

Executive Director's Report

April 2010

ADMINISTRATION

Main Remodel

Preliminary steps to educate the public and staff about the remodeling of Main Library as called for in the Master Facilities Plan are taking place. On April 12 and 13, consultants Sharon Rowan and Beth Hager from Group3 facilitated visioning sessions with the management team, Main Library staff and four trustees. The Group3 presentation included a slide show which contained many of the latest service models and design concepts featured in other libraries throughout the state and Midwest. Staff was asked to view the slides through the eyes of a particular type of customer and select the ideas that they might like to see incorporated in the remodel. There was much discussion and excitement as staff prioritized and discussed the multitude of ideas presented. Ken and I are reviewing the summary of these sessions. As a follow-up, I have asked Group3 to develop a brief space requirements report to be included with the RFP. This report will include space descriptions, collection analysis and allocations, and adjacency diagrams, and provide sufficient information to allow an architect to develop a conceptual/schematic design of the remodel.

Ken, Jeff and I are meeting with John Stephen from the City's Purchasing department on May 5 to begin the drafting of an RFP and I will be meeting with Shelly Kalkowski to further refine the document. The City is providing us with standard language for the proposal and will advertise and help us evaluate the proposals.

The collection of pertinent data is important to this process. Anne MacDonald has provided preliminary demographics and market analysis of the neighborhood using a 2- and 3-mile radius as a basis. Ken and I met with Timothy Wilder, senior planner for the City, to further discuss demographics and projections for the Main Library neighborhood and downtown. We are also talking to two companies that provide market segmentation analysis for libraries to help us further identify current and future users.

Paula Watson-Lakamp and I met with Mary Atchison and Nina Bodenhamer to begin discussion of providing public information concerning the Main Library remodel. We identified a list of public officials and city leaders with whom to talk to, to ascertain support or concerns about our plans. To date Mary and I have met with Fort Collins Council Member Kelly Ohlson, Patty Spencer who is President of the Downtown Development Authority, and Marty Heffernan. Mike and I have scheduled a meeting with Wendy Williams for May 11 and are waiting to hear back from David May and Ann Hutchison from the Chamber of Commerce.

Capital Expansion Fees

The Fort Collins City Council will be taking action to discontinue the Library Capital Expansion Fee in June. Tess Heffernan drafted an Agenda Item Summary (AIS) and as a courtesy forwarded a copy for my review. We added wording clarifying that the 3 mill property tax was primarily for operating expenses, not for on-going capital expansion.

State Ballot Measures

On May 4, I represented the Library District at a meeting with City Manager Darin Atteberry, County Manager Frank Lancaster, Poudre School District Superintendent Jerry Wilson and representatives from the Platte River Power Authority and Poudre Fire Authority to discuss a community approach to educating the public about the financial and operational effects of the three ballot issues on the November ballot. The governing boards of the entities at the table will be considering resolutions concerning these issues in the near future and we agreed to try to have resolutions ready for board consideration in June.

Staff Restructuring

Ken and I have met with individual members of the management team concerning the staff structuring. Ken and I reviewed JAQs for new and revised positions with Amy Sharkey, Deb Mossburgh and Steve Engemoen from the City's Human Resources department. We are waiting for salary/classification recommendations from the HR department before moving ahead with further communications to staff. Ken and I are also working to define responsibilities of teams in the new organization structure. We will be following up with Doreen Kemp for help in introducing the structure to staff and in the development of teams. I have met with Ava Diamond, an organizational development consultant, about coordinating efforts with Doreen. She has worked closely with the City in similar transitions.

Partnerships

Lu Benke and I met with Kris Cord from the Poudre School District Partnership Center to sign a partnership agreement updating the 2003 agreement. This agreement puts down on paper the many ways the Library District currently works with the school and allows for our staff to continue to make school visits.

The Library District continues to meet with the Colorado State University Library Deans on a monthly basis. CSU is sponsoring a companion Fort Collins Reads program featuring Temple Grandin on September 20 and we continue discussion of a Poudre River Public Library District/CSU author series for 2011. A joint committee will soon meet to explore ways our two libraries can promote the use of E-Book readers and digital content.

Community Outreach

I was invited to attend the LaPorte Area Commission (LAPAC) meeting on April 20 to discuss ways the Library District provides service to the residents in the LaPorte Area and reviewed the regional library approach of the Master Facilities Plan.

Jim McCauley and I made a presentation to the Fort Collins Rotary After Work Club on Tuesday, May 4. Jim delivered the CAL advocacy pitch and I provided basic information about the library including the 2009 annual report to the group.

COMMUNICATIONS OFFICE

In an attempt to simplify the report I have highlighted special activities associated with the Communications plan that are new to the month. They have been set apart by making the text red.

The following portions of the Communications Plan were completed:

GOAL 1 THE COMMUNICATIONS OFFICE WILL USE THE FOLLOWING STRATEGIES AND TACTICS TO SUPPORT THE DISTRICT'S SEVEN SERVICE PRIORITIES.

Strategy 1 The Communications Office will work with traditional print and broadcast media outlets to ensure broad, positive news coverage of the library's programs and services.

Tactic

- 1 Met with Content Editor of Coloradoan newspaper to brainstorm promotions of upcoming programs. Received interview from Kevin Duggan on new "downloadable library"
- 3 Produce a monthly library newsletter

Strategy 2 Use advertising to promote library programs and services

- 3 Seek media sponsorships to reduce advertising costs – for Summer Reading Program - \$1,600 acquired to help with costs of water bottle sign-up incentive

Strategy 3 The Communications Office will use internet resources including social media networking sites to promote library programs and services.

- 4 Updated e-mail addresses from patrons who wish to receive a weekly event update e-mail – will start new promotion as part of the Summer Reading Program.
- 6 Post weekly on the library's Facebook page - posted videos from National Library Week programs

Strategy 4 The Communications Office will create and distribute a variety of collateral materials that support the District's service priorities.

- 10 Coordinate with library design staff to create eye-catching displays - redesigning procedure for posters and displays
- 12 Coordinated LEED Ceremony at Council Tree Library on April 9.

Strategy 5 Engage in community outreach activities that promote the library's service priorities and encourage long-term relationships

- 6 Support the teen librarians and the teen IRS group with Annie Walk activities – working with publicity committee

Strategy 7 The Communications Office will regularly exchange information with internal audiences and will perform staff training that will result in better promotion of library programs and services.

- 5 Encourage idea sharing and feedback through April all-staff meetings.

GOAL 2 THE COMMUNICATIONS OFFICE WILL USE THE FOLLOWING STRATEGIES AND TACTICS TO BUILD BRAND AWARENESS AND A BROAD UNDERSTANDING OF THE BENEFITS PROVIDED BY THE DISTRICT.

Strategy 1 Implement the new brand by educating all staff and District representatives.

- 2 Perform an audit on external communications materials currently being used – in progress
- 7 Ordered leather portfolios with logo to be given to Board of Trustees – to be used when contacting community members

Strategy 2 Communicate the District’s brand to external audiences through the appearance, usability, continuity, visual consistency, and efficiency of external communications

- 3 Provide oversight on all print and electronic materials to ensure proper brand

Strategy 3 Implement the brand by providing consistency between institutional actions and brand values.

- 1 Integrate the image and brand of the library as “Refresh Your Mind at Your Libray” Summer Reading Program

GOAL 3 THE DISTRICT WILL USE THE FOLLOWING STRATEGIES AND TACTICS TO BUILD COMMUNITY RELATIONSHIPS AND TO RAISE THE DISTRICT’S STATURE ON A LOCAL, STATE, AND NATIONAL LEVEL.

Strategy 2 Create a series of targeted communications, face-to-face meetings, speaking engagements, and events aimed at key stakeholders and community leaders

- 3 Arrange speaking engagements for the Executive Director– May Rotary Club, in August will be the Jaycees, and in September the Newcomers Club

Strategy 4 Position library staff and administrators as experts who are serving the community.

- 5 Continue to work on open communications and partnering efforts with Front Range Community College. – working on new outdoor sign

GOAL 4 THE FOLLOWING STRATEGIES AND TACTICS WILL BE USED TO FACILITATE THE CREATION AND IMPLEMENTATION OF A DISTRICT CRISIS COMMUNICATIONS POLICY AND A DISTRICT MEDIA RELATIONS POLICY.

Strategy 1 Determine and analyze current communications procedures.

- 1 Perform a communications audit. – in progress, working with a UNC intern to perform internal survey

GOAL 5 THE FOLLOWING STRATEGIES AND TACTICS WILL BE USED TO ENSURE AN EFFECTIVE INTERNAL COMMUNICATIONS PROCESS AMONG STAFF, MANAGEMENT, THE COMMUNICATIONS OFFICE, THE EXECUTIVE DIRECTOR, THE BOARD OF TRUSTEES, THE FRIENDS OF THE LIBRARY, AND THE LIBRARY TRUST.

Strategy 1 Use electronic communications to share information internally.

- 1 Produce a monthly electronic internal newsletter – did naming contest – new name is “Library InSider”
- 2 Deliver e-mail updates to internal audiences from the Executive Director.
- 4 Use the District website to house useful information on new Admin Staff Contact Page.

Strategy 2 Use face-to-face communications to share information internally

- 1 Coordination of April All-Staff meeting
- 7 Quarterly round tables will be held by the Executive Director and employees at each library branch. Round #3 will be done in May – dates and timetables established by Admin staff

Strategy 4 Use formal and informal special events to share information internally.

- 1 Plan periodic staff parties or outings – worked with a staff committee on National Library Workers Day in April

CHILDREN’S SERVICES

This past month, Library Director Holly Carroll, Poudre School District (PSD) Partnership & Volunteer Coordinator Kris Cord and Children’s Lead Librarian Lu Benke met to officially accept a brief PSD Resource Agreement form filled out with some of the ways that we currently partner. This replaces a 2003 document detailing our partnership and confirms our commitment to work together and continue the many ways we have supported each other as well as look for more ways to collaborate.

Early Literacy Librarian Vicky Hays attended special events for April’s Month of the Young Child. She spoke at a brunch honoring childcare providers and during the public comment portion of the City Council meeting about the importance of early literacy. Vicky also was a guest trainer for the Early Childhood Council of Larimer County on Language, Literacy and Learning. To top off the celebration of National Library Week, Green Baby Fest was held with 139 participants from ten environmentally-friendly companies sharing information on going green for parents of young children.

Bilingual Library Assistant Irene Romsa reports that forty people enjoyed the Rincon de Cuentos Spanish puppet show at the CORE Center as part of CSU’s Advocacy Week. Irene also presented an interactive "Ready to Read" workshop at the Spanish track of the Colorado Association for the Education of Young Children Conference in Denver.

In spite of last-minute venue and time changes due to tornado warnings in Alabama, Irene and Dr. Velazquez from CSU were still able to present about Rincon de Cuentos at the national Latino Children’s Literature Conference. Positive feedback received on their presentation included renowned Latino author Monica Brown and illustrator Rafael Lopez, the designated illustrator for the Summer Reading Program of 2011. Mr. Lopez has already said that he would be honored to visit us (ad honorem) next summer. The Friends of the Poudre River Library are reimbursing the library for Irene’s travel cost to Alabama for this conference.

On April 16, Dia del Nino/Dia del Libro (Children’s Day/Book Day) was celebrated with a Spanish storytime at Harmony Road Mobile Homes. Forty-nine people attended and enjoyed the Mother Goose puppet show, the songs, the craft, and the snack.

Meanwhile, information about all the Spanish programs for the summer are being translated as quickly as possible in order to be included in all the usual SRP venues as well as Spanish programs now being included in the general web calendar and on the Spanish version of the library website.

Children’s programming throughout the month of April included 128 programs and storytimes with 3629 total in attendance or an average of over 28 at each program. Storytimes at Council Tree continue to bring in large crowds with attendance at some storytimes this month over 80. Special programs included the Green Baby Fest, the Book Swap, Asian Pacific Festival, Dia del Nino, and many school visits.

CIRCULATION /SHELVING & ILL/PROSPECTOR SERVICES

Express Check made a big "splash" District wide. Main saw an increase from 69.3% in '09 to 78.6% this year; Harmony went from 66.8% to 71.9%; Council Tree was at 92.1% coming off their Grand Opening to a leveling off this year at 91.4%. April saw the addition of 2 remote self-check stations at Harmony around mid-month; by month-end they accounted for 8% of the Express Check total! Council Tree's one remote is pretty consistent at 20% of their Express Check total monthly. April '09 numbers were 75.2% District wide and this April they were 80.7%, a 5 point increase! In '09 the YTD District wide total was 72.6% and this year YTD is 81.4%, an 8.8% increase!

Harmony Circ/Shelving staff has been busy working on the new Weeding Plan with Adult Reference. Crystal, Becky S & Tova have been finalizing and formalizing the process so that everyone is on the same page and expectations are in line. Once the process has been up and running for a while Crystal will work up written procedures for the Circ side of the program. Council Tree recently went through the process of hiring two Library Service Representatives with the assistance of Kim Doran, Crystal Bollman and Lynda. Now that those folks are coming on board, staff at Harmony Circ will be assisting with their training. Council Tree is also getting ready to start training their Materials Handlers to assist with Express Check in the entry area at CT. This should allow optimum customer service during high traffic times.

Main has been working closely with SA on BETA test issues and concerns. Judi Allen and Carol Hanlon have been working very closely with Chris Bauman and Carol Gyger on the new inventory process using RFID and the Bibliotheca scanner. The plan is to train the supervisors at Harmony and Council Tree in the coming weeks and get them going on the new plan. With the new technology we should be able to inventory all collections District wide every 21months as opposed to the previous method that took 5 years for 2 buildings. Keep in mind that our inventories take place while the buildings are open and day-to-day operations continue! In April we start looking at and gearing up for our SRP staffing and summer schedules. This is made all the more interesting due to the departure of all our work-study students from CSU and FRCC early in May.

At the end of the month Nancy Oshbar attended the statewide ILL Conference held in Estes Park. She got additional information on the Springer E-books as well as OverDrive e-books and how both collections could be used or not for ILL patrons with hard to find requests. There was a report on COKAMO, the cost saving courier service for Kansas, Colorado and Missouri ILL items. Apparently the program has been so successful that there is talk of starting up another program with Texas, Oklahoma and some other Southern states...more to come throughout the year.

Right before Nancy left for Estes, Lynda returned from the IUG (Innovative Users Group) Conference in Chicago. She did 3 presentations on Circulation issues ranging from basic to money matters. A total of 164 folks attended her sessions and at least one attendee came to the same presentation (Circ: basics and beyond) twice! In addition to presenting Lynda attended 8 sessions during the regular conference and 1 pre-conference seminar. Topics

covered everything from marketing your webpage to free texting for holds and overdues. As usual Lynda is amazed at how far ahead of some libraries we are, especially where money issues at Circ are concerned! It was an amazing conference with lots of energy and interaction with other Triple I users as well as Innovative staff from the corporate offices!

REFERENCE AND TECHNICAL SERVICES

We received some exciting news. A local company received two grants worth \$2.5 million for research. Anne Macdonald played a major role in providing research assistance for the grants. More details will be released later. The company asked that we wait to release information until after their formal press release. They plan to mention the help they received from the library.

Anne met with CSU Extension and Larimer County Business & Enterprise Division, Kathay Rennels (CSU), Geniphyr Ponce-Pore (LC), Chris Gibbons (Littleton Economic Gardening Program) and Mark Lange (Edward Lowe Foundation) about starting a rural economic program centered at CSU Extension Office. Anne and the CSU business librarian are working to develop a program model using the rural libraries within the new 16 Extension Regions.

Electronic Resources are expanding. In April, the Overdrive service was launched. It provides downloadable movies, audiobooks, music and ebooks. Also launched in April was Byki Online which offers exercises in listening, reading, writing and speech recognition to help English speakers learn over 80 languages including: Spanish, French, German, Greek, Hebrew, Italian, Japanese & more. Likewise, this resource helps speakers of Spanish, Arabic, Brazilian Portuguese, Korean, Mandarin Chinese & Japanese learn English. In May, 661 Children's and Teen downloadable audiobook titles will be added to Netlibrary.

Elaine, Becky, Sarah and Peggy have been working on updating and expanding information links on our Adult Services and Reading Room web pages. They will launch after SRP is up and running. The link on the homepage to the Adult Services will be renamed from 'Adult' to 'Research and Information'.

<http://read.poudrelibraries.org/research/>

<http://read.poudrelibraries.org/books/>

Update on Technical Services: The evaluation or workflow and technology audit by the Innovative consultant has been moved to June 8th and 9th because of a schedule conflict. To help manage the increased workload on staff and to maintain the flow of materials, we have been using hourly help to catalog and process materials. I want to give a big Thank You to the Circulation Department. The supervisors have been very helpful and flexible in finding hourly staff to help process materials. They have been willing to change procedures in Circulation in order to streamline processes in Technical Services so that we can continue to get new materials out in a timely manner.

SYSTEMS ADMINISTRATION

Innovative User's Group Conference

Among a month of big SA efforts was the Innovative User's Group Conference in Chicago – an event with too much organizational impact to describe in a couple of bullets. Essentially, our involvement with IUG pays direct benefits to the library and patrons; it pays back the community we receive so much from; and it pays it forward into the future. Please stay tuned – a full conference report, complete with the applicable benefits to the library, will be completed in May.

Emergency Response

While much of the SA staff was away at the IUG conference, Ling and Chris were presented with some surprise technical challenges – a series of surprise security issues in two major computer applications (Java from Sun Microsystems and our core Anti-virus application for patrons and staff computers) required quick and decisive responses. Behind the scenes, Ling devised the series of responses and with Chris launched a herculean effort to address with as little impact to staff and patrons as possible. Although the complete fix took a week to completely mop up, staff complimented the dynamic duo on how little interruption there was for staff – and patrons didn't even feel a blip. Ling and Chris – thank you!

Summer Reading Program

One of the front-burner efforts this month was summer reading prep and the electronic application to register all of our readers. Peggy has been working with our excellent children's, teen and adult staff to create an even better program for 2010. Be sure to try our remote registration for the program – remember you can sign up from anywhere on the Internet! <http://read.poudrelibraries.org/srp/>

CLiC Workshop

Carson joined Lynda Dickson in offering a presentation to participants of the Colorado Library Consortium (CLiC) workshop – giving a well-attended and received talk on circulation trends entitled “Carson Made Me Do It: Trends in Circulation”

IT Roadmap Conference

Ling, Chris and Carson took a rare opportunity to attend a free one-day set of seminars in Denver devoted to meat-and-potatoes IT issues. The day, aimed at enterprise-level governmental IT, was full of current and useful information on IT trends and also offered the group the chance to network with other governmental IT professionals in Colorado.

HARMONY & COUNCIL TREE LIBRARIES

Harmony Library Remodel

Ken and Holly met with FRCC administrators and staff on April 27th to discuss funding options for the Harmony remodel project. Based on additional conversations with Dr. Butzek and Phyllis Apt with the College, the project's funding process should be clarified by early May.

Council Tree and Harmony Library Self Check stations

Council Tree has a self check station located in the children's area which accounts for 20% or so of all circulation at Council Tree. Children and caregivers like the convenience and ease of the station and use it heavily. Based on the success of that station, we decided to place a couple of similar stations at

Harmony. One is in the children's area, and the other in the adult's. Both are located away from the circulation cluster of self check stations. Both of the stations are working very well. We will track usage over the coming months. The unit in children's should get a workout soon during SRP.

New Gaming Equipment

The District has recently acquired gaming equipment for use in programs for teens, children, and adults. The Cart, television, Wii, and associated games have been purchased largely with funds raised by the teens in our Interesting Reader's Society (IRS) during the past year. The teens have raised money by writing book reviews published in *SLJ* [School Library Journal] *Online*.