

Executive Director's Report

June 2010

ADMINISTRATION

Main Library Remodel

The process to select an architect for the Main Library remodel continued throughout the month. Fourteen proposals were received by the City's Purchasing Department. The proposals were read and rated by a selection committee comprised of Trustee Shelly Kalkowski, Jeff Barnes, Ken Draves, Steve Seefeld, John Stephen and myself. The four top scoring firms were interviewed by the same committee on July 1. References were checked and the apparent highest ranked architectural firm was further vetted in a second interview on July 7th. Attorney Jacqueline Murphy is writing a resolution for the board to approve the hiring of the architectural firm to develop the conceptual design and authorizing the Executive Director to negotiate a contract. John Stephen and Jim O'Neill will be attending the Board meeting to answer any questions the board may have about the architectural selection process.

I have also asked Jacqueline to work with Ingrid Decker, the City's attorney in developing a Memorandum of Understanding allowing us to use Steve Seefeld as the project manager for the remodeling program.

In the meantime, the public information effort to promote increased awareness of the Poudre River Public Library District and to communicate the need for the remodeling project and the modification/repeal of the 1975 city ordinance regarding the footprint of the Main Library is off to a good start. The public awareness theme is "Renew, Refresh and Read Local." The programming team has booked several local authors for this fall include Laura Resau, Lauren Myracle, Pam Houston and we are waiting confirmation from Science Fiction /Fantasy writer Connie Willis. The author series begins with the appearance of J.A. Jance who will present at the Main Library on August 2. We are partnering with Old FireHouse Books who has made arrangements for her promotional visit to Fort Collins. The Read Local promotion will also feature this year's Fort Collins Reads author, Garth Stein and the accompanying programs including a talk by Temple Grandin at Griffin Hall on September 20th.

Reorganization

Reorganization efforts are continuing. Kim Doran began as Assistant Circulation Supervisor at Main Library on June 15th and Judith Allen began her duties at the Technical Services Department the same day. Space reallocation is underway at the Technical Services building to include office space for Tova and a larger staff room by disposing of many books kept in storage that are no longer needed.

Ava Diamond has completed two out of four 2-hour sessions for staff on "How to Thrive (and Stay Sane) in the Midst of Change." She will conduct a 4-hour workshop for supervisors and managers on July 8th entitled "Leading Change in a High Velocity World." Doreen Kemp from

the City's HR department will conduct training with supervisors and other staff in leadership roles on implementing a team environment and developing effective work teams. Finally, Mary Stansbury, Director of the School of Library and Information Science at University of Denver will meet with the professional librarians to brainstorm their new role in a learning organization. Supervisory changes will become effective at the beginning of the July 26th payroll.

American Library Association Annual Conference

Ken Draves, Diane Tuccillo, Carol Gyger and I attended the American Library Association conference June 25- 29 in Washington D.C. Ken and I accepted the National Library Week Award on June 27th. The event was well publicized and we received a giant library card to display in our library. Ken, Diane and I participated in National Advocacy Day on Tuesday, June 29. A rally with over 1,000 attendees was held south of the Capitol. Local young adult author Lauren Myracle addressed the crowd. Ken, Diane and I met with congresswoman Betsy Markey and Senator Udall's education aide. Representative Markey was interested in our partnership with the Larimer County Workforce Center and our efforts to provide services to outlying areas. Senator Udall is a strong supporter of federal library programs including LSTA funding. Carol attended the conference as out-going chair of the Innovative Interfaces users group.

Summer Reading Program

As reported elsewhere in this report, registration for the various age groups is at record highs. I like to talk about the total number of registrants which stands at over 12,000. This is an impressive number, surpassing many larger library districts in the state and reflects the hard work and careful planning by staff in designing such a well-received program.

COMMUNICATIONS OFFICE

- Completed monthly/weekly goals of Communication Plan.
- Victorian Sunday in the Park (June 13) pulled together promotions for event (and re-scheduling of event).
- Bike to Work Day (June 23) activities at Council Tree, 16 staff members participated; Currie and I handed out information on Playaways and downloadables to biking enthusiasts.
- Began planning for public information effort, "PIE" campaign for Main Library remodel.
- Met with CSU Morgan Library communications people about partnerships and cross-marketing events.
- Working on finalizing job description for part time hourly graphics position as part of Library District reorganization.
- Working with teen IRS group to kick off Annie Walk promotions.
- Preparing for July 21 All-Staff meeting.
- Preparing promotions for fall "Author Series" as part of the "PIE"- "Renew, Refresh, Read Local"
- Coordinating a grant writing opportunity for a Louisa May Alcott presentation for next year.
- Wrote final report for American Library Association on National Library Week Grant.

CHILDREN'S SERVICES

Children's Services is making history! The Kids' Summer Reading Program (SRP) ongoing registration total surpassed the 8,000 mark on July 1. This compares to last year's *total* registrations of 7,554. The earlier claim of our SRP reaching 30% of the children in the district needs updating!

In the first 21 days of the Kids' SRP, there have been 68 programs with a cumulative audience of 5,274 averaging 78 at each program.

The July 2 *Coloradoan* included a very complimentary article about Story Express, a program that has been reaching out to the remote communities of Livermore and Stove Prairie (and now Timnath) since the first year of the Library District's existence.

Outreach also continues through Irene Romsa, Bilingual Library Assistant. She reports over the summer there will be 33 Rincon de Cuentos storytimes throughout the community for our Spanish and English speaking customers. The last Rincon in Northside Aztlan was held on Sunday, June 27 as the Health Department's Vida Sana grant program came to an end. This special program combined Spanish storytime for children while parents participated in wellness classes. In order to maintain a presence in the north part of town and participation of the many volunteers, the Family Center will now be the host location.

On June 26, Irene presented training to CSU Apartment Life staff on how to rely on books for creative fun programming that promotes their "Global Community" spirit.

Irene's presentations on the successful and innovative Rincon de Cuentos continue to traverse the globe and will next be part of the Colorado Association of Libraries fall conference. In November, she will travel to the International Book Fair in Guadalajara, Mexico to share about Rincon on a panel about successful "Reading Spaces."

Speaking of the fall Colorado Association of Libraries Conference, Programming Librarian Jean Gullikson has been invited to join a conference presentation on successful SRP practices, and will be speaking specifically about our eleven year old Readers to the Rescue program that uses altruism toward animals as an incentive to get children to read.

As one of three members of the regional Cradling Literacy team, Early Literacy Librarian Vicky Hays gave two trainings to preschool staff who work with children ages birth to three. Vicky continued her involvement in all things related to young children and literacy by attending a virtual webinar "From Zero to Three: Building Connections to Support Literacy." This was a great opportunity to hear from some leaders in early literacy what current research is telling us about children in poverty and the achievement gap. Vicky also gave a tour for the CSU class on Creative Experiences for Young Children to help them with their children's book-related assignment for the class.

Graphics Coordinator Cydney Clink has been especially busy this past month. She created and presented a library-related interactive mystery program and asked a group of BASE Camp campers to solve the mystery. They enjoyed it so much; they want her back in the fall. She is also working with a statewide team to provide marketing for StoryBlocks, early literacy videos soon to go out to the public through PBS.

At this point each summer we are bustling with enthusiastic youth volunteers through our Library Pal and Puppet Pal programs directed by Library Assistant Giny McConathy. While training and supervising a new crop of youngsters each summer can be rather staff intensive, the benefits are far and long ranging. Here are just a few:

- Help with setting up and management of summer programs
- On-going maintenance of heavily-used public areas
- Assistance with presentation of puppet shows
- More chances for young children to get visits from the library mascots

But there are other “jobs” not included on the Pals’ list of tasks that are extremely beneficial:

- Give library staff feedback on the interests of tweens
- Spread the word to friends and family about library activities and resources
- Model to younger children being a lifelong reader and library user
- Provide us with a list of reliable youth volunteers to use during the school year

In the 18 years this program has been in place, we have found that Library Pals let us know this program is worthwhile by:

- Coming back frequently to visit us
- Encouraging their younger siblings to become a Pal
- Joining the Library’s Interesting Readers Society focus group for teens
- Becoming library staff members
- Encouraging their parents to support the library in different ways, from donations, to political involvement in library causes
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This past week, we asked a couple of Library Pals what they liked about the Pals program. They responded “great Pals bosses (i.e., staff)” and “I really feel like I'm helping the librarians out by what I do in the short two hours I'm here. They are so good at what they do and so busy with helping patrons that I'm glad to help with the small tasks so that they don't have to worry about them. I also love straightening the picture book room after a huge group of kids has gone through because by the way everything is scattered around you can just tell that they had a wonderful time at the library and I'm preparing it for the next huge group so that they can have that much fun too.”

CIRCULATION /SHELVING & ILL/PROSPECTOR SERVICES

June was a month of flurried activity in Circ/Shelving. Council Tree staff was learning how to do inventory and while Chris Cortez is amazing she had never done inventory with the new wand and program. She did complete the assigned sections in the time allowed and the project is moving on to Main. Overall we are finding that the new way of doing inventory takes a third of the time as the old way and is much less physical. While Council Tree was doing inventory Harmony was working on weeding. Crystal Bollman is working closely with Becky Sheller to coordinate weeding with inventory. The thought is if weeding takes place just prior to inventory there will be fewer items to work with and materials will be handled more efficiently.

We welcomed Kim Doran as the new Assistant Circulation Supervisor at the Main Library. Kim had a very interesting month what with learning about the new position, getting to know staff and the

experience of the Main Library on a regular basis. Kim has started working with staff on what will be the new service model in Circ/Shelving for the near future. She has met with the Library Service Reps to get a feel for where they are and how they are feeling about all the changes and transitions. She is very excited about all the possibilities and what they mean for the department as a whole.

ILL/Prospector is proud to report our Prospector use, including loaned & borrowed items, has gone up 15.5% over last year. Prospector items loaned were 43,304 and borrowed were 75,908, totaling 119,212 items. SWIFT ILL requests totaled 4,109; 3,630 loaned & 479 borrowed. It runs about 23 cents per item to ship back & forth. SWIFT usage was up over last year also 128 for borrowing & 324 for loans. Nancy and her crew continue to do outstanding work!

Remote/Decentralized self-checks continue to be a big hit with patrons! Last month the station in the Adult Reference area at Main went into service and in one month 2,527 items were checked out or 2.8% of all the checkouts at Main. Not only are checkouts on the increase at all the remote self-checks, our patrons are using them more and more to pay for fines! Last month \$561.45 in fines were paid using the remote checkouts in our three libraries. The "regular" self-check saw \$4,322.38 in fines paid there. Overall \$7,717.13 in fines and fees were collected away from the desk areas. Generally speaking, many of our patrons really do enjoy the independence afforded them through our self-checks.

On a personal note I would like to acknowledge the supervisors and staffs of Circ/Shelving and ILL-Prospector throughout the District for their outstanding work in the month of June. With the passing of my mom it was a huge comfort to me to have the support of everyone and to know that folks know their jobs so very well that things continued to move along in my absence...it was something I never had to concern myself with as I was dealing with my personal situation. Thank you to Holly, Ken and the Board of Trustees for their support and kindness.

REFERENCE AND TECHNICAL SERVICES

We have 2,723 people signed up for the Adult Summer Reading Program. Even though registration is starting to slow down, we are 13% over the number of registrations at the same time last year.

Although the Victorian Fest had to be rescheduled due to rain, staff was pleased with the crowd of 1,000 that attended the event on Father's Day. The weather was perfect and the crowd enjoyed the entertainment, vendors and costumes.

Thomas Jefferson made an appearance for History Comes Alive. He received rave reviews. Jefferson is the last performance to be held at the Front Range Community Center (FRCC). FRCC is no longer able to accommodate this after hours program. For fall 2010 and spring 2011, the series will be moving to the CSU performance center on Remington. The decision to move the series was due to our current libraries' inability to easily and comfortably accommodate the size of the crowd and CSU's willingness to partner with us.

Fort Collins Utilities donated six Kill-a-watt meters to be added to our circulating collection. The Kill-a-watt meter helps discover how much electricity is being used by appliances, computers, vending machines or any other piece of equipment that plugs into a standard outlet. They circulate for one

week and can be renewed. The meters can be placed on hold. We were able to recycle VHS tape packaging to hold the meters.

The opening of two new businesses “Mama Said Sew” and “His and Her” hair salon was announced in the Fort Collins Economic News July 2010 e-newsletter. Anne helped both with research for starting their businesses. Here are a few topics Anne researched this month: small load carriers industry and market; high end custom builders; fast-track learning sports; video productions.

The library book club hosted by Sarah Scobey will be rearranging this fall to help handle the growth in the group and meet requests from the community. The book club will expand from 1 to 2 titles to be discussed every 6 weeks and will add a noon time discussion at Main.

The Book Club Kits continue to be a popular collection. You can now find them at all three libraries instead of just Main. They can be placed on hold but having some at each library allows for some in-person browsing and marketing of the collection.

The visit by the ILL Consultant in June was a huge success. Technical Services staff, Tova and Carol went through a grueling day and half review of work flow processes. The consultant reviewed how we were currently using our electronic acquisitions and catalog system and made recommendations. Some of the changes we could put into effect right away such as rearranging command menus in order to decrease the use of the mouse. Other changes will be instituted over the rest of the summer and fall such as streamlined fund creation, outsourcing of some processing, and instituting more electronic ordering and invoicing.

With help of staff from various departments, Technical Services staff rearranged space to accommodate additional staff work stations including an office to be shared by Tova and hourly staff.

The Prospector System will be changing the look of their catalog. The current (Classic) version will remain available too. A specific launch date has not been announced, but they are shooting for mid-July. To see a preview of the new catalog interface: <http://encore.coalliance.org>

SYSTEMS ADMINISTRATION

The end of June marked the completion of the second quarter of the Technology Plan and we are on target. As provided for by the plan, some items have been moved to accommodate more urgent and emerging needs. Creating a report format, though, that covers so much territory and is also inviting to read can be a challenge. Carson is working on a new approach and will give it a shot in the next Director’s report.

Two needs are taking center stage for SA:

Email Migration

This is a very large project with a tight deadline. With the governance issues settled in June, a project timeline has been created that incorporated the technical details of cutover, as well as the training and communications needs for staff. The current plan calls for testing of the new system in July, with a cutover for all staff in mid-August.

Staff Intranet

An important piece of supporting the staff restructuring plan is providing new communications venues – with our charge as staff to help actualize the plan, the role of a staff intranet could greatly assist our transition as we define some of the concepts (team approach, learning organization, and more) and take them out for a spin.

Some pieces of the staff intranet are relatively easy (connecting staff with their most commonly-used electronic resources) but others are a bit tougher (what can really help staff collaborate and communicate electronically?)

The Library Management Team helped identify a staff focus group to evaluate options, and SA will pull those folks into action by mid-July. We're working on this one as fast as we can – but not too fast, either. If we take a misstep in our choice, we risk staff not embracing the intranet as a communications tool.

That's the big stuff, but it's certainly not all the stuff (summer reading support, PC work, other projects, etc). Stay tuned for next month for a Q2 tech plan wrap-up.

HARMONY & COUNCIL TREE LIBRARIES and TEEN SERVICES

Harmony

Summer sessions at Front Range Community College (FRCC) are underway. Summer Reading Program sign up and prize pickup, while lower than prior to Council Tree's opening, is steady. Attendance at both indoor and outdoor programs is good.

The Front Range Family Theater Project is presenting "ThePatchwork Girl of Oz" on the FRCC-Larimer campus in the fifth year of its very popular series of dramatic productions for children. The shows always draw many hundreds of attendees and provide FRCC students with experience in many aspects of drama including set design and construction, costume design, directing, and acting in the hot sun.

Council Tree

- Council Tree Library celebrated the graduation of four staff members in late May and June:
 - Amy Holzworth – Master's degree from the University of Denver's School of Library and Information Science
 - Chelsey Martin – diploma from Fort Collins High School
 - Kristin Schultz – BS (Natural Resources) from CSU;
 - Laura Patterson – BS (Human Development / Family Studies) from CSU
- With the City of Fort Collins Facilities (CFCF), Currie arranged the sealing and repainting of the entryway stair risers, runners and railings. Joan Barrie, CFCF Custodial Contract Administrator, suggested we consider repainting these surfaces, as the rust and scrapes on these surfaces was not cleanable.
- Currie finalized an enhanced lighting plan for the study rooms, teens and children's areas with ESC Engineering. The work will be done by Dickinson Electric, the City's electric contractor. A final estimate is pending. The work will remedy some of the low lighting levels in the above mentioned areas.

- Currie is working with Elements (workplace furniture) to design and install a fabric-covered tackable surface for the teen area to display teen library event information as well as original artwork by teens.
- Currie and Paula hosted a table outside of the library for Bike to Work day on the morning of June 23. Eighty-three bikers stopped at the station! The Cliff Bar company sent us 200 free snack-size energy bars to hand out to participants. Currie and Paula also promoted Playaway audiobooks and the District's Overdrive collection.

Teen Services

- We currently have 1,489 teens registered for the 2010 teen summer reading program.
- Staff hosted a tour for 18 ESL students from Lincoln Middle School on June 11th. Sue-Ellen Jones showed students how to sign themselves up for the teen summer reading program and explained how the program worked. She showed them around the teen area and told them about how they could check out magazines, books, and audiobooks. The students were especially interested in the playaways.
- Staff hosted a tour for 22 Lincoln Middle School students on June 18th. A 6th grade literature teacher booked the tour. Most of the students on the tour signed up for the teen summer reading program.
- We had 20 teens at the Teens Write: Polish Your Pages with Peers program at the Main Library on June 23rd. This is a program where 6th-12th graders come to the program and share their work with other teen writers. We have several teen group leaders who work with each group, facilitating constructive feedback from group members to each teen sharing his/her work. Each writer is treated with respect and given supportive, helpful feedback to improve his/her work. Teens rated this program very highly on their program evaluation forms—most of them would like to do this program more often and one person commented that they couldn't imagine that "this program could be better run."