The roles filled by the Placentia Library District over the last 100 years have changed dramatically, mainly due to rapid innovation and technological developments. With the COVID-19 pandemic beginning around March 2020, the library faced a new challenge of responding to a need for service changes and communicating those changes and sharing news to patrons and staff. During this uncertain time, the District Director began sending daily messages to patrons.

These messages allowed the library to inform the public of the library’s closure as well as its virtual services and databases available. As a library is an information hub, the messages also brought facts from Center for Disease Control and World Health Organization along with local statistics relating to COVID-19. Through around March and April, these messages were sent daily and weekly, and through the summer and fall gradually shifted to about every few weeks, as the library reopened for curbside pickup and modified building use.

The messages have been met with positive feedback from the public, steady virtual library card applications, increased numbers of followers on social media platforms, and thousands of views. (The messages receive an average of about 2,000 email opens on Constant Contact.) In March and April, for example, two messages in particular resonated with the library's community. The first was the announcement of a virtual Easter egg hunt program inviting community members to hang Easter egg coloring pages on their windows, and the second was the announcement that the library would sew and distribute free face masks to local residents. The April 9 face mask announcement received more than 3,300 email opens, and more than 2,000 views and 230 likes or comments on Facebook. In total, more than 1,000 face masks were sewn and mailed to Placentia residents in April, at a time when face masks were scarce.

Placentia Library District has managed to increasingly reach out to the public, receive positive feedback, give patrons a feeling of comfort with their programs and services, and most importantly, has become a dependable constant to its patrons during this time: all because of the Director’s Messages actively reflecting the staff's unrelenting passion to serve the community regardless of circumstance. The Director’s Messages can be viewed on our COVID-19 webpage: https://www.placentialibrary.org/covid-19