

PUEBLO CITY-COUNTY LIBRARY DISTRICT
Report of the Executive Director
Submitted to
The Library Board of Trustees
February 26, 2015

KEY RESULTS

2014 Key Results have been finalized. It was a fantastic year! We defined the results we sought, and PCCLD employees and our community responded. We focused on meaningful, measurable and memorable results. Meaningful results to ensure we are providing great public library service for our community. Measureable results that can be effectively quantified and frequently checked. Memorable results that can be easily remembered and regularly used to guide daily actions. We carefully monitored four areas of service. These are (1) Circulation—the number of books and other materials checked out; (2) Digital Use—The number of times customers log-on library computers and access other library-hosted online and wireless services; (3) Program Attendance—the number of individuals participating in any of the variety of cultural and educational events regularly sponsored or hosted by the library district; and (4) Visits—The number of people who come into our libraries to read, study, learn, and exchange ideas. I am very pleased that PCCLD set new all-time records for each category in 2014: Circulation—2,484,858 checkouts; Digital—923,717 uses; Programs—179,351 participants; and Visits—1,424,303 visitors.

PCCLD enjoyed unprecedented success in 2014. We expect 2015 to be another great year, too. We have set even loftier goals for each of our key results. Here is what we aim to achieve this year: (1) Circulation—2,900,000 checkouts; Digital—1,800,000 uses; (3) Programs—315,000 participants; and Visits—1,900,000 visitors. We are off to a really good start to 2015. Through January, we are 74% ahead in circulation comparing 2015 with 2014, 38.5% up in visits, 113.2% positive in program attendance, and 40.9% increase in digital use.

PARTNERSHIP WITH PUEBLO CITY SCHOOLS

Efforts are underway between PCCLD and Pueblo City Schools. The effort is led on our end by Janina Goodwin (Youth Services Manager) working with Veronica Gallegos, who works in D60 Information Technology. They aim to identify ways the library and schools can work together to make teachers aware of PCCLD online database services available and related training, and increase library card registration among students.

NEW LIBRARIES

It is early for the new libraries, but we are beginning to see one early trend. Computer use at Lucero is sky high, running at a greater rate of use than any other location except Rawlings. Circulation at Lucero also is about twice as high as either of the other two new libraries. Overall, the three new libraries are about meeting expectations through January 2015.

READ OUT LOUD

Read Out Loud is scheduled again in April 2015 featuring author/illustrator Jarrett Krosoczka. Online registration is underway now for teachers and classrooms who wish to participate in this unique opportunity to visit with this famed author/illustrator of ten picture books and a new Universal Studios movie based on Krosoczka's *Lunch Lady* series featuring Amy Poehler in the lead role. Janina Goodwin (Youth Services Manager) oversees Read Out Loud programming.

RAWLINGS LIBRARY

Special Collections & Museum Services

- January attendance in the InfoZone was 3,388.
- 226 Document Delivery requests were answered in January, and 1,032 items from the collection were counted used in-house by customers.
- Tammi Moe (Archivist Librarian) proposed for a Colorado State University-Pueblo CIS Senior Professional Project. The project to create an interactive discovery platform to promote awareness of PCCLD special collections was selected, and students will begin work on the project in February.
- Tammi also worked on local oral histories, including metadata and transcription guidelines for oral histories and training two volunteers in this work. She also digitized the 1868 Chieftain.
- Maria Tucker is working with the local contacts on a project to preserve a history of the Arkansas River levee mural art.
- Jen Koen (Digitization Coordinator) digitized dozens of items for the Pueblo County Courthouse time capsule, and finished metadata work on a digital collection of photographs of Pueblo during the 1920s.
- Charlene Simms (Special Collections Librarian) provided two genealogy workshops to sixteen people on January 21 and to four people on January 28.
- Maria Tucker and Charlene Simms participated in the Bridging Borders Fellowship grant program on January 9 with fifteen in attendance.
- Charlene Simms gave a genealogy workshop to the Southern Eastern Colorado Genealogy Society on January 10 to twelve people.
- Staff presented a tour of the archives vault to six Pueblo West students and teacher on January 16.
- Charlene Simms is working to upload the Fray Angelico Chavez marriage records.
- The InfoZone offered 25 films with a total attendance of 292.
- On January 9 Bridges Borders with a total attendance of 12.
- On January 15 Introduction to Storytelling for Adults was held with a total attendance of 47
- On January 29 there was a tour with 62 in attendance.
- Cub Scout tour was given on January 29 with 27 in attendance.
- A Native American Heritage Month exhibit was on display through January 31.
- The Southern Colorado Photography Society Photo Show was installed on January 12 and will be on exhibit through February.

Reference & Readers Advisory

- David Hartkop (Technology Trainer) offered Maker Club, Beginning Computers, Excel Basics, PowerPoint Basics and Word Basics, Set-Up Your New Gadget, Free Software Alternatives, and 3D Modeling with Tinkercad.
- The works of Jose Raul Esquibel from Littleton, CO were displayed in the Hispanic Resource Center during January. On January 17, he gave a presentation about the geography, economic, social and religious history of New Mexico from 1790 to 1860 to 55 people in the Idea Factory.
- Spanish classes commenced again on January 24 with 65 people attending.
- Maria Smyer (Hispanic Resource Coordinator) reads bilingual stories to children. In January, 31 attended the programs.
- Sixteen volunteer tutors provided a total of 35.5 hours to the Adult Literacy Program. There are currently 28 students in the program. Three students are on the wait list for a tutor.
- The number of Homebound customers increased from 27 to 30 served by 13 volunteers.
- Idea Factory technology use in January was 1,193.
- Total Idea Factory program attendance in January was 159.

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- In January, Reference & Readers Advisory staff scheduled 26 programs and classes with total attendance of 2,628.
- Seventeen Ask Us inquiries were answered.

Youth Services

- Minecraft programming is proving popular. Youth Services has purchased licenses to Minecraft to provide a more robust experience for participants. Product is being tested now.
- PCCLD has been awarded a \$9,000 SPELL (Supporting Parents in Early Literacy through Libraries) grant by the Colorado State Library in order to more successfully serve low-income parents and, address how to evaluate programs aimed at parents of young children. Gigi Holman (Early Literacy Librarian) is overseeing PCCLD's participation in this project with guidance provided by the State Library.
- The Snowy Day Party was a fun program developed to explore the science behind and possible art projects with snow. Giodone had eight participants, Lucero 23, Barkman thirteen, Lamb nine, Pueblo West thirty, Rawlings 36, and Greenhorn Valley 22.
- To celebrate National Cuddle Up day, Gigi Holman (Early Literacy Librarian) prepared a list of bedtime stories, songs, and rhymes, and children were invited to enjoy storytime with their favorite blanket and person. Greenhorn Valley had five participants, Barkman four, Pueblo West 23, Giodone fourteen, Lamb 23, and Rawlings 26.
- National Puzzle Day was celebrated at Pueblo West with 25 participants and Rawlings 66.
- Tweens were invited to use thumbtacks and string to make whacky wall art. Barkman had three participants, Lamb six, Pueblo West five, Giodone nine, Lucero fourteen, and Rawlings three.
- Writing on the Wall provided teens with tools to create cool word art to display their favorite motto, quote, or personal statement of any sort. Barkman had fourteen participants, Greenhorn Valley four, Pueblo West seven, Lucero fifteen, Giodone two, Lamb three, and Rawlings seventeen.
- Rawlings offered Lego Mania twice in January with 44 participants.
- Read Dog, Read! was held on January 23 with 49 participants.
- Preschool Dance Party – this exciting event is loved by kids and parents alike, and the library welcomed 33 participants.
- The Teen Advisory Board meeting on January 13 had sixteen participants.
- Nine teens enjoyed learning about recycling and ways to reuse old magazines in January.
- The library hosted a box of fossils and related information in collaboration with the Denver Museum of Nature and Science.
- Four Babytime programs had 41 participants, three Time for Tots programs had eighty participants, and seven Storytime events had 160 participants.
- Thirteen Head Start Storytimes were provided to 554 participants.
- A tour was provided to 56 Fountain Elementary students.
- Youth Services staff were part of Kids in the Kitchen event on January 24 with 311 participants.
- Tours were provided to 27 Cub Scouts, 68 from St. Therese, and 28 with the PCC Children's Literature Class.

BARKMAN LIBRARY

- Barkman Library had over 33,000 checkouts in the month of January, trailing only Pueblo West (37,344) and Rawlings.
- Paula Pryich (Librarian) visited CSU-Pueblo Preschool and Belmont Elementary where she visited with 85 students. She had a total of 22 attendees for Storytime.
- Rachel Bolt (Library Specialist) had a total of 22 for storytimes as well which include Time for Tots and Signing Stories.
- Barkman's Book Club read *For Love and Honor* by Leroy A. Miltner in January with ten participants attending that discussion.

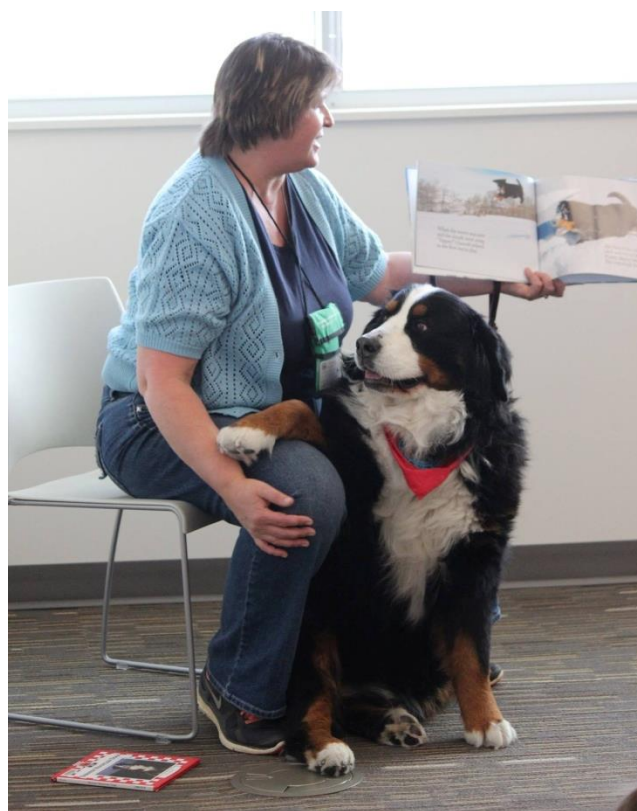
- Eighty-six attended Barkman's teen, craft, Snowy Day, and Read Dog Read programs.

GIODONE LIBRARY

- The Giodone Library was able to display four different artists, and hosted an art reception. The reception was promoted to the artist community and 50 people attended.
- Paula Pryich (Librarian) attended family night at Avondale and North Mesa Elementary to promote the Giodone Library.
- Lorina Messenger (Customer Service Representative) has been instrumental in providing weekly programs for tweens and teens, and had a high of seventeen attendees for her snow globe program, and thirteen in other craft programs.
- Paula Pryich (Librarian) continues to provide storytimes on Thursday mornings, and Giodone had an attendance high of twenty.
- Paula Pryich (Librarian) had a high of seventeen at the Avondale Satellite storytime.

GREENHORN VALLEY LIBRARY

- Four Time for Tots programs were offered with 71 attending, and four Storytime programs had 62 attending.
- GHV Library has also begun a new partnership with the Greenhorn Valley Tale Waggers with two events on January 3 and 23 to introduce the community to the volunteers and dogs for new weekly Read Dog Read programs.
- Travel Adventures this month took participants to China on January 9 with eleven attending.
- The Adult Book Club met on January 13 to discuss *The Goldfinch* by Donna Tartt with six participants.
- Lego Mania on January 16 had 36 participants.
- Mia Health and Wellness Series presented by Brenda Lea Vigil, CNC, CHS, facilitated a series of classes every Saturday in January about personal wellness with a total of 35 participants.
- Greenhorn Valley collaborated with the public library in Rye, New York, on Twelve Adventures with Flat Stanley with participants learning about Rye, New York, and making their own Flat Stanley characters to send along with a letter to a pen pal at the New York library.
- Sharon Rice (Library Specialist) offered storytimes for the morning and afternoon Preschool classes at Rye Elementary and has also been invited as a guest reader for Kindergarten. Three storytime programs had 44 participants.
- Students at Craver now have the opportunity to ride the bus to the GHV Library on Wednesdays after school. Theia Bravo (Librarian) is working with the Greenhorn Valley chapter of Volunteers for Change to provide structured programming for students on these days.
- Amy Martin (GHV Library Manager) attended the Rye High School faculty meeting on January 29 to share information about library resources and services that are available to students and educators.



Denise and Lennon from GHV Tale Waggers during storytime.

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- Amy Martin (GHV Library Manager) renewed PCCLD's membership in the Greenhorn Valley Chamber of Commerce and will represent the library at the annual dinner in February.
- Meetings held at the GHV Library included Art of Relaxation Yoga classes, D70 online instruction and testing for students, Girl Scout troop and leader meetings, Allied Wealth Advisors Social Security Seminar, and 4-H Club meeting. Some of these meetings are occurring before and after regular library hours.
- Beulah Satellite offered the Passport Kids program on January 16 with ten participants and a Pajama Storytime on January 3 with five participants.
- Amy Martin (Greenhorn Valley Library Manager) was recently appointed co-president of the Southern Colorado Reading Council (SCRC), a regional division of the Colorado Council of the International Reading Association (CCIRA).

LAMB LIBRARY

- Gate count at Lamb in January was 24,963 and circulation was 30,080. Both are healthy increases compared with January 2014.
- Programs included Thumb Tacky Art for tweens with six participants, Wall Appeal for teens with three, and a Snowy Day Party for families with nine. Adult programming included a meteorite presentation with twelve participants, Needlework Club with 24, and Zumba with eight. Storytime programs reached 158.
- Visits and Outreach included two school visits to South Park Elementary, a visit to Beulah Heights, and a visit to Goodnight Elementary. Visits were also made to Wynwood and LifeCare Senior Centers.

LIBRARY @ THE Y

- Four Time for Tot programs had 64 participants.
- Eight Storytime programs were offered with 172 participants.

LUCERO LIBRARY

- Alicia Griebel (Children's Librarian) presented preschool and toddler story time programs with total monthly attendance of 23.
- Alicia assisted Youth Services with these programs: Tween Thumb Tacky Art with 14 in attendance, Family Snowy Day Party with 23, and Teen Wall Appeal with 15.
- Visits were at 17,185 and circulation 17,251 including the Books a la Cart program.

PUEBLO WEST LIBRARY

- A financial literacy program was held to start the new year on January 24 with five people attending.
- The Mah Jongg club continues to meet most on Tuesday evenings. Four meetings were held in January with 28 attendees.
- OverDrive sessions were held on January 3 with five 5 attendees.
- Basic Computer Skills, Basic Internet Skills, Introduction to Microsoft Word, and Photos with Picasa each had five attendees.
- The Pueblo West Book Club met on January 26 with eight people attending.
- The Mystery Book Club met on January 22 with three participants.
- David Yeater displayed his photography in the gallery in January.
- Regular storytimes included four Time for Tots programs with 145 attending, four Baby Time programs with seven attending, and four Preschool Storytimes with eighty attending.
- The Read Dogs program at Pueblo West on January 16 had sixteen children participating.
- The centrally-scheduled "Snowy Day Party" took place on January 24 with thirty participants.
- Tweens made Thumb Tack Art on January 16 with five participating.
- Minecraft Lock-in party for tweens on January 30 had a full house of 27 participants.
- National Puzzle Day occurred on January 29, and about 25 kids participated in constructing jigsaw puzzles at the library through the day.

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- Lego Mania took place on January 10 with fourteen kids participating.
- Teens had “Writing on the Wall” program on January 15, which drew seven teens.
- The Anime Club met January 8 and 22 with 24 teens participating.
- The regular slate of volunteers continues to help out with special and routine projects.

FACILITIES

- Worked to resolve frozen water line problems at Greenhorn Valley.
- Helped with repair of AMH at Rawlings.
- Repaired roof at Rawlings.
- Repaired tractor snowplow.
- Supported four snow/ice days.
- Supported installation of new computer carousel desk at Barkman Library
- Set up after-hour meeting room access on the security door access systems at new libraries.
- Worked to resolve a glass breakage issue at Rawlings.
- Painted InfoZone wall.
- Completed 449 work orders and 125 meeting room set-ups.
- Installed anti-slip coating on dock.
- Set up sharp object containers at all libraries.
- Installed casters on book shelves at new libraries.

HUMAN RESOURCES

- Colorado minimum wage increased to \$8.23 an hour effective January 1. Nine employees were impacted by this change.
- PCCLD’s first organization-wide Pay For Performance cycle was completed, resulting in a 2.5% pay increase for 97% of all employees plus a one percent merit bonus awarded to 42% of supervisory and 61% of the non-supervisory staff.
- Employees in good standing in their position were sent a special “gift card” for an additional personal day in recognition of work performed in 2014 which they can take in 2015.
- New health insurance benefits became effective January 1.
- PCCLD announced a new Career Pathing Program for employees which includes an employee development plan and incorporates the education assistance program and acknowledges employee achievements.
- Terminations /Retirements:
 - Josh Halprin, Customer Service Representative at Pueblo West – voluntary termination.
 - Tracy Overton, Technical Services Assistant – temporary assignment ended.
- New Hires, Promotions and Lateral Moves:
 - Elizabeth Rose, Customer Service Representative at Pueblo West, hired 1/27/15.
 - Thea Martinez, Materials Handling Technician in Youth Services, hired 1/26/15.
 - Michael Thomason, PCCLD Substitute Pool, 1/1/15.
- Recruiting / Open Positions:
 - Technology Librarian, Reference and Readers Advisory, forty hours per week.
 - Technical Services Assistant, twenty hours per week.
 - Branch Manager, Pueblo West (Cindy Shimizu gave her notice for resignation).
 - Substitutes being hired for public services positions of Materials Handlers and Customer Service Reps.

INFORMATION TECHNOLOGY

- Prepared RFP for InfoZone theater upgrade.
- Exploring options for staff PC replacement.
- Working to smooth out new branch operations.

TECHNICAL SERVICES & COLLECTION DEVELOPMENT

- 10,422 items were added to the collection in January, and 4,011 items were withdrawn.
- Closed books on 2014 and commenced FY2015 for materials acquisitions.
- The department will establish Electronic Data Interchange materials acquisitions system during Q1.
- Lee Vigil (Mailroom) and Michele Myzia (Pueblo West Library Specialist) continue to work extra hours in Technical Services until the end of February to assist with work backlog.
- Daniel Gaghan (Collection Development/ILL Librarian) is working on better procedures for ILL.
- Paper notices from online system will discontinue on or about March 1. Other mailroom tasks are being reorganized. Fran Nelson is working extra hours in the mailroom until changes are complete.

GIFTS & GRANTS

- The following contributed to the Capital Building Campaign:
 - Alice Hill made a \$139 pledge payment for the Lucero Library
 - William Lucero made a \$100 pledge payment for the Lucero Library
- Tommy G Productions donated an in-kind gift of a PBR VIP Package with two tickets to the VIP dinner, PBR event and after-party.
- Barbi McDowell paid \$200 for the PBR VIP Package through the silent auction via email.
- Lorraine Njos gave \$50 through the online capital campaign.
- The Southern Colorado Community Foundation sent \$376.88 from the Lenore Chamberlain Fund
- Shelby Perry gave an in-kind gift of two copies of his children's book, *The Ocean That Wasn't*

STAFF DEVELOPMENT

- Twenty-eight staff attended SIRSI Upgrade training provided by Abby Koehler (Strategic Planner/Systems Librarian) at various locations in January.
- Natalie Gallegos (YS Library Specialist) attended webinar on "Program in a Box."
- Maria Kramer (Lamb Manager) attended a webinar on "Extreme Customer Service."
- Kayci Barnett (Giodone Library Manager) and Rachael Parlier (Giodone Customer Service Rep) attended a webinar on "Cool Tools for You and Your Library."
- Loretta Dilorio (YS Materials Handling Tech) attended library computer training on Microsoft Excel on January 13.
- Ellie O'Keefe (Teen Librarian) attended a webinar on "Developing Irresistible Programming."
- Forty-six staff attended OZ training on "Closing Accountability Gaps" on January 15.
- Kayci Barnett (Giodone Library Manager) attended a webinar on "LLAMA Thought Leaders Series: Ben Bizzle."
- Teresa Valenti, Peggy Bilger, Daniel Gaghan, and Pat Mascarenas (Technical Services & Collection Development) participated in SIRSI EDI webinar.
- Twelve supervisory staff attended a session on "2015 Key Results" presented by Abby Koehler (Strategic Planner/Systems Librarian) on January 22.
- Michael Cox (Public Services Director) attended a Project Management Workshop in Denver on January 28.
- Abby Koehler (Strategic Planner/Systems Librarian) attended a session on "Planning for Your Strategic Planning" provided by JVA Consultants in Denver on January 29.
- Susan Wolf (Idea Factory Coordinator) and David Hartkop (Technology Trainer) completed TinkerCad training on Lynda.com.
- David Hartkop (Technology Trainer) completed Arduino electronics tutorial workshops.
- David Hartkop (Technology Trainer) completed Makerbot Dual-Color tutorials.

- David Hartkop (Technology Trainer) completed learning Camtasia screen recording.

THANK YOU MESSAGES

- Diann Logie (Lucero Library Manager) received the following email from Roseanne Madrid at Risley International Academy: “I just want to say Thank You for your time and effort at our family night last Wednesday at Risley. Your support and service for our students and community is greatly appreciated. Although the weather hindered our attendance, your commitment was unwavering. Thanks so much for your generosity.”
- Diann Logie (Lucero Library Manager) received the following email from William Lucero: “I wanted to share with you this moving email I received today from Isaac Duran. I know Pat’s Mojo (Eva’s favorite saying) was part of the spirit that moved all of us to work hard for this library. But Eva, it was your unflagging efforts on behalf of the Eastside for years that brought this project to fruition. And now the work with the community begins. How fortunate we are to have Diann at the helm. We all know that Diann is just the person to make our dreams come true for all those families on the Eastside. So I share Isaac’s email with you. You made a dream come true. Bien hecho mis amigos.”

“You are absolutely right that the Library is a miracle. I visited the Library with my children the day after Christmas. They loved it and wished that it existed when they attended Parkview Elementary and Risley Middle Schools. My younger sister (a retired teacher and her husband a retired principal) had visited the Library earlier. She cried upon visiting the Library. She remembered that we only had two books and a set of encyclopedias. We longed to have more reading material!! When we arrived through the Safeway parking lot we thought the Library was closed! Then we saw two bicycles parked on the side. We then saw two cars parked on 7th Street. We entered expecting not to see hardly anyone. The place was crowded with youngsters reading in the study nooks and all the computers were being used. I talked to the Library worker at the desk and I was telling her about my sister crying. She told me her maiden name was Duran and grew up on the lower east side. She told me that she also was moved to tears upon seeing the Library. Upon seeing Pat’s pictures I became emotional. Pat dated my cousin one summer. (She lived next door to me.) Upon leaving, we saw several mothers walking to the Library with SEVERAL young children with them. It is truly a blessing to have the Patrick Arnold Lucero Library in our old neighborhood. Thank you for helping this miracle come true.”

Respectfully submitted,
Jon Walker
Executive Director