

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

- Conducting a customer survey to improve how we share information about library programs and events. The survey ends Oct. 15.

**GOAL 2: Expand Places Where People Connect with the Library**

- Participated in the City of Fort Collins' Fall Open Streets event with Evie to discuss library services, sign up new cardholders, and share activities.
- Relunched Arabic storytime and actively connecting with the Arabic-speaking community

**GOAL 3: Develop & Expand Strategic Partnerships**

- Held our 2<sup>nd</sup> annual Development Workshop with members from the Board, Trust, and Friends groups to review 2023 activities and look at 2024 priorities
- Had a "soft launch" of the new monthly donor program, Sustainers. This program encourages people to become monthly donors to the library using our online donation form options.
- ESL Mentoring partnered with the Gardens on Spring Creek for three garden-related project presentations including a School's Out Day Camp about the history of water in Fort Collins presented by Luz Aguilar. The kids participated in a "Fire Brigade" to water plants.



**GOAL 4: Build Opportunities for Staff Development & Engagement**

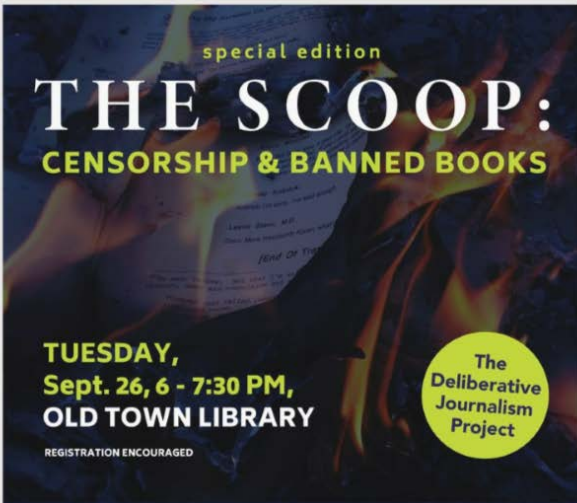
- Held quarterly Library Leadership off-site at Sylvan Dale Ranch to reflect on 2023 progress and discuss possible new staffing models for the future.
- Library staff attended the Colorado for Early Literacy virtual conference and are working on incorporating new ideas into children's programming.

**GOAL 5: Create & Implement Key Metrics and Tracking**

- Analyzed teen collection data and reviewed with cross-departmental group to determine how best to develop dynamic, relevant, and attractive collections for teen customers.

**GOAL 6: Uphold Intellectual Freedom & Democracy**

- Partnered with League of Women Voters for National Voter Registration Day (September 19) to host info tables and register voters at each library
- Participated in various media interviews around intellectual freedom, the right to read, and banned books.
- Managers Currie and Tova presented basic information about book banning, censorship and intellectual freedom at Poudre Libraries for **"The Scoop" program** on September 26. Social Media Coordinator Annaclaire Crumpton organizes and facilitates the series in partnership with CSU's Deliberative Journalism Project.



special edition  
**THE SCOOP:**  
CENSORSHIP & BANNED BOOKS





TUESDAY,  
Sept. 26, 6 - 7:30 PM,  
OLD TOWN LIBRARY

REGISTRATION ENCOURAGED

The  
Deliberative  
Journalism  
Project

**Agenda**

- 1) Meet your Journalist**  
with Erin O'Toole from KUNC (10-15 minutes)
- 2) Intellectual Freedom Presentation** with Library Staff (10-15 minutes)
- 3) Banned Books Activity**  
Small group discussions
- 4) Spectrum Activity**  
Mediated debate about censorship and Intellectual Freedom

**Other Projects and Programs:****New Cardholder marketing campaign launched: Life is Better with a Library Card**

The first pieces of the "Life is Better with a Library Card" campaign, aimed at attracting new cardholders from neighborhoods with low market reach, were rolled out. Whenever possible, we used photos of actual library customers to help showcase library services and encourage library card signups.

This campaign will continue to evolve as we gather results data. We anticipate running the campaign through at least the end of 2023.

- 1,500 bilingual direct mail printed and scheduled to be sent to targeted households identified through OrangeBoy data. This is direct mail #1 of 2.
- Email version of the direct mail sent to "occasional" and "inactive" customer lists using OrangeBoy data. This is email #1 of 2.
- Geofenced digital ads running Sept. 25 – Oct. 25.
- 8 bus shelter ads placed around Fort Collins to run throughout 2023; one ad is in Spanish and placed in target neighborhood.
- 2 targeted social media ads – English and Spanish – are running through mid-October and will be followed by new ads.

**Media coverage in September included:****GENERAL**

- "Rising cost of farm land leads to grassroots community innovation," Rocky Mountain PBS, <https://www.rmpbs.org/blogs/news/fort-collins-community-farms/> (the video portion includes footage from our August Out & About Conservation Ag program)

**INTELLECTUAL FREEDOM / BANNED BOOKS WEEK**

- "With Banned Books Week ahead, let's talk libraries and intellectual freedom," *Coloradoan*, <https://www.coloradoan.com/story/opinion/2023/09/22/ahead-of-banned-books-week-lets-talk-libraries-and-intellectual-freedom/70931308007/>
- "We Must Stand Up for Intellectual Freedom and Protect the Right to Read," *Coloradoan*, Editorial, <https://www.coloradoan.com/story/opinion/2023/09/23/we-must-stand-up-for-intellectual-freedom-protect-the-right-to-read/70931149007/>

- Republished on Yahoo! News: <https://news.yahoo.com/must-stand-intellectual-freedom-protect-115526709.html>
- “The fight for free speech begins between the pages,” KUNC “In the NoCo,” <https://www.kunc.org/in-the-noco/2023-09-26/the-fight-for-free-speech-begins-between-the-pages>
- “Libraries lead the charge for intellectual freedom,” KUNC, extended “In the NoCo,” <https://www.kunc.org/podcast/inthenoco/2023-09-27/libraries-lead-the-charge-for-intellectual-freedom>
- “Celebrate reading freedom, Banned Book Week at Poudre Libraries,” *Rocky Mountain Collegian*, <https://collegian.com/articles/news/2023/09/category-news-celebrate-reading-freedom-banned-book-week-at-poudre-libraries/>

### How we do? Customer Comments:

- Old Town Library - Chris is great. Can't wait til he teaches 3D class (I hope) Chris figured out how to make a 3D figure "bigger" 10+ A real keeper!
- Council Tree Library – You guys are SO helpful, friendly & smiling!! Thank you for helping me reserve books from other locations. Saving \$! 😊
- Council Tree Library –Jillian and Jenny were both extremely helpful with printing from the computer. Customer service has gone by the wayside today for the most part but certainly not here. Also, Therese pointed me in the right direction. And Ben showed me how to ask the library to order in a new movie. What great help! So appreciated.
- Harmony Library – Story time with Jennifer was AWESOME!!
- Harmony – The plant swap was wonderful, talking to other gardeners, learning about new plants, and taking home new plants. I hope you do this again. Thank you!

