

# **PUEBLO CITY-COUNTY LIBRARY DISTRICT**

## **Report of the Executive Director**

### **Submitted to**

### **The Library Board of Trustees**

**December 11, 2014**

#### **NEW LIBRARIES**

The Greenhorn Valley Library became the first of the three new PCCLD libraries to open. The ribbon cutting ceremony took place on November 12 followed by a special grand opening celebration on November 15. Both events were well supported with more than 1,000 people at the Saturday event. The Tom L. and Anna Marie Giodone Library opened to the public the following week on November 18 with very large attendance at the grand opening programs. Final work continues on the Patrick A. Lucero Library with the opening on track for December 9.

#### **EXCEEDING KEY RESULTS: A TEAM EFFORT**

This year we are shattering each of our key result records. Already through November: PCCLD has checked out more books and other materials than ever, program attendance is at an all-time high, and digital use is off the charts. We also are on the verge of going over the top for the number of people visiting our libraries. What is even more impressive about these accomplishments is there is still one full month remaining in 2014. This looks like a record-breaking year all around! Congratulations to the members of the PCCLD team who work so hard and in common purpose on this very impressive achievement. I hear often from the members of the community we serve about our great public libraries.

#### **RAWLINGS SPECIAL COLLECTION EARNS TOP HONORS**

PCCLD houses a collection of personal papers of Dr. Richard W. Corwin (1852-1929). The collection was recently awarded honors as one of *Colorado's 2014 Top Ten Significant Artifacts*, selected by Colorado Connecting to Collections. This is the second year PCCLD has been awarded this honor. The Corwin collection is preserved in the Rawlings Library's Special Collections. The papers are fully digitized and available online through the library's digital collections at <http://pcclddigitalcollection.contentdm.oclc.org/>. The collection features newspaper clippings, special events, newsletters, personal letters, awards and client statements. Dr. Corwin was the chief surgeon for Colorado Coal & Iron Company (CC&I), later Colorado Fuel and Iron Company (CF&I). As chief surgeon of the CF&I Medical Department he oversaw the development of Minnequa Hospital, constructed in 1902, which is now known as St. Mary-Corwin Medical Center.

#### **RAWLINGS LIBRARY**

##### **Special Collections & Museum Services**

- November attendance in the InfoZone was 3,202, and year-to-date attendance is 45,624.
- 252 Document Delivery requests were answered in November. 704 items from the collection were counted used by customers in November.
- Staff is working to digitize and document one *Pueblo Chieftain* to establish metrics for in-house processing, inventory volumes and pages, document cost and timeline for outsourcing, and develop project plan for *Pueblo Chieftain* Digitization pilot project.
- Staff is currently creating the metadata for 200 digitized oral histories. Target date for completion of initial upload is January 15, 2015.
- Vera Estrada provided three genealogy classes in November on *Introduction to Family Tree Maker* with 17 participants.
- Charlene Simms (Special Collections Librarian) provided a genealogy workshop for ten people on November 5.

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- George Obrien provided a class on assistive technology on November 6 for three participants.
- Charlene Simms presented the history of Josefa Jaramillo on November 13 to the Pueblo County Historical Society with 78 in attendance.
- Maria Tucker (Special Collection & Museum Manager) and Charlene Simms participated in the Bridging Borders Fellowship grant program on November 5 with fifteen in attendance.
- The InfoZone featured 28 films in November attended by 228 viewers which included Thanksgiving Break movies.
- The InfoZone held an Aztec Calendar presentation on November 17 with a total attendance of 65.
- The Lionel Trujillo book signing on November 20 had a total attendance of fifty.
- The InfoZone hosted an EPIC (Executives Partnering to Invest in Children) event on November 20 with a total attendance of sixty.
- Cathy Shepherd (Museum & Special Collections Coordinator) provided a program in the Idea Factory to make Mini Book Jewelry with nine participants.
- The 3<sup>rd</sup> floor featured a Native American Heritage Month exhibit on display through November.
- In the InfoZone, *A Walk With Hemingway*, an exhibit by Shawn Vidmar Devine in conjunction with All Pueblo Reads was on exhibit through November.
- Maria Tucker is establishing ideas for video multi-media content to be added to the RFP for technology and theater upgrades in the InfoZone funded by the Rawlings Foundation.
- Maria Tucker will participate on the leadership team for an NEH funded project. *Dodging the Memory Hole* was established at a forum at the Reynolds Journalism Institute/MU. The team will advance work in Awareness, Standards & Practices and Legal Framework of preserving Digital Newspapers.

### Reference & Readers Advisory

- The Hispanic Resource Center Art Reception on November 14 attracted forty people. Local artist for November and December is Linda Cate's southwest photos of Colorado and New Mexico.
- Bilingual storytime for children attendance was 24.
- The library celebrated Día de los Muertos (Day of the Dead) on November 1. The day included a film, altar contest, face painting, crafts and more. Total attendance was 150.
- The English Language Learner (ELL) program currently serves students from Angola, Brazil, Columbia, El Salvador, Guatemala, Mexico, Panama, South Korea and Venezuela. November attendance was eighty.
- Spanish classes with instructor Barry Gonzalez continued throughout the month with ten in attendance.
- US citizenship classes continued in collaboration with United Volunteer Activists of Southern Colorado with 120 attending. A recognition ceremony for the citizenship class was held on November 17 with 55 attending.
- Currently there are 27 Homebound customers and 13 volunteers.
- During November, sixteen volunteer tutors provided 125.5 hours to the Adult Literacy Program. There are currently 27 active students in the program. Three new students were tested, and there are six students on the wait list for a tutor.
- Special Adult Literacy events attracted fifty people to classes, reading and writing clubs and orientation programs.
- Origami Odyssey took place on November 9 and 19 with sixteen people attending.

### Youth Services

- YS staff performed *Fractured Fairytales* at six locations during Thanksgiving week. Barkman had 21 participants, Giodone thirteen, Greenhorn Valley twelve, Lamb 34, Pueblo West 23, and Rawlings 36.

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- An innovative tween program was developed called *Post-It Party* where tweens could create all kinds of things with post-it notes, including murals, interactive voting, covered people with post-its to see how many would be needed to cover one person and origami. Barkman had two participants, Lamb thirteen, Pueblo West two, and Rawlings 21.
- *Harry Potter*, *Dr. Who*, and *Divergent* programs attracted two at Barkman, Lamb six, Pueblo West 21 and Rawlings 26.
- Craft programs: Barkman had 62, Giodone sixty, Greenhorn Valley 71, Lamb 247, Library @ the Y 135, Pueblo West 123, and Rawlings 337.
- *Read Dog, Read!* was offered on November 14 and 28 with a total of 61 participants.
- The *Preschool Dance Party* on November 15 had sixteen participants and was offered in conjunction with the Literacy Fair.
- Other events included babytime storytimes with 27 participants, Time for Tots with 62 participants, preschool storytimes with 67 participants, and Teen Advisory Board meetings with 45 participants.
- Head Start events were held on November 18 and 20 reaching 255.
- Youth Services participated on the Homework Hotline on November 3, 10 and 17 with an estimated 150 viewers.
- All Pueblo Reads outreach made ten visits reaching 297 participants.
- Visits to the Library from HIPPY had 31 participants and a YMCA storytime with 24.
- Youth Services had a table at the My Youthlink event at Rawlings on November 4 reaching 150 participants.
- Stories were provided at the Holiday Lighting Extravaganza on the Riverwalk on November 28 reaching 130 participants.



### **BARKMAN LIBRARY**

- The Barkman library held its first Minecraft Program on November 14 with 37 participants.
- Other successful programs included Learning to Crochet with twelve participants and Fractured Fairy Tales performed by Youth Services with 21 attendees.
- The Book Club discussed *The Husband* by Dean Koontz.
- Barkman began a new storytime on Thursday mornings after the Time for Tots program. Rachel Bolt (Library Specialist) will be doing Signing Storytime which brings stories alive with books, puppets, rhymes, and songs.
- Barkman had over 35,500 circulations in November.

### **GIODONE LIBRARY**

- Paula Pryich (Librarian) and Lorina Messenger (Library Specialist) are working on programming for the branch, and a full month of activities are planned for December.
- Programs in November included the Ribbon Cutting on November 18 with 651 attending and the Grand Opening Celebration on November 22 with more than 1,000 participating. Thanksgiving Crafts were offered throughout Thanksgiving week with 60 participants. Fractured Fairy Tales with the YS Crew was held on November 24 with 13 attending.
- A scanner was purchased for Avondale so they can check in and out without having to type in barcodes manually, and strategies for increasing attendance were discussed. Paula Pryich (Librarian) will host storytimes at Avondale on Fridays starting in December.

## GREENHORN VALLEY LIBRARY

- 65 people braved sub-zero temperatures to join the ribbon cutting ceremony.
- There was standing room only at the grand opening celebration on November 5 and 1,127 visitors walked through the doors to enjoy the festivities during the day.
- Regular Programs offered in November included Time for Tots with 23 participants, Preschool Storytime with fifteen participants, and Lego Mania with 37 participants.
- Theia Bravo (Librarian) hosted the first book club with three participants, featuring Donna Tartt's Pulitzer Prize winning novel, *The Goldfinch*.
- Special programs featured Turkey Craft kits for all ages during the week of Thanksgiving with 123 participants, Fractured Fairytales were offered on November 24, and Thanksgiving crafts for youth during the week of Thanksgiving with 95 participants.
- Using the travelling kit provided by Youth Services, Theia Bravo brought *All Pueblo Reads* to Craver Middle School on November 19, engaging 26 students in discussion of this year's YA pick, *The Invention of Hugo Cabret*.
- These groups used meeting rooms: Allied Wealth Advisors Social Security Seminar and a book signing by local author Terry Jarbo on November 28 with ten participants.
- At the Beulah Satellite, Lego Mania was offered on November 17 with fifteen participants.



## LAMB LIBRARY

- Gate Count in November was 23,661 and the meeting room was used 38 times.
- Lamb hosted a Tanki Lock-in on November 22 with nineteen participants.
- A Teen Fandom Party was held on November 18 with six participants.
- *Medicare, Medicaid and Beyond* was offered on November 4 with five attending.
- *Who Gets Grandma's Yellow Pie Plate?* on November 5 was attended by five.
- Time for Tots programs had 67 participants. Preschool Storytimes had 46 participants.
- Thanksgiving Crafts were offered with 247 participating.
- Lamb participated at Beulah Heights Parent Night on November 6 reaching 31.
- School visits were also made to South Park Elementary with 67 and Beulah Heights on November 20 with 58.

## LIBRARY @ THE Y

- Two Time for Tot programs were offered with 37 participants.
- Four Storytime programs were provided with 85 participants.





## **PUEBLO WEST LIBRARY**

- On Election Day, November 4, almost 2,500 people dropped off ballots at the library.
- Deborah Krauth (Business Librarian) participated in *Senior Blue Book Networking* on November 24 with nine participants.
- The Mahjongg Club meeting had fifteen participants.
- OverDrive sessions were offered on November 8 with one attending.
- Computer classes were offered on Basic Computer Skills with five attending, Microsoft Word with six.
- The Pueblo West Book Club met on November 24 with sixteen participating. The Mystery Book Club met on November 16 with six participants.
- In the gallery for November, James Wolnick displayed his fantastical paintings, which are always a big draw for folks with 995 people admiring the work.
- Time for Tots programs had 92 attendees, Baby Time had 38, and Preschool Storytimes had 49.
- Reading Dogs were at Pueblo West twice in November with 18 children reading with them.
- Pueblo West held a Minecraft Lock-in party on November 14 with 26 kids.
- Tweens had a Post-It Note party on November 21 with two participants.
- Teens had a “Fandom” party, celebrating all things Dr. Who and Harry Potter, among other teen pop-culture icons on November 20 with 21 teens attending.
- The Anime Club met twice with 28 teens attending.

## **COMMUNITY RELATIONS**

- Gross earnings for the 2014 Booklovers’ Black Tie Ball was nearly \$27,000! Here's the breakdown:

Regular ticket sales	8,200
Friends ticket sales	6,720
General donations	1,334
Sponsorships	9,000
Silent auction sales	<u>1,725</u>
Total	26,979

## **FACILITIES**

- Assisted with opening of Giodone and Greenhorn Valley Libraries, trained on new libraries’ mechanical systems, and established trash, snow and pest control services.
- Winterized all lawn sprinkler systems.
- Helped with snow removal on two days.
- Cleaned graffiti at Rawlings, Lamb, and Pueblo West.
- Completed 569 work orders.
- Investigated glass breakage at Rawlings Library.
- Investigated Pueblo West lighting problems.

## **HUMAN RESOURCES**

- The employee health benefits renewal process was completed.
- The performance evaluation process was changed to same-month organization-wide in November.
- HR organized two full-day training sessions for new employees who work in the new libraries.
- A “We Give Thanks for Our Employees” homemade card and cranberry loaf went out to all employees for the Thanksgiving Holiday.
- Promotions:
  - Maria Kramer was promoted to Branch Manager for the Lamb Library.
  - Elizabeth O’Keefe was promoted to Teen Librarian in Youth Services.
  - Abby Koehler was promoted to Strategic Planner/Systems Librarian.

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- Sarah Meador was promoted to Library Specialist for the Lucero Library.
- New Hires:
  - Ashton Lujan, part-time Materials Handling Technician, Barkman.
  - Megan Petersen, part-time Materials Handling Technician, Special Collections.
  - Sean Webb, part-time Materials Handling Technician, Lucero.
  - Susan Marks, part-time Materials Handling Technician, Reference & Readers Advisory.
- Lateral Moves and Other Changes:
  - Diann Logie began her new role as Branch Manager for Lucero Library.
  - David Hartkop made a lateral change from the part-time E-Marketing Coordinator to part-time Technology Trainer.
  - Alicia Greibel's hours were restructured to serve 20 hours/week each as a Branch Librarian for Lamb and Lucero Libraries.
  - Paula Pryich's hours were restructured to serve 20 hours/week each as a Branch Librarian for Barkman and Giodone Libraries.
  - Angelica Trujillo will now divide her time to serve 20 hours/week each at Lucero Library and Circulation at Rawlings as a Customer Service Representative.
- Recruiting / Open Positions:
  - Accounting Specialist – Rawlings
  - Customer Service Representatives (2) – Circulation
  - Technology Librarian – Reference & Readers Advisory
  - Adult Literacy Coordinator – Reference & Readers Advisory
  - E-Marketing Coordinator – Community Relations
- PCCLD Volunteer hours for November totaled 1,575 hours, valued at \$34,870.50.
- The Volunteer of the Month for November is Mary Sandoval. The following are comments submitted by Barkman staff: "Mary is always so helpful and she will go out of her way to help us out, and she is very kind to our patrons here at Barkman as well. Thank You Mary for everything you do it sure makes a big difference making our Library give the best service as possible." "Mary deserves recognition for the time and energy she gives to the Barkman Library. We couldn't do it without her!"

## **INFORMATION TECHNOLOGY**

- Finalized IT installs at Greenhorn Valley Library and Giodone Library.
- Started installation at Lucero Library.

## **TECHNICAL SERVICES & COLLECTION DEVELOPMENT**

- 14,908 items were added to the collection in November, and 4,398 items were withdrawn.
- Opening day collection work completed at Greenhorn Valley and Giodone Libraries.

## **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
  - Friends of the Libr4ary made a \$760 pledge payment for the History Walls
  - Jeff Chostner made a \$500 pledge payment
  - The Frank I. Lamb Foundation made a \$25,000 grant payment
  - Renee Montano made a \$400 payment by payroll deduction
  - Donna Pickman made a \$50 pledge payment
- The following contributions were made to the Booklovers' Black Tie Ball:
  - Susan Bernal donated \$25
  - Black Hills Energy donated \$800
  - Midori Clark donated \$80
  - CSU-Pueblo donated \$1,600
  - Cheryl DeLong donated \$80

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- Chelsea Frantz donated \$240
- Friends of the Library donated \$1,520
- John Hardy donated \$50
- Clifford Howe donated \$10
- Clifford Howe donated \$30
- Barbara Jameson donated \$200
- Lyndsay Moore donated \$100
- Amber Pepin donated \$30
- Donna Pickman donated \$25
- Donna Pickman donated \$450
- Scot Potts donated \$160
- Julie Schwartz donated \$110
- Barbara Vidmar donated \$50
- The Friends of the Library made the following additional contributions:
  - \$3,000 for the newsletter
  - \$14,976 for grant requests
  - \$10,000 for All Pueblo Reads

### **STAFF DEVELOPMENT**

- All Greenhorn Valley and Giodone staff attended Customer Service Training with Michael Cox.
- Jen Koen (Digitization Coordinator) and Tammi Moe (Librarian Archivist) attended a Genealogy Workshop on November 5 taught by Charlene Simms (Special Collections Librarian).
- Gigi Holman (Early Literacy Librarian) attended SPELL (Supporting Parents in Early Literacy through Libraries) Training in Salida on November 6-7.
- Twenty-six staff attended follow-up OZ training on “Overcoming Obstacles” on November 6 presented by Teresa Valenti (Technical Services & Collection Development Director).
- Tammi Moe (Librarian Archivist) attended a “Sharing Colorado’s Unique Digital Collections” Forum in Denver on November 13. She may participate in a committee to participate in the “Digital Public Library of America.”
- Maria Tucker (Special Collections & Museum Services Manager) attended a Society of Rocky Mountain Archivists Board Meeting in Denver on November 19. Maria is the current President of the organization.
- All Greenhorn Valley Library staff completed a self-paced Webinar by Pat Wagner on “The Message is in the Details: Nonverbal Communication”

### **THANK YOU MESSAGES**

- The Lamb staff received the following note from Suellen Levy: “I have really enjoyed participating in the All Pueblo Reads activities, including the display, DVD and novel you provided. This month-long event has been wonderful!”
- Donna Easdon wrote the following: “We are so fortunate to have such a great library service in Pueblo. Staff is always so helpful, and I appreciate that so very much. Thank you for all you do.”

Respectfully submitted,  
Jon Walker  
Executive Director