

PUEBLO CITY-COUNTY LIBRARY DISTRICT

Report of the Executive Director

Submitted to

The Library Board of Trustees

August 22, 2013

New Libraries Project

The new libraries construction ground breaking events have been scheduled to take place, as follows:

- 10 a.m., Wednesday, August 21, 2013, Greenhorn Valley Library
- 10 a.m., Wednesday, September 10, 2013, St. Charles Mesa Library
- 10 a.m., Tuesday, September 24, 2013, East Side Library.

2013 Annual Plan Update

We have reached the half-way point for the current year. The library administrative team has updated the annual plan, focusing on progress-to-date. In most areas, PCCLD is well positioned to accomplish the objectives set for the year. Good examples include the Library Enhancement Project (including AMH and RFID—Strategic Goal I, Objective A), digitization of Pueblo historical documents (Strategic Goal I, Objective B), an improved library catalog (Strategic Goal II, Objective A), expanded IT help desk services (Strategic Goal II, Objective B), building three new libraries (Strategic Goal III, Objectives A, B, C), moving to a pay-for-performance compensation system (Strategic Goal IV, Objective A), and implementing a call center (Strategic Goal IV, Objective J). Only one objective at this point has been identified as being delayed until FY2014—deploying new PCs throughout the district to replace existing PCs (Strategic Goal II, Objective G). A copy of the updated 2013 Annual Plan is provided.

RAWLINGS LIBRARY

Special Collections & Museum Services

- 5,632 visited the InfoZone in July. Year-to-date attendance is 34,139.
- 121 Document Delivery requests were answered in July. 1,584 items from the collection were used by customers in July. Data that identifies the types of items being used by customers is being collected in order to help assess the collections that are most used as one way to prioritize digitization projects. Charlene Simms (Special Collections Librarian) has been spending several hours per week working on the new branch library history wall project.
- The vertical files have been re-housed. Rocky Mountain Eye Center is donating mobile shelving units for use in the special collections vault. Staff is working to move items in the vault to make room for the newly donated shelving.
- James Boyle (Archive & Collection Coordinator) is processing archival collections and learning the Rocky Mountain Online Archive System.
- Pueblo Aerial Views have been added to the Digital Collections. Jen Koen (Digitization Coordinator) has been spending time digitizing materials for the history wall project and a collection of Mineral Palace photos.
- A presentation on PCCLD Digital Collections was given by Maria Tucker (Special Collections & Museum Services Manager) on July 24 to the Optimist Club with 25 in attendance.
- A tour of the InfoZone Museum and Special Collections area was provided to members of the board of directors of the Robert Hoag Rawlings Foundation on July 8.
- Upcoming exhibits include *Guatemala: Photographs by Kellie Cason O'Connor* and *The Road to the Promised Land: Martin Luther King Jr. and the Civil Rights Movement*, a traveling exhibition by Humanities Texas, the state affiliate of the National Endowment for the Humanities.

Executive Director Report August 22, 2013 – 2

- The InfoZone Museum held a program on July 5 on archaeology. The program was attended by ten.
- The InfoZone showed 25 films in July with 431 attending.
- Special Collections & Museum Services partnered with Reference & Readers Advisory to host the monthly Book Connections and a program on paper making.
- Maria Tucker (Special Collections & Museum Services Manager) co-presented a program on the history of the Flood of 1921 with Wade Broadhead on July 11. The program was attended by 63.
- The Veterans for Peace used the InfoZone for a meeting; there were eleven people in attendance.
- The Liberty Action Group used the InfoZone for a meeting; there were sixteen people in attendance.
- The Southern Colorado Tea Party used the InfoZone for the meeting; there were twelve in attendance.
- The Baha'i Faith used the InfoZone to host a conference; there were 25 people in attendance.

Reference & Readers Advisory

- Spanish classes taught by Barry Gonzalez (Volunteer) remain popular with eight classes offered in July.
- Maria Smyer (Hispanic Resource Coordinator) oversaw testing for students for English Language Learning classes that will be offered in September. More than 25 have been tested. Amber Pepin (Fundraising Manager/Grantwriter) authored a grant application to assist with funding ELL classes in 2014.
- Maria continues to offer children story times in Spanish at Rawlings. Attendance at these classes average twenty.
- Rebecca Reed (Librarian/Tech Trainer) continues to offer computer classes at the Rawlings Library. In addition, she has been working with staff and customers at Pueblo West.
- With the selection of Studiotrope Design Collective to coordinate design work on the Rawlings 2nd Floor enhancement project, a final contract is being negotiated and work is preliminarily scheduled to commence in September 2013.
- Two book and literature programs were offered during the month. Twenty people attended the July Book Connections Program, and 65 attended the Publishing and Book Fair where they visited with local authors and listened and participated in the author open-mic session.
- 36 people attended technology classes at the Rawlings Library in July. Rebecca Reed (Librarian/Tech Trainer) offered a variety of classes that covered many of the topics which our customers have asked about, including email, keyboarding, backing up documents, word processing, and job searching.
- An exhibit of landscape paintings by Terry Cates has been on display on the 2nd floor during July with a reception for the artist to be held on August 8.



July 10 - Mr. E led the kids in a mummy game – the “librarian” was the mummy

Youth Services

- Tween programs attracted 140 attendees. The most popular program for this month was Tie-Dye Design.
- 22 story times were offered totaling 502 attendees.
- Teen program attendance for the month of July was 49 total.
- Youth Services has given away 452 books for Book Blind Dating during June and July.

BARKMAN LIBRARY

- The end of July means the end of Summer Reading program events, and just like last years, events at the Barkman Library have been well attended. Barkman is averaging over 100 people at its summer reading events.
- Computer use at Barkman continues to climb and was up 60% for the month of June. Last year in June there were 2,598 users, and this year the number for the same month was 5,432.
- Barkman had its busiest day on Monday, July 29, with 1,050 visitors.
- Twelve participated in Barkman's June book discussion group at Barkman.
- Twenty enjoyed an ice cream making program at Barkman presented by Brendt Schofield on July 18.

LAMB LIBRARY

- Alicia Griebel (Children's Librarian) presented children's programs attracting 582 plus tween and teen programs for 233.
- Sharon Foote (Library Assistant) organized programs that attracted 83 people.

LIBRARY @ THE Y

- The Library @ the Y offered nine programs with 666 attendees. Gate count for the month was 5,574.

PUEBLO WEST LIBRARY

- 29 people attended the teen art show reception.
- An Overdrive session was held on Saturday, July 6 with twelve attending.
- Pueblo West's volunteer computer instructor resumed classes with 27 total attending four classes.
- Other adult programs attracted 52 people.
- Regular story times had 305 attendees, and other children's summer programming attracted 897 attendees.
- The tween programming had 124 attendees.
- Teen programming attracted 39 attendees.

COMMUNITY RELATIONS & DEVELOPMENT

- A partnership with the Pueblo Zoo has been established to check out zoo passes at PCCLD locations.
- PCCLD was represented at the latest meeting of the Risk Communication Network (RCN) on July 9. The RCN is a group made up of government and private agencies' public relations and information officers. Crisis communication and communication coordination are the goals of the group. There was a presentation/training on how to create videos and edit photos for Facebook. After the presentation, a discussion was held to evaluate the communications from the most recent fires in Southern Colorado.
- PCCLD's Intranet planning has commenced. A committee is responsible for providing feedback and sharing the plans for PCCLD's Intranet (employee website). The members will be taking suggestions from their respective departments about what features they would like to use on the new employee website. The group will continue to meet, and a new site will be launched before the end of the year.
- The Sangre de Cristo Arts and Conference Center invited PCCLD staff to meet on July 25. They would like to formalize the partnership between the two entities and have requested collaboration on a variety of projects. Janina Goodwin (Youth Services Manager), Susan Wolf (Special Events Coordinator) and Midori Clark (Director of Community Relations & Development) are working on details of several different programs that will be done with the arts center. More to come on this!
- A grant request of \$100,000 was submitted to the Gates Family Foundation on July 1. Mary Seawell, Grants Manager with Gates Family Foundation, visited PCCLD on July 23 to learn

more about the project. Jon Walker and Midori Clark took her on a tour of Rawlings Library and drove to the East Side and St. Charles Mesa sites.

OVERALL CAMPAIGN PROGRESS

	Pledge	Received	
Employees	\$19,476.00	\$5,224.00	
Boards of Directors	\$15,255.00	\$12,351.00	
Individuals	\$86,461.65	\$38,936.65	
Businesses	\$114,327.91	\$106,207.12	
Foundations	\$235,000.00	\$171,000.00	
Government	\$153,679.00	\$54,745.00	
Chamberlain Fund	\$45,000.00	\$39,500.00	
PCCLD Fundraiser (2011)	\$14,320.00	\$14,320.00	
	\$683,519.56	\$442,283.77	
Percent of \$ Pledged Received			64.71%
Goal	\$970,315		
Progress on Goal		70.4%	
Balance to Fundraise	\$286,795.44		

FACILITIES

- Continued transporting the Books in the Park Trailer to Bessemer Park and El Centro del Quinto Sol.
- Finished the Bee Hive Wall at the Rawlings Library with the newly installed directional floor map of the 1st floor which was modified and printed by Community Relations.
- Added some counter space on two of the new self-checkout stations at the Rawlings Library allowing customers space to place books and personal items while checking out library materials.
- Set up new key access power switch on the outer front doors of the Rawlings Library.
- Assisted with set-up for the Mesa Junction Art Bash. Facilities staff hung banners, set up tables and chairs, assisted food vendor with set-up, and completed an overall power wash and cleaning of the courtyard.
- Mechanical Tasking of building equipment at all library locations.
- A total of 479 work orders were completed district-wide.

HUMAN RESOURCES

- New health insurance program began on July 1 following the annual renewal process. A modest increase of 2.76% will be shared between PCCLD and employees. Insurance plans were continued with Kaiser Medical and VSP Vision. Delta Dental insurance was selected this year. Each plan was renewed for 18 months to change the renewal cycle from July to January, to coincide with the calendar year, simplifying planning and the deductible cycles.
- Pay for Performance meetings were set for managers and the Steering Committee to review results and options going forward.
- Change in Payroll/HR software vendor is under consideration.
- Library Job Description audit began and is expected to be complete by year end.
- Career Pathing Program presented to library administrators. Next step will be to present it to Public Service Managers.
- Terminations / Retirements:
 - Juliano Hernandez, Clerk I, Lamb – voluntary termination of employment.

Executive Director Report
August 22, 2013 – 5

- New Hires, Promotions and Lateral Moves:
 - Josh Halpin began working as part-time Clerk I at Pueblo West on July 1. He has over nine years of combined library experience from CSU-P Library, Penrose Community Library and Montana State Library. He is currently pursuing a degree from CSU-P.
 - Kayci Barnett, Circulation Supervisor, began work on July 8. Kayci holds a Master of Information Science (MLS) degree from the University of North Texas. She also has a Certificate in Digital Content Management and speaks Spanish and German. Her background includes eight years of experience in Circulation as Acting Manager and Team Lead with the Denton Public Library.
 - Joe'l DeYoung has been re-hired 30 hours per week as Human Resources Assistant beginning July 29. Joe'l holds an MBA with emphasis in Global Management; a Bachelor's in Business Administration and Associates degree in Marketing all from the University of Phoenix. She has background experience as a Human Resource Generalist and Recognition Specialist.
- Recruiting / Open Positions:
 - Youth Services Librarian with Early Literacy Emphasis
 - Teen Librarian (internal post)
 - Library Assistant, Lamb Library
 - Clerk I, Lamb Library
- PCCLD Volunteer hours for July totaled 1,802.55 hours, valued at \$36,501.64 (Estimated by Independent Sector's figure of \$20.25/hour for each volunteer hour contributed).
- The Volunteer of the Month for July is Alma Williams. Alma is 90 years young and volunteers at the Pueblo West Branch. This is what the staff had to say about her contributions. "Alma is a rock! And a rock star. She helps the Pueblo West Library keep up to date on the weeding list. She has also helped with numerous craft tasks for kids' programs. Despite having had some occasional health issues – she is 90 years old, after all! – she has such a strong commitment to volunteering at the library that she comes back right as soon as she is better. She has a positive attitude and loves coming to the library to help us. We all love and appreciate Alma and want to be like her when we're 90!"

INFORMATION TECHNOLOGY

- Continued moving users to Google Apps (approx 70 users or 50% have been moved) from Outlook.
- Selected MSN Communications from Network Consulting RFP to assist with Network Security, Performance and Redundancy.
- Assisted with new Call Center setup and configurations.
- Updated firmware in Jamex coin and bill to accept new \$5 bill for printing & copying services

OUTREACH SERVICES

- Renee Montano (Outreach Assistant) and Lorina Messenger (Clerk II—Avondale, Vineland, North Mesa) attended a services fair put on by the Center for Disabilities to raise awareness of the Homebound program.
- The Social Services building on the north side requested a Community Bookshelf at their location; it has been filled and is up and running.
- The program ran strong through July and was appreciated by Ray Aguilera in the form of a letter to Jon and a Pizza Party at the Bessemer Books in the Park location.
- The date for Satellite locations to open for the fall was established as August 12. Many locations still have some construction underway, but services and the school year are starting on time as of now.

TECHNICAL SERVICES & COLLECTION DEVELOPMENT

- 6,543 items were added to the collection in July, and 2,831 items were withdrawn.
- ILS Administrator Abby Koehler continues to work to prepare the new catalog discovery layer BiblioCommons.

Executive Director Report
August 22, 2013 – 6

- Rich Poll, Elizabeth Flores and Jill Deulen (Collection Development Librarians) continue to meet biweekly to develop Collection HQ.
- Collection Development librarians are working on a new digital video download service, which we hope to implement in 2014.
- Changes in PCCLD's print magazine subscription service vendor are underway. W.T. Cox will be the vendor, as we change from EBSCO, due to increasingly poor service from Ebsco. All change preparations have been made, and a smooth transition is expected in January 2014.

GIFTS & GRANTS

- Contributions and pledges received for the New Libraries included:
 - Marlene Bregar gave \$500.
 - Randall Pocius gave \$100.
 - James Stuart pledged \$750, and gave \$250 toward the pledge.
 - Jacquelin Sumption donated \$250.
 - Pueblo Community Health Center pledged \$1,000 for the East Side Library.
 - Health Access Pueblo, Inc. gave \$1,000 for the East Side Library.
- Scott Gregor donated \$200 for the Children's Puppet project in memory of his sister, Jennifer Gregor.
- Robert Hoag Rawlings Foundation contributed \$10,000 for the InfoZone News Museum.
- Southern Colorado Community Foundation provided \$849.87.

STAFF DEVELOPMENT

- Rebecca Reed (Librarian/Tech Trainer) attended Excel Basics & Beyond on July 9-10.
- Maria Kramer (Teen Librarian) attended a CALLI session on communication on July 26.
- Jill Deulen (ILL/Collection Development Librarian) and Jessica Archuletta (Technical Services Clerk) attended a series (4 hour-long sessions) of webinars for the upcoming changes to WorldCat. Most changes will occur on the staff side, with relative transparency to users, so not many problems are anticipated with the transition.

THANK YOU MESSAGES

- Jon Walker received a letter from Ray Aguilera which read, "Enclosed are some pictures of the last day of Books in the Park. I bought pizza and pop for the kids' last day. Thank you for remaining loyal to your commitment to this program. The school lunch program is also great for the kids. Your staff does a great job and show great patience and kindness with the kids. Thank you so much once again."
- Letha Mabry Steed sent an email to Tabitha Davis (Special Collections Clerk) which read: "Thank you, thank you! I just returned home to find your wonderful email with the attached obituaries! Perfect! I am so grateful and very appreciative of your taking your time to do this for me. Your kindness and professionalism together must make you an outstanding librarian. If I knew who was the head librarian there I would cc this email. Thank you again, and I will be sending a check to your library in appreciation."
- Scott Farrend from Parker, Colorado sent the following thank you note to Marilyn Baillargeon (Public Services Assistant): "Thank you very much for allowing the Department of Treasury to use your meeting room on June 28th. We had a very successful meeting."

Respectfully submitted,
Jon Walker
Executive Director