

# Executive Director's Report

## December 2016

### ADMINISTRATION

*By David Slivken*

#### IT Manager

The Poudre River Public Library District is pleased to announce the hiring of Mark Huber as the new Library Information Technology Manager. Mark comes to us from the Mountain Lakes School District in Mountain Lakes, New Jersey, where he spent 10 years as their Technology Coordinator. Mark began his duties on Monday, December 5. Mark brings to the PRPLD the following areas of strength and expertise:

- Ability to balance our current and future technology needs within budget realities
- Proven project management skills
- Strong interpersonal and communication skills
- Ability to work well independently as well as in a team environment

We're delighted to see Mark step into this critical role. He impressed everyone on the Library Leadership Team with his experience and strong interpersonal skills.

#### Answer Center

We are focusing on internal applications for the initial interview process. We are confident we can find a qualified candidate internally. In addition to managing the Answer Center, the successful candidate will also manage our account with Unique Management Services who is our collection agency.

#### Old Town Library Manager

There were 24 applications for the Old Town Library Manager position. The interview team conducted 30-minute phone interviews with the top eight candidates in mid-December and invited three candidates for formal interviews with Old Town library staff and the Library Leadership team. One finalist decided not to pursue the opportunity and the remaining two candidates will be interviewed on January 11. We hope to have a new manager in place by the end of February 2017. We are very grateful to Sarah Scobey, who has done a great job as interim manager.

#### Strategic Plan

The Impact Team has been reviewing the Strategic Plan with key library stakeholders as it relates to children in pre-school through 3<sup>rd</sup> grade, teens and tweens, business, non-profit resources and workforce development. The Impact Team will assist the stakeholders, if requested, in the development of library programs and activities as well as the evaluation of such programs and activities to determine their effectiveness for years two and three of the plan. Year one has basically been laying the groundwork for the logic models to evaluate the programs.

#### Staff Recognition

Anne Macdonald, Poudre River Public Library District's Business Librarian, was named Consultant of the Year by the Larimer County Small Business Development Center (SBDC) for her expertise and dedication working with local small businesses and entrepreneurs. Since 2008, Anne has contributed over 1,100 hours meeting with more than 400 clients from industries as wide-reaching as health and wellness, food and restaurants, and creative services. This is in addition to consultations and classes she holds at various Library District locations as part of her role as Business Librarian.

## Community/Library Contacts

I was able to have productive one-on-ones with the following community/library leaders:

- Sandra Smyser, Superintendent of Poudre School District
- Gordan Thibedeau, CEO, Larimer County United Way
- Front Range Library Directors Meeting in Windsor, CO
- Sheila Pottdorf, PSD Director of Post-Secondary and Workforce Readiness
- Mary Atchison—Northern Colorado Economic Alliance
- Joni Friedman—Director, Larimer County Workforce Center
- Darin Atteberry, Fort Collins City Manager
- SeonAh Kendall, Economic Health Manager, City of Fort Collins
- Metro Library Directors in Denver, CO
- NoCo Regional Chamber Summit, Loveland, CO
- Appointed to the Board of the Friends of the CSU Morgan Library

## Facilities Master Plan

The Library is working with Humphries/Polis Architects to determine dates and times for the community engagement process. Based on our conversations so far, it will most likely be sometime in the final two weeks of January.

## COLLECTION DEVELOPMENT

*By Tova Aragon*

To expand awareness and use of our research databases, bibliographic records for database websites have been added to the catalog.

Biography resources in context



Web Resource | Gale Group |

→ [Click to access](#)

Records for content within several databases such as, Learning Express, Lynda.com have also been added. The newest batch added was 4798 records for *Biography resources in context* content.

[Diane Humetewa.](#)



Web Resource |

→ [Access via Gale Biography in Context](#)

A new database [DemographicsNow](#) has been added to the Research page. It provides detailed U.S. demographic data, with reporting and mapping capabilities. Good for business, sociology, finance, marketing, public administration, political science research and for preparing a business plan, comparing macro and micro trends of a selected populations, comparing the demographics and market potential of any geography(ies) in the United States.

In November, three new gadgets were launched for circulation – Cake Pans, Noise cancelling headphones and radon detectors. The new webpage for the Gadgets and Things Collection was also launched. It was created by Peggy Shaughnessy and the Communications Department (Katie Auman, Laura Carter and Paula Watson-Lakamp) <http://www.poudrelibraries.org/things/>

The ReAd (Reader's Advisory) team has representatives from the 3 library buildings and Webster House. They help market the collection and share their reader' advisory expertise through displays in the buildings and themed booklists and book jacket displays on the library website. In 2016, the team created GenreLand, a game to encourage staff to expand their reader's advisory skills and have some fun reading in different genres. Laura Carter created the wonderful graphics. Staff from across the district and from all departments participated in the

game. Monthly participation averaged 40 and 102 out of 161 staff members participated during the year. The Communications Department has now adapted the game for the public. For more information, check out the blog about GenreLand:

<http://blog.poudrelibraries.org/2016/12/genreland/>

## **COMMUNICATIONS OFFICE**

*By Paula Watson-Lakamp*

- Completed monthly/weekly goals of Communication Plan
- Organizing, managing and supervising all graphic design work for the District.
- Working with OrangeBoy on dashboard and Savannah messaging system. Organized onsite ethnographic and surveying of library customers.
- Working on new social media promotions and platforms, “The River’s Mouth”, updating
- Worked with local media on various stories
- Working with Library Trust PR committee and Board to organize for the Colorado Gives Day in December – they will be raising money for a Book Bike & STREAM Literacy interactives
- Finalizing new internal communications strategies with staff survey and internal audit.
- Continued work on new Strategic Plan Marketing strategies with logic models done by various work groups
- Finalized Partnership guidelines
- Finalized Grant guidelines
- Began planning for 2017 Summer Reading Challenge – Building Dreams
- Began work on 2016 Annual Report
- Organized 25 member “unconference” for Northern Colorado marketers as part of the new strategic plan implementation
- Finalizing 2016-2018 Communications Plan to be highlighted at the February BOT meeting

## **HUMAN RESOURCES OFFICE**

### **HR Manager:**

*By Sabrina Stromnes*

- Returned mid-December from leave of absence
- Participated in interview process for Answer Center Supervisor
- Worked with Finance Manager to finalize 2017 increases and Phase 2 of the pay plan implementation
- Recruitment
  - Hires:
    - IT Manager: Mark Huber
    - Circulation Aide: Hazel Castillo
  - New Postings:
    - Old Town Library Manager – Still in process
    - Answer Center Supervisor
- Ongoing:
  - Employee relations issues
  - Performance management
  - Employee questions and support
  - On/offboarding
  - Manager/Supervisor questions and support
  - Manage Workers’ Compensation
  - Assist employees with FML, STD, LTD, Non-FML medical leave
  - Manage/support Volunteer Program Manager
  - Liaison between City of Fort Collins HR and PRPLD

## **Volunteer Program Manager:**

*By Serena Robb*

- Interviewed and placed 2 volunteers
- Attended a DOVIA networking event
- Entered all computer classes for January through April into the volunteer system
- Prepared and sent out 81 end-of-year thank-you cards to all volunteers who gave at least 20 hours in 2016. These cards included a \$20 gift card to Starbucks. Some cards were sent to other library staff to sign.
- Started writing a process document for the Volunteer Program office

## **OUTREACH SERVICES**

*By Johanna Ulloa*

Kathie Young de Herrera attended the series “Taller de Alfabetización Familiar” Reading Acquisition Workshops for families held at Fullana; where presented on reading strategies that bilingual families can use to encourage children in their reading acquisition journey. Books to check out and library cards were available.

Kathie Young de Herrera and Karol de Rueda presented at the Parent Academy research-based strategies to increase reading engagement with children and showcase available books in Spanish and English for the families. Karol presented Hoopla and Digital Citizenship.



Ludy Rueda and Johanna Ulloa Girón attended the International Book fair in Guadalajara, where the guest of honor was Latin America. There were more than 1,983 editorial companies, and more than 44 countries visiting with multiple presentations and facilitated. They worked closely with librarians and learned a lot about selecting books for Spanish speaker patrons. Johanna Ulloa-Girón and Tova Aragon are working with the building managers to create a study of the type and degree of change within the collection during 2017-2018.

Ludy Rueda visited Colegio Británico during the same trip, where the kids



that participate in the Pelicano Program received a copy of *Great Gilly Hopkins* by Katherine Paterson. Many kids expressed a deep sense of gratitude as they had never owned a book which was not school related. Also they participated in a video conference with local author Laura Resau, none of the students have met an author before, so they were overjoyed and asked many questions.

Johanna Ulloa Girón and David Slivken met with representatives from United Way to discuss the progress made this last year working on Youth Success and Early Childhood Development. United Way once more expressed their gratitude towards the evaluation presented by the library on storytimes and their impact in our community.

Sylvia Garcia and Erin Kirchoefer met with two CSU students from Assistive Technology Resource Center to discuss the current resources the library offers and possible future projects. Sylvia shared her specialized knowledge to provide guidance regarding seniors using Google Voice Typing as opposed to Dragon Naturally Speaking.

Johanna Ulloa Girón attended the Key Leader Orientation for Communities that Care initiative with the Larimer County Health Department. We will partner with many agencies in the county to work health determinant factors for teens in the next three years.

The Impact Team continues to work on the strategic plan and its evaluation. We have met with Director Slivken and presented in detailed the steps taken so far towards achieving the evaluation pieces of the plan. We also hired external evaluator Laureen Trainer to evaluate the impact of the team, areas of growth, and strengths. Katie Auman is the newest member of our team!

## SYSTEMS ADMINISTRATION

*By Mark Huber*

Transition and troubleshooting were the dominant themes this month. I had the opportunity to work with Carol Gyger prior to her retirement. The time was invaluable and I'm grateful for the detailed preparation Carol made to ensure a smooth transition.

The SA team grappled with a persistent and increasingly disruptive issue with the district's ILS (Integrated Library System). The impact was felt at all branches, including Webster House. Staff across the district provided useful feedback and kept their sense of humor while finding ways to work around the disruption. Thankfully, we appear to have returned to normal and we're working with the vendor to get a clear picture of what caused the trouble and the steps taken to resolve the issue.

### Copier Refresh

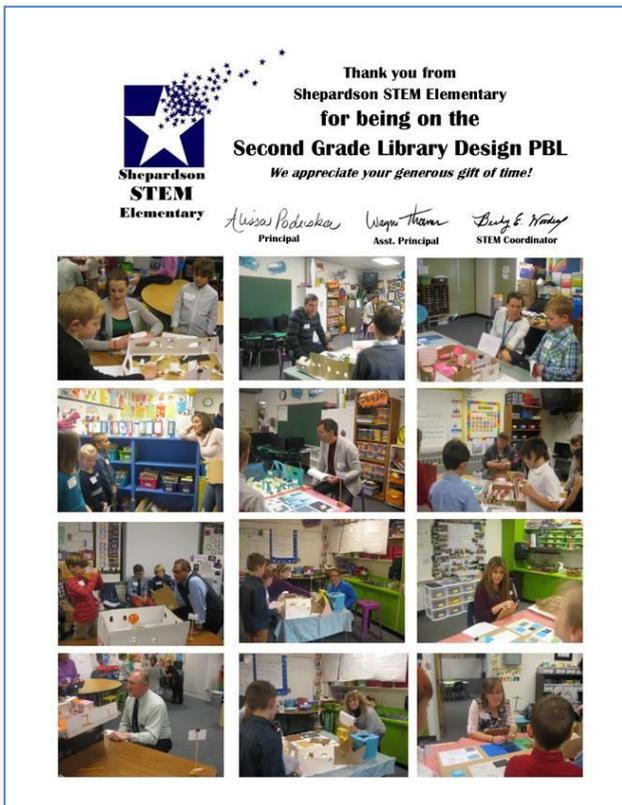
Public and staff copiers were replaced at all locations (one remaining replacement is pending).

### Network Switch Upgrades

Planned replacements have begun with City IT. Harmony Library will receive an update in January.

## COUNCIL TREE LIBRARY HIGHLIGHTS

*By Currie Meyer*



### **Winter Bike to Work Day:**

Council Tree Library LAs Meg Schiel and Drew Gaede collaborated with Happy Lucky Tea, CA



Technologies, and Runner's Roost to host a winter Bike to Work Day station at the new Happy Lucky Tea house on December 14. Although temperatures dropped below 20 degrees that day, over 25 bikers participated in the City-sponsored event.

### **Library Design Presentations from Shepardson STEM Elementary, Dec 16:**

Kristen, Ken, Kate and I were blown away last Friday when we visited Shepardson Elementary to hear about their second grade's amazing library designs. Three classrooms of students proudly explained their children's library space concepts to us as partners on their first Problem Based Learning project. This new approach to learning started with Shepardson's invitation to provide their students a "real world" problem/question in September, progressed through a Kristen/Currie presentation to students in mid-October, tours of CTL and OTL in November, and the final reveals last week.



**Ugly Sweater Decorating program for teens** - Jenny Thurman coordinated an “ugly” sweater-making program for teens at Old Town Library on December 3. The program provided materials for decorating regular sweaters into over-the-top holiday-themed masterpieces! Ten teens attended.

## **HARMONY LIBRARY HIGHLIGHTS**

*By Ken Draves*

### **FRCC/PRPLD Partnership**

FRCC has spent the past couple of years preparing for a major new initiative aimed at improving student success. As we are partners with the College, and as our Librarians and Library Assistants serve the campus community, we have made recent efforts to learn more about the new initiatives.

Below are some baseline statistics that informed and inspired FRCC’s efforts at improving student success. At the end of three years, the College found the following about FRCC students.

- 15% have graduated with an Associate’s Degree
- 28% have transferred without a degree
- 13% are still enrolled
- 44% are no longer enrolled at FRCC, but it is unclear what happened to those students

At Harmony’s November staff meeting, special guests Jean Runyon, Vice President, FRCC--Larimer Campus, and Shashi Unnithan, Dean of Instruction, Larimer Campus visited with us and spoke about FRCC’s extensive efforts to improve student success by becoming a Pathway College. We discussed with Jean how the library can participate in the College’s redoubled efforts to help students succeed at FRCC. If any of you are interested in learning more about the effort, I will be glad to share the College’s “Vision 2020: Successful Students, Successful Communities” document, which provides a good overview and summary of FRCC’s efforts.

Building on what we learned at November’s meeting about efforts at student success and how library staff can support those efforts, Annie arranged a special tour of the new Mount Antero building and an introduction to its services with Michael Dreher, Learning Lab Coordinator. Staff learned more about the College’s student support efforts through tutoring in various disciplines, including various sciences, math, and writing, and the College’s new “academic communities.”

## **OLD TOWN LIBRARY HIGHLIGHTS**

*By Sarah Scobey*

### **Programs and Events**

Amy hosted (7) Minecraft programs, and had a full house for Kevin Cook’s noontime lecture (95), International Night’s presentation on Cameroon had (19) in attendance. Amy gave a tour and database instruction to the 7<sup>th</sup> grade class from Mountain Sage School.

Nicole had 11 teens at the Freaky Friday event this month. She also did the Anime Club at both Council Tree and Harmony with 14 teens in attendance.

Vicky helped teach iPad 201 class and provided Media Mentorship program for Eyeopeners Kiwanis meeting.

Erin Lucero reported that December was full of light-up fun at Old Town Library. In the LEGO Assemble Build Create program, we designed holiday LEGO builds incorporating LED light-up blocks. Children's creativity was on full display as they put together light-up LEGO fireplace mantels, Santa houses, Christmas trees and candy carts.

At the STREAM Lab, Erin L. notes the children also got to make light-up LEDs to create a star in the window of the children's corner. These were made using an LED bulb, coin battery, and Velcro and duct tape. The STREAM Lab also featured holiday crafts and ornaments, plus friendship bracelets.

At the Harmony *Babysitting for Teens* program, Erin L. highlighted fun and easy crafts for teens to do with young children.

The Bells and Books event is continuing to come together. Erin L. coordinated with Marian on a timeline to order new picture books in time for the awards announcements and coordinated with marketing on posters and public announcements for the program. She is also writing a blog post for the website to explain the awards in more detail to parents.

Erin K. reports that December saw the wrap-up of the Great Stories Club grant with the final party on December 17th. This year's grant theme was the Art of Change: Creation, Growth and Transformation, and ALA provided pre-selected books for at-risk youth to participate in book discussions. PRPLD was the only grantee to work with the LGBTQ+ population, and we had such high interest and participation that the library purchased additional copies of each title. We held ten events during the 4-month grant period, and gifted 116 books to at-risk youth. There was such high interest in from the youth in continuing the program that with the help of Teen Services Librarian Diane Tuccillo, we'll be able to fund the book discussions through the rest of the school year.

### **Outreach and Embedded Staff**

Amy had a great time doing a second round of stories from Brazil for the 2<sup>nd</sup> grade classes as well as database instruction for all the 5<sup>th</sup> graders at Cache La Poudre Elementary.

### **Continuing Education and Learning Opportunities**

Nicole attended her last CAL Board meeting as the CATS Division Chair.

### **Miscellaneous**

Amy reports it was a pleasure to hang up six paintings in the Children's area done by children who live along the Amur River in Russia.

Vicky has offered to be the point person for the community room at OTL, she be will available as the contact person for groups using our community rooms and staff who may need some help in confirming what equipment we have available, room set-up and take down questions, changes in reservations, etc.

Erin L, as part of the **Reader's Advisory** team, updated the library website with several features this month. On the home page, she added books that fit the themes of *Peace* and *Light*. The Reader's Café had *Icy Tales* and *Looking Forward* (books on motivation and self-improvement for the New Year).



Thanks to Erin K, Carol Gyger, the SA crew and Facilities for overseeing the installation of Wall-E, our new microfilm reader! This reader has advanced image editing capabilities, and allows users to scan to USB or email. In addition to reading microfilm and fiche, it can also scan in slides, photos, and negatives of photos (which it can reverse to positives!)

Using new screencast software, Holly Bucks, with the help of Erin K., created a screencast training of PITS (Patron Incident Tracking System) for staff. Staff received training in PITS at the December OTL meeting and it is now being implemented at OTL.