

PUEBLO CITY-COUNTY LIBRARY DISTRICT

Report of the Executive Director

Submitted to

The Library Board of Trustees

August 28, 2014

NEW LIBRARIES

The three new library buildings currently are on-track for substantial completion by contractor in mid-September at the Greenhorn Valley, late-September at the St. Charles Mesa, and October 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 the goal, which allows us to maintain what is a very tight budget. Issues at this time include the alley vacation at the Lucero site, completing naming opportunities at all sites, and drainage and site work at the St. Charles Mesa site. The new libraries continue to make good progress toward completion this fall. Stay tuned as we should announce grand opening dates next month.

HOMEWORK HOTLINE

PCCLD is working in collaboration with KTSC to host the TV program Homework Hotline this fall. PCCLD and KTSC piloted this effort earlier this year, and we'll be picking up where we left off with our Monday afternoon TV appearances. The program will air on most Monday afternoons each week into December, and will be hosted by various PCCLD employees. It is great exposure for all the wonderful resources and services we have at the library.

REFERENCE COUNTS UP 58%

PCCLD conducts a reference question survey three times annually and uses the average to report the annual reference transactions to the state and national data services. Efforts are made to insure each of the transactions are true reference questions and not just directional during the sample week in which the survey is taken. In July, staff reported 1,251 reference transactions during the reporting week. This is the highest number reported since October 2012 when the new reporting model was implemented and represents a 58% increase over the previous survey conducted in March 2014.

RAWLINGS LIBRARY

Special Collections & Museum Services

- July total attendance in the InfoZone was 6,259 and year-to-date attendance is 32,241.
- 259 document delivery requests were answered in July. 503 items from the collection were counted used by customers in June.
- PCCLD partnered with the Fray Angelico Chavez Chapter of the Genealogical Society of Hispanic America on an all-day workshop on July 26. The attendance was 156 people.
- The Science of Mystery Summer Reading Exhibit continued on the 4th floor with an attendance of 2,669 people. This exhibit will be taken down in late August getting ready for the "Fade to Pueblo's Past" photography exhibit.
- In partnership with the Pueblo German-American Club, the exhibit of Pueblo German artifacts continued on the 3rd floor with 3 programs throughout the month of July. It was very well attended with many positive comments and 1,394 attendees. The exhibit came down in late July.
- There were 30 movies shown with an attendance of 554.
- On July 1, Trivia night was held with three attending.
- On July 14-15, Cool and Creative Chemistry Science programs attracted attendance of 31.
- On July 18, an author signing with Donnell Ann Bell was held with nine attending.

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- On July 24, Cathy Shepherd (Museum & Special Collection Coordinator) held a “Making Mini Books” class with eleven attending.
- On July 10, an Art & Ecology Workshop was presented with attendance of 17.

Reference & Readers Advisory

- Technology Training
 - Rebecca Reed (Librarian/Tech Trainer) offered customer technology training, including sixteen throughout the district with 74 people attending. Skype Basics class was offered for the first time in The Idea Factory, which will be followed in August with classes on Craigslist, Snappy Hour Photography Apps, Scan It QR Scans, and Google Drive.
 - Rebecca has been developing staff training videos and many have been posted to the staff portal, including OverDrive layer in BiblioCommons, Suggested Purchases layer in BiblioCommons, Zinio, Freegal, Abode Digital Editions Set-up, EPUB formatted eReaders, and Kindle formatted eReaders. More videos will be added in the coming months.
- Hispanic Resource Center
 - The artist whose works are displayed in July is Luis Campos. Luis, originally from Michoacan, Mexico, expresses Mayan prophecies in his paintings.
 - On July 12, Maria Smyer (Hispanic Resource Coordinator) provided the program *Science of Savory Ceviche* at the Rawlings Library. Eighteen people attended this tantalizing program.
 - The new volunteer Spanish Instructor is Arian Bonetto who lived in Argentina before coming to Pueblo. The new session of classes began on July 8 with 49 students attending.
 - On July 9, Maria and Deb Krauth (Business Librarian) hosted a coffee break for members of the Latino Chamber of Commerce. Fifty people attended.
- Adult Literacy Program
 - During July, twelve volunteer tutors provided approximately 109.5 hours of individual and group tutoring, and contributed a total of 154.5 volunteer hours to the Adult Literacy Program. Three new volunteers began tutoring. There are 28 active students in the program. Six new students were tested, and eight students are on the wait list for a tutor.
 - Two new students attended the introduction to GED testing on July 28.
 - One new tutor was oriented to the program on July 16.
 - The Adult Literacy Class met five times in July with 32 attendees.
 - The Reading Club met five times in July with twelve attendees.
 - The Speak English Conversation Club met three times in July with 12 attendees.

Ask Us Online Reference								
Type	Jan 2014	Feb. 2014	Mar. 2014	Apr. 2014	May 2014	June 2014	July 2014	Totals
Checked out material Problems	2	1	5				1	9
General Library Inquires (Hours, book suggestion, services, etc.)	11	13	30	27	44	18	19	162
Interlibrary Loan	3			3	4	2	4	16
Library Feedback/comments	2	6	8	1	5	6	3	31
Library Product (OverDrive, OPAC, Database, etc.)	10	6	12	8	17	8	13	74
Patron Account	22	37	17	19	18	17	21	151
Program/Event	4	2	5	3	9	3	3	29
Reference (General Reference, Local History, Genealogy)	11	17	19	17	23	7	14	106
Total	65	82	96	78	120	61	78	580

- Rebecca Reed (Librarian/Tech Trainer) offered her first program in The Idea Factory called *Some Like it Hot: DIY Sriracha*. Ten participants attended the program.
- Susan Wolf (Literacy Coordinator) organized Origami Odyssey with the Origami Club that took place on July 23 in The Idea Factory. Eight people attended.

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- Carol Rooney (Reference & Readers Advisory Manager) presented The Idea Factory to a group of seven representatives from various groups in the city that provide services and programs to children and families. Some of the groups represented were from Catholic Charities and Headstart.

Youth Services

- This year's PCCLD youth summer reading program participation is the highest ever recorded. By the end of July, we had over 7,047 individuals registered, which is a 28 percent increase compared with 2013.
- Centralized youth programming efforts are seeing very positive results as the Youth Services department oversees a growing number of events at all PCCLD locations.

BARKMAN LIBRARY

- Barkman had 732 in program attendance through the month of July.
- Barkman circulation was higher than ever with over 38,810 checkouts.
- Barkman received six new iPads and four laptops to circulate to customers. Overall public computer use at the library has increased significantly this year, up 44.5 percent compared with the same period in 2013.

LAMB LIBRARY

- Lamb circulation was higher than ever with over 30,983 checkouts.
- Program attendance at Lamb continues to shine this year. To date in 2014, attendance is up 38 percent compared with 2013.
- Computer use at Lamb is up significantly. 6,700 computer users were recorded in July 2014 compared with 4,718 in July 2013.

PUEBLO WEST LIBRARY

- Public computer use at Pueblo West this year continues a bit above 2013 (up 1.2 percent year-to-date).
- Program attendance has increased significantly compared with last year (up 32.1 percent year-to-date).

LIBRARY @ THE Y

- Visits and use of the Library @ the Y continues at a lower overall pace this year as physical problems with the building has resulted in overall lower use of the facility.
- The Library @ the Y is a key component of the new PCCLD Call Center, and it is fielding a significant number of telephone calls as the first point of contact for the district.

OUTREACH

- The Risley, Craver and Rye satellites closed on July 31 after a successful summer of service. Beulah Satellite will begin its fall schedule on August 5 and will be staffed by Renee Montano Wednesdays from 2-6 pm and Fridays 8 am-12 noon. Beginning August 13, Lorina Messenger will staff the Avondale satellite 3-7 pm on Wednesdays and 8 am-12 noon on Fridays.
- Books a la Cart continues to run smoothly. During the month of July, Books a la Cart filled additional requests from local teachers to provide books for classroom libraries. We also worked with the Department of Social Services to create a browsing library at the new Social Services office.
- There are currently 14 Homebound Program volunteers and 24 Homebound customers. This program will transfer to Rawlings Reference & Readers Advisory department this fall.

FACILITIES

- Continued set up of Books in the Park program at Minnequa Park in Bessemer and El Centro del Quinto Sol weekly.
- Continued monthly setup of the Art Bash at the Rawlings Library and setup of a spray paint art program in the parking lot of the Rawlings Library.

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- Worked on the landscaping improvement plan with additional decorative rock into tree islands. Continued landscape duties district-wide with curb line cleaning, weed whacking, lawn sprinkler maintenance, tree trimming, bush and shrub trimming and general grounds cleanup.
- Worked with local elevator inspectors and elevator service vendor on completing mandatory testing with all systems passing.
- Set up a new audio/video studio for Community Relations on 3rd floor at Rawlings.
- Working with vendor on resealing and restriping the parking lots at the Rawlings Library with a tentative completion in August.
- Worked with Community Relations on fundraising efforts of Libraries for Life with setup at each of three new libraries for special events.
- Set up with the City of Pueblo Fleet Department a series of scheduled dates on providing preventive maintenance on the district's four vehicles.
- During the month of July, a total of 452 work orders were completed district-wide.

HUMAN RESOURCES

- Terminations /Retirements:
 - Chadwick Reich (Lamb Materials Handling Technician) terminated employment on July 8.
 - Charles Gouge (Vineland Satellite Substitute) terminated employment on July 18.
 - Catherine Fox (North Mesa Satellite Substitute) terminated employment on July 18.
 - Julie Canterbury (Rye Satellite Substitute) terminated employment on July 18.
 - Karla Brown (South Mesa Satellite Substitute) terminated employment on July 18.
 - Karen Olson (Risley Satellite Substitute) terminated employment on July 18.
- New Hires, Promotions
 - Florence McKercher hired as Human Resource Generalist on July 3.
 - Kayci Barnett to be promoted to St. Charles Mesa Library Manager effective this fall.
 - Elizabeth O'Keefe to be promoted to Teen Services Librarian effective this fall.
 - Lorina Messenger to be promoted to Library Specialist for the St. Charles Mesa Library this fall.
- Lateral Moves and Other Changes
 - Alicia Griebel will serve 20 hours per week at the Lamb Library and 20 hours at the Patrick Lucero Library effective when the new library opens.
 - Paula Pryich will serve 20 hours per week at the Barkman Library and 20 hours at the St. Charles Mesa Library when the new library opens.
- Recruiting / Open Positions
 - Materials Handling Technician in Reference & Readers Advisory, part-time 20 hours/week
 - 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
 - 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.
- PCCLD Volunteer hours for July totaled 1,834.12 hours, valued at \$40,607.42. (Estimated by Independent Sector's figure of \$22.14/hour for each volunteer hour contributed). The Volunteer of the Month for July was Carrie Heck, Adult Literacy Volunteer. The following is what the Adult Literacy team had to say: "Carrie has been volunteering as an adult literacy tutor since 2011. She is dedicated to helping her students achieve their goals. She is also active in tutor meetings and in sharing her experiences and knowledge with others. We are very fortunate to have Carrie as an adult literacy tutor!"

INFORMATION TECHNOLOGY

- Streamline staff image for multiple hardware platforms.
- Troubleshoot Finance Office software issues.
- eRequester server upgrade.

TECHNICAL SERVICES & COLLECTION DEVELOPMENT

- 5,883 items were added to the collection in July, and 5,822 items were withdrawn.
- Reallocated laptops from Rawlings to branches after new laptops were added to Rawlings circulating collection.
- Work is underway to modify processes and physical set-up in Technical Service in line with consultant recommendations.
- A new “Suggest for Purchase” module is being tested. It will be tested and refined throughout August to ensure full functionality by September 1.

GIFTS & GRANTS

- The Rawlings Foundation has provided a \$35,000 grant to fund two digitization projects in Special Collections & Museum Services.
- Priscilla Lucero provided an in-kind gift valued at \$20 for the Blacktie Ball.
- Julie Rodriguez provided an in-kind gift valued at \$20 for the Blacktie Ball.
- Cold Stone Creamery of Pueblo made an in-kind contribution valued at \$10,200 for the summer reading program.
- Menchie’s Yogurt made an in-kind contribution valued at \$200 for the summer reading program.
- Southern Colorado Community Foundation distributed \$631.05 from the Chamberlain Foundation.
- Anonymous contributions of \$396 were made.
- Craig Horlacher provided an in-kind gift to Special Collections.
- The following donations were made for the new libraries:
 - Lyndell Gairaud made a \$100 pledge payment.
 - Donna Pickman made a \$100 pledge payment.
 - Bill Bailey made a \$500 donation.
 - Jim Lewis made a \$500 donation.
 - George Autobee made a \$20 donation.
 - Southern Colorado Community Foundation provided a \$3,500 grant.
 - Wells Fargo Foundation provided a \$1,000 grant.
 - William Lucero made a \$100 pledge payment.
 - Jeff Chostner made a \$500 pledge payment.
 - Alice Hill made a \$139 pledge payment.
 - Jennelle Chorak made a \$1,000 pledge for the St. Charles Mesa Library and made a \$500 payment.
 - The Greenhorn Valley Library Fundraiser brought in the following contributions:
 - Anonymous contributions of \$41.
 - Pamela Arwine donated \$25.
 - Margaret Barber donated \$150.
 - R.J. Black Schultz donated \$250.
 - William Dickerson donated \$100.
 - Lee Foss donated \$200.
 - Maclovio Gallegos donated \$1,000.
 - Cathy Hoffeld donated \$100.
 - Virginia Hood donated \$20.
 - Susan Ingraham donated \$250.
 - Isabel Jirik donated \$50.
 - Susan Kalman donated \$30.

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- John Kenney donated \$50.
- Wayne Knight donated \$50.
- Eloise Martucci donated \$25.
- Terry Milsom donated \$10.
- Jim Montalbano donated \$50.
- Larry Phillips donated \$100.
- Nancy Romine donated \$50.
- Sangre de Cristo Volunteers for Change donated \$200.
- Grace Snell donated \$200.
- Rose Sterk donated \$100.
- Mary P. Swords donated \$250.
- Bessie Vollmer donated \$100.
- Patti Wadlington donated \$100.
- Beverly Wilson donated \$30.
- Jacque Wachob donated \$100.
- Dorothy Ohlsen donated \$20.
- Wallace Rice donated \$2,500.
- P. Michael Voute donated \$4,000.
- Brian P. Weisz donated \$250.
- The Patrick A. Lucero Library Fundraiser brought in the following contributions:
 - Jerry Cantrell donated \$25.
 - Anonymous contribution of \$25.
 - Pat Denney donated \$20.
 - Juanita Guerrero donated \$10.
 - Gloria Gutierrez donated \$50.
 - Doris Kester donated \$100.
 - Land Title Guarantee Company donated \$500.
 - Mary Lindenmuth donated \$5.
 - Eva Montoya pledged \$500.
 - Cynthia Ortiz Fuentes donated \$1,000.
 - Sal Pace donated \$25.
 - Caroline Parsley donated \$100.
 - George Rivera donated \$50.
 - Julie Rodriguez donated \$500.
 - Jessica Weckx donated \$25.
- The St. Charles Mesa Library Fundraiser brought in the following contributions:
 - Anthony Nuñez made a \$2,500 pledge and made a \$500 payment.
 - Greg Clark donated \$100.
 - John Mark Koch donated \$100.
 - Dolores Montano donated \$20.
 - Otero Family donated \$50.
 - Jim Papish donated \$100.
 - Rebecca Sudduth donated \$20.



STAFF DEVELOPMENT

- Susan Wolf (Literacy Coordinator) viewed Bibliocommons, Request for purchase, Freegal, Zinio staff training videos.
- Twenty-five staff from Technical Services, Finance, Admin, Community Relations, and IT attended OZ training on “Operating Above the Line” on July 10.
- Sara Rose (HR Director) attended the Mid-level Obesity Steering Committee meeting at the Health Department on July 14.

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- Cathy Shepherd (Museum & Special Collection Coordinator) attended a webinar on July 17 for Content DM Basic Skills Class 2.
- Thirty-five staff from Barkman, Pueblo West, Youth Services, and Circulation attended OZ training on “Overcoming Obstacles” on July 21.
- Carol Rooney (Reference & Readers Advisory Manager) *Adult Library Programs Gone Mobile* on July 30.

THANK YOU MESSAGES

- Terry R. Hawkings wrote: “Easy to renew a book with good instructions for a first time user.”
- Anita L. Sandoval wrote: “The website for the library is easy to use. I have found titles of many movies and books from my home. Great job.”
- Merilee Thompson wrote: “Certainly easy to find a book and put it on hold at the location most convenient for me!”
- Lyn Marie McCarty wrote: “Super helpful warm and welcoming staff at Pueblo West Library! Thanks.”
- Amy Laura Maez wrote: “Very well organized and helpful staff.”
- John J. Kogovsek wrote: “I would like to commend and compliment the staff of the Pueblo West Branch of the Library District. I have been enjoying and appreciating their professional services and helpfulness since the days of the former library there. Each and every one of the staff there is a credit to the Library District. It is always a pleasure to visit there. My congratulations and thank you to these wonderful and welcoming professionals!”
- Richard Lee Covington wrote: “I enjoy the site and it is very easy to navigate. I’m new to Pueblo and although I’m not very impressed with the public transit system, the library and its services have and continue to impress me. Thank you.”
- Tracey Mattoon wrote Maria Tucker (Special Collections & Museum Services Manager): “Congrats. Working on your maternity leave many not have been ideal, but it did pay off with \$35,000 for your department. They want to fund both projects. Official letter/check to come. I’ll send it to Jon’s attention with a copy to you. Thanks again for taking the time to do the requests and report.”
- Rich Poll (Collection Development Librarian) received a \$100 bill with an anonymous note reading: “When I was a kid, many years ago, I took some books from the library and did not return them. I would like to make restitution for that now. I hope you can use this money to buy books for the library.”
- Michael Cox (Public Services Director) received an email from Sara McKinsey: “I am writing this email to relate the very positive experience I had with one of your employees the other day. I brought my granddaughter, Kileen, to the library to receive her rewards for completing her required reading for the summer reading program. We were warmly greeted by a very pleasant Ms. Goodwin as we approached the desk in the children’s area. Ms. Goodwin pulled out all the stops as she lavished praise on my granddaughter for participating in the program. She conversed with Kileen, and cheerfully explained all of the prizes my granddaughter had earned. Due to the welcoming demeanor of Ms. Goodwin, Kileen and I both left the library feeling like we were important guests—well cared for and affirmed. Please relay my thanks to this fine employee for her professionalism and enthusiasm! Workers like this deserve extra recognition! With sincere thanks for your wonderful reading program and for a great experience.”

Respectfully submitted,
Jon Walker
Executive Director