

Executive Director's Report

October 2010

ADMINISTRATION

Main Remodel

The last P.I.E. social and community meeting concerning the Main Library remodel was held October 13th. Over 45 people were in attendance. There was discussion on the final space adjacencies drawings and some concern expressed about the weeding that is taking place now to accommodate lower shelving and open areas of the design. Overall, the public continues to express enthusiasm for the project.

OZ Architecture submitted the final schematic design drawings and documentation. The design team will review the documents on November 10. OZ will also develop a space needs program for the relocation of staff to leased facility. An assessment of existing work space of technical services, SA and administration will be done on November 10 after the design meeting.

I received a proposal from Wember, Inc to provide additional owner's representative services to augment the project management provided by Steve Seefeld. We need library expertise and experience in developing a master budget and master schedule for phased occupancy, an area in which Steve has not had prior experience. Meetings have been scheduled with Steve and the purchasing department on how best to proceed.

I met with Linda Ripley of Ripley Design about piggybacking on a city contract in which a master landscape plan for the entry of Main Library and east side of the Library park could be developed at a minimal cost and be presented as an enhancement to the remodel and possible fundraising project. I will have more information on this process for the board meeting.

Market Analysis

Adam Gay and Nikki Harber, OrangeBoy Inc., presented cluster market segmentation information of our cardholder base to staff and several board members on October 25 and 26. This information provides valuable information on how library cardholders use the library, what services they value most and what changes in procedures or resource allocation would generate increased use. Adam and Nikki also guided us through exercises on identifying those clusters which will further the library's vision of being an integral part of the community.

Adam and Nikki are preparing a summary report with the findings and recommendations from the demographics, cardholder survey and market segmentation. They will also conduct a webinar for the board to share the data with you. I recommend that the board set time aside before or after the December board meeting for this purpose.

Library Reorganization

Jean Gullikson accepted the position of Main Library Manager and staff and management both are excited to have her on board permanently as part of the leadership team.

Ken and I will be meeting with the co-facilitators of the five teams in November to review goals and outcomes. All teams will have held initial meetings and Ken and I are eager to learn of their progress and plans to date.

Other Business and Meetings

Carson Block has taken the lead in following up with Poudre School District legal review of an IGA for email services. A copy for your review will be emailed if we do not receive a revised copy in time for board packets.

I met with Bryce Hach from Homeward 2020 to inform him of the Main remodel. He educated me about Homeward 2020 and several staff members, including myself, will be participating in the homeless registry campaign the week of November 15.

I met with Andrea Lapsley from CSU Morgan Library and we continue to plan and PRPLD/CSU Morgan Library author series for 2011. We hope to finalize authors next month.

Under the artistic direction of Communications Manager, Paula Watson-Lakamp, staff participated in the CSU homecoming parade on October 15. The weather was beautiful and it was quite rewarding to hear the crowd cheering for the library. The Library District also participated in the Sundance Chili Cook-off at the Senior Center on October 23. Our book lovers' chili won third place in the peoples choice award.

COLLECTION MANAGEMENT

The Collections Department hosted another successful "After Hours Project" at the Main Library on the 17th and 18th. We were joined by a great crew of staff and volunteers. We achieved quite a bit in a short amount of time.

Downstairs:

- Leading up to the 17th, new materials were moved to the shelves by the "holds" shelves to provide better visibility and browsing. A small shelving unit was taken down to create a more open space for access to the express checks and circulation desk.
- Picture books: Picture books have to be reviewed for weeding and repair one book at a time. They circulate very well and often damage can't be seen from the outside. We were very pleased to make it through over half the collection. The majority of the books needed just slight repair or recovering and were returned to the shelves.
- Some of the shelves in the two ranges of juvenile DVDs and audiobooks were replaced with slant shelving for better browsing and display. We will continue to add more slant shelves as they become available.
- Easy Readers were moved to the front of the juvenile fiction section. This allowed us to create a comfortable seating area in the space created by removing a small range of shelving. It creates a better flow of materials from Easy Reader into Juvenile Fiction.
- Display space was created in both Easy Readers and Juvenile Fiction.

Upstairs:

- Continued to weed adult non-fiction. We recycled 5,700 pounds of damaged and old material.
- Shifted the ReadUp collection back a range in order to take down a short range of shelving and create a new seating area.

Next steps:

Collections staff will continue to weed Main's collection. Our goal is to complete the majority of the weeding by the end of the year when the rest of the collections will be turned on to float.

Tova and Carol Gyger met with the representatives for a presentation on Freegal. The Freegal Music Service is a music database that consists of content licensed from Sony Music Entertainment. It has hundreds of thousands of songs and is continually updated with new material for patrons to download. The Collections Team will be evaluating the service for addition to our downloadable library.

The transition to Edifact, an electronic ordering and record downloading program, has been very successful with our media vendor. Set up for our book vendors is almost complete. Implementing the system with Ingram Books will start on November 2nd. Setup with BWI, our vendor for Children's and Teen materials will be completed in November. This system allows for staff to update records electronically instead of manually. With Midwest, we have decreased the time staff takes to update records and add holds from 1 item per minute to 14 items per minute. This new process not only saves time but also decreases repetitive motion.

COMMUNICATIONS OFFICE

Communications Office October Report –

Completed monthly/weekly goals of Communication Plan.

- Planning and promotions for public information effort, "PIE" campaign for Main Library remodel.
- Promoted Friends October Book Sale
- Organizing, managing and supervising all graphic design work for the district.
- Continuing promotions for fall "Author Series" as part of the "PIE"– "Renew, Refresh, Read Local"
- Creating and coordinating the "ReOrg Man" campaign for internal staff information.
- Attended Colorado Association of Libraries Convention
- Coordination and point person for marketing efforts by OrangeBoy.
- Coordinated efforts and built float for fall outreach events – CSU Homecoming Parade October 15 and Sundance Chili Cook-off October 24. We got 3rd place People's Choice for our chili!
- Coordinated October all-staff meeting

CUSTOMER EXPERIENCE/CIRCULATION

October went so fast, can you believe it?! Staff have been busy with the usual things: checking in, checking out, making cards, shelving books, shifting books, working paging slips and providing great customer service to our patrons. Shelves at Main have been very busy moving and shifting books and materials in Children's to help with the re-arranging going on in that department. Every day there is some new and exciting change in the configuration of materials and in some cases the furnishings are moving as well. The small hold shelf that once "lived" in front of the Circ Desk is gone and that area is open, better facilitating the flow of patrons to the desk and making the holds easier to get to as well. Stay tuned for further developments!

This past month also saw the passing of staff generated email notices for holds. Thanks to Carol Gyger these notices are now processed automatically throughout the day. This means that holds can get to

the hold shelf quicker as staff no longer need to wait for the manual running of the notices. Carol reported that on the 26th, 87% of holds were notified by email and only 173 items between all 3 libraries needed to be called.

We had the opportunity to be part of a special outreach event when Kim Travis-Miller from ILL went along with Sue-Ellen Jones to Wellington Jr. High. Many of the students there live in the outlying areas of the District and this was a great chance to educate them about the library and get library cards into the hands of kids that might not have them. Through the online registration process, Kim was able to put cards into the hands of over 300 Jr. High students!! Reports have it that these kids were excited about getting an actual card and setting up their library accounts. The teachers were very appreciative of the visit and excited about sharing our resources with the students in the coming year.

Early in the month Kim Doran, Asst Circ Supervisor at Main; Nancy Osbahr, ILL/Prospector Coordinator; and Liza Fisher, currently an hourly at Harmony all had the opportunity to attend the Colorado Association of Libraries conference. All came back with smiles on their faces and brimming over with ideas they cannot wait to get working on.

That is it for Circ/Shelving and Ill/Prospector!

SYSTEMS ADMINISTRATION (SA)

October was just plain spooky. Here's a short and sweet update...

Carol Gyger gave a presentation to the PSD media specialists on Friday, October 15th. This is one of the few times that all the school media specialists get together for training and general mingling. The topic of the 2-hour presentation was "Create Lists and Other Fun Stuff" and covered some basic Millennium skills and suggested changes to improve their workflow. She began with, "Can you use fun and Millennium in the same sentence?" After two rousing hours of training and Q&A, the answer was a resounding "YES". They want her back in April to do another presentation.

Carson and Carol joined a number of library staff in attending the Colorado Associations of Libraries conference, held in Northern Colorado for the first time ever. The event was rich with training and networking opportunities, as well as some quality time with vendors.

Carson continued work on the Inter-Governmental Agreement with the Poudre School District for email, calendaring and blackberry services for staff.

Carson was busy in some work on a couple of really wonderful groups – one with Colorado State University to look at the implications of Ebooks and Ereaders (like the Nook, the Kindle and the iPad) on libraries, and another looking at the details of the Federal stimulus grant to help server the underserved and at-risk populations in our library district with computer access. Carson will be working with the most excellent Irene Romsa on the stimulus grant – lots of planning in both groups this month, with action to begin next month. Stay tuned for further details!

MAIN LIBRARY HIGHLIGHTS

The Colorado Association of Libraries (CAL) conference was well-attended by several Main staff members including Cydney Clink, Jean Gullikson, Vicky Hays, and Irene Romsa. Jean was a panelist at the “Summer Reading in the 21st Century” session. Vicky was on a panel for Every Child Ready to Read at an “unconference” session. Irene presented jointly with our community partner, the Executive Director of CSU’s CORE, about the Rincon de Cuentos project.

Vicky is also one of the original steering committee members for Colorado Libraries for Early Literacy (CLEL). CLEL received the CAL/Jean Maio Award for Excellence in Adult Literacy for Storyblocks – 16 one-minute videos that showcase an early literacy tip with a nursery rhyme or song.

Vicky hosted the second CLEL Annual Meeting at Council Tree – a day-long workshop for Colorado children’s librarians and staff with over 60 attending.

Main Library staff started having a daily meeting thirty minutes prior to the opening of the library. The concept was shared at a CAL session attended by a few District staff including Jean and Kim Doran. Jean and Kim decided to offer the “Main Event” (as named by the staff) which is a 5-15 minute check-in for all staff in the building. We share pertinent information such as staff shortages, programs happening that day, special happenings, and kudos. It has been a great way to build the Main team and communicate with each other. One of the first pieces of information shared at the “Main Event” was Holly’s announcement that Jean Gullikson has accepted the position of Main Library Manager.

The Children’s area at Main has been undergoing a rearrange and refresh prior to the remodel. Circulation and Collection staff have been very helpful in implementing Cydney Clink’s and Jean Gullikson’s suggestions to improve the merchandising, shelving, seating, and traffic flow in this space. Many patrons and staff have commented positively on the changes. Some significant changes include moving the juvenile easy reader section to be near the juvenile fiction; creating a juvenile browsing area housing all new juvenile books and media as well as the Lucky Day collection at the entrance of the Children’s area, and relocating the juvenile Spanish collection while creating an open reading/study/play space. There are some more updates to be made in the future.

Several staff members are actively participating in work with their Teams as well as in work groups created by the Teams. Some of the work groups include Special Needs Storytime, Children’s Summer Reading Program (SRP), Teen SRP, Adult SRP, Winter/Spring Author Series, and various cultural celebrations.

Vicky attended a workshop on the Emotional Health of Young Children in Broomfield. Vicky also attended Dr. John Medina’s lecture on Brain Rules for Babies at the University of Denver’s Marsico Institute. Vicky has graciously agreed to share some of this information at an upcoming brown bag session for staff soon.

CSU’s School of Social Work extended an invitation for Irene’s participation in their newly formed Diversity Committee. They held two meetings in October with the purpose of establishing the mission and the framework under which we will engage students, faculty, and community to bring greater social justice and social change. This Committee will also be responsible of creating an annual report with campus diversity and minority data; and annually reviewing the strategic plan.

Jean has been participating in the Martin Luther King, Jr. Day planning sessions at CSU.

The Day of the Dead activities were well-received and spread out at Harmony and Main. Shana Brown transformed the Ben Delatour meeting room into a gorgeous backdrop for the altars. Local altarista Robin Muse assisted with the altars and was the featured artist. Our volunteers and staff did a wonderful job presenting stories in the tradition of Dia de Muertos. Our volunteers donated a large amount of planning and preparation hours to make this such a success.

Outreach programming has been quite active this month. A total of 14 programs were carried out this month with multiple groups in different locations: Harmony Mobile Homes, Irish Elementary, CORE, Family Center, University Village, and Teaching Tree.

Noches en Familia continues being held the first Friday of every month at Council Tree. This is now one of the programs that effectively bridges participants from Outreach programs into the Library, and has reached a good point of stability and recognition. Staff from Council Tree is now an integral component of the program.

Through the work of Ludy Rueda, Rincon de Cuentos has continued to be held every Monday at Harmony Mobile Homes. Attendance is averaging at 31 participants. Rincon de Cuentos has also been invited to present this month to various groups at Harris Bilingual Elementary. Also worth mentioning is the invitation Ludy received to demonstrate different storytelling techniques to advanced-level students at CSU.

HARMONY LIBRARY HIGHLIGHTS

Construction all around Harmony continues on Front Range Community Center (FRCC) parking lots and improvements, including landscaping, along the service drive separating Harmony and the rest of the campus. The service drive/fire road, which in the normal access route for our couriers, is closed for the duration of the project, scheduled to wrap up around mid November. Staff has arranged alternative routes for courier service. Additionally, Harmony's east facing outer lobby doors, which open onto the campus, are closed. All public and staff access is through the west facing set of doors.

Regarding Harmony's remodel project, I am awaiting a firm figure on the funds FRCC is able to commit to the remodel. At that point District and College staff will revisit last year's conceptual plan and develop a scope and timeline for the project. FRCC staff has requested that Holly approve the expenditure of funds from the Harmony fines account. We are waiting until we gain a better understanding of what the College is contributing from other sources to do so.

Many Harmony staff members, including Librarians, Library Assistants, and circulation staff attended the CAL conference in October. It is great to have a state conference so conveniently located.

COUNCIL TREE LIBRARY HIGHLIGHTS

Staff Learning and Development:

Literary Sojourn, October 2 - Currie, Holly Carroll and Sarah Scobey, adult services librarian (Main) attended the 18th annual Literary Sojourn Festival of Authors in Steamboat Springs www.literarysojourn.org. The half-day event, coordinated by Currie's former library, Bud Werner Memorial Library, featured internationally acclaimed authors Chris Cleave (Little Bee), Wally Lamb (I

Know this much is True), Dan Chaon (Await Your Reply), Chitra Banerjee Divakaruni (One Amazing Thing) and Frank Delaney (Ireland). The authors each spoke for about 45 minutes on the inspiration behind their works, and their writing process. After the conference, the authors signed books. This enduring and nationally recognized event provided inspiration for the future authors' events the District aspires to offer our community.

CAL Conference, October 7-9:

Millie and Currie attended the CAL conference in Loveland.

Currie attended the full day preconference, Revitalizing the Library Experience, with George Needham & Joan Frye Williams. Information has become an off-shored commodity. Google handles more questions in a second than a reference librarian will answer in a career. Social gatherings have moved to online networks. Why come to a library? For the experience! If people still experience your library the way they did in the 1990s (1950s?), perhaps it's time to rethink and revitalize. In this preconference workshop, library consultants Joan Frye Williams and George Needham will describe new ways to present your services to the world.

Currie found this preconference presentation to be a real thinking-out-of-the-box experience. A major takeaway: Libraries must define exactly what customers can gain by using the library (like Pat Wagner's benefit statement), in an almost evangelistic way, e.g. "I learned how to use this computer program (AllData) at the library that had all the car repair information I needed to fix my car – for free! It saved me hundreds of dollars!"

Other valuable programs that Currie and Millie attended included: Keynote Speaker: Lauren Myracle and Morning Pow-wows and Unhurried Huddles: The art of daily briefings (Currie and Millie are making plans to implement such meetings starting in November).

Amy Holzworth, CTL Library Assistant, collaboratively presented Books-to-Games, a collaborative program, targets 21st Century Literacy Skills by capturing teens' interest in gaming to ignite their passion for literature.

Database training follow-up:

At our regular classified staff monthly meeting on October 19, Corky Walters completed the second part of her database training with CTL's classified staff. Follow up included a discussion of methods staff used to retrieve information from the databases to answer 10 sample questions.

Kudos to staff:

On October 15, Currie received a highly complimentary "How'd We Do?" form from a customer who said, "Everyone here is friendly and helpful. It has totally changed my perception of what going to the library is like. As a kid, it was intimidating and I remember the ladies being mean. Not here! What a pleasure!" To recognize staff, Currie read the comment aloud at the 10/19 staff meeting, expressed kudos, displayed the HWD in the staff break room, gave everyone on staff a string of plastic stars or gems to wear that day (You are a star and a gem! Great work!), and bought a tray of cookies for staff.

Facility:

On October 11, Rob informed CTL staff that the enhanced dim-ability lighting project in the meeting room has finally been completed. Lights in the room may now be manually dimmed to 25% of capacity, allowing users a better view of projected images. Because of difficulty determining what part was needed, securing and installing those parts, the project extended nearly over a year.

Additional lighting project installation began October 18: Choice City Electric began installing 12 additional light fixtures in the Teen area, study rooms and children's area, and will resume work as soon as needed parts arrive.

Countertop repair work began October 15: John Murphy Millworks began work on repairing chips to the edges of 3 countertop in children's, teens and the west study room. Work is being completed under warranty.