

Executive Director's Report

June 2011

ADMINISTRATION

Rafael Lopez Visit

The week of July 11 was a flurry of activity with the arrival of children's illustrator and muralist, Rafael Lopez. The completed mural is a work of beauty and source of civic pride for the whole community. I want to thank all staff, especially Irene Romsa, and the board for their support and engagement with the project. A nice article appeared in the CSU collegian on July 6 and channel 9 is producing a five minute video to be broadcast later. Paula Watson-Lakamp has sent press releases to the national library journals and Irene and Holly Carroll are writing an article for *American Libraries*.

Main Library Remodel

The design documents have been red-lined and are completed. OZ Architecture has started on the construction documents. After a discussion with Kate Fields, Ken Draves and I agreed that we need to extend the time originally scheduled for the development and review of the construction documents by two weeks. Kate will review the timeline, design development and significant activities at the board meeting.

Jeff Barnes and Holly Carroll met with Linda Ripley and Damon Holland of Ripley Design to review three sketches and concepts for the landscape master plan. Linda will present the sketches and respond to questions from the public at the community meeting scheduled for July 6. The garden club who tends the flower bed in the front of the library has been invited as well as the Trust.

The task force of Mary Atchison, Cara Neth, Paula Watson-Lakamp and Jean Bosch met with Kate Fields to discuss the process for selecting an artist to create a work of art for the new library. We are also working with the City of Fort Collins' Art in Public Places program to help us in organizing the process.

Migration to Microsoft Office 2010

Members of the administration office and library leadership team were some of the first staff members to migrate to Microsoft Office 2010. Under the able leadership of Carol Gyger, systems administration, and librarians Molly Thompson, Amy Holzworth and Corky Walters, the early adopters received a two hour crash course and follow-up instructions. The instruction was very well organized and thorough. Training for more staff will continue the week of July 18th. All instruction was held at Harmony Library in the electronic learning center (ELC).

ALA Annual Conference

Holly Carroll attended the ALA Annual Conference held in New Orleans, June 23- 26. Many of the exhibits and program focused on electronic content and improved methods of delivering the content to our customers. Please read Carson Block's detailed account.

On the legislative front, much concern was expressed at the decrease of money authorized for federal library programs including LSTA funds distributed to state libraries for competitive grants and statewide services and programs specifically earmarked for school media centers. ALA is lobbying to include public libraries in the Workforce Investment Act (WIA). The Workforce Investment through Local Libraries Act would amend the WIA to allow public libraries access to WIA funds to provide job search support through training and print and electronic resources.

Holly was invited to an Innovative Interfaces lunch to meet the new President, Neil Block, and to learn more are the new platform, Sierra, that will be beta tested this fall. Holly also met and chatted with Laura Lippman, mystery writer, about her upcoming trip to Fort Collins on September 8th as part of the PRPLD/CSU author series.

Other Activities

Holly Carroll had an introductory meeting with Mayor Karen Weitkunat on June 16th in which she updated the mayor on library services and initiatives.

On June 17th Holly Carroll participated as a panelist in a webinar sponsored by a regional library in Ohio. The panel members highlighted other educational degrees and certificates that complement the Masters of Library and Information Science. Holly discussed the Masters of Public Administration program offered by Cleveland State University (the other CSU).

Holly attended a farewell luncheon for Marcellus Turner, Director of Jefferson County Library District, who will be leaving the end of July to begin his tenure as Director of Seattle Public Library.

COLLECTION MANAGEMENT

Collections and Circulation staff finished the first round of our new "Inventory" process. Instead of circulation staff having to inventory every item, a list of items that had not circulated in 3 years was created. Items on the list were placed on a "Missing Inventory" status and staff search for the items. The list was approximately 7400 items. We have found by working this list, we are making our catalog more accurate. The list for the 3rd quarter of the year is 3700 items.

Another weed was held at Harmony. 1620 items were weeded. Harmony is almost to their optimum numbers. There is a little more work to do in adult music, picture books and Adult nonfiction.

The Collections Advisory Team has created a process to evaluate collections. The process includes input from staff and evaluates the demand and sustainability of a collection. Several of the smaller collections have been re-evaluated. It has been decided to eliminate the Caldecott and Newbery collections at Main. These collections were reference collections that had very little use but took up significant shelf space. The books will be reviewed for integration into the circulating collections. The pop-up book collections have been eliminated at all three libraries. These collections were fairly popular with the patrons but were expensive and took a lot of maintenance time because they are easily damaged. Items in good shape were moved into the storytime collection for staff use. In the next few months, the team will be re-evaluating the Parent's Collection and Juvenile Mystery Collection.

Collections staff have been reviewing the collection numbers for the new Main. We have been busy weeding. We have completed weeding most of the Main library. We will be hosting a Collections project August 25th-27th to finish reducing the collection to fit into the new configuration. You are all invited to come 'play' in the books with us.

COMMUNICATIONS OFFICE

- Completed monthly/weekly goals of Communication Plan.
- Planning and promotions for internal information effort for Main Library remodel.
- Organizing, managing and supervising all graphic design work for the District.
- Creating and coordinating the "ReOrg Man" campaign for internal staff information.
- Working with SA on new video billboard systems for each library, these systems will be rolled out as soon as the TV placement is put up.
- Promotion, painting and media work for Rafael Lopez mural project, and implementation of the Friday evening reception.
- Continuing Summer Reading Promotions.
- Continuing with gaining partners for the "Flash Your Card" library member benefit program
- Organized and "manned" a Library Booth for the Non-Profit Resource Fair and the Shop Fort Collins First Conference.
- Started organization of booth for Senior Law Day in August
- Organizing "Annie" booth at the Bark and Bluegrass Festival on July 23 & 24
- Organized Bike to Work Day booth at Council Tree and staff biking promotion for June 22, 26 Library staff members biked to work that day and we had over 100 come through the booth.
- Began organizational meetings with Orange Boy for new strategic planning process.
- Promotion of Library Landscape Master Plan Community Meeting for July 6.
- Beginning coordination of Library District third quarter all staff meeting on July 20.
- Learning new Office 2010 system.

CUSTOMER EXPERIENCE/CIRCULATION

This month Lynda decided to have the Assistant Circulation Supervisors contribute to the Director's report, and here is what they had to say:

Crystal Bollman reports:

- Here at Harmony we are working on weeding lists and some redistribution. We are still working on the 1173 search report.
- June 24th thru June 30th is FRCC's last week of the Fiscal Year and we are only processing credit card transactions by Express checks and PAC stations until July 1st. I will be audited the morning of Thursday June 30th.
- We will be welcoming FRCC work study student Aaron Abeyta who will be with us July 15 thru Aug 8 and hopefully again in the fall.
- We are continuing with our Staff Training of the Month, our subjects this month cover Hold Cart Procedure, Items not checking out (RFID problems) Renewing Overdue Fines, Picking up Shift's protocol, and Calling out Sick.

Kim Doran reported:

- Recently the Main library has been asked to reallocate 30 staff hours. On August 1st, 20 hours will go to Council Tree and in September, 10 hours will go to the new call center. The 30 hours will be taken from 6 shifts that are allocated for paging slips, as well as some hours from our morning openings.
- SRP is upon us but you wouldn't know from looking at our shelves. We have a fully cross trained, hard-working crew that has our check-in to shelf time way below 24 hours.
- I have recently hired two new staff to fill three vacancies that came with graduation.
- Jay Peters started as a volunteer, calling holds and shelving media this past year. He graduated from CSU and will be working on his MLS online in the fall. He works in circulation as well as in the lab.
- Emilio Herrera-Young adds another Spanish speaker to circulation. He has caught on very quickly and jumped right in to our summer craziness.

Chris Cortez added:

Council Tree Library's non-fiction collection is pretty tight so we've been working with Tova to do some weeding. CT has been really busy with SRP. Staff is all working steady and hard to keep up and get items back out onto the shelves quickly. We now have several regular volunteers who are doing an amazing job and deserve credit for helping to keep us afloat this summer! Training of the Month (TOTM) - LSR's spend a few minutes with staff, a few at a time, to cover, review 3-4 quick training items each month. This has been very beneficial and gives staff clarification and consistency.

Generally speaking:

Ecommerce continues to be used by library customers both inside and outside the library. The month of June saw \$7,700 collected through ecommerce.

The Customer Experience Team is working with Circulation on department procedures. Currently fines, refunds, collection agency, cards and open hours are a few of the procedures being looked at and evaluated.

SYSTEMS ADMINISTRATION (SA)

Construction Projects

Library construction projects remain on SA's front-burner – some highlights:

- **Harmony Remodel:** SA staff (Carson, Carol and Chris) are working with Harmony staff (Ken and Annie) and vendors to design a new approach to self-checks. We're excited to be building our 4th generation of self-checks at Poudre. They're great now and with each new iteration they keep getting even better delivering excellent customer service for patrons!
- **Main Remodel:** Carson is part of the team meeting weekly on this rapidly-developing project, and coordinating our IT partners (including SA staff, City of Fort Collins Management of Information staff, and soon, vendors) for the many project needs. Most work in June centered on review of the Design Development (DD) and Construction Document (CD) processes in concert with other members of the library construction team.
- **Service Center:** SA is standing by to take action on IT needs for the service center and in the meantime is preparing for what will likely be an accelerated design, configuration and move-in process.

Harmony lab upgraded and re-built

Ling was instrumental in some recent upgrades at the computer lab at the Harmony Library. The improvements include:

- Upgraded Office 2007 to Office 2010. All the computers have both version of Office 2003 and 2010 now.
- SAM (Session Access Management – which allows patrons to sign up for computer time) was implemented in the lab computers. There are 18 regular SAM computers that same setting as the public area computers and 2 computers for visitors (where no library card is need and limit 30 minutes per session)
- SAM PC Manager has been installed on the Instructor’s computer. This will add many features to allow the lab monitor to interact with lab computers from the Instructor’s computer. For example, this improvement enables lab monitors to send message to a computer, or to shutdown or reboot a computer.

Summer Reading Program

Was it the weather or what? Council Tree still leads the pack, but a month into the Summer Reading Program and kids and adults registering from home are keeping pace with those registering at the Main and Harmony! Peggy Shaughnessy designed our SRP registration application, winner of the “Outstanding Library Technology Project” award from the Colorado Association of Libraries in 2006.

As of the end of June, we recorded more than 10,000 SRP registrations!

On June 14, the snapshot looked like this:

KIDS

Council Tree 2,288

Harmony 1,192

Main 1,388

Online (from home) 1,320

ADULTS

Council Tree 743

Harmony 396

Main 405

Online (from home) 448

TEENS

Council Tree 360

Harmony 233

Main 261

Online (from home) 182

BTOP

Chris Bauman completed the installation of our BTOP (Broadband Technology Opportunities Program)-granted computers, with ten each being installed at our partner sites – La Familia (The Family Center) and the Core Center.

The computers are designed for the maximum flexibility (especially for new computer users). At each site, Five computers are available to be used at other partner sites for computer training as facilitated by the wonderful Irene Romsa.

We're pleased to have all of these computers in the field and providing services for people!

Technology Brown Bags – Local History Connection

Peggy hosted a series of three brown-bag meetings showcasing the recent improvements to our local history partnership with the Museum & Discovery Science Center at <http://history.poudrelibraries.org/>

Among the improved features is much more powerful searching, spellcheck, and overall better performance.

As well, Peggy and Carson, and Leslie Drayton from the Museum met with colleagues from Boulder Public Library to share our experiences with the software as they consider options for their own electronic history project.

ALA conference and eBooks

Carson attended the ALA conference in New Orleans for several days – one objective was to study the latest in Automated Materials Handling (and indeed he did; more news on that topic soon) but also had the chance to see the latest on the eBook front...

3M has a new e-book cloud service (several Poudre library staff received a survey from 3M earlier this year) that is scheduled to be released in the fall. They didn't have very many details at the booth, other than making the point that they are trying to target the difficulties patrons have with Overdrive – and they seem to be taking the "App" approach for folks to read on mobile devices. Hard to tell if the new service would be of value to patrons, so we're watching this for possibilities.

Freegal has a new service in beta called "Freeding." 20,000 eBooks and growing. Simultaneous access of all titles. Supports eBook readers on different platforms (except for the Kindle – it doesn't work on Amazon's device). No upfront or platform fees. Library is charged per-download of title (50-cents, \$1 or \$2). I talked with one of the handful of beta partners about their experiences. As with the 3M cloud approach, not a lot of details but I think this is certainly worth a look.

Zinio and Recorded Books: I'm kind of excited about this – Zinio is the leading electronic magazine reader (the software that allows folks to read/subscribe to a large stable of electronic versions of popular magazines, and the company has partnered with recorded books to make a library version. Depending on how it's structured, this could be our entre into the world of popular, and current electronic periodicals.

OverDrive: I was fortunate enough to run into Holly's friend Steve Potash (OverDrive CEO) at the Overdrive booth. As the result of a focus group Overdrive had with library directors in Ohio, they announced a new platform called OverDrive WIN that is being designed to address some of the current

challenges we face with OverDrive, including multiple formats and device support. The Kindle announcement two months ago is part of this new platform – due out in the fall, I think. Again – this is something to watch closely. Here are some highlights from the press release:

- Eliminate the need for librarians and readers to deal with various eBook file formats
- Reduce library staff time for collection development and help-desk support
- Offer support for Kindle Library Lending coming later this year, in addition to every major operating system, reading device, and mobile platform
- Add hundreds of thousands of in-copyright eBook and digital audiobook records with free "eBook Samples" for immediate access on reading devices and platforms
- Enable patron driven acquisition, an opt-in program that will allow readers to immediately borrow a title, recommend to a library, or 'Want It Now' from online booksellers
- Provide new 'always available' eBook collections for simultaneous access of romance, self-help, young adult, children's, and other materials
- Launch 'Open eBook' titles, free of DRM

I also asked Steve about the progress on the “pay for support” site and he said they had something now, but he downplayed it a bit in favor of the platform overhaul, which he feels will address our current challenges with tech support.

QR Codes

For Poudre staff, Carson reprised his well-received Public Library Association webinar on QR (Quick-Response) Codes that he performed for a national audience in April 2011, entitled “**Cracking QR Codes - What Are They and How Can They Help Your Library?**” the webinar was part of PLA’s “Public Libraries at Work” series. From the program description:

“They've started to show up everywhere. Black and white squares on magazine ads, outdoor signs, websites, receipts, airline tickets, and now... at your library. What are they? Quick Response (QR) Codes- two-dimensional barcodes, readable by smart phones that link users to websites, texts, even phone numbers.

This one-hour webinar will provide a lively, uncomplicated introduction to QR Codes. Learn what they are and how to make them work for your library. QR Codes can help you communicate with your patrons about library services, programs, web content, and more!”

MAIN LIBRARY HIGHLIGHTS

Main Library and Library Park hosted the Victorian Festival events. Attendance at the Festival was over 2,000 participants. The accompanying Louisa May Alcott grant programs had good attendance as well; the Transcendentalist panel discussion had 38 attendees and “Louisa May Alcott Wrote That?” featuring Frances Burns had approximately 150 people come through the Boxelder Schoolhouse during six sessions. Early Literacy Librarian Vicky Hays portrayed Queen Victoria for two “Teas with the Queen” for 48 lucky individuals; she is pictured below left, escorted by Librarian Norm Fitzpatrick.



Our alumni Pals - youth with whom we've worked already at least one summer as part of our Pals volunteer program and whom we know to be very reliable - were some of the helpers at the Rafael Lopez Community Mural Project. The photos below show some of these Pals having a great time working on a great project.



The July-August 2011 issue of *The Futurist* features Angel Kwiatzowski, CoHere LLC and a study of co-working. Angel has worked with Business Reference Librarian Anne MacDonald since setting up her business, and she was featured in this year's Library District Annual Report.

Plans are underway for Global Entrepreneurship Week, Nov. 14-20, 2011. The Library District is partnering with City of Fort Collins' Division of Economic Development; CSU School of Business; and Rocky Mountain Innosphere to offer four programs (two each day on Tuesday and Wednesday of that week) on Social Enterprise and Entrepreneurship with a panel for high school students; a panel for the College of Business Entrepreneurship students; a general panel; and a panel for women and social enterprise. Global Entrepreneurship Week is a global effort organized by the British Library and the Kauffman Foundation to excite 18-34 year olds about being entrepreneurs. The Poudre Library District was one of the first organizations to take part in GEW in the U.S. in 2009.

Teen Librarian Sue-Ellen Jones did a tour for 18 Lincoln Middle School Students. Twenty teens attended Victoria Hanley's "Write Away Q & A" program. Thirty-eight teens attended the recent Manga program. Sue-Ellen also did a tour for 30 students from the Boys and Girls Club of Larimer County to help fulfill a \$5,000 grant requirement that they received from WalMart.

HARMONY LIBRARY HIGHLIGHTS

Harmony Library Refresh/Remodel project

The team has progressed through the design development phase of the project and is currently on schedule to complete construction documents by the end of July. One key element of the project is the design of mobile furniture to replace the many large built-in fixtures being removed from the central areas of the library. The team has been working with Jim Azar of Azar's Woodcraft to consider various options in terms of functionality, mobility, and aesthetics. Carson Block and Carol Gyger have worked closely with the team and with Jim Azar to insure that all technological requirements, including optimal usability, RFID functionality, secure and optimal positioning of hardware and effective wire management are incorporated into the design of all units. Carson is also involved in helping the team coordinate numerous other technology components of the project.

Retirement

After a long and varied career with the library, including a stint on the old bookmobile, Katherine Hinds has announced her retirement from the District effective in early August. Katherine has served many roles over the years with the City and now the District, most recently as a Library Assistant at Harmony. She has been an integral and dedicated member of the Main, Harmony and District teams. We will certainly miss her and wish her all the best. We hope to see her back soon as a volunteer!

COUNCIL TREE LIBRARY HIGHLIGHTS

Opto display unit installed in the children's library June 1

Millie Kridler worked with First Continental to specify, order and install an additional 4' x 6' "Opto" display unit in the northeast corner (over DazBog) of the children's space. This floor, ceiling and wall-mounted display unit features three shelves plus an 8" x 4' changeable plastic sign holder. The Opto replaces the "boulder" display unit, a two-sided, six-shelved, 5' x 5' rolling unit, which was transferred to Main Library.

Roof meeting with Rob, Ed and CFC June 8

Rob Stansbury and Currie Meyer met with Ed Daly, Front Range Village Facilities Manager, along with Randy Nace and Rob Bloom from the City of Fort Collins Operations to discuss recent roof leaks and ongoing roof damage. Ed explained that he'd found construction and repair debris on the roof, and that

this debris has been causing roof leaks. He asked the CFC reps if they would ask their crews to be responsible for cleaning up after servicing the library's HVAC units. Randy and Rob agreed that they always expect their crews to be tidy and to follow FRV roof access and service rules.

Paint vandalism in elevator and men's bathrooms, June 14

A customer reported to CTL staff that he found blue and black paint splattered in the elevator and men's bathroom walls. Holly Bucks, CT Library Services Representative, cleaned up the still-wet paint in the elevator. In the bathroom, though, the paint was on the walls, the ceiling, the floor, the stall door, and the toilet. Currie called David at FRV security, and he responded in minutes. Ed Daly, responded minutes later. Currie took several pictures of the damage:



Because of a suspected graffiti 'tag' (apparently finger-painted), "D12", Currie called FCPD and spoke with Wanda in Police Records. She took a report and the case # is 11-8653.

Customer Service Competencies June 13 and 14

Members of the Learning Organization Team conducted a 30-minute 'presentation' to staff to gather input for determining customer service competencies. Staff identified behaviors and attitudes that they demonstrate during effective customer service transactions, including listening and showing empathy. Input from staff will be compiled by the LO Team and used to advise the Team's work to create customer service competencies for all District staff.

Bike to Work Day June 22

Eric Fellers, CT materials handler, Nicole Burchfield, Librarian at Main, Holly Carroll and Currie hosted a Bike to Work Day station in front of CTL on the morning of June 22. The event, coordinated by FC Bikes, a Division of the City, encourages local businesses to sponsor breakfast stations in order to encourage community members to bike to work. The four staff members set up a table with brochures about Overdrive and the summer reading program. We also gave away Clif energy bars that were given to us by the Clif Bar Company. The group greeted 112 bikers and enjoyed chatting with them about how they enjoyed and supported the library.



Storytime Analysis Report June 22

At the request of the Programming Team, Currie and Millie completed an analysis of the District's storytime programs on June 22. The report addressed many elements of current storytime practice including program scheduling, program staffing, age designations, inclusion of parents and caregivers, even the distribution of nametags and handouts. The Team acknowledged the librarians' effort and agreed to adopt several suggestions from their report, starting this fall.

Dart week June 27 – July 3

Currie coordinated the District's second week (out of three annually) of Dart Reference Tracker use. Previous to and during the Dart week, Currie sent staff reminders and information to staff, including the following:

Dart is a free, Internet-based tracking system available to libraries from the Library Research Service <http://www.lrs.org/>, a unit of the Colorado State Library. Libraries have always reported their informational and directional transactions to the LRS, usually based on daily pen-and-paper hash marks. As an alternative to the paper system, Dart was introduced for beta testing in 2008. Several libraries across the state including High Plains (Greeley) and Aurora Libraries use Dart.

We use Dart for several reasons; one is to simplify the recording of statistics from a daily task to a sampling over three weeks per year. No hash mark duty = more time = better service for our customers. Another reason to use Dart is for the system's ability to categorize transactions and create a variety of reports based on these categories. Using these results, we can measure the business that were doing, the trends we are experiencing and adjust accordingly.

Office 2010 Training Amy and Currie – June 27

Currie and several CTL Library Assistants attended the first Office 2010 training, delivered by library staff (including CTL's Amy Holzworth) on June 27 at Harmony Library.

Museum Tour June 28

Brent Carmack, assistant museum director with the Fort Collins Discovery Science Museum, gave Currie, Jeff, Nicole, Jean and Ken a hard hat tour of the new Discovery Science Center, now under construction at Cherry and College. Inspiring!

