

Big Year, Big Ideas

January 2026



MIDWEST TAPE | **hoopla**

Agenda

- Welcome!
- Purpose of webinar and IDEA Squad
- Meet the IDEA Squad
- Featured Ideas from IDEA Squad
 - Fandom Fridays and Read, Return, Repeat!
 - Monthly Take Home Activity
 - Classroom on the Culture
 - Spanish Storytime with BingePass
 - Sherlock Holmes Escape Room
- Q&A



Presenters



Trenton Smiley
Director of Customer Messaging



Chris Schmidbauer
Marketing Product Manager

Meet the IDEA Squad

Inspiring libraries to combine physical and digital collections in innovative ways



Heather He Siewert
Librarian II, Literacy and Readers
Advisory for the Vaughan Public
Libraries in Canada



Alyssa Krob
Digital Resources Librarian,
Beaufort County Library



Becky Stuck
Assistant Branch Manager,
Hussey-Mayfield Memorial Public
Library Whitestown Branch

Meet the IDEA Squad

Inspiring libraries to combine physical and digital collections in innovative ways



LaTrisha Milton
Youth and Family Services
Manager, Houston Public Library
System



Sue Ford
Head of Children's
Services, New Milford
Public Library



Storm Hawthorn
Teen Services & Schools
Liaison Librarian, East
Lansing Public Library

Featured Ideas From the IDEA Squad



MIDWEST TAPE | **hoopla**

Alyssa Krob



Fandom Fridays + Read, Return, Repeat!

Concept:

- Weekly themed events celebrating popular fandoms.
- Highlights both physical and Hoopla Digital collections.

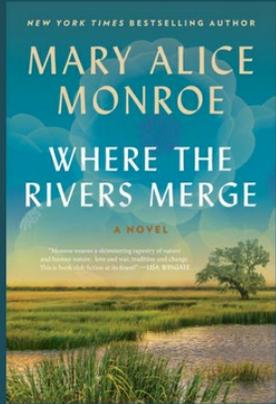
Impact:

- Builds community around shared interests.
- Improves circulation and access to digital titles.

Fandom Friday

- This is an ongoing promotion that was created to help bridge the gap between physical and digital titles.
 - A new FF is released every other week.
- There is a focus on new, popular, or upcoming titles across all genres and age groups.
 - Emphasize on titles that have a new movie/tv show/etc.
- The biggest challenge is finding titles that are available at the majority of the branches and in Hoopla.
- Promotional materials include flyers, quarter handouts, bookmarks, and shelf-talkers.

A celebration of the land and spirit of the early twentieth-century Lowcountry



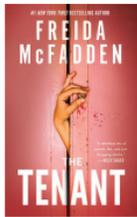
NEW YORK TIMES BESTSELLING AUTHOR
MARY ALICE MONROE
WHERE THE RIVERS MERGE
A NOVEL

Read the highly anticipated new novel from Mary Alice Monroe



A new psychological thriller by **Freida McFadden**

Available on 



FREIDA McFADDEN
THE TENANT

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• Print at 100%



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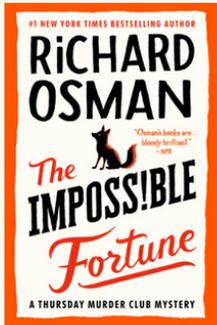
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Fold Here →



Who's got time to think about *murder* when there's a wedding to plan...*right?*



Can Joyce, Elizabeth, Ron, and Ibrahim solve a murder in time?



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www.beaufortcountylibrary.org/

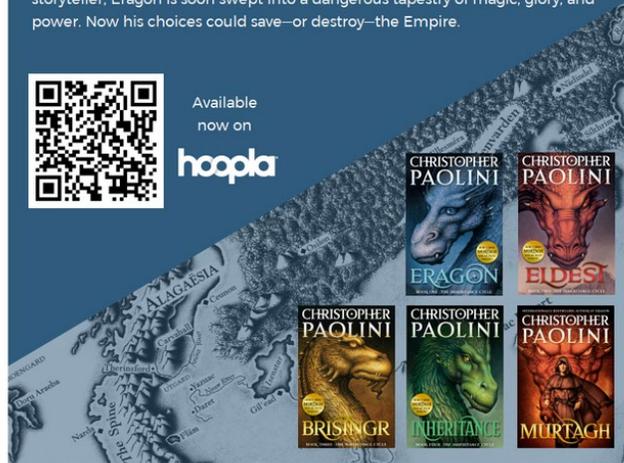
Dragons, Magic, Destiny... Enter the World of Eragon

Fifteen-year-old Eragon believes that he is merely a poor farm boy—until his destiny as a Dragon Rider is revealed.

Gifted with only an ancient sword, a loyal dragon, and sage advice from an old storyteller, Eragon is soon swept into a dangerous tapestry of magic, glory, and power. Now his choices could save—or destroy—the Empire.



Available
now on
hoopla



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“There cannot be light without darkness,
nor darkness without light. You must
have the contrast for both to exist.”



The next Nico di Angelo Adventure is available now on



hoopla



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“Fire speaks to something chaotic inside us. It has the power to destroy, but if we respect and recognize the ways it keeps us warm and safe, we can coexist with the fire.”



A daring new mystery about a foster teen claiming her heritage on her own terms.



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Read, Return, Repeat!



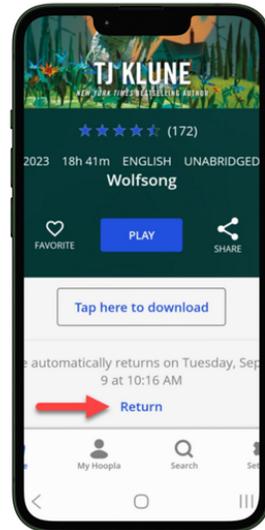
Read,
Return,
Repeat!

Let the Next Read Begin

Finished your eBook or audiobook early?

If so, we kindly ask that you return the title as soon as you're done so that it can move quickly to the next person in line.

When you've finished the book, just click "return," and the next reader in line will receive an alert that their hold is ready.



Beaufort County Library System
311 Scott Street, Beaufort SC 29902
843-255-6430 | beaufortcountylibrary.org

- The idea for this project came from a need to lower the holds list on Flex titles.
- The emphasis of the campaign is not only returning a title but helping a fellow patron.
- Many patrons were unaware that they could return a title early and needed education and instruction to help accomplish our goal.
- This project was promoted through printed promotional materials (flyers, bookmarks, and quarter handouts), our patron monthly newsletter and social media posts.





**Read,
Return,
Repeat!**

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Scan the QR code below to access Hoopla.



BEAUFORT COUNTY LIBRARY
For Learning • For Lifelong • For Life

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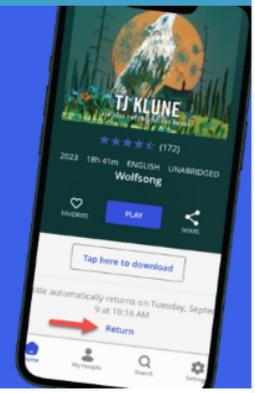


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Next month's featured genre is horror! These stories aim to create feelings of fear, dread, and terror. Is there a horror book that made you want to keep the lights on at night? If so, **let us know!** We'll share all recommendations next month. *(Don't worry, it's anonymous!)*

Hoopla Highlight

Read, Return, Repeat!



Let the Next Read Begin
Finished your eBook or audiobook early? If so, we kindly ask that you return the title as soon as you're done so that it can move quickly to the next person in line. When you've finished the book, just click "return," and the next reader in line will receive an alert that their hold is ready.

In Case You Missed It



Becky Stuck



Monthly Take Home Activity

Concept:

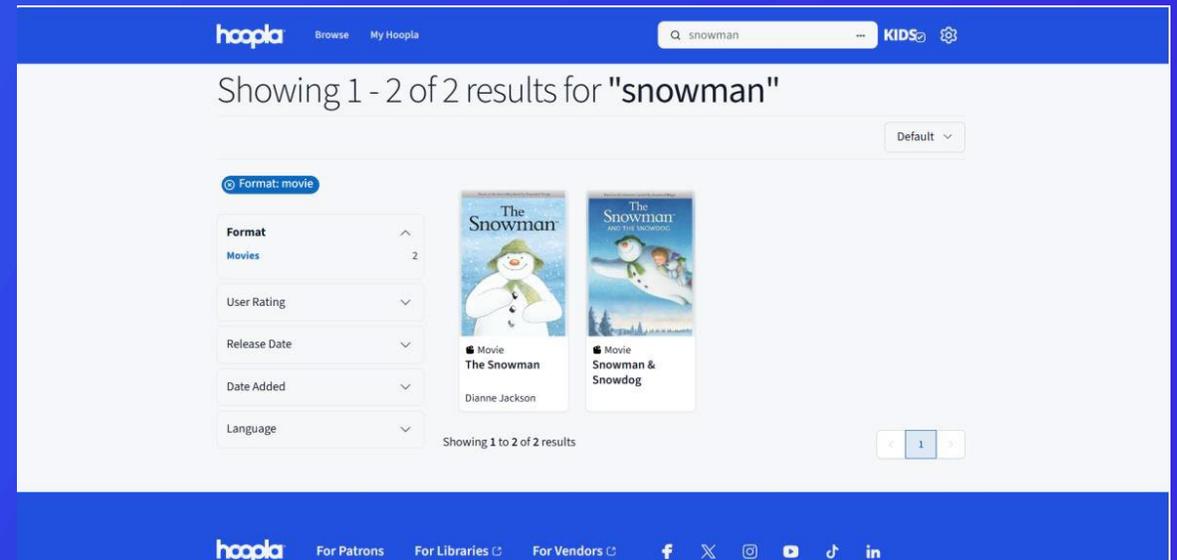
- Create monthly interactive take-home activities built around animated versions of eBooks on Hoopla for families to use.

Impact:

- Promotes active listening, retells a story in a new way, visual and auditory comprehension practice.
- An opportunity for caregiver engagement - talk about what the kiddos are seeing or hearing and work with them on the activity sheet

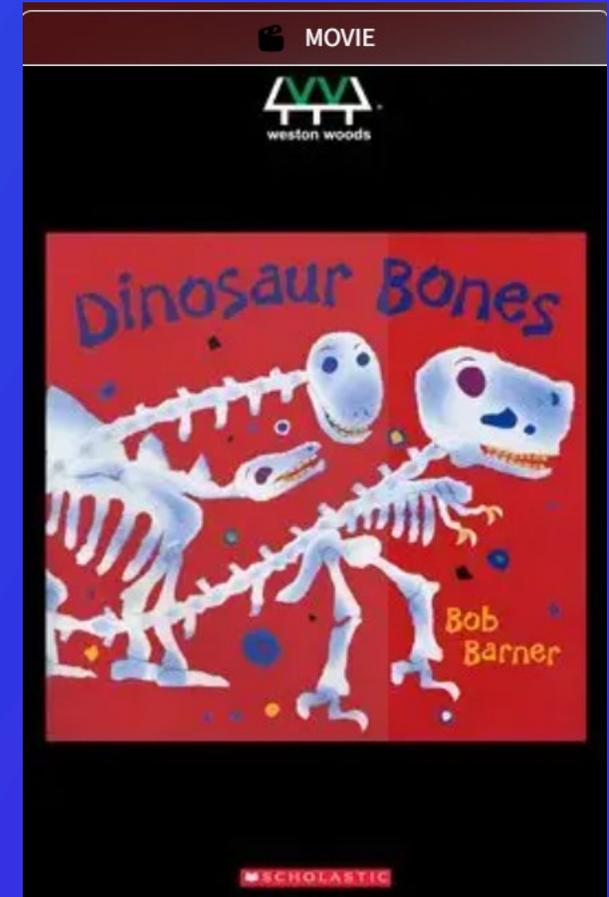
Monthly Take Home Activity

- Incorporating digital resources and materials into our physical space using Hoopla's animated movie versions of children's eBooks.
- What are they?
- How can I find them on Hoopla?



Monthly Take Home Activity

- Introduce this resource to patrons via an interactive take home activity.
- What's in the kit?
 - The title of and QR code to the movie for that month's theme
 - An activity sheet related to the movie
 - Instructions for interactive watching of the movie at home
- Let's look at an example kit with a dinosaur theme!



DO THIS AS YOU WATCH



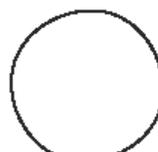
JUMP when you see an **ORANGE** dinosaur



STOMP when you see a **BLUE** dinosaur!



ROAR when you see a **PURPLE** dinosaur!



WIGGLE when you see **WHITE** bones!



CLAP when you see a **GREEN** dinosaur!



STRETCH when you see a **YELLOW** dinosaur!



Promotes color recognition, gross motor skills, and visual comprehension through play.

LET'S EXPLORE...

DINOSAURS



Scan the QR code to visit HOOPLA to check out & watch the short visual story of Bob Barner's *Dinosaur Bones!*

SCAN ME!



Flip this card over for an activity to do with your kiddo while you watch!



Set up a HOOPLA account with your email address and HMMPL Library card number

DIRECTIONS

Using a crayon or marker, draw an X next to each kind of dinosaur as you see or hear about them in the story.

Tyrannosaurus Rex Triceratops

Stegosaurus Brachiosaurus

Allosaurus



* Promotes visual and auditory comprehension practice and fine motor skills for writing

DIRECTIONS

As you watch the video together, ask these questions to your kiddo:

1. What are fossils?
2. Why do some dinosaurs have spikes or horns?
3. Were all dinosaurs big?
4. What bones tell scientists if a dinosaur ate plants or meat?
5. Where do we get to see dinosaur bones today?



Answers: 1. The remains of animals that lived long ago (bones/footprints), 2. Protection, 3. No, they came in all different sizes!, 4. Looking at their teeth, 5. Visiting a museum

LaTrisha Milton



Classroom on the Culture

Concept:

- Educational initiative offering quick, engaging lessons about cultural traditions, art, music, and customs.
- Flexible for year-round celebrations (Black History Month, Hispanic Heritage Month, Asian Pacific American Heritage Month, etc.).

Featured Theme for Black History Month:

Crowns & Choirs: A Celebration of Style and Song

- Focus on gospel music as a cultural cornerstone.
- Activities: Displays of iconic church hats (“crowns”), live or recorded gospel performances, and family discussions.

Impact:

- Deepens cultural appreciation through music.
- Encourages families to explore Hoopla’s music offerings as part of the program.

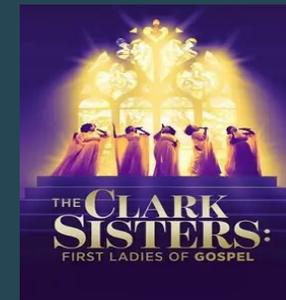
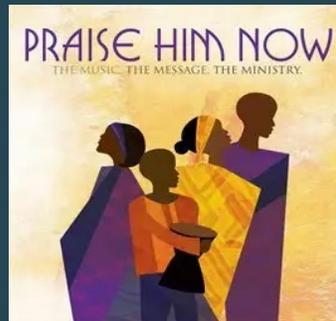
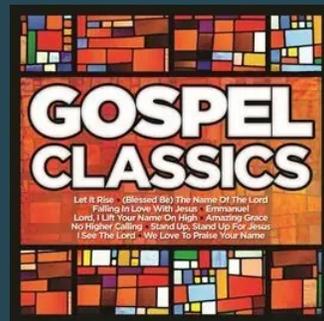
Why Houston?

- According to WalletHub's 2025 rankings, Houston is now recognized as the second most diverse major U.S. City.
- Brings another level of cultural visibility to library programming and invites audiences in library spaces that may not normally patronize the library.



Featured Theme: Black History Month

Crowns & Choirs: A Celebration of Style and Song



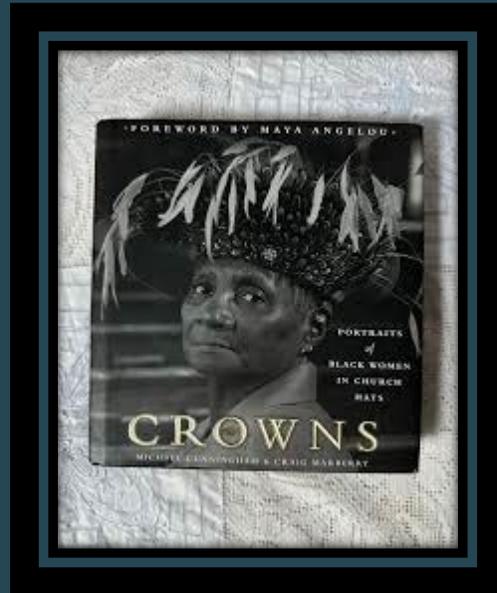
Photos taken by Trumpie Photography

*"When I wear my crown,
I feel bold, beautiful, and
blessed." — Nancy R.*

Feel the power of praise—
stream it on Hoopla.



Inspiration & Flyer Mockup



- This project was inspired by the above book, “Crowns: Portraits of Black Women in Church Hats”
 - Exploration of: Church hats and Gospel Music

Ways to engage library users

- Feature local women
 - Library displays
 - Interactive element
- Curated Gospel collection
 - Make and take craft
 - Promotion materials



Sue Ford



Storytime with BingePass

Concept:

- Use Hoopla's "The Reading Corner" BingePass.
- Provides 7-day unlimited access to 900+ Spanish read-aloud videos.
- Offer storytime experiences for Spanish-speaking families despite limited bilingual staff.

Impact:

- Builds trust and engagement with Spanish-speaking communities.

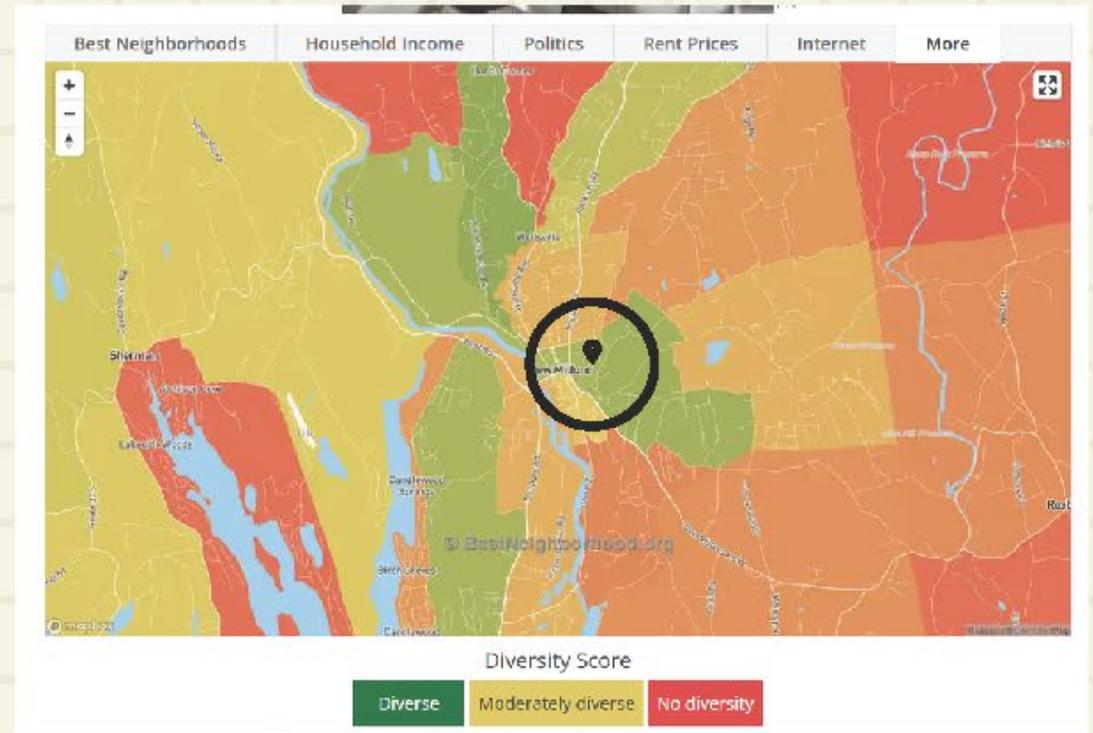
HOOPLA Programing

by Sue Ford &
Niko Bass

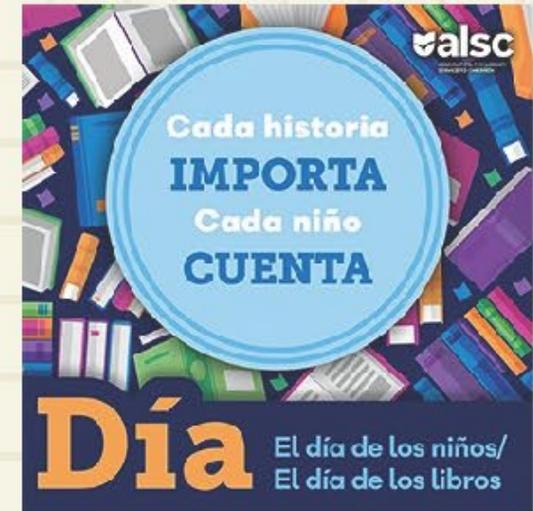
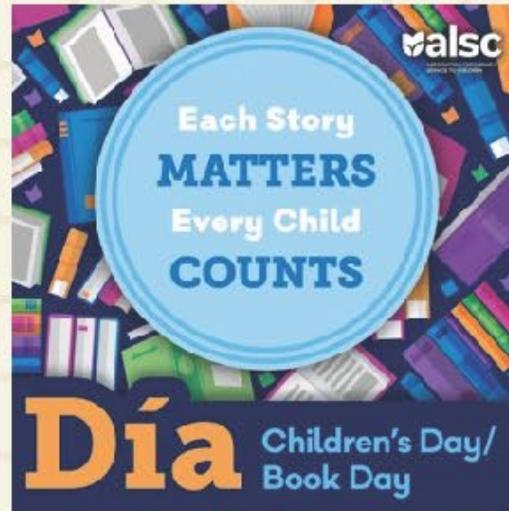


Background

- **Rising immigrant Hispanic population**
 - **The NMPL is located at one of the most concentrated areas for the Hispanic population**
- **Lack of bi-lingual staff**
- **Cultural differences in time**
 - **Hispanic/Latine patrons prefer late evening programs, while other patrons prefer early morning**
- **Over 57% of the Hispanic population is below the ALICE threshold, making free programs a necessity**



“Día is a nationally recognized initiative that emphasizes the importance of literacy for all children of all linguistic and cultural backgrounds. It is a daily commitment to linking children and their families to diverse books, languages, and cultures”



- Using HOOPLA's The Reading Corner binge passes, NMPL can provide on-site storytime programming in spite of the lack of bilingual staff
- Families will meet at the story time location on April 30th, 2026 during the evening
- NMPL staff will screen HOOPLA's The Reading Corner on a projector, while providing materials for patrons to participate

IMPACT

1

**Builds trust and
engagement with
Spanish-speaking
communities**

2

**Allows staff to “test
the waters” for future
bi-lingual
programming**

3

**Advertises
HOOPLA’s Spanish
resources and our
summer reading
program**



Storm Hawthorn



Sherlock Holmes Escape Room

Concept:

- Interactive escape room themed around Sherlock Holmes.
- Promotes the *Sherlock* TV series available on Hoopla.

Impact:

- Encourages mystery fans to explore Hoopla's TV collection.

SHERLOCK HOLMES ESCAPE ROOM

- Clues and puzzles inspired by episodes.
 - Violin
 - Symbols
 - Concepts



I'M AFRAID I CANNOT FULLY EXPLAIN, BUT I AM IN NEED OF YOUR ASSISTANCE.

THERE IS REASON TO BELIEVE THAT SOMEONE IS AFTER MY MOST PRIZED POSSESSION - MY VIOLIN.

I AM HEADING SOUTHWARD, HOPING THEY WILL FOLLOW, ASSUMING I'M KEEPING IT CLOSE.

HOWEVER, I HAVE LEFT IT IN MY FLAT FOR YOU. TAKE IT AND HIDE IT. THEY WOULD NEVER SUSPECT I'D LEAVE MY VIOLIN WITH SUCH A SIMPLETON.

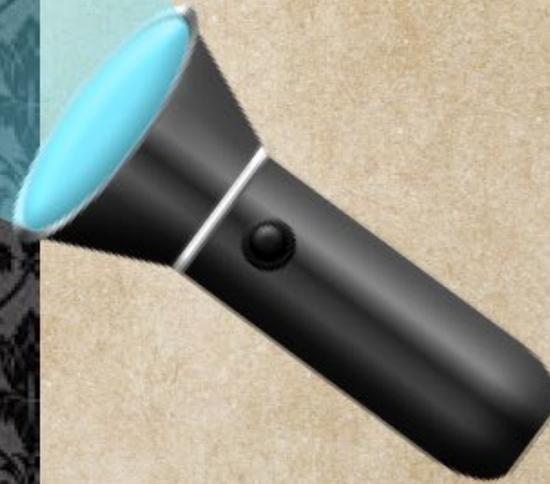
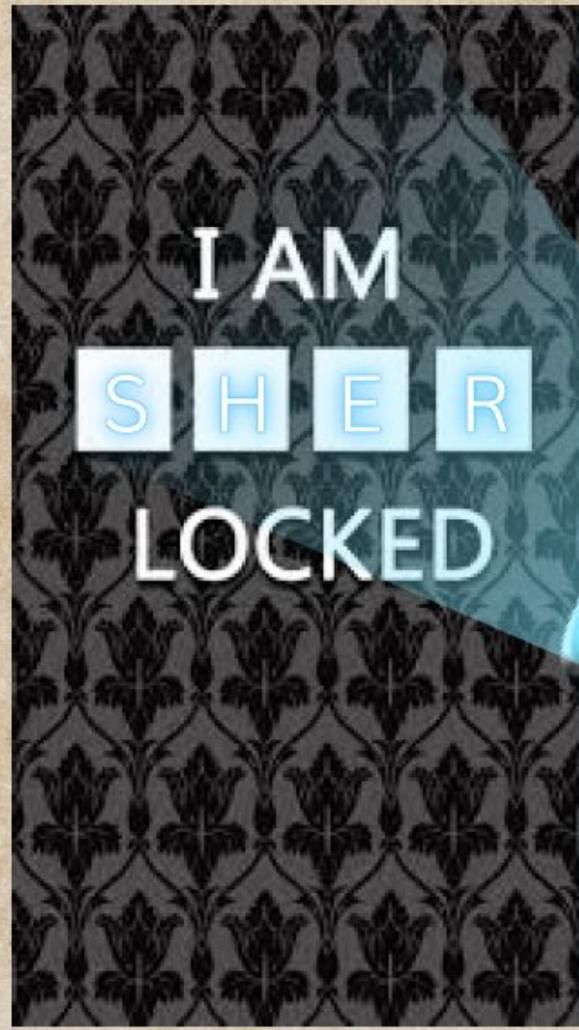
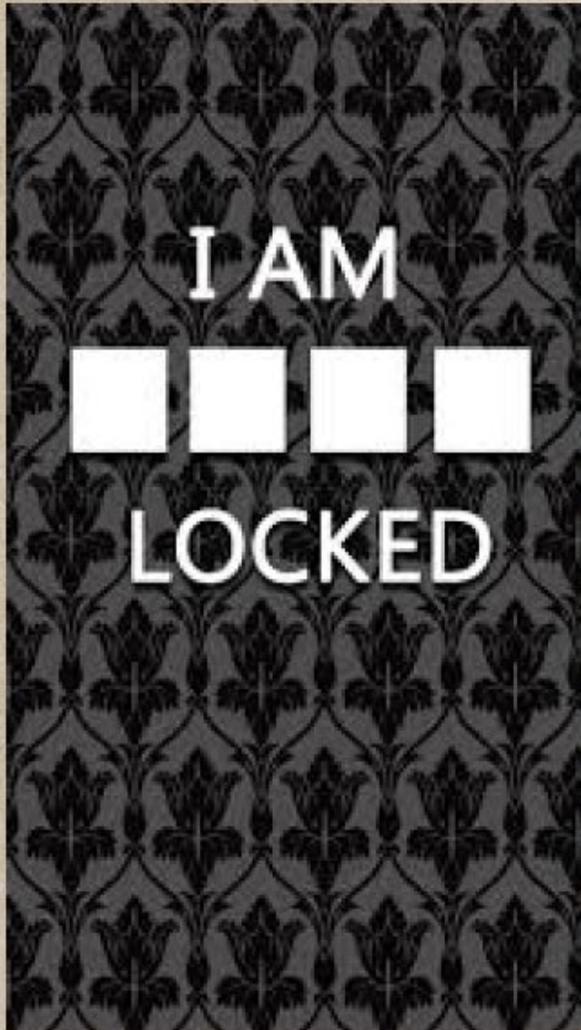
AS AN ADDED PRECAUTION, I'VE HIDDEN IT IN MY FLAT. THERE ARE CLUES TO HELP YOU FIND IT.

S.H.



**SHERLOCK
HOLMES**

LOCKSCREEN



SHERLOCK

First of January
Second of November
Fifth of March
Third of June

GET
SHERLOCK

SHERLOCK HOLMES

PLANNER

SHERLOCK HOLMES

INVENTORY

Sherlock's Inventory



Pipe



Sherlock's Inventory



Pocket Watch



Sherlock's Inventory



Microscope



Sherlock's Inventory

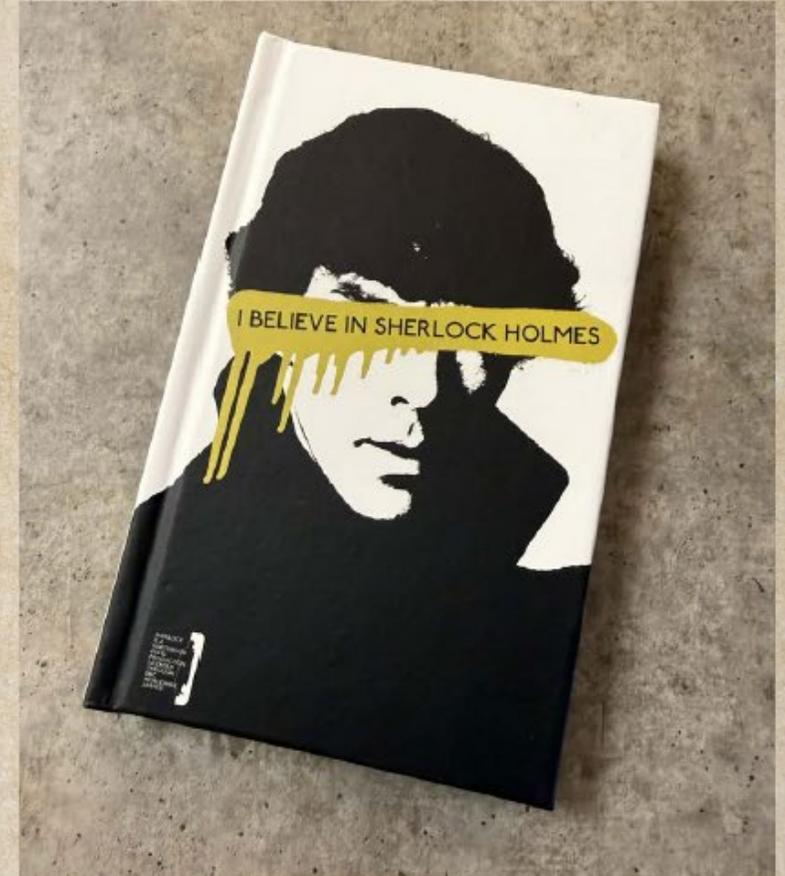


Mustache



SHERLOCK HOLMES PRIZES

- QR codes linking to Hoopla content on bookmarks for deeper engagement.
- Prizes for attendees is a personal copy of the Sherlock notebook



Questions?



MIDWEST TAPE | **hoopla**

Thank you for joining us!

Questions: email tsmiley@midwesttapes.com

Recording will be available on the Hoopla Hub, under Webinars:
library.hoopladigital.com/hoopla-hub/webinars/

Follow-up survey

Next webinar – February 19
Physical Media and Processing



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