

Executive Director's Report

ADMINISTRATION

By David Slivken

Poudre River Public Library District is "Honorable Mention" for Library Journal's 2017 Marketer of the Year Award

The Medina County Public Library was named "Marketer of the Year" for 2017 for its operating levy campaign. There were two honorable mentions: 1) The Poudre River Public Library District for its work on the 1st annual FoCo Book Festival and 2) the Los Angeles County Public Library for its marketing of non-traditional library services. For the Poudre River Public Library honorable mention, *Library Journal* wrote:

"Craft brewing and artisan tea and coffee are staples of the local economy. To promote the first Fort Collins Book Fest, the library's marketing team—including full-time communications manager Paula Watson-Lakamp, full-time communications assistant Katie Auman, and part-time graphic designer Laura Carter—dreamed up the theme "Brewin' Up Books." Goals of the event included attracting the 20- and 30-year-old demographic and establishing new local partnerships. With a budget of a mere \$3,000, three staffers effectively got the word out about this new event through a combination of staples (bookmarks, website, social media, advertising, signage, and posters) and innovations, such as working with three local businesses to create and name special promotional brews: New Belgium Brewing's FoCo Book Fest Read My Lips; Bean Cycle Roasters' Book Buzz 641.3373; and Happy Lucky's Teahouse Free Verse Cinnaplum.

The team also developed a marketing toolkit for sponsors and supporters and worked closely with other library staff to create in-library marketing such as themed displays, reading lists, and teaser programs, seamlessly connecting partners and patrons to the events' multiple themes and venues before, during, and after—and "tea-ing" them up for a repeat performance, on tap for 2017."

<http://lj.libraryjournal.com/2017/10/marketing/sharing-story-lj-2017-marketer-year-award/>

Webster House Workflow Issues

It has been about 5 ½ years since the move to Webster House. Ongoing issues staff are experiencing are related to workspace, acoustics, and storage, as well as lack of privacy for managers to engage with their direct reports. I have contacted Beck Office Interiors designer Janelle Lopez to come take a look and make recommendations for a better work experience.

Collections Budgets from ULC Libraries

Recently on the Urban Libraries Council listserve, there has been a discussion on what amount of a public library budget is dedicated to collection development. Most public libraries budget between 10-13%. We are at 12%, but also receive extra funds from grants and donations. Representatives from Baker and Taylor, our vendor for print materials, shared with us the D.O.A. rate (dead on arrival, as in never circulating) for most libraries is 18% and can go as high as 40% for some public libraries. Our DOA rate is .9%, with many being former reference print materials that are now allowed to circulate and have not done so.

Fort Collins Lions Club

I recently gave a presentation to the Fort Collins Lions Club about the programs, services, and the bright future for the Poudre River Public Library District. I am giving a similar presentation to the Rotary in the not-too-distant future. I am contacting other service organizations and welcome your suggestions for me to connect with organizations you are involved with or are aware of and who may be interested having me come to speak.

Old Town Behavior Issues/Privacy Law

On Thursday, September 28th, Eileen McCluskey, Ken Draves and I met with Interim Police Chief Terry Jones and several officials from the Fort Collins Police Department to discuss initiatives which will provide a safe and secure environment for Old Town Library patrons and staff. FCPD will work within their current capacity to increase their visual presence around Library Park and inside the library. They currently stop by as much as they can and we really, truly appreciate their efforts. Additionally:

- FCPD will investigate the possibility of bringing in K-9 to identify drug hot spots inside the library. The library will in turn target those areas with security cameras and furniture re-arrangements to reduce opportunities for criminal behavior at the library.
- The library will investigate the possibility of a targeted, limited off-duty police officer contract for increased routine walk-throughs and a more visible presence to engage with patrons and staff. The intended outcome of this contract is to get the word out on the street that the library is NOT the place to do drugs, especially during the forthcoming winter months.

Eileen has also shared data with the police as well as Councilmember Bob Overbeck on the type of incidents at the Old Town Library.

Earlier in September, I contacted attorney Kim Seter after a Fort Collins police officer emailed me with concerns about our patron privacy policy and the unintentional negative effect it can have on an investigation; in this case regarding the safety of a young child. Mr. Seter's memo indicated staff acted appropriately and has advised the Library to refer any inquiries from law enforcement to his firm.

Foundation/Friends Software

IT manager Mark Huber met with representatives from the Friends of the Library and the Library Trust to begin a discussion on ways to more effectively communicate and increase donations via a more robust database. Discussions will continue.

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", updating
- Worked with local media on various stories (see Fake News included in PR packet)
- Worked with Library Trust PR committee and Board, completed signup for this year's Colorado Gives in December
- Finalized Comic Con Event \$30,000 raised!!!
- Finalized new internal communications strategies
- Attended Webinar on email targeting
- Continued work on new Strategic Plan Marketing strategies with various workgroups
- Continued to roll out new Library District "Connect to Curiosity" to staff and public
- Implemented promotion of the Book Fest in October (see PR packet)
- Promoted *September National Library Card Sign-Up Month*
- Organized Library Card sign-up in unexpected places beginning in September

HUMAN RESOURCES

HR Manager:

By Sabrina Stromnes

- Put together and presented short training on resources available through our Employee Assistance Program.
- Completed a compensation plan review relative to market and new minimum wage increases; and evaluated staff compensation in terms of compa ratios, compression, internal equity and range penetration based on years of service.
- Completed online homelessness training.
- Helped coordinate and attended tour of BLDG 61 maker space at the Boulder Library.
- Coordinated Q14 Annual Employee Engagement Survey which opened on September 25th and closes on October 9th.
- Recruitment
 - ❖ Hires:
 - Assistant Circulation Supervisor: Kristina Powers (Internal)
 - Circulation Aide: Emily McCarthy
 - ❖ New Postings:
 - Teen Services Librarian
 - Circulation Aide
 - Library Assistant, Arabic – Outreach (Temporary): Offer in process
- 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

- Interviewed 11 volunteer candidates, and placed most of them.
- Continued working on 3 Make a Difference Day projects, 1 at each library location during the week of October 23, and communicated with the first few volunteers that have signed up.
- Tabled at the CSU Fall Involvement Fair on September 7. Spoke to approximately 25 students about the library district, and a few about volunteering.
- Began recruiting volunteers for the FoCo Book Fest on October 21.
- Recruited a volunteer to help with eBay project for Friends of the Library.
- Recruited a volunteer for the Virtual Legal Clinic on the first Friday of each month at OTL.
- Recruited 8 volunteers to make sugar skulls in preparation for Dia de los Muertos event on November 4.
- Filled 3 open Story Time roles.
- Filled 1 open Story Theater role.
- Filled 1 open Circulation role at OTL.
- Posted 15 staff volunteer requests in Volgistics, and began filling them.
- Worked on finalizing Volunteer Handbook, for each new volunteer to read and sign.
- Attended City of Fort Collins class on Designing Positions for Volunteers.
- Attended DOVIA class on Volunteer Recruitment.

OUTREACH SERVICES

By Johanna Ulloa Girón

Due to changes in the Deferred Action for Childhood Arrivals, we partnered with Fuerza Latina and the Poudre School District to provide emergency informational forums to the community. During three different events, we sponsored the dissemination of information and provided legal help by immigration lawyers, free of charge to the community. Over 150 people received information and help during these three programs.

Karol de Rueda is updating the mobile lab for computer classes to a Mac Lab. With the help of our great Systems Administration department we are in the process of evaluating the Operating System Mac Sierra and Windows 10. We will begin to provide computer classes on the new Mac lab at the end of fall. During our team meeting, Jofat Castillo shared a location map he created with the geographic information of the children's programs we provide. Due to the strategic locations, the Outreach Department provides children's services throughout the entire library District area. We will begin to collect zip code information on our adult programs to be able to determine the reach of adult programming.

Sylvia Garcia trained the Department on reading advisory. We are all very excited to use all the tips and information Sylvia shared with us.

Noches en Familia had a great turnout; many new families came to the library for the first time and they were helped to create library cards.

Ludy Rueda presented at CSU Spanish advance class about our Spanish programs and the research-based multilingual storytimes at the library. Students have been invited to host Noches en Familia on October and they have been coached by Dr. Maura Velazquez who is the co-founder of Rincón de Cuentos.

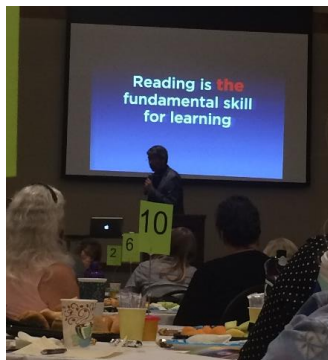


Russian Storytime was presented at Old Town Library. Community members are extremely engaged in this program. Facilitators and attendees have complimented our Russian book collection.



The Outreach Department completed 4 hours of social-emotional training for Early Brain Development and the Impact of Toxic Stress by Dr. Dipesh Navsaria. This training was facilitated by Leap Coalition, Early Childhood Council of Larimer County and our Outreach Department.

Dr. Navsaria stated that “Child Development is a foundation for community development and economic development as capable children become the foundation of a prosperous and sustainable society.” “Toxic Stress in early childhood damages the developing brain. The brain is impacted by extreme neglecting circumstances. Toxic stress increases by non-supportive relationships.”



He highlighted the urgent need of intentional reading skills building, coaching, modeling and encouraging kids and parents in order to create nourishing relationships. It's critical to give children access to books intentionally. Humans do not develop in isolation, they need affiliation, therefore is crucial to promote children's engagement in relationships with their parents and other caregivers. He also pointed that reading to children

may not be a natural skill for adults. Reading at all may not be something an adult is capable of. The role of librarians is extremely important when it comes to teaching parents face-to-face interaction.

Johanna Ulloa Girón coordinated a presentation from Dr. Navsaria at Harmony library where he shared the impact of reading in correlation to brain development.

Jofat Castillo is preparing two STREAM community programs to be implemented at the end of fall. One initiative will be with the Boys and Girls Club and the 4-H grant for after-school science programs with the goal of providing a weekly mobile makerspace. The other initiative is with T'Hani Holt from Neighbor to Neighbor who is interested in having literacy programs for children 0 - 3years and a robotics program as part of their existing after-school programs. Lastly, the Pajama studio program at Fullana and Genesis has already been scheduled with a start date of October 17.

The Impact Team: Tova Aragon, Erin Kirchoefer, and Johanna Ulloa Girón continue to provide assistance and direction to different evaluation processes in the strategic plan. Currently, we are assisting in the planning and implementation of an evaluation process of birth to 3rd-grade programs, Summer Reading Challenge 2018, nonprofit programs, and the 2017 Book Fest.

SYSTEMS ADMINISTRATION

By Mark Huber

Kips, Twips and Tips – a tongue-tying fleet of iPads available at all branches will be supported with a new Mobile Device Management (MDM) system this month. The system will simplify updating the Kids, Tweens, Teens, Outreach and staff-use iPads. Currently, any device that requires an update or change must be manually collected and updated. The MDM will allow for over the air updates from a web portal.

SA is working with Outreach to provide a small group of MacBook Air laptops to support community training in both the Mac OS and Windows. The devices are lightweight and the ability to “dual-boot” to either operating system allows for additional training opportunities and helps satisfy a recurring request for Mac OS based classes.

How do you like your calendar? A quick visit to our website and it's obvious how much we depend on a calendar to communicate upcoming events to the community. Our current solution for events and room management, Evanced, is being retired. In anticipation of making a change, we pulled together a group to evaluate our current use, any “pain points” and “wish lists” as we look at other solutions. We anticipate evaluating solutions through the winter and migrating at some point in the first half of 2018.

COUNCIL TREE LIBRARY HIGHLIGHTS

By Currie Meyer

“Fake news” Program Featured in Coloradoan September 28

Coloradoan reporter Erin Udell interviewed CTL Library Assistant Sara Nesbitt, OTL Librarian Amy Holzworth, and HL Library Assistant Laurel Castellana about their work educating the public on strategies to recognize “fake news”. Having researched the topic thoroughly, the three staff members presented several library programs this spring and summer, spoke to the Fort Collins chapter of the AAUW, discussed the topic with the Teen IRS group, and wrote an article for the Voice of Youth Advocates. See the article here <http://www.coloradoan.com/story/life/2017/09/28/fake-news-class-poudre-river-library-district/713527001/>

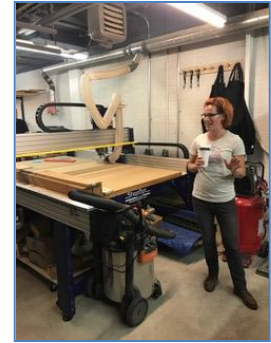
Training Attended “Reach out and Read: Early Literacy as Childhood Adversity Treatment”, lecture by Dr. Dipesh Navsaria, MPH, MLIS, MD, founder of Reach out and Read

<http://www.reachoutandread.org/>, September 12, Harmony Library. All CTL Library Assistants, Jenny and I attended.

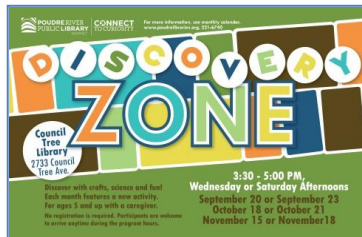
“Rethinking Library Programming: Transforming your Approach”, presented by the American Library Association, September 28, 1.5 hours. Jenny, Sara, and Linda also attended.

“De-escalation: Dealing with Difficult People and Keeping things Calm”, presented by Fort Collins Police Services officer Susan Vance, September 27.

Visited the Boulder Public Library’s BLDG 61 Makerspace, presented by the City of Fort Collins One Planet program, September 22.



Boulder PL's BLDG 61



Discovery Zone Hands-on Fun for Children Kick-off

Discovery Zone, a free, drop-in program for children ages 5 and up, returned to Council Tree Library for the new school year on September 20. The program features STEAM-based activities children and their caregivers offered Saturday.



and their parents also used coffee filters, scissors, markers, to make colorful leaves that doubled as a demonstration of

hands-on, that caregivers offered Saturday. leaves and Children and water diffusion.

OLD TOWN LIBRARY HIGHLIGHTS

By Eileen McCluskey

We didn't start, then didn't start, then didn't start, then maybe (tomorrow!!) started the elevator renovation on September 26. Holly B. and her amazing team are building their upper body strength with some safe heavy lifting techniques using a rented lift and a great platform system built by our creative facilities crew. We are in it for the long haul.

The September **LEGO Assemble Build Create** program started this fall with a roar! Erin L. celebrated dinosaurs and the Jurassic times with kids by building all things prehistoric. STREAM activities were integrated by creating dinosaur skeletons, picking favorite dinosaur hand stamps, and best of all, everyone had a chance to see their image on the big screen with a T-Rex dinosaur looming in the background, thanks to the tech wizardry of an augmented reality app. Children's smiles were wide as they figured out that they were indeed standing underneath a giant tyrannosaurus rex.



PRPLD, United Way, PSD Early Childhood and Mathews House, manned a booth at 2017 *Be Ready Fair*. Vicky H., Jenny T., and Jofat C. shared bilingual storytimes and digital media with 518 kids and their parents at Fullana.

Kristen D. started the next CS First Coding Club cohort with 24 kids and 3 volunteers. She also wrapped up the four-part series of HTML and CSS with 15 adults.

Erin K. coordinated an Understanding the Constitution program, which was well-received with two requests to expand on the topic by breaking it into more programs and going more in-depth.

Improving patron and staff safety at OTL continue to be a priority for library employees. We had a productive meeting with members of the leadership team from the Fort Collins Police Department, resulting in several action items aimed at reducing criminal activity at the library. Eileen followed up the meeting with an email to Councilmember Bob Overbeck to inform him of action items resulting from the meeting. Eileen also initiated a request for legal clarity on the jurisdiction of Library Park. The outcome of this legal opinion is that the library security guards will no longer try to enforce library behavior rules in Library Park since the District Property is a public park. The guidance for staff and guards is to call the police so that they can enforce city park rules and regulations.

Erin K. represented the library at a neighborhood meeting about potential church warming shelters in order to provide a comfortable place for the unhoused community between when the library closes and when shelters open over the winter. Last year's warming shelters impacted the Library Park neighborhood with additional nuisance complaints in the neighborhood due to increased litter and smoking violations.

HARMONY LIBRARY HIGHLIGHTS

By Ken Draves

FRCC Updates

FRCC is applying for a COFC Vibrant Neighborhoods grant to fund a new "Community Music Park" on the south lawn near Harmony Library. Ken wrote a letter of support.

Front Range Community College (FRCC) is up for re-accreditation and, once every ten years, we prepare a self-study report and host a visiting team from the Higher Learning Commission. On October 3, Ken participated in an FRCC partners event at the Westminster Campus.

On September 29, our partnered Harmony in the Round musical series featured Vellamo, a Finnish folk duo. An appreciative audience of 70 or so enjoyed an evening of Finnish, Swedish, and Norwegian folk music.

Children's Services *(reported by Jennifer Zachman)*

- Began monthly storytime visits to Johnson Preschool. This year I'm visiting one full day and two half day classes.
- Sept. 12 - Presentation by Dr. Navsaria provided a presentation for library staff on early literacy promotion in the context of early childhood adversity. Here is his link.
<http://www.navsaria.com/home/professional.html>
- Sept. 11 & 14 - Presented SRC report at September board meeting and All-staff meeting.
- Sept. 20 - FRCC "on the lawn" meeting about a musical park proposal at FRCC and near Harmony Library.
- Sept. 21 - Participated in future of Evanced meeting, preliminary input for a new calendar/room scheduling system.
- Sept. 22 - Future of "Pals" meeting with Ken and Rebecca Strein
- Sept. 28 - A New Approach to Library Programming webinar

Sara Nesbitt, Amy Holzworth, and Laurel Castellana presented the Fake News class in late September. The three were each interviewed for an article in the *Coloradoan* about the class. They will present at the annual CAL conference on the topic later this month. As well as writing an article for VOYA. 23 people attended the most recent class.