

Executive Director's Report

August 2014

ADMINISTRATION

By Holly Carroll

Inclusivity Training

On August 5 and 7, 42 employees attended inclusivity training at Lory Student Center. The sessions were organized by Ria Vigil, Director of Diversity Education and Training, CSU, and presented by Monica Rivera, Assistant Director, CSU Prevention and Education Programs and Victim Advocate. For many of us, this was fresh and a very effective approach to diversity awareness. The workshop was developed in response to an incident that happened during a program at the library earlier this year and will help staff better respond to inappropriate comments and actions of the public.

LLT Retreat

On October 2 and November 6, the Library Leadership Team will meet in retreat at Primrose . Ariana Friedlander of Rosabella Consulting will facilitate the two 3-hour sessions with the overarching goal of building relevant library services. Outcomes of the retreat include defining or redefining/ reaffirming the team's purpose and setting priorities for 2015.

Human Resources Policies Manual

Mountain States Employers Council has completed its review of the HR policies manual. Ken Draves and I are meeting with MSEC consultant Joe Montelongo and attorney David Zwisler on Thursday, September 4 to discuss the recommended changes. Upon a first reading of the edited document, there appear to be many changes, some significant, so I recommend that the board review the revised document later this month and approve a final copy in October. I will send the revised policy manual to members as soon as possible.

Staff Vacancies

Ken Draves and I are completing Job Analysis Questionnaires (JAQs) for the both the Volunteer Coordinator position that was vacated by Barbara Crandall and the new Human Resources Manager position. Both positions will be evaluated by the City of Fort Collins HR department for position classification and compensation. This is quite a lengthy process but we plan to have the job positions posted by the end of the month.

Larimer County TIF Study Proposal

The Larimer County purchasing department issued a Request for Proposal (RFP) for a consultant to assist in evaluating current TIF practices in the County and to make recommendations for crafting proposals and agreements among the taxing entities for future TIF projects. The cost of the study is not to exceed \$108,000 dollars and participating entities are expected to contribute financially to this cost. It was initially proposed that special districts including ours, would contribute \$1,000 to participate. A recent request has been made to contribute up to \$2,330. The County, Loveland and Fort Collins will each contribute \$30,000. I have included an AIS in your packet with a recommendation of how the Library District should proceed.

COLLECTION MANAGEMENT

By Tova Aragon

Collections would like to announce some new collections and changes in processing.

Due to implementation of Decision Center for statistics and changing some processes for gathering and reporting statistics, the Collection Advisory Team felt it was feasible to review different collections that had been suggested by patrons and staff.

- Collection codes were created for NEW large print fiction and nonfiction to meet requests from patrons. The idea is that this will create easier browsing for those that need large print materials and increase circulation.
- This spring, Marian worked to refresh the Easy Reader Nonfiction collection. The funds were provided by the state literacy grant. It was great timing in that it also supported the STREAM summer reading theme. By accident, the Easy Reader Nonfiction was processed and shelved in the New Easy Reader Fiction section. Erin Senseman at Old Town noticed this and did an experiment. She monitored the circulation of items misplaced in the NEW section compared to those shelved in the normal location. Those placed in New out shown those placed in their regular location. The Collection Advisory Team studied the results and sent the idea of a new collection through the review process for new collections.

Both Collections will be implemented on September 10th. Collection staff will be visiting the libraries to change newer materials to their new locations.

These new Collections also open up a chance to try out a different way of marking new materials. Now, we have red dots on the sides. We will be changing to red tape. The change will be more ergonomic for processors and for circulation staff when the items come off new status. The tape is also cleaner and leaves little or no residue. There is some concern that since the tape is easier to take off, customers may remove it. Other libraries have not had a problem with this but we will be monitoring the New Easy Reader Nonfiction and Large Print collections to evaluate how the tape works.



BluRays purchased often come in a set with a DVD. They are repackaged so we can circulate them separately. Recently, the BluRays are being repackaged into specially marked cases that look like the DVD cases. This can be confusing for patrons. Julia Fox suggested that we use blue spine label covers similar those for Here and Now. The suggestion was accepted by circulation staff. All new BluRays will have the blue cover and we will retrofit as time allows.

Jean Bosch and Tova Aragon attended an information/brainstorming meeting for the Public Library Annual Report. The PLAR report is produced at the state level by the Library Research Service then the numbers are reported to the IMLS at the national level. The information reported to the state report is different than those reported at the national level which allows flexibility for the states to decide what additional data they would like to gather. The goal is to gather data that will be useful to evaluate services, monitor trends, and to provide data for stakeholders. As the use of libraries changes, LRS is receiving requests to gather additional information to capture the changing/expanded use of libraries.

The group discussed what different metrics would be useful and whether they would be onerous for libraries to gather. LRS will take the ideas and propose back to the group the possible changes and wording.

The ideas discussed were:

- Capturing the changing use of library computers and wireless – separating out the wireless use. Libraries that have been tracking computer use locally were finding that desktop computer use was going down significantly but wireless use had skyrocketed. (The use of wireless in our district is up 28% over last year. The use of the public desktop computers is down only 2% but the time used on them is up about 1%.)
- There was a recommendation to add an additional category to capture the use and holdings of streaming services like Freegal and Hoopla. The use is captured in the database statistic but holdings are not captured. Since this is a growing type of service, it was felt it was important to capture all the data possible.
- There was a request for clarification on what was reported in “non-traditional” outlets. Many libraries are offering services and marketing in a non-traditional way such as, kiosks, vending machines, computer labs in retail outlets and libraries pulled by bikes. Also, clarification was needed on how to count hosting booths at community events such as, county fairs. The state group will be working to draft some changes.
- Libraries are seeing a shift in reference services – less questions but more complex and time consuming. Many are implementing services similar to our Ask a Librarian service. Libraries only have anecdotal evidence and would like to have a measure to capture this change. It was proposed that time spent may be a good measure.
- Maker spaces and maker space programs have been inconsistently or not reported. Clarification on where they should be reported was requested. All felt that since this is a growing trend, libraries need to find a way to capture the use.

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 new Savannah messaging system.
- Working on new social media promotions and platforms, “The River’s Mouth” , updating
- Worked with local media on various stories
- Finalized 2014 Summer Reading information and events with over 300 people at the 100 Hour Club special event
- Working with other libraries on statewide “Outside the Lines” campaign for September 2014 - Save the date for the Extreme Cardboard Challenge! Sept. 21st – fun for all ages
- Working with Web Team to develop new website – roll out very soon!
- Beginning NextReads email readers advisory, sign up at:
 - <http://www.libraryaware.com/859/Subscribers/Subscribe?showonlynewsletterlists=true>
- Working with Morgan Library on new Ram Card promotions
- Working with Library Trust PR committee and Board to get ready for Dec. ColoradoGives campaign

- Doing video work with mascots and library services... see our YouTube channel details
- Arranging for new hanging art displays as part of Old Town Library
- Working with Holly and marketing firm on gathering data for new needs assessment
- Attended Library Journal – Lead the Change: Engaging Your Community workshop

OUTREACH SERVICES

By Johanna Ulloa

Outreach Core

This month we had the opportunity to plan the rest of the year for all our storytimes! We include an element of diversity and inclusion to all storytimes. Johanna Ulloa trained the team on the use of Logic Models and change theory to make sure that all programs achieve the desired outcomes set for the year. At each team meeting we discuss a piece related to cultural awareness and present different videos to inform our practice and better serve the community.

Johanna presented at Colorado Association of Libraries at Denver on Mobile Makerspaces. We had great feedback and comments, and made several connections.

Outreach collaborated with the SA Department to develop a Spanish version of the website. Ludy Rueda did a magnificent job at making sure that the content translated was consistent and edited for the final version. A next step is the translation of the children's page for monolingual Spanish speakers. Johanna Ulloa will conduct focus groups to identify content is most applicable for this audience.

We received \$5,000 from United Way Grant as a School Readiness Impact partner. This money will pay for the external evaluation of outreach storytimes. Johanna Ulloa and Laureen Trainer are currently working on research to develop a reliable evaluation considering our storytime's short time objectives. Our short time outcomes for one year are literacy skills, attitude, technology, and cultural diversity. We will use a mixed methodological approach to data collection through 2015. We are excited to have the opportunity to evaluate the impact of our storytimes in the community and to report outcomes to the Colorado library community.

The Library District also received a \$2,000 grant from Target for Rincon De Cuentos at Community Life Center. We will use the money to purchase props, books, and apps to better serve the community at this location. The target audience for this program is low-income and marginalized immigrant families.

International Outreach

The first communication via Skype with Nicaragua already took place. We will work again with Harris Elementary and children from San Juan del Sur with the Pelicano Program.

We are also considering including San Juan de Sur as part of a STEM program with CSU, Anatomy in Clay, and the Family Center. The main idea is to replicate a program for middle school Latinas in Nicaragua and conduct a cross cultural study of the program. We are very lucky to have so many partners that are dedicated to serve marginalized communities.

On the Road

Noches en Familia, a family program hosted at Council Tree, celebrates 5 years of providing amazing activities, literacy opportunities and culturally diverse programming to our community. We will celebrate *a lo grande!* with cake and fun stories. A local Capoeira group will present an interactive Brazilian show with the kids. Ludy Rueda and Kathie Young de Herrera have been an essential part of this successful program.

We finished a series of Story times in Spanish at Community Life Center.

Another program that ended in August was our partnership with the United Methodist Church bookmobile where we visited neighborhoods around town to reach low income and underserved families during summer. It was very sad to say goodbye to the little, curious, and interested attendants who came to hear our story times every week! Some of the kids attending the events are left alone during the day, since their parents have to work, so this partnership is the only opportunity for guided literacy programs in their communities.

City of Fort Collins sent a letter thanking the Outreach Department for the hand-on activities we provided for the Amazing Race. We created a circus tent for the event and provided active engaging activities for families. Here is an excerpt from their letter *“I wanted to thank you for participating in the Amazing Race and providing a challenge. When talking with families/kids after the race I had several tell me that their favorite was the library challenge.”*

We also received a letter from the OtterCares Foundation team thanking our participation at Pack2School event. This year the foundation requested participating agencies to provide STEM activities so Kathie took some of our mobile makerspace activities and received great feedback from the community. They provided over 40,000 school supplies to over 1,800 children in need. Here is an excerpt from their letter. *“The activities that you coordinated were a big hit and really helped to promote the experience of innovative, hands-on learning with the kids that visited your activity station during the day. We also hope that Pack2School provided the Poudre River Library District with meaningful opportunities to connect and share information about your services with many of those who attended.”*

Sylvia Garcia met with Maureen Lutz of the Sterling House regarding the District providing services to its facility. There was a concern that the residents would not be able to keep track of library items that they check out so we decided on a ‘yellow shelf’ arrangement where used books will be provided and will be periodically refreshed. The Poudre River Friends of the Library will be providing this yellow shelf services for us.

Sylvia provided Assistive Technology Station training to a caseworker from the U.S. Department of Labor. The caseworker works prepares mature workers for unsubsidized jobs in the private sector through training in community based organizations. The training will help her work more effectively with clients.

Community Connections

Johanna and Kathie spent a day in Denver for the following activities:

- Museums and Libraries Connections meeting in Denver where different partnerships and programs were shared.

- Further training on Anatomy in Clay where we gathered more information on how other libraries are using the program materials with their communities.
- Meeting with Will Chan from DPL to discuss different outreach programs that DPL have hosted for several years, including Plaza, DPL's immigrant program.

Our partnership with the Family Center continues to be strong and creating new avenues to serve marginalized communities. We will collaborate to host the second round for Immigration services. In October we will provide free classes for immigrants seeking U.S citizenship through the naturalization process.

CSU professor Maura Velazquez has expressed her interest to continue our partnership with her 400 level Spanish class during the fall semester. Ludy Rueda will be presenting Rincon de Cuentos for her class. Ludy will also help train students who will volunteer to present at some our Spanish programs.

Professional Development

Karol de Rueda participated in the webinar "How to teach Tech to Adults" and "Engaging Learning: Tips and tricks for presenting to adults" where she learned many new things and techniques to use in her classes.

"Inclusivity training" was another wonderful event where we revisited diversity, inclusion, and the impact of oppression. Since we work with an incredibly diverse group of people; from many nationalities, languages, faiths and ages, we continually discussed such topics in our team meetings. Nonetheless, the CSU training was very informative and applicable.

Kathie Young de Herrera attended Lead the Change Colorado training at the Denver Public Library.

Computers

August was a very busy month at Crossroads Safehouse with a waiting list during most of our time there. Since we only provide one hour a week, and have a waiting list, our users' access to our computer program is limited to 15 minutes per participant.

We are ready to start Bilingual Computer classes for the group "Ancianos" at Atzlan Center.

We finished a series of Computer Basics at Community Life Center this month. One of our participants found a job online thanks to the new knowledge she acquired during the classes!

SYSTEMS ADMINISTRATION

By Carol Gyger

Website Redesign Launch Schedule:

- **August 18 – Sept 14** – New site launched to all staff for final review and feedback
- **September 15 - 29** – Sneak Peak via pdf for public (NOTE: date change)
- **September 30** - New site live to public, old site retired

- 50 staff members have given their feedback during the review period – examples:
 - ✓ I really like the straightforward, simpler format. The old webpage was difficult to read, having to squint at the left and the right of the page and read through all the small listings. It's definitely easier to navigate. Good job!
 - ✓ LOVE IT! Outstanding visually! Soooooo much better than before.
 - ✓ Love the new look. It seems very user friendly. I like all of the info links at the bottom.
 - ✓ Nice! Appealing to eyes. Can you add how teens can get card w/o parent?
 - ✓ Could you add Lucky Day booklist link to What's New, Kids column?
- Many staff members across the district are involved with creating content, design and layout
- Special recognition to Systems staff member Peggy Shaughnessy, PRPLD website developer and the rest of the Web Team – Victor Zuniga, Kristen Draper, Annie Fox, Paula Watson-Lakamp, and Carol Gyger

PRPLD → Prospector → MOBIUS – Live!

- Started August 4th, a great combination for resource sharing!
- If you can't find it in PRPLD catalog, click **Prospector** in the upper right corner.
- If you can't find it in Prospector, click **MOBIUS** in the upper right corner.
- If you can't find it in MOBIUS, well, there's always Interlibrary Loan. ☺



- August was a “soft” rollout for all Prospector libraries to give implementation staff time to iron out any kinks in the system.
- Systems staff involved with implementation – Victor Zuniga with Crystal Bollman

iPad Checkout

- Victor Zuniga worked with Kristen Draper and Annie Fox at Harmony Library to set up parameters for iPad checkout.
- Will be launched to public in September

Other behind-the-scenes work

- Migrated from SmartFilter to Netsweeper as our internet filter – Lingzhen Zhao
- New printer in Harmony Children's staff area – Chris Bauman
- Minecraft server work – creating more environments – Victor Zuniga with Gabe Johnson and Ben Holzworth (volunteer)

Attending events

- **Creating Inclusive Environments: an introduction to diversity and inclusion**, CSU Carol Gyger attending this training along with many other PRPLD staff members.
- **Boulder Public Library**, The Foundry (Makerspace for teens) Open House, Victor Zuniga

HARMONY LIBRARY HIGHLIGHTS

By Ken Draves

Back to School

FRCC's fall semester has begun. In an effort to direct students to appropriate parking and help reserve library parking in nearby lots for people actively using the library, the College hired a parking lot monitor during the first two weeks of classes. We have found this to be a good method to help students develop good parking habits.

FRCC enrollment is down 4% this semester compared to last fall.

iPads for Public Use

In a pilot program initiated by Annie Fox and funded by the College, fifteen iPads will soon begin circulating for in-house use to the public at Harmony Library. We will report on how the program is working later in the year.

Programs and Children's activities

Summer Reading Program concluded on August 10. Approximately 15,000 people from babies to adults participated in the take-home reading program with nearly 4,000 completing the program requirements for prizes. Nearly 11,000 people attended summer programs/events overall. Details of SRP 2014 are forthcoming in a final report.

Cool Off @ Your Library programs were held district-wide during the Poudre School District early-release heat days. These programs were grant-funded and presented by the Cache la Poudre River National Heritage Area. The City of Fort Collins Natural Areas department also partnered for these programs. Library staff at each site hosted the programs and presented a makerspace element to the programs.

Storytime staff throughout the District met for a "Best Practices in Storytime" session at Old Town Library on August 25. Staff were inspired and energized by the creative ideas brought to the session and appreciated the opportunity for conversations about best practices in storytime.

Circulation

Update from Kim Doran, Circulation Supervisor:

Our new children's library cards are in and we started circulating them today. We ordered 5000 to start with. Victor is helping us with ratios of kids vs adult new cards and we will use that on our next order which will be sometime in December.

Business and Career Services

From Molly Thompson, who has been working with Anne Macdonald and participating in Career support and outreach:

- Attended the Larimer County Workforce Investment Board meeting.
- Arranged for an employee from the Larimer County Workforce Center to present at staff meetings at all three branches.
- Worked with Heather Green, a workforce center employee, on creating a resume and job searching class at the library. The first class is in September.

ILL (Interlibrary Loan)/Prospector/Reserve Room

Crystal Bollman shares the following:

Mobius:

In August we went live on Mobius, the Missouri Library consortium. After some hurdles centered around processes, we are seeing steady requests and loans for Mobius libraries. I expect the numbers to increase as patrons and staff becomes more familiar with the Mobius link. For the month of August we filled 30 requests for Mobius and we requested 39 items from Mobius.

Reserve Room

Kim Travis-Miller and I made it through the onslaught of cataloging of Reserve Room items. It's been a challenge as course text books seem to all arrive in the first two weeks of school. Our turnaround time has been less than the 48 hours that we require on our forms.

OLD TOWN LIBRARY HIGHLIGHTS

By Jean Bosch

Programs and Events

This summer, fifty-six Library Pals volunteered just over 990 hours during June and July under the coordination of Library Assistant Zoe Bartzen. We also had a few firsts with the Pals Program this summer. Before retiring, Library Assistant Giny McConathy created a special Pals shift for Amanda A. and her mother Katherine at Old Town Library. Amanda's favorite jobs were returning books on the green carts and stocking the Friends of the Library sale shelves. Katherine commented, "Amanda loved the support and recognition from staff. Library staff, especially Giny, Zoë, and Library Assistant Erin Senseman, were amazing in their work to modify the typical Pal experience to accommodate Amanda's special needs and abilities."



Old Town Library Manager Jean Bosch, Zoë, and the Pals bosses also agreed to have a Pal shift at Old Town Library that included Sofia G. and her service dog, Cedar. Sofia is a sixth-grader with PTSD, social anxiety, and dyslexia. The positive impact of her experience as a Library Pal surprised both her mom and teacher. As a result, Sofia has become more independent, enjoys being a part of small library group, is more comfortable with new experiences, and has improved her reading skills. And finally, for the first time, an invitation to join Story Theatre was extended to Pals with special needs. Once again, Sofia's mom was surprised that Sofia was excited to continue, participating as a Story Theatre Pal. She now feels confident enough



to not have Cedar at rehearsals. To see Sofia blossom and find her voice under the tutelage of Story Theatre Director Karen Christopherson and support of library staff is truly amazing.

Continuing Education and Learning Opportunities



August provided the perfect time for storytime staff to get together and talk about the power of storytime. Vicky facilitated Guerilla Storytime - a way for staff to share best practices, challenges and learn something new like adding technology in a variety of ways to enhance our great storytimes.

It was also a good month to get in some training sessions. Vicky took the staff-taught Beyond Basic Powerpoint class as well as attending a webinar on teaching adults using a variety of methods.

Jean hosted the Colorado Public Library Association's annual workshop held at the Denver Public Library. The all-day workshop featured many speakers sharing information on makerspaces. Outreach Manager Johanna Ulloa and Library Assistant Kathie Young-de Herrera were presenters and Council Tree Library Manager Currie Meyer (who also serves at the Secretary of COPLA this year) assisted with the workshop planning and preparation. Over 65 librarians, trustees, and Friends from across the state attended.

Staff welcomed Heather Green with the Larimer Workforce Center at the Old Town staff monthly staff meeting. She informed us about their services and website. Several staff also attended an Inclusivity Training offered by CSU.

Jean attended the Public Library Annual Report meeting with Collections Manager Tova Aragon.

Jean also attended the Leading the Change workshop with Currie, Kathie, Librarian Anne Macdonald, Digital Literacy Librarian Kristen Draper, and Communications Manager Paula Watson-Lakamp. The full-day workshop sponsored by *Library Journal* focused on community engagement.

Outreach and Embedded Staff

Vicky shared information on using the library with the Foster Grandparents of Larimer County - part of Volunteers of America.

Teen/Reference Librarian Sue-Ellen Jones hosted a Bookends program with five boys on Tuesday, August 5. It's the first time we have had that many boys present a Bookends program. That program is currently airing.

Sue-Ellen hosted a library materials display for Cache la Poudre Middle School's Back to School night.

COUNCIL TREE LIBRARY HIGHLIGHTS

By Currie Meyer

CTL staff attended an inclusivity training at CSU

CTL staff including Millie Kridler, Linda Justice, Karen Cagle, Chris Cortez, Liz Neff, Erin Conte-Bryant, and myself attended a four-hour training on diversity and inclusivity at CSU on either August 5 or 7. The workshop was presented on two different days (same content) by a member of the CSU faculty whose focus is diversity and gender studies.

Book drop request denied by Safeway management in Denver, August 6

After both Chase Bank and Target denied our request to place a book drop on their property, I approached the management at Safeway on McMurry and Harmony in July. I emailed a book drop proposal with photos of a large and a small drop to Safeway's Denver headquarters. Unfortunately, the proposal was denied. I will continue to explore options for this continually-requested resource.

Presentation on Library Liaisons given to Poudre School District's media specialists

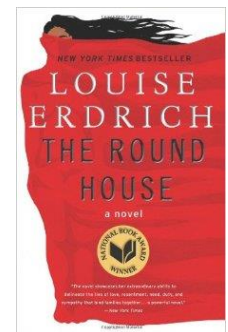
Digital Services Librarian Kristen Draper and I presented information on the District's Library Liaison program and information on the digital resource CultureGrams to more than sixty PSD school media specialists and other school library staff at the PSD Administration Center on Aug 13. Although our presentation was limited to 15 minutes, Kristen and I provided an overview of the liaisons program, distributed handouts with details about the program, a list of District liaison contacts, and gave a slide show presentation that highlighted features of the geography/sociology e-resource CultureGrams.



CTL and Old Town Library book clubs annual selection meeting held at CTL

CTL Library Assistant Karen Cagle and I facilitated the annual selection of book titles for the CTL and OTL book clubs on August 18. More than 50 people attended. Individuals nominated, and the groups then voted on nine titles for the series, which runs between October and May. The discussions, which are open to anyone who is interested, are led by members and coordinated by Karen and me (formerly Sarah Scobey), and are partially funded by the Friends of the Library. The groups meet approximately every six weeks, on Monday evenings at both CTL and OTL, and Wednesdays at OTL. Titles for the season include *The Round House* by Louise Erdrich, *The Book Thief* by Marcus Zusak, *The Good Lord Bird* by James McBride, and *The Girls of Atomic City* by Denise Kiernan. Details are available at

<http://www.poudrelibraries.org/read/bookclubs/>



Summer Reading Program wrap-up, August 10-20:

Children's librarian Millie Kridler wrapped up, cleaned up, reported on and put away her share of SRP during August. Among her duties: taking down and storing items used at the SRP service table including brochures, prize books, rolling shelves, and the table skirt; taking down and replacing the bulletin board display in the storytime room; coordinated signing and mailing of thank-you notes for over 20 SRP volunteers; laundered, cleaned and stored Fisher mascot costume; prepared volunteers and craft stations for the 100 Hours of Reading event; and contacted and coordinated prize pick up for over 20 grand prize winners.

Fifth draft of remodel plans reviewed and approved for cost estimates

Chris Freeland from Aller, Lingle, Massey Architects presented a fifth draft of architectural plans to me on August 25. Staff including Ken Draves, Carol Gyger and Rob Stansbury have reviewed the plans and provided input toward this final set. Chris Freeland has given the plans to a general contractor Scott Neuenschwander of KEM Commercial, for cost estimation purposes. Once we have a scope of project's overall costs, we will determine next steps for the project, which may include gathering alternate estimates.

Colorado Chapter of the Public Library Association Makerspace workshop attended, August 22

Serving as secretary of COPLA, Currie provided logistical support for the annual COPLA development workshop, Makerspaces, at Denver Public Library Central on August 22. Currie attended with Jean Bosch, COPLA

President, who coordinated the full day event, and Kathie Young deHerrera, and Johanna Ulloa, who gave a presentation on mobile makerspaces. Highlight: Tour of DPL's ideaLAB, a makerspace featuring computers, a 3D printer, a flatscreen TV and gaming equipment, a workbench with tools, software for creating content, and a small music creation space.



Library Journal's Lead the Change through Community Engagement Workshop

Jean, Paula, Anne, Kristen and I attended this nationally-presented, all-day workshop at Denver Public Library on August 28. The workshop was presented by *Library Journal* and leadership consultants BA David Company, and featured speakers Pam Sandlin-Smith (Director of Anythink Libraries), Jamie LaRue (Jamie LaRue and Associates), and Chris Henning (Marketing and PR Director, DPL). Take-aways include: "Nothing is different but everything has changed," (Paul Simon lyric); Start with Why model (Simon Sinek); Build movements not campaigns model for marketing / advocacy; Unbuckle the Organization (Susan Curzon) by listening continually to what customers want, be in a continual cycle of review.