

Executive Director's Report

June 2012

ADMINISTRATION

By Holly Carroll

Old Town Library Project

Thank you all for attending the great festivities for the rededication/reopening of Old Town Library. It was a great day for the Library district despite the fire and heat. I hear many positive comments from both staff and public. The community is very proud of its new and approved library and appears to have adjusted quite easily to the new name. Jean recaps all the excitement of the day in her report.

Holly is attending the remaining Owner/Architect/ Contractor meetings while Ken Draves is on vacation. The last of the requests for change orders are being negotiated. OZ Architecture and Heath Construction are consolidating their punch lists for Steve Seefeld, owner's representative, to review. Jean and her staff are eagerly awaiting the final graphic in the children's area to be installed.

American Library Association Annual Conference

The Library District sent four staff members to the ALA annual conference in Anaheim: Holly Carroll, Elaine Burritt, Vicky Hays and Anne MacDonald. Anne received a \$1,000 scholarship for her attendance as the RUSA (Reference and Users Services Association) Business Librarian of the Year. Anne received her award at a reception on Sunday, June 24th. Vicky and Elaine attended a special preconference conducted by Disney on the company's customer service model. This information will be useful as the District develops its own customer service training series for library staff.

Holly Carroll accepted two "Best of Show" public relations awards for the District at the PR exchange event. The awards were for the Raphael Lopez video and the 2010 web-based annual report. Many sessions focused on the future role of libraries and e-publishing. Holly will present a more detailed account at the June board meeting.



Database Marketing Campaign

Earlier this year, Paula Watson-Lakamp, Anne MacDonald and I met with Gretchen Gaede of A-Train Marketing to discuss ways to promote greater customer use of the valuable and expensive database subscriptions that the library provides for homework help, general interest and scholarly research. In keeping with the strategic plan, A-Train has developed potential taglines, slogans and marketing hooks designed to promote greater use of e-resources of specific interest to the business community (Check-ins cluster) and homework help audiences (Full House cluster). Gretchen Gaede has met with the Collection Advisory Team twice to gather information and feedback and is finalizing aspects of the campaign which will launch in late August. Specifics of the campaign will be included in next month's report.

Trust/Elks Landscape Projects

Upon review of the design documents, the Elks membership has voted to proceed with all components of the project. Ripley Design, Inc. is preparing construction documents which will be completed by mid-July. The director will meet with Linda Ripley, Todd Dangerfield and John Stephen, City Purchasing Department on July 5 to determine how best to structure and sequence the bidding process for the project, including oversight of the Elks' volunteer labor. Holly will update the board at Monday's meeting.

The director and Linda Ripley met with Peggy Reeves and Bill Mygdal of the Poudre River Library Trust on June 18th to review the design documents and discuss funding strategies.

Can Your Fines Proposal

For the past six months, the Customer Experience team has researched the pros and cons of offering a fine forgiveness week in September, during National Library Card Sign-up Month. Many libraries offer a fine forgiveness program to encourage the return of items and to provide an opportunity for delinquent patrons to resume using the library. Included in the board packet is the team's proposal for your review. In order to implement a forgiveness program in September, board approval this month is recommended.

Library Services for Evacuees of High Park Fire

The Outreach Services report gives details of the Library District's efforts to provide direct services to evacuees of the High Park fire. Services included computer labs, books and children's programming at the evacuation center and children's materials at the Disaster Recovery Center. Staff also prepared a High Park Fire web page with links to up-to-date information. Response was truly a team effort. Kudos to Irene Romsa and Cydney Clink for their leadership this past month, Lynda Dickson for her yeoman efforts to recruit volunteers to assist with evacuation center activities and to the many staff, library trustees and volunteers that gave of their time to help the community in its time of need.

Solicitation Policy

Included in your packets is documentation of the board's discussion of this policy (that started in March 2012) and our attorney's recommendation for wording. Kim Seter is advising further discussion of the policy at this meeting to find an appropriate balance of the library's desire for flexibility in deciding who gets to solicit without infringement of 1st Amendment rights.

Other Activities

The director attended the United Way State of the Community luncheon on June 14th. She volunteered at the High Park Fire Evacuation Center on June 9th and 14th. On June 13th, she and Vicky Hays met with representatives from the Larimer County United Way to learn more about the early literacy

initiative that is spearheaded by Mile High United Way in Denver. The director visited all three libraries and chatted with staff via roundtable discussions on June 12, 13, and 15.

COLLECTION MANAGEMENT

By Tova Aragon

I want to commend the circulation staff at Old Town Library for all their work to get the collection moved around and placed in its permanent configuration. They had to shift all the adult nonfiction and children's collection as the last of the shelving was placed; they moved all the reference materials and straightened the Teen materials. Louise Mosnik and Carol Hanlon moved all of the adult periodicals. At the same time, they handled 5,784 items that were re-distributed from the other libraries.

It was truly a team effort to get the collection ready for the Grand Opening. The Collections staff was joined by Giny McConathy, Currie Meyer, Nicole Burchfield, Vicky Hays, Norm Fitzpatrick, Millie Kridler, Amanda Bristol and several of our volunteers to shelve and display the new materials. We placed 2,605 new items and put out the new BluRay collection (184 items).

Our experiment with the new procedure – 1st in and 1st out did not last the summer. We have tweaked it to get more efficient and make sure that popular materials get out quickly. It has been very beneficial to have all the technicians crossed trained but found that 1st in 1st out was not as efficient as was hoped. We have set up a new system that is a hybrid of 1st in 1st out and having assigned areas. This hybrid system is proving to be more efficient, gets the popular items out even quicker and provides for continued flow of materials when a technician is on vacation.

COMMUNICATIONS OFFICE

By Paula Watson-Lakamp

- Completed monthly/weekly goals of Communication Plan
- Organizing, managing and supervising all graphic design work for the District
- Continuing to gain partners for the “Flash Your Card” library member benefit program
- New strategic plan finalized with measurement
- Working with Library Trust on fundraising
- Promotion of Summer Reading Program
- Began work being co-facilitator of the Programming Team
- Attended CSU Apartment Life resource day and staffed a booth
- Helped Currie with coordination of Bike to Work Day event and booth at Council Tree
- Planning and promotion of new Old Town Library name and grand opening June 17th
- Beginning promotions for fall
- Organization of Chamber Red Carpet Event at Old Town Library, July 17, 9 AM

OUTREACH SERVICES

By Irene Romsa

School Readiness & Early Literacy

Although monthly storytimes at schools have been suspended during the summer, Outreach has continued with storytimes at the daycare sites and Rincon de Cuentos. In addition, Outreach also visited a Baby and I group in Wellington. StoryBook Puppets at LaPorte Pizza was attended by 20 children and 18 adults; the one in Timnath had 26 children and 18 adults. Unfortunately Story Express in Rist Canyon

and Bellvue were cancelled due to the High Park Fire. Timnath saw a total of 34 children 18 adults for the two regular story express times in June.

After School programming pilot--During the months of June and July, Outreach Services Library Assistant Cydney Clink will be piloting a program for school-age children which can hopefully be used during the 2012-2013 school year with children in classrooms, afterschool programs, or even for in-library programs with homeschooling families. The program, called History Takeout, was developed by educators at the History Colorado Center for 3rd and 4th graders and has been packaged and distributed to 15 libraries and museums around the state so that it might be delivered in settings outside of the History Colorado Center itself. Cydney has modified the program slightly so that it can be delivered to children from grades Kindergarten to 5th grade and has been visiting the Spring Creek Country School weekly where seventeen K-2 graders and seven 3-7 graders have been enjoying learning about Colorado history by crawling through a giant 10' x 10' map of our state and examining artifacts such as buffalo bladder, beaver pelts, and ancient Puebloan pottery.

Digital Literacy

eBooks and Beyond in LaPorte - On June 5, Kristen Draper and Cydney Clink provided a class for the community of LaPorte at Cache La Poudre Elementary (CLPE). The intent, in addition to providing resources, was to assess the feasibility of continued programming at CLPE and gauge the community's level of interest. Response was good with 7 adults and 2 children participating.

C# Programming - In partnership with River of Life in Wellington a series of 5 classes is being held, targeting mainly youth interested in programming. This is part of the BTOP program.

Tech-a-la-Carte - Classes continue and seven sessions were held at various outreach locations during the month of June.

Volunteers

A couple of teen library volunteers were featured in United Way's volunteer spotlight in the Coloradoan "*For more than a year, brothers Cruz and Diego Chacon, have used their energy, determination, professionalism, and maturity while volunteering at the Poudre River Public Library District...*"

Community Engagement & Other

- **High Park Fire Response:** From Sunday June 10th through Monday June 25th, the Library provided direct services at the Evacuation Center through access to computers, news and cartoon streaming, children's area, free books, and children's programs and giveaways. In addition, a children's area and books were set at the Disaster Recovery Center. Over 500 people were served through these actions, including at least 75 children. The District's intervention gained a lot of media attention, with mentions/articles in: Colorado State Library Blog (<http://www.coloradovirtuallibrary.org/btop/content/mobile-labs-times-crisis-high-park-fire-poudre-river-public-library-district>), the Denver Post ([Colorado wildfire: Larimer County public library helps High Park Fire evacuees cope - By Sarah Simmons](#)), and Library School Journal (http://www.schoollibraryjournal.com/slj/home/894847-312/colorado_library_provides_ad_hoc.html.csp). State Library also shared the initiative with other agencies, including the US Department of Commerce, who commented: "*Thank you for sharing this information. It demonstrates great understanding [...], and truly shows how libraries are, indeed, community organizations.*" Gwenn Weaver, Program Officer.

- **Buckeye Quilt Show:** On Saturday June 9, Outreach participated for the first time at this annual community event providing Library information, SRP sign up, and children’s crafts.
- **Homeless Gear:** Alba Williams with the support of Sylvia Garcia were present at this event aimed at providing resources to children in need. In addition to promoting SRP, we also provided library card sign-up in English and Spanish.
- **IMAGINANTES Youth Workshop:** From June 25 through the 29, the Library, in partnership with CSU had a week-long workshop designed to engage youth ages 13-17 in the art of storytelling though illustration and exploration. This was a fun, but intensive, workshop that provided meals and transportation. The highlight was the visit of accomplished illustrator Scott Nash who taught the 20 participating youth for three full days.
- **Scott Nash:** In order to collaborate and share resources, we contacted nearby libraries to let them know that Scott Nash would be in the area and available to do presentations at their libraries. Four libraries took advantage of this and were very appreciative of our District.
- **Wellington after School Bash:** Outreach attended this event to promote SRP and the Imaginantes workshop. Two youth from Wellington participated in Imaginantes.
- **Block Parties:** Alba Williams, from Outreach, was present in the neighborhood events held at Coachlight, Hickory, and Poudre Valley in order to engage and promote our services amongst mainly low-income Latino families.
- **Financial Literacy @ Wellington:** In coordination with Make Change NoCo, two classes: “Steps to Financial Freedom” and “Build a Better Credit Score” were carried out in Wellington on June 5 and June 12. Response was very low so the strategy for financial classes in outlying areas will need to be revised before scheduling more classes.
- **National Conference on Volunteering:** Irene Romsa participated for the first time in this national conference held in Chicago that gathers corporations, government, and non-profits who have volunteer programs. It was a great opportunity to learn from what others are doing and identify ways to enhance our own programs. Chicago’s Channel 7 did a short capsule which includes Irene: <http://abclocal.go.com/wls/video?id=8706039&pid=8706015&syndicate=syndicate§ion=>

SYSTEMS ADMINISTRATION (SA)

By Carol Gyger

Old Town Library

What a monumental effort by all library departments to make the Old Town Library Grand Opening truly grand! For the public we have 10 express checks, 42 internet stations, powered furniture galore, 14 PAC/database stations, 2 AV equipped meeting rooms and 1 Automated Materials Handling system that rocks! There are 16 wireless access points spread throughout the building leaving no corner left unserved. Thank you to the entire SA Team – Peggy Shaughnessy, Ling Zhao, and Chris Bauman (and Carol Gyger) for their hard work and flexibility to make sure everything is up and running and stays that way.

Continuing with Projects:

- Next up for Old Town Library is equipping the new study rooms with more technology options. Watch for improvements over the summer and fall. Peggy and a team of Circulation staff are currently testing the SMS messaging for holds and overdue notices. The Team hopes to have this launched sometime in July.
- Ling, Kristen and Carol are evaluating pay-for-print systems.
- Carol, Lynda, Peggy and Vicky are evaluating new room reservation software.
- The Harmony Lab remodel is in full swing. New furniture is installed and Ling is prepping the PCs for installation next week.
- Soon to follow will be the Harmony internet station refresh.
- Assistive Technology stations for Old Town and Harmony are slated for later this summer.

High Park Fire

The SA Team supported the Library District's participation at the High Park Fire evacuation center and citizen briefings with laptops and volunteer time. The efforts of all organizations to help evacuees was monumental and the Library's presence was invaluable.

The Heat

Not the Miami Heat. The Colorado summer! Carol is working with Rob Stansbury, our District's Facilities aficionado, on developing a long term solution for cooling in our equipment room. The dedicated unit is showing its age. Aren't we all?

OLD TOWN LIBRARY HIGHLIGHTS

By Jean Bosch

Remodel Update

The nine study rooms on 2nd floor are now open to the public and in demand. The individual study rooms have especially high occupancy and popularity.

The 1st floor meeting rooms are nearly complete. The audiovisual components still need some work, but we have been able to host a few meetings and programs successfully. Once a lock is installed on the storage room door in Community Room A, we will be able to keep the garage door open to the public so that users looking for a place to read, meet in a small group, or study can utilize the space when not in use for a library program or meeting.

We have subcontractors completing work on carpeting, locks/keys/fobs, signage, and anti-graffiti coating in the next few weeks. There are some tweaks to be worked on, but the project is finally feeling like it will come to a close soon!

Grand Re-Opening Festivities

The Library District held the Grand Re-Opening on Sunday, June 17. It was also the official kick-off day for the building to be called Old Town Library. Many staff members were on hand to celebrate our hard work and dedication and to assist patrons with the many questions they had about the new layout and services.

Executive Director Holly Carroll, Mayor Karen Weitkunat, Library Board President Mike Liggett, OZ Architecture Lead Architect Kate Fields, Library Trust President Peggy Reeves, and Friends of the

Poudre River Libraries President Gene Bosler welcomed the crowd and participated in the ribbon cutting ceremony.

The day's festivities included musician Mike Dixon, a giant puppet strolling Library Park, face painting, a giant bubble machine, and light refreshments. Library Assistant Sylvia Garcia created a slideshow featuring historical photos as well as pictures taken during the remodel and expansion.

We were also joined by longtime library district partners Larimer Animal-People Partnership (LAPP) and the Larimer County Genealogical Society volunteers. The LAPP volunteers brought in the dogs that visit our libraries for Animal Afternoons and the Genealogical Society volunteers offered assistance with family history resources and searches.



Pianos About Town

Old Town Library's outdoor café area is now home to one of the "Pianos About Town". Visitors have enjoyed playing songs and plinking a few notes on their way in and out of the library. The pianos will change out about every 2 weeks courtesy of the Art in Public Places program, Downtown Development Authority, and Bohemian Foundation (as well as Exodus Moving who actually do the heavy lifting!).

Staff Training and Learning

Library Assistant Jewels Hall-Payne completed her Core Reference Fundamentals class.

Many staff from Old Town Library attended the training session for Dart offered by Council Tree Library Manager Currie Meyer and Librarian Amy Holzworth.

Sylvia Garcia attended a webinar on Social Security. The representative reviewed their website focusing on pertinent information for those nearing retirement age or people who find themselves facing a disability for the first time.

Early Literacy Librarian Vicky Hays attended the American Library Association's annual conference in Anaheim. Her visit included a pre-conference on the Disney approach to customer experience. Staff looks forward to finding new ways to share what we've learned in our experiences as well as incorporating the information into better services for our customers!

Homeless Gear Event

Sylvia Garcia and Alba Williams from Outreach Services, represented PRPLD at Homeless Gear: Children. Homeless Gear is a United Way program that focuses on the need for outdoor gear, outdoor basic clothing, non-perishable and readily consumable food, and hygiene items for people who are homeless or at risk of becoming homeless. We signed children up for the Summer Reading Program and informed the parents about programs and services offered by the District.

Literature Comes Alive

The brochure for Literature Comes Alive is complete and in distribution. The supplemental programs pull together thematically with Norm Fitzpatrick's "History Come Alive" series. Librarian Sarah Scobey has made many community connections to provide an opportunity for the library district to partner with a number of different academic departments, including theatre, English, and history.

Teen Programming

Sue-Ellen hosted a teen "Own the Night" t-shirt decorating program at Harmony Library with 37 teens in attendance.



Reference and Teen Services Librarian Diane Tuccillo and Sue-Ellen co-hosted a teen steampunk program at Harmony Library showing a Sherlock Holmes movie, offering a costume contest, and creating steampunk jewelry crafts, as well as other crafts like mask-making and creating steampunk hats. Sue-Ellen also hosted a teen fan fiction writing program at Harmony Library for 18 teens.



COUNCIL TREE LIBRARY HIGHLIGHTS

By Currie Meyer

1000+ door count June 4: On Monday, June 4

CTL had 1,042 visitors, our busiest day since Monday, April 9 on June 4. June 4 was the first Monday after PSD schools let out for summer on June 1. CTL's average visitation in June is undetermined, as numbers from the door counter device have not been completely gathered yet. Other 1000+ days this year include 12 in January (nine of which occurred when Main Library was closed for construction), one in February, one in March, and one in April.

Dart training June 12, 13 and 15

Currie trained 67 hourly and classified staff to use Dart 2.0 in three hour-long, interactive sessions; one at each library. Currie manages the District's use of the Dart Reference Tracker, with help from OTL Librarian Amy Holzworth.

Dart Reference Tracker is a free, web-based tool that provides an electronic system for reporting, tracking and analyzing a library's information transactions. Dart is supported by the Library Research Service, based at the Colorado State Library in Denver. The District used Dart in 2011 and will again in 2012. Public desk and circulation staff is asked to track information transactions using Dart for three weeks during the year, in March, June and September. Total transactions for the year can then be projected using these sample weeks, saving staff the hassle of tracking transactions daily with 'hash marks' on paper. Also, Dart can provide reports based on library location, question type, response time, and content of question. These results may be used to improve efficiency, reveal areas for growth and quantify our value to the community.

The new version of Dart, Dart 2.0, was released in April and allows greater flexibility in customizing the user input form, and better data reporting mechanisms including customizable .csv reports, which can be translated by Excel and produced as a visual chart or graph.

Record-setting Dart week June 18-24

The Library District collected transaction data using the Dart 2.0 app during the week of June 18-24. Public desk, circulation, Answer Center staff, combined with our SRP table volunteers answered a whopping 6,521 questions from the public during the week. For more data, see the chart at the end of this report.

Cleaning review with Jim Pierce / CFC operations June 12

Currie met with Jim Pierce, Custodial Contract supervisor with City of Fort Collins Operations on June 12 to determine deep cleaning needs at CTL. Specific areas that need attention beyond daily cleaning include wall smudges, dust on high surfaces including the fireplace and JNF shelf tops, and dust / debris on window ledges.

Bike to Work Day, June 27

The City of Fort Collins Bikes Program celebrated its 25th Annual Bike to Work Day on June 27. The District sponsored a BTWD station at CTL, staffed by Currie, Library Assistant Drew Gaede and Materials Handler Eric Fellers. The table featured brochures and information on the library's summer reading programs and downloadable media collections alongside FC local bike programs and bike maps. Riders also picked up library swag including magnets and pencils along with a few mini energy bars provided at the table. Ninety-one riders stopped by the library's table, which opened bright and early at 6:30 am. Fourteen Library District employees participated in BTWD, including Currie, Drew and Eric.



Drew greeting a BTWD rider at the CTL station, June 27.

Poudre River Public Library District Transactions by Question Category

June 18-24, 2012

