

Executive Director's Report

January 2011

ADMINISTRATION

Main Remodel

Although the schematic design phase is completed work and planning for the remodel continues. Jeff, Ken and I met with Justin Sager from Wember, Inc. in mid-December to review the budget as presented by OZ Architecture. Jeff and I met with Paul Wember on January 13th to discuss the Wember draft report validating estimated project costs and construction schedule. Of note is Wember's recommendation to conduct an environmental test of the Main Library building for hazardous materials. Steve Seefeld is coordinating the pre-renovation testing to be done by Walsh Environmental Scientist and Engineers, Inc. Wember is also proposing revisions to the construction phasing as proposed by OZ which, if acceptable to OZ and the bid winning contractor, would decrease construction time by several months. I am reviewing technology costs with Carson to eliminate any duplication in the construction and technology line-items.

The search for leased property to house staff members moving from Main Library to a service center began in earnest on February 2. The two commercial real estate firms Sperry Van Ness and RealTec are co-representing the Library District in locating available properties that meet our criteria. An initial listing of over 30 properties was reviewed by the City's utilities department for proximity to the City's optic fiber network. All but two properties were acceptable in terms of connection to the City's infrastructure with six locations identified as being ideally located close to or on the ring. A site visitation team of Tova Aragon, Jeff Barnes, Carson Block, Ken Draves and I will have visited 12 sites by the time the board meets on Monday, February 14th. I am encouraged by the availability of so many locations.

I have had initial discussions with Linda Ripley concerning the design of a master plan for Library Park. As recommended by the City's Purchasing Department, the master plan is an add-on to the OZ Design contract as Ripley Design, Inc. is a current sub-contractor for the project. The master plan will consider such things as outdoor seating, update of the entry plaza, bike parking for the future and how best to preserve or replant the perennial gardens. The primary focus of the plan would be the park area east of the diagonal sidewalk. Linda Gabel and Shelly Kalkowski will tour the grounds with City forester Tim Buchanan on February 15th.

I gave two presentations on the remodel project this new year. The first to the Chamber of Commerce's Local Legislative Affairs Committee and the second to the Pioneer Women Association.

Insurance

On January 19, Jeff Barnes and I met with City Purchasing and Risk Management staff along with the City's insurance consultant to discuss renewal of the Library District's Insurance policy with Travelers Insurance. The policy with Travelers is up for renewal April 1, 2011. We have asked our broker, Flood & Peterson, with whom we have had a positive relationship, to test the market by getting bids from several of the carriers rather than just renewing our existing coverage. In addition to private insurance carriers, this will also include a quote from the insurance pool for special districts. This approach is in agreement with the recommendations of both the City Purchasing & Risk Management office and the

consultant, and should result in a competitive price for our insurance coverage. We may also be able to get an idea of how the remodel project at Main will affect our costs.

Annual Report

Building on the success of the web-based 2009 annual report, the Library District has contracted once again with Toolbox Creative to work within the confines of the existing template to develop the 2010 report to the community. This year we are inserting one short video (under 2 minutes) that will focus on our customers and what our library means to them. The statistical components of the report will be in print and accessible for viewing or downloading in PDF format.

CSU Partnership

Our partnership with CSU libraries continues to grow. On March 30th the Friends groups of both institutions will sponsor the first of several author appearances. *New York Times* best selling author Susan Vreeland, will speak at 7:00 p.m. at the Hilton Hotel. Ms. Vreeland is best known for her novels about art and artists. She will speak about her latest novel, *Clara and Mr. Tiffany*, the story of the woman who designed the beautiful stained glass art for Tiffany's windows and lamps.

Carson Block and several staff members from both CSU and the Library District are issuing a report on eBooks and eReaders with recommendations on how the CSU and PRPLD can work together to educate stakeholders about eBooks and digital publishing to advocate for greater library access to digital content and to target and leverage future technological investments. Pat Burns and I plan to write a soapbox this summer on how academic and public libraries are responding to the digital publishing revolution.

Other Activities

I will once again participate on the United Way Solid Foundations Fund Allocation Committee and will tour and evaluate grant requests of the five childcare facilities that received United Way funding. Site visits take place during February and March.

The University of Denver, Library and Information Science Program is undergoing accreditation review by the American Library Association. I was asked to participate in a focus group of adjunct faculty to discuss our experiences teaching at DU. I was also able to comment on the quality of students as an employer of current and recent graduates of the program and on the Library District's participation in the early childhood mentoring program.

I attended the midwinter ALA conference January 6-10 in San Diego. As a member of the Committee of Legislation, I attended several sessions on federal issues of importance to libraries including the recent FCC order on network neutrality, E-Rate, and reauthorization of LSTA funding. I also attended a special session on OCLC's recent market analysis of public libraries. Much of the data aligned with the information we received from our own market analysis. Of particular note is the public library book brand, decrease in traditional reference assistance, and increased demand for digital content.

COLLECTION MANAGEMENT

January brought the finalization of implementing Edifact Electronic Ordering and Invoicing with our three largest vendors, Ingram, BWI and Midwest Tapes. These processes save both time and repetitive motion.

With the New Year and new budget, we have implemented several changes.

1. When an item is ordered it will be encumbered at the discount price. This will allow the selectors to have a better view of what they have spent, what is encumbered and how much more they have to spend.
2. The selectors defined e-media to include downloadable media and other eBook products such as Bookflix.
3. Because of the growth in e-media, a line item was created in the Collections budget to more easily track expenditures. Funds were moved from the database, adult and juvenile budgets to purchase more eBook products, downloadable eBooks and audios.
4. Statistics for all items defined as E-media will be counted in our circulation figures instead of being split between circulation and database statistics.
5. The Collection Advisory Team's recommendations for reducing wait times for popular materials began. To help reduce wait times, the holds ratio was reduced from 5 holds to 3 holds per copy for 3 week items; staff time was shifted in order for the holds ratio report to be run and items ordered weekly instead of bi-weekly. Main and Harmony will be getting a display boulder to replace their Here and Now tables in order to display more items; and wording will be added to hold notices reminding patrons to cancel holds that are no longer needed.

COMMUNICATIONS OFFICE

The Communications Office was very busy with normal duties as well as beginning of the year activities.

- Completed monthly/weekly goals of Communication Plan.
- Planning and promotions for internal information effort for Main Library remodel.
- Organizing, managing and supervising all graphic design work for the district.
- Creating and coordinating the "ReOrg Man" campaign for internal staff information.
- Attended Colorado Association of Libraries Lobby Day meeting. Lobby day is March 3 this year and they are going with the "Libraries Mean Business" theme again. (see information below)
- Coordination and point person for marketing efforts by OrangeBoy.
- Coordinated and executed efforts for Employee Recognition event.
- Coordinated media events for Main remodel campaign.
- Coordinating video and print production of 2010 Annual Report.
- Continued working with SA on information for new mobile app promotion.
- Working with SA on new video billboard systems for each library
- Coordinated first 2011 All Staff Meeting on January 19
- Attended the Downtown Business Association meeting and rolled out the new "Flash Your Card" promotion
- Meet with CSU library representative to go over promotions of co-sponsored spring authors' series.

CAL Lobby Day 2011

Join us at the State Capitol on Thursday, March 3rd to tell the story of how Colorado libraries are impacting local communities. The intent of the day is to have a strong presence at the Capitol to share with legislators specifically about the work libraries are doing with regard to economic development and business stimulus. Representatives from Public, School and Special libraries are welcome to attend. Talking points will be provided. The event will take place from 8am till noon. Contact Nicolle Davies (ndavies@ald.lib.co.us or 303.798.3021) if you are interested in volunteering for part or all of the time.

CUSTOMER EXPERIENCE/CIRCULATION

January in Circ/Shelving/ILL-Prospector is generally a pretty quiet time of the year...not so this year!

- § Two new Library Service Reps (LSRs) joined the District on January 24. Brenda Blake has been working as a Materials Handler at the Council Tree Library since it opened and will now be the LSR assigned to the Harmony Library. Cindy Laupa is an outside hire with lots of customer service and retail experience and she is joining the staff at the Main Library. Both will be welcome additions to the staff and both are very excited about their new roles with the District.
- § Refunds...we are now doing refunds for "lost" items that are paid for and then found. So far this new service has been well received by the few folks who have already taken the opportunity to benefit. If the patron pays for a "lost" item and then finds it within 60 days; we will refund the cost of the item minus the \$5 max overdue charge. Kim Doran, Jeff Barnes and Lynda spent quality time working out all the details in order to get this program up and functional. Lynda has a theory about "lost" items; as soon as you pay for them you will find them, and now we can say yes to those patrons that prove the theory correct.
- § January 2011 proved to be the best month ever for e-commerce. We collected \$8,248 electronically!
- § Once a day courier pick-ups started with the New Year. So far everything seems to be going smoothly. It has taken staff in all three buildings a bit of time to get used to the flow of materials.
- § In 2009 the District joined an extension of the CLiC courier called COKAMO. CLiC is the courier system we use to get items from libraries throughout the state as well as all our Prospector items. We are considered a reciprocal borrowing partner and as such we have access to couriers in Kansas and Missouri. There are over 230 library systems that belong to COKAMO that we are able to borrow from and loan to. Last year we used this system 155 times, the majority of use coming in the last three months. This service saves us on average \$2.40 per item because we are able to use the courier instead of USPS at a cost of 25cents per item; for a savings of approximately \$375. This is just one more efficient and money saving program used through ILL-Prospector.
- § Everyone is up to their necks in evaluations! By the end of the month 12 classified evaluations will have been written and given and approximately 70 hourly evaluations will be given between the three libraries.

Whew! On to February!

SYSTEMS ADMINISTRATION (SA)

Poudrelibraries is mobile! In January we launched our mobile app – making library information and services available on all major smart phone platforms and many other mobile devices! The app is our first step in supporting a strategy of supporting user choice – our next phase will be a version of our website that is friendly to mobile web browsers. If you have a smart phone, point your mobile web browser to <http://poudrelibraries.org/m>, or just ask for our promo bookmark at any public services desk!

Peggy Shaughnessy has been leading an effort to migrate our content DM server to a more modern software version – working with Ling Zhao and our partners at the Fort Collins Museum & Discovery Center to coordinate the many details in a successful migration.

Ling and Chris had a busy month with staff PC updates! Happy staff on the computer replacement list are pleased with their speedy new machines!

Our committee with CSU Libraries to report the state of eBooks and eReaders and recommendations for our institutions is making great strides. The committee is turning out fine work as I write this, and my most excellent co-chair, Nancy Hunter and I will deliver our final report to Holly and to Patrick Burns of CSU mid-month. Holly and Pat both plan to write articles on the outcome – watch for the report and the follow up actions!

eReaders and eBooks are on the minds of library staff – Carson has hosted informal brown-bag lunches that have had an enthusiastic turnout. Carson pledges to keep hosting the get-togethers at each library site as long as there is interest!

Carson joined Holly at the annual ALA midwinter conference in San Diego in early January. The conference was invaluable in learning and discussing the current state of eBooks, as well as a prime research opportunity for our planned Automated Materials Handling project that is a part of the proposed remodel of the Main library.

January marked Carol Gyger's 20th year with the library! Carol is a treasured staff member, a positive force, and we all congratulate her, with great appreciation, for 20 years of remarkable service to the patrons and staff of the library!

MAIN LIBRARY HIGHLIGHTS

Main Library staff has been reviewing the processes and procedures of security situations. Future trainings and updates will be provided to staff in efforts to improve safety and security. The Fort Collins Police Department and other area libraries have been contacted to provide some useful background and assistance. The District 1 police officers have also made the library and Library Park a part of their daily foot patrol.

Library Assistant Sylvia Garcia has made contact with Pathways Past Poverty (P3) staff with the purpose of strengthening the library's commitment to become more engaged around the issues of homelessness and poverty that are challenges for many of our patrons. The District may help P3 achieve their goal to increase the level of financial literacy and stability in the community through improved communication about our financial literacy series. P3 also hopes to increase awareness of diversity and poverty to

create an inclusive and involved community that honors the value of all people in Larimer County. We are hoping to host a poverty simulation for library staff in the near future to increase our own staff awareness of possible barriers to and frustrations of the homeless population.

Early Literacy Librarian Vicky Hays is the library's representative to the Early Childhood Council (ECC) of Larimer County. This month, she spoke with another member of the Council at the monthly meeting on early literacy focusing on culture. She also helped provide early literacy training for child care providers through the ECC. She was also invited to present on the "Cradling Literacy" team project through the ECC at the Rocky Mountain Early Childhood conference, but will have to decline as she'll be out of town.

Under the direction of Library Assistant Giny McConathy and with the support of Library Assistant Cydney Clink and some former Library Pals, six performances of Toybox Theatre delighted babies and their caregivers in mid-January. This unique program incorporates music, puppetry, and a lot of audience participation for children under age 2 with a parent or caregiver.

HARMONY LIBRARY HIGHLIGHTS

Harmony Library Refresh/Remodel project

The Harmony remodel team, comprised of Front Range Community College and District staff and the project architect Larry Trampe, will meet on February 15 to review the funds available, revise the initial conceptual plan developed last year, and establish a project timeline including any necessary period of closure. The initial conceptual plans included significant rearrangement of the shelving, and a wholesale replacement of the carpeting. The modified plans will likely not include those elements but will include reducing service desks, adding self check stations, removing built-in display shelving in high traffic areas near the entrance and replacing them with mobile units similar to Council Tree's and expand seating and study areas.

New Colorado State Public Library Standards

The final version of the 2011 Colorado Public Library Standards is now available at <http://www.cde.state.co.us/cdelib/Standards/Index.htm>. The Standards were last revised in 2005 and were in need of updating given all of the changes in technology, library service models, a recent emphasis on community engagement, and cultural trends such as self-service. I served on the Revisions committee last year, headed the Planning standard team, and served on the Facilities standard team. Brief videos summarizing the standards are to be filmed later this year. Shelley Walchak, Senior Consultant with the Colorado State Library says she hopes to bring a filmmaker from Denver Film & Digital to our District to film the Planning segment.

COUNCIL TREE LIBRARY HIGHLIGHTS

Ford Audio Video Systems conversation with Carson, Rob and Currie, January 5

A representative from Ford A/V presented information and answered logistical questions about the sound system they will install in the CTL meeting room in February. The sound system will include hidden speakers, an iPad-based sound "board", and a podium wired with a microphone. Installation and staff training is scheduled for February 24 and 25.

District Annual Report filming January 17

Currie participated in the filming of the District's Annual Report video on January 17 and spoke about our libraries' "wow" factors including accessibility, friendly, approachable and knowledgeable staff, variety of programs, and vast array of resources.

The Learning Organization (LO) Team met on January 20

The team decided on a team tagline, "learn...share...grow." The Team also discussed a staff-wide survey about learning and assigned work to team members to prepare for the team's all-staff presentation on April 19. Also, on January 10, team co-facilitators Elaine and Currie met with Communications Coordinator, Paula Watson-Lakamp to discuss messaging strategies about learning and the LO philosophy.

ALA Techsource webinar on eBooks and eBook reader programs in libraries January 25 and February 1

Currie coordinated this two-part webinar featuring librarian Sue Polanka, author of *No Shelf Required: Ebooks in Libraries* (ALA, 2010) and the "No Shelf Required" blog. Polanka "provided practical guidance on how to begin purchasing e-books for your library to lend electronically and how to purchase e-reading devices for patron use." Twenty four staff members and two librarians from CSU attended the two sessions, which were jointly funded by Front Range Community College.