

# Director's Report

## October 2008

### ADMINISTRATION

#### Community Connections

- When I visited Carol Benis at Beet Street, we discussed the collaboration and coordination of programming for our organizations. The Library District's highly popular historical program series was discussed, and how we might work more closely in this arena. As Beet Street has been described as a Chautauqua, a few questions have come up about the Library District's use of Chautauqua performers that are worth clarifying.

History Comes Alive provides history programs with live performances of historical characters. The actors stay in character for the presentation and questions from the audience, coming out of character at the end of the performance to answer questions as themselves. These performers are called "Chautauqua" performers. A Chautauqua performer combines the "suspension of disbelief" of theatrical experience with interaction between the audience and the performer that takes the audience out of the present and into a previous era. The audience is able to engage in a conversation with a person from the past.

These programs are not "Chautauqua" in the historical sense of the word. Chautauqua is an adult education movement in the United States, highly popular in the late 19th and early 20th centuries. Chautauqua assemblies expanded and spread throughout rural America until the mid-1920s. The Chautauqua brought entertainment and culture for the whole community, with speakers, teachers, musicians, entertainers, preachers and specialists of the day.

- A highly effective collaboration and partnership produced a great community program for this year's ReadOn Fort Collins. The book that was read, *When the Emperor Was Divine*, provided a series of program topics associated with the history of internment of the Japanese Americans during World War II and how Colorado participated in the program. Author Julie Otsuka met community members at various presentations around Fort Collins, culminating with her formal talk at the Lincoln Center. This outstanding effort was achieved through the talent, time and funding of community volunteers and charitable giving, the Friends of the Library and Library District staff. Trustee Robin Gard spoke at the author reception held at O'Dell's brewery on Saturday night, expressing the District's commitment to community partnerships and noting the excellence of this program. She pointed out that the partnership was in part the result of the District's formation and the resulting improvement in our budget for staff.
- I spoke briefly at the Lion's Club of Fort Collins lunch meeting. I reported on the final receipts from the pancake breakfast at the Annie Walk last summer and shared what purchases were made in their name. They were very interested in the update I provided on Council Tree's progress.

#### Council Tree Library Project Update

Progress is being made on all fronts of construction and preparation for operations. Ken Draves and I accompanied Chris Freeman of Aller-Lingle Architects to a stone quarry in Masonville to select the stone for the branch's fireplace. We hope that when it is quarried it will be as vibrant and beautiful as the ones we identified as preferred.

I attended the LEED meeting yesterday at the offices of Aller-Lingle Architects and learned that we have applied for 48 LEED points. We are well on our way to achieving many of them for submittal. We require 34 confirmed points for Gold certification. Platinum Certification is 42 and while possible would be a significant stretch to achieve. LEED consultant, Kelly Karmel pointed out that she feels a comfortable margin when being certified would be 39 points for submittal for Gold, giving the application some contingency points if there are disputed items.

After that, many of the group reconvened to the library site for a construction meeting. The library's front stairs and elevator remain to be installed so access is by the staff entrance on the south side of the building. I observed much of the wall board has been hung, the main stairs are lying outside waiting for installation and the staff shower is standing in the staff lounge. I feel confident that barring any major problems the branch will be ready in plenty of time for preparing and testing the facility prior to opening on March 28, 2009. Other milestones I noted:

- Tenant finish construction is still on schedule to be completed by mid-January.
- Staff has been working with Studiotrope to insure our custom built self check counters and stations are maximally efficient and user friendly and to finalize designs of the mobile reference and mobile display units and CD displays.
- The shelving and most of the furnishings have been ordered and are scheduled for delivery in mid-late January
- Library selectors have ordered most of the materials for the opening day collection. Materials are tentatively scheduled for delivery in mid-February—once the shelves are assembled.
- Carson is working with City MIS, Heath Construction, and electrical and data vendors to insure the branch's technology infrastructure is developed and installed to District specifications. It requires new network connectivity to reflect changes at Platte River Power Authority that will be applied to Harmony Library and Technical Services eventually.
- The Branch's Lead Librarian and Children's Librarian positions closed on October 24. Both jobs drew a solid pool of applicants. Staff is screening applications currently and will schedule initial interviews within a couple of weeks.
- Full time and half time Library Assistant jobs are posted currently.
- Paula is working with Front Range Village and library programming staff on the grand opening.

### **COMMUNICATIONS OFFICE**

The Communications Office has finalized the following projects:

- Created October programming calendar media and e-mail releases
- Sent out 12 press releases and made 6 media follow up calls
- Updated website weekly
- Coordinated library news column for the Fort Collins Forum
- Attended LAPAC Meeting with Lu Benke
- Facilitating the process for the naming and publicity for the new branch
- Coordinated Branding/Naming Creativity Committee
- Finalized Planning For Results document
- Managing 20 hours of Service Learning for two CSU students
- Continuing to help coordinate outreach events to District outlying areas
- Finished class in Crucial Conversations training

- Met with Susan Vance, Fort Collins Police Department, to begin revision of emergency and safety policies and procedures and a facility crisis plan review and staff training
- Facilitated promotion for National Friends of the Library Week
- Coordinated Wellington media releases
- Designed ads for 2009 Springhill City Map and 2009 Parent Pages Directory
- Arranged Chamber Business Before Hours at Council Tree, April 14, 2009

The following projects have been started:

- Strategizing fundraising efforts with the Library Trust
- Revision of Emergency Procedures and writing Crisis Communication Guidelines
- Coordinating Employee Appreciation Reception with Programming Librarians
- Media promotion for LSTA grant "Book Express"
- Teaching October beginning Publisher class due to Pamm's resignation
- Programming coordinated effort for 2009 Summer Reading Program

#### **Naming/Branding project update:**

Contract has been signed, and the first step in the process of working with Tool Box Creative is the "Discovery" process which was held on October 29<sup>th</sup>. Members on the "Creativity Committee" are:

- Paula Watson-Lakamp, FCRLD Communications Manager
- Cydney Clink, Children's Library Assistant/Graphics Specialist
- Sylvia Garcia, Adult Library Assistant/Graphics Specialist
- Mary Atchison, Board of Trustees
- Nina Bodenhamer, Board of Trustees
- Marty Tharp, Library Trust Board
- Terri Sullivan, Friends of the Library Board
- Tom Hacker, Editor *Northern Colorado Business Report* - Business rep
- Annie Fox, Harmony Librarian - Front Range Community College rep

### **CIRCULATION**

October in Circulation/Shelving/ILL-Prospector centered mostly around what needed to be done to make sure staff was well-trained and functional with all aspects of RFID at the desk and in the check-in rooms, and most importantly helping our customers learn about and become comfortable with the new self-checks! A concerted effort has been made by all the supervisors to make sure that everyone who works in the check-in rooms are observed and if necessary receive additional training with RFID check-ins. Checks done throughout the month confirmed the fact that we have very few issues, meaning very few items (less than 1%) are "missed" in the check-in process.

Self-check is another issue altogether! Comparing October 2007 to October 2008 self-check systemwide is up 10%!! Last year the overall average for both libraries was 54%, this year we are at 64%!! One surprising thing we have learned working with customers is some folks have no idea what a Prospector item is...so staff has been explaining about what they are and how the program works. So we may see an increase in those numbers in the future as well.

### **CHILDREN'S SERVICES**

Just after the Director's Reports were submitted last month, we held "Screen Time: The Good, the Bad, and the Inevitable of Children and Media." This panel program put together by Lu Benke and hourly Library Assistant Cathie McCallum presented different viewpoints from a parent, child psychiatrist, early childhood educator, and from our very own Board of Trustees Member Nina Bodenhamer who contributed viewpoints from her experience working with Children's Television Workshop and educational television. Sixty-one parents, caregivers, and educators showed up,

participated energetically in the discussion afterward and let us know they would like to have more Library programs that address today's controversial parenting topics. Stay tuned.

Everybody loves Corduroy, the teddy bear in the green overalls with one button missing. And, the evening program "Read for the Record Storytime" featured that famous Corduroy picture book. Programming Librarian Jean Gullikson and 59 parents and young children dressed for bedtime came to read and help break the world record for the number of people reading the same book in one day. And, yes, the record was smashed!

Publicity for the eighth annual Book Swap is underway letting kids know that they can bring in their gently-read books and receive a voucher for "new-to-you" books to pick up at the swap on November 9. The event gives children the opportunity to get some books for free that they've never read before. Last year the event became so crowded (400+) at Harmony Library that this year it will be held at both library locations.

The name of the game with offering weekly storytimes is to offer it in many different configurations and locations in order to suit every family's particular needs. Hence, there are storytimes in each library location (even southeast), storytimes for specific age groups and storytimes for all ages at once. Each fall, the numbers attending rise and then peak in November. So far we've had as many as 33 at the Mother Goose Time infant lapsit, 45 for the all ages Southeast Family Storytime, 59 for the 2 and 3-year old storytime, and 19 for the 4 and up programs.

Our Early Literacy Librarian Vicky Hays is helping the Fort Collins Regional Library District be a player on the statewide early literacy front. Vicky presented a workshop recently for the Colorado Libraries for Early Literacy (CLEL) to 39 children's library staff from Northern Colorado. She also continues to offer two early literacy workshops a month to our customers, counting among her audience both parents and educators.

Fall visits to our Library include Creative Experiences for Young Children, a popular class at CSU that uses our children's books heavily for their projects. In addition, we provided tours for the City's Parks and Recreation RadVan program and the in-school child care program Base Camp.

Marian Sawyer, Children's Collection Development Librarian finished the majority of children's book ordering for the Council Tree Library Opening Day Collection and Harmony Children's Librarian Jennifer Zachman will finish the media soon. Ordering these materials now meets vendor deadlines and allows time for all items to be obtained, processed and stored at the vendor's until shortly before the branch opening.

Partnerships with local educational institutions continue to flourish. We staffed a table at a recent Fort Collins Museum event where Poudre School District teachers came to view the resources available to them from area museums, libraries and historical sources. Next, we will again help the Rotary READ Committee by creating, printing and organizing their 1,000+ prize certificates and distribute their Rotary READ Week flyers to homeschoolers. Rotary READ is a long standing program that was begun by library staff, school district staff and Rotary volunteers. And sometimes our partnering is as simple as having CSU journalism students' interview programming staff about programs such as Book Swap and Animal Afternoon.

Lu Benke has continued reaching out to outlying communities this month with visits to the Stove Prairie Elementary PTO and Potluck (55 attended), the Livermore Elementary Dinner and Pie Auction (300 attended), and the LaPorte Area Advisory Committee (LaPAC) monthly meeting (14 attended). At all of these places she was able to listen to residents' interest in particular services and share the good news about the Library's pilot project of sending books by mail to the children in their community.

## **REFERENCE AND TECHNICAL SERVICES**

A two-part community program focused on social entrepreneurship and how it affects our local community presented by the Fort Collins Regional Library District and Colorado State University (CSU) Libraries and the CSU's Global Social and Sustainable Enterprise was well received. The viewing of the PBS/FRONTLINE /World Social Entrepreneurs Film followed by a facilitated discussion at the New Belgium Brewery had 55 in attendance. The facilitated panel discussion held at Colorado State University had 35. Both groups were very engaged in the discussion. Many in attendance want to continue the discussion over the next year. Two members of EntreNet.net, a networking group for Northern Colorado entrepreneurs are interested in exploring how they can help the discussion continue. Anne will be attending their meeting later in the month.

The five Eracism films drew a total of 432 in attendance. This community group shows the films on Sunday evenings in the BD room. They like having the films at the library but the room is getting crowded for their growing following. The group is exploring other venue options. One of the films this year was *Made in L.A.*, a film that tells the story of three Latina immigrants working in Los Angeles garment sweatshops. The group brought in a translating system similar to what is used at the United Nations. Jimena Pena acted as the translator for the Spanish speaking attendees.

Material selectors have been working hard to get the opening day collection ordered for the Council Tree Library. Selecting for the branch has been on top of their regular duties but the selectors are almost finished. Media items are the last to be ordered and will be ordered by the end of November. Because of the RFID tags, media items cannot be processed and stored by the vendor. Some of the processing on the covers of the items is done by the vendor but the finishing touches and tags have to be done in our Technical Services department. Work flow has been restructured to help process approximately \$160,000 in media. They are also using volunteers to help with the processing.

Systems and Reference staff has worked out a way to recycle some RFID tags. Tags will be removed from items that are going directly to be recycled and reused in magazines. Recycling the tags will be done in the Reference department at Main.

## **SYSTEMS ADMINISTRATION**

### **Staffing Changes**

Pamm Clements has resigned her position as Technology Training Librarian effective October 29 to accept a training position with the Poudre Valley Hospital. Pamm will be greatly missed at the library – her unique skills, dedication, and warm personality have brought new dimensions to the Library's public and staff training efforts. During her four years with the library, Pamm pioneered new training approaches for seniors and approached all tasks with great aplomb. Pamm will not only be missed by her SA colleagues, but by staff across the District. Pamm – best wishes in your new endeavors!

Pamm isn't leaving without leaving a parting gift for the library. Pamm and Giny Feagler won a \$250 award for the library (called a "mini-grant) for an article on our wonderful "Silver Surfers" web training for seniors. Take a moment to read the article on the State Library website at: <http://www.cde.state.co.us/scripts/cdelibSpecPops/practicedetail.asp?id=33&cat=0>

### **2009 SA Project Planning**

As part of planning for 2009 SA projects and support, Carson has been meeting with library managers to scope out the work plan for the coming year. With Pamm's departure, Carson is also asking managers questions about their training needs and will incorporate their feedback in how the position will be structured.

Ah – and what’s this about 2009 SA projects? I think most of us know that there are some major current and future projects, including technology for the Council Tree Library, the lab at Main, changes to our online identity (including our web site and email addresses), and much more. Although the major projects tend to get the biggest spotlight, your friendly neighborhood SA department also understands the value of the more modest, everyday needs of staff. We’re taking this organizational look now to ensure sure our big projects are well-coordinated, and that we have enough resources to also maintain the vital day-to-day technology needs of the District.

### **Power Outage at Main**

A planned power outage at the Main Library early in the morning of Sunday, October 26 created an opportunity for real-life emergency response. Utilities crews discovered a problem with the main power line feeding both the Library and Museum, and needed to shut off power to the building to repair. To minimize impacts to all library operations, SA decided to order a generator to keep servers and network equipment running during the outage. Since many of our network computing resources are located at Main, generator power would also allow the Harmony library to be completely unaffected by the outage, and would allow Main to get back up and running as quickly as possible. Servers and network gear were switched to generator power at 6 am, and the Utilities crew replaced the power line and had everything patched up before noon. As luck would have it, this was Carson’s on-call weekend (so he got to have all the fun) but Carol and Ling stopped by catch some of the action. Many thanks to Rob Stansbury for his role on the facilities end and for being a reliable partner in the planning and response to the planned outage.

### **RFID Party**

To help celebrate a job well done by all library staff, the library hosted a party for staff, Trustees and volunteers on Sunday, October 19 at Avogadro’s Number in Fort Collins. Excellent food was provided for vegetarians and carnivores alike, and entertainment came in the form of fun games from Carol and some very helpful party-goers and music from the band Edgewater Juke. And each staff member got a special prize – a very cool soft-sided lunch bag with an RFID symbol and the words “I’ve been converted.”

The turnout was phenomenal, with well over a hundred RSVPs. A party like this doesn’t happen without a lot of help – heartfelt thanks to Carol, Chris Cortez, Lynda Dickson, Jeff, Paula, and Cynthia for all of their help in making this party a reality!

### **RFID Roundtable**

Carol and Carson participated in an RFID roundtable discussion hosted by Prospector. 18 folks from a mix of public and academic libraries packed the small conference room. Only three of us - Fort Collins, Jeffco, and the CU Business Library had direct experiences to share. Others, such as Denver Public Library, were either just embarking on their RFID project or attending the roundtable to learn more. As well as sharing the successes and lessons learned from our project, Carol and I were thrilled to learn that as part of their project DPL will install a new generation of “mini” automated material sorters - a two-bin system that can fit into a very tight space. The DPL folks were great to visit with, and invited us to see their sorter in action once the project is completed.

### **Council Tree Library Construction**

Just as the major components of RFID wrapped up, the needs of the new library branch heated right up. Carson, Carol, Ling and Chris have jumped in with both feet, designing the technology response, updating wiring schematics, working with architects to re-designing the furnishings for the RFID stations, and much more.

## HARMONY LIBRARY and TEEN SERVICES

### Harmony Library

- Harmony's telephones are provided and maintained by Front Range Community College (FRCC). Since FRCC is changing telephone system to IP telephony, so is Harmony. The college's previous system is old and has become obsolete. Staff is getting trained on the new phones this week. We are assured that we should not experience a break in service and that the new phones function much like our current ones for end users and customers.

### Teen Services—Harmony

- Diane hosted the IRS meeting from 11-1 on Saturday, October 18<sup>th</sup>, and the Todd Mitchell "Teens Write!" author forum from 1-2:30.
- Posters, bookmarks, and reading lists were available for Teen Read Week along with our special programs.
- Teen Librarians are hosting the fall Colorado Young Adult Advocates in *Libraries* (C'YALL) meeting at the Harmony Library October 28.
- Three IRS teen partner reviews written by Diane and a teen partner were published in the October 2008 issue of VOYA. VOYA (Voice of Youth Advocates) is a national, bimonthly library journal.

### New Teen Web Page

A new teen web page called "The Teen Lounge" has been launched – the result of many months of work between our wonderful teen librarians (Sue-Ellen Jones and Diane Tucillo) and web designer Peggy Shaughnessy. Since a picture is worth a thousand words, please take a look at this wonderful and dynamic page at <http://library.fcgov.com/teen/>

### Teen Services—Main

- Sue-Ellen hosted the Teen Read-a-thon at the Main Library on Wednesday, October 15<sup>th</sup> from 3:30-8:30 p.m. 18 teens attended and raised \$200 for Turning Point.
- October 12<sup>th</sup>-October 18<sup>th</sup> was National Teen Read Week; the theme was Books with Bite @ your library. We celebrated the theme with an after-hours Books with Bite @ your library party on Friday, October 17<sup>th</sup> from 7:00-10:00 p.m. at the Main Library. 26 teens attended the party where they made gothic sock puppets, watched the original silent film of "Phantom of the Opera," and listened to actress Judith Allen do a dramatic reading of Edgar Allen Poe's *Fall of the House of Usher*.

### Teen Services – Outreach

- Sue-Ellen went to Boltz Junior High School on Wednesday, September 24<sup>th</sup>, to introduce herself to the students, distribute library cards, and talk about upcoming teen programs to 125 teens. Diane went out the next afternoon and spoke to 120 teens at Boltz.
- Teen Service Librarians attended the Fort Collins Museum teacher open house on October 8<sup>th</sup> with Lu.
- On Monday, September 29<sup>th</sup>, Sue-Ellen will present booktalks to six classes at Leshar Junior High. She is presenting a 30 minute biography booktalk for 4 individual classes entitled "The Heroes' Quest or Journey's End? Beguiling Biographies" and an hour-long presentation on new teen titles for the seventh grade "Great Books" class. Her last booktalk will be a 45-minute presentation on books with controversial themes for an advanced 8<sup>th</sup> and 9<sup>th</sup> grade English class.
- On Monday, October 13<sup>th</sup>, Sue-Ellen did a "Books with Bite" booktalking presentation to 66 students in 3 classes at Preston Junior High.