



# POUDRE RIVER PUBLIC LIBRARY

DISTRICT

**2008 ANNUAL REPORT**



Council Tree Library

R E N E W Y O U R M I N D

# POUDRE RIVER PUBLIC LIBRARY DISTRICT BOARD OF TRUSTEES

## Letter from the President

Established in 2006 by voter approval, the Poudre River Public Library District serves more than 170,000 people across a vast 1,700 square-mile region in northern Larimer County, Colorado. Anchored by three branch libraries, the District is dedicated to matching diverse community needs, interests and priorities with exceptional opportunities for learning, intellectual stimulation and personal enjoyment.

The Poudre River Public Library District is at the heart of the community. Here learners are created, curiosities are satisfied and imaginations blossom. The library offers a flowing stream of resources providing children, teens, and adults access to materials they want to read, hear and watch. Poudre River Public libraries connect people to the online world and equip small businesses with the tools to build successful enterprises. The public library provides a vital forum where citizens turn, to become informed and engaged in the civic affairs of their community, and where young and old are encouraged to express their opinions and creativity every day.

Renew your mind... visit a library today!

Mary Atchison, President  
Poudre River Public Library District  
Board of Trustees



Poudre River Public Library District Board of Trustees  
(left to right beginning with front)

Mary Atchison - President, Nina Bodenhamer, John Knezovich-Treasurer, Robin Gard, Michael Liggett - Vice President, Bob Viscount, Michelle (Shelly) Kalkowski -Secretary.

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## 2008 STATISTICS

- Circulation of Materials - 2,343,595 items  
6.56% increase over 2007
- Active Card Holders - 115,000
- Population of the District - 170,000 (approx.)
- Reference Assistance to the Public -  
123,500 questions answered
- Interlibrary Loan Transactions  
Materials Borrowed - 69,206  
Materials Loaned - 40,165
- Holds Requested and Filled - 270,000 (approx.)
- Programs Held - 1,394
- Attendance at Programs - 54,409
- Summer Reading Program Participation  
Children - 6,991, Adults - 2,121, Teens - 1,175
- Volunteers - 789
- Volunteer Hours - 17,060
- Homebound Deliveries - 7,937 items



## GETTING TO KNOW OUR COMMUNITIES

Library District staff spent 2008 listening to our residents across the District. The staff focused on making contacts with citizens in LaPorte, Timnath, Waverly, Livermore, Lower Rist Canyon, Stove Prairie, Poudre Park, Upper Poudre Canyon, Virginia Dale, Lower Horsetooth, and other County areas. We worked to gain a deeper knowledge of the needs of all our residents in 2008. Library staff and Board members participated in community events and festivals throughout the District over the summer and fall months. We shared information about library services and asked residents what they want from their library. Patrons from these areas also served on the Strategic Planning Committee.

We were pleased to find that many residents were already avid users eager to share their ideas about future services. Common threads in the feedback from these Library customers included the need for more book drops located conveniently along common routes, a love of audiobooks, services that increase the convenience of library use on their trips into town, Summer Reading Programs and history-related events.

We have heard our residents. The District is using what we have learned to ensure that residents throughout our District have access to our materials and services. Currently, we are exploring the following options as part of our Strategic Plan and Facilities Planning:

1. Additional bookdrops in convenient locations
2. A pilot program of library materials by mail
3. Increased convenience at existing libraries
4. Virtual library services
5. Traveling programs brought to our communities
6. Express Services for delivery/pick up of items  
(Dispensing stations)
7. Book exchange or informal lending libraries
8. Rural libraries



# A YEAR OF PLANNING AND CHANGE



**POUDRE RIVER  
PUBLIC LIBRARY**  
DISTRICT

## Creation of District Name and Identity

In 2008 the District worked to identify a new name and image that reflect the comprehensive nature of library services in the 21st century. We initiated a branding campaign that will inform citizens about the positive impact a strong Library District has on their communities. A major goal of the new naming project was to select a name that is geographically inclusive of the entire Library District, a 1,780 square-mile geographical area within northern Larimer County. We wanted a name that is easy to remember, historically relevant and tied to a visually appealing, recognizable identity. The new name needed to reflect the vision of the Library District as a dynamic and responsive institution, integral to the fabric of our communities.

We began our naming process with public outreach in July of 2008. We asked residents to offer us their ideas for a new name. Citizens submitted 154 names. The seven-member Library District Board of Trustees narrowed the names down to seven that best matched the goals of the project. In September the District hired a local marketing and design firm to help with the name and identity of the Library District. A committee of community members, staff and Board of Trustees participated in the final selection process. That committee identified three names which were recommended to the Library District Board of Trustees, who then selected our new name.

## RFID (Radio Frequency Identification)

The District is committed to identifying and employing new technologies that improve our ability to serve our residents. In 2008, the District adopted an RFID (Radio Frequency Identification) system for all of our circulation functions. RFID makes checking library materials in

and out fast, easy and simple. RFID greatly improves self-service and allows our libraries to handle an increasing demand for library materials with maximum efficiency. As we converted to the new technology each of



our 420,000 items received an RFID tag. A tag shows if an item is checked in or out, but does not transmit patron or title information. Patron response to RFID has been overwhelmingly positive. "It's just like magic!" is a common response from first time users.

## Facilities Planning

Our residents value the public library not simply as a collection of materials, but as a special place, a destination where they can browse, read, study, gather, and attend programs. Careful planning allows us to identify the facilities we need now and in the future. With the help of Aaron Cohen and Associates, the Library District began a Facilities Master Plan process in 2008. The plan will help identify Library needs for the next 10 years and beyond and will guide the Board of Trustees and staff in budgeting and establishing long range goals. A final plan is anticipated by spring of 2009.

## Main Library Refresh

If you have visited the Main Library recently, you have probably noticed a positive change. This year we made needed improvements to Main Library, which opened in 1976. We added more functional space to the Ben Delatour Room, painted, added better signage, and added a large screen lobby TV to promote programs and services. We reupholstered chairs and relocated the computer lab to the second floor, adding more public computers and increasing hours of access.

## Meeting Room Scheduling Automated

A multi-featured automated scheduling system has replaced the more labor-intensive, less customer-friendly paper calendar that had been used at each site. The installation of Event Management System (EMS) software now allows us to use networked technology in scheduling meeting rooms, computer labs, study rooms, and even display cases at any library location.

# 1,394 PROGRAMS FOR ALL AGES

The District offers free library programs for all ages as a vital way to promote priorities such as encouraging an early love of reading, stimulating imagination, satisfying curiosity, and fostering informed and engaged citizens.



## Programs for Adults Get Overflow Crowds

Improvements to our funding following the formation of the Library District have allowed us to expand our program of-

ferings for adults. The response from the public has been phenomenal. Programs this year included a Day of the Dead Event, Kevin Cook - Naturalist, Asian Pacific American Cultural Festival, Colorado Raptors, Harmony in the Round Music Concerts, Genealogy Workshops, Storytime for Adults, Summer Reading Program for Adults, Craft programs and many more!

This year we launched a very successful monthly History Comes Alive Series as well as the Victorian Fest. The Library District began offering forums on civic affairs and current topics. The Glade Reservoir and Uranium Mining Forums were presented to standing room only audiences and were taped and replayed on local television as well as made available on DVD's for check out.

## Teen Programs Provide Entertainment, Information and Service Opportunities

Recent studies show teenagers are among the heaviest users of public libraries. The District works in numerous ways to serve teens and offer them abundant materials, effective outreach, and opportunities for participation at the library.

In 2008, Teens presented original poetry at a Poetry Slam, sang at an outdoor concert, attended monthly book discussions, made crafts and learned about the writing process from local authors.

A popular Books with Bite program was held after hours at the Main Library. 1,175 teens registered for the Summer Reading Program.

The Interesting Reader Society (IRS), a group of teenage volunteers,



holds meetings once a month to review books for their newsletter, plan teen activities, and offer their expertise on how the District can best serve our teens. The IRS helped create a more comfortable Teen space at Harmony and provided Peer Reader's Advisory through their website. The IRS is one of fifteen groups nationwide that was chosen by the American Library Association/Young Adult Library Services Association to nominate titles for the YALSA's Teens' Top Ten list for 2009. During Teen Read Week, the teens held a Read-a-thon which raised money for a local charity.

## Children's Programs a Success

2008 had an all-time high in participation in the Summer Reading Program. 6,691 children participated in this year's program. We held over 160 events throughout the summer. Research shows that early literacy skills are extended, practiced, and confirmed through sensory activities that are tied to literacy experiences like a storytime.

To provide such experiences the District began offering many more game and craft activities. One such activity was the Webkinz Party which was enjoyed by 186 participants at Main and 524 at Harmony! Plenty of new library cards were issued before and after programs as families new to the Library found this type of programming appealing.



The Library District offered sixteen free storytimes at its two locations each week and two storytimes at its remote location at Austin's American Grill, funded by our Friends of the Library. Children of all ages, even infants, have storytimes specifically designed for them. In 2008, an average of 220 children attended with 100 adults in tow each week. With the addition of Council Tree Library the storytime offerings will grow. By April 2009, every week-day morning the Library will offer preschool storytimes somewhere in the District. The Forks Café in Livermore as well as the Stove Prairie School were also used as a storytime sites this past summer.

Other programming successes included a new series of parenting programs. "Screen Time: the Good, the Bad, and the Inevitable" featured a panel of experts discussing the dilemma and confusion about how much time to allow children to sit in front of a television, video, or computer screen. Future programs will address other challenging parenting issues.

## PLANNING FOR RESULTS - STRATEGIC PLANNING FOR 2008-2011

Strategic planning is an invaluable tool for focusing the District's efforts and guiding the way we use our resources to best serve residents. In January 2008, the District began a planning process, "Planning For Results", developed by the American Library Association. A community group representing a broad range of perspectives identified a community vision and needs statement to help direct new District goals and objectives. The group identified seven major priorities, or service responses, for the Library District. The results of this process will lead staff in developing and fine-tuning programs and services for all District residents.

### The service responses in priority order are:

- Create Young Readers: Early Literacy for young children age five and under
- Satisfy Curiosity: Lifelong Learning for children, teens and adults
- Stimulate Imagination: Reading, Viewing and Listening for Pleasure for all ages
- Connect to the Online Word: Public Internet and Information Fluency for all
- Be an Informed Citizen: Local, National and World Affairs for adults and teens
- Express Creativity: Create and Share Content for children, teens and adults
- Build Successful Enterprises: Business and Non-Profit Support for adults



The Planning for Results process identified a primary focus on Creating Young Readers. In response, the District provided 24 trainings in the Every Child Ready to Read program last year with an attendance of 658. These trainings were held at our library sites, other Colorado

libraries, child care centers, elementary schools, early learning fairs, and state conferences and meetings. Free childcare was provided at many of the programs allowing parents to more easily attend.

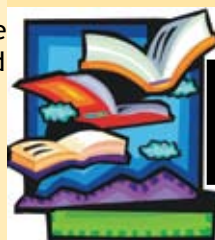
## GOALS FOR 2009

### Opening the New Council Tree Library

A new 17,400 square-foot branch library will open to the public on March 28, 2009 at Front Range Village, a retail development at the corner of Ziegler and Harmony Roads. The library will provide residents in a rapidly growing area of the District with convenient access to popular, high-interest materials and services. This branch will be a unique library with an emphasis on serving families and young children.

### BookExpress

As part of the plan to offer services throughout the District, and in support of the Library's strategic plan to Create Young Readers, an LSTA (Library Services and Technology Act) grant for \$20,000 was awarded to BookExpress, a pilot project of sending books by mail to the children in the attendance areas of three outlying elementary schools: Stove Prairie, Livermore, and Cache La Poudre. These three areas have 800 children and are outside a five-mile radius from the nearest library. The pilot will run from April 2009



through March 2010. The emphasis will be on offering a user- and child-friendly process by paying for postage both ways and providing convenient circulation periods. If the pilot program is successful we will explore continuing it in the future.

### Online Summer Reading Program for Kids

Plans are underway for 2009's Online Summer Reading Program where children may register for the Summer Reading Program from a home computer and participate in the fun and excitement of the program.

### New Website - [poudrelibraries.org](http://poudrelibraries.org)

As part of our new identity, a new website will be unveiled in 2009. This year our web developers conducted a usability study involving a community committee in order to help us understand our public's needs more clearly. Users can expect a new look and feel, improved navigational features, and enhanced virtual library services.

# FINANCES

|                                | Year ended December 31, 2008 |                    |                    | 2009               |
|--------------------------------|------------------------------|--------------------|--------------------|--------------------|
|                                | Actual                       | Budget             | Budget Difference  | Budget             |
| <b>Revenue</b>                 |                              |                    |                    |                    |
| Property taxes                 | \$6,626,877                  | \$6,667,700        | \$(40,823)         | 6,734,400          |
| Specific ownership taxes       | 560,135                      | 582,400            | (22,265)           | 550,000            |
| Property tax interest          | 13,303                       | -                  | 13,303             | -                  |
| Investment earnings            | 151,949                      | 75,000             | 76,949             | 60,000             |
| Copier charges                 | 23,978                       | 25,000             | (1,022)            | 25,000             |
| Fines                          | 162,912                      | 125,000            | 37,912             | 125,000            |
| Donations                      | 104,928                      | 75,500             | 29,428             | 131,100            |
| Miscellaneous                  | 36,434                       | -                  | 36,434             | -                  |
| <b>Total Operating Revenue</b> | <b>7,680,516</b>             | <b>7,550,600</b>   | <b>129,916</b>     | <b>7,625,500</b>   |
| Intergovernmental              | 1,213,288                    | 814,000            | 399,288            | 744,000            |
| <b>Total Revenue</b>           | <b>8,893,804</b>             | <b>8,364,600</b>   | <b>529,204</b>     | <b>8,369,500</b>   |
| <b>Expenditures</b>            |                              |                    |                    |                    |
| Library Administration         | 1,231,634                    | 1,258,880          | 27,246             | 1,161,300          |
| Systems Administration         | 709,562                      | 872,720            | 163,158            | 737,800            |
| Technical Services             | 305,313                      | 320,680            | 15,367             | 325,000            |
| Facilities                     | 197,857                      | 215,140            | 17,283             | 280,300            |
| Adult-Teen Services            | 858,711                      | 885,320            | 26,609             | 938,100            |
| Children's Services            | 711,043                      | 766,280            | 55,237             | 810,600            |
| Collection Development         | 754,954                      | 777,250            | 22,296             | 952,300            |
| Programming                    | 93,471                       | 115,510            | 22,039             | 151,100            |
| Main Circulation               | 538,221                      | 569,000            | 30,779             | 692,200            |
| Harmony Circulation            | 490,849                      | 499,010            | 8,161              | 496,500            |
| Main Operations                | 265,175                      | 277,940            | 12,765             | 243,400            |
| Harmony Operations             | 148,884                      | 171,250            | 22,366             | 173,500            |
| Council Tree Operations        | -                            | 498,420            | 498,420            | 834,200            |
| Capital Outlay                 | 506,510                      | 750,000            | 243,490            | 100,000            |
| Contingency                    | -                            | 100,000            | 100,000            | 100,000            |
| <b>Total Expenditures</b>      | <b>6,812,184</b>             | <b>8,077,400</b>   | <b>1,265,216</b>   | <b>7,996,300</b>   |
| Net Revenue over Expenditures  | 2,081,620                    | 287,200            | 1,794,420          | 373,200            |
| Beginning Fund Balance         | 2,676,843                    | 2,230,000          | 446,843            | 4,018,900          |
| <b>Ending Fund Balance</b>     | <b>\$4,758,463</b>           | <b>\$2,517,200</b> | <b>\$2,241,263</b> | <b>\$4,392,100</b> |
| <b>Reserved Balance</b>        | <b>\$1,694,000</b>           | <b>\$788,100</b>   | <b>\$905,900</b>   | <b>\$1,609,400</b> |
| <b>Designated Balance</b>      | <b>1,673,900</b>             | <b>-</b>           | <b>1,673,900</b>   | <b>1,925,000</b>   |
| <b>Unreserved/Undesignated</b> | <b>1,390,563</b>             | <b>1,729,100</b>   | <b>(338,537)</b>   | <b>857,700</b>     |
| <b>Ending Fund Balance</b>     | <b>\$4,758,463</b>           | <b>\$2,517,200</b> | <b>\$2,241,263</b> | <b>\$4,392,100</b> |

# COMMUNITY CONNECTIONS

## We Love Our Friends

The Friends of the Library donated \$83,000 to projects and programs in 2008. Primarily the money was used for Summer Reading Programs on all levels and large programming events such as the Day of the Dead. The Friends also funded \$50,000 toward creating a unique Play & Learn Space at the new Council Tree Library and refreshing literacy interactive opportunities at Main and Harmony Libraries. Our dedicated Friends group tirelessly continues to fundraise for the Library District through their used book sales and Annie Walk events.



## Bilingual/Cultural Diversity Outreach

In an effort to offer equitable services throughout our service area the District provides and promotes library services to underserved communities. Bilingual staff members worked this year to identify underserved children and develop strategies to serve them better. Staff members also provide cultural diversity outreach through service on various community committees.

In 2008 staff presented over 180 children's outreach programs offsite with a total attendance of 6,706. Staff participated in community events at the Romero House, Neighbor to Neighbor, and Holy Family Church. They conducted summer programs featuring stories, puppets and fun from around the world in locations like the Family Center, Poudre Valley Mobile Home Park, and CORE Center, bilingual storytimes for groups such as El Nidito Day care, and Spanish Halloween storytimes at Lee Martinez Park and the Family Center. Enthusiastic crowds participated in our annual Day of the Dead celebrations at Main Library.

District libraries offer monthly storytimes with multicultural themes, providing information about and enjoyment of different cultures and traditions.

## Awards/Grants

- Colorado Association of Libraries Award for Exemplary Library Services to Diverse Populations
- The Teen Interesting Reader Society received a two year appointment to the American Library Association - Young Adult Library Services Association Top Teen List Committee
- Gates Grant supplied 22 new public access computers to Main and Harmony Libraries
- BookExpress Grant for books by mail
- History Comes Alive series received a FortFund grant

## Partnerships

Community partnerships are a vital way to engage with our communities and extend our reach. The District actively seeks partnerships that enhance our ability to serve our residents better. Below are examples of our varied partnerships.

- Collaboration with CSU on a Social Entrepreneur series
- A continued successful partnership with the Rocky Mountain Raptor Program
- Programming partnerships with BeetStreet, ReadOn! Fort Collins, various community groups with a historical emphasis, Larimer County Genealogical Society, The Fort Collins Museum and the Discovery Science Center
- Poudre School District fall kick off for the school Media Specialists
- Continued to work with business sponsors for Summer Reading Program prizes and activities



Austin's Grill on Harmony has hosted SE Storytime since 2004