

Director's Report November 2008

COMMUNICATIONS OFFICE

The Communications Office has finalized the following projects:

- Created November programming calendar media and e-mail releases
- Sent out 9 press releases and made 4 media follow up calls
- Updated website weekly
- Coordinated library news column for the Fort Collins Forum
- Attended Pathways Past Poverty Community update
- Coordinated Branding/Naming Creativity Committee
- Created Planning For Results short document
- Facilitating 20 hours of Service Learning for 2 CSU students
- Continuing to help coordinate outreach events to District outlying areas
- Setting up staff safety committee to go over safety procedures
- Joined in partnership with other city entities to participate in the ftcollins.com web site
- Facilitated advertising in the new Wellington phone directory
- Taught public Publisher computer class
- Organized information to be put up on MyCity Safari.com
- Facilitating Council Tree public outreach with PTO's within the library's area and other events
- Wrote District Employees News Update
- Finalizing the "User Friendly" version of strategic plan for public outreach

The following projects have been started:

- Strategizing fundraising efforts with the Library Trust
- Emergency procedures and Crisis communication guidelines
- Coordinating Employee Appreciation Reception with Programming Librarians
- Promotion for LSTA grant "Book Express"
- Programming coordinated effort for 2009 Summer Reading Program
- 2009 All -staff meeting coordination
- Coordinating PFR competencies calendar for dissemination
- Beginning work on City Council presentation

Naming/Branding project update:

Met with ToolBox Creative to go over initiation of public survey. We went through the questions, timing, incentives, how and where survey will be accessed. The Creativity Committee's meeting on Nov 19th discussed preliminary survey questions. A next draft will be sent out to the committee for review and questions from the facility team will be added. Our next meeting will be on December 4th when we will finalize survey plan and start in on the name finalization.

CIRCULATION

Self-check continues to dominate the "scene" in Circulation. This past month every staff member that steps into the check-in room has been "tested" to ensure that procedures established are working and being followed. Staff is now being scheduled to assist patrons at the self-checks in an all out effort to introduce new folks to RFID and to make sure that those using the self-checks are receiving the full benefit available. Stats continue to show an increase in usage over last year's self-

check usage. Harmony is up 11% in November '08 as compared to November '07; for that same period the Main Library is up 9%. Overall for the month of November there has been a 10% increase in '08 over '07.

This past month, the Circulation Department said goodbye to Michael Merrell. Mike started as a shelver 12 years ago and over the years worked his way up the in the department and eventually became a Library Service Representative. Mike worked with staff to develop the forms and formulas used to keep shelving stats, process inventory records and track cash register transactions. After many years Mike finished his schooling and graduated from CSU last spring. We knew that the time would come for Mike to move on and he has been hired by the Longmont Library as one of their IT Technicians. He will be missed.

Circulation management is "gearing up" for the hiring process started the first part of November to bring on the Library Service Representatives at Council Tree as well replacing Chris Cortez (she is going to Council Tree) and Mike. Six positions were posted and as of November 17 there were 180 applications!

Staff has been experimenting with ways to help patrons find their Prospector holds in amongst the regular holds. The "low tech" solution that seems to be working is printing the patrons' initials with bright red magic markers. All in all the staff in Circulation/Shelving/ILL-Prospector areas are busy serving patrons the best we know how!

CHILDREN'S SERVICES

Early Childhood—Vicky Hays

- At the Early Childhood Framework and Possibilities Celebration, part of the Early Childhood Initiative for the Lt. Governor's office, Vicky presented a juried poster session. She shared information about the statewide program Colorado Libraries for Early Literacy with professionals from the areas of early childhood health and education.
- Both Vicky and Lu participated in the Larimer County Early Childhood Council's Strategic Planning for the next year. Having library staff on a county's Early Childhood Council is an important community connection, and Larimer County's Early Childhood Council is a model for other counties.
- Runza presented a check for \$220 from their Great Books for Great Kids sales event.
- Vicky attended the Colorado Association of Libraries conference in Denver, taking in a session on how to make presentations with material and programs from the Web and meetings of Colorado Libraries for Early Literacy and of the Children's Services Interest Group.
- Vicky presented two Every Child Ready to Read workshops for parents and caregivers of children ages four and five.

Bilingual Outreach—Irene Romsa

- October was a very special month for Multicultural and Outreach activities. As we celebrated the end of Hispanic Heritage Month, 176 people in offsite locations enjoyed the "Hola Amigos!" storytime.
- 61 people attended the Spanish Halloween storytimes at Lee Martinez Park and the Family Center.
- The Day of the Dead celebrations were greatly appreciated by people from as far away as Cheyenne. 107 adults and children did the sugar skull craft as they learned about this Mexican tradition.

- With part of the funds donated by the Friends of the Library for Hispanic Heritage Month, we purchased bilingual puzzles for children to enjoy for months to come.
- Each month, one week of library storytimes (i.e., fourteen sessions) has a multicultural theme, providing information about and enjoyment of different cultures and traditions.

Harmony Library—Jennifer Zachman

- Jennifer gave her annual biography resources presentation to fifth-graders from Johnson Elementary for their Historic Timeline project. About 70 kids, plus teachers and parents, attended the presentations.
- The eighth annual book swap was held November 9 at Harmony and Main. Special thanks go to volunteers Gale Criswell and Girl Scout Troop 885, led by Michel Meador, for their assistance with this year's Swap at Harmony. The Girl Scouts helped set up on Friday, and helped during the Swap on Sunday. This year 100 children attended and swapped books at Harmony. Because of the popularity of this event, we decided to hold The Swap at Harmony and Main simultaneously, thus easing some of the strain at Harmony. At Main 43 children swapped about 340 books. Total number of swappers was 143; total attendance was 285.
- Jennifer continues to order media for Council Tree, and is on track to have orders completed by the end of the month, or by mid-December at the latest. Main's and Harmony's 2008 media orders are also drawing to a close.

Children's Programming—Jean Gullikson

- Jennifer, Jean, Peggy Shaughnessy, and Cydney Clink met to plan for next year's Online Summer Reading Program.
- Jean hosted The Swap at Main on November 9 (see above).
- Vicky, Jean, Lu, and Branch Manager Ken Draves worked with the Burgeon Group consulting team to brainstorm ideas for the interactive learning center to be located at Council Tree Library.

Collection Development—Marian Sawyer

- Has been busy selecting the best and most popular paperback book titles to order for the upcoming new children's book-by-mail program, "Book Express."
- Is finishing up book orders for 2008, and building early 2009 lists to fill gaps in the Council Tree Library's Opening Day Collection.
- Attended an all-day Poudre School District meeting on "21st-century Libraries."
- Keeps four or five volunteers busy every week, helping her with collection development and management.

REFERENCE AND TECHNICAL SERVICES

October and the first part of November have been full of programs, some longstanding and some new.

The *History Comes Alive* program featuring Mary Shelly had 172 in attendance. Because of the large crowds, the library district has partnered with the FRCC Student Center to host the programs in the Student Center. The programs are scheduled through June 2009. The December and April programs will be held in the library because the Student Center is unavailable. The response to the new venue has been overwhelming. The response to the programs continues to be very positive.

The ReadOn series of events wrapped up. On October 26th, Julie Otsuka, the author of *When the Emperor was Divine*, spoke to a crowd of 487 at the Lincoln Center. The attendees were able to ask questions and get their books signed. On Monday, Julie spoke to 200 junior and senior high school students. Through a PSD grant, the students were provided an opportunity to read the book, create questions and come to speak to the author. The committee was very pleased with the author and the program attendance. They were very grateful of the support of the Friends of the Library and the library district. Selection of the title for next year has begun and should be decided by the end of the year.

The Day of the Dead celebrations started this year on Thursday, October 30th with an altar display at the Harmony library. Beverly Leslie's psychology class on death and dying from FRCC created the altars. The celebration moved to the Main library for an altar display on Friday and a day of food, music and crafts on Saturday. The celebration provides an opportunity for attendees to see how other cultures deal with death. Many PSD students use the celebration to fulfill their 'cultural event' requirement. The 3-day event was attended by a total of 1,048 people. Jimena Pena and Irene Romsa coordinated the event but staff from all departments helped to make it happen.

The library participated in the Native America Month celebration again this year. Princess Red Feather, played by Sue-Ellen Jones, spoke to a standing room only crowd on Friday the 7th. The library partnered with the CSU Native American Student Services to host a viewing and discussion of the film *Native American Healing in the 21st Century*.

To try to help our patrons in this economic upheaval, a new series of programs began on October 29th, *The Economic Crisis: What You Need to Know*. CSU professors, Deepanker Basu and Ramaa Vasudevan, spoke about how we got here, explained the bailout and what is happening in the financial world. Kathy Cox from the Consumer Credit Counseling Service presented ideas on how to stretch the dollar in tough economic times. The last program on November 24th features Carolyn Bartlett, a clinical social worker, explaining the emotional price of hard economic times and how to cope.

Jimena Pena led a committee of many community groups to host "Let's Go to College!" The program focused on college preparedness and career awareness among Latino families in the library district. The program was held in Spanish and English. The 26 parents and 78 PSD students were greeted with a motivational speech by Juwon Melvin. The day consisted of information sessions on building a high school resume; applying for financial aid and issues facing Latino students. Twenty CSU students including students from the Sigma Lambda Beta Fraternity and Pi Lambda Chi Sorority gave testimonials and led question and answer sessions with the PSD students. A special thank you goes to Irene Romsa from Children's for all her support and help with the program. Funds and supplies for the program were donated by the Friends of the Library, New Futures Ace Grant, CSU Bookstore, Center for Education Access and Outreach, El Centro Student Services and Sigma Lambda Beta Fraternity.

The following is a list of community groups participated/partnered in the program:

- Norma Heurta-Kelley, Equity and Diversity Coordinator, Poudre School District
- Marylou Garcia, CSU Student and Pi Lambda Chi Latina Sorority Inc.
- Gabe Barela, Director of Diversity & Outreach, Associated Student of CSU, Sigma Lambda
- Angelica Stoll, Neighborhood Liaison and Peter Dearth, Intern, CORE Center
- Jan Barela-Smith, Adult Learner Coordinator, Education Opportunity Center
- Ron H. Ponder, Director, RHP Consulting
- Oscar Felix, Director, Center for Education Access and Outreach

- Nancy Hernandez, Hispanic Scholarship Fund
- Kathryn Visser, Video Producer, CSU Communications and Creative Services
- Juwon Melvin, Director, Dream Reel Media, Inc.
- Sigma Lambda Beta Fraternity, Inc.
- Jennifer Pacheco, Assistant Director, CSU Admissions Office
- Guadalupe Salazar, Director, El Centro Student Services
- Marla Manchego, Academic Advisor, Front Range Community College
- Isabel Thacker, Academic Advisor, Poudre School District
- Marko Mohlenhoff, Coordinator Student Recruitment, Front Range Community College

SYSTEMS ADMINISTRATION

A very short report this month...new deadlines to help prepare the board packets only allow two weeks between this report and the October report. Please tune in next month for a full 4-week report!

CAL RFID Presentation

Carol and Carson, joined by Chris Cortez from Circulation and Becky Sheller from Reference presented a program at the Colorado Association of Libraries conference entitled "RFID: Goals Accomplished and Lessons Learned" to an inquisitive and enthusiastic crowd. The presentation resembled the pace of the project, including planning, securing funding, weeding, retro conversion, and technical aspects. Carol and Carson expect to reprise the presentation at the international Innovative User's Group conference in spring 2009.

Local History

It's been a while since we've offered an update on the Local History Electronic Archive project, but work has been progressing steadily since our last update. The archive is being migrated from our current, obsolete computer platform to a more modern, stable, and scalable system. The new system is called CONTENTdm from OCLC.

Peggy, working with Museum staff, has completed the migration phase for CONTENTdm. This included the migration of 13 collections from 1) Microsoft Access databases on the local history site, 2) Oral History and Museum Reference books from OWL, and 3) a SNAP database from the Museum. In addition, 3 new database collections were created.

Next phases include:

- 1) Upgrading and testing CONTENTdm 5 and new client software.
- 2) Database cleanup and final field/search setup.
- 3) Web Site Interface and navigational changes.
- 4) Volunteer training.

The Local History Electronic Archive is operated as a partnership with the Museum. Carson has completed the first draft of a Memo of Understanding (MOU) describing the successful and productive relationship, and it is currently being reviewed by Museum Assistant Director Brent Carmack. Next, the MOU will be reviewed by Library Executive Director Brenda Carns and the City of Fort Collins.

Brenda has asked Carson to give a presentation about the Local History Project and the MOU to Trustees in early 2009, perhaps at one of the opportunities presented at the new study sessions.

Web Kudos

In an earlier Director's Report you learned about the new Teen Lounge web page at <http://library.fcgov.com/teen/>. Our friends at the Poudre School District have given it rave reviews. From Sue Ellen Jones:

Subject: Peggy Shaughnessy and the new Teen web page

Hi everyone,

Yesterday I did booktalks for 3 classes out at Preston Junior High for Teen Read Week. As I was packing up after the last group, the media specialist at Preston, Tracey Winer and her assistant Linda took me aside and told me how much they liked the library district's new teen web page. They said that it had an attractive, clean look and was just chock-full of information. They were very surprised when I told them that we had a systems staff person who was so talented.

So Peggy and Diane, once again you did an amazing job!

Sue-Ellen

Sue-Ellen Jones, Librarian
Teen Services/Adult Services

HARMONY LIBRARY and TEEN SERVICES

Teen Services

- Teen Services Librarians attended the PSD Media Specialist Meeting at Rocky Mountain High School also on November 11th, and heard a presentation on "21st Century Librarians."
- IRS Meeting, Main Library, November 15th, from 11:00 a.m. to 1:00 p.m.

Main Library

- Sue Ellen Jones conducted a tour for 15 seniors from Polaris Expeditionary Learning School on November 4. This was a "before hours" tour. The students were studying American Literature. Their teacher asked Sue-Ellen to come up with a notable list of books written by American authors from 1945 to the present and to organize them by decade. She spent about an hour with these students, showing them around the library, talking about the books on the list, assisting them with using the library catalog and locating materials. Polaris works with a mixture of 7th – 12th grade students, including at-risk youth.
- Sue-Ellen conducted 3 tours for 7th and 8th grade students from Polaris Expeditionary Learning School in November. She discussed different types of search strategies and how to use them to find materials on the library catalog. She also demonstrated two library databases that she thought would be helpful to them in finding material on their topic: slavery in America.
- Sue -Ellen attended a media specialist meeting at the Poudre School District on 21st century library services.

Harmony Library

Collection/Teen Space

- Diane and Sue-Ellen finished/finalized Teen ODC (Opening Day Collection for Council Tree) collection orders for Teen materials.
- Continued modifications to Teen space by ordering special high tech lamps to add much-needed lighting to the area. Diane also ordered a clock for the Teen area wall.

Programming/Activities

- Diane planned and coordinated the Victoria Hanley author interview “Bookends” Channel 10 show with PSD. She worked with two IRS teens to appear on the show to interview the author, and also took part in the recording of the show.
- Diane planned and coordinated the Amy Kathleen Ryan author interview “Bookends” Channel 10 with PSD. She worked with one IRS teen, who had done the VOYA librarian/teen partner review with her, to be in the show with Amy and a PSD teacher.
- Teen Services Librarians hosted a Teen-to-Teen Book Discussion group at Main after the IRS meeting on November 15th, on the book, **New Moon** by Stephenie Meyer.

Harmony Library

Staff Spaces

- Rob Stansbury installed ergonomic keyboard trays at a number of staff workstations.
- Elaine is coordinating the City of Fort Collins United Way campaign for the Library District for the second year. She sent numerous e-mails to inform staff about the annual Library Silent Auction/Bake Sale and a Library Bazaar.

Meetings/ Conference

- Katherine and Marg attended the annual CAL conference. Marg went to a session entitled “Nonfiction Readers’ Advisory: Best Practices, Tools, Resources and What’s Hot”. November 19 – Plan to attend the All-Staff meeting.