

## August 2020 Report from the Executive Director

### ADMINISTRATION

*By David Slivken*

Several weeks ago, I shared with you the Library District has been re-visioning our strategic plan to insure it reflects our community's new immediate needs, as well as the long-term effects of the pandemic on our residents. For the current phase of this crisis, we will be focusing on these four key areas we feel we can make a significant and positive impact right now:

- K-12 Learning
- Economic recovery
- Healthy Communities
- Equity, Diversity, and Inclusion sector

We have had to rush to come up with creative solutions to make sure that we still served our users as best we could, regardless of these severe circumstances. In March, 2020, made a quick transition to online-only library services, and we've done a very good job. There is much to be proud of in how we, individually and collectively, handled (and are handling) this crisis. But one day this crisis will subside.

When the current crisis is behind us, the landscape will be changed. Due to the current economic struggles in Colorado and nationwide, there may be longer term budgetary issues moving forward. But our collections and services will still be needed. The Library District will need to continually revise our plans for the future and consider what new plans and staffing models we will need to implement to serve our community in a meaningful way.

As libraries have kept pace with technology, we were able to move to the electronic-only environment pretty quickly, especially with the mighty efforts of our colleagues in Collections, Communications, IT, Community Services and Public Services. On social media, on blogs, and with timely, important virtual community meetings and programs, these efforts have been rightly lauded. We don't know if this coronavirus pandemic is a 100-year-event or if it is something that will stay with us in repeated surges for the foreseeable future.

A key point here, and a key point in all of our planning, is that we don't know. We have to make estimations based on the best information we have and alter our plans as new information arises.

Given that, we need to remember that print resources remain a valuable part of our services, and we need to make certain that it remains a healthy part of our collections not just for crises, but for daily use. Library planners need to remember that while change will be coming, the change may not be what we expect.

When the post-COVID-19 era arrives, I will urge library leadership to continue to adopt flexible, short term, forward-looking strategic and tactical plans for providing resources and services to our users.

## COMMUNICATIONS

By *Katie Auman*

In August, the Communications team focused on creating and launching an integrated marketing campaign to encourage library card signups and build awareness and use of the Library's K-12 homework and learning eResources. The concept is "You Got This" and is aimed primarily at parents and caregivers. This campaign will continue through the end of the year in various forms.

### August Highlights:

- Working with staff to promote "How-To Guides" in digital and video formats – focus on how to use key eResources and databases, use PSD technology to support learning, etc. Visit the Library's YouTube Channel for playlists and videos.
- Supported the virtual Fort Collins Comic Con (August 29-30) with event promotion. Maurice LaMarche and Rob Paulsen, voice actors from Pinky and the Brain, were featured guests.
- Katie Auman was hired as the new Communications Manager.

### Stats August 29-31, 2020

- ✓ 142 virtual attendees registered for Zoom sessions
- ✓ 94 virtual vendors registered
- ✓ Views of the Streams: Facebook: 2,431 views; YouTube: 166 views, 14.3 hours total watch time, 597 impressions on the Con videos; Twitch: 169 live views, 3,289 minutes watched, 122 chat messages

### Ongoing Activities:

- Working with ELT, LLT, and planning teams on a phased reopening of library services and facilities including a Communications plan for reopening, Library signage plan, and staff communications
- Keeping customers updated about library reopening plans via email, website, and social media
- Working with local media to share news about the Library District
- Managing new staff-only SharePoint site, created by SA, to support staff at-home access to library news, key health and safety documents and videos
- Continuing with social media promotions and platforms including "The River's Mouth" blog
- Planning and promoting community events o Fort Collins Book Fest virtual event – ([www.FoCoBookFest.org](http://www.FoCoBookFest.org)) (October 9-11 and 16-18)
- Open Streets at Library Park event (September 27, 10am – 3pm)

## COMMUNITY SERVICES

*By Johanna Girón Ulloa*

### Collaborative-Innovate and Inclusive

In partnership with the Poudre School District, we hosted an informational forum for parents and caregivers related to remote learning during the pandemic. We had over 300 participants watching the episode and, to date, more than 549 views on our Youtube channel. The presentation with Scott Neilsen, Assistant Superintendent of Secondary Schools, Todd Lambert, Assistant Superintendent of Elementary Schools, and John McKay, Director of Language Culture and Equity, answered over 50 questions from the public. Although the program ran for an hour and a half, there was not enough time to answer all the inquiries.

Ludy Rueda hosted a unique virtual hands-on workshop for kids with Mexican artist Guillermo Castellanos. In a two-hour workshop, children from our community were guided through the creation of Frida Kahlo in clay and enjoyed the read-out-loud of “Viva Frida” by Yuyi Morales. The program was at capacity, and the children received the materials for the workshop via mail.



Jose Luis Ramos developed intermediate virtual classes via Zoom. The Library District loaned laptops to participants that needed them to participate in the program. During five weeks, the participants learned how to use Microsoft Word.

As a consultant for SBDC, Jose Luis Ramos serves an average of eight businesses a month. He is now involved in the task force that helps businesses with questions about the Loan Forgiveness application, which is part of the CARES act approved by Congress during the pandemic to help small businesses.

In a partnership with The Family Center, Jose Luis Ramos provided in-person training for community members with children within the Poudre School District. The Family Center developed a program so that local parents can become trainers to aid other parents in the community.

In partnership with the Poudre School District, Africa Garcia and Jose Luis Ramos developed a program for families with children at the Poudre School District.

As part of our Digital Literacy programs, Africa Garcia and Jose Luis are developing more PSD apps training videos that explain the use of computers, MiFis, Google Classroom, and Meet, MS Teams, and ParentVUE.

Africa Garcia designed and delivered the first online Citizenship class in English and Spanish. Local Immigration Lawyer Kim Medina provided free assistance to those that completed the lessons. We have a full waiting list for the next class.

Johanna Ulloa Girón collaborated with Mindy Rickard from the Health District on our book club for mortals. Participants discussed the book *The Art of Dying Well* by Katy Butler online.

## COUNCIL TREE LIBRARY

*By Currie Meyer*

**“Business” is picking up!** In August, CTL saw increases in average daily returns, check-outs and visits.

Month	Returns average / day	Check-outs average / day	Visits – average / day
June	803	770	(closed)
July	808	868	342
August (estimated after 8/23)	850	900	400



**Summer Reading Challenge wraps up with prizes:** On August 1, Youth services staff welcomed children and teens who read for ten hours during our “Summer to Imagine” program to choose a brand-new book of their choice from our bountiful table-top array. *Learn and Discover #1, connect individuals with opportunities to explore and spark curiosity.*

**Teen Services Librarian Jenny Thurman** attended a virtual, all-day conference, “**Teen Live!**” presented by School Library Journal, on August 5. Highlights of the

diversity, equity and inclusion – focused conference included:

- Opening Keynote: Ibi Zoboi (National Book Award finalist) and Yusef Salaam (Central Park Exonerated Five) discussed their new book, *Punching the Air*.
- Reclaiming the American Experience: authors of historical and contemporary YA discussed their books and how we define the American experience.
- Acting Up: Authors of YA books about activism discussed their books and youth movements.
- A Space for All: Maisy Card (Teen Librarian – Newark PL) and Sandy Ho (Disability Advocate and Associate at Laurie Institute for Public Policy) discussed creating inclusive spaces and programs.



*Reimagine the Future #3: Invest in staff development. Focus on diversity, equity and inclusion (July, 2020).*

**Circulation Supervisor Angela James** continued her work to “right-size” the **collection** collaboratively with Collections Services and staff. Angela and staff shifted, redistributed and moved materials to overflow carts to maintain as inviting and navigable a collection as possible. The shelves at all our Libraries are especially full due to low circulation during our reduced operations. *Learn and Discover #3, Intentionally acquire, maintain and promote a diversified collection.*

**Children’s Services Librarian Amy Holzworth** presented school support resources to **Poudre School District’s** Media Specialists’ virtual meeting on August 20. 35 PSD staff attended and heard about the Library’s rich resources and staff support the Library can provide educators, parents and students, tailored to online learning from home. *Meet and Collaborate #3, ...maintain strategic partnerships that enable us to connect with customers. Support k-12 learning (July 2020).*

Amy and Children’s services colleagues Jennifer Zachman and Karla Cribari, Communications Manager Katie Auman and representatives from Community Services **crafted unique plans to engage children** and families this fall. Programs in the works include outdoor storytimes, live, online Q & A with Your Children’s Librarians, and improved virtual storytimes in English and Spanish.

## **OLD TOWN LIBRARY**

*By Eileen McCluskey*

The OTL team has transitioned to our, new “not” normal business model with a multi-faceted, strategic, and collaborative approach that prioritizes employee and customer safety. OTL employees have cross-trained to fill in at the Answer Center, CTL, and to support OTL circulation functions as needed. The entire team has contributed to multiple branch-specific, district-wide and community endeavors, including:

- Kristen worked with the computer lab monitors to create a plan for district-wide remote printing after testing it at OTL. Remote printing has been offered at all three branches since July 6th.
- Karla and Holly created a draft plan for a district-wide, scalable and sustainable model for Bundle of Books, based on the CTL pilot, and submitted it to Tova and Currie.
- Kristen, along with Ian and her team, created online tutorials using screen casting software and presented a PSD Tech Tips webinar.
- The OTL scheduling team continues to evaluate and adapt staff scheduling in order to meet new and changing service demands.
- OTL took the leap and began offering live, outdoor programming using the book bike and Library Park as our platforms. Karla drafted outdoor storytime guidelines and shared with HL and CTL for feedback. The OTL team piloted registration and the social distancing procedures for in-person storytimes. Karla offered pop up storytimes in Library Park during the Larimer County Food Bank’s food truck program. A particularly fun event was Meg and Karla’s book bike story time at Red Fox Meadows. Everyone is excited to connect the kids and caregivers at in-person programs.
- Monique and Karla joined PSD’s PACT to present a bilingual storytime, while using the event to introduce PSD parents to library services for early education.
- SRC prize books and seeds are going out and spreading joy to lots of families using the library!
- The Digitization Project continues under Ian’s leadership. As of August 4, staff have scanned 89 reels and processed 35. We currently only have one reel that has been added to the History Connection website, but readjusted our time in August to focus on getting more reels ready for the web.
- Meg S. hosted a successful program called the ABCs of LGBT for the public and employees. Marv Allen from One Colorado gave an hour-long presentation on gender, sexual orientation, and pronouns. She has also been working shifts at Old Town, the Answer Center, and as an ACS sub. In August, Meg transitioned her hours to the Answer Center and is back at OTL on Sept. 1.
- Deidre H. has been helping out with teen programming and continues to present engaging storytimes.
- Karen C. has transitioned some of our community led programs like Great Decisions and International Night to an online format. The Legal Clinic continues online and has been



popular with the community. We wished Karen the best of luck upon her retirement on September 1.

- The OTL team continues to think strategically to pivot people, services, technology and equipment to provide services in new and innovative ways. The OTL team developed a proposal to reintroduce public computing, copy/scan/fax and printing in the coming weeks. Karla developed a draft plan for a fall programming schedule, prioritizing programs and resources for schooling at home. Karla’s education background has been particularly useful, as she can “get into the heads” of teachers to providing meaningful, supportive programs during this difficult time.
- Holly and her circulation team has been the nimble backbone of OTL’s materials service delivery with an amazing attitude and approach to our customers under challenging circumstances at times.
- Eileen has hosted several Front Range Library Security Manager meetings; worked with Kristen and Mark to update and launch the internal file sharing project; guided OTL team during re-opening, including conducting a staffing analysis and scheduling guidelines; worked on ESL mentoring project; met with architect to re-evaluate OTL’s lobby redesign; and attended countless Zoom meetings.

### August Look Back

Check outs	2019	2020	% change	Check ins	2019	2020	% change
OTL	41852	29226	-30%	OTL	44086	27727	-37%
Harmony	32433	21207	-35%	Harmony	33052	19672	-40%
CTL	42974	28401	-34%	CTL	43913	26463	-40%
Total	117259	78834	-33%	Total	121051	73862	-39%

### Remote Prints: August 1-August 30

Hours	Library	# of jobs	pages printed	unique users	pages per job
12.5	CTL	127	360	47	2.8
12.5	Harmony	116	499	63	4.3
12.5	OTL	305	1005	166	3.3