

# Report to the Community: **WHAT WE LEARNED**

## LETTER FROM THE EXECUTIVE DIRECTOR

Each spring, the Library District creates an annual report to highlight the ways we have impacted our community during the previous fiscal year. To tell the story, we proudly share information and anecdotes about the Library’s collection, programs and services, about our users and volunteers, and about our progress toward strategic goals.

But, 2020 at the Library District developed quite unexpectedly.

It began as any typical year might: We were actively pursuing strategic initiatives around key focus areas; building and expanding community partnerships; talking about our new Curiosity Pass Program; and anticipating our first Library Academy series for the community.

Then, a plot twist.

In March 2020, the District closed its buildings in response to the COVID-19 global pandemic. The scope of the pandemic didn’t make itself known right away, but as it became clearer that buildings would remain closed for far longer than we hoped, the Library quickly pivoted and adapted its services and programs to meet community needs.

And, the Library continued to serve the community every day.

So how do we tell the full story of the Library during an “unprecedented” time, when the information and numbers we usually share in our annual report only tell part of the story?

In this year’s Report to the Community, we also highlight some of the things we learned and accomplished as we navigated library service during a pandemic. One of these lessons is that the Library District can and will serve its community through constant change and unprecedented times.

*“Thank you for remaining open during the pandemic.*

*Your online process for putting books and media on hold, and your awesome outdoor pickup process have saved my life. I love to read and cannot imagine not being able to check out books and DVDs from the library. Thank you for all you do and for making it possible for people to keep checking out books, DVDs, and more during the pandemic!”*

*– Martha R., library user*

Thank you for your continued support of Poudre River Public Library District.

David Slivken  
Executive Director

Digital materials in the collection increased by **27.8%**.

In 2020, eAudiobook, eBook, eVideo, eMagazine, and eMusic circulation increased by **23%**.

## BOOKS & MATERIALS

<b>TOTAL CIRCULATION</b> .....	2,008,716
Items checked out (print, media, eMedia)	
<b>ITEMS IN THE COLLECTION</b> .....	1,487,461
Physical .....	322,506
Digital .....	1,164,955
<b>HOLDS PLACED</b> .....	391,155
<b>INTERLIBRARY LOAN/PROSPECTOR</b> .....	63,063
Items loaned .....	25,767
Items borrowed .....	37,296



# WE CAN GO WITH THE FLOW

*"I think you folks have done a commendable job keeping the load on the wagon during this unbelievably stressful year. Despite all the challenges your staff have faced in 2020, you've kept many thousands of readers supplied with books & I want you to know how much I appreciate the excellent job you've done.*

*Thanks a million!"*

– Tim A., library user

*"Just helping ONE client save their business from bankruptcy makes it all worth it. We haven't slowed down for a minute and help many every week!"*

– Matt W.,

Business Librarian



to work-from-home after the building closures by learning to use new technologies. Remote work tools allowed staff to continue collaborating on work projects, take advantage of professional development webinars, and serve customers remotely. The Answer Center and Information Guides staff provided phone-in customer service from their homes; the Collections Development team expanded the digital collection and made more online resources available to you at home; and staff got creative, providing virtual programs like storytimes, book club discussions, and summer reading activities.

We re-envisioned our strategic plan to prioritize key areas where the library could make the biggest impact in 2020 in response to the pandemic and its effects on the community and your families: K-12 Learning,

The District channeled its namesake, the Poudre River, as we flowed from one phase of operations to the next during the pandemic.

From the start, staff effectively transitioned

Economic Recovery, Healthy Communities, and Equity, Diversity, and Inclusion.

Among the many services the Library developed to respond to emerging community needs, a few stand out.

In the spring, Children's and Teen services librarians provided support to Poudre School District with lists of online resources for students, instructions on obtaining library cards, and even videos with study tips and reading suggestions.

Our business librarians aided Colorado's small business assistance hotline, helping people navigate state and federal COVID-19 loan and relief options, while also focusing on local business owners and employers through the Larimer Small Business Development Center.

In the summer, Community Services staff hosted a virtual learning series on racial justice and anti-racism, and created opportunities for you to attend informational sessions in English and Spanish covering topics like immigration, unemployment, SNAP assistance, school at home, and the 2020 Census.

And in November, for the first time, the Library partnered with Larimer County Elections to provide space for active voting in the 2020 election. That same month, when the Library eliminated fines for overdue materials, we welcomed back thousands of library users.

Database access increased by 3,709 sessions since 2019.



## COMPUTER USERS

<b>WIRELESS USERS</b> .....	42,716
<b>COMPUTER SESSIONS</b> .....	32,054
<b>DATABASE SESSIONS</b> .....	589,383
Most accessed database .....	Academic Search Premier
<b>WEBSITE PAGEVIEWS</b> .....	1,733,322
Most accessed PoudreLibraries.org webpages	
1. Home page 2. Download page 3. Research page	

# WE'RE STRONGER THAN WE THINK

One of the words that describes the District and staff in 2020 is "resilient." Our team was agile and flexible in the face of constant change.



Staff quickly adapted traditional library practices and programs and still maintained excellent service.

Curbside pickup began in May and allowed us to get tens of thousands of books, DVDs, and Gadgets & Things into your hands while the buildings were closed. Even after opening the buildings for grab-and-go service, curbside

service was available for anyone who could not yet enter the libraries for in-person browsing. Staff hustled an average of 500 deliveries to the curb per day in June.

Curbside pickup of small print jobs meant community access to critical technology during our building closure. The free service helped many of you with important medical forms, lease applications, shipping labels, tax forms, homework, and more.

The popular Bag o' Books service was piloted at Council Tree Library in June and became a favorite of busy families and caregivers. In November, the service expanded to become "Bundle o' Books," featuring an automated reservation system and availability at all libraries.



Total curbside pickups  
**60,251**  
June-December.  
Average number of pickups per day:  
**287.**

*"I'm proud of our community and the way it embraced resilience during trying times. But I'm also proud of our staff that showed its capacity to adapt and to respond to the community needs; 2020 forced us to step out of our comfort zone and reinvent ourselves to provide support, advice, knowledge, and entertainment, and to create a network of resources and partners willing to respond to our community."*  
– Ludy R.,  
Community Services



## PEOPLE & PROGRAMS

<b>DOOR COUNT</b> .....	310,557
<b>CARDHOLDERS</b> .....	136,089

### VOLUNTEERS

Total volunteers .....	254
Total hours .....	1,933

### PROGRAMS

Programs held (virtual and in-person) .....	834
Program attendance .....	35,503 people



## LIBRARY LEADERSHIP TEAM

**David Slivken**  
EXECUTIVE DIRECTOR

**Ken Draves**  
DEPUTY DIRECTOR  
& HARMONY  
LIBRARY MANAGER

**Eileen McCluskey**  
OLD TOWN LIBRARY MANAGER

**Currie Meyer**  
COUNCIL TREE LIBRARY MANAGER

**Rachel Tand**  
FINANCE OFFICER

**Mark Huber**  
IT MANAGER

**Johanna Ulloa**  
COMMUNITY SERVICES  
MANAGER

**Tova Aragon**  
COLLECTIONS MANAGER

**Katie Auman**  
COMMUNICATIONS MANAGER

**Sabrina Strømnes**  
HUMAN RESOURCES MANAGER

## LIBRARY DISTRICT BOARD OF TRUSTEES

**Becki Schulz**  
PRESIDENT

**Fred Colby**  
VICE PRESIDENT

**Matt Schild**  
SECRETARY/TREASURER

**Jeremy Rose**  
MEMBER AT LARGE

**Amanda Quijano**  
MEMBER AT LARGE

**Corey Radman**  
MEMBER AT LARGE

**Joe Wise**  
MEMBER AT LARGE

*"We went fine free!! Last year proved we could increase access to library resources to all members of our community without sacrificing the quality service we provide through our print materials, databases, programs and services."*  
– Victor Z.,  
Systems Administration

# YOU LOVE YOUR LIBRARY

*“Being able to read good books helped accelerate what could have been a slow year! As long as I have a good book waiting I can get through most log jams. Thank you for your great work and your flexibility in dealing with new hurdles.”*  
– Kathleen G., library user

*“We’ve all had to stretch ourselves out of our comfort zones and embrace creativity, innovation, and change in ways we never envisioned only a year ago. I look forward to continuing to offer community programming - using the lessons and successes of this past year - that is relevant, informative, entertaining, and accessible to all as we move forward into more hopeful days ahead.”*  
– Jennifer Z., Librarian

*“You guys did an amazing job of keeping the public informed and thinking of ways to keep being ‘our local library’.”*  
– Andy D., library user

Throughout the challenges of 2020, we felt supported and encouraged by our library users and community. Not only for the difficult decisions we made regarding library services, but for the health and wellbeing of library staff. Your commitment to wearing face coverings and following physical distancing and other safety guidelines showed that you care as much for others’ wellbeing as for your own.

While the library buildings were closed, you embraced the digital collection – many for the first time – and downloaded eBooks and eAudiobooks, streamed films and documentaries, and listened to music.

You also embraced new types of library programs. Prior to the pandemic, library programs regularly meant packed rooms

filled with smiling faces. We’re fortunate to see those same smiling faces through computer screens and smart devices (and hope to see them in-person again soon). Throughout the fall and winter, you scooped up more than 1,000 Take and Make activity kits. These kits for children and teens included materials and instructions for a variety of activities in science, math, art, and culture, and they provided family-friendly, screen-free fun. At the same time, you also participated in the Library’s first all-ages Winter Reading Challenge.

Through it all, your thank you notes and kind messages let us know our work matters. It is clear that the community appreciates the crucial services the library delivers and values new opportunities to enjoy what the library offers.

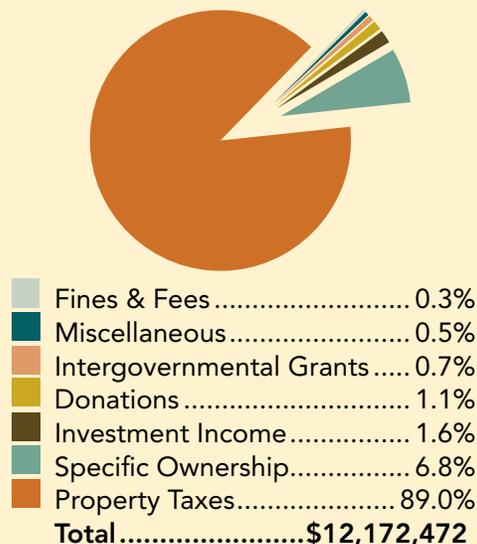
## ADDED SERVICES IN RESPONSE TO COVID-19

- Fine free for all library materials
- Expanded digital library
- Curbside pickup
- OverDrive Digital library cards
- Bundle o’ Books for young readers
- Free printing and pickup
- Live, web-based programs for learning and entertainment
- Phone-a-Story in English, Spanish, and French
- Take and Make activity kits for children and teens
- Video tutorials, “Tech Tips,” and how-to guides in English and Spanish

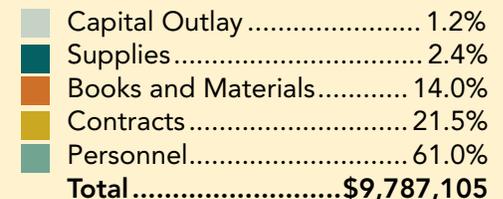


## FINANCIALS

### REVENUE



### EXPENDITURES



Please note that these are unaudited financials.