

Poudre Libraries

March 2023 Report
from the Executive Director

2023 ORGANIZATIONAL GOALS

GOAL 1: Improve the Customer Experience in our Physical & Digital Spaces

- Branding project remains on track. In March we established brand vision including brand promise and pillars, selected new brand identity elements, and will finalize and build out the full brand system in April
- Finalized design for Evie's exterior and will be debuting it on April 22
- Conducted a customer experience workshop at OTL
- Website redesign project has launched and sub-committees are meeting to evaluate current site content, possible other platforms, and review analytics

GOAL 2: Expand Places Where People Connect with the Library

- Met with Developer of Montava to discuss options for a possible library site as the town center area is developed
- Toured Colorado Early College building to see if it might be a suitable space for a combined SE branch and administrative center when it becomes available in the future
- Scheduling Evie's outreach calendar for summer and beyond!

GOAL 3: Develop & Expand Strategic Partnerships

- We partnered with Founded in FoCo (Fort Collins Startup Week) and provided space for many sessions at the Harmony Library
- We restarted our partnership with Spirit Crossing Clubhouse, Summitstone Health Partners. We will have a temporary employee from Spirit Crossing working as a shelver at the Harmony Library starting in April
- Submitted Report to the Community to partners at City and County and will follow up to schedule in-person updates in April

GOAL 4: Build Opportunities for Staff Development & Engagement

- Cataloging staff attended two webinars to increase accessibility through more inclusive subject headings. In 2023, 13 subject headings have been updated which equaled 5283 changes. Examples: Indians of North America changed to Indigenous peoples of North America; Illegal alien changed to Undocumented immigrant; Gender identity disorders changed to Gender Identity – Psychological aspects. Staff will continue to make changes to the current catalog and as new materials arrive.
- Staff training topics included de-escalation, Crucial Conversations
- Library Leadership Team attended an off-site Mindset Workshop

GOAL 5: Create & Implement Key Metrics and Tracking

- Presented new KPIs, benchmarks, and dashboard to Board at March meeting

GOAL 6: Uphold Intellectual Freedom & Democracy

- Currie and Tova coordinated displays and activities at each of our library buildings to promote awareness of Freedom of Information Day on March 16. The displays encouraged staff to stop, learn, and think about intellectual freedom, the right to read, view, access and participate

MARCH HIGHLIGHTS

MIDTOWN/COLLECTIONS DEPARTMENT RELOCATION

Our Collections Department will have a new home this summer on Automation Way. We signed a lease for a new space and are working with the new building owners to remodel the space to meet the needs of our team.

LOBBY DAY

Diane and Xochil attended Library Lobby Day at the State Capitol on March 13. Along with library advocates from across the state, Diane and Xochil met with State Senators and Representatives from Northern Colorado to advocate for additional funding for the State Grants for Libraries program and the Colorado Library Consortium courier program.

PROGRAMMING

Over 100 people attended a book launch with YA Author, Tara Dairman at Old Town Library on March 26, in partnership with Old Firehouse Books.

BOOK LAUNCH WITH
TARA DAIRMAN
SAY HI & GET BOOKS SIGNED

MARCH 26
3 - 4 PM
OLD TOWN LIBRARY

THE GIRL FROM EARTH'S END
TARA DAIRMAN

Old Firehouse Books + Poudre River Public Library District



MARCH MEDIA COVERAGE

- Representative Cathy Kipp, Capitol Update 3/3/2023, Newsletter, <https://cathykipp.com/index.php/news-2/>
- "What do you make of 'misinformation'? Tell us about its impacts, join in-person event," *Coloradoan*, <https://www.coloradoan.com/story/opinion/2023/03/10/what-do-you-make-of-misinformation-lets-have-a-discussion/69986572007/>
- "Women's History Month: Relive the stories of notable women from Fort Collins history," *Coloradoan*, <https://www.coloradoan.com/story/life/2023/03/16/womens-history-month-learn-of-notable-women-in-fort-collins-history/70012018007/>
- "Justice center improvements for Spanish-speaking community benefit all, task force says," *Coloradoan* <https://www.coloradoan.com/story/news/2023/03/22/larimer-county-justice-center-makes-improvements-for-spanish-speakers/69890705007/>
- "Old Town Library hosts Tara Dairman book signing," *Rocky Mountain Collegian*, <https://collegian.com/articles/aande/2023/03/category-arts-and-entertainment-old-town-library-hosts-tara-dairman-book-signing/>

HOW'D WE DO?

Received at Old Town Library: Amazing, you guys are the best!

Received at Harmony Library: You need a drive-up book drop. Parking is HORRIBLE!