

Executive Director's Report

July 2012

ADMINISTRATION

By Holly Carroll

Old Town Library/Library Park Landscape Project and Funding

The dispute concerning Council Tree remaining funds is on its way to being resolved. The presentation to the City Council Finance Committee was well-received with council members Kelly Ohlson, Ben Manvel and Mayor Karen Weitkunat approving the recommendation of City Manager, Darin Atteberry, to use the remaining funds to complete the amphitheater and bench allé components of the Landscape Master Plan and to supplement the funding for the street accessibility and entry plaza project. Upon the advice of the City Attorney, an IGA is being drafted by the City's legal department for board review and approval. The IGA will then be brought forth to City Council for approval hopefully later this month or early September.

I have authorized a contract with the construction management firm, Ditesco, to serve as the Library District's owner's rep and construction manager for the entry plaza and street accessibility project. Keith Myer from Ditesco will be the project lead. To date he and I have met with the Ripley staff to review drawings to date, discuss strategies and establish a new timeline for the project. Work on completing the construction documents was due to the need to prepare detailed drawings and cost estimates of the bench allé and amphitheater for presentation to the City Finance Committee.

Construction documents will be reviewed and changes made upon review of the City by the end of August. Bidding process will begin September 4. Because of the late start and the fact that construction will not start until mid-October, the construction bidding documents and contract may have to include language that allows for some of the work, especially the new concrete work and landscaping, to occur next year as weather conditions dictate. The other option to consider that may not be well received by the Elks is to delay the notice to proceed until April 2013.

Solicitation Language

Included in your packet is revised wording of solicitation language to include in library policy that provides for first amendment rights of residents but allows for fundraising by library affiliate groups and as part of library sponsored programs.

Dialogue Meeting with FRCC

Ken Draves and I met with Larimer Campus Vice President, Bruce Walthers, Phyllis Apt and Annie Fox on July 25th to discuss items of mutual interest prior to the start of the fall semester. Adequate parking for both students and library users is always an issue at the start of each semester. We discussed the use of hiring students or temporary help to help direct traffic the first two week of classes. Ken and I updated the FRCC folks on our strategic plan. We were informed of the Larimer Campus plans to add an integrated technology building to relieve overcrowding of the Red Cloud Peak building and to purchase land south of the campus for additional parking.

Other Activities

- I attended the Front Range Public Library Directors meeting in Elbert County on July 20.
- As a Beet Street board member, I attended a pilot training session that will be part of the Arts Incubator of the Rockies (AIRS) continuing education program for artists and supporters of the arts. The training will be offered in the old Carnegie building when the incubator is launched early next year.
- Old Town Library was the site for the Chamber of Commerce Red Carpet event on July 17. Jean Bosch, Paula Watson-Lakamp and I welcomed a group of over 35 persons.

COLLECTION MANAGEMENT

By Tova Aragon

At the end of 2011, Overdrive launched their new WIN web interface. The website now provides their publisher partners opportunity to promote and sell eBook and digital content and provide readers with access to more content. The WIN program features complete collections of eBook and audiobook titles that comprise a publisher's eContent catalog; 90% or more of which libraries have not purchased. If a patron finds a title they are interested in and we haven't purchased it or it has a long holds list, they can click through and purchase it from booksellers, such as, Barnes and Noble, Amazon, Powells and the independent book store website, Indie Bound. If a patron sees a title but doesn't want to purchase it, they can click through and suggest that the library purchase it. The library receives a small percentage of any purchases made through this program. Overdrive gives a quote of 1-3%. We recently received our first affiliate check for \$10.08. The amount will be credited towards a future invoice.

As part of the cross-training of the cataloging technicians, we have been working on creating a "Procedures Manual". This manual has detailed instructions on how to order, catalog and process our many collections/formats. As we worked through the different collections/formats, we standardized and streamlined the procedures but there are still many details to remember. For those times when a technician needs just a reminder and not the complete instructions, Judi Allen has created a quick guide. It is a 5 ½" by 8 ½" flip chart of color coded cards with notes about cataloging a certain collection.

In response to customer requests, the Collections Advisory Team recently studied our 20 holds limit. Several patrons wanted to have unlimited holds or match the number of items they could check out (100). Points that came up in our study:

- a. There is a cost to adding more holds. Holds lists get longer so we have to purchase more copies to meet the holds ratio.
- b. More holds leads to more shelving for holds.
- c. Staff handle more holds – pulling for the hold shelf and pulling off the hold shelf when the items aren't picked up.
- d. Looked at what other libraries are doing. Libraries have a wide variety of limits based on local needs. We found as little as 3 and up to 100. Austin Public cut back holds in half to 5 due to budget cuts. They felt it would save staff time and transportation costs.
- e. We only had 272 patrons that have 15-20 holds.
- f. We found that the biggest complaint from patrons was when they were placing holds on popular items – items that are on order but not in the system. The items can be on order for many months before they become available. During our study, Collections staff overrode the holds limit to add names to items being ordered. When we took the holds survey, we found that no one had gone over the 20 holds limit. There is also the new

feature “Wish List”. Patrons can add titles to a wish list and add holds as they have room in the holds list.

While we were discussing holds, Holly asked us to look at the number of days that items are on the holds shelf. At this time, patrons have 7 days to pick up their holds. The question was should it be a shorter time period? Points that came up for discussion:

- a. 7 days is convenient – We have had the limit for a long time. Customers are used to it. Many customers come in once a week. A week is more convenient timing for material pickup around vacations and the work week. It is more convenient when picking up Prospector holds.
- b. We took 2 snapshots of holds – Nov 2011 and April 2012. An average of 25% of items were picked up on day 5-7.

At this time, the team is not recommending any changes to holds. We felt there was not enough compelling evidence to change at this time and changes could be detrimental to customer service. If the Collections budget takes a hit in the future, we will reevaluate the situation.

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
- Working with Library Trust on fundraising
- Final promotion of Summer Reading Program
- Co-facilitator of the Programming Team
- Promotions of September “Can Your Fines” week
- Promotion of new Old Town Library name and remodel
- Beginning promotions for fall
- Organization of Chamber Red Carpet Event at Old Town Library, July 17
- Organization of TEDx September 22 event

OUTREACH SERVICES

By Irene Romsa

During the month of July, 648 people participated in the 39 programs held by Outreach staff. Eight of those programs were Computer Literacy, and twenty-one were storytimes to promote mainly Early Literacy in English or Spanish. To date, 9,024 people have been reached through efforts outside of the library walls and have included work by not only Outreach Services staff; but also the Business Librarian, Teen Librarians, and other District staff. The following table summarizes our numbers to date:

MONTH	CHILDREN	TEENS	ADULTS	BUSINESS	OTHER NON-OUTREACH STAFF	OUTREACH STAFF	TOTAL PROGRAMS
2012	PARTICIPANTS			TYPE OF PROGRAM			
JANUARY	285	142	115	8	2	25	35
FEBRUARY	462	13	254	26	5	46	77
MARCH	407	25	233	14	1	41	56
APRIL	557	96	466	19	3	45	67
MAY	2776	667	818	11	16	46	73
JUNE	460	172	428	2	0	43	45
JULY	438	41	169	0	0	39	39
AUGUST						0	
SEPTEMBER						0	
OCTOBER						0	
NOVEMBER						0	
DECEMBER						0	
	5385	1156	2483	80	27	285	392
<i>*data subject to change as staff input their statistics</i>							

The pilot program for tweens ended this month and the participants were very engaged in the content delivered by Cydney Clink and developed by the Colorado History Center. The pilot helped to assess audience interest, and the amount of work and structure needed if we were to offer educational programs to after-school and school groups.

Irene Romsa participated in the Central America International Book Fair (www.filgua.com) held in Guatemala where she presented a storytime on July 24 and then held a 4-hour workshop for Guatemalan public librarians on July 27, sharing the “Rincon de Cuentos” model and promoting Every Child Ready to Read. CSU’s Professor Velazquez also attended the Fair to jointly present the program and in addition, presented results of her studies on Subjugated Languages in Dominant Language contexts and how this connects with programs jointly developed with PRPLD.



During July, we also worked on defining the various outreach programs for the 2012-2013 year. It was also a month when some of us took time off to be with our families and recharge for the coming school year.

SYSTEMS ADMINISTRATION (SA)

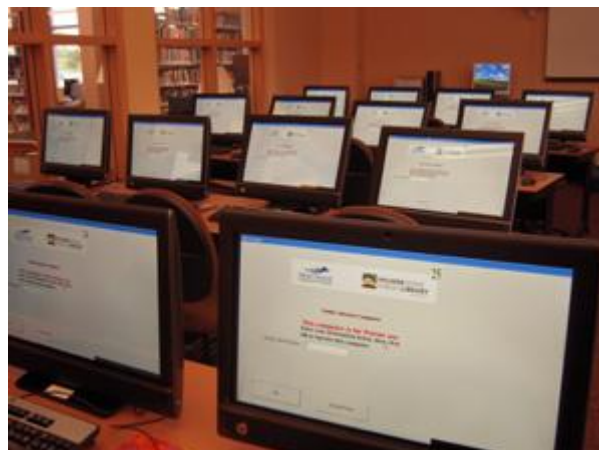
By Carol Gyger

Harmony Lab Remodel

The Harmony Lab remodel is finished. There are 28 new PCs with widescreen, touchscreen all-in-one PCs, two scanning stations and 3 PCs with additional software for web design tasks. A huge thanks to Annie Fox, FRCC Librarian, for securing funding and overseeing the project and to Lingzhen Zhao and Chris Bauman from the Systems Team for their excellent configuration and installation of all the technology in the lab. The lab is available for drop-ins and classes.

See the schedule at

<http://www.poudrelibraries.org/computers/lab.html>

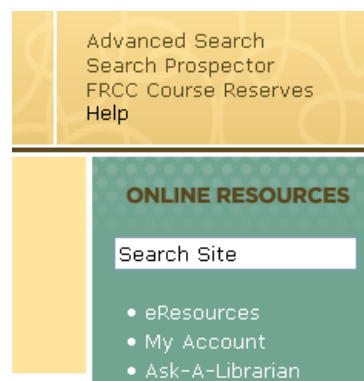


New AC in the Data Center

Rob Stansbury, the District's Facilities wrangler, organized the installation of a new air conditioning unit in the Library District's Data Center/Server Room. The room that is the beating heart of the library systems is now comfortably cool with two AC units. Cooling redundancy is necessary in that room and the Systems Team is thrilled with this long term solution.

Site Search

Peggy Shaughnessy, the District's Web Developer, has added a useful new feature to the Library District's website (<http://www.poudrelibraries.org/>) - Site Search. Check out the home page on the right green sidebar, just under 'Online Resources.' Try it out! For example, look up "audiobooks" or "renew". This search provides easy access to all the information on the District's website that is not included in the online catalog. Peggy S. and Carol Gyger discussed various methods of providing a site search and decided to give Google Site Search a try. The response from staff has been very positive.



The Olympics on cable TV?

Cable TV is now available in the lobby of the Old Town Library thanks to the remodel plan and the generosity of Comcast Cable. Chris Bauman and Rob Stansbury secured (literally!) the new monitor just outside the Community Room. Current fare is the Olympics, close-captioned, of course.

PC Donations

The Systems Administration Team has partnered with the Education & Life Training Center (ELTC) to donate computers and monitors that are no longer of use to the library. ELTC gives these items a second chance at life. In the first batch of donations, ELTC received 34 PCs and 15 monitors from the Library District. ELTC is a nonprofit organization that provides affordable education and employment skills training to adults in Northern Colorado who seek to improve their lives and the lives of their families. <http://eltcenter.org/> In the past, the Systems Team has sent all old PCs to the electronics recycler. The option to donate equipment to a "second chance" organization is much more in line with what libraries are all about – Reuse!

OLD TOWN LIBRARY HIGHLIGHTS

By Jean Bosch

Preparation for Autumn

With Summer Reading Program coming to a close, Old Town staff is ramping up for a very busy fall. Circulation Supervisor Kim Doran is currently in the process of hiring 15 new work-study students from Colorado State University. We will utilize these students here and at Council Tree Library as well as Technical Services. Students can begin working for us as early as August 20 which is the first day of classes. Staff are also reviewing tour and group library card processes.

Trainings Galore

Circulation at Old Town is in training mode! They have finished training for how to handle Friends of the Library book purchases at the cash register; purchases used to be on the honor system. We are re-training staff on Prospector as enough processes have changed that there is need for a review. We are also training staff on how to assist patrons with print jobs at the new print release station and photocopier on 1st floor.

Many staff also participated in training sessions to become more familiar with the new audiovisual equipment and features in the new Community Rooms. We have also had sessions for training and practice with the folding accordion door and garage door.

Last, but not least, we hosted a staff group viewing of the City of Fort Collins alcohol awareness dvd called "Serving Up a Safe Workplace".

More training is on the way as Circulation staff will be teaching the rest of the public desk staff how to issue new library cards. We are also looking forward to having some database trainings for staff as well.

Early Literacy

Early Literacy Librarian Vicky Hays held three early literacy events for 2-5 year-olds in conjunction with the Summer Reading Program. Based on our SRP theme, kids could visit stations about nighttime where they discovered fun activities based on the Every Child Ready to Read (ECRR) practices of talking, singing, reading, writing, and playing. One of the most popular stations was decorating and making a star for "Twinkle, Twinkle Little Star".

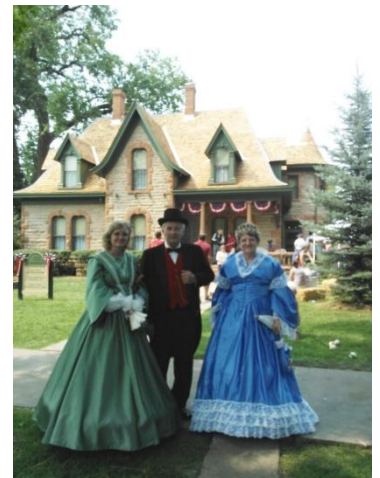
Outreach at Avery House

In addition, Vicky and Librarian Norm Fitzpatrick represented the Library District attended the Victorian Day at Avery House as Queen Victoria and her escort. The celebration was a part of the City Park Centennial events.

CALCON 2012

Some staff members have received notice that their proposals to present at the 2012 Colorado Association of Libraries annual conference were accepted. We are very proud that they will represent our Library District and share their knowledge!

Library Assistant Jimena Sagas will present with her DU colleague Dina Hornreich to share strategies that can contribute to serving patrons who have limited English speaking skills.



Public Services Librarian Nicole Burchfield and Outreach Library Assistant Cydney Clink will lead a panel discussion called Tween Programs Extravaganza.

Library Pals Programs

The Library Pals and Puppet Pals programs are finished for the summer with sixty kids having participated. The hours volunteered by these kids, ages 11-17, haven't been completely tallied yet, but the total will be over 700 hours. We enjoy working with these young people as we get to show them some of the behind-the-scenes activities at the libraries while they gain valuable



volunteer experience and a love for libraries! The Pals help with certain jobs at our storytimes and programs, wash books, shelve books, recommend favorite books to other readers (and staff), learn to tell stories, perform as library mascots Annie, Owl, and Fisher, and more.

The Puppet Pals work closely with Library Assistant Giny McConathy to learn and perfect entertaining puppet shows. They learn valuable puppetry, acting, and storytelling skills and act as wonderful role models to the younger children in attendance at these shows. You can see all the smiles and enthusiasm on the faces of the children and parents in this photo below!



Continuing Education

Library Assistant Jimena Sagas will graduate with her Master's degree in Library and Information Science in August. We are very proud of her accomplishment!

Library Assistant Sylvia Garcia and Librarian Anne MacDonald attended a virtual Learning Express demonstration to learn about a Jobs and Careers module they offer.

Sylvia also attended an InfoPeople webinar "Hack Your Career" which discussed ways to breathe new life into your career and as well as recommended websites to direct people who come to you for career information.

Giny completed InfoPeople's online course on "Core Reference Fundamentals".

Giny also attended a national conference to learn more about the art of marionettes at PuppetFest Midwest.

eMedia

Sylvia has created a more organized system for staff to access eMedia information to distribute to patrons. At each jump station, staff can now simply reach into the files and select the handout the patron needs. Prior to this system, printing at time of request took some time as the handouts are lengthy and the printing procedure was complex and inconvenient. Several staff has expressed their appreciation. She is also creating a public eMedia station that will soon debut. It is a 'help-yourself center' with each of the handouts. This will offer convenient access to both customers and the Circulation staff who currently walk the patron upstairs for this information.

COUNCIL TREE LIBRARY HIGHLIGHTS

By Currie Meyer

Carpet stains at CTL, July 14: CTL Staff discovered a large (approximately 3' x 3') spill on the carpet near the New adult non-fiction shelves. Currie contacted the janitorial contractor, who asked the carpet cleaner to attend to the spot as soon as possible. The carpet cleaning contractor tried cleaning the spot three times, over three nights, but the spot could not be removed completely. Currie then asked Rob and the janitorial contractor to replace the carpet tiles; they did so the week of July 30.

New signs on end panels in Children's, July 17:

Karen Cagle, CTL LA, coordinated a refresh of the end panel signs in Juvenile picture books, Juvenile non-fiction, and one range of Juvenile fiction. The new signs reflect the movement of the collection, allowing for greater expansion and contraction within and between shelves, as well as indicating the new location, Juvenile Graphic Novel.



Urban Libraries Council webinar: The Campaign for Grade-Level Reading, July 19:

Currie attended this hour-long webinar explaining how libraries have partnered with multi-agency / multi-municipality efforts to help children attain grade-level reading competency by third grade. See <http://www.gradelevelreading.net/>

HARMONY LIBRARY HIGHLIGHTS

By Ken Draves

The Harmony computer lab has reopened with newer, more space efficient furniture and new computers. We have increased the number of available computers in the lab by about 50%.

Ken served this month on the interview and selection team for the open position of ILS (III) Administrator in our IT department along with Sylvia, Tova and Carol.

Diane Tuccillo, our Teen Service Librarian at Harmony, is on the award committee for the Amelia Elizabeth Walden Book Award, an annual national prize given for young adult (teen) fiction. This year the winning book is *Shine* by local author Lauren Myracle. Below is the announcement from the ALAN website.

The Assembly on Literature for Adolescents (ALAN) of the National Council of Teachers of English (NCTE) is pleased and proud to announce the winner of the 2012 Amelia Elizabeth Walden Book Award for Young Adult Fiction. Established in 2008 to honor the wishes of young adult author Amelia Elizabeth Walden, the award allows for the sum of \$5,000 to be presented annually to the author of a young adult title selected by the ALAN Amelia Elizabeth Walden Book Award Committee as demonstrating a positive approach to life, widespread teen appeal, and literary merit.

Colorado Association of Libraries (CAL)

Elaine Burrirtt will present at the annual CAL conference as a member of a panel with a program entitled “What would Walt Do?” discussing the Disney philosophy and practice of customer service and how libraries have adapted some of the Disney ideas to their own organizations.