

Executive Director's Report

February 2015

ADMINISTRATION

By Holly Carroll

TIF Regional Study Group

Jeff and I attended the February 18 meeting of the core study group at which time the consultants presented a draft of a plug and play financial analysis for county departments which estimates additional revenue that the county departments would need to accommodate various growth factors due to a TIF project. The consultants are working on a model for the Library District and Jeff has been extremely helpful in providing information and comments relevant to the process. It will be several months before there is something concrete to share with the board but the process has encouraged much discussion and learning on the part of all parties and individuals involved in the study.

Community Needs Assessment

Kim Newcomer, Slate Communications, emailed a draft of the executive summary of survey results to Paula Watson-Lakamp and me on March 2 which I forwarded to trustees in a separate email on March 3. Edited copies will be distributed at the board meeting Monday prior to Kim's presentation. I have also forwarded by email the voluminous raw data for the board to pursue. As a follow-up to the presentation and results, I have prepared for the board to consider a timeline for strategic planning.

New Human Resources Manager

Poudre River Public Library District's new HR Manager, Ellen Lake, began her duties on Monday, March 2. Prior to accepting the position with the Library District, Ellen was employed at Mountain States Employers Council (MSEC) as a consultant for the past seven years. She brings a wealth of experience to her position. Ellen holds a Senior Professional Human Resources (SPHR) certification as well as being a Certified Compensation Professional (CCP). Ellen lives in Loveland. Ellen's office is at Webster House across the hall from the Director's office. She will be formally introduced to the board at the March meeting.

Other Activities

The winter/spring CSU/Poudre River Friends of the Library author series kicked-off on February 11 at the Fort Collins Hilton with an appearance of William Ury, author of *Getting to Yes* and *Getting to Yes with Yourself*. An audience of 180 attended the event. Award-winning mystery writer, Jacqueline Winspear, will speak on March 25 to promote the latest title of the Maisie Dobbs series entitled *A Dangerous Place*.

Robin Gard, former library trustee, and I hosted a table at the annual Larimer County United Way Women Give luncheon on February 19th at the Embassy Suites in Loveland. Several staff members also attended.

I also attended the monthly meetings of the City of Fort Collins Community Development Block Grant Commission, Poudre River Library Trust and Poudre River Friends of the Library.

COLLECTION MANAGEMENT

By Tova Aragon

Follow up to Purchase Suggestion questions:

Tova contacted a Collection Manager listserv to gather how other libraries are doing Purchase Suggestions. All placed holds if they purchased the items. They would notify a patron when an item was not purchased if their system allowed automatic notification. Otherwise, the patron was not notified if an item was not purchase. Our current system (Sierra) does not allow for automatic notification. There is an Interlibrary Loan system that some libraries use – Illiad. Tova will be demoing it to see if it will work for us.

We started a new standing orders program for Spanish materials from Brodart Books. This is a way of getting recent and popular Spanish materials for all ages in a timely manner. The titles are selected by experts in Spanish language materials. Items are shipped monthly along with their MARC records. The techs load the records and add the Spanish subject headings.

Even with staff out on medical leave and the flu going around, Collections staff has done a great job keeping materials flowing to the buildings. So far this year, we have added 7762 items to the collection which is only 2% less than our average last year.

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 Outreach Department to market new LSTA grant Makerspace at Northside Aztlan Community Center
- Promotion of Needs Assessment Survey
- Organizing 2015 Editorial Calendar
- Beginning to gather 2014 end of year stats for annual report
- Promotion of Battle of the Bards Poetry Contest
- Promotion of the #IReadEverywhere @PoudreLibraries Social Media campaign

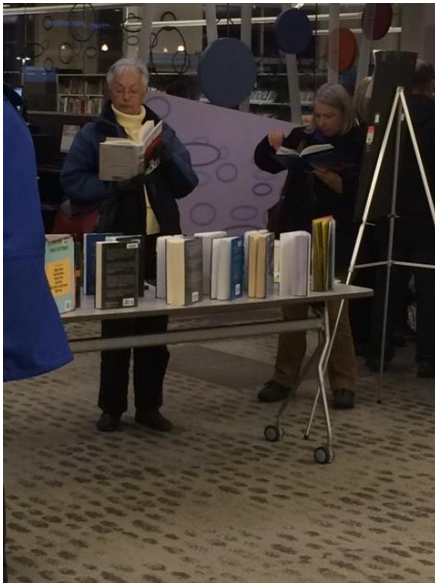
OUTREACH SERVICES

By Johanna Ulloa

Outreach Core



The highlight of the month was the Informational Session on Hydraulic Fragmentation. We had a Public Forum entitled: The Science Behind Fracking, on February 20 at Council Tree Library where five CSU scientists from Soils and Crop Science Department presented a very informative lecture. We had 70 adults attending and it was a very respectful and engaged crowd. The feedback was very positive and the event definitely encouraged the department to have more forums of public interest. We included a selection of library books on fracking.



TALES Kits – this month Kathie Young de Herrera worked on TALES kits. To increase circulation and the use of the materials the target audience will be expanded. Internal collaboration between different departments is making this process easier.

The first section on Minecraft hosted at the Northside Aztlan Community Center was very successful. The participants received instruction for four consecutive weeks on digital citizenship and Minecraft. Amy Holzworth, Karol de Rueda, Victor Zuñiga and the incredible volunteers made the first section a wonderful event. We spoke about many issues related to Digital Citizenship.

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 Aztlan Community Center, Putnam Elementary, University Village, Irish, Community Life Center, Family Center, Salud Clinic, and Old Town Library.



This month Kathie Young de Herrera read stories about friendship and love.

All of Ludy Rueda’s storytimes had the digital component with the app “The Very Cranky Bear” and the cultural awareness component with the rhyme “Five Little Friends” as well as having multicultural props during the opening of the programs. Kids were very engaged and they truly enjoyed digital storytime.

During this program the dinosaur fossils kit that was lent to us by the Colorado Natural History Museum of University of Colorado was used as part of the storytimes presentation.

The Pelicano program continues to provide a great opportunity for children from Harris Elementary and children from San Juan de Sur to share ideas, learn more about other cultures, and create valuable connections. The following month the children will focus on Gabriel Garcia Marquez and create butterflies to exchange at the end of the month.



We are providing instruction on Digital Citizenship and it has become evident the need for such instruction. Here are pictures of the digital citizenship survival kit and kids learning about safe digital and online behavior.



Community Connections

A presentation to both Friends of the Library and the Quota Club was warmly received with information about Outreach library services.

Multiple meetings are necessary with different community organizations in order to ensure the coordination of Summer Reading Program.

Johanna Ulloa continues to help with the creation of different logic model for different programs. Our first Mid-Year Report for LSTA grant was submitted!

Computers

All classes being held in the community are received with appreciation. We currently have 58 people on the waiting list for computer class instruction in Spanish. Karol de Rueda and Johanna Ulloa are coordinating computer classes at the Family Center and at the Criminal Justice Service. A lending library will also be provided at this site.

Computer classes for seniors at Northside Aztlan Center continue to grow. The learning environment is also allowing the participants to create an amicable and trusted atmosphere where they share stories and help one another. The schedule at Crossroads Safehouse classes has changed to once a month.

SYSTEMS ADMINISTRATION

By Carol Gyger

Project updates:

- **STREAM Lab at NACC** – Victor Zuniga and Carol Gyger
 - Victor and Carol continue to help with administration and implementation of the LSTA Grant, specifically the STREAM Lab at Northside Aztlan Community Center
 - Victor has been providing on-site technical support for February’s Minecraft programs.
 - Carol has assisted grant manager, Johanna Ulloa, when needed.

- **San Juan del Sur Biblioteca** – Victor Zuniga and Carol Gyger
 - Victor and Carol are preparing for a March visit to PRPLD’s sister library in Nicaragua. They will be helping the library staff automate their bookmobile activities. The bookmobile travels to 35 rural schools each month. The new system will allow the staff to modernize their process and improve their efficiency.

- **Summer Reading Program software enhancements** – Peggy Shaughnessy
 - Peggy is working on enhancements to the SRP software so customers can participate online. The changes will go into effect when SRP opens registration in late Spring.

- **Behind the scenes** - Lingzhen Zhao, Chris Bauman, Victor Zuniga, Peggy Shaughnessy, Carol Gyger
 - As usual, there were many behind-the-scenes tasks accomplished last month. While not an exhaustive list, here are some of the things the Team worked on, helped with, improved, and researched –
 - Technology needs for OTL
 - Preparing iPad imaging stations
 - Hardware inventory
 - Server hardware replacement
 - Retired hardware – donations to nonprofits - Boys and Girls Club and Loveland CreatorSpace
 - Erate funds application
 - Support for efficiency changes in Circulation Dept
 - Website tweaks
 - Prepare computer for new HR manager

HARMONY LIBRARY HIGHLIGHTS

By Ken Draves

FRCC-Larimer Campus News

Shared by Annie Fox, Campus Librarian

FRCC\LC will have a grand opening for a new building on the Larimer Campus “Little Bear Peak” Feb 27 at 2 pm.

FRCC library staff met with 1,525 students in orientation and research classes in 2014.

Harmony Library offers temporary textbook use to students through a service called “The Reserve Room.” This is an important service to students who often underestimate the cost of textbooks. The College Board estimated annual textbook charges for students to be \$1,200 in 2013. Early in the semester textbook additions and requests are the most significant. Students and instructors often comment on how much they appreciate this service.

Programs, College Partnerships and Children’s and Teens activities

Elaine Burritt met with Deb Throgmorton (FRCC Music) and Nate Wiley (FRCC Student Life) to coordinate Harmony on the Green summer concerts.

Reported by Jennifer Zachman:

Feb. 10 - Presented catalog instruction and a library tour of Harmony to Johnson Elementary kids in the gifted and talented program and their teacher.

Worked this month with Holly, Carol, Paula, Johanna, and Norm on a remote/online SRP option for this summer.

Spring series of Messy Hands Art for Preschoolers began on Feb. 18. FRCC opted to increase the registration cap from 15 to 24 preschoolers plus their caregivers. Including the 10 FRCC art education students, close to 60 people participated or were involved in the session.

Teen Services

Reported by Diane Tuccillo

Feb 12th--I presented at the CT monthly morning staff meeting on young adult literature and doing teen reader advisory

Feb 14th--Teen IRS meeting at CT. 13 teens in attendance.

Feb 14th--Teen Anti-Valentine's Day Program (Sue-Ellen led). 14 teens attended.

Feb 24th & 25th--I will be instructing three 6th grade classes (2 Tues/1 Wed) at Preston Middle School on using the library website with a main focus on the databases. 95 students.

Business and Careers Services

Reported by Anne Macdonald:

Research requests:

- Workforce Investment Act – outcomes of job training programs
- List of professional associations and trade groups for HR government employees
- Research available that correlates business spending on training and increased productivity
- Firearms market trends
- Consumer audio equipment
- Coatings for medical devices
- Occupational training market trends
- Roller Rink in Longmont
- Pharma—niche companies' financial information
- Financial advising business—customer growth
- Specialty food stores
- Failure rates of fitness centers
- Specialized millwork and woodworking in No. CO
- Niche chiropractor industry research

For the research, the District has a varied and extremely useful group of databases: Plunkett, OneSource, Reference USA, First Research and Business Decisions. I also access CSU's IBISWorld and LexisNexis.

Attended Larimer County SBDC Annual Reporting meeting -- January 30. Molly and I are SBDC business consultants, so this impacts PRPLD. Highlights:

- 1) Consulting Hours Increased to 2821, a 62% increase over 2014, and a 25% increase over the SBDC 2014 target of 2250 hours.
- 2) Served 544 clients, up 42% from 2013's 382 clients.

3) 2014 Economic Impact:

<u>Category:</u>	<u>Target:</u>	<u>Actual:</u>
Client Sales Growth	\$1.5M	\$5.3M
Capital Formation	\$2.5M	\$3.3M
New Businesses Started	20	22
Jobs Created	60	118.5
Jobs Retained	60	185

Reported by Molly Thompson:

Spirit Crossing Clubhouse

Taught a series of computer classes at Spirit Crossing Clubhouse. Six to seven members attended each class, and they used the Library's laptops to learn basic computer and Microsoft Word skills as part of Spirit Crossing's goal of helping members to develop employable skills.

Customizing Your Resume

Jan Talbot from the Larimer County Workforce Center conducted a workshop at the Harmony Library on how to tailor resumes and the best resume formats to use in different situations.

Job Searching

Helped people with resumes, jobs searching and networking ideas in person and via email.

Circulation

Shared by Kim Doran

Classified circulation staff are working on their goals and objectives and getting them entered into T/R.

We are also excited about our new department iPad that Carol Gyger has on order for us. It should be here next week. We will be transferring our current training modules over to the iPad as well as creating new ways to train and test hourly staff.

OLD TOWN LIBRARY HIGHLIGHTS

By Jean Bosch

Miscellaneous

Old Town Library has become more caffeinated on Fridays and Saturdays as the Bedouin Coffee Cart debuted last month. Arab & Turkish coffee and tea is served in the spirit of sharing culture through coffee. Proprietor Shane Evans serves the beverages and writes customer's names on their cups in Arabic.



The Friends of the Library had much success at their first-ever book sale held in Old Town Library. The sale filled the Community Room and Storytime Room for two days and brought much energy to the library.

Xcel Energy has placed an educational kiosk in the Snack and Surf area through mid-March. Patrons are encouraged to spend a little time with the interactive kiosk to learn more about energy and how to conserve it.

Staff worked with Facilities' Matt James and Rob Stansbury for the installation of screens and projectors in the Storytime Room and 2nd floor computer area. These additions will allow for staff to use

technology efficiently, safely, and effectively in storytimes and other children’s programs as well as offer additional and larger computer classes before hours at a north-end library.

Programs and Events

Library Assistant Erin Lucero held a Pete the Cat event (based on the books by Eric Litwin) at Harmony Library. She also hosted Old Town’s first LEGO ABC program. One of the program goals was to have families participating in activities together and it was great to see so many parents building right along with their children.



Teen/Reference Librarian Sue-Ellen Jones co-hosted the February IRS meeting with Librarian Diane Tuccillo at Council Tree Library with 13 teens in attendance. She also hosted the first-ever Anti-Valentine's Day party with 14 teens attending, including two very brave boys. The event included background music (a playlist of break-up songs), an Anti-Valentine's day cake, Madlibs, anti-Valentine's Day conversational hearts crafted with black paper hearts and glitter glue, anti-Valentine's Day cards using the covers from discarded romance novels, and a pin-the-tail-on-your-least-favorite-celebrity-valentines (Edward from *Twilight* was a particular target).



Early Literacy Librarian Vicky Hays and Librarian Amy Holzworth taught the increasingly popular iPad 201 class. Vicky held a Valentine's Day program for PSD's Parent and Child Together program with over 20 attending. She also held a program for parents and caregivers on Apps for Kids sharing how to evaluate apps and ideas of apps for kids ages 2-12 and taught a Pinterest class.

Amy is preparing, for the third year in a row, a “Guess the Pennies” activity for each library location and will set displays up with financial literacy information.

She also worked with Outreach and S.A. in preparation for the physical setup at Aztlan Center for Minecraft events happening as part of the LSTA grant. She hosted more full (and increasingly popular) Minecraft events on “School’s Out” Days.

Amy taught a full house (25 patrons) Basic Excel at the Harmony lab.

Continuing Education and Learning Opportunities

Library Assistant Jewels Hall attended the Colorado Performing Arts Jamboree to seek out new talent for the Programming Team.

Outreach and Embedded Staff

Manager Jean Bosch participated as an “inner circle” speaker at the two sessions of the Homelessness Summit hosted by Homeward 2020. The afternoon session can be viewed at:

<https://www.youtube.com/watch?v=IXwIHHICyiA> . A summary of takeaways and next steps can be found at: <https://docs.google.com/file/d/0BwsDGZucJ3z0OWxwVHNCbkVCZGM/edit> .

Old Town Library served again this year as a site for the Point-in-Time Survey of Homeless Individuals. Community volunteers met briefly with individuals experiencing homelessness at places they frequent including the library. Jean also was a surveyor for the P-i-T at Catholic Charities; it is a rewarding experience to listen to these individual’s stories.

Each month, Vicky shares storytime at Laurel Elementary preschool classes and at four classes in the CSU Early Childhood Center. As a community member of the Early Childhood Council of Larimer County, Vicky shares an early literacy moment each monthly meeting. Vicky is also a community member of Your Voice - PSD's Early Childhood Policy Council and a member of the Be Ready Campaign for school readiness.

Amy attended a meeting at the Windsor Library with numerous other area library representatives doing Financial Education series programs. Laurel Kubin from CSU Extension and Nancy Patton from Public Service Credit Union facilitated the meeting where the main focus was on preparations being made for Money Smart Week, April 19-25.

Since the Nonprofit Center of Northern Colorado has recently closed, Nonprofit Services Librarian Sarah Scobey met with NCNPRC's former director Linda Akey to discuss ways in which PRPLD may help to provide services formally offered by NCNPRC. In addition, Sarah is also meeting with Loveland Public Library's new business director, Amanda Armstrong, and Akey to further discuss future collaborations between the two libraries.

Sarah will be offering several programs this spring and is working on the details and schedule. These include two rotating webinars in OTL’s Collaboration Room, “Before Seeking a Grant: A Checklist for New Nonprofits” and “Proposal Writing Basics”. The two webinars will be shown at different dates and time to accommodate for individual’s schedules. Sarah hopes to draw nonprofits into the OT library to showcase our databases, collections, and collaborative spaces, as well as to highlight the services she is able to provide. Late spring will include two Foundation Center workshops, “Grantseeking Basics” and “Intro to Finding Funders”. Sarah will collaborate with Librarians Molly Thompson and Anne Macdonald on programs including “Crowdsourcing” and “Marketing and Social Media”.

Public Services Librarian Nicole Burchfield coordinated and hosted 113 folks at Spellalooza (the spelling bee for adults) at Avogadro’s Number. Library Board member Mike Liggett and staff members Currie Meyer, Jean, Anne, and Jewels assisted with the event.

COUNCIL TREE LIBRARY HIGHLIGHTS

By Currie Meyer



“X-STREAM Crafts” monthly pilot program for children, started February 4: CTL Children’s Librarian planned and implemented the first in a new monthly program for children in grades K-5, X-Stream Crafts, on Feb 4. The program, proposed and coordinated by Millie, takes place at CTL on the first Wednesday of each month, is based on holiday themes for that month, and runs from 3:30-5:30 pm in the storytime room. The program is being piloted through May. Attendance for the February program was 43. Children made Chinese Dragon

masks, Mardi Gras masks, heart butterflies, table-top peace doves, and star and heart window sun catchers. Adults were very appreciative of the program and looking forward to the monthly first Wednesday craft event. New volunteer Deidra Goldsmith helped with the event, and LA Meg Schiel created the templates for the valentine butterfly craft.

Preschool groups tour CTL Feb 19, 20 and Feb 25:

Millie provided a brief tour of the library, and a Community Helper themed storytime to two preschool classes from Our Saviour’s Lutheran Preschool on Feb 19 and 20. The first group consisted of seven 3-year-olds and the second had 16 4-year-olds.

In Millie’s stead (she was ill that day), Currie hosted two 4-5-year-old classes from Riffenburgh Elementary Preschool on Feb 25. The two groups, with 28 children combined, enjoyed a brief tour of the library and storytimes about “Animals Around Us.”

Staff attends training on “Best Kids Apps”, Feb 18:

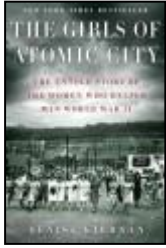
Millie and Library Assistant Sara Nesbitt attended the public program, “Best Kids’ Apps for Tablets and Smartphones” on Feb 28 at CTL. PRPLD Early Literacy Librarian Vicky Hays shared a variety of apps for younger and older children and encouraged hands-on exploration of some 3D apps. One free app, from Guinness Book of World Records, features a spider that crawls right to you in 3-D. Aarggh! She provided handouts citing the apps along with review sources.



VITA begins tax service at CTL:

Volunteer Income Tax Assistance service began at CTL on Feb 6. Now in its second year, CTL provides space in the meeting room for the volunteers to provide free tax preparation services to seniors and low-income tax payers. The service is available Fridays from 10-2:30pm until April 10.

Book club discussions in February facilitated by CTL staff:



Currie and Library Assistant Karen Cagle hosted two book discussions during February. Karen facilitated the discussion of *"The Girls of Atomic City: the untold story of the women who helped win World War II"* by Denise Kiernan on Feb 23. Twenty one people attended the discussion.

Currie hosted two separate discussions of *The Outpost: An Untold Story of American Valor* by CNN reported Jake Tapper on February 23 and 25 at Old Town Library. Total attendance for the two OTL groups was 12.

