

Executive Director's Report

February 2011

ADMINISTRATION

Main Library Remodel and Staff Relocation

The site relocation team has finished its tour of available lease spaces and is narrowing the list to four properties that appear to be most viable in terms of space, technology access and location. Carson Block is estimating IT costs including connectivity to the City's fiber ring, new data center, local network and telephone system. Jeff Barnes is working on estimating life cycle costs for each location. Our realtors will be requesting more information in the form of a RFP after OZ Architecture completes a test fit for each location. We hope to have as detailed and inclusive information for the board to review by the end of March.

Walsh Environmental Scientists and Engineers completed its inspection of the Main Library for asbestos and lead paint. Seventy-nine samples were collected from 27 suspect building materials for asbestos. Three suspect building materials, all located in the meeting room kitchen were identified as containing asbestos. The specific areas of concern include the 2x2 ft. fire door in the ceiling of the kitchen, the undercoating of one of the sinks and the adhesive under the vinyl floor. Samples from both interior and exterior painted components were taken for lead paint analysis. None of the components contained lead above the HUD action levels.

Strategic Planning Proposal from OrangeBoy

Paula Watson-Lakamp and I have been in discussions with Adam Gay from OrangeBoy to determine how best to use the wealth of information from the OrangeBoy Market Analysis and segmentation study completed last year for the Library District for strategic planning purposes. Our strategic plan expires the end of this year. I have included in the packet a proposal from OrangeBoy to assist us in a strategic planning process as well as an AIS. I would like the board to approve this proposal so that the planning process can begin and a new plan is approved for 2012. I will discuss in detail at Monday's meeting.

Partnerships

The author series sponsored by CSU Friends of the Library and Poudre River Friends of the Library will launch with the appearance of historical fiction writer Susan Vreeland who will be discussing her latest book *Clara and Mr. Tiffany*. The second program is a week later on April 6 at the Drake Centre and features author Nick Trout, a British Veterinarian. Paula Watson-Lakamp has included detailed information about both programs in her monthly report.

This June, the Debut Theater will hold its annual spring production in Library Park as a prelude to summer reading. The play *Ivan and the Firebird* will be performed in the round on the north side of the park (Oak Street) June 2- 5. All performances will be free to the public.

International renowned children's illustrator and muralist, Raphael Lopez, will be in Fort Collins to create a mural in celebration of the 2011 Summer Reading program "One World, Many Stories." He is also the designer of this year's summer reading graphics, used nationwide by many public libraries. He has volunteered his time and talent to create a mural with community participation. Partnering with

Ellen Martin, Visual Arts Administrator for the City of Fort Collins, the Library District has received permission from the city to have the mural painted on a structure in City Park (please see enclosed proposal) .

It is estimated that \$ 3,000 will be needed for this project. The Library anticipates that part of it will be covered by in-kind donations but has budgeted the full amount for the project as part of the summer reading funds received from the Friends of the Library. Once completed, the mural will be gifted to the City of Fort Collins. A reception honoring the artist and the program is scheduled for Friday, June 17, at Main Library. Irene Romsa, project coordinator, will make a presentation to the board at this month's board meeting.

Team Progress

The five staff teams have been meeting monthly and report great progress in achieving initial goals. The learning organization team has completed an all-staff survey about the learning culture of the Library District and is studying staff development days to plan such an activity for the Library District in 2012. The circulation team has been hard at work encouraging a positive and fun work environment by recognizing circulation staff members for outstanding customer service and finding ways to say yes to customer inquiries. The customer experience team is developing an audit of the Library district's procedures for customer friendliness and has taken field trips to Cheyenne and AnyThink libraries to observe how other library systems conduct business. The program committee is developing criteria for evaluating current and new programming and busy planning the spring and summer activities, including the summer reading program. Finally, the collections team has fully launched the shared or floating collection of most items among all three libraries and made recommendations for reducing wait times for new materials including reducing the holds ratio from 5 to 1 to 3 to 1. A complete summary of activities is included in your packets.

Meeting with Representative Gardner

Robin Gard and I met with Congressman Cory Gardner in his Fort Collins office on February 22. We were impressed that he gave us almost one half hour of his time to learn about Poudre River Public Library District and some of the federal issues of interest to public libraries. We discussed the American Recovery and Reinvestment Act grant, administered by the Colorado State Library that will establish 11 public computer centers in the 4th congressional district, including the two mobile labs that our Library District is implementing in north Fort Collins.

Other Activities

I met with staff of all three libraries the last week of February for the bi-monthly Director's round tables. I enjoy sharing ideas and news with staff at these 45 minute sessions. I was introduced to two new employees at Council Tree.

I am serving again as a volunteer for the United Way Solid Foundations. I am making site visits to the five child care centers that receive funding from United Way and will participate in determining allocations for the coming year. I have learned a great deal about the growing need for subsidized childcare in the community by participating on this committee. The Leadership Team for Homeward 2020 continues to meet monthly to discuss strategies for implementing the ten year plan for the organization.

Robin Gard and I traveled to Denver on March 3 to participate in the CAL Lobby Day. We were able to chat with Senator Bacon for a few minutes and left information for our other state legislators about the Library district in support of the lobby day's theme "Libraries mean business. "

COLLECTION MANAGEMENT

Recently, we have added several reference e-books to our collection through Gale Virtual Reference Library. By having the multi-volume sets electronically, we can offer 24/7, simultaneous access to our patrons and free up a little shelf space. Encyclopedia of World Biography and Business Plans Handbook are two of the fourteen titles.

At the same time libraries are adding more e-books to meet patron demand, Harper Collins is changing the rules on how they sell e-books to libraries. This change has caused a backlash of comments from the library world. Below is a story about the conflict. Overdrive, one of our e-book providers, has removed the Harper Collins titles for now. We will continue to have access to any titles we have already purchased.

http://www.publishersweekly.com/pw/by-topic/digital/content-and-e-books/article/46333-librarian-unhappiness-over-new-harper-e-book-lending-policy-grows.html?utm_source=Publishers+Weekly%27s+PW+Daily&utm_campaign=16c9c440fa-UA-15906914-1&utm_medium=email

Even though we weren't hit with the same extreme weather as other parts of the country, it did affect us in Collections. The harsh weather delayed some orders for up to 2 weeks. One order was re-routed so many times it ended up being delivered to another library by mistake. We are now back to normal deliveries. Staff took advantage of the slower flow of materials to process storage items into the collection and do maintenance projects on the catalog.

COMMUNICATIONS OFFICE

The Communications Office was very busy with normal duties as well as beginning of the year activities.

- 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.
- Coordinating video and print production of 2010 Annual Report.
- Continued working with SA on information for new mobile app promotion.
- Working with SA on new video billboard systems for each library, these systems will be rolled out as soon as the TV placement is decided.
- Attended the Downtown Business Association meeting
- Promotion of Black History Month programming
- Coordinating with CSU library representative over promotions of co-sponsored spring authors series (see below)
- Coordinated our library "Snapshot Day" on Feb 14 as part of the CAL Lobby Day.
- Coordinating Barnes and Noble Bookfair (see information below)
- The Communications Office has accepted a marketing intern from CSU for spring semester.
- Coordinated the "I love my library" contest. Five winners to be announced.

- Promotion underway for Rafael Lopez mural project, Victorian Festival and Asian Fest.
- Attended CAL Board Retreat as part of my responsibilities as being CAL Communications Committee co-chair. We worked on the CAL Strategic Plan.
- Meet with Be Local and Beet Street representatives about partnership opportunities.
- Attended NCPC – Northern Colorado Public Communicators spring workshop

BARNES AND NOBLE BOOKFAIR
SUPPORTING POUDBRE RIVER PUBLIC LIBRARIES

On Saturday, March 19, Barnes and Noble, 4045 S. College Ave, will be donating a percentage of net sales to the Poudre River Public Library District.

In celebration of the Book Fair there will be story time for children at 11 a.m. “I Love My Library” essay entries will be available for viewing from 11 a.m. -2 p.m. and you can vote for your favorite! Visitors will also have an opportunity to meet the library mascots and learn about the Main Library expansion project.

Vouchers will be available to staff and public at the libraries, or just say “I’m for the Library” at the counter... online also counts if you have the “special number”... Visit BN.COM/bookfairs to support us online from 03/19/11 to 03/23/11 by entering Bookfair ID 10443174 at checkout.

SPRING AUTHOR SERIES

An evening with Susan Vreeland

Wednesday, March 30, 7:00 PM at the Hilton Hotel - 425 W. Prospect

Join us for a presentation and book signing by *New York Times* best selling author Susan Vreeland. Best known for her books about art and artists, Ms. Vreeland will be speaking about her latest book, *Clara and Mr. Tiffany*. During the Gilded Age just before the turn of the twentieth century, Tiffany forged his reputation in stained-glass. His highly recognizable style blended Art Nouveau, the exoticism of the Aesthetics Movement, and his own adoration of nature. Old Firehouse Books will be on hand to sell copies of Ms. Vreeland’s books. This is part of a series of free author evenings presented by the Poudre River Friends of the Library and the Friends of the Colorado State University Libraries.

An evening with Author/Veterinarian Nick Trout

Extreme Bond: Where is the new importance of companion animals taking veterinary medicine?

Wednesday April 6, 7 PM at the Drake Centre - 802 W. Drake Road

Originally from England, Nick is a veterinary surgeon working at the Angell Animal Medical Center in Boston, one of the biggest animal hospitals in the world. In his latest book, *Ever By My Side*, Nick turns the lens inward to offer a funny, moving, and intimate memoir about how the pets he has had throughout his life have shaped him into the son, husband, father, and doctor he is today. Using his relationships with those beloved animals to tell his life story, Nick shares the profound lessons he’s learned about friendship, loyalty, and resilience. The result is a moving story that speaks not just to animal lovers, but to any reader who appreciates the bonds we have with our loved ones, be they animal or human, and the lengths to which we go to nurture those bonds. If you’ve ever had a pet or special place in your heart for furry friends, Nick Trout’s presentation will speak to you. Books will be available and Nick will be signing them after his presentation. This is part of a series of free author events presented by Friends of CSU Libraries and the Poudre River Friends of the Library.

**An evening with author/environmentalist Jon Waterman
Thursday, April 7, 7:00 PM, Main Library, 201 Peterson Street**

Jon Waterman, author of the National Geographic book, *Running Dry: From Source to Sea Down the Colorado River*, will discuss his harrowing trip down the overused and drying river. Jon Waterman has published ten unique journey books exploring history, culture, and environment. He is renowned for unprecedented mountaineering ascents, long river descents, and arduous wilderness traverses—such as his 2,200 mile solo of the Northwest Passage in his book *Arctic Crossing*. Jon has also written for, appeared in, and created five TV documentaries about his wild journeys. The accolades for his work include 7 book and magazine awards, an Emmy, and a Denali National Park Special Achievement Award for his rescue service on Mt. McKinley. Books will be available and Jon will be signing them after his presentation.

CUSTOMER EXPERIENCE/CIRCULATION

February saw the placement of an express check in the Children's area at the Main Library. Staff is working on acquainting the public on the existence of the newest express check and slowly but surely the kids and parents are finding and using it! We will let you know next month how usage was for the first full month in this new location. This brings the total of express checks District wide to 16!

February was also the first full month of refunds and our patrons love it! Those that have used this new service have been so appreciative. During the first month we did 2 cash refunds and the remaining were all credit. We will be looking to expand the service to CT very soon and are working with the FRCC Controller on bringing the service to the Harmony Library.

In the last month, Prospector has gone live with 4 new libraries from the Marmot consortium: Mesa County Public Library District which has a central library & 7 branches, Western State College, Pitkin County Library which is Aspen and a branch at Snowmass, and Colorado Christian University. Mesa State College, part of Marmot, has been a member of Prospector for quite some time now. Laurie Gomez, who has been the Prospector contact for Mesa State, continues as the Marmot libraries Prospector contact.

Our loan rate in Prospector is increasing and our borrowing to lending ratio for the month of Feb 2011 was .66 up from about .55-.56. The closer the ratio is to 1, the more balanced borrowing is to lending. I attribute our increase in loans to the loss of Denver Public in the Prospector system.

We have joined Blue Sky Express, another perk offered by our CLiC courier service. There is no additional charge for this extra service. Through CLiC we are now connected to long list of Kansas libraries, over & above the COKAMO service, through the Kansas Library Express Interlibrary Courier Service. I set up our OCLC/WorldCat searching so we can search for items from libraries belonging to COKAMO & Blue Sky Express first & then search at other lenders. We are keeping track of items borrowed from libraries from both services.

Barb Crandall and Peggy Shaughnessy have been working together to get online volunteer timesheets and online volunteer applications formulated. The timesheet function should be up and functional starting in April.

SYSTEMS ADMINISTRATION (SA)

Our Web App – A Strong Launch!

Our web app is off to a great start! In February we had our first full month of usage – and our statistics show that 1,163 people used our web app, making more than 18,000 queries (requests for information) through our App!

Our top four devices are the iPhone, Blackberry, and Android phones – but even devices that often use wi-fi to connect (such as iPod and iPad) made a respectable showing in our stats!



Poudre River Public Library Usage Stats February 2011

Users by Device

Device Type	Unique Users	%
iPhone	411	35.34%
BlackBerry	268	23.04%
Android	230	19.78%
iPod	138	11.87%
browser	64	5.50%
iPad/Java	48	4.13%
Symbian	2	0.17%
WinMo	2	0.17%
Total users	1,163	100.00%

Queries by Device

Device Type	Queries	%
iPhone	6,102	32.98%
Android	4,878	26.37%
iPod	3,779	20.43%

BlackBerry	2,433	13.15%
iPad/Java	966	5.22%
browser	336	1.82%
WinMo	5	0.03%
Symbian	2	0.01%
Total queries	18,501	100.00%

Queries by Channel

Channel	Users	Queries
PRPL Mobile	610	2,911
My Account	651	3,669
Find Books & Media (Catalog Search)	293	10,564
Calendar	108	178

Project Gutenberg Titles in Overdrive

Our eBook collection took a leap forward in February as well, when we worked with Overdrive to add more than 15,000 public domain eBooks (from Project Gutenberg) to our downloadable collection! Since the titles are public domain, the usual restrictions do not apply (so the title doesn't expire at the end of the circulation period) and more importantly provides a convenient access point for our digital patrons! Peggy, Carol and Tova did a great job bringing this idea to reality in a lightning-quick time period!

New Sound System for Council Tree Library

In February a project in the works for several months came together – a sound system for the Community Room at the Council Tree Library! Carson has been working with staff and vendors to pick the right system and if the demo is any indication we're on the right track. Six speakers provide evenly-dispersed sound in the room, and two wireless mics (with options for lavalier, head-set, and handheld) cover human voice needs. As well, DVD player (and sound) is part of the package. Topping it off is the control unit – a state of the art application that runs wirelessly on an iPad to give fine control over the sound in the room.

Emergency Response

Connectivity problems for our libraries are so rare, we can sometimes take for granted a resource we all rely on – the network, and specifically our connection to the Internet. In February, our provider-up-the-line (CSU) experienced some perplexing problems, resulting in an extended outage -- leaving City MIS

and Library SA staff scrambling to troubleshoot the problem and create workarounds for staff. The SA crew – Carol, Chris and Peggy, and Ling in particular -- pulled together to create different routes to the Internet for as many staff as possible until the problem upstream could be resolved. Staff showered their appreciation on SAers for their good, hard work. Well done!

In Search for the Service Center Site

In what will be one of our major projects in 2011, Carson joined Holly, Ken, Jeff and Tova in touring proposed sites for the Service Center, and began putting pencil to paper to project costs and compare options. This will be a hot item for the group for the next several months...

Staff Intranet Enhancement

With such major projects on board this year, a planned overhaul of our prototype intranet site will probably have to wait a bit. In the meantime, though, staff is hungry to explore new tools. In February, Peggy formed a pilot group to test a place for staff to upload and share files with each other.

Misc

Carson presented a well-received program on Internet music for Anythink (Rangeview Library District) as part of their technology day for staff.

MAIN LIBRARY HIGHLIGHTS

The Children's area at Main now has a self-check machine. Children and families are already enjoying having it there as it makes for more convenient service. Systems Administration also installed a 3rd 20-minute internet station in the Children's area. These stations are very popular, so it will help try to meet the demand for more internet access.

With our volunteer director and writer Karen Christophersen, Library Assistant Giny McConathy finished a fourth successful season of Story Theatre. Twelve Theatre Pals gave four performances of "Romancing the Stories," a 45-minute play based on two children's books. With plenty of action and verbal wit, this show appealed to a wide age-range. It was great to see so many teens attending - they were there either because they were once Theatre Pals themselves, or because they knew someone in the cast, and had been invited by one of the Theatre Pals. One especially gifted and diligent Theatre Pal, John-Micah Braswell, created a Facebook group for anyone who's ever been a Theatre Pal. There he posted an entertaining video clip, a "trailer" for "Romancing the Stories." Our junior high and high school volunteers are just wonderful!

Librarian Sue-Ellen Jones was again asked to present at the 2011 Northern Colorado Faith Library Seminar in Fort Collins. It was entitled "Online and E-Book Resources for Faith Literature" with 32 attendees. She spoke at length about the OverDrive and NetLibrary databases that we offer to our library customers as well as good free e-book websites from our District's reading room page. She also presented a short section on materials for patrons with disabilities. She took her Nook to show attendees how an e-book from OverDrive looked once you transferred it to an e-book reader and a Playaway to show them a "low tech" way for disabled customers to use library materials.

Business Reference Librarian Anne Macdonald continues to reach out, network, and provide specialized information to enhance and promote economic development. She continues to work with clients at Rocky Mountain Innosphere-Regional Technology Incubator, Small Business Development Center, and

the Larimer County Workforce. The Resume Writing/Job Searching Open Labs (held in cooperation with Larimer County Workforce Center) have assisted 15-20 users at each session.

Anne also attended the Larimer County Financial Literacy Roundtable which is resulting in some upcoming financial literacy classes. Her meeting with the Nonprofit Resource Center is leading to our District hosting a booth at the Northern Colorado Resource Fair in June.

The District's celebrations and recognitions of Black History Month were well-attended. The Buffalo Soldiers presentation was well-received and we look forward to hosting a re-enactment featuring them this summer.

Librarian Sarah Scobey reports good turnouts for adult book clubs, ranging from 16-32 participants. Sarah also attended training in Boston for our National Endowment for the Humanities "Louisa May Alcott" grant fulfillment, so the Programming Team and our grant partners will begin to work with her to finalize our plans.

While more newsworthy for our overall collection, Main staff are excited to house the new Juvenile Book Club kits. Children's Collection Development Librarian Marian Sawyer created several exciting book club kits for use just with children in small groups.

Library Assistant Cydney Clink has been working on Summer Reading Program print materials in support of the great ideas the Programming Team and Summer Reading work groups have developed. This year the District will have a very consistent look to the reading records for all three programs which will make things much easier for staff, volunteers, and families with participants in more than one of our Summer Reading Programs.

Librarian Vicky Hays is serving as a community advisor for a CSU Human Development and Family Services Senior Capstone Project. She also worked with Irene Romsa at the PSD Early Childhood's Resource Fair to network with other service providers and share information with parents on library services.

HARMONY LIBRARY HIGHLIGHTS

Harmony Library Refresh/Remodel project

The Harmony remodel team is interviewing three local architectural firms next week and will select a firm following interviews. As the project is for an FRCC owned and maintained facility the remodel process will adhere to FRCC and State rules and standards. Once a firm is selected we will revisit our initial conceptual plans and establish a project timeline including any necessary period of closure. We anticipate work will be completed this summer. We will work to see that construction activities are coordinated around our Summer Reading Program schedule to insure continuity of services and minimize disruptions to programming, as well as working to find times that avoid disruptions and closure during FRCC's summer terms.

Parking

At the beginning of FRCC's spring semester we had a marked increase in congestion in Harmony's parking lot compared to recent semesters, perhaps due to a convergence of increased enrollment and inclement weather. We received numerous complaints from customers finding it difficult to park near the building. While the situation has improved, as it always does once the initial few weeks of a

semester pass, we realized that we need to work together with FRCC to find ways to improve the situation for the future.

The Campus has responded to increased enrollment and the opening of the new Sunlight Peak science building by adding 200 or so additional parking spaces on campus last year. Due to concerns about the decrease in available parking for library patrons, the College is sending e-mails to staff and students, placing notices on the Visio monitors located around campus in busy locations, and installing improved signage demarcating the library lot. We appreciate the efforts the College is making and continue to work cooperatively to find ways to improve the parking experience at Harmony.

COUNCIL TREE LIBRARY HIGHLIGHTS

All staff day at High Plains (Weld County) Library District February 11: Currie, Elaine Burritt and Vicky Hays of the LO Team enjoyed observing and participating in this event in Greeley. The event featured breakfast, keynote speaker Joseph Sanchez, Library Director at Red Rocks Community College, and Christine Creger, Technology coordinator at the Colorado State Library. The day also included staff milestone recognitions, a 'State of the Library' presentation by Director Janine Reid, and training sessions on ebooks and library advocacy.

Dart Reference Tracker sampling, week of February 14: Currie coordinated the District-wide implementation of using Dart Reference Tracker, a free, web-based tool that provides an electronic system for reporting, tracking and analyzing a library's information transactions. Dart is supported by the Library Research Service, based at the Colorado State Library in Denver. The District will use Dart to track transactions for three weeks during the year, in February, June and September. Total transactions for the year can then be estimated using these samples, saving staff the hassle of tracking transactions daily with 'hashmarks' on paper. Also, Dart can provide reports based on library location, question type, response time, and content of question. These results could be used to improve efficiency, reveal areas for growth and quantify our value to the community.

Recreator sign up February 17: As we did last fall, Council Tree Library hosted the City of Fort Collins Recreation Department's walk-in registration for their suite of classes and programs, as cataloged in the Recreator. Rob Stansbury awoke early to let Brian from Mulberry Pool into CTL at 6:30 am! Registration was from 6:30 am – 12:00 pm. Although less than 10 people registered at our location, Brian was optimistic the City would like to continue this partnership in the future.

New audio system installation February 24 and 25: The new system, from Ford Audio Systems features distributed sound through six ceiling mounted speakers, an additional port for A/V connectivity, no-feedback microphones, and an iPad-controller for all systems. Ford provided a one-hour training / demo for staff on February 25, and about a dozen CT staff, facilities staff and programming staff attended. This system replaces the 'portable' (one speaker weighed about 40 lbs!) speaker and microphone system.

Sandra Smith presentation scheduled: Sandra Smith, Training and Development Manager at the Denver Public Library, will be coming to Main Library on Thursday, March 31, 9 - 11:30 am. Currie asked Sandra to speak to us about her experience creating a culture of learning at the Denver Public Libraries. Sandra began building DPL's learning culture in 2004 and has since created frameworks for competencies, training, informal learning and return on investment measurements. Sandra has given presentations on

the learning org concept to the Public Library Association and Web Junction, an on-line learning resource for libraries. All library staff has been invited.