

PUEBLO CITY-COUNTY LIBRARY DISTRICT
Report of the Executive Director
Submitted to
The Library Board of Trustees
September 25, 2014

NEW LIBRARIES

The three new library buildings currently are on-track for substantial completion by the contractor by October 1 at the Greenhorn Valley and Giodone locations, and November 1 for Lucero. Grand openings at each location will take place about one month after construction completes as furniture, shelving, appliances, information technology and books and other library materials arrive and are put in place. Fundraising is now at goal, which allows us to maintain what is a very tight budget. Issues at this time include the alley vacation at the Lucero site, site work and interior finish at Lucero, and interior finish and exterior touch up at the Greenhorn Valley and Giodone sites. Stay tuned as we should announce anticipated opening dates by the end of September.

ANNUAL PLANNING RETREAT

The Annual Planning Retreat was held on August 20 at the Pueblo Convention Center. Library managers, trustees, and members of the Friends of the Library Board of Directors and the Pueblo Library Foundation Board of Directors attended. The day was spent reaching consensus on some top priorities for PCCLD for 2015. The group agreed on the following goals:

- Further develop The Idea Factory and makerspace services
- Implement enhanced customer service model with specific behavior guidelines and measures of success
- Increase collaboration with schools and related organizations, businesses, agencies and events/festivals
- Create a plan for outreach, including community volunteers and specialists, unique collections, and book packs
- Enhance community data collection and research to ensure PCCLD is best meeting needs of educators, agencies and nonprofits, advertising and promoting effectively, and providing appropriate collections and programs
- Continue to define "ideal collections" for the district, including patron-driven acquisitions, appropriate holds-to-items ratios, and how to repurpose space as collections change
- Develop a promotional brochure describing the unique aesthetic qualities of the Rawlings Library
- Focus additional resources on mobile applications, such as QR codes, mobile catalog, and URL redirects.

YOUTH SUMMER READING 2014

The 2014 total participation in PCCLD's youth summer programming was 30,264, including both children and teens, which is an all-time record level of activity.

RAWLINGS LIBRARY

Special Collections & Museum Services

- August total attendance in the InfoZone was 3,115, and year-to-date attendance is 35,356.
- 306 document delivery requests were answered in August. 1111 items from the collection were used by customers.
- Cathy Shepherd (Museum & Special Collections Coordinator) has worked with local contributors to schedule French language classes at Rawlings and Barkman Libraries.

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- Charlene Garcia Simms (Interim Manager), presented at the Westcliffe Library on Josefa Jaramillo, a wife of Kit Carson, with forty people attending. This work is supported with a grant from Colorado Humanities.
- PCCLD worked with the local chapter of the Daughters of the American Revolution on a genealogy work session with 25 people in attendance.
- The Science of Mystery Summer reading exhibit continued on the 4th floor with an attendance of 1,353 people.
- Charlene Simms (Interim Manager) put together an exhibit on Italian-Americans in conjunction with the Columbian Federation of Italian American Societies Lodge of Pueblo the week of August 11. Attendance was 1,253.
- The InfoZone hosted 24 films in August with 241 attending.
- On August 5, there was a Trivia Night with a total attendance of five.
- On August 9, the InfoZone partnered with the Forest Service for Smokey Bear's 70th Birthday celebration with a total attendance of 110. A very nice article was in the *Pueblo Chieftain* the following day.
- On August 12, there was the Stolen Valor Act presentation with a total attendance of five.

Reference & Readers Advisory

- During August, Rebecca Reed (Librarian Tech Trainer) offered customer technology training in The Idea Factory with 21 people attending.
- Rebecca has created ten staff technology training videos on the employee portal.
- Rebecca is offering "Book a Librarian" one-on-one technology training sessions, and thirteen were scheduled during the month.
- The artist featured in Hispanic Resource Center in August was Luis Campos with 45 people attending a reception on August 15.
- Arian Bonetto has started teaching Spanish classes in The Idea Factory. Summer classes had 21 students.
- Amber Pepin (Fundraising Manager/Grantwriter), Rebecca Reed (Librarian Tech Trainer) and Maria Smyer (Hispanic Resource Coordinator) worked together on a successful application for an LSTA Grant for \$11,608.40 to support expanded English Language Learner (ELL) services.
- Twelve volunteer tutors provided 135.5 hours of tutoring and contributed a total of 188 volunteer hours to the Adult Literacy Program.
- Adult Literacy Programs attendance was 57, including GED, literacy, reading club, conversation club, and ESL.
- For the month of August the AskUs email service received 87 submissions. Year-to-date, the service has received 665 email submissions.
- Susan Wolf (Literacy Coordinator) coordinated Origami Odyssey with the Origami Club for a paper-folding event in the Idea Factory on August 27 attended by 10.
- A total of 22 events (classes and programs) were presented by Reference & Readers Advisory staff during August with 1,402 participants.

Youth Services

- Preschool Storytime on August 1 with 23 participants.
- Geocaching Program on August 1 with 7 participants.
- Rock Your Locker on August 8 with 21 participants.
- Spray Paint Art Jam on August 10 with 58 participants.
- Kids Dance Party on August 30 with 235 participants.
- Touch a Truck on August 17 had 906 participants.
- Middle and High School Visits with 300 participants.
- Regional Youth Services Workshop on August 25 with 26 participants.
- Library 101 for PCC Children's Lit course on August 28 with 11 participants.

BARKMAN LIBRARY

- The Barkman library won the summer reading contest! Barkman increased its participation by 135% from last year.
- Barkman used reports sent from Collection Development to transfer extra books in the collection to different branches. Barkman did this with large print, general fiction, and young adult fiction.



LAMB LIBRARY

- Alicia Griebel (Librarian) offered an exciting and popular program which filled up within days called Minecraft. Registration was limited to 25 youngsters ages 8-13.

PUEBLO WEST LIBRARY

- The MahJong Club is meeting now at Pueblo West Library with 35 participants in August.
- OverDrive sessions were held on August 9. Four people attended.
- Computer classes included: Internet Basics, August 12, 5 attendees; Microsoft Word, August 19, 4 attendees; Picasa photo editing, August 26, 5 attendees.
- The Pueblo West Book Club met on August 25, with fourteen attending. The Mystery Book Club met on August 21 with nine participating.
- Deborah Krauth (Business Librarian) hosted a group she called “Boomers and Beyond” with five people attending. Deborah also hosted a program aimed at retirees with representatives of the Social Security Administration providing information for 63 people.
- The gallery artist for August was Molly Moffett, and 914 people viewed the exhibit.
- The Swallows Charter Academy toured the library with 46 attending.
- The EPIC early literacy program on August 27 attracted three people.
- Lego Club met on August 15, and 37 people participated.
- Teens Anime Club met twice with a total of 25 teens attending.

LIBRARY @ THE Y

- Gate count at the Library @ the Y was 3,985 – 789 more visitors than June.
- The pool at the Y currently has water with estimated opening in October.

OUTREACH

- The Books a la Cart delivery schedule has been adjusted to ease the transition of this program to the Lucero Library. Deliveries have been reduced to two Tuesdays per month and have implemented a “drop off only” service at PDI, YWCA, and Cooperative Care. We also began supporting a community bookshelf at Pueblo Community College with EPIC (Executive Partnering to Invest in Children).
- Rene Montano (Outreach Assistant) began training Kathy Kearney (Reference & Readers Advisory Library Specialist) to prepare for the transfer of the Homebound Program to the Reference & Readers Advisory.

COMMUNITY RELATIONS

- PCCLD’s 2014 Adult Summer Reading program “Literary Elements” broke records for program attendance. Program attendance totaled 1,073, a 74 percent increase over 2013.
- On August 19, Midori Clark (Community Relations & Development Director) presented to fifteen members of the Steel City Kiwanis Club. The presentation consisted of a general overview of the district and its services, and ended with information about the new libraries.

FACILITIES

- Installed replacement flooring in Lamb basement.
- Cleaned up bushes at Pueblo West.
- Made an octagon pedestal for Teen Services.

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- Purchased a special ladder for Pueblo West to repair the high light fixtures safely.
- Installed new door operator at Rawlings main entrance.
- Sealed and painted the parking lot at Rawlings.
- Repaired trash dumpster doors.
- Completed 369 work orders.
- Meet with Carnation custodial contractor to review cleaning and procedures.

HUMAN RESOURCES

- Interviews conducted for CR Administrative Technician, TS Collection Development/ILL Librarian, Customer Service Representatives.
- The Health and Safety Committee met on August 13.
- Terminations / Retirements:
 - Varina Kosovich (Reference & Readers Advisory Library Specialist) voluntarily terminated on August 15.
 - Laura Tilley (Barkman Customer Service Representative) retired effective August 30.
 - Stanley Vigil (Facility Specialist) temporary position ended August 31.
- New Hires / Promotions
 - Melissa Greenwood hired on August 4 as Material Handling Technician at Lamb.
 - Frances Nelson hired on August 4 as Material Handling Technician at Reference & Readers Advisory.
 - Michele Myzia was promoted from Customer Service Representative to Library Specialist at Pueblo West on August 4.
 - Alan Rocco was hired on August 18 as Facilities Superintendent.
 - Katie Hunt was hired on August 25 as Accountant in Finance.
- Lateral Moves and Other Changes
 - Sharon Rice (Barkman Library Specialist) returned from a leave of absence on August 2.
 - Kathy Kearney (Library Specialist) transferred to full-time Library Specialist at Reference & Readers Advisory from part-time at Pueblo West.
 - Al Perea transferred from Facilities Superintendent to Facilities Specialist on August 18.
 - Cory Reimers (Barkman Customer Service Representative) increased part-time hours from 20 to 32 hours/week on August 30.
 - Linda Pacheco (Barkman Customer Service Representative) increased part-time hours from 20 to 32 hours/week on August 30.
- Recruiting / Open Positions The following positions were being recruited in August:
 - Administrative Technician, Community Relations, part-time 20 hours/week
 - Customer Service Representatives at all new locations (4 openings), part-time 20 hours/week
 - Customer Service Representative at Barkman, part-time 16 hours/week
 - Customer Service Representative at Pueblo West, part-time 20 hours/week
 - Materials Handling Technicians at all new locations (6 openings), part-time 20 hours/week
 - Librarian Archivist at Rawlings Special Collections, full-time 40 hours/week
 - Library Specialist at Barkman, part-time 20 hours/week
 - Librarian at Greenhorn Valley Library, part-time 20 hours/week
 - Circulation Manager at Rawlings, full-time 40 hours/week
 - Collection Development/ILL Librarian, full-time 40 hours/week.
 - Materials Handling Technician at Rawlings Youth Services, part-time 12 hours/week
- PCCLD Volunteer hours for August totaled 1,630.1 hours, valued at \$36,090.41. (Estimated by Independent Sector's figure of \$22.14/hour for each volunteer hour contributed). The Volunteer of the Month for August was Soren Cooper. The following is what the Youth Services team had to say: "Soren is a new volunteer, but has shown exceptional dedication. He was a fantastic help at our Summer Reading programs and continues to be a wonderful, friendly presence in Youth Services." "Soren is a great teen

volunteer. He is always smiling and such a good natured young man. I like to see him enter the department, he gets right to work and accomplishes so much.”

INFORMATION TECHNOLOGY

- Recycled old e-waste hardware.
- Upgraded AV systems in Bret Kelly A and Barkman meeting rooms.
- Consolidated virtual servers for better management and disaster recovery.
- Improved redundancy of DHCP server operations.
- Used old hardware from Ryals AV upgrade to build mobile AV cart for remote Board meetings.

TECHNICAL SERVICES & COLLECTION DEVELOPMENT

- 12,794 items were added to the collection in August, and 3,230 items were withdrawn.
- Submitted 2014 State Library Literacy Grant compliance documents on August 12.
- Organized opening day collection selection and procurement for new libraries, plus purchased 75 laptops and 30 tablets for new branches.
- Vendor work to achieve shelf-ready material delivery is complete, and new receiving station will be implemented full-time in September, followed by implementation of new “lean” processing guidelines. Metrics to measure success to be developed in October.
- BiblioCommons “Suggest to Purchase” module was implemented September 1. The first few days of the service indicate no serious problems.

GIFTS & GRANTS

- An anonymous donation of \$100 was sent to Rich Poll.
- The Southern Colorado Community Foundation awarded the Pueblo Library Foundation \$3,500 toward the new libraries capital campaign.
- Mary Alice Orazen made an in-kind contribution to Special Collections.
- The Robert Hoag Rawlings Foundation made a \$35,000 grant to the InfoZone News Museum.
- The following donations were made for the new libraries:
 - James Bostick donated \$100.
 - Joanna Brownstein donated \$50 for the Greenhorn Valley Library.
 - Jennelle Chorak made a \$500 pledge payment for the St. Charles Mesa.
 - Gerald Filpi donated \$100.
 - An estate bequest of \$10,000 was received from Peggy Fogel.
 - Jeanette Garcia donated \$833.
 - Greenhorn Valley True Value Hardware donated \$135.
 - A pledge of \$5,000 was made by the Connie Guerrero Family.
 - Joan Hartman donated \$1,250.
 - Alice Hill made a \$139 pledge payment for the Lucero Library.
 - Danielle Jacques donated \$20.
 - William Lucero made a \$100 pledge payment for the Lucero Library.
 - John Mlinar donated \$100.
 - George O’Neill donated \$100.
 - Donna Pickman made a \$50 pledge payment.
 - Lois Pritchard donated \$50.
 - Alfie Salazar donated \$25.
 - Abel Santistevan donated \$40.
 - P. Michael Voûte donated \$160 for the Black Tie Ball.
 - Ralph Williams donated \$750.

STAFF DEVELOPMENT

- Ten staff training videos have been posted to the Portal. The videos currently posted include: the OverDrive layer in BiblioCommons, Suggested Purchases layer in BiblioCommons, Zinio, Freegal, Hoopla, Freading set-up, Abode Digital Editions Set-up, Nook and ADE

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Troubleshooting, EPUB formatted eReaders, and Kindle formatted eReaders. Rebecca Reed (Librarian Tech Trainer) has begun Google Apps (Calendar, Drive, Groups) for staff.

- Cindy Shimizu (Pueblo West Manager) participated in the annual Six State Virtual Government Documents Conference, virtually of course. She participates as much as possible each year.
- Rebecca Reed (Librarian/Tech Trainer) finished viewing 7 hours of Camtasia Studio Training on Lynda.com. The training has helped improve staff training video production and editing.
- Natalie Gallegos (Youth Services Library Specialist) attended BiblioCommons training on August 1.
- Twenty-eight staff from Finance, Admin, Community Relations, and IT attended the follow-up OZ training on “Operating Above the Line” on August 7 presented by Michael Cox (Public Services Director).
- Carol Rooney (Reference & Readers Advisory Manager) attended “Scan It: QR Scans” presented by Rebecca Reed on August 13.
- Sara Rose (HR Director) attended the Library Roundtable meeting on August 14.
- Rebecca Reed (Librarian/Tech Trainer) attended a Techsoup webinar on “Welcoming Mobile Devices in Your Library: Space & Staffing” on August 15.
- Rebecca Reed (Librarian/Tech Trainer) attended an OverDrive webinar on “10 top things you can do in the OverDrive Marketplace” on August 20.
- Susan Wolf (Literacy Coordinator) attended CSL in session webinar on “Transitioning from Sage on the Stage to Engaging Learning: Tips and tricks for presenting to adults” on August 21.
- Twenty-nine staff from Barkman, Pueblo West, Youth Services, and Circulation attended the final OZ training follow-up on “Closing Accountability Gaps Obstacles” on August 21 presented by Chris Brogan (Chief Financial Officer).
- Rebecca Reed (Librarian/Tech Trainer) attended a Techsoup webinar on “Leveraging Social Media for Non-profits” on August 21.
- Rebecca Reed (Librarian/Tech Trainer) attended an OverDrive webinar on “5 Ways to Boost Digital Circulation” on August 22.
- Jane Carlen (Executive Assistant) and Abby Koehler (ILS Administrator) attended the online PLAR Review Meeting on August 26.
- Rebecca Reed (Librarian/Tech Trainer) attended an OverDrive webinar on “OverDrive–Frontline Tech Support” on August 26.
- Carol Rooney (Reference & Readers Advisory Manager) attended “Google Drive” presented by Rebecca Reed on August 27.
- On August 29, Cathy Shepherd (Museum & Special Collections Coordinator) took the final OCLC ContentDM webinar: Basic Skills 3 Maintaining Collections in ContentDM.
- Gigi Holman (Early Literacy Librarian) attended Early Literacy Leaders Meeting on August 29. This is a group that is new, but will be a great resource for networking and bouncing ideas, programs, and services in relation to early literacy movements within libraries in Colorado.

THANK YOU MESSAGES

- William Frank Brown wrote: “Greatest library, west of the Mississippi.”
- Sarah E. Thomas wrote: “The website is very easy to use and very user friendly! Thank you for making it so easy to use!
- Victor James Turano wrote: “I had a very good experience. I found it very helpful. Thank you.”
- Mary Ellen Burciago, Fray Angélico Chávez Chapter Genealogical Society of Hispanic America, wrote to Jon Walker: “On Saturday the 26th of July, the Fray Angelico Chavez Chapter (FACC) of the Genealogical Society of Hispanic America hosted its 25th Son Las Manañitas Celebration at the main Pueblo City-County Library. Its huge success was due, in great part, to the generosity and assistance provided by your staff, and of course, the space provided to us. Over 130 guests from California, New Mexico and all over Colorado were complimentary about the day. In a survey we took, over 85% of the attendees said that their

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expectations were exceeded in the areas of networking, presenters, and entertainment. Our liaison from the library was Charlene Garcia Simms. She and the other personnel from IT and direct services were amazing. They made us feel welcome and went above and beyond our expectations in service. They were all very professional, personable and excellent ambassadors for the Pueblo City-County Library. Please accept our deep gratitude and know that the personnel and facilities of the Pueblo City-County Library were key to our successful—and fun—celebration.”

- Sheryl Page from the U.S. Forest Service sent the following note addressed to Becky Huff (Museum & Special Collections Coordinator) and Library Staff: “Thank you all ever so much for hosting Smokey’s 70th Celebration. Everything was just great. We surely appreciate your support to reach out to the Pueblo community.”

Respectfully submitted,
Jon Walker
Executive Director