

# Executive Director's Report

## June 2017

### ADMINISTRATION

*By David Slivken*

#### BiblioBoard

The Poudre River Public Library District is a region with a very vibrant and diverse literary and music scene. This contributes and enhances the unique and cultural identity of the area. The Aspen Institute Report on public libraries encourages libraries to foster and promote locally created content. BiblioBoard offers three tools that will allow our library to connect with community members to showcase local content.

The first tool is the SELF-e program which partners with Library Journal to give local authors a way to make their self-published books available in their library - <http://self-e.libraryjournal.com>. You can check out a quick video to learn more here - <https://vimeo.com/142144990>

We also will offer Pressbooks, which allows authors to write, choose from over 30 interior layout designs with just the click of a mouse, design their own covers, and end up with fully formatted eBook files to publish free of charge. Here is a link to more info - <https://pressbooks.com/>

Creator is the final community engagement tool which allows libraries to curate their own local, digital collections of town history and images, or partner with local musicians, artists, filmmakers, museums, schools, etc. to work together on creating digital exhibits for the community

#### Staff Day

The Library had a very successful 2017 Staff Day on May 12th. I want to thank the Learning Organization Team for all their efforts in offering very diverse, interesting breakout sessions for our library staff. Below is a sampling of several of the offerings:

- Library Ethics for Everyone
- Emotional IQ
- How to improve your workplace when you are not the boss
- Serving Everyone in the community
- Ignite 10-minute presentations

Also, the Green team announced the Library only used a tiny bucket of trash.....everything else was compostable (three 55 gallon sacks) or recyclable (one 96 gallon trash bag).

#### Master Facilities Plan

The master plan should be available for the Board of Trustees in July.

#### Innovation Grant Winners Katie Auman and Laura Carter

“Video Booth Storytelling” will allow community members to share stories about their use of the library in a fun way. The participants’ stories and testimonials will be used in a variety of marketing opportunities. The video booth set-up will be used outside of the library and in the community in order to reach individuals in unexpected places. The project will enable us to connect with the specific target audiences identified in the Strategic Plan as well as the larger community. This might include visiting the Senior Center, farmer’s market, teen skate park, Northside Aztlan Community Center, or other useful spaces. It will also be used at events such as the FoCo Book Fest. Participants will be invited to share

their thoughts and experiences using a set of 2-3 questions as prompts. Questions might ask participants to share their favorite experiences at the library, tell us how they use the library, explain how they connect to curiosity at the library, share what motivates them to come to the library, etc. The resulting videos will be edited for promotional marketing efforts. The offsite project will also give individuals and families the opportunity to sign-up for a library card if they do not already have one and learn about the wide variety of materials, programs, and services available at the libraries. After signing up for a library card, they could then enter the video booth to talk about what they are going to do at the library or what they're curious about learning/doing when the visit.

### **Ask David**

Beginning on Staff Day, the Library now offers library staff an opportunity to weigh in on library issues anonymously to the Executive Director. The purpose is to give those who are hesitant, a voice to share their thoughts and views. It's an easy way for staff to feel secure that there won't be retribution if their manager doesn't like what they say. One of my aims is to help identify issues that affect worker performance or library procedures. I still prefer to have a conversation rather than an anonymous email, but our library, as most libraries, will be in a constant state of change and I want to be sure staff have a venue to share. I have received five "Ask David's" as I write this and all were anonymous except for one.

### **Broadband Technical Group**

The City is committed to encouraging the development of reliable, high speed internet services throughout the community. Residents have made it clear they want better, faster service and taking a "wait and see" approach is not an option. The City has been exploring various broadband service models and at the May 9 work session Council directed staff to pursue two distinct options.

The first, and main option, is the Retail Model. In this option, the City is the internet service provider. The City would build and operate the network. Option number two involves exploring a third party partner, which would mean attracting an external internet service provider to provide the service to the growth management area (GMA).

The City will be issuing a Request for Proposals (RFP) for potential third party providers in the next 2-4 weeks. Staff is also working on a Retail Model business plan and recognizes this is a major undertaking not to be taken lightly. The City has heard, and believes next generation broadband is needed both now and in the future for the success of our residents and our community. In order to execute a Retail Model and to utilize the borrowing power of Utility Services, the City must present a ballot measure to modify the existing Light and Power Charter to include Telecom services. Although not required, the City will also seek citizen support to issue bonds for an estimated \$120 - \$150 million to fund the project. These measures will likely be on the ballot in November 2017.

If the measures were to pass and Council decided to pursue the Retail Model, staff estimates it would take 3-5 years to build out the system with the first service being available sometime in the first year of build out.

## **COLLECTIONS**

*By Tova Aragon*

Two new emedia platforms have been launched – Tumblebooks and Odilo.

[Tumblebooks](#) provides electronic books with added animation, sound, music and narration which the parent can read to a child or a child can have read to them via an audio soundtrack. Some titles are

available in Spanish or French. TumbleBooks also offers word searches and other puzzles and games. The Tumblebooks link can be found on the Research Page in the A-Z list and in the [Books](#) category.

[Odilo](#) is a emedia platform for Spanish digital materials with a Spanish interface. It contains ebooks and videos. It can be used on multiple devices. Check out limit is 10 per month. It is simultaneous use so no waiting. The link to it is available on the [Download](#) page and the [Libros y mas](#) webpages.

Checkout the revamped [Reader's Café](#) webpage. Reader's Café provides reading recommendations in several ways – themed lists, staff picks, links to *What's New*, *Coming Soon* and *SelectReads* booklists.

[SelectReads](#) is our new Reader's Advisory booklist service. SelectReads allows the user to sign up to receive themed booklists once a month in their email or view the booklists online. At this time, there are 28 booklists produced by the company and three produced by the members of the ReAd Team. Biographies, Cooking, Children's Books and Mystery are a few of the themes. Also available are *My SelectReads* and *Author Spotlight* which allows the user to specify topics and authors then be notified by email when a new item is added to our collection.

## **COMMUNICATIONS**

*By Paula Watson-Lakamp*

- Completed monthly/weekly goals of Communication Plan.
- Organized, managed and supervised all graphic design work for the District.
- Worked with OrangeBoy on dashboard and Savannah messaging system.
- Worked on new social media promotions and platforms, “The River’s Mouth”, updated
- Worked with local media on various stories.
- Worked with Library Trust PR committee and Board.
- Finalized new internal communications strategies.
- Continued work on new Strategic Plan Marketing strategies with various work groups.
- Rolled out new Library District “Connect to Curiosity” to staff and public (see below).
- Began organization of promotion of the Book Fest in October.
- Organized the *May the Fourth be with you Kessel Run...* 350 participants, \$1,500 raised an out of this world time for families!
- Organized Comic Con volunteers for August Con.
- Worked on various community booths – Open Streets on June 4.
- Start of Summer Reading Challenge!

## **HUMAN RESOURCES**

*By Sabrina Stromnes*

### **HR Manager:**

- Onboarding and training for new Volunteer Program Manager, Audrey Glasebrook!
- Participated with Learning Organization Team to prepare for Staff Day.
- Attended “Mental Health Issues in Libraries” training hosted by Arapahoe Libraries in Englewood.
- Met with City of Fort Collins Benefits Manager to request access to EAP training opportunities for the Library District. Request was approved and first two trainings have been set up as Friday Fun classes as follows:
  - ❖ June 30: Coping with Compassion Stress
  - ❖ July 28: Awakening the Passion in Your Life

- **Recruitment**
  - ❖ Hires:
    - Substitute Assistant Circulation Supervisor, Alex Wyatt (internal)
    - Library Assistant – Outreach, Jofat Castillo (starts June 6<sup>th</sup>)
  - ❖ New Postings:
    - Marketing Assistant (Temporary)
    - Bilingual Library Assistant – Old Town
- **Ongoing:**
  - ❖ Employee relations issues
  - ❖ Performance management
  - ❖ Employee questions and support
  - ❖ On/offboarding
  - ❖ Manager/Supervisor questions and support
  - ❖ Manage Workers' Compensation
- ❖ Assist employees with FML, STD, LTD, Non-FML medical leave
- ❖ Manage/support Volunteer Program Manager
- ❖ Liaison between City of Fort Collins HR, Payroll, Benefits and Learning
- ❖ Participate on Learning Organization Team

**Volunteer Program Manager:**

*By Audrey Glasebrook*

- Onboarding: trained for new position with Serena and Sabrina, toured all library locations & met staff, met with Paula for communications orientation and Louise for green team orientation, attended May board meeting, and explored/learned Volgistics software and Verified Volunteers site
- Interviewed 23 volunteer candidates, and placed most of them (highlighting Summer Reading Challenge roles)
- Filled 2 open circulation roles at Old Town Library
- Met with Larimer County Workforce Center and onboarded an intern through their program
- Entered 6 Kid and Tween Zone programs into volunteer system, and started filling them
- Entered 14 other upcoming program opportunities into volunteer system, and started filling them
- Attended and supported staff for two Summer Reading Challenge volunteer trainings
- Attended DOVIA networking event
- Attended 2017 Staff Day
- Met with Rebecca about Pals program, talked about how we can integrate our volunteer processes
- Started organizing staff service day for Intel employees on June 13<sup>th</sup> – reached out to library staff, gathered and helped develop volunteer projects, and communicated with representative at Intel
- Started planning volunteer appreciation event – reached out to AMC Cinema Saver 6 about an event on Saturday, June 17<sup>th</sup>

## OUTREACH SERVICES

By Johanna Ulloa

The following programs are a snapshot on our work in the community: (highlighted areas are from our strategic plan)



**1. Help people thrive through programming, services and collections.** On May 16, the group Fuerza Latina presented to City Council the “Community Trust Ordinance” to amend Chapter 13 of the City Code to add a new Article III, concerning discrimination based on immigration status. A large group of citizens, representatives from nonprofit organizations, and local business owners showed their support to this initiative. City Council has asked Social Sustainability Department to further evaluate the proposal.



**2. Be platform for discussion of community issues.** In partnership with CSU Center for Public Deliberation, and Community Equity Consortium, we hosted a community discussion “Beyond Partisan Politics: Authentic conversation”. Over 200 participants received information on how partisan politics alienates citizens and promote isolation, then in groups participants engaged in meaningful conversations around values and shared stories.

**3. To remove barriers to services and continue to be an open and welcoming place** for all. As part of the diversity advisory group for Early Childhood Council, we collaborate on the kickoff for a series of presentations on Cultural Competency. Dr. Mark Benn made a presentation on the research of unconscious bias. Vicky Hays and David Slivken attended the presentation. Also, David Slivken and Johanna Ulloa Girón attended the on Implicit Bias workshop by Dr. Tony Zimmerman with the Diversity Action Committee.

**4. Identify unique spaces for library presence in community.** Sylvia Garcia hosted “The Adults with Aging Parent Drivers” program. It was presented by occupational therapist, Jill Couch and physical therapist, Leslie Roy and addressed the very difficult topic of assessing an aging loved one’s diminished ability to drive safely. Participants learned some signs to look for and the group shared suggestions on approaching the subject with compassion. Also Sylvia G. joined a group of residents at the low income, senior housing facility, Oakridge II for a lively discussion on what the library has to offer and what services they would like the District to consider. Finding transportation to the library for programs and materials was the top concern on everyone’s list.

**5. To Remove social and cultural barriers to access services.** Karol de Rueda has “Español” button on the PRPLD website! Also she has been updating most of the information of our programs such as the lending library, public computers, computer classes, story times, citizenship classes, mobile makerspaces and everything in between.

In fact, we have also introduced for first time in the Outreach site the general information and a beautiful slider of the “Summer Reading Challenge,” with all its locations, schedules and languages. The same with “Odilo,” our new platform for books in Spanish which I predict it will be a great success among the community. With its slider, patrons can find out more information about this beautiful, easy to use and diverse reading option.





## **SYSTEMS ADMINISTRATION**

*By Mark Huber*

As part of our computer refresh project, replaced machines are offered as donations to other non-profit organizations. The Boys and Girls Club of Weld County picked up 20 computers, 5 monitors and some accessories from the library after our latest round of staff pc upgrades.

Work is being scheduled in June to replace and expand the public wireless network at the Harmony branch. The Meraki access points will increase the coverage throughout the building and allow us to take advantage of the faster business-class Comcast speeds.

The Summer Reading Challenge has begun with over a thousand people registered on the first day, a new record! Sincere thanks to Peggy for all the work on getting the system ready for another great year.

## **COUNCIL TREE LIBRARY HIGHLIGHTS**

*By Currie Meyer*

### **Shattered window replaced**

Thanks to Rob and Matt for coordinating the replacement of a broken window in the children's area. The window shattered suddenly in February.

### **Roof leaks May 18-20**

Staff discovered and responded to four areas of roof leaks at CTL. Fortunately, staff responded quickly and the leaks did not cause serious damage to equipment, collections or furniture. Front Range Village is responsible for roof upkeep and has responded to the issue.

### **Summer reading promotions in schools**

CTL Children's and Teen Services Librarian Jenny Thurman and I visited the following schools to promote and deliver brochures about the Library's "Building Dreams" summer reading challenge:

- Kruse Elementary
- Zach Elementary
- Shepardson STEM Elementary
- Rivendell School
- Preston Middle School – *Jenny also presented information on the Library's digital resources to three 6<sup>th</sup> grade classes*
- Fort Collins High School
- Timnath Elementary School – *Jenny also provided book talks for two fourth grade classrooms.*

### **Collection inventory project launch**

CTL Circulation manager Angela James coordinated CTL's launch of the District-wide collection inventory project in May. Inventory is the first step in the District-wide reduction of collections.

### **Shepardson STEM Elementary Problem-Based Learning (PBL) Partnership**

Shepardson staff invited me to present information on managing discarded library materials to their second grade students on April 27 and May 1. Students were interested in the options available to libraries for handling discarded materials such as recycling, donating and reusing. On May 15, the school invited me back to serve on an "expert panel" to hear student solutions.

On May 12, the school invited me to a breakfast to celebrate PBL partnerships between Shepardson and the community. Several community organizations participated in PBL partnerships this year including



Columbine Health Systems, OtterBox, the City of Fort Collins, and of course, Poudre Libraries. I was honored to share a seat at the table with Mayor Wade Troxel and Larimer County Sheriff Justin Smith.

**Rekindle the Classics: *One Hundred Years of Solitude*, May 10**

With CSU graduate student Caleb Garcia, I co-coordinated this final discussion of the season. RtC has met monthly since September and saw an average of nine participants in each program.

**Old Town Library Book Club May 22 and 24**

*The Worst Hard Time*. 10 participants, facilitated by Currie Meyer.

**Council Tree Library Book Club May 15**

*What She Left Behind*. 26 participants, facilitated by Library Assistant Karen Cagle.

**“Measures that Matter: A View into the Current Public Library Data Landscape”**

I attended this free one hour webinar presented by online library development group Web Junction on May 23<sup>rd</sup>.

## **OLD TOWN LIBRARY HIGHLIGHTS**

*By Eileen McCluskey*

### **Programming**

Erin K. brought Mindy Rickard of the Larimer County Advance Care Planning Team to speak to Kevin Cook’s audience about advance care planning. This was an experiment to see if OT staff could take advantage of an early assembling “sitting duck” audience. She was very well-received! Erin K. also presented the first two parts of Civics @ Your Library.

Sylvia Garcia hosted the program “Senior Solutions: Brain Food” with guest speaker, Linda Hoffman, food columnist for the *Coloradoan* and owner of Come Back to the Table. Participants received information, tasty recipes, and resources for establishing and maintaining good brain health throughout our adult life. Amy H. co-presented “Avoiding Fake News: A Battle Plan for Accurate Online Information”. This program has recently been accepted as a program for the Colorado Association of Libraries conference this fall.

### **School Liaisons**

OT staff were busy wrapping up liaison-related storytimes at local schools and conducting library tours while promoting the Summer Reading Challenge. Staff collectively reached 2600+ children through their outreach efforts. Kristen D. piloted a new SRC “spiel” where a Mascot (Percy) and Librarian went to elementary schools as the kids were getting to school and off the busses. In two hours, they were able to reach over 900+ kids at two separate schools. Kids loved being able to hug or high-five Percy.

### **Outreach and Community Issues**

Eileen attended *Barriers to Bridges: Centering Equity within Transportation Decision-making Processes* at Wolverine Farm Publick House, where Charles Brown, a national thought leader and leading voice in bike equity issues, delivered a thought-provoking talk to city planners, bike enthusiasts, and community advocates about the importance of bringing diverse perspectives to the city planning process. Eileen, along with David S., also attended a Library Park Neighborhood listening session on issues related to public disturbances, trash, drugs, public drunkenness, etc. The meeting was attended by city representatives, FCPD, Bob Overbeck, area pastors who deliver services, and concerned residents. The library was described at the meeting by some as a de-facto day shelter and the impact the related behavior issues were having on residents. Many attendees spoke in support of the library.

### **Continuous Learning**

Old Town Library was thrilled to serve as the host site for an engaging and informative All Staff Day coordinated by the Learning Organization Team. Amy H. presented information to staff about Government Resources and highlighted Presidential Libraries at All Staff Day. Erin K. rolled out a self-directed Microfilm Reader training for OT staff and with Holly Bucks, created a Summer Reading Challenge screencast and quiz for returning volunteers. It has been viewed 49 times as of this writing! Erin K. and Holly B.'s collaborative efforts to develop high-quality screencasts for staff training enable all staff and volunteers to participate in self-directed, just-in-time training at a time and place that is convenient to them. Eileen hosted a Lunch-n-Learn for OT staff on Nina Simon's book, The Art of Relevance in order to think collectively about what is relevant to the Fort Collins community and put that at the center of program planning. Simon's book defines relevance as "a key that unlocks meaning. It opens doors to experiences that matter to us, surprise us, and bring value to our lives." Eileen also attended a 5-day training on the Foundations of Public Participation, hosted by the City of Fort Collins and facilitated by an instructor from the International Association of Public Participation (IAP2).

## **HARMONY LIBRARY HIGHLIGHTS**

*By Ken Draves*

### **Harmony Facility Conversation**

On May 16, David Slivken, Annie Fox and I met with Derek Brown, FRCC Associate VP, Facilities Planning Director, and Mark C. Guerrero, FRCC Managing Architect, Facilities Planning and Management to discuss partnership issues and facility planning and management.

We had a productive meeting, discussing potential HVAC upgrades, Harmony roof replacement, enhanced security features for Harmony's external doors, potential new outdoor seating areas, and an FRCC grant application for an electric vehicle charging station in an FRCC lot adjacent to Harmony. We discussed our current Library District facilities planning process, and the long term potential for additions to Harmony's space with infill of areas between existing building wings.

### **Wireless improvements**

FRCC is providing approximately \$20,000 to fund improvements to Harmony's wireless service.