

Executive Director's Report

ADMINISTRATION

By David Slivken

Community Foundation of Northern Colorado Planned Giving Roundtable

I attended a workshop on planned giving at the Community Foundation of Northern Colorado. Attendees participated in in four sessions:

Partnering with Community Foundations:

- ✓ What resources provided by the Community Foundation can add value to your organization?
- ✓ How should nonprofits leverage partnerships with community foundations?

Marketing Your Planned Giving Program:

- ✓ How do you start developing a marketing plan for a planned giving program?
- ✓ How do you reach the target audience of your marketing plan?

Tax Considerations for Planned Giving:

- ✓ What are the tax benefits associated with planned giving?
- ✓ How are tax experts explaining charitable giving benefits to their clients?

Working with Financial Advisors:

- ✓ How do I work with financial advisors?
- ✓ What is the value of having financial advisors on your board?

American Library Association Annual Conference

Changing the Service Culture of your Library: Building a new service culture happens when staff are invested, engaged, and understand the direction of the library. Mobilizing staff to create new habits that have long-term impacts on service is the key to affecting cultural change. This session assisted library leaders in identifying practical strategies to create a system-wide change focused on improving customer relationships. The Orange County Library System (Orlando, FL) shared the success story of transforming their service culture by involving staff in the change management process - start to finish; and through the roll-out of a new vision, mission, values, strategic plan, and customer service standards. To become more customer centric, libraries must engage staff in new ways of thinking and help them to create on-purpose, customer focused habits that have long-term impacts. To be successful, the entire team needs to understand the expected behaviors of the new customer service standards, actively engage in these behaviors, and participate in meaningful activities that reflect and reinforce the new expectations.

Libraries+: Innovative Examples of a Transformative Trend: Co-locating libraries with other spaces is nothing new, but libraries are increasingly and innovatively locating inside structures built for other purposes, welcoming other organizations into library spaces, or designing dedicated spaces with other organizations. This trend, which we dub Libraries+, is helping to meet challenges in funding and changes in user expectations and demographic trends. Las Vegas-Clark County Library locations house One-Stop Career Centers to connect people with jobs. The Free Library of Philadelphia's South Philadelphia Literacy Center houses a public library, a pediatric clinic, a community health center, and a modern recreation center with playground and green space. Missoula's Culture House is bringing together a science museum, Maker Space, children's museum and library under one roof. Attendees learned how libraries have creatively partnered with others, working out details of shared use agreements, effectively planning spaces, and offering joint services, transforming the traditional library into a true community center.

Tattoos and Academies: New ways to create donors and advocates--Taking into account the recent OCLC study "From Awareness to Funding," this session offered very interesting ways to turn community members into advocates and donors. Denver Public Library (DPL) successfully experimented with a traditional "Citizens' Academy" utilized in other sectors and a not-so-traditional tattoo fundraiser. Denver

Public Library created the Denver Public Library Academy, during which 30 community members from across the city learned all about our library services and why we provide them. As a result, the Academy created civically-engaged library advocates across the city and serve as a feedback mechanism to improve their services. The presentation shared the nuts and bolts of starting a program of our own. In addition to a Citizen's Academy, DPL activated their most loyal customers and book lovers by hosting a tattoo fundraiser asking customers to create stories and become lifelong advocates of the library.

COLLECTION SERVICES

By Tova Aragon

The [Check Out Colorado State Parks](#) backpacks were renewed for another year. The Activity Ideas been updated to include a *Night Sky (Seasonal Star Charts)* to inspire some star gazing and camping as we celebrate the 50th anniversary of the moonwalk this year and to highlight the 2019 summer learning program, *A Universe of Stories*. Survey results for 2018 were provided to participating libraries through an [infographic](#). When ask if the program changed their view about what libraries have to offer, 95% of the survey respondents agreed that is changed their view.

“It’s a great way for people to have a chance to go to a state park that otherwise might not be able to afford it. Thank you for having this program. It’s also a great way for folks to discover just how much your local library has to offer.” – survey respondent.

The Collections and Outreach departments are participating in the [Inclusive Intern Initiative](#). The Public Library Association funds the initiative. Over the course of the summer, the intern works with their library mentor on a community-based learning project. Through III, students from diverse backgrounds are introduced to careers in librarianship, library mentors practice leadership skills, and host libraries grow new audiences through outreach and programming. Nisha Chatnani will be helping with programs and projects in Outreach and Collections as she researches her learning project.

The drop in magazine and journal publishing and circulation opened up an opportunity to make some collection changes at Harmony Library. The Adult Magazine Collection is being condensed and moved and shelving will be removed to create open space for more seating. Other collections will be shifting around to make room for the new magazine section. In order for all the shifting to happen, Adult Fiction was reduced by 6 shelves; the Adult Paperback collection was condensed and the Newspaper Collection was re-shelved into plastic display boxes.

COMMUNICATIONS

By Paula Watson-Lakamp

- Completed monthly/weekly goals of Communication Plan
- Organized, managed and supervised all graphic design work for the District
- Worked with Orange Boy on dashboard and Savannah messaging system to send out new campaign to “Occasional” users
- Worked on new social media promotions and platforms including “The River’s Mouth” blog
- Continued work on Captain Cache pod cast
- Worked with local and regional media on various stories
- Continued work on Strategic Plan Marketing strategies
- 2019 Summer Reading Challenge – A Universe of Stories
- Project manager for new Strategic Planning process
- Working on August Comic Con and October Book Fest

COUNCIL TREE LIBRARY HIGHLIGHTS

By Currie Meyer

Summer Reading Program, “A Universe of Stories” launched at Council Tree Library in a BIG way in June! Of the total 11,594 people who have registered for SRC, 4,843 people have done so at CTL, or designated CTL as their prize-pick up library. On June 3, over 1,300 people visited the library! June is jumpin’!

Children’s Services Librarian Amy Holzworth reports:



Family Nights –Average attendance, 45 people of all ages. During weekly hour-long, drop-in, hands-on programs, families explored space through many varied activities including liquids in space (bubbles); and making constellations using spaghetti and marshmallows.



Kid Zone: Follow the Line. On June 10, CTL Library Assistant Drew Gaede engaged 25 children with fun and learning around space-y stories and fiber arts. Registration for this program filled up in a matter of days!



Amy attended the **Gurian Institute’s Summer Institute** in Carlsbad, California for two intensive days of learning, June 21 and 22. The focus, “Ensuring Academic and Social-Emotional Success for Boys and Girls” included a special focus on the digital brain. More information at: <https://gurianinstitute.com/events/gurian-summer-institute-2019/>.

DART. From June 17 to 23, more than 100 public service library staff recorded each public service question they answered using the DART reference tracker system. 6,132 transactions recorded during the week reflect a 1.5% increase over June 2018. DART is a free, online tool from the Colorado-based Library Research Service. See more results, attached.



Teen services Librarian Jenny Thurman coordinated three programs (below) for teens and tweens, training for junior summer volunteers, and organized summer reading challenge prizes across the District. **Lego Challenge: Modular Space Station:** On June 11, 15 Teens worked individually or in small groups to create specialized modules for a space station. **Teen Amazing Race – In Space:** On June 18, 21 teens were divided into four teams to complete challenges, including *Obtaining the Death Star plans for Princess Leia*. Teens worked together and met each challenge, earning great prizes. **Tween Zone: Rocket Science:** On June 21,

16 tweens enjoyed building a remote control rover using snap circuits, navigating the moon using an Ozobot programmable robot, and defying gravity using magnets.

Bike to Work Day. On June 26, CTL Library Assistant Meg Schiel coordinated another record-breaking Bike to Work Day station with partners City of Fort Collins, Happy Lucky Tea, AMD, and Smoothie King. Co-coordinator Collections Tech Louise Mosnik reported a record-breaking 230 riders enjoyed the library's station!



OLD TOWN LIBRARY HIGHLIGHTS

By Eileen McCluskey

- Nicole B. and Jenny T. helped teens create their own glow-in-the-dark universes at OTL.
- 60 people of all ages attended the Cat Tails and Tales! Program with special guests from the Cat Rescue and Spay/Neuter Clinic and the Larimer Humane Society. They created blankets and toys to donate while watching Disney's "The Cat from Outer Space!"
- Ian H. is working with Honore Depew, Senior Sustainability Specialist with the City of Fort Collins, in planning a repair cafe program that we expect to host in November or December of this year.
- Ian H. and Eileen M. are piloting a Community Led Programming initiative at the Old Town Library to standardize recurring programs hosted by community groups. We have an agreement with Code for FoCo, a branch of Code for America, to use our meeting room regularly for community-focused coding projects.
- Kristen D. attended ALA and facilitated Coding for Kids and Family Coding.
- The Book Bike made seven visits to various sites/events with Monique, Karla, Kindra and Eileen. We promoted SRC, made library cards, checked in/out materials and provided storytimes. We visited/attended: Touch A Truck at OTL, Beattie Elementary, The Farm @ Lee Martinez, Poudre School District Food Truck @ OTL and Boys and Girls Club of Larimer County. More visits and pop up storytimes to come in July and August!
- **Touch-a-Truck** rolled out on a beautiful sunny morning and had the best turnout to date. New features this year included the Poudre School District bus, a skidster from the Forestry crew, a moving truck and the CSU Drone Center demo, along with other kid-favorites such as the SWAT truck, fire engine, bucket truck, mixer truck, police, ambulance, camera truck, and more. Nearly 500 people enjoyed Library Park and learned about community helpers in our town.
- Monique helped and supported Ludy at the yearly Imaginantes camp. The kids were wonderful, engaged and had a great time learning about astrophysics and astronomy.
- Monique continues to offer 1:1 Spanish computer help at Old Town Library. She is in the process of getting a group together to offer a Spanish computer class.
- Vicky H. spearheaded the planning for the Apollo 11 50th Anniversary Exhibit in the OTL lobby. This inter-generational, interactive exhibit highlights NASA photos, seeing and hearing the actual moon landing and more activities for everyone. Please come see it!

- Erin Lucero hosted the **Out of this World Exploration** program on 6/12. Children and families experienced eight STREAM learning stations. Each learning station featured a different STREAM topic about outer space and NASA. Learning stations included the Little Bits Star Wars Droid, LEGO Mindstorms rovers, Ozobot sensors, Virtual Reality apps on the lunar surface, and 3D pens. There were also science opportunities to learn about UV ray exposure for astronauts, plus DIY 3D planets, constellation, and eclipse project.
- Erin L's **Solar System Journey** program on 6/19 provided information on the planets, eclipses, how lunar forces and gravity act to change tidal movements, and rotation and revolution of planetary bodies. Students got to explore a tellurium, an orrery and a solar system model.

Eileen's activities

- Partnered with City Neighborhood Services to host the Library Park Tree Festival, which included Forest Bathing, a tour of the Library Park arboretum by retired City Forester Tim Buchanan, the City's lemonade stand, and kids activities.
- Hosted a staff book discussion group on Robin DiAngelo's White Fragility.
- Reviewed proposals from architects for lobby redesign. We chose VFLA for the design phase.
- Reviewed applications for 20-hour Library Assistant position.

June 2019 Outreach Fort Collins Library Report

Statistics:

Total Contacts: 58

Staff Contacts – 43

Homeless/At-risk Client Contacts – 10

Police – 0

EMS- 1

Other – 2

De-escalated behavior – 1

Agency Referrals – 1

Offered Resources- 4

Narrative Description:

June showed decreased activity in the library in comparison to previous months. This is most likely due to warmer weather allowing for people to sit outside without needing to escape the elements. Outreach did contact an extremely intoxicated individual during this time which resulted in a call for emergency medical response.

Outreach staff also began to engage with a client who was recently kicked out of Harvest Farms' sober living program. Staff met with him to get him reconnected to shelter services and other programming supporting sobriety- including Ft. Lyon, a two-year sober living facility in Las Animas, CO. This individual was also able to reconnect to behavioral health services through SummitStone Health Partners via Lisa Dunworth, behavioral health clinician.