

Executive Director's Report

January 2015

ADMINISTRATION

By Holly Carroll

Community Needs Assessment

Kim Newcomer (Slate Communications), Paula Watson-Lakamp and I met with the new *Coloradoan* editorial board on January 7. The resulting editorial in the Sunday, January 18 issue was an honest critique of the Library District's fiscal and marketing challenges. I liked the focus on the changing role of public libraries within the context of the basic democratic principal of equal access to information. Our library has a great story to tell and we do need to look at different approaches to reaching more community members.

I drafted a Soapbox article explaining the needs assessment and encouraging community participation that appeared in the *Coloradoan* on January 26.

The public forum that was scheduled at the *Coloradoan* for January 27 was cancelled due to lack of response; only five RSVPs were received. While disappointed that we were unable to gather community feedback from this event, I do realize that it is hard to attract the public to evening events, especially if the invite list included primarily "occasional" library users.

The survey was revised after the January Board of Trustees meeting to reflect trustees' comments. To date, over 900 surveys have been submitted. Slate will continue to collect surveys through February 7 in hopes that the number of submittals reaches 1,000. Kim Newcomer will attend the board meeting to present results and recommendations.

Network Neutrality

I participated in a webinar sponsored by the National Internet Standards Organization (NISO) on the public library perspective of network neutrality on January 14. Much of what I discussed was part of the presentation that I made to the board at the January meeting. On Thursday, February 5, the chairman of the Federal Communication Commission is widely expected to propose regulating Internet service like a public utility. It is anticipated that the proposal will reclassify high-speed Internet service as a telecommunications service, instead of an information service, under Title II of the Communications Act. A vote on the proposal by the full commission is scheduled for February 26. Based on this information, I have drafted a resolution for trustees to adopt at the February 9 board meeting.

Staff Day

Over 140 employees, trustees and guests attended the third annual Poudre River Public Library District Staff Day. Kudos to the Learning Organization Team for coordinating yet another successful day of learning, motivation, and teambuilding for the staff. Jamie LaRue, presidential candidate for the American Library Association, was keynote speaker. Jeff Barnes was the master of ceremonies and as always his humorous insights of the past year were appreciated by all. The Circulation drama team performed memorable skits on how to "say yes" to our customers. Other breakout sessions were on readers' advisory, 3-D printing, Minecraft and library trends. Even the food was well-received!

Other Activities

I attended the midwinter conference of the American Library Association, January 29 - February 2 in Chicago and just in time for the windy city's first blizzard of 2015. This is a working conference for committee members and I spent most of the time in meetings with the Committee of Legislation and Telecommunications Subcommittee. I

did have an opportunity to hear LeVar Burton talk about the importance of early literacy and to read from his first picture book.

I presented an overview of library services to the Sertoma Club meeting on January 9 and attended the Metro Public Library Directors meeting in Englewood on January 27.

COLLECTION MANAGEMENT

By Tova Aragon

As of February 1, we are no longer are subscribing to Freegal downloadable music. While evaluating the 2015 budget, the Collections Advisory Team, Holly and I looked at cost, demand and use of our materials both electronic and print. Freegal came up for review. It is used by 1.2% of library card holders. Users tend to be repeat customers and it had little growth in use. With these statistics in mind, it was decided the service was not cost effective for us. Part of the Freegal funds was used to subscribe to Hoopla which offers not only music but also audiobooks, movies and television shows to download or stream. Hoopla is a different type of service. With Freegal, we paid up front; with Hoopla, we pay only for what patrons choose.

One of the Collections techs has been out on medical leave and will not return to full duties until mid-April. This situation gave Collections an opportunity to study how being down one full-time tech would affect our processes. We discovered that it took an average of 6.3 days to process an item from receiving through cataloging compared to the usual 2 days. In order to get the materials out quicker, Collections has borrowed some staff from Council Tree Library. Kindra Baker has joined Collections to help with receiving and processing materials. Chris Cortez will be helping us with cataloging. I want to thank Currie Meyer for her willingness to share her staff with us so that we can serve our patrons better.

COMMUNICATIONS OFFICE

By Paula Watson-Lakamp

- Completed monthly/weekly goals of Communication Plan.
- Organizing, managing and supervising all graphic design work for the District.
- Co-facilitator of the Programming Team
- Working on 2015 Summer Reading Challenge
- Working with OrangeBoy on dashboard and Savannah messaging system.
- Working on new social media promotions and platforms, “The River’s Mouth” , updating
- Worked with local media on various stories
- Working with Library Trust PR committee and Board
- Doing video work with mascots and library services... see our YouTube channel details
- Working with the City and our Outreach Department to market new LSTA grant Makerspace at Northside Aztlan Community Center
- Promotion of Needs Assessment Survey
- Working with Colorado Library Marketers for Library booth at May Denver Comic Con
- Organizing 2015 Editorial Calendar
- Attended Library District Staff Day
- Beginning to gather end of year stats for our 2014 Annual Report
- Promotion of Battle of the Bards Poetry Contest
- Promotion of Board of Trustees opening

OUTREACH SERVICES

By Johanna Ulloa

Outreach Core

We invited the participants from *Imaginantes 2014* to walk with us in the Martin Luther King Jr. Day march. The kids were enthusiastic and proudly carried the library's banner. They enjoyed seeing each other and hearing about future library programs. After the march we invited them to watch the film about Cesar Chavez at the Lyric Cinema. The staff at The Lyric Cinema Café was fantastic.



The highlight of the month was our Informational Forum on immigration. We partnered with *Fuerza Latina* and were able to provide 450 attendees information on new immigration laws and library services.

We opened our *STREAM Lab!* Our first session at Northside Aztlán was a success. We provided information on Digital Citizenship and the basics on iPad.

Digital Citizenship refers to a

set of norms and rules that all members of the digital world should abide by ensuring the safe usage of technology. Digital citizenship includes safety, appropriate behavior, “netiquette”, the ability to judge different situations while interacting, and the use of technology securely.

The kids shared that they had never been introduced to Digital Citizenship until now which makes this program a tremendous asset to the community and another way for the District to provide services that meet the needs of the digital future.



On the Road

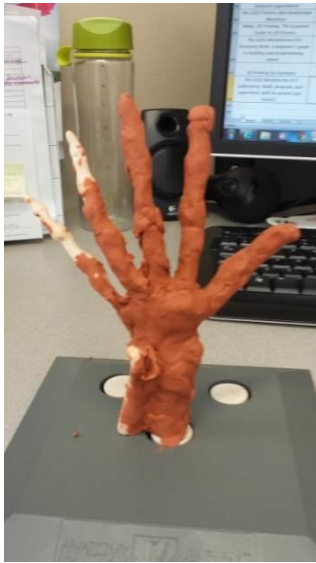
Story times – this month we delivered storytimes to children at different sites including but not limited to Bauder Elementary, Stove Prairie Elementary, Teaching Tree, Livermore Elementary, Bright Horizons Day Care Center, Northside Aztlán Community Center, Putnam Elementary, University Village, Irish Elementary, Community Life Center, Family Center, Salud Clinic, and Old Town Library.

Kathie provided digital storytimes and makerspaces in the community at different sites as well.



Bringing books from the informal lending library to Family Center has been a big success; the kids have welcomed this informal library in a very positive way. A small collection of books was delivered to CLC and Salud Clinic. The computer at Salud Clinic was picked up by our IT staff and then returned to the clinic. It was in need of updates. The computer is back and running.

The pilot for “Anatomy in Clay” was successful at different sites throughout the community. Unfortunately the branches were not able to take advantage of this wonderful opportunity. Still, with help from Vicky Hays, we were able to place one element of the program at Old Town Library.



Community Connections

Johanna and Ludy met with CSU’s Foreign Language Department Head and Professors Maura Velazquez and Andrea Purdey. They want to continue to partner with the library and we aim to have five multicultural and multilingual storytimes through the year; Spanish and French during spring and German, Japanese and Arabic during the fall.

We are working with the bookmobile from First United Methodist Church and other sites in the community to ensure a strong outreach summer reading program. Although it is really early for some partners to start planning services for summer, we will continue communicating our desire to serve in the community.

The Outreach Department sent thank you emails and notes to our partners in the community for collaborating a wonderful 2014 and hoping for a productive 2015!

Computers

Karol continues to provide computer classes on a weekly basis at Northside Aztlan Community Center for the group “Ancianos”. Two of them started the year with a brand new computer because they feel they are now ready to face this “new digital world.”

We continued providing services at Crossroads Safehouse with one participant finding a job with our help as the highlight of the month.

A schedule at The Family Center was created to check on the computer lab. They have a long waiting list for computer classes; about 30+ people so we have some more planning to do at this site.

Karol made incredible progress towards installing and learning how to use the Apple VVP program to administer all iPads and mini iPads for outreach. It has been a slow task that will benefit the District once it is done.

Volunteers

Laurel Castellana continues to help with volunteers. The position for Volunteer Coordinator has been posted and we hope the new person will be on board very soon. In the meantime we are in the process of planning the annual volunteer celebration. More information on this next month.

SYSTEMS ADMINISTRATION

By Carol Gyger

Project updates:

- **Replace public Internet stations at Old Town Library** - Lingzhen Zhao and Chris Bauman
 - In January, most of the public internet PCs at Old Town Library were replaced to match Harmony and Council Tree.
 - New PCs have large, touch screens and are “All-in-Ones” making cable management much easier for our staff!
- **Internet station time limit** – Carol Gyger and Lingzhen Zhao
 - Carol and Ling worked with the library branch managers to test an increase in the Internet station time limit. Based on a patron suggestion, the time limit per session was increased from 1 hour to 2 hours. The total time per day increased from 2 hours to 4 hours at Harmony and Old Town and to 3 hours for Council Tree.
 - After a one month trial, it was decided to keep the new time limits and re-evaluate in May.
- **Behind the scenes** - Lingzhen Zhao, Chris Bauman, Victor Zuniga, Peggy Shaughnessy, Carol Gyger
 - The team had a lot of “behind the scenes” tasks in January. While not an exhaustive list, here are some of the things the team worked on, helped with, improved, and researched:
 - Staff Day
 - 3-D printing
 - SRP software enhancements
 - Reporting eMedia stats
 - eRate funding
 - Hoopla record loads
 - LSTA Grant support
 - Replace broken hardware

HARMONY LIBRARY HIGHLIGHTS

By Ken Draves

Programs, College Partnerships and Children’s and Teens activities

Reported by Kristen Draper, Digital Literacy Librarian:

- Presented for one of the Professional Development Institute classes at CSU - 35 CSU faculty and staff came to see what the Public Library had to offer via RAMCard!
- Attended the Google seminar held at CSU
- Public eBook classes
 - 18 for iPad 101
 - 21 for iPad/Android eBooks and eAudiobooks
 - 10 for Kindle eBooks
 - 7 for Nooks – located at Barnes and Noble
- Shot and edited five videos for staff day, including “Happy”. <http://youtu.be/JbgUi0iCJLw>

Reported by Jennifer Zachman:

- Worked with Johnson Elementary to arrange a library tour and instruction for students in February
- Programming – storytimes, Programming Team meeting, work on Logic Model for online SRP, SRP planning

Teen Services

Reported by Diane Tuccillo:

- Battle of the Bards publicity began January 2. Poets can begin to enter the contest starting February 1.
- Book talks at Kinard Middle School, two classes; one 7th grade, one 8th grade.
- *Divergent*: Read & Reel program (movie, book discussion, fun quiz, prize drawings), January 24, 22 teens participated.
- Teen group convened at Harmony Library to plan, record, and edit our 2015 entry to the Colorado State Library Teen Video Challenge.

Business and Careers Services

Reported by Molly Thompson:

- ❖ Coordinated the following job searching classes for the month of January:
 - Strategies for Planning and Executing the Job Hunt—13 attendees
 - LinkedIn for Job Searching—15 attendees
 - Secrets to a Great Job Interview – 9 attendees

Comment about Secrets to a Great Job Interview class

Thank you so much for the valuable information you shared with us at the library on Tuesday. It was the best, specific information and tools I have received to date on how to prepare and interview for a job. Thank you so much.

If you are still open to emailing your PowerPoint I would appreciate receiving it. I want to send it to my 24-year-old daughter who is also looking to change jobs now. I think she will benefit from it as much as I did.

Again thank you so much for your insight and for sharing your knowledge.

- ❖ Wednesday Job Search Help Walk-in Hours at Old Town Library
 - Helped people with creating resumes and filling out job applications

Continuing Education & Staff Development

Reported by Molly Thompson:

- ❖ Staff Day
 - Worked with fellow Learning Organization team members to execute Staff Day with around 140 attendees
 - Collected and analyzed survey results from Staff Day

Reported by Elaine Burritt:

- Most of January was dedicated to the final preparations with the Learning Organization Team for presenting Staff Day on January 16 (including meeting with Gwen at the Student Center, meeting with Pam and Sunny at the cafeteria, buying food at Sam's Club for the event, an extra LO Team Meeting and preparation of packets, afternoon setup on 1/15, and an early start at 7 am on 1/16 to get everything set up at the Student Center and Harmony Library for a successful Staff Day). The following week, the LO Team de-briefed the event at our meeting on 1/22; I personally wrote about 50 thank-you cards too.

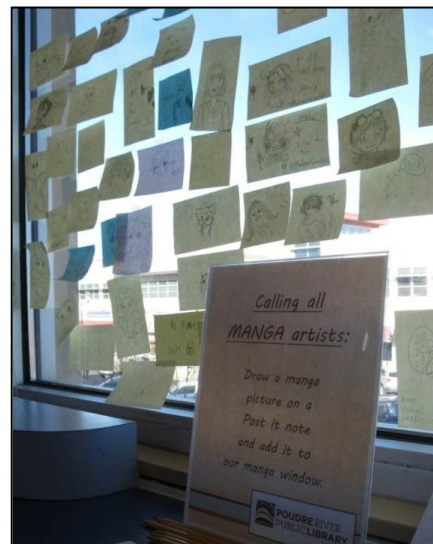
- Attended 2015 Colorado Performing Arts Jamboree on January 23 to interact with performing artists who might be possible performers for Harmony Library music programs in the future.
- Toured the new building on FRCC Larimer Campus, Little Bear, on January 13

COUNCIL TREE LIBRARY HIGHLIGHTS

By Currie Meyer

Passive program in teen area January 12-ongoing

Library Assistant Linda Justice planned and implemented a non-staffed activity for teens at CTL during January. To help promote and support the monthly Manga program for tweens, Linda provided Post-it notes, pencils, space on the window, how-to-draw Manga library books, and (best of all) permission for teens and tweens to create and post their simple manga drawings on the library window. Linda noticed success with a similar passive program where teens were invited to write a creative lie on a poster board posted in the teen area, in coordination with the release of *We Were Liars* by teen author E. Lockhart. With the manga program, Linda has found dozens of teens are taking the opportunity to draw and share their own manga illustrations.



Larimer Health Connect Table at CTL

Larimer Health Connect representative Julie Wenzel set up an information table on Colorado's Affordable Care Act health insurance options for uninsured people at CTL on January 26 and 28. Julie reported that a steady stream of library visitors inquired about enrollment periods, insurance programs and costs. She told me she was very grateful to be granted library access to provide this important information to the public.

Homeward 2020 Homeless Point-in-Time surveying

Currie trained for and participated in Homeward 2020's Homeless Point-in-Time survey at Old Town Library on January 28. The survey attempts to provide data to government agencies that provide funding and support for homelessness prevention agencies. I interviewed seven individuals and found the time rewarding and enlightening. I appreciated the opportunity to serve the community through this effort.

Burgeon Play and Learn repair January

Millie has been coordinating several replacements and repairs to the Play and Learn installation at CTL. Recently, the wooden pull shapes were replaced due to damage to the cords and wear on the finish. Burgeon sent the replacement shapes in early January and Rob installed them days later.

