

# Executive Director's Report

March 2017

## ADMINISTRATION

*By David Slivken*

### Directing Change

The PRPLD has been participating in a newly formed group of non-profits called "Directing Change". There are about 20-30 active non-profit organizations who are participating, and for the time being, it is being led by Seth Kelley, who heads Base Camp after school program for the Poudre School District. Seth was on the panel for the Outreach Services presentation at the March board meeting. This initiative has opened up opportunities for the Poudre Public Library District for additional collaborations.

### TIF

Both Jeff Barnes and I are members of the TIF (Tax Incremental Financing) Study Group. This group is comprised of County government officials and representatives of the three municipalities currently utilizing tax increment financing (Fort Collins, Loveland, Timnath), plus representatives from the other five municipalities in Larimer County and representatives from selected taxing districts and special districts. The TIF Study group was formed to discuss issues that have arisen regarding the use of tax increment financing, to quantify related economic effects and fiscal impacts on Larimer County, and to seek policies and agreements that balance the interests of the County, other taxing districts, and the participating municipalities. The TIF Study Group acknowledges the positive contributions of public investments provided by tax increment financing to the economic development and vitality of Larimer County's municipalities, and seeks to find solutions to allow for its beneficial use in the future consistent with sustainable funding for Larimer County and the other taxing districts that are highly dependent on property tax for funding. Jeff and I plan a more thorough presentation in the upcoming months.

### CAL Legislative Day

CAL Legislative Day was on March 14<sup>th</sup> and I had the opportunity to visit the State Capitol and thank legislators for state grants that allow us to offer library programs focusing on early literacy. Unfortunately, there was an important legislative agenda that day, so attendance by legislators was lower than usual. I did get a chance to thank John Kefalas and Joann Ginal for being very supportive of state library funding. They both regularly hold meetings at PRPLD facilities, most recently at Council Tree, where they had an overflow crowd.

### Master Facilities Plan

Dennis Humphries and Dick Waters will be holding a series of meetings with library staff, library board, Library Trust, Library Friends, and various community groups (non-users, users with barriers, Spanish speaking, homeless, and early childhood providers).

### Metro Directors and Front Range Library Directors/CAL Retreat

I have been regularly attending meetings of the Front Range Library Directors and the Metro Library Directors. Many members have shared their foresight and knowledge regarding libraries in Colorado and this has helped immensely in my transition to Colorado. I regularly communicate with many of them and ask questions and share ideas. The CAL New Library Directors Orientation and Colorado Library Directors retreat will be May 4-5.

### Security Cameras/Guard Service at Old Town Library

The Old Town security cameras have been installed and staff granted access to archived video have been trained. There are only 3-4 District employees that will have access to archived digital video.

We are in the process of renewing our contract with G4S Security. G4S has been challenged in being able to retain lower level guards. The turnover in guards makes it more challenging to keep the Old Town Library a safe

and secure facility. After reviewing the current contract and recommending changes regarding the expectations of the guards, we are upgrading to better trained guards (many have law enforcement experience). This will cost us more per hour, but with a better trained guard, we are eliminating the times when there are two guards present (20 hours per week). We are confident these changes will lead to a more welcoming environment at the Old Town Library.

**Expanding Our Footprint in the Community**

Our Outreach Department has been working with Ken Draves to re-create what we hope will become a robust Homebound Delivery Program. You may have noticed a series of articles in the Coloradoan concerning the elderly and many issues they encounter, particularly loneliness. Our goal is to reach out to people who are isolated and provide them with reading materials and other information to make their lives a little easier. There are several organizations who have expressed an interest in collaborating with us, and we are investigating the best options to move the program forward.

In our 2015 Needs Assessment Survey, 21% of district residents indicated they knew nothing or very little about the Poudre River Public Library District. Additionally, our market share has been dropping....slowly, but dropping nonetheless. What is happening in our region is not unique as many other library systems are experiencing similar declines, but troubling nonetheless. The Library Leadership Team will be exploring options to increase our visibility in the community.

**Broadband Technical Group**

I have been appointed to the City of Fort Collins Broadband Technical Group (BTG). On March 30<sup>th</sup>, the group met with officials of an international fiber/ISP company. The intent of this BTG meeting is to give everyone an opportunity to meet and have an open dialogue and learn more about retail broadband options—either run and managed by the City of Fort Collins or through a third party. The City hopes to know by late summer how they will proceed.

**Exceptional Achievement in Service-Learning Community Partner Award**

Ludy Rueda, of our Outreach Department, will be the recipient of the *Exceptional Achievement in Service - Learning Community Partner Award* for her efforts with the World Languages Story time initiative. This award is presented to a CSU community partner for their commitment to building university-community partnerships that meet community-articulated needs and challenges while supporting the holistic education of the next generation of professionals, leaders, and citizens. The ceremony will take place on April 18, 3-5 p.m. at the Lory Student Center Main Ballroom, Colorado State University.

**COLLECTION DEVELOPMENT**

*By Tova Aragon*

**Gadgets and Things Collection Update**

The *Check-out State Parks: Colorado Library Pass* will continue another year. The *Check Out Colorado State Parks* program is an inter-agency partnership between Colorado Parks and Wildlife, the Colorado Department of Education State Library and local libraries to explore Colorado’s state parks. Nearly 300 libraries are participating in the program, including all of Colorado’s public libraries, its three military base libraries and publically funded academic libraries. In the first six months, there were 3,960 checkouts. The state received 720 survey responses (18%).

Highlights from the [state survey results](#):

- 94% of respondents agreed that the *Check-out State Parks* changed their view about what libraries have to offer.
- 85% agreed that the experience helped them learn more about nature.



## New Gadgets Coming Soon:

- [Dash Robot](#) – Dash provides an intuitive, fun and kid-friendly way to present coding and robotics. Coding and programming are basic literacy skills in the digital age. It helps to empower kids; gives them tools to express themselves; teaches problem solving and logic; and helps them become fluent with technology.
- [Acoustimeter RF Meter Model AM-10 Radio Frequency Microwave Detection Meter](#)  
"Designed to enable you to make a quick and informed judgement regarding the levels of radio frequency and microwave signals in your environment. Accurately measures the totality of the radiation in the range from 200 MHz to 8000 MHz (8 GHz), which covers the frequencies used by most modern communication systems in our environment. The Acoustimeter was designed using the experience gained from many years of practical RF and microwave measurements."-- Manufacturer.
- [Greenwave Receptacle Tester and Dirty Electricity Filter](#) - Tests for correct wiring, open ground, reverse polarity, open hot, open neutral, hot on neutral, hot and ground reversed with open hot and ground fault interruption in 3-wire, 120VAC circuits. The Greenwave filter reduces the amount of dirty electricity (a.k.a., electrical noise, line noise, EMI) present on the wiring in buildings.
- [Karaoke system](#) – This bluetooth karaoke system includes 2 microphones and 300 songs. It can play from all devices and record voice and music mixes.

*Most popular items: Check Out State Parks and Radon Gas Detector*

## COMMUNICATIONS

*By Paula Watson-Lakamp*

- Completed monthly/weekly goals of Communication Plan
- Organizing, managing and supervising all graphic design work for the District
- Working with OrangeBoy on dashboard and Savannah messaging system
- Working on new social media promotions and platforms, “The River’s Mouth”, updating
- Worked with local media on various stories
- Working with Library Trust PR committee and Board
- Finalizing new internal communications strategies
- Continuing work on new Strategic Plan Marketing strategies with various work groups
- Working on 2017 Summer Reading Challenge – Building Dreams
- Organized focus groups for facility planners for April (see comments below)
- 2016 Annual Report sent to City and County per our District requirements
- Rolling out new Library District “Connect to Curiosity” to staff (see below)
- Working on promotion and organization of May the Fourth Kessel Family Fun Run
- Beginning organization of promotion of the Book Fest in October
- Organizing with Comic Con volunteers for August Con

As part of the facility planning outreach an invitation email was sent out to library cardholders who are in our inactive and occasional cluster groups. The stats on this email campaign are as follows:

Sent to 10,874 cardholders

Between the ages of 25-80 years old

Inactive and/or occasional for at least a year

1 day later-

- 50.4% Open rate
- 4,796 opens
- 46% on a mobile device
- 233 bounces from bad emails (2%)
- 190 customers unsubscribed (2%)
- 633 circulations of library materials occurred

In addition David received several phone calls and we received over 20 comments via email reply. A few of these are highlighted below:

*Thx for the notice and invite! I plan to come to the focus mtg, and start using the Harmony Library again.  
Best, Doug*

*Actually your data is not correct. I am in there frequently. I was in today. I just haven't checked anything out. I am often in with my wife. She carries her card all the time. I don't have room in my wallet. So check outs are almost always in her name. Charlie*

*Thank you. FYI: I use the Harmony library quite regularly! Appreciate the invitation, however. Also, for at least 12 years, I have been receiving the library emails. Through the information emails of what's happening at the libraries, I share event happenings with many others and sometimes attend the events. So, I am not one of the missing ones! Thank you, again! I may get to attend this event April 5, in the afternoon. Sincerely, Margaret*

*I actually use the library regularly for the study rooms in the Old Town Branch.  
I'm a regular to the Council Tree Library for studying purposes. I don't rent many books at this time because I read all of my textbooks off line for online courses, but we love the library setting. Only thing I'd enjoy more of is more soft chairs and/or desks available for studying. It can get busy at times and I'm always looking for a nice, quiet and comfy place to study. When I'm out of school, I'll be back to borrow more books and bring my kids there soon.  
Thank you, Hannah*

*Thank you for the invitation. The last several times I visited the libraries they were noisy, distracting playgrounds. Although I love children and believe they should be comfortable in a library, they should also be taught appropriate behavior for places such as cinemas and libraries. I still look forward to accessing your books online.*

*Hello David, Thank you! I would absolutely do the focus group, however I will be out of town that week. I will say, I love libraries so it's nothing bad keeping me away, I simply currently have a large stack of books I own that I'm trying to read through before grabbing some at the library (I have at least 2 I want to check out if the library has them!). Thanks again, Christian*

*I can't come to either meeting but I will tell you why I don't come. I used to love the library. Then it got "improvements" which have made them (I've tried all 3) look sterile and uninviting and some (not all) staff who made me feel it was a terrible bother to assist me. On 3 occasions I had problems with machines that would not scan and check my books out. I have a Ph.D. so I am capable of operating machines of that technological level. I grew up with "nurturing" libraries. None of these facilities make me feel I am welcome to stay more than ten minutes. So now you know. I hope your fact finding will help make the libraries better. By the way, several of my friends have said they just never feel like going to the library anymore.*



[Video promotion link](#)

**CONNECT**  
TO CURIOSITY

The new Connect to Curiosity tagline was rolled out in March to staff. The internal marketing will continue for the upcoming months with a soft rollout to the public which will ramp up through the Summer Reading Challenge. This campaign includes weekly "Curiosity Conversation" emails from David, messaging points to use with customers, a video promotion, as well as tag swag and activities for the staff. More fun is planned for staff during National Library Week in April.

## HUMAN RESOURCES

*By Sabrina Stromnes*

### HR Manager:

- Attended training, “Inclusion of Transgender Employees in the Workplace” at the City of Fort Collins.
- Met with City of Fort Collins Equity Team to gather information about how they organized and implemented their diversity/equity and inclusion program at the City.
- Participated in interviews for Circulation Supervisor position.
- Reviewed 82 resumes for Volunteer Program Manager position and completed six phone interviews along with interview team. Selected three finalists to move forward in the face-to-face interview process.
- Completed training in the Learning module of Career Connect and will begin setting up the training/tracking component specifically for Library District only training.
- Recruitment
  - ❖ Hires:
    - Circulation Supervisor: Angela James (internal)
    - 1 Circulation Aide: Beth Wetzel
  - ❖ New Postings:
    - Assistant Circulation Supervisor
    - Library Assistant - Outreach
    - Circulation Aide (Council Tree, still in process)
    - Volunteer Program Manager (still in process)
- Ongoing:
  - ❖ Employee relations issues
  - ❖ Performance management
  - ❖ Employee questions and support
  - ❖ On/offboarding
  - ❖ Manager/Supervisor questions and support
  - ❖ Manage Workers’ Compensation
  - ❖ Assist employees with FML, STD, LTD, Non-FML medical leave
  - ❖ Manage/support Volunteer Program Manager
  - ❖ Liaison between City of Fort Collins HR, Payroll, and PRPLD
  - ❖ Participate on Learning Organization Team

### Volunteer Program Manager:

*By Serena Robb*

- Chatted with 10 volunteer candidates, interviewed 5 and placed 4 volunteers
- Reviewed 82 applicants for the Volunteer Program Manager position, and participated in 6 phone interviews
- Helped research, gauge interest from, and plan for a pilot Homebound Service Delivery program, which will be heavily volunteer-dependent
- Continued planning and preparing for Summer Reading Challenge and Library Pals
- Attended the Natural Emergency Response Training, the All-Staff meeting, and a DOVIA session

## OUTREACH SERVICES

By Johanna Ulloa

The following programs are a snapshot on our work in the community:

- On March 21, 2017 PRPLD was recognized for its work on furthering cultural awareness through literacy programs and the provision of services to diverse families in Fort Collins. A proclamation highlighting Dia del Niño and children's day was presented by the Mayor of Fort Collins, Wade Troxell.
- To **remove barriers to services and continue to be an open and welcoming place** for those who can't come to the branches Ludy Rueda took STREAM to the community during her storytimes. She used Squishy Circuits during storytimes. This activity was a great opportunity to intentionally guide kids in STREAM learning. Many teachers expressed their gratitude for bringing such a great opportunity to students that don't have readily access to innovative technology.



- In accordance to the strategic plan "**1.2.1 Remove cultural, social and economic barriers**" we began a new series of Citizenship classes in partnership with the Family Center. We have over 20 participants that have been taking advantage of the guidance thought he process of naturalization. Furthermore, free of cost a local immigration lawyer, Kim Medina, provided legal guidance for participants.
- Kathie Young de Herrera provided story times in the community and this month Ozobots were used at different locations. The parents at University Village, who are all spouses of International Doctoral & Post-Doctoral students, all wanted to know where to purchase them.
- Kathie Young de Herrera attended the Public Library Think Tank, in Miami Florida. The focus of the Think Tank was on Literacy: Civic Literacy, Early Literacy, Cultural Literacy, Digital Literacy, Adult Literacy, Media & New Literacy and Multiple Literacies.
- "**4.3 Identify unique spaces for library presence in community**" Sylvia Garcia and Erin Kirchoefer were guest presenters at the Fort Collins Senior Advisory Board's March meeting. The Senior Advisory Board is tasked with encouraging networking among the various groups who deal with senior issues and educating the community about those issues. Board members were thrilled to learn about the Library's services and opportunities for life-long learning that may be of special interest to seniors. Our downloadable options and the tutorials on Lynda.com generated excitement.
- Sylvia Garcia and Serena Robb have worked on a proposal to implement changes in the homebound program. The idea is to identify if the model of volunteers delivering materials will allow us to extend services to other homebound patrons. We would like to pilot the project to determine feasibility of a one-on-one model.

## SYSTEMS ADMINISTRATION

By Mark Huber

The security cameras at Old Town have been installed and tested. The system has an intuitive interface and the image quality is excellent. Thanks to Victor Zuniga for his work on bringing the project to a successful conclusion. City IT assisted with network configuration and offered a solution that reduced the project cost. It was a pleasure to work with the vendor, BW Systems.

Preparations are being made for this year's Summer Reading Program. The website, FAQs, reading certificates, etc. have been updated and the program is currently being tested by staff. The portal will be open to the public on May 22.

The district will move to Office 365 later this year for hosted email. The media mentors have joined the SA team to test the different features available to determine what will be available during the initial rollout. We're working with City IT on the migration details.

## COUNCIL TREE LIBRARY HIGHLIGHTS

By Currie Meyer

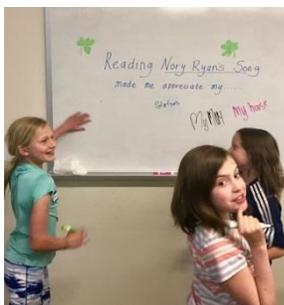
**Second Round of Disaster and Emergency plan (DER) Training with FC Office of Emergency Management:** The Disaster and Emergency Response Plan Training Committee presented the second round (of three) staff trainings on the District's new DER Plan with live training from Chris Wolf of the Fort Collins Office of Emergency Management. Mr. Wolf shared his expertise on weather and facility emergencies with tie-ins to the Library's DER Plan. Over 70 staff attended the training, which was presented at each library on three consecutive weeks in March.



**Community Emergency Response Team (CERT) Training Feb 25 & March 4:** Currie attended two full days of training, presented by the Fort Collins Office of Emergency Management, to become certified as a CERT member. The training, created by FEMA and OHS, trains community members to be ready to respond to community emergencies such as explosions, earthquakes, fires and floods. <https://www.fema.gov/community-emergency-response-teams>



**It's a Girl Thing Book Discussion Program, March 24:** In celebration of Women's History Month, Currie coordinated the It's a Girl Thing book discussion program on *Nory Ryan's Song*, an award-winning book for young readers about the tragic Irish potato famine of 1845. This popular, limited-attendance program engages tween girls and their mother or other woman companion, around a book featuring a girl protagonist. The program features discussion, interactive activities, and even a pizza dinner. Kudos to CTL Children's and Teen Services Librarian, volunteer Emily, and CTL LA Drew Gaede for their help!



**A-Maze-ing Art program for families, March 15 and 17:** Jenny Thurman presented a new program during Poudre School District’s Spring Break week, inviting children and families to “build an obstacle- filled maze and then navigate a robotic ball called a Sphero through your creation.” Paint in the maze, tracked by the ball, created fabulous works of art. Over 70 people attended the programs.

**Angela James begins as CTL Circulation Supervisor, March 27:** Angela James is CTL’s new Circulation Supervisor, replacing Chris Cortez, who was hired as the Answer Center Supervisor in February. Angela served CTL as an Assistant Circulation Supervisor since before opening in 2009. Angela brings operational knowledge, confidence and positivity to the position. We are glad to welcome Angela to her new position!

## **HARMONY LIBRARY HIGHLIGHTS**

*By Ken Draves*

### **Facilities Planning Process and FRCC/Harmony**

Facilities planners Dennis Humphries and Dick Waters are meeting with Harmony staff the first week of April to develop an understanding of Harmony staff members’ thoughts about the functionality of the current physical facility and ideas for improvement.

### **Disaster and Emergency Response Training**

Harmony staff attended the first of three monthly training sessions on the District’s new disaster and emergency response plan. The next training will be held in early April.

### **Improving Cell Service in Harmony**

As reported previously, Harmony library is improving in-library cell service through the installation of cell phone repeaters and antennas in the building and on the roof. The college has worked previously with the same vendor to improve cell service in other campus buildings. We met with the vendor in March and anticipate improved service in the next several weeks.

### **Harmony in the Round**

For most of Harmony Library’s existence—Harmony opened in 1998--- we have collaborated with FRCC to bring the public and college community free, high quality music performances each year, something in short supply on the South side of Fort Collins. On March 31, we hosted 50 Shades of Blue, a talented local blues duo, which treated an enthusiastic crowd of 65-70 to an evening of blues covers and original songs.

### **Staffing**

As reported previously, Sarah Scobey, Nonprofit Resources Librarian, is shifting her base from Old Town to Harmony Library at the beginning of April. At the same time, Kristen Draper, Digital Literacy Librarian, will be based out of Old Town Library.

Once Sarah has made the move to Harmony she will work in the same building with her peer team members, Molly Thompson and Anne Macdonald. Together the three comprise a team that works to serve our related target audiences of nonprofit organizations, job and career seekers, and local businesses and business people. Working together in close proximity will allow the three to function more efficiently as a team.

Kristen, as Digital Literacy Librarian, will continue in her current position. She will continue to coordinate Media Mentors and our Library District’s digital literacy training for public and staff. Based out of Old Town, Kristen will be better positioned to create digital learning opportunities for our Old Town Library user community. Her Old Town location will also allow her to more readily explore cooperative opportunities with downtown partner organizations and offer new and expanded digital literacy opportunities in the Old Town Library.

## **OLD TOWN LIBRARY HIGHLIGHTS**

*By Eileen McCluskey*

### **Places and Partners**

The Old Town Library hosted the Annual Seed Swap and Giveaway, a collaborative community seed exchange and seed-starting event, presented by The Growing Project, Home Grown Food and The Fort Collins Nursery. The Growing Project is a nonprofit that promotes the value of strong, diverse and just local food system to all residents of Northern Colorado. Over 580 people lined up and wormed their way through our community room, which was packed with seeds and gardeners blooming with excited anticipation for the forthcoming fruits of their labor. The event included a cornucopia of seeds, free gardening classes, crafts and master gardeners sharing their expertise. The library is excited to cultivate this community partnership in order to build a strong, well-fed community. Thanks to Erin K., Paula, Thuan, Laura and Katie for working with these groups to present a great community event.

### **Safe, welcoming and comfortable facility**

The Scope of Services for the G4S security contract renewal was updated to include guidance for the guards on specific Procedures for Daily Service. This new section in the contract provides specific guidance for how guards will approach patrons, conduct patrols, communicate with library staff and train new guards. The renewal contract also includes a shift from Upgraded Security Officers (USO) to more highly trained Custom Protection Officers (CPO). One of our goals for this shift is to reduce the number of patron behavior issues at the library by having an experienced, highly-trained security presence that can work consistently with our patrons to become responsible library users. The CPO guards usually have less staff turnover and more experience. OTL staff will work with the new guards to develop a community-building approach when resolving behavior issues while setting clear expectations for acceptable library behavior. Another goal for the CPO model is to reduce the amount of time library employees are spending on behavior issues.

The new security cameras are installed and activated. Eileen is working with David and Ken to finalize staff procedures that align with the Security Camera policy.

### **Staff Activities and Programs**

OTL employees continue to help people thrive through fun and informative programming. Nicole had a great teen turnout for her Freaky Friday program, author Peter Heller shared his book *Celine* with 56 fans, Amy collaborated to create two new kids' book club kits inspired by Money Smart Week, and Erin L.'s *Going Buggy* story time included live insects, spiders and worms. The VITA Tax Preparation Assistance folks continue to provide an essential service to our community. Holly B's circulation team had a shelf-reading and book-cleaning party on a Friday evening to ensure that OTL materials are in order, clean and ready to be enjoyed. Daniel McGrath informed 76 interested folks about ice shelves and rift growth in *Antarctic Lecture: What's With All These Cracks?*