth

All events are entered into one location (Monday.com)



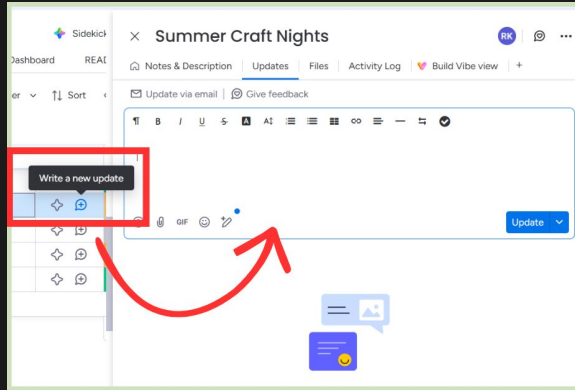
Consistency

Ensures all data is submitted in the correct format

Streamlined Information Gathering

Communication tools are built into platform to ensure centralized location

	Planning Status	Newsletter Ready?
✦ +	Finalized	✓
✦ +	Prepping	✓
✦ +	Not Started	✓
✦ +	Prepping	✓
✦ +	Finalized	✓



Planning Status	Newsletter Ready?	Occurrence Type
Finalized	✓	One-time
Prepping	✓	One-time
Not Started	✓	One-time
Prepping	✓	One-time
Finalized	✓	One-time

Planning Status

The status of each event is easily identified to know where leads are in the planning process

Comments

All comments are consolidated into the platform to centralize communications system

Event Finalization

Notifications indicating that events are finalized & ready for newsletter production ease communications gaps

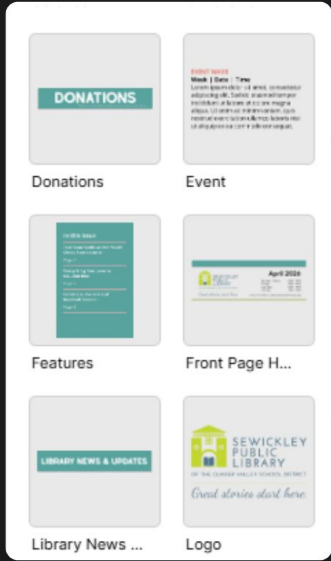
Putting It All Together

Once data gathering methods were determined, the team helped identify a platform that could work with the robust data created

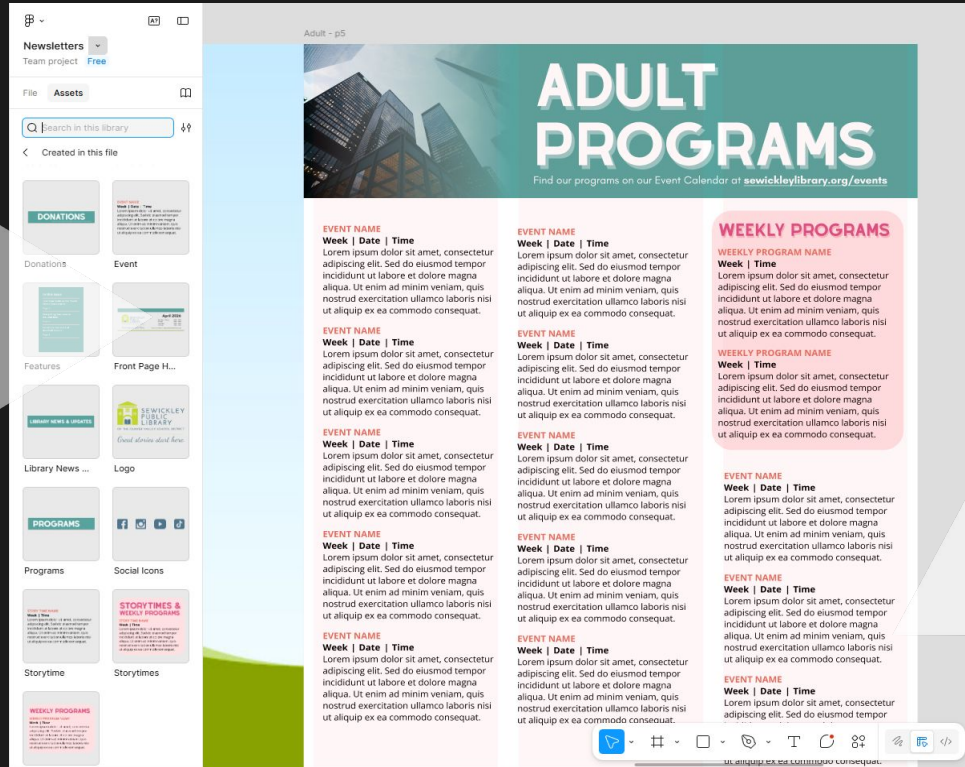
- SPL's biggest asks: a system that reduces time spent & reduces human error
- Team evaluated current newsletter generation processes to suggest alternative software options

Newsletter Creation Automations

Simplified process for building each monthly newsletter with automations



Templates and reusable components make building each monthly newsletter a streamlined process

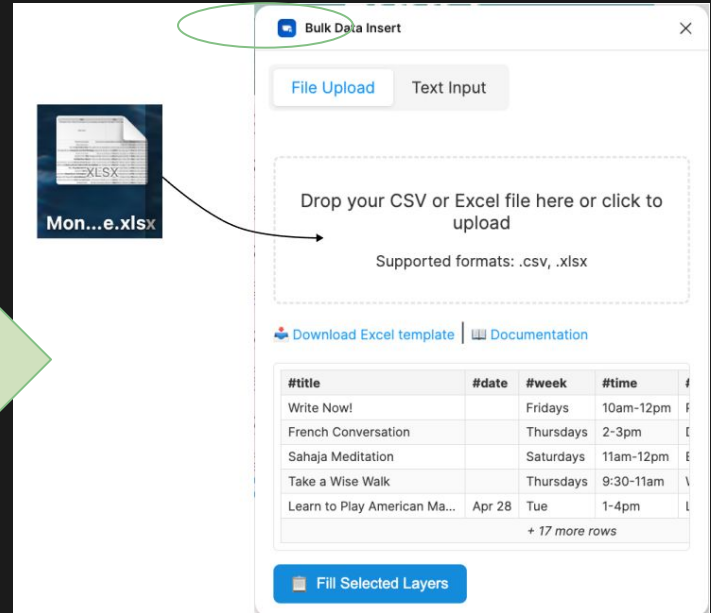
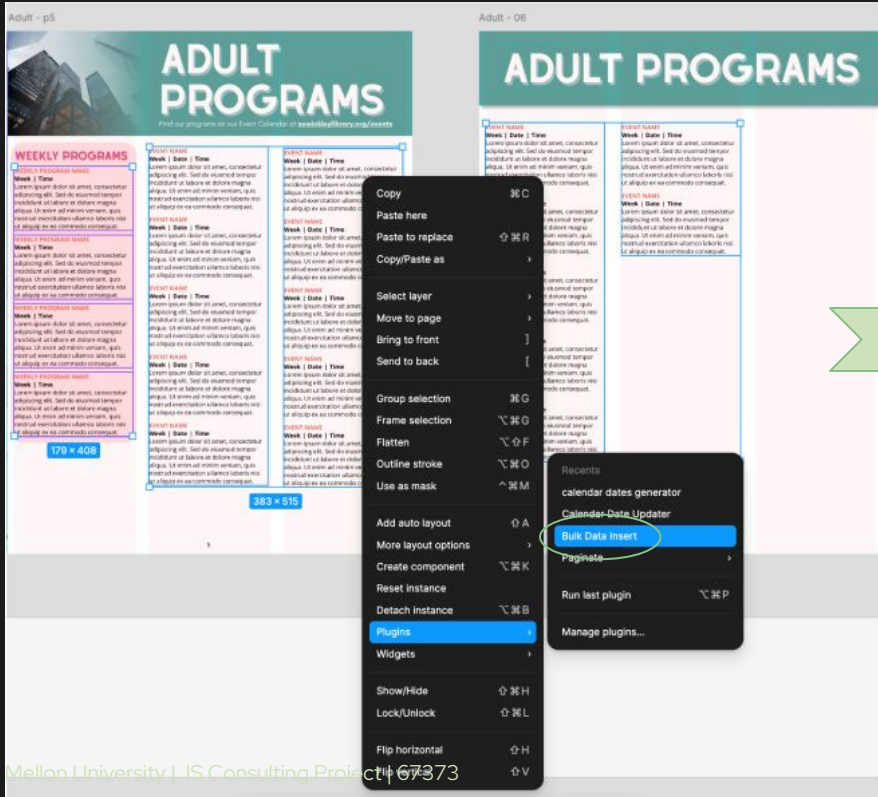


Content is formatted to ensure consistency and meet quality standards



Newsletter Creation Automations

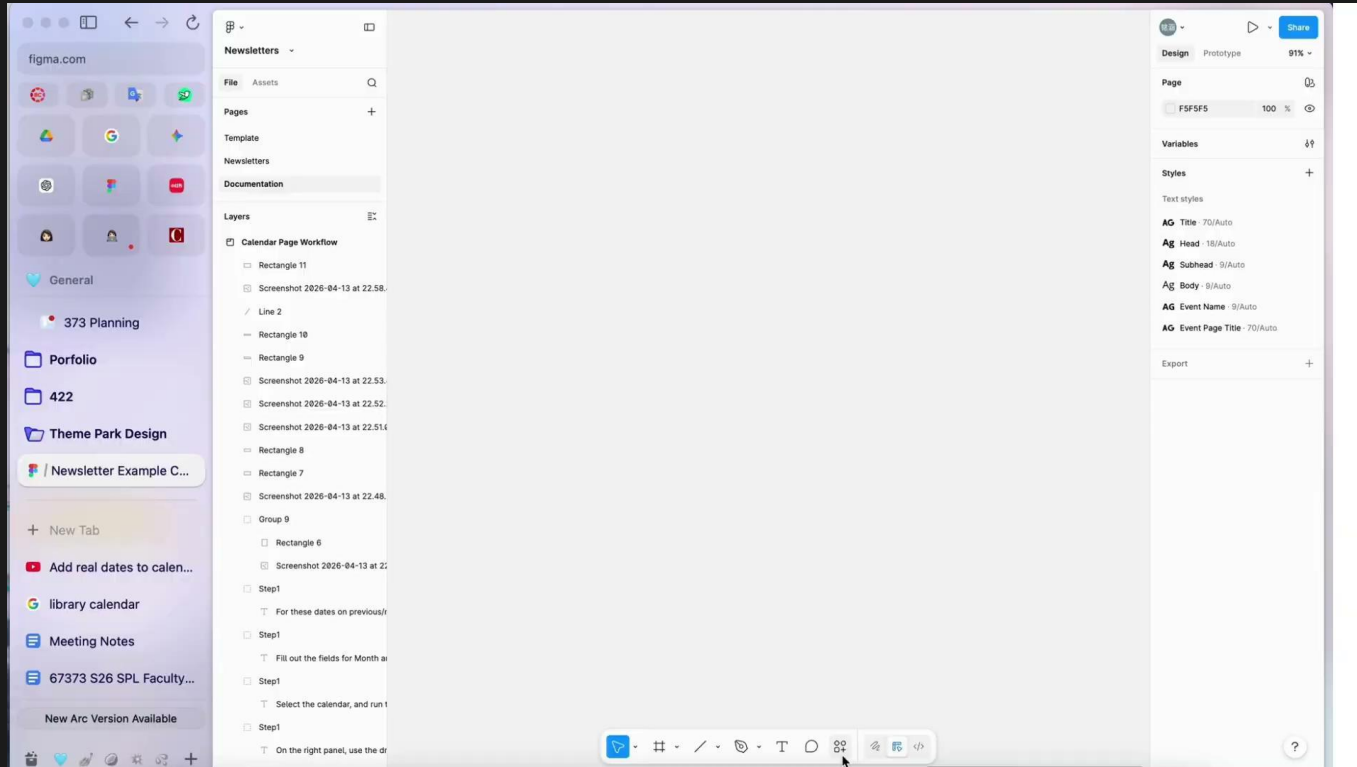
Automations improve accuracy in data entry and reduce human error



Event data is easily exported from Monday.com and auto-populated into Figma using plugins

Newsletter Creation Automations

Reduces time spent entering data and formatting content



One of our favorite features is the integrated calendar



✓ Automations like these save an estimated 2-3 hours each month manually adjusting data

Cloud-Based Benefits



Cloud-Based Storage

- Automatic backup/saving
- Less chance of data/project loss



Remote Access

- Ability to access platforms from any device
- Reduced dependence on individual devices



Improved Collaboration

- Multiple users can collaborate at the same time
- Eliminate need to share files
- Reduce data loss from file sharing

Expanding Possibilities

- This partnership introduced our organization to **new technology platforms** that we plan to use in other areas
 - **Monday.com**
 - Strategic planning
 - Project management
 - **Figma**
 - Graphic design tool for marketing content creation
 - Brainstorming/flowcharts
- Reduced time gathering program data & generating newsletter content frees us up to **focus on offering additional educational and informational resources and enriching programs**





Thank you!