

# Executive Director's Report

## January 2013

### ADMINISTRATION

By Holly Carroll

#### BTOP (Broadband Technology Opportunities Program) Grant

The Colorado State Library has awarded the Library District a \$2,500 BTOP grant for the purchase of digital media creation software and equipment. Kristen Draper submitted the successful grant request after consultation with staff, the IT Manager and Director. She will be selecting equipment and software for digital creation activities such as video filming, animation etc. The equipment will be housed at Harmony Library and we hope to engage both the general public and Front Range Community College students in its use. Staff will also be able to use the equipment at the other libraries and for outreach activities. Elsewhere in this report you will read more about the *maker movement* which was all the buzz at the ALA conference.

#### Library Park Landscape Update

Ken Draves and I will be meeting with Keith Meyer, construction manager, and Linda Ripley, landscape architect every other week as the final design and construction documents are developed. At the meeting on January 27, Keith presented design and construction schedules for the two construction delivery methods discussed at the January board meeting. The first delivery method, CMGC (Construction Manager General Contractor) would allow the Library District to hire a contractor prior to the completion of the construction documents, thus accelerating the project. The second method is the traditional method of going out to bid for the general contractor after the construction documents are completed and approved. The design team reviewed both schedules and concluded that the traditional method works best for the project. Construction would begin the end of August with an estimated completion date of early December. The completion date for the CMGC delivery method is estimated a month earlier, mid-November. Construction would begin earlier in July but would require clean-up and halt of project activities for a week or more to allow the City to prepare the park for New West Fest in mid-August. Furthermore, the competitive bid process would be less costly, an important factor with the tight budget.

Kim Seter has drafted an agreement between the Library District and Bohemian Foundation for the design and construction of event improvements Keith Meyer and I are reviewing it initially for alignment with the construction schedule and service proposal from Ditesco and Ripley. I will have more to share at the board meeting.

#### American Library Association Midwinter Conference, Seattle

I attended the conference along with two other PRPLD employees, Carol Gyger and Jean Bosch. I participated in four meetings in my role as member of the Committee of Legislation and chair of its Telecommunication Committee. ALA is waiting for an upcoming U.S. Supreme Court ruling on the First Sale Doctrine of copyright law. If the Supreme Court upholds the decision of the lower court (*Kirtsaeng v. Wiley*), libraries may be limited in their right to lend items not manufactured in the U.S. including most children's picture books which are produced overseas because of less expensive color printing costs. Sequestration remains a concern and federal funding for libraries which is considered non-defense discretionary spending will be cut. This will affect funding for state library operations, talking book programs, and competitive grants to individual libraries.

Access to digital content and the loaning of eBooks to the public remains a primary issue for the organization. It was announced during the conference that one of the major six publishers, MacMillan, will soon make available approximately 1,200 of its back mystery titles to OverDrive and several other eBook vendors.

Finally, I attended several sessions on community engagement, the Presidential theme of ALA's President, Maureen Sullivan. The presenters discussed methods for inviting community members into the Library for conversations on important societal/community issues. The Library District's partnership and program series with CSU's Center for Public Deliberation is an example of such engagement and I was pleased to share our experience with several of the attendees.

### **Security Issues at Old Town Library**

Since mid-December there has been a flurry of incidents at Old Town Library involving patrons in violation of the Library District's Patron Rules of Conduct and/or criminal activity involving the police. Ken Draves, Jean Bosch and I met with the representatives from the Police Department and Fleming Security to discuss the incidents and steps the library might take to deter such activity. I have asked Kim Seter to review our current policies and to help me respond to some of the recommendations of the contract guards and police. The policy committee will meet Friday, February 8 to discuss possible revisions to current policy.

### **Other Activities**

I attended the Front Range Public Library Directors meeting on January 18<sup>th</sup>. It was held at Denver Public Library's newest branch in Stapleton.

The UniverCity Arts and Culture task group presented its final report at a meeting on January 17<sup>th</sup>.

Several members of the administration team participated in the MLK march on January 21.

The PRPLD staff recognition event was held Friday, January 18<sup>th</sup> at Old Town Library. Thirty-six employees were honored for their years of service ranging from 5 – 40 years. Nearly 100 employees, trustees and guests attended. As usual, it was a very heart-warming and rewarding evening for everyone.

## **COLLECTION MANAGEMENT**

*By Tova Aragon*

On January 15<sup>th</sup>, the *Zinio Digital Magazines* service was launched. With a library card, patrons can access full digital copies of magazines such as, Consumer Reports, Economist, Oprah Magazine, Cosmopolitan and ESPN. They are viewable on a computer or compatible mobile device. Zinio has titles that are not available in print at the libraries - Zamoof! for Kids, Gamesmaster, Mental Floss and Lonely Planet Magazine: Dream Trips; and titles that are only offered digitally - Science Illustrated and Newsweek.

Tova, Becky and Marian worked on creating a breakdown of the Collection Development budget. They considered circulation, cost of materials and demand. It is a fine balance to try to meet the demand for all the formats and still provide a varied collection. Here are a few trends and changes for 2013:

- The 2013 budget is slightly less than 2012 because we won't have the one time Old Town Library opening day collection.
- We moved print funds to Emedia so that we can keep building the collection and to add Zinio.

- Music CD circulation for the district is down. The budget is decreasing. Purchasing will be limited to patron requests and Christmas music.
- Audiobook cd circulation is still going up, an 11% increase over 2011. We maintained the adult budget but decreased the juvenile budget a little. To get our money to go a little further, we will be purchasing a Recorded Books package that will contain both the physical and electronic versions of audiobooks.
- The holds lists for feature films do not build up as fast and aren't as long. Demand for television series keeps growing.

<b>2012</b>	Books & mags	non print media	emedia	databases
Budget	\$522,500	\$147,500	\$143,500	\$165,000
% of budget	53.26%	15.04%	14.63%	16.82%

<b>2013</b>	Books & mags	non print media	emedia	databases
Budget	\$496,000	\$142,500	\$145,000	\$165,000
% of budget	52.16%	14.98%	15.25%	17.35%

There will be a couple of changes launching February 1<sup>st</sup>.

1. The spine labels for the audiobook CDs and DVD sets will have the number of discs typed on the bottom. Julia had the idea to change how we label the media because the cost of the labels increased and they would not stick to the newer audiobook cases.
2. Because of several patron suggestions, the Collection Advisory Team studied the circulation period for television series. Manufacturers are able to put more information on fewer discs which means that some television series that had 18 hours of running time could be on 2 discs that circulated for only a week. The new rule will be that television series regardless of the number of discs will circulate for 3 weeks.

## **COMMUNICATIONS OFFICE**

*By Paula Watson-Lakamp*

- Organizing, managing and supervising all graphic design work for the District.
- Co-facilitator of the Programming Team
- Finalizing promotion of new “Answer Cache” program (marketing of databases) to be rolling out in January
- Working with SA to roll out Library Evanced Calendar system, and other new services
- Working with OrangeBoy for cluster updates and getting ready for new dashboard system.
- Beginning Summer Reading Graphics and promotions
- Working on 2012 Annual Report
- Working on new social media promotions and platforms
- Laying out plans for 2013 marketing promotions
- Working on Flash Reading Mob (April 12) for National Library Week
- Working with local bookstores on “Book Festival” in June

## OUTREACH SERVICES

Submitted by Cydney Clink

### School Readiness & Early Literacy

#### **Timnath Family Storytime**

After a taking a break from this valuable over the winter break, we have returned to the Timnath Elementary Media Center for public family storytimes on the 2<sup>nd</sup> and 4<sup>th</sup> Fridays of each month. A big thanks to Millie Kridler, Council Tree Library Children's Librarian, for agreeing to help out with these storytimes.

#### **PSD Early Childhood Classrooms**

This month Library Assistant Giny McConathy, from Old Town Library, joined the ranks of PRPLD storytellers making regular visits to Early Childhood Classrooms in PSD. Giny's monthly visits to O'Dea Elementary mean we are now visiting 35% of the PSD Early Childhood Classrooms within our District. What a wonderful way to share the love of reading and help to prepare these students with the early literacy skills they need to be successful when they reach elementary school.

#### **Laurel Elementary Literacy Night**

On January 24, Interim Outreach Manager, Cydney Clink, spent the evening with the parents and students from Laurel Elementary at their Literacy Night. Sharing the vast number of library services offered by our District to over 90 parents and students was a pleasure; however the highlight of the evening was issuing new library cards to five over-joyed elementary students.

### Digital Literacy

Praise for Library Aide and Computer Instructor, Alba Williams was high this month. Alba received the following thank you note (to the right) from a group of Linton Elementary School mothers after visiting their English Language Learners group where she instructed them in the use of Microsoft Word.

#### **La Familia/The Family Center**

We are happy to now be providing computer classes at La Familia/The Family Center. This month Alba Williams presented eleven total classes at this location (8 in Spanish; 3 in English). The classes included Basic Computer Comfort and Microsoft Word. Classes at this location will continue through the month of February at which time we will evaluate the response to the class offerings at this site.

### Volunteer Engagement and Home Bound

Barbara Crandall attended the webinar "Friends with Benefits: How Nonprofits Should Engage Millennial Volunteers," free from VolunteerMatch



and DoSomething.org on January 23rd. She placed three volunteers with the OTL Gaming @ Your Library program at the request of Jewels Hall, Old Town Library Assistant. Several volunteer applicants were interviewed and placement is being coordinated. 2012 Volunteer and Homebound statistics were also completed with 997 volunteers and 18, 875 hours for 9.1 FTEs.

Homebound deliveries for this month totaled 522 with 4,019 library items placed with customers.

Barbara has been accepted as a candidate for the credential from the Council for Certification in Volunteer Administration, and has begun her studies.

## **Community Engagement**

### **IMAGINANTES and MLK Community March**

On January 21st, we had a successful IMAGINANTES reunion. In the morning, the students gathered at CORE Center where they had different activities lead by the COW's (Color Our World) and Professor Rico Moore. We then took the students to Old Town where they joined staff and board members from the District and together we proudly participated in the MLK 2013 community march. There were a total of 12 IMAGINANTES students and voluntary participation of six community members (four from the COW's, Rico and Marilyn Thayer, Director of CORE Center). Thank you to the PRPLD staff and Board of Trustee members who joined us.

### **PSD 101**

Cydney Clink had the pleasure of representing the District at the PSD 101 event at Boltz Middle School. The Library District was invited to participate with other community organizations that offer support to students, parents, and teachers of PSD. Information about library services, including the Answer Cache, were provided to the 130 students, parents and teachers in attendance.

### **A Tale of Generosity**

This month while conducting a storytime at the Salud Clinic, Library Aide Ludy Rueda was approached by a gentleman who inquired about the program she was doing. This gentleman also asked about the computers that are currently in the clinic. Here is Ludy's response her own words: *"I told him that I was coming from the Poudre River Public Library as well as the PC's. He told me that he was very proud of our library and he was very thankful of all that the library does for the community, therefore he wanted to donate some money to contribute to the library. I received the money and told him that I will pass it to the Friends of the Library. I was extremely touched with his kindness, and it made me think again about how fortunate I am to be working in a place that truly reaches into the community."*

## **SYSTEMS ADMINISTRATION (SA)**

*By Carol Gyger*

Highlights of current projects:

- **Online Room Reservation** – The new room calendar and online room reservation system was launched January 15<sup>th</sup>. For example, customers can reserve the community rooms online at all three branches. Peggy Shaughnessy lead this effort.

<http://poudreriver.evanced.info/roomrequest.asp>



**POUDRE RIVER PUBLIC LIBRARY DISTRICT**

**Room Request**  
Date, Time, and Room Selection

Text Size: T T T

Day Week Month Search

DATE SELECTION: February 2013

TIME SELECTION: [Please include set up and take down times.]

Community Room Combo on 2/12/2013

Select	Time	Status
<input type="checkbox"/>	10:00 AM-10:30 AM	OPEN
<input type="checkbox"/>	10:30 AM-11:00 AM	OPEN
<input type="checkbox"/>	11:00 AM-11:30 AM	OPEN
<input type="checkbox"/>	11:30 AM-12:00 PM	Kevin Cook - Colorado Birds: Great Stories of Life and Living
<input type="checkbox"/>	12:00 PM-12:30 PM	Kevin Cook - Colorado Birds: Great Stories of Life and Living
<input type="checkbox"/>	12:30 PM-1:00 PM	Kevin Cook - Colorado Birds: Great Stories of Life and Living
<input type="checkbox"/>	1:00 PM-1:30 PM	Kevin Cook - Colorado Birds: Great Stories of Life and Living
<input type="checkbox"/>	1:30 PM-2:00 PM	OPEN
<input type="checkbox"/>	2:00 PM-2:30 PM	OPEN
<input type="checkbox"/>	2:30 PM-3:00 PM	OPEN
<input type="checkbox"/>	3:00 PM-3:30 PM	RESERVED
<input type="checkbox"/>	3:30 PM-4:00 PM	RESERVED
<input type="checkbox"/>	4:00 PM-4:30 PM	RESERVED
<input type="checkbox"/>	4:30 PM-5:00 PM	RESERVED
<input type="checkbox"/>	5:00 PM-5:30 PM	RESERVED
<input type="checkbox"/>	5:30 PM-6:00 PM	RESERVED
<input type="checkbox"/>	6:00 PM-6:30 PM	RESERVED
<input type="checkbox"/>	6:30 PM-7:00 PM	International Night - Namibia
<input type="checkbox"/>	7:00 PM-7:30 PM	International Night - Namibia

Continue Home

- **Teen Scope/Searching** – As a result of a staff suggestion and Collections Advisory Team recommendation, a Teen Scope has been added to the online catalog. Sandwiched nicely between Children and Adult searches, you will find a convenient search limiter for all the District’s teen items. Victor Zuniga worked with Tova Aragon and Peggy Shaughnessy to make all the necessary changes to the database and website to implement this new service.

START OVER MODIFY SEARCH NEW SEARCH (Search History)

KEYWORD: olympic games Teen Collection Search

Limit results to available items

7 results found. Sorted by relevance | date | title .

SAVE MARKED RECORDS SAVE ALL ON PAGE

KEYWORDS (1-7 of 7)

★★★★★ Most Relevant entries 1-1

1. [Olympic Games in ancient Greece / by Shirley Glubok and Alfred Tamarin.](#) c1976  
Save Click title for availability. BOOK

Call Number: 796.48 Glubock, S. 1976

★★★ Very Relevant entries 2-7

2. [A passion for victory : the story of the Olympics in ancient and early modern times / Benson Bobrick](#) c2012  
Save 1 copy available at OLD TOWN Teen Nonfiction BOOK

Call Number: 796.48 Bobrick, B. 2012

3. [Rush for the gold : mystery at the Olympics / John Feinstein.](#) c2012  
Save 1 copy available at COUNCIL TREE Teen New Fiction BOOK

Call Number: Feinstein, J.

- **Assistive Technology station** – Installed and ready for use at Harmony Library. Ling Zhao configured all the hardware and software and Chris Bauman installed the equipment. It’s ready to rock and roll!

**ALAMW13** – Carol Gyger, Library IT Manager, attended ALA Midwinter conference in Seattle. She focused her attendance on Maker Movement sessions and meeting with colleagues and vendors.

The Maker Movement is getting a lot of buzz these days. Any time a library has a program on creating something, it fits into what is now called the Maker Movement. Any time a library facilitates creation of items, content, or ideas, they are part of the Maker Movement. The PRPLD is already on board. Could the District do more? Of course. Is the District doing it now? Yes.

The Maker Movement is about Maker Spaces (temporary or permanent spaces for crafts, tech projects like making robots or YouTube videos), Maker Camps (a series of programs concentrated on creation), and Maker Events (for example building giant bubble wands and learning the science behind it). It is both formal and informal; scheduled, planned and serendipitous.

The District currently offer many ways to create, to make - SmartBoards for creating awesome presentations, Collaboration Room for creating as a group, Tech Classes, Drumming workshop, etc.

It is interesting to follow what other libraries are successfully doing and what will fit into our District's strategic plan and goals. Stay tuned.

## **OLD TOWN LIBRARY HIGHLIGHTS**

*By Jean Bosch*

### **Volunteer Income Tax Assistance (VITA)**

Manager Jean Bosch met with the co-coordinators of the VITA program. They got a brief tour of the new community rooms and the features available. They will be ready to go when their volunteers start providing services to users here on February 7.

### **Evanced**

Early Literacy Librarian Vicky Hays has been training staff to help customers in reserving meeting rooms through our new Evanced system as well as teaching staff in preparing room cards every day for three of the study rooms at OTL.

### **Visits and Tours**

Vicky continues to provide outreach storytimes to preschools at Laurel and at CSU's new Early Childhood Center.

OTL staff also successfully teamed up to provide library cards and scavenger hunt assistance for a surprise visit from a class of 22 international students.

### **Toybox Theatre**

Library Assistant Giny McConathy led and directed several very successful performances of Toybox Theatre for babies and their parents or caregivers. She was assisted by the volunteer Puppet Pals.

### **American Library Association (ALA) Midwinter Meeting**

Jean attended the ALA Midwinter Meeting in Seattle. She serves on the Buildings and Equipment – Safety and Security Section of the Library Leadership and Management Association (LLAMA) and participated in their meeting and discussion group.

Other sessions of note included those on leadership, maker spaces/creation stations, trends and issues, and the annual Youth Media Awards announcements. The exhibit hall was full of good information from vendors.

A preconference called “Emerald City’s Shelters: A Gateway to Librarian Outreach to the Homeless” also provided an onsite visit at the Urban Rest Stop in downtown Seattle. The Urban Rest Stop partners with the Seattle Public Library; their main focus is to provide laundry and private shower facilities for the homeless in addition to referrals to many support services.

## **COUNCIL TREE LIBRARY HIGHLIGHTS**

*By Currie Meyer*

### **New File cabinets delivered January 2**

Currie and Chris Cortez ordered two new file cabinets from Workplace Elements in December. The cabinets, exactly like the existing cabinets already in the offices, will allow support staff a place to file their work-related documents.

### **Four priorities for CTL floor staff discussed at CTL staff meeting January 8**

Currie and classified staff discussed the priorities-based model for public service at CTL. The model includes four descending areas of focus, 1. People, 2. Visuals, 3. Computer-based work, 4. Targeting shelving support, and was originally created in 2011. Staff agreed that the model is still working; a few minor clarifications and changes were suggested and adopted.

### **Tour for Maddy Wawro, January 12**

Currie provided a 15-minute tour of CTL to new BOT member Maddy Wawro on January 12.

### **Imaginary Creatures booklist for BASE Camp, January 15**

CTL Children's Librarian Millie Kridler provided BASE Camp with a list of imaginary creatures-themed books for their school day off program on January 21.

### **Tour for Jerry Krois, Director of the Eaton Public Library, January 26**

CTL Staff provided a 15-minute tour of CTL to Mr. Krois on Saturday, January 26, at Holly Carroll's request. Mr. Krois told staff he was impressed by the open, welcoming feel of the library, and with how busy the library appeared to be that day.

## **HARMONY LIBRARY HIGHLIGHTS**

*By Ken Draves*

### **Digital Literacy Classes for the Public**

This January, eBook classes were held to help all those patrons who got a new device this holiday. All told we helped quite a few patrons out at these classes.

- Nook Class -41 people
- iPad class – 19 people
- Kindle Class 35 people

Kristen Draper, Digital Literacy Librarian, went to Barnes and Noble on Saturday, January 23<sup>rd</sup> and held a class there on how to access library ebooks on your Nook. It was well attended, with 11 people coming early Saturday morning to learn about the library.

### **Staff Digital Literacy Efforts**

- Training staff on the new functions of the Xerox printers/copiers/scanners
- Training staff on using Evanced (our new reservation software) for both the meeting rooms and the library sponsored events.



### Programming for Children

- 1) During the first week of January we offered the Rabbits Take a Winter Break Magic Show at all three sites as well as a magic workshop for k-5 kids.
- 2) Completed scheduling of kids' summer reading program events and submitted schedule to Paula by the deadline of Jan. 31.
- 3) Plans continue for our Artist-in-Residence, Scott Nash, for his visit the week of June 10, 2013. Scott is the illustrator of the artwork for the Collaborative Summer Library Program's national theme "Dig into Reading." Scott is also the designer for the branding and logo of Nickelodeon and Cartoon Network and has also worked with Milton Bradley Co., the Boston Pops, and more.
- 4) Storytimes resumed District-wide on January 7.

### Continuing Education

Jennifer Zachman completed a 4-part webinar **Strengthen the Influence of Your Leadership: People, Skills, Personal Substance and Influence Smarts** presented by Lauran Burnett of the Center for Inner Quality. This free webinar was offered through the Texas State Library. She found it informative and relevant.

Jennifer also took a webinar on the kids' summer reading program for 2013 which was presented by Patty Sinclair (SRP manual editor) and offered through the Collaborative Summer Library Program.

### Other Activities:

Learning Organization Team: Elaine as team co-facilitator completed the following:

- Met with Holly, Ken and Currie on 1/15/13 to discuss team goals, new co-facilitator and team membership;
- Finalized budget expenses for Staff Day 2012;
- Started report and recommendations regarding Staff Day in preparation for February BOT meeting;
- Prepared agenda and facilitated 1/31/13 meeting.

Other meetings attended by Elaine: City Safety & Wellness Team; FRCC Safety Committee; Co-FACs; met with Tova 1/29/13 for Ask a Librarian.