

Executive Director's Report

August 2015

ADMINISTRATION

By Holly Carroll

Strategic Planning

The planning team met several times in August to address some of the questions that the Board of Trustees raised at the August 10th meeting. We hope that the revised introduction is more inclusive of seniors and other audiences that are central to our core services. A draft was emailed to you August 20, 2015 for another review. The team is also planning a roll out to staff in early October. Team members will present the plan in pairs to staff at all four buildings, and ask for ideas of how all employees can work together to achieve the strategies. We will then be able to populate the plan with specific activities to accomplish the tactics. Finally, the team will meet with Lauren Trainer in November to tackle outcomes and define success.

2016 Budget

The Leadership Team met on August 19 to gather preliminary ideas and information for funding priorities next year. Each manager was asked to bring their top three priorities for funding in 2016. Their lists could include continuation of programs beyond this year or requests for new projects and staff needs. The only restriction given was that all three requests could not be staffing requests.

The Library District will not receive notice of property tax revenue until the end of August so our real number crunching will begin in September.

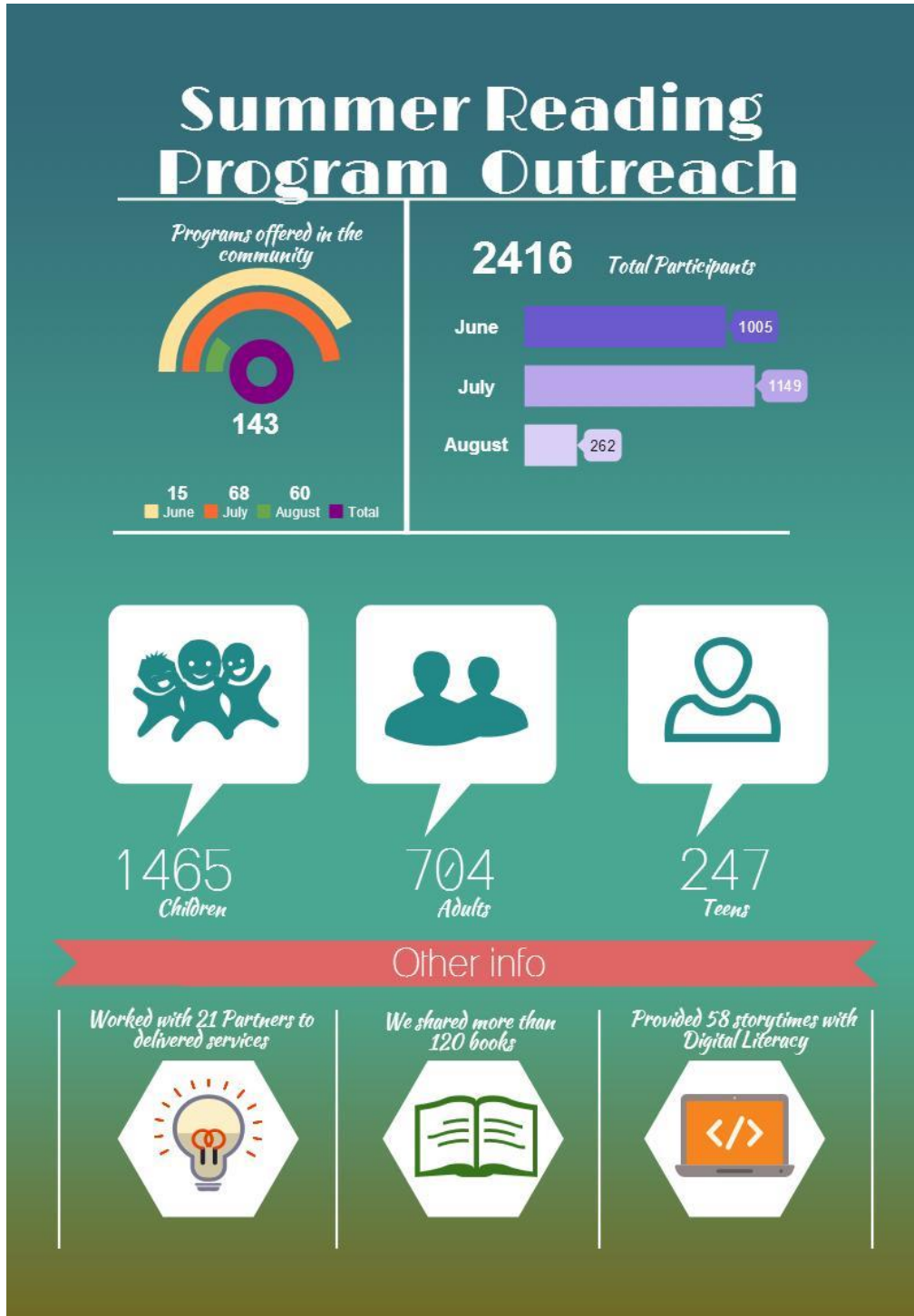
COMMUNICATIONS OFFICE

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 with OrangeBoy on dashboard and Savannah messaging system
- Working on new social media promotions and platforms, updating “The River’s Mouth” blog
- Worked with local media on various stories
- Working with Library Trust PR committee and Board on December *Colorado Gives Day*
- Doing video work with mascots and library services... see our YouTube channel for details
- Final marketing, organization and PR for Fort Collins Comic Con on September 12
- Summer Reading Challenge materials and promotion wrap up with Photo Contest and 100 Hours Club event
- Preparation for making changes to programming with the loss of two members of our programming team and the new focus of the Strategic Plan

OUTREACH SERVICES

By Johanna Ulloa



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We finished the Summer Reading Program Outreach the second week of August. This year we provided a record 143 programs in the community. We partnered with many organizations to be able to access as many kids as possible and the van was a huge help to carry all the materials, books, props, and superheroes throughout the Library District.

Our highlight this month is that Kathie Young de Herrera provided 77 story times this summer at 13 different locations like a literacy superhero!

Here are some highlights from our summer:

- Janet Krech, the project leader for the First United Methodist Church Bookmobile, was very grateful for partnering with us. We will continue partnering with them since we are able to reach more and more families by working together.
- A couple of families mentioned that their kids were not big fans of books, but after attending the bookmobile sites and listening to storytime, they reported their kids developed *“a love for reading”*. A family from Granada Heights mentioned that the kids were very excited about the reading challenge and the prizes, and although they were driven by the prizes to do their reading, they ended up reading beyond their expectations *“just because the kids fell in love with the books”* mentioned their mom.
- We also awarded Reading Certificates to individuals who accomplished the reading challenge and they were received like a treasure for most of them. A mother from Hickory Village who completed the challenge mentioned *“I have never received a certificate in my entire life, I will frame this one and hang it on the wall next to my kids”; it feels good to have a paper with my name on it.”*
- The camp leaders at CLC Genesis also expressed their gratitude for having us visit the site every week. The kids were thrilled when they saw the prizes we brought. A little girl, who won the big super hero figure, cried when she took the prize and said *“this is my very first big toy!”*



Outreach Core

This year, at Pack2School with Ottercare, 1,800 kids received supplies to go back to school. The theme of this year was Makerspaces so we took the 3-D printer, plus 2 Dash (robots). We made a wall of books for the robots and the kids were able to take a book with them.

As explained in previous reports, Johanna Ulloa and Ludy Rueda submitted a proposal to the world literacy conference “Congreso Internacional de Lectura 2015 La Havana, Cuba”. The proposal describes the efforts taken by the Outreach Department to show the impact of storytimes with the added elements of digital literacy and cultural awareness for children and parents who attend PRPLD mobile storytimes. The document was accepted by the scientific committee and we are in the midst of preparing our presentation. We are also very excited to learn

all the new programs and efforts that libraries and universities are doing around the world for the Spanish speaking audiences.

In partnership with the CSU Language Department, the Outreach Team will launch a pilot program called World Languages Storytime. Ludy Rueda will train CSU students on how to deliver a meaningful and fun storytime that incorporates the Every Child Ready to Read (ECRR) practices, increases cultural awareness and digital literacy. Starting in September we will provide a time of children's stories, crafts, puppets, and music presented in a language other than English or Spanish that invites fluent speakers as well as those interested in a new language to enjoy an afternoon in community and family at all three branches.

Johanna Ulloa was invited to present digital literacy to the Youth Success Impact Team from United Way. Kathie Young de Herrera and Victor Zuñiga helped to present 3-D printing, coding, augmented reality, and more to the group. The presentation went so well that Johanna Ulloa was invited to present digital literacy and mobile makerspaces to the United Way Board of Trustees' meeting. The community continues to express their interest on digital literacy and digital citizenship.

As part of the Denver Evaluation Network, Johanna Ulloa and Carol Gyger attended training on evaluation panels done by the Denver Zoo. This evaluation technique is very interesting and we will use it sometime to gain a deeper insight on different target audiences.

In collaboration with Kristen Draper, we welcomed Media Specialists from Poudre School District back to school by hosting their annual meeting at Old Town Library. We presented all the different services that media specialists can provide at their schools and also introduced digital citizenship and mobile makerspaces.

Outreach visited the Harmony Library and the Collections Department during their staff meetings to provide information on the different programs that the team provides.

Sylvia Garcia staffed the Community Table at Senior Law Day (August 1). Over 300 seniors attended and most of them stopped by! It was a terrific opportunity to talk to so many people about our resources and especially the Legal Information Reference Center that is one of our databases. She also created a brochure that explains how to use it from home. Those went fast!!

We were also at the Northern Colorado Pride event that took place at City Park. Over the course of the day over 400 people attended. People commented on how happy they were to see that the Library was there. Sylvia had freebies to give out, did a little reader's advisory and talked up the library a lot.

Sylvia Garcia is also part of the selection committee for the Old Town Librarian position.

Now the team is getting ready for the evaluation part of the impact of story times project. Lauren Trainer will conduct some in person evaluations, will watch some recordings of story times, and will conduct interviews with staff. We will follow ethical guidelines to conduct the evaluation at different sites. Many different libraries and agencies like United Way, Be Ready, and Early Childhood Council have expressed their interest in our findings. We hope to have this finished and ready to share the evaluation by the end of the year and have a better insight to the scope of our work and its impact in the community.

COLLECTION DEVELOPMENT

By Tova Aragon

The board asked that the Patron Suggestions process be reviewed and customers be notified when items were not being purchased. Collections and Systems Administration staff researched several automated systems. The conclusion of our research was that automation would not free up enough staff time to respond to roughly 50 emails a week. Collections Department has adjusted work duties and added some hourly staff in order to be more responsive to Purchase Suggestions. Because of this restructuring of work flow, Collections staff will also be processing the holds ratio lists on a biweekly basis instead of once a month. This will decrease the wait time for popular materials.

ProCitizen is a new addition to Pronunciator, our language learning database. [ProCitizen](#) provides a series of 100 informative videos, plus practice exercises and quizzes to help prepare for the Civics, Reading and Writing portions of the Naturalization test. The direct link into ProCitizen is in English. A Spanish version will be available soon.

SYSTEMS ADMINISTRATION

By Carol Gyger

PROJECT UPDATES:

Implementation of Accelerated Reader metadata

We enhanced the quality of our existing catalog records for elementary students, teachers and parents. Reading, Interest and Lexile Levels help determine the complexity of reading comprehension based on word frequency and sentence length from kindergarten through 12th grade. As a result, 44,000 records have been enhanced to address the needs of our patrons and staff. Victor Zuniga and Peggy Shaughnessy worked closely with Tova Aragon to add this feature to our website.

Example of a search for 3rd grade level (3.0 – 3.9):

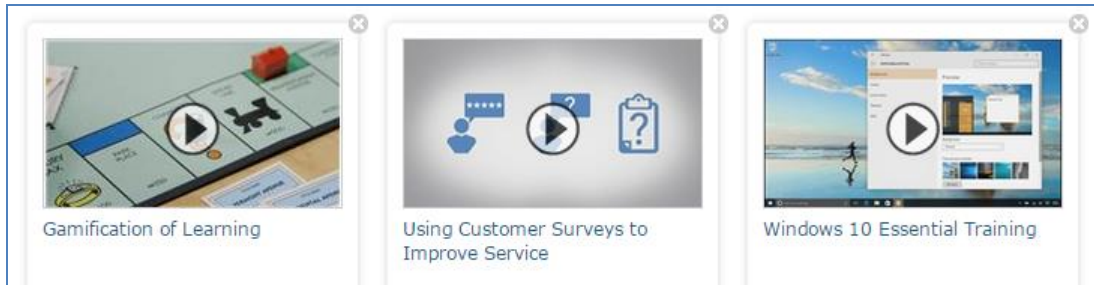
Reading Level	
Grade:	3
Month of School Year:	0
TO	
Grade:	3
Month of School Year:	9

Take a look at <http://www.poudrelibraries.org/ars/>

Lynda.com

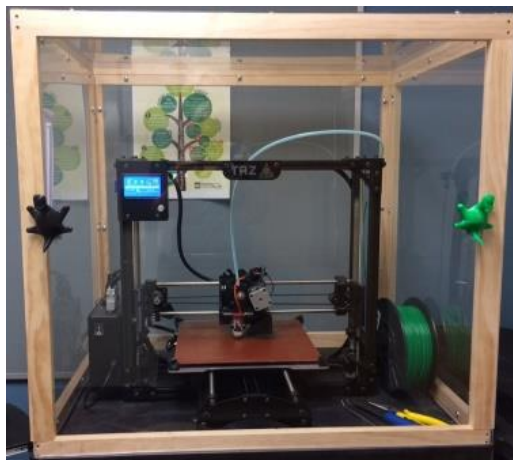
More than a collection of videos, Lynda.com is a resource to improve your skills in a wide range of areas. From basic Microsoft Word to learning how to build a web application and introduction to professional photography, our patrons will enjoy a robust collection of video tutorials to learn at their own time and pace. Victor and Peggy worked with Tova to add this feature to our website.

Here are some examples of courses offered:



3D Printer @ Old Town Library

On July 21st, Old Town Library launched a new service – 3-D printing! The Implementation Team included Jean Bosch, Kristen Draper, Holly Bucks and Erin Lucero. Lab Monitors (the awesome staff who help you with your computer and printing questions on the 2nd floor) are printing items as fast as they can! To find out more about how to submit print jobs, go to our website and look at the bottom of the page for “Printing (3D)”. Or go directly to <http://www.poudrelibraries.org/3dprinting/>



Strategic Planning Team

Carol Gyger, Library IT Manager, is a member of the District’s Strategic Planning Team which has been busy planning strategies and tactics to present to the Board of Trustees.

Research Institute for Public Libraries

Carol attended the Research Institute for Public Libraries in July with Tova Aragon and Johanna Ulloa. The intense four-day event was overflowing with workshops and lectures about how to demonstrate the impact of public libraries on their communities. The workshops emphasized intentional programming and services, evaluation plans, survey and data collection techniques, and how to report impact to stakeholders. Having had Logic Model training prior to this training was a plus for attendees. All this knowledge can now be put to work to provide guidance, assistance and support to staff creating models, plans and reports.

HARMONY LIBRARY HIGHLIGHTS

By Ken Draves

FRCC-Larimer Campus News

From Annie Fox, FRCC-Larimer Campus Librarian

The semester started on Aug 24th and as usual a parking greeter has been hired to redirect students to the FRCC lots.

Harmony Library is checking out 14 iPads for one week as part of a pilot project sponsored by FRCC. iPads are being returned, and we are learning about issues associated with checking out iPads.

The Reserve Room which offers temporary textbooks brings in many new students early in the semester. The cost of textbooks can be unexpected and the Reserve Room helps fill the void until textbooks can be purchased.

Children's Services and Summer Reading Challenge

Reported by Jennifer Zachman

Summer Reading Challenge ended on Aug. 9. Registration and participation increased this year with the new remote Digital Summer Reading Challenge available. Overall 6585 people of all ages registered for SRC. Library registration was 55% of signups and online registration was 45% of all signups. Of all registered participants, forty-nine percent completed the Summer Reading Challenge. A more detailed picture of the 2015 Summer Reading Challenge will be available in October.

Now that SRC is ended, August has kept staff busy putting our office back in order as we also gear up for our fall programming. Storytimes are being planned, fall schedules are being determined, staff is checking in with their assigned schools for the liaison program, and more. Most schools are now open for fall so we've already been assisting customers with homework assignments and other school-related topics as well.

Continuing Education, Collection Development

Reported by Elaine Burritt:

- Attended City Safety & Wellness Team Meeting on August 13.
- Met with Becky Sheller and Sara Nesbitt to brainstorm the process for offering a GenreLand Reading Challenge to our staff on August 13. This subcommittee of the ReAd Team then met with the Learning Organization Team on August 27 to get their input on this learning opportunity.
- Prepared music CD order for our library system, incorporating customer suggestions for purchase.
- Coordinated August Harmony Staff Meeting, featuring guest speakers Kathie Young de Herrera, Outreach Services and Becky Sheller, Collection Development.
- Edited Thriller/Suspense and Romance newsletters on LibraryAware. Changed book-related webpage links this month, as part of the ReAd team responsibilities.

Teen Services

Reported by Diane Tuccillo

- I attended the Children's and Teen Services Interest Group (CATS) meeting and workshop in Estes Park all day on August 14th with Vicky, Nicole, and Amy.
- Minecraft for Teens was held on August 14th at Old Town Library. 20 teens attended (capacity).
- Teen IRS met on August 15th at Harmony Library with 10 very enthusiastic members attending. Meg Schiel helped me to set up and run the meeting as a staff "shadow."
- Sue-Ellen Jones and I began a major Teen collection weeding project this month

Business and Career Services

Reported by Molly Thompson:

- Met with two of the Old Town lab monitors and showed them resources to point out to patrons who are writing resumes or searching for jobs
- Attended a business librarian meeting at the Boulder Public Library
- Attended the Workforce Investment Board meeting
- Watched a TechSoup webinar *Accomplishing More with Social Media* – using material to supplement a LinkedIn class that I am teaching in November and a possible winter Twitter class
- Created a mock-up for the upcoming *Job Help* webpage

Digital Literacy

Reported by Kristen Draper:

- worked on the strategic planning committee
- scheduled the fall computer classes
- met with PSD media specialists before school started to highlight the library liaisons connection and what we are able to do to help schools and school librarians; attended the media specialist meeting to discover what they are working on this school year
- attended storytime meeting concerning diversity and technology in storytimes
- met with Tavelli to discuss their makerspace and how we can help
- Media Mentors met to discuss digital citizenship and how we can incorporate into classes we already teach
- Hosted iPad 101 class, e-readers class, Minecraft, nook class at B&N

OLD TOWN LIBRARY HIGHLIGHTS

By Jean Bosch

Programs and Events

We had over 70 people attend Game Day on NewWestFest weekend. People were very excited to have something to do indoors when the weather turned bad. It was wonderful seeing so many new faces at this event that are now excited about coming again in the future.

Early Literacy Librarian Vicky Hays also worked with Librarians Jennifer Zachman and Millie Kridler at the Power Readers Club program. Approximately 200 people attended with delightful stories and songs from Beth Epley. We even saw a dinosaur or two in Library Park.

Outreach and Embedded Staff

Jean attended the City of Fort Collins Sustainability Department's "Disruptive Downtown Behaviors" Forum. Nearly 110 citizens,



business owners, and advocates for the homeless attended to find out information about the City's proposed methods to better address the disruptive behaviors often experienced in and around the Old Town area – a Street Outreach program; ordinance for Shared Public Spaces; enhancement of the Location Diversion Program; implementation of Crime Prevention Through Environmental Design (CPTED); and/or a combination of these proposed methods.

Nonprofit Services:

Librarian Sarah Scobey met with a SBDC client to discuss her project - group homes for teens aging out of foster care – and conducted three hours of research on her topic and compiled a report for the client. She had another SBDC client meeting, conducted three hours of research on his project, established a nonprofit branch of his established business, and compiled a report for him. We share this information here to give an idea of the depth of services provided as well as a general idea of the time involved with each client.

Sarah met with Mike O'Connell, head of the SBDC and Annette Geiselman, VP of Community Leaders for Community Foundation of Northern Colorado, to discuss how the library district could collaborate to support the different life stages of our local nonprofits.

She also created a mock-up of the new nonprofit webpage and met with Carol Gyger, Peggy Shaughnessy, Anne Macdonald, and Molly Thompson to discuss new layout of their respective pages.

Sarah finalized speakers and details of the monthly Nonprofit FACs for 2015-2016.

Jean met with the new Media Specialist at Olander School for Project-Based Learning to share what she can help provide through the liaison program. Jean represented the library district to approximately 180 attendees at Olander's Back-to-School Night to greet parents, promote library services, and issue library cards.

Continuing Education and Learning Opportunities

Vicky attended the Children and Teen Services (CATS) workshop in Estes Park and shared information on using technology in storytimes. Vicky facilitated our quarterly storytime staff meeting with great discussions on diversity in materials and how staff use technology in storytime.

Sarah became a member of the Colorado Nonprofit Association.

Sarah attended the C3 Forum, a conference co-sponsored by Colorado Association of Funders, Colorado Nonprofit Association, and Community Resource Center. She attended the following sessions: Resilience: Northern Colorado Spotlight and Cultivating Corporate Partnerships & Nonprofits and Engagement. She had the opportunity to network with the various Northern Colorado Nonprofits in attendance. She introduced herself to Shanda Vargas of QEP Resources, facilitator of Cultivating Corporate Partnerships; Shanda may do a program for the library district.

Jean has started the 13-week long City of Fort Collins Police Services Citizen Police Academy. Classes are held every Thursday evening this fall from 6-10 p.m. plus two additional class opportunities. She will learn more about law enforcement and engage with classmates and police personnel about library services, challenges, and activities.

Jean helped plan and host the Colorado Public Library Association (COPLA) workshop for over sixty librarians at the Rodolfo "Corky" Gonzales Branch of the Denver Public Library. The topic was "Community Engagement and Outreach" and featured several speakers from Colorado libraries as well as a communications consultant. The feedback and surveys were very positive.

Miscellaneous

Although it is impossible to replace Librarian Norm Fitzpatrick following his retirement, we have posted the position to be filled. We received 61 applications for the position. Phone interviews have been conducted and three applicants will be interviewing in person in September. The interview team consists of Jean, Sarah, Nicole, and Outreach Librarian Sylvia Garcia.

Vicky is also serving on the interview committee for the selection and hire of the Children and Teen Librarian at Council Tree Library.

COUNCIL TREE LIBRARY HIGHLIGHTS

By Currie Meyer

Back room clean up meeting with Rob, Matt and Chris, Aug 6:

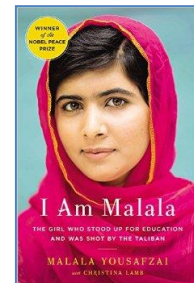
In preparation for the automatic materials handler installation at CTL, Chris Cortez facilitated a meeting with Rob Stansbury and Matt James from Facilities Management, along with me, to reexamine the storage of stuff in the book drop room at CTL. The book drop room, on the library's first floor, doubles as a storage area, and has filled up over the years with spare shelves, Fisher's costume, extra furniture, paint cans, SRP supplies and equipment. Access to elevator power and mechanics is also provided in this space, and must be kept clear in the event of emergency firefighter operation. Chris will need more space for carts once the AMH displaces the cart spaces in the circulation work room. The group agreed to a plan and a timeline for clearing unnecessary stuff out and creating space for two carts.

Children's and Teen Librarian Position Activity:

Through the online recruitment system Cornerstone, I received and viewed 30 qualified applications for the children's and teen services librarian position currently vacant at CTL. The post was open from July 22 to August 10. Teen services librarian Diane Tuccillo, early literacy librarian Vicky Hays and library assistant Linda Justice have agreed to join me on the interview committee for this position. During August, I selected a set of ten applicants as a first-round tier to consider, and with the committee, narrowed that list to six. The committee interviewed each of these six candidates via conference call during the last part of August. From the phone interviews, the committee has selected three top finalists for the position. I am currently arranging personal interviews with these candidates.

OTL Book Club Selection Meeting

Ten adults participated in the Old Town Book Club selection meeting on August 24 at OTL. The group nominated 10 titles and selected 6 for the upcoming season, which begins in October and ends the first week of June. The titles selected range from *The Devil in the White City* by Erik Larson (January) to *I am Malala* (June).



COPLA Workshop

I attended the Colorado chapter of the Public Library Association's annual day-long



workshop at Rudolpho "Corky" Gonzales Library in Denver on August 28. The workshop, attended by about 80 public library staff, Colorado State Library staff, and other library advocates from all over the state, focused on community engagement and outreach.

Rudolpho "Corky" Gonzales Library, Denver Public Library