

# Executive Director's Report

## September 2012

### ADMINISTRATION

*By Holly Carroll*

#### **Old Town Library- Streetscape Project**

Bids were advertised the week of September 24<sup>th</sup> for the entry plaza and street accessibility components of the master landscape plan. A pre-bid meeting will be held October 8 at 10 a.m. and the bid opening is scheduled for October 18. Since this is the first day of the CAL conference, Jeff Barnes will attend the bid opening for the Library District. Keith Meyer, construction manager, will be at the October board meeting to give an update on the project.

Drafts of the intergovernmental agreements with the City of Fort Collins and the Downtown Development Authority (DDA) have been received and reviewed by legal counsel. The City is requiring us to go through development review and provide security for the improvements that reside within the six foot right-of-way of Peterson Street. At the time of this writing, I hope to have drafts of both IGA's for board approval at the October meeting. The liability agreement with the Elks has been written and reviewed by Todd Dangerfield of the DDA who will present the agreement to the Elks executive board. This agreement is ready for board approval as well.

#### **Can Your Fines Campaign**

The "Can Your Fines" campaign of September 24- 30 was quite successful. Preliminary statistics to date are as follows:

- 750 patrons participated in Can Your Fines
- 3,526 pounds of food were donated to the Food Bank for Larimer County
- 72 volunteers worked a total of 201 hours
- nearly 320 people brought their fines from over \$5 to under \$5, allowing them to check out library items again

Hats off to the Customer Experience Team, staff and volunteers that contributed many hours to the success of this endeavor. The Food Bank employee who picked up the cans at the end of the campaign was very impressed with the amount of food waiting for him at the Old Town Library dock.

#### **UniverCity Connections Renewal Campaign**

UniverCity Connections originated as an initiative of the Community Foundation of Northern Colorado. Its purpose is to serve a community think tank that seeks opportunities for positive change with a focus on three of Fort Collins' community assets: Colorado State University, Downtown, and the Poudre River. Two successful initiatives of UniverCity Connections are Fort ZED and Homeward 2020.

On September 6, Community leaders were invited to an event to renew the momentum of the original initiative. Eight task force groups were formed to determine if there are new opportunities to work together. I am facilitating the Creative Industries/ Arts and culture task force. We have been meeting at Old Town Library before hours to identify areas of focus and report back to the group at large in October.

## **Wyoming Library Association**

I participated in a panel discussion on Colorado Library Districts for the Wyoming Library Association on September 28. Amelia Shelly from Garfield County Library District and Jerry Krois from Eaton Public Library, a member library of the High Plains Library District also spoke. I learned much about the campaign for our district, and Colorado law governing library districts in preparing for this presentation. It was fun to read the transcripts of public meetings, editorials and to review the campaign literature. The biggest take away was the realization that the flexibility of the Colorado law has allowed for a variety of funding and governance models that meet the needs of the particular constituencies of each Library District.

## **Other Activities**

- Helped plan and give the public official tour of Old Town Library on September 5
- Conducted director roundtables at each library the week of September 17
- Attended the monthly Friends of the Library, Poudre River Library Trust and Beet Street Board meetings.
- Jeff Barnes and I met with each manager to review 2013 departmental budgets.
- Attended the PRPLD volunteer appreciation event on September 7.

## **ANSWER CENTER**

*By Lynda Dickson*

We got COOKIES! One of the patrons that was very happy with the service she received brought us homemade cookies. This past month has been a great month for folks to tell us how much they appreciate the Answer Center and how helpful and knowledgeable they find us.

The AC answered 3,637 calls in September; 268, or 7%, of those calls were transferred back to the libraries. The AC is finding that the bulk of calls deal with renewals or placing holds. We get the odd questions now and then, like the lady who called to get the phone number for the Loveland Library!

## **COLLECTION MANAGEMENT**

*By Tova Aragon*

The discussion and controversy about e-books continues. ALA President, Maureen Sullivan, recently sent an open letter to publishers. Here is the first paragraph. You can follow the link to see the complete letter.

“CHICAGO — The following open letter was released by American Library Association (ALA) President Maureen Sullivan regarding Simon & Schuster, Macmillan, and Penguin refusal to provide access to their e-books in U.S. libraries.

It’s a rare thing in a free market when a customer is refused the ability to buy a company’s product and is told its money is “no good here.” Surprisingly, after centuries of enthusiastically supporting publishers’ products, libraries find themselves in just that position with purchasing e-books from three of the largest publishers in the world. Simon & Schuster, Macmillan, and Penguin have been denying access to their e-books for our nation’s 112,000 libraries and roughly 169 million public library users.”

<http://www.ala.org/news/pr?id=11508>

As you might have heard starting October 1<sup>st</sup>, Hachette has increased their eBook prices by 220%. We purchase their materials through Overdrive. Hachette publishes popular authors such as Sandra Brown, Nelson DeMille, Joyce Meyer and James Patterson. Becky Sheller took advantage of Overdrive's pre-price hike sale and added 500 new titles to OverDrive (40 eAudio and 460 eBooks.)

Douglas County Libraries did a recent chart comparing library and consumer pricing for eBooks and physical books. They used the *New York Times* bestseller lists and the "Top 25 e-book best sellers" to show availability and cost of eBooks for libraries compared to consumer costs and also compared to print costs. It shows that with physical books, libraries pay about what a consumer would pay for a book through Amazon or Barnes and Noble. eBooks are another matter. Many titles on the bestseller lists are unavailable to libraries and they are more expensive. For example:

**UNBROKEN** by Laura Hillenbrand  
Print cost: \$14.85 library vendor; \$16.20 Amazon  
eBook cost: \$81.00 library vendor; \$12.99 Amazon

For the full chart: <http://americanlibrariesmagazine.org/sites/default/files/DCLPriceReportSept12.pdf>

The bibliographic records for our Overdrive items are not included in the cost of the item or our regular OCLC subscription. We pay an extra fee for each record, \$1.50. As the number of electronic materials increase, so does this budget item. Starting October 1, we will be invoicing FRCC to recover the cost of any Overdrive records we download for FRCC titles.

Speaking of FRCC – this is a busy time of year for processing FRCC books. Starting in August with their new budget year, we start to see an influx of books. We cataloged and processed 588 FRCC items in the last 7 weeks.

An update on our partnership with the Poudre School District on access to the Culturegrams database. As partners, we received 'Community' pricing which saved both partners money. It looks like we are going to get our money's worth. In September there was an 832% increase in visitors and a 678% increase in page views over the average use in January through August.

## **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
- Co-facilitator of the Programming Team
- Coordinated Be Local Lunch and Learn with Anne MacDonald September 5
- Organization of TEDx September 22 event
- Coordinated effort for "Can Your Fines" promotion
- Finalizing promotion of new "Answer Cache" program (marketing of databases)
- Working with Programming Team on Friends of the Library 2013 requests
- Coordinating the SRP photo contest winners reception September 7
- Staff participated in the Disability Parade on September 29
- Staff participated in the Sustainability Living Fair on September 17 & 18

- Working with Systems Admin to roll out Library Text Alerts
- Beginning work on annual employee recognition event to be held on January 18 at Old Town Library
- Preparing for speaking engagement at the Association of Library Communication and Outreach Professional conference in October

## **SYSTEMS ADMINISTRATION (SA)**

*By Carol Gyger*

### **And the Beat Goes On**

The Systems Administration Team continues to work on several projects and planning new ones.

Continuing:

- Support for Can Your Fines program – Statistics reporting and website editing
- Pay for print/new copiers/scanners/mobile printing – Project Team continuing research to find affordable, easy to use solution
- Room Reservation system/Public Calendar/Class registration – Currently Answer Center folks are transferring data over from old system and developing procedures
- Preparations for new ILS Administrator – Victor Zuniga will start October 29
- Old Town Meeting room technology – Working with Jean Bosch and Paula Watson-Lakamp on training and marketing strategies
- Assistive Technology stations – Working with Irene Romsa, Outreach Coordinator

New:

- Decision Center implementation - Collection development tool
- Reporter implementation – Statistical reporting tool
- Harmony internet stations – monitor replacement

## **OLD TOWN LIBRARY HIGHLIGHTS**

*By Jean Bosch*

### **Continuing Education**

Library Manager Jean Bosch, Teen/Reference Librarian Sue-Ellen Jones, and Librarian Amy Holzworth attended “eMedia Smackdown” in Estes Park. It was an enlightening day for staff who did some great networking with area librarians as well as listened to several speakers who shared information about the future of eMedia.

Library Assistant Sylvia Garcia has attended the first in a series of four webinars that addresses the topic of Libraries and Access to Justice. These webinars provide an overview of legal information needs among low-income and vulnerable Americans, the nonprofit legal aid, court and community groups that serve them, and why public and public law libraries are essential partners in meeting these information needs. These webinars will also discuss the type of assistance non-attorney, public librarians are able to provide to patrons seeking legal help, and the complementary role of public and public law libraries. At the Health Database Training held at Council Tree Library, Sylvia also connected with Dana Abbey, the Health Information Literacy Coordinator from the University of Colorado Anschutz Medical Campus. Dana invited Sylvia to attend the Colorado Council of Medical Librarians (CCML) meeting at the CSU Morgan Library and to consider becoming a member. As part of the agenda, Tiffany Lipsey,

M.Ed spoke to the group about a heart disease prevention program available to northern Colorado residents.

Library Assistant Jimena Sagas attended the Joint Conference of Librarians of Color in Kansas City. Public Services Librarian Nicole Burchfield attended the Association for Library Services to Children conference in Indianapolis. Both are planning the best way to present this new information and knowledge to library staff.

### **Programs at Old Town**

Old Town Library hosted the recent FoCo TEDx talks under the coordination of Paula Watson-Lakamp. The event was successful and proved the newly remodeled meeting room works well for sessions such as these.

Early Literacy Librarian Vicky Hays organized a successful “Baby Shower at the Library” where community groups such as Bright Beginnings, Poudre School District, Colorado State Patrol, and others partnered with the District and distributed information to new and expectant parents. There were also fun games and some great door prizes; one family won a new car seat from the Colorado State Patrol.

Library Assistant Giny McConathy has again been coordinating with volunteer and Director extraordinaire Karen Christopherson in preparation for the next production of Story Theatre. The troupe of teen volunteers is working splendidly with Giny and Karen to provide another wonderful show.





### **Circulation Update**

Circulation is busy training nine new work study students who joined the District at the beginning of September. They will be working in Circulation and the computer lab. Three of our work study students are Spanish speaking bringing the total number of Spanish speakers within the department to six.

Circulation staff have been training on SMS text alerts and Can Your Fines as well as reviewing DART which is coming soon. We finished the restructure of the Circulation department and have successfully implemented our Circulation Assistant position and will be hiring internally for two vacant positions.

### **Annual Performance Evaluations**

Many classified staff attended an informative session with Human Resources representative Deb Mossburgh to help acquaint them with the newly updated staff evaluation tool called Talent/Reward. Jean and Circulation Supervisor Kim Doran have been working on the evaluations for their respective hourly employees. All classified staff members have started working on their self-assessments as part of the evaluation process.

### **Outreach**

Jean and Sylvia represented the Library District by carrying the PRPLD banner in the 1<sup>st</sup> annual Colorado Disability Pride Parade sponsored by Disabled Resources Services. Sylvia will also staffed the District's booth at their afternoon Festival.



## **COUNCIL TREE LIBRARY HIGHLIGHTS**

*By Currie Meyer*

### **Colorado Association of Libraries Executive Board Meeting – Sept 7**

I attended the CAL Board meeting at Harmony Library as Chair of the CAL Awards Committee. Although not a voting member of the Board, Committee chairs are asked to submit regular reports to the board, and attend meetings when possible. Thanks to CAL Board Member Robin Gard for promoting PRPLD as host of the September CAL Board meeting. CAL Board meetings have all been in Castle Rock so far this year. The September meeting marked the first time I have attended a Board meeting since becoming AC Chair in January.

### **Saturday Storytime pilot series at Council Tree – Sept 8**

Saturday Storytime for children of all ages began at Council Tree Library on Saturday, September 8. The program was proposed and planned by Millie Kridler and myself, in response to the southeast area demographic of predominantly young, working families. Such families may not be able to attend weekday storytimes at the library with their children due to work schedules of either or both parents. Saturday Storytimes, which run from 10:15 – 10:45 am, are implemented entirely by Council Tree Library Assistant and Librarian staff, utilize existing storytime boxes and require no additional staff preparation or work time. Saturday storytime presentation is scheduled as part of each staff member's regular weekend shift, so no extra staffing hours are required. Also, the presenter for Saturday re-uses the same storytime she presented earlier in the week, so no additional preparation time is utilized. Saturday storytimes are targeted for ages 2-3, but presenters will make efforts to engage all ages. No registration is required. Millie, Programming Team and I will consider attendance trends, staffing, participant feedback, and other information to determine the feasibility of continuing this storytime in 2013. Feedback from staff and program participants so far has been positive. Program attendance is also increasing exponentially, with 30 attending Saturday, September 22.

### **Talent / Reward Performance Evaluation system training – September 10**

Deb Mossburgh, the Library District's Human Resources partner, presented an hour-long training to interested classified staff on use of the City's performance evaluation system at CTL on September 10. Participants learned how to enter information for their annual performance evaluation, where to enter the information, and how to safely save and submit it to their supervisors. Employee self-evaluations are due to supervisors and managers October 15.

### **New! Computer Help for Customers - September 12**

CTL Circulation Supervisor Chris Cortez collaborated with Circulation Supervisors Kim Doran and Crystal Bollman to secure 20 hours of public computer help using work-study students from FRCC and CSU. In early September, Chris hired one and arranged to share two other work study students with the Old Town and Harmony Libraries. The work study students work in the computer areas at CTL during the afternoon and evenings on Mondays, Wednesdays, Fridays, Saturdays and Sundays, our busiest times. Work study students provide service to library customers who have technical computer questions such as getting into the automated queue for the next available computer, logging on, accessing the Internet, navigating a



website, saving data to flash drives, using Office software programs, opening documents from email, attaching documents to email, printing, and many other hard- and software-related questions. Costs to pay the work study staff is minimal; either covered or partially covered by their sponsoring school.

### **MedLine Plus Database Mini-training for Classified Staff - September 12**

Dana Abbey, a librarian from the Anschutz Library at the University of Colorado Medical Center in Denver presented a mini-training on the MedLine Plus database to CTL Library Assistant and Librarian staff of September 12. The training was free, and all public desk library staff was invited. Dana's 40-minute training featured tips and tricks for accessing MLP's vast array of articles, videos, brochures, graphics and other current research-based consumer medical information. Thanks to Molly Thompson from the Learning Organization Team database training subcommittee for organizing Dana's visit.

## **HARMONY LIBRARY HIGHLIGHTS**

*By Ken Draves*

### **Parking**

When FRCC's semester begins, there is always considerable additional pressure on the designated library parking lot adjacent to the library's west entrance. Understandably students are looking for convenient parking as they seek to attend classes. While we have made an effort to sign the lot for use while in the library, signs only go so far towards communicating effectively with lot users.

This semester we experimented with having a parking lot attendant in the Harmony Library lot for the first two weeks of class. The monitor would check with folks parking in the library lot, and politely inform them that the lot is for people, students and non-students alike, who are actively using the library. People who were not planning on using the library but were going to class were asked to please park elsewhere.

We wanted to have a monitor for the first couple of weeks of class in order to gently inform new students that they are most welcome to use the library lot when using the library, and that other times, such as when they are attending classes, we ask that they use one of the many other lots available on the FRCC-Larimer campus. Essentially we hoped to habituate folks to parking elsewhere when not using the library, thus leaving the library parking spaces available for active library users.

The experiment went well. To date, I have had no written or verbal complaints about lack of parking this semester, which is a welcome change from other semesters recently. We will likely repeat the lot monitor next term, probably with the initial two weeks and occasionally and intermittently through the semester a few times.

### **Teen Outreach**

Diane Tuccillo visited Preston Middle School in the south part of town, where she instructed students in the use of the District's databases.