

PUEBLO CITY-COUNTY LIBRARY DISTRICT

Report of the Executive Director

Submitted to

The Library Board of Trustees

December 12, 2013

Rawlings 2nd Floor Enhancement Project

Rawlings 2nd Floor Enhancement Project progress continues with design development and construction estimating now completed. Construction documents are being prepared by the architectural firm. The remodeling is expected to occur in January and February. Services on the 2nd floor of the Rawlings Library are expected to be severely disrupted for a period of about one month. Staff is making plans now on how to provide services during the construction period. The 2nd floor renovation project includes new floor and wall finishes throughout, the addition of a technology "geek" area and a defined Maker Space, and the incorporation of design features to make best advantage of the new facilitated service model popularized earlier this year at other library locations. Total cost of this project is expected to be \$305,000. Partners on this project are Studiotrope Design Collection and H. W. Houston Construction.

All Pueblo Reads *The Help*

The ninth annual All Pueblo Reads project wrapped up in November. The Booklovers Black Tie Ball and the public author presentation/signing were the last events of the project. The 2013 Black Tie Ball was held on November 9 with guest author Kathryn Stockett. Attendance was 232, a 12% increase over 2012. Overall, 2013 All Pueblo Reads was successful, and a full report on this year's project will be provided to the Trustees in January.

Three New Libraries

The three new libraries' project is moving forward with construction commencing. The expectation is the libraries will be completed in time for opening to the public in October 2014.

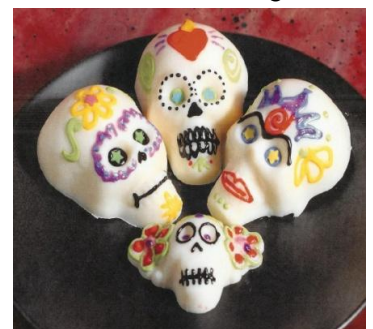
RAWLINGS LIBRARY

Special Collections & Museum Services

- The InfoZone Museum total attendance in November was 3,423, bringing year-to-date attendance to 47,021.
- 74 Document Delivery requests were answered in November. 905 items from the collection were counted used by customers in November.
- Charlene Garcia Simms (Special Collections Librarian) nominated the Kit Carson Last Will and Testament for Colorado's Most Significant Artifacts. It was selected as a finalist, and now the public will be able to vote in order to nominate the top ten.
- Two Nonprofit Resource Center Webinars were held in November with seven attendees at each webinar.
- Two genealogy classes were held in November with eight attendees in each class.
- On November 3, a presentation on Emmet Till as part of the All Pueblo Reads programming was held in the InfoZone Theater, and a total of 38 were in attendance.
- On November 5, a Created Equal Discussion was held in the InfoZone with seven attending.
- On November 7, a needle felting class was offered in the InfoZone with 28 in attendance.
- During November, eleven films were screened in the InfoZone Theater to a total of 223 people.

Reference & Readers Advisory

- In collaboration with the InfoZone, a children's movie *La Leyenda de la Llorona* was shown for Dia de los Muertos. Hot chocolate and



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Pan de Muerto, a traditional bread for Day of the Dead, was served. There were 17 people in attendance.

- Spanish Classes were held every Saturday with instructor Barry Gonzalez. There were a total of forty students in attendance for the month of November.
- There are Beginning and Advanced Level English Language Learner (ELL) classes offered in the morning and in the evening. Total attendance for the month of November was 68.
- Every Monday, the library provides a bilingual program for children from 0 to 3 years of age. This month there were 27 in attendance.
- The library is currently working with United Volunteer Activists of Southern Colorado to offer citizenship classes. Attendance this month was 84.
- In November, the library received 75 questions through the AskUs e-mail service.
- Rebecca Reed (Librarian Tech Trainer) continued offering tech training. Thirteen classes were offered for customers district-wide, including topics such as OverDrive, BiblioCommons and Publisher. A total of 37 people attended programs at all locations.
- Rebecca Reed (Librarian Tech Trainer) is offering “Book a Librarian” sessions. During these sessions, customers receive one-on-one assistance with technology questions. During November, Rebecca held eight one-on-one appointments.
- Thirteen volunteer tutors provided approximately 179 hours of individual tutoring to 15 students, and contributed a total of 268 volunteer hours to the Adult Literacy Program.
- Susan Wolf and Fruto Soto hosted four 2-hour “Speak English!” Conversation Club meetings in November. Attendance continues to range from five to twelve students.

Youth Services

- Tweens were invited to decorate sugar skulls, make skull pendants, enjoy Mexican hot chocolate, make tissue paper marigolds and paint their faces for the Dia de Los Muertos Celebration on November 2 with sixty attendees.
- The Indigenous Film Screening for teens on November 7 had forty attendees.
- The teen Book Cover Contest reception on November 14 was attended by 23.
- On November 19, a Preschool Dance Party featuring Elmo and the Cookie Monster had eighty attendees.
- A Fandom Party was held on November 22, and 45 teens gathered to celebrate Dr. Who and Catching Fire with games and crafts.
- The library hosted the Great Turkey Standoff on November 27 with 57 attendees.
- Teens had a Game Demo with Chaos Games on November 29 with seven attendees.
- Routine programs included four Baby Time programs with 85 attendees, three Bilingual Time for Tots programs with eight attendees, five Family Storytime programs with 46 attendees, nine Preschool Storytime programs with 141 attendees, five Time for Tots programs with 99 attendees, and three Teen Advisory Board meetings with 46 attendees.
- On November 6, Sit Means Sit provided an opportunity for children to read to dogs with twenty attendees.
- On November 14, stories and checkout opportunities were offered at the Sangre de Cristo Arts Center before the performance of FROGZ! with fifty attendees.
- Maria Kramer (Teen Librarian) facilitated a discussion of *The Watsons Go to Birmingham* and *The Help* at the Pueblo School for Arts and Sciences on November 20 with 87 participants.
- Virginia Holman (Early Literacy Librarian) hosted a “How to do Storytime” class at PCC on November 20 for the Children’s Literature Class.
- Maria Kramer visited Craver Middle School on November 21 to demonstrate the 3-D printer.
- Natalie Gallegos (Library Assistant) represented the library at the Riverwalk Lighting Extravaganza on November 29.
- Holiday Stories were provided at the Sangre de Cristo Children’s Museum for four days in November with 110 attending.

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- Youth Services staff provided storytimes for Headstart classes for four days in November with a total of 543 attendees.

BARKMAN LIBRARY

- The new centralized phone service continued to reduce phone calls at Barkman with only 128 calls in October. This allows staff to spend more time working directly with customers in the library, rather than answering the phone every several minutes.
- Twelve people enjoyed the book discussion in November on *The Walk* by Richard Paul Evans.
- After weeding approximately 60,000 items in the past four years at Barkman and reducing the collection from a high of 80,000 items to the current 50,000 level, Barkman is now moving into the next phase of fine tuning the collection based on the recommendations of the software program Collection HQ. The focus of Collection HQ is to feature more popular items on the shelves that have a higher off-the-shelf checkout rate.
- A jobs workshop was hosted by Deborah Krauth (Business Librarian) from Pueblo West on November 13. Barkman's customers got to enjoy a hands-on workshop on how to write a resume and learn other job skills.

LAMB LIBRARY

- Alicia Griebel (Children's Librarian) presented a series of storytimes for toddlers and children, plus programs for teens and tweens.
- Kirsten Dees (Library Assistant) hosted a program for adults on job searching.
- Diann Logie (Lamb Library Manager) traveled to Seattle to attend the PeaceTrees Vietnam Luncheon and also attended the Vietnam Delegation Thanksgiving dinner at Bob Stokes' home, met the board of directors at a special dinner in a Vietnamese restaurant, and visited their home office as well.

LIBRARY @ THE Y

- Gate count in November was 2,626. The Library @ the Y received 569 calls as the primary back-up to the Rawlings Call Center.
- Dia de Los Muertos at the Library @ the Y had five attendees.
- The Library @ the Y hosted 8 Preschool Storytimes with 203 attendees.

PUEBLO WEST LIBRARY

- OverDrive training was held on November 2.
- Pueblo West offered a photography class on November 2 on how to make photos interesting.
- Amy Martin (Literacy Librarian) offered a program "Tools for the GED."
- Rebecca Reed (Librarian Tech Trainer) offered tech training during the month.
- Deborah Krauth (Business Librarian) hosted a job search session on November 14 called "Five easy pieces, biographies for the job search."
- The weekly computer classes continue to be popular. Because of the holiday, only three basic classes were offered with ten attending those classes.
- Time for Tots was held on Tuesdays with two programs and a total of 154 attending. Baby time was held on Thursdays with fifteen attending. Preschool Storytimes were offered on Thursdays with 73 attending.
- A fingerprint art program was held on November 1 with 28 people participating.
- A family Lego program was held on November 9 with twenty people participating.
- A Tween program was held in conjunction with the CSU-Extension program, which was an outdoor treasure hunt using GPS on November 15 with fourteen participants.
- The Great Turkey Standoff program was held at Pueblo West on November 29 with seventeen attending.
- The teens had a Nerd Night program on November 21.
- The Anime Club met once this month with seven attending.

COMMUNITY RELATIONS & DEVELOPMENT

- PCCLD sponsored a breakfast for thirty public relations/public information officers on November 13. The event was held by the Risk Communication Network/Southern Colorado Press Club to promote communication across organizations with the purpose of getting the community ready in the event of a large-scale emergency or crisis.
- Rocky Mountain PBS/KTSC invited PCCLD to participate in their weekly “Homework Hotline” television show. Each Monday, a representative of the library appears on the show, which airs from 4:00-5:00 p.m., to highlight parts of the collection or programming that would appeal to middle school students. This joint venture started September 9, and continued through November with Maria Kramer (Teen Librarian) promoting library programs on Homework Hotline on November 18.
- On November 22, Midori Clark (Community Relations & Development Director) presented to the Latino Leadership class on “Effective Communication.”
- The library was awarded a grant of \$10,000 from the Temple Hoyne Buell Foundation for the new libraries and continues to apply for other grant opportunities.
- Black Tie Ball ticket sales brought in \$18,060. The library received donations of \$405, in-kind donations of \$1,698.99, and silent auction proceeds of \$2,530. Sponsors included:
 - Friends of the Library gave \$10,000 for All Pueblo Reads and \$1,500 to provide 15 CSU-Pueblo students scholarships to attend the Black Tie Ball.
 - H.W. Houston Construction contributed \$2,500.
 - Black Hills Energy contributed \$2,500.
 - Wells Fargo and Wells Fargo Insurance Services contributed \$1,000.

Overall Foundation Campaign Progress

	Pledge	Received
Employees	\$19,476.00	\$5,224.00
Boards of Directors	\$16,455.00	\$14,801.00
Individuals	\$96,051.65	\$48,526.65
Businesses	\$147,375.03	\$142,207.12
Foundations	\$330,000.00	\$181,000.00
Government	\$210,174.00	\$54,745.00
Chamberlain Fund	\$45,000.00	\$39,500.00
PCCLD Fundraiser (2011)	\$19,820.00	\$17,320.00
Anticipated 2013 BBB income	\$20,995.00	
	\$905,346.68	\$503,323.77
Percent of \$ Pledged Received		55.59%
Goal	\$970,315	
Progress on Goal	93.3%	
Balance to Fundraise	\$64,968.32	

HUMAN RESOURCES

- Pay-for-Performance meetings continued during November with managers and employees.
- **Recruiting / Open Positions:**
 - Marketing Coordinator – Rawlings, full-time
 - Facilities Specialist – part-time
 - Adult Literacy Coordinator – Rawlings, full-time
- PCCLD Volunteer hours for the month of November totaled 1,552.25 hours, valued at \$31,433.06 (Estimated by Independent Sector’s figure of \$20.25/hour for each volunteer hour contributed). PCCLD Adult Volunteer hours for November were at 779.25 hours, and

Teen Volunteers contributed a total of 89 hours for the month. Books Again Volunteers contributed an estimated 664 hours, and 20 hours were contributed by the Trustees.

- The Volunteer of the Month for November is Mary Helen Sandoval who volunteers for the Barkman Library.

INFORMATION TECHNOLOGY

- Building and testing of new Citrix PVS environment to better manage desktop PCs throughout the district.
- Working on configuration for new OPAC clients to replace current devices throughout at all library locations.
- Working with network consultants to improve network resiliency and security.
- RFP submitted to upgrade AV technology in Ryals Room.

OUTREACH SERVICES

- Amy Martin joined the Outreach team as the new Outreach Manager on November 18.
- Renee Montano (Outreach Assistant) continues to recruit volunteers and homebound customers. Amy and Renee are analyzing practices and procedures to further streamline homebound services.
- Lorina Messenger (Satellite Clerk) continues to deliver books to the Community Bookshelf locations.
- The Books in the Park program has been reassigned to Youth Services, and the program planning guide has been given to Janina Goodwin (Youth Services Manager).
- Amy Martin (Outreach Manager) has scheduled site visits to each satellite during the month of December to meet building principals, tour the libraries, and provide BiblioCommons and Hoopla training to satellite staff.

TECHNICAL SERVICES & COLLECTION DEVELOPMENT

- 5,195 items were added to the collection in November, and 5,821 items were withdrawn.
- End-of-year activities have begun, including backorder cancellations and coordinating invoice dates for January 1, 2014.
- Elizabeth Flores (Collection Development Librarian) is overseeing piloting a new format Bookpacks. These contain a variety of items focused on one title or subject. Bookpacks will be in the collection by January.
- Jill Deulen (Collection Development/ILL Librarian) is managing the Hoopla video streaming project and will oversee launch of that service to the public on December 18. She is currently conducting training sessions for staff across the district.
- Jill Deulen hosted Reference USA training. Jill will host another Reference USA session for the business community in March.

GIFTS & GRANTS

- The library received a \$4,000 grant from Colorado Creative Industries.
- Wells Fargo of Pueblo donated \$500.
- Thirty-five contributions totaling \$5,840 were received for the All Pueblo Reads Black Tie Ball.
- The library received 20 in-kind contributions from donors for the Silent Auction.
- The end-of-year campaign brought in 11 contributions totaling \$910.
- Contributions received for the New Libraries included:
 - The Friends of the Library paid \$3,500 for the East Side Library land match.
 - Land Title Guarantee donated \$500.
 - H.W. Houston paid \$30,000 pledged last month.
 - Temple Hoyne Buell Foundation grant of \$10,000 was received.

STAFF DEVELOPMENT

- Barkman staff attended training on databases provided by Rebecca Reed (Librarian Tech Trainer) on November 7.

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- Chris Brogan (Chief Financial Officer) attended the Pueblo Government Finance Officers Meeting on November 14.
- Pueblo West staff attended training on Youth databases provided by Rebecca Reed (Librarian Tech Trainer) on November 14.
- Managers and supervisors attended OZ Training on November 14.
- Janina Goodwin (Youth Services Manager), Virginia Holman (Early Literacy Librarian) and Maria Kramer (Teen Librarian) attended Collection HQ training presented by Elizabeth Flores (Collection Development Librarian) on November 14.
- Maria Tucker (Special Collections & Museum Services Manager) attended a Digital Preservation workshop at the Auraria Library on November 14.
- Peggy Bilger, Patricia Mascarenas, Mike Davis, Tracy Overton and Teresa Valenti attended an LOC bibframe webinar regarding bibliographic record structure and display in RDA on November 19.
- Ruth Mondragon (Accountant) attended the CGFOA Conference in Breckenridge on November 19-22.

THANK YOU MESSAGES

- Sandy Daff (as Executive Director of NeighborWorks of Pueblo) sent an e-mail note to Jon Walker which read: "...I just read through the Library's newsletter and just had to say that, darn I'm impressed. Way cool things appealing to a broad audience. We are blessed to have such great libraries!"
- Following his presentation of "The Bloodiest of Battlegrounds: Emmett Till and Civil Rights in the South" on November 4, Scott Gage (CSU-Pueblo Department of English and Foreign Languages) sent an e-mail to Maria Tucker (Special Collections & Museum Services Manager) and Rob Donovan (Museum & Special Collections Coordinator) that read: "...I wanted to send a quick note thanking you both again for your help coordinating my talk on Monday night. It was a fun and meaningful experience for me; I hope it was for you all as well. Also, I wanted to thank you all for what you bring to Pueblo. I still feel like I'm relatively new here, but I've quickly come to realize how invaluable the library is to this community. Thanks again..."
- Customers continue to provide feedback on BiblioCommons with the following comments:
 - "Thank you for allowing us to use both the Rawlings Library and the Pueblo West."
 - "Easy to maneuver through quickly."
 - "Thanks for always being here for me."
 - "Think done (sic) an excellent job with all the upgrades and remodeling. The system has really made it very convenient and simple to use. Really enjoy the library and all the workers, they are very friendly and knowledgeable."

Respectfully submitted,
Jon Walker
Executive Director