

January 2022 Report from the Executive Director

ADMINISTRATION

By Diane Lapierre

During the first month of my position as Executive Director, I am excited about the opportunities and enthusiasm that have greeted me as I visited the various library locations, met with staff and community members, and began developing a framework for 2022 based on five high level goals. The first goal is to have a new Strategic Plan completed and ready to implement by January 1, 2023.

EDI Initiative: I have had the opportunity to review the EDI report on internal findings by the consultants with Think Again and have shared the report with staff. The results of the customer/community feedback are still being analyzed and will be released at a later date. Recommended steps by the consultants include hosting a series of staff forums to discuss the report and allow me an opportunity to hear directly from our staff. Four forums have been scheduled for the month of February. I have also met with members of the EDI committee to discuss the history of the committee and additional recommendations by the consultant including developing a more formal charge for the committee and hiring an EDI coordinator.

To improve internal culture and staff engagement, I have scheduled meetings with all staff groups to discuss the five high level goals and facilitate the “Community Rhythms” exercise from the Harwood Institute to get a sense of where the organization and community currently are and help me understand current opportunities and challenges as we begin our strategic planning efforts. We will be discussing the Deninson Culture Survey with the consultants in February and begin to develop next steps related to the results.

Community engagement efforts in January included participating in the Martin Luther King Jr. Day march and familiarizing myself with existing partnerships and key community members. We will be developing a timeline for community conversations and introducing staff to the Harwood approach to “turning outward” over the next several months.

I continue to learn more about the organizational structure, current performance metrics, procedures, plans and policies as I continue my on-boarding process. I look forward to using the framework of the 2022 Goals to organize Board reports, develop key performance metrics and data visualization to demonstrate our progress, and improve internal communications to build transparency, understanding and collaboration around our shared work.

COMMUNICATIONS

By Katie Auman

January Highlights

- Collaborated with staff to manage the KN95 / surgical mask distribution process and ensure a quick turnaround of information in light of the rapidly developing situation.
- Prepared materials and communications for Board of Trustees member recruitment, working with the City and County to ensure a smooth and timely process. Created new Board Recruitment package, including news release, website updates, updated forms, poster, and social media assets.
- Participated in the 2022 MLK March with other library staff; produced a social media-based Martin Luther King Jr. Day campaign with a blog post.
- Earned media coverage in January included:
 - “Library District’s Anne Million Honored for Work with Newcomers and English Language Learners,” *North Forty News*, <https://northfortynews.com/category/news/library-districts-anne-million-honored-for-work-with-newcomers-and-english-language-learners-awarded-the-2021-human-relations-award/>
 - “Poudre River Library Names New Exec Director” – *50 Plus Marketplace News*, <https://www.50plusmarketplacenews.com/>
 - “These Larimer County libraries are giving away free medical-grade masks,” *Coloradoan*, <https://www.coloradoan.com/story/news/2022/01/20/larimer-county-libraries-giving-away-free-kn-95-surgical-masks/6592624001/>
 - Various news outlets covered the KN95 mask distribution and mentioned the Library District including Colorado Public Radio, KUSA/9News, and KDVR/Fox 31
 - “Poudre River Public Library District Appoints New Director,” *Rocky Mountain Collegian*, <https://collegian.com/news/2022/01/category-news-poudre-river-public-library-district-appoints-new-director/>
 - “Live Your Best Life” – *The Silver Lining Magazine*

Team Member Reports

Laura Carter, graphic designer:

- *Innovative / Branding:* Created nine total branded signage panels around Mission, Vision, and Access as part of Old Town Library’s refresh and to share with all three Library buildings. Also created eight additional custom sign panels for the new Opto display in the Old Town entrance.
- *Collaborative:* Coordinated with sign vendor to update Council Tree Library shelf sign color palette ink values for 5 different types of material shelf signage to adjust for color shifts.
- *Innovative:* Continued work around SRC for website buttons and other promotional items
- *Curious:* Began UI/UX training course to refresh best practices around website and app wire framing.

Annie Crumpton, digital communications assistant:

- *Curious:* Completed a social media audit, compiling 1,000+ data points on our social media pages over the last three years to help inform our digital marketing strategy.
- *Innovative:* Created additional social media mini-campaigns: New Year’s Resolutions, Top Checkouts in 2021, and a Collection Feature. Produced 60+ social media-specific graphics for the month of January.

- *Innovative:* Created a Winter Bingo video promotion
- *Accountable / Social Media:* Implemented and began using Loomly, a new and more efficient digital media planning platform.
- *Innovative:* Highlighted the Library's Green Team on our River's Mouth Blog and completed infographics related to our recycling.

COMMUNITY OUTREACH SERVICES

By Irene Romsa

Outreach to Children & Teens

Teens

- In collaboration with all Teen Librarians and the LCEWD (Larimer County Economic & Workforce Development) offered a “[Get Ready to Get Hired](#)” webinar with participation of 18 teens and 4 parents. [Spanish](#) interpretation was provided. The seminar was recorded and is available at the Library’s YouTube channel.

Children

- Prepared new content in Spanish and French for Phone-A-Story
- Received an Inclusive Financial Education Programming Kit to support Money Smart and early numeracy programs.

Outreach to Adults

Homebound & Older Adults

- Three new homebound participants (for a total of 36 participants)
- In support of Larimer County Office on Aging, advertised (in English and Spanish) their weighted blankets & robotic pets which resulted in referral of six people.

Digital Literacy

- We have been granted \$43,000 from the ARPA (America Rescue Plan Act) funds to create about 20 tech kits (Chromebooks and hotspots)

Other

New Community Outreach Manager

- Leadership and Outreach staff have supported the onboarding process. Internal and external meetings will inform the revised 2022 strategy.

Outreach Van

- We were awarded \$52,900 from the ARPA (America Rescue Plan Act) funds for purchase of the van

Translations into Spanish

- Website's Tax Forms & Resources section: <https://www.poudrelibraries.org/espanol/tax>
- Facebook's media posts

COUNCIL TREE LIBRARY

By Currie Meyer



Interactive art: Winter Weave-Along Late December through January. In partnership with Elizabeth Morisette, Art Education Coordinator at FCMOD, Children's Services Librarian Amy Holzworth coordinated at CTL, and HL. Visitors of any age could weave, knot, or tie designs with yarn, ribbon and on to specialized hoops made from upcycled materials. Amy hung finished hoops in the community meeting room.

Launching Rocket Take and Makes kits for children – Library Assistant Linda Justice coordinated CTL's popular monthly activity/building kit that used a paper straw and rocket template to color and cut out. She also included a few literacy activities. All 500 kits were gone by mid-month!

Rekindle the Classics book discussion series kick-off, January 18. Rekindle the Classics, a popular literature classics discussion program, began its fifth year in January. This spring, the program will meet via Zoom, and is coordinated by Library Assistant Erin Walters and me, along with our partners in the CSU Department of English.

Teen Services Librarian Jenny Thurman provided coordination and support for: Teen Council, January 4,

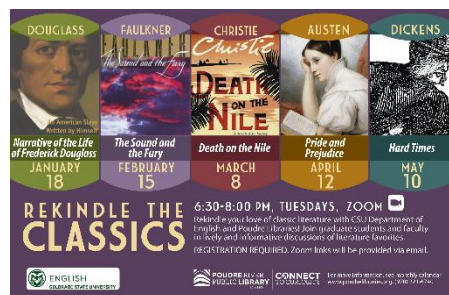
Zoom Jenny and Miranda West hosted the event and led the discussions. Teen Council is spending this winter and spring discussing the structure of the group, tasks required to conduct meetings, plan and implement programs, and manage roles and responsibilities.

Dungeons & Dragons for Teens January 8, via Zoom. Get Prepped to Get Hired, January 25, via Zoom. 22 teens and parents attended this program, presented by Larimer County Career Rise staff, coordinated and hosted by Ludy Rueda and Miranda West and Jenny. Simultaneously presented in English and Spanish.

Teen area refresh planning: Jenny continued planning for the CTL teen area refresh by contacting contractors, evaluating proposals, coordinating with FRHS and FCHS for teen input opportunities, and tracking spending with Amy Lyons and me.

Scheduling and staffing challenges in January: Circulation Supervisor Xochil Arellano and I were challenged by several cases of COVID among staff in January. Along with LA scheduler Drew Gaede, we managed to keep operations to 100% with creative scheduling of existing CTL staff and use of sub staff.

Completion of fourth quarter classified staff performance reviews: Xochil and I completed written and conversation-based performance reviews for staff in our departments (13 staff combined) in January.



KN-95 Mask distribution: After an initial miscommunication from a Denver news outlet, the Libraries began KN-95 mask distribution to the public on January 20. About 50 people lined up outside CTL’s doors before opening that frigid morning, and CTL gave away all of its 2,000 masks in less than 30 minutes. With a re-supply of KN-95 masks from the State of Colorado the following week, CTL gave away all of its 3,000 masks in about four hours. While PRPLD awaits another resupply, our front desk staff answers dozens of customer mask requests every day, and offers surgical masks instead.



Xochil learned about Midtown Collections processes with a building tour and discussions to review the collections management process with Tova, learn about the Prospector process with Crystal, meet support staff, and learn about the magazines, recycling, media, and problem items processes with Louise.

OLD TOWN LIBRARY

By Eileen McCluskey

Old Town Library staff continued to reimagine the future of the Old Town Library as the completion of the renovation project draws near. New book displays, furniture, an “opening day” book collection, locally-sourced benches, signage, lighting, service desks, paint and art rails have updated the space with a clean, modernized and more functional space for customer and library staff. Real plants have infused biophilic design and sense of calm into the lobby and Treehouse areas. We welcomed back the Friends of the Library Book sale into its new location, while still awaiting the permanent shelving that was ordered for the space. When the original idea for the kid’s installation for the Kiddo Cove was nixed by Saunders, Old Town employees sprang into action with even better options for the space and our community. By working with the Saunders and sT teams, we were able to order an [Everbright Mini wall](#) and look forward to its March installation. OTL’s circulation and displays team created beautiful book displays as soon as the shelving was installed. Fifty-five percent of the new books ordered for the lobby displays were checked out within 2 weeks of being offered to the public.

Meg S. supported Kevin Cook’s transition to a virtual format for January, as our Cookies must be fed their monthly dose of Kevin! With her team, Meg is creating an engaging plan for 2022 programs, including community partners such as the FC Natural Areas and CSU’s Colorado Literacy Center in program development. She is planning OTL’s first curated art exhibit for the Treehouse space and included it as a First Friday event.

Karla’s team is providing an enriching, DIY story time experience that has a growing audience of little ones. The team is providing a warm, creative and interactive space for children and their caregivers to learn and collaborate. OTL is seeing consistent participation and caregivers continue to express gratitude for the indoor option. Our youth services team is busy planning for spring break and SRC programs with hopes for in-person and interactive experiences.

SRC preparation is in full swing-- Karla is the lead for the SRC School Promotion committee and is also a member of the “Gamification” Committee. Karla is booking performers for the Summer Monday Outdoor Series and planning an SRC kickoff event at OTL.

The Winter Bingo Scavenger hunt was popular at OTL with an estimated 200 participants. Thanks to the Communications Team for providing this engaging intergenerational activity! OTL children’s area is enjoying new Opto display shelving. The rolling displays are child-sized and very cute! January book

displays and passive programming featured a celebration of MLK, peace and social justice. School visits and tour requests are returning to OTL. Three classes have visited OTL and requested tours of the library this month. We are thrilled to be a field trip destination again. Jace Long is taking the lead with teen programming and services this year. Jace will continue to host the Teen Writer's group, Spectrum Book Club, at Poudre High School, self-care series (yoganna relax) and start up a QSA group in the near future. Thanks to Deidre Hand for helping with the Yoganna Relax sessions!

Kristen continues her diligent pursuit of improving internal operations through the EDI team, onboarding and training resources for digital competencies. She also participated in the MLK Jr. March.

Eileen worked with Anne and Ludy to hire a Mentoring Assistant for the ESL Mentoring service. Melissa Benton was hired as an hourly employee in support of ESL and Citizenship services. ESL Mentoring continues to grow and see successes both big and small (when you're working in a second language, even seemingly small successes are enormous!). Here are just a few:

- One of our first participants, who needed to achieve a threshold TOEFL score to apply for a graduate program at CSU, worked in a lab over the summer and fall assisting other graduate students with experiments. Now she is excited to start her own having just started her Master's degree program in Food Science and Human Nutrition last week. We're so excited for her!
- Another English learner, who is working towards using her Computer Science degree rather than working in fast food, passed her Driver's license exam giving her much more time not having to rely on bus schedules to get to work and childcare. She's now building a website to demonstrate her design and coding skills.
- One Learner, with a degree in Social Science, is interested in Social Justice as well as continuing work in policy development for children and adolescents. Now, he has earned 2 jobs, one at Partners Mentoring Youth as a School-based Program Coordinator and the other at CSU Housing as a Youth Programmer. He's very excited to continue working to help younger Americans.

We currently have 31 active English learners from 18 different countries. 87% have at least a 4-year college degree while 61% have a graduate degree from their home country. Just as importantly, we continue to have an amazing set of volunteer mentors offering their expertise to our English learners. We currently have 45 mentors (83% having graduate degrees) either working with a learner, waiting to be paired, or in progress with our video training.