

# **PUEBLO CITY-COUNTY LIBRARY DISTRICT**

## **Report of the Executive Director**

### **Submitted to**

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

**September 22, 2011**

#### **CENTERS FOR NEW INFORMATION TECHNOLOGY**

PCCLD will be pleased to unveil its Centers for New Information Technology on October 1 at both the Barkman and Rawlings Libraries. The Centers will feature laptops, iPads, and Nooks to be available for checkout to the public. In addition, the Centers will feature downloadable books for community members to read on the eReader of their choice. These new services are made available with grant funds from the United States Department of Commerce, the Bill and Melinda Gates Foundation, the Friends of the Library, and the Frank Lamb Foundation.

#### **ANNUAL PLANNING RETREAT**

Senior staff, members of the employee steering committee, and trustees attended the annual planning retreat held at the Mountain Park Environmental Center on August 11. Through a brainstorming and consensus building process, the following top goals were identified for 2012:

- Improved security
- RFID
- Technology training / Ongoing comprehensive training plan
- Eastside Library
- Digitization plan
- Marketing
- Increase usability of satellites with internal courier
- Pay for performance / Recognition of excellence
- Evaluate staffing patterns and work processes
- Culture of giving
- Kiosks
- Centralized adult programming

Library administrators now are refining these and other objectives into a draft action plan for 2012 to be presented to the trustees in October.

#### **RFID**

RMG Consultants, Inc., was awarded a consulting services contract to assist PCCLD with developing planning and procurement for an RFID and automated materials handling system. The consulting firm will begin its work in Pueblo in October. The firm's work will include preparing an RFP to select an RFID vendor and assistance with selecting the best, lowest cost response to the RFP. A PCCLD RFID project team has been formed. The team is headed up by Richard Tucey (Special Projects Librarian) and also includes Charles Hutchins (IT Director), Dan Romero (IT Systems Specialist), Teresa Valenti (Technical Services and Collection Development Director), Abby Koehler (ILS Administrator), Jane Palmer (Director of Public Services), Janina Goodwin (Circulation Manager), and Chris Brogan (CFO). It is anticipated that Rob McGee, President of RMG Consultants, Inc., will be present to address the Trustees regarding this project at their October meeting.

#### **RHONDA GONZALES APPOINTED AS PCCLD TRUSTEE**

PCCLD is pleased to announce the selection of Rhonda Gonzales, CSU-Pueblo's Dean of Library Services, as the newest member of the PCCLD Board of Trustees. Ms. Gonzales has 22 years of professional experience working in libraries. She began her career as a catalog technician at Colorado College, and has served as CSU-Pueblo's Dean of Library Science since 2003. Gonzales has held various positions including reference/instruction librarian, substitute

reference librarian and systems librarian. Ms. Gonzales holds a master's degree in library and information science from Simmons College in Boston, MA.

### **GOVERNMENT DOCUMENTS**

An objective for 2011 is to reconsider PCCLD's government documents services. A committee of PCCLD staff, headed by Amy Nelson (Literacy Librarian) has been working on this project. Final steps on this objective are in the works at this time. The recommendations include PCCLD dropping its status as a federal documents depository and entering into a collaborative relationship with the library at CSU-Pueblo where there already exists a more robust collection of tangible and digital federal documents. Unlike PCCLD, however, CSU-Pueblo is not a state publications depository, and PCCLD will take on greater responsibility in this role including adding all state publications to PCCLD's catalog and providing access to state document digital content. This collaborative arrangement should offer the community greater access to federal and state publications via this significant collaboration between the two institutions. The current timeline calls for the project to be completed during the first quarter of 2012.

### **INTERLIBRARY LOAN**

InterLibrary Loan (ILL) services are undergoing some transformation. The service is being moved from under the auspices of the Rawlings Readers Advisory and Reference Department to Technical Services and Collection Development. ILL purposes and processes fit more properly with collection development activities. As part of this change, both a librarian and a clerk are being hired to work on ILL and collection development matters. Until those jobs are filled, Brian Palomar and Varina Kosovich (Library Assistants) will continue working with ILL in the Readers Advisory and Reference Department. In August, ILL loaned 745 items and borrowed 224 items.

### **SUMMER READING WRAP-UP**

The 2011 Summer Reading program concluded on August 13. Events this year ranged from story times and one-to-one reading tutoring to a touring Afro-Cuban drummer and Native American storyteller/magician. Total attendance this year reached 20,036. This represents nearly an 18% increase over 2010.

### **PAIGE'S NEWSROOM INTERACTIVE SOFTWARE**

PCCLD has entered into a sole-source agreement with CD Meyer, Inc. This agreement calls for CD Meyer, Inc., to work with the InfoZone News Museum to design, code, and consult on the creation of an interactive computer program for use in a touch screen computer kiosk at the museum. The kiosk unit will use CD Meyer's proprietary point2explore educational program called Paige's Newsroom. The total cost of this contract to PCCLD is \$15,474 and is being purchased with a grant from the Rawlings Foundation. It is anticipated the work by CD Meyer, Inc., will be completed before the end of the year.

### **2-1-1 PROJECT**

The library's ARCH/211 staff continues to work updating the ARCH/211 database since picking back up on this project earlier this year in April. Through August 31, library staff members have updated the records for 98 community agencies, including the addition of eighteen new agencies to the database. This work is being done under an

agreement between the Pueblo City-County Library District and the Senior Resource Development Agency (SRDA), whereby SRDA is funding a six-month library project to update the ARCH/211 community resource database. The project is expected to continue through September 16, 2011.



### **NESBITT PICNIC**

The Nesbitt Committee organized a picnic at the zoo on Sunday, August 7 for staff, volunteers, Board members and their families.

### **PUBLIC LIBRARY ASSOCIATION LEADERSHIP PROGRAM**

Teresa Valenti (Director of Technical Services and Collection Development) has been selected to participate in the Public Library Association's *Results Boot Camp*. This prestigious program is scheduled this year to take place in Nashville, TN, October 18-22. Training focuses on results that matter with attention to management tools and techniques to improve library services and programs, including strategic planning, data-driven decision-making, effective resource allocation, implementation strategies, and change management. Congratulations, Teresa!

### **RAWLINGS LIBRARY**

#### **Special Collections and Museum Services**

- 32 Document Delivery requests were answered in August. Requests this month included obituary, genealogy, research requests and use/purchase of historic photos. Employees are currently using SIRSI to mark items used in order to track in-house use since the collection does not circulate. This will help provide more accurate statistical information regarding the use of the collection. The first report shows 1,237 items used in August.
- The inventory of the oral history audio tapes is complete and is now being entered into a database.
- Conservator Karen Jones will be conducting a two-day site visit and collections survey on September 8-9. She will submit a final report with recommendations. This collections assessment is being funded by a grant from the Colorado Historical Records Advisory Board.
- Abby Koehler (ILS Administrator) has converted the obituary database information that is currently in SIRSI into a data file, and department staff is working to proofread the 150,000 entries in order to develop a more useful and user-friendly database.
- Photographer John Wark is currently photographing the historic newspaper articles in order to make digital images for the upcoming "Touch History" Exhibit.
- Staff has begun work with Quatrefoil Exhibit Design to begin the development of the Touch History timeline exhibit. This will require staff to research events, gather digital content from the collections and write exhibit text.
- A monthly workshop covering Genealogy Basics was offered to the public with ten people attending.
- Charlene Garcia Simms (Special Collections Librarian) presented to the Southeastern Genealogical Society about Special Collections and Museum Services. The presentation was attended by fourteen.
- Attendance in the InfoZone Museum in August was 2,025. Year to date attendance is 19,916.
- The InfoZone showed nineteen films with 208 attending.
- The Metropolitan Church and Liberty Action Group used the InfoZone for meetings.
- The InfoZone hosted a performance titled "The Women of Pueblo's Past," which was attended by 130 people.
- The InfoZone hosted a Smokey the Bear birthday party in partnership with the U.S. Forest Service which was attended by 65 people.
- Two tours attracted thirty people.
- The Freedom Group was attended by 20 people.
- *The Colorado Heart Gallery* exhibit will continue on display until August 30.
- For Constitution Day, September 17, the InfoZone is planning a series of activities, including screenings of *1776*, *Liberty's Kids*, and a Constitution bingo game.

### **Readers Advisory and Reference**

- Barry Gonzales continued teaching Spanish Language Lessons in August. Four classes were held in August with 6-12 students attending each session.
- During August, four adult literacy volunteer tutors provided approximately 140 hours of individual tutoring to five students. In addition, Christina Sanchez (Literacy Aid) facilitated four discussion group sessions with three participants.
- The Nook pilot project continues to be popular with library customers. The Nooks continue to be placed on hold, and so far only two have been returned later than the three-week circulation period.
- Volunteers are assisting with open lab computer training sessions and provide customer assistance on computers while they work at the 2<sup>nd</sup> floor Internet computers.
- Andrew Bregar (Emerging Technology Librarian) offered four classes in August. Five people attended Computer Basics Classes offered on August 9-10, and eleven students attended Introduction to MS Word Classes on August 23-24.
- The weeding emphasis for the Readers Advisory and Reference Department for the month of August was VHS movies and books on tape. The entire collection of VHS tapes was deleted from the collection in August, and half of the books on tape were removed. Weeding of the remaining books on tape will continue in September.

### **Youth Services**

- Youth Services provided eight programs serving 233 people.
- Susan Graham, Volunteer from the SRDA Foster Grandparent Program, provided one-to-one reading tutoring for 87 youth.
- Groups requesting building tours and information about Youth Services included Heritage Elementary, Southern Colorado Writers Group, and a YMCA Day Camp.

### **BARKMAN LIBRARY**

- Barkman's volunteers provided 79 hours of work in August.
- Barkman programming numbers for August included 133 attendees.
- The August book discussion group featured the book *Becoming Animal: An Earthly Cosmology* by David Abram. Twelve adults participated in the book discussion program presented by Renee Tryon.
- The August display case featured the works of the Bronte sisters. Barkman patron, Wendy Mullen, provided the antique books and photographs from her personal collection of the literature and memorabilia of this famous writing family from the 19<sup>th</sup> century.

### **LAMB LIBRARY**

- Displays for the month included If you like Barry Eisler..., Anita Brookner Books, Lawmen of the Old West, Cooking with Your Favorite Food Network Stars, Preserving Nature's Bounty, Diane Chamberlain Books and P.T. Deutermann Books.

### **PUEBLO WEST LIBRARY**

- Door count for the month was 19,490. The Pueblo West Library hosted 56 non-library meetings during August. Some of the groups using the rooms included Music Makers and Provost Academy.
- Deb Krauth (Business Librarian) hosted a program called "Affording College through Education Cents" on August 30. This was a presentation by a representative from the College Department of Higher Education to give prospective college students and their parents advice on paying for college.
- Pueblo West offered two canning programs provided by the CSU Extension, one on water-bath canning on August 18 and the second on pressure canning on August 25. Seventeen people attended.
- Pueblo West had one teen program in August, "Marvelous Music for Teens." Eight teens attended the program, which was run by Piano Marvel tutor, Chris Brown.

## Executive Director Report

September 22, 2011 – 5

- The Anime Club met on August 11 and 25, with fifteen attending.
- There is a new teen club at Pueblo West, which was formed by former volunteer, Brianna Hicks. The library is sponsoring the club, and teens meet every Thursday to just get together and be crafty. Attendance is good, and several teens have signed up as volunteers. Three meetings in August were attended by 41 people.

### **LIBRARY @ THE Y**

- The Library @ the Y provided nine programs serving 185 people. The monthly gate count totaled 1,584.
- The kids in the Y Before and After School Program from District 70 made back-to-school “Apple Tree” paintings using their hands.



### **FACILITIES**

Facilities staff continued with day-to-day activities and also completed the following:

- Completed the installation and setup of two six-station computer pods located at the Barkman Library and the Rawlings Library located on the 3<sup>rd</sup> floor public wing. Stations were fastened together, and new CAT-6 cabling and electrical circuits were installed to accommodate the additional computer load.
- Assisted with the completion of the Books in the Park program, the cargo trailer which carried carted books and supplies for the program were placed in storage, and the cargo trailer was placed back in the storage area at 622 South Union.
- Worked on a plan to remodel the Bret Kelly Room. This project is part of the 2011 Annual Plan. The 1,500 square-foot room will be divided into two separate meeting rooms with audio/visual equipment to be added in the future. A completed RFP and floor plan layout were posted to the library's web page under open bids.
- Started work on plans to implement a recycling program at each library location. Streamlined recycling to recycle paper, cardboard, glass, aluminum cans, fluorescent lamps, etc. Draft requests to bid are completed.
- Continued Mechanical Tasking with the building HVAC and mechanical equipment.
- Completed a total of 316 work orders.

### **HUMAN RESOURCES**

- In the month of August the open positions being recruited were:
  - Clerk I, Youth Services (filled)
  - Facilities Specialist I (filled)
  - Youth/Teen Librarian (filled)
  - Circulation Supervisor (filled)
  - Clerk I, Lamb (interviewing)
  - Lead Reference Librarian (interviewing)
  - Collection Development Librarian / ILL, full-time (interviewing)
  - Technical Services / ILL Assistant, full-time, (recruiting)
- New Hires in August included:
  - On August 8, David Martin was hired as part-time Clerk I, Youth Services. He is also known as “Ranger Dave” and works part-time as an Environmental Educator at the Mountain Park Environmental Center in Beulah. Dave has been volunteering at PCCLD as an adult literacy tutor and is a published freelance writer. His love of books, education and children will make him a wonderful addition to the Youth Services team.
  - On August 15, Mark Koch was hired as part-time Facilities Specialist I. Mr. Koch has worked as a Grounds Worker and Mechanical Services Technician for School District 70

- for the past 27 years. He currently is self-employed operating a small local farm. His years of broad-range experience in facilities maintenance will be a sure asset to the Facilities team.
- On August 15, Maria Kramer was hired as Teen Services Librarian. Maria has been the Teen Librarian at Ann Arbor Public Library since 2009. Prior to that she worked as a high school Spanish teacher. Maria has an MLS degree from the University of Michigan and a Bachelor of Arts degree in English and Spanish. She is originally from Santa Fe, NM.
  - Michelle Provinzano was hired as Books a la Cart Outreach Clerk I on August 29. This is an eight-month seasonal position which runs from September through April.
  - On September 1, Janina Goodwin was hired as Circulation Services Supervisor. Janina has been employed at the Pikes Peak Library District since 2005, most recently as Children's Specialist with the Briargate Library. Her library experience includes Circulation at the Briargate, Penrose and Palmer Lake Libraries. Janina earned her MLS from Emporia State University and holds a Bachelor of Arts degree in English from the University of Colorado. Janina has technical strengths using SIRSI and ILLiad systems as well as other software programs.
  - Terminations in August included:
    - On August 2, 2011, our dear colleague, Deena Faro passed away unexpectedly. Deena Faro was our Youth Services Library Assistant and had been employed with PCCLD since May of 2000. The library held a memorial event in her honor on August 9 which was attended by her friends, co-workers and sisters. She will be missed.
    - On August 2, our three Books in the Park employees ended their seasonal positions, which included Kristina Samuelson, James Amos, and Leticia Silerio
  - PCCLD volunteer hours for the month of August totaled 1,406.55 hours, valued at \$28,482.64 (Estimated by Independent Sector's figure of \$20.25/hour for each volunteer hour contributed).
  - PCCLD's August 2011 Volunteer of the Month Award went to Florence Sanchez. Ms. Sanchez has volunteered with PCCLD since January of 2009. Most of that time she has served in Reference and Readers Advisory until May of this year when she moved into the Community Relations Department working with Nick Potter. "Florence is such a great, sweet and caring individual. She takes her volunteer position very seriously and provides quality work in everything she does. Florence is a great asset to the Community Relations Department and all of us in the department are thankful that she is part of our team."

## **INFORMATION TECHNOLOGY**

- Setup and configuration of transition server for move to Exchange 2010 email server.
- Continued configuration of new firewall/spam server for additional Internet bandwidth.
- Finalized new Web site make-over for staff release.
- Assisted with New Information Technology Center purchases and configurations of software and hardware.

## **OUTREACH SERVICES**

- The Outreach Office presently has 10 volunteers working about two hours per week who provide many hours of "free" help to do all the processing necessary to get the weeded and donated books ready for the Books in the Park and Books a la Cart programs as well as "recycling" weeded and donated books for satellite libraries.
- Satellite hours for the fall school year have been lined up, and sign inserts have been updated to reflect any changes. Bookmarks are being printed for each school indicating their after-school hours and services, and a compilation of all nine satellite library locations schedules are being distributed to all branches and satellites, updating the website, etc.

## **TECHNICAL SERVICES AND COLLECTION DEVELOPMENT**

- 5,810 items were added to the collection during the month.

### **COMMUNITY RELATIONS**

- PCCLD partnered with the Mesa Junction Merchant's Association for another successful Kids Day Parade. The library contributed poster printing and collected entries. Midori Clark (Director of Community Relations) volunteered at the pancake breakfast, and Nick Potter (Marketing Coordinator) volunteered as a parade official and helped with the breakfast as well.
- A press release was sent out to publicize the InfoZone's Independent film, *Nurse Fighter Boy*, and an article ran on August 19.
- Marketing pieces designed included bookmark advertising automated library services, Bookletter electronic newsletter, August newsletter, InfoZone monthly movies bookmark and poster, InfoZone Indy Film flyer, BookPage custom page, CAFR for Finance Department, Pueblo West canning programs, satellite schedules/handouts, Readers and Reference computer classes, Pueblo West Lego poster, Hispanic Resource Center Art Exhibit posters (for the artist Noizer), and Spanish class posters/handouts.

### **GIFTS & GRANTS**

- The Frank Lamb Foundation contributed \$10,584 in matching funds for the BTOP project.
- The library received \$260 to purchase children's books in memory of Deena Faro:
  - Arnie & Jane Carlsen donated \$50.
  - Connie Wilbar (Youth Services Library Assistant) donated \$50.
  - Marjorie Alber from Arizona donated \$30.
  - Steve & Linda Gross donated \$35.
  - Lillian Pedersen from Minnesota donated \$50
  - William & Eunice Schaid from Wisconsin donated \$25.
  - Patricia Blackburn from Illinois donated \$20.
- Michael Cox and Abby Koehler made a \$250 Enterprise Zone contribution to the Rawlings Library.
- Beta Chapter of the Delta Kappa Gamma Society International – Women Educators donated \$40 to purchase books for the library in memory of Edith Barnett and Angela Biondi
- Front Door Software Corporation donated 46 three-year licenses for laptop security software valued at \$4,600.
- The Southern Colorado Community Foundation contributed \$1,000 to continue support for the Nonprofit Resource Center at the Rawlings Library.
- Colorado Humanities provided \$3,000 in support of the Voices of the Valley Chautauqua held at the end of July.

### **STAFF DEVELOPMENT**

- Charlene Garcia Simms (Special Collections Librarian) attended the Genealogical Society of Hispanic America Meeting and Conference in Las Vegas, NM on August 5-7.
- Sara Rose (HR Director) attended the HR Roundtable at Mountain States Employers Council in Denver on August 9.
- Michael Cox (Youth Services Manager) and Midori Clark (Community Relations Director) are attending CommUnity for Pueblo, a six-month course designed for non-profit executive directors and board members, sponsored by the Southern Colorado Community Foundation. The workshop on August 18 was lead by Martha Vail on the topic of Accountability: Earning the Public's Trust.
- Michael Cox (Youth Services Manager) is attending CLiC Effective Leader online training which will run through December 9.
- Abby Koehler (ILS Administrator), Charles Hutchins (IT Director) and Tracee Reeves (Accounting Assistant) attended Broadband, eRate, Sustainability & Technology (BEST) Conference in Breckenridge on August 25-26.



- Chris Brogan (Chief Financial Officer) attended the Front Range Library Officer meeting in Castle Rock on August 26.
- Barbara Brown (Outreach Manager), Renee Montano and Cate Mugasis (Outreach Assistants) attended the Rocky Mountain Outreach Interest Group meeting in Colorado Springs on August 26.

### **THANK YOU MESSAGES**

- After Mr. Walker sent a thank you letter for Larry Warren's donation of a collection of Civil War materials to Special Collections, he received the following response: "Thank you for your kind letter of July 28. I didn't start out to have a collection, it just happened over the last 60 years! One thing led to another as I dug into the details. In finding a home for the collection, I wanted to make sure they provided the most public benefit and were in a secure environment which would encourage research. It's there. Your associates Maria Tucker and Charlene Garcia Simms were very receptive to my plan and enthusiastic to receive the books. I appreciate their efforts very much. I must also express my appreciation to your Mr. Richard Mayoral, who assisted in moving the heavy boxes from our vehicle."
- Jennifer Iler, Secretary of Pueblo Municipal Shooters, Inc., wrote the following: "On Saturday, June 25, 2011 Pueblo Municipal Shooters Inc. held a Volunteer Appreciation Luncheon at the Pueblo West Public Library in Conference Room B. The conference room was clean and we found the staff at the library to be very professional, courteous and helpful in setting up the conference room and the public address system. They responded quickly and efficiently to our requests for additional tables and chairs needed to accommodate the attendees. In all, their positive attitudes and helpfulness were greatly appreciated and helped in making the activity a success."
- Midori Clark (Community Relations Manager) received the following note from The Otero Family: "Thank you for bringing the annual Chautauqua Festival to Pueblo! We enjoyed the presenters last year and looked forward to them this year. The library district in Pueblo is fantastic. We're lucky to have the support of other Colorado Institutions in our community as well (CSU-P and Colorado Humanities). Thanks for all of your hard work and expertise in bringing Voices of the Valley 2011 to Pueblo! We look forward to next year's schedule, too!"
- Charlene Garcia Simms (Special Collections Librarian) received the following letter from Carol Tennant with the Southeastern Colorado Genealogical Society, Inc.: "Thank you for your presentation to the Southeastern Colorado Genealogical Society on Saturday, August 13, giving us valuable information about the resources available in the Genealogy Department of the Pueblo City-County Library. Many of us may not have been aware of the vast amount of information available in so many different formats. It was also a treat to get a peek inside the vault to see some of the important history that is being kept there, and seeing so much that still needs to be catalogued. We are grateful for the continuing growth of the Library's acquisitions of computers and other resource materials, and hope you will keep us informed on new information as it becomes available."
- Becky Gonzales wrote the following in the online Suggestion Box: "I am a mommy to Phillip (now 3<sup>rd</sup> grader, Belmont). In 1<sup>st</sup> grade Phillip had a hard time achieving 15 point club in AR reading. 2<sup>nd</sup> grade showed amazing improvement and he made the 50 point club. As any good teacher would do, his teacher explained to Phillip to continue reading during the summer so he would not lose any of his hard earned progress. Phillip was very worried he would lose what he learned. We frequent the Pueblo Y on a daily basis! While we were at the Y for a birthday party for our younger son's friend, Phillip asked to instead go to the library. I went in with him. The librarian working that day was Dawn. Not only did she allow Phillip to read out loud to me to ensure that he was pronouncing and having correct sentence flow, but she recommended the summer reading program. She took the time to thoroughly explain the program and rewards system including showing him the medal he could earn if he completed the program. Being involved in sports, Phillip became very



Executive Director Report  
September 22, 2011 – 9

interested in earning his medal. Phillip began taking books everywhere and reading at every possible opportunity. Phillip finished his chart two weeks ahead of deadline and loved each reward he was given. However, his greatest reward came today in the shape of an AR reading test. Phillip entered 3<sup>rd</sup> grade last week. Today he tested. His first test he missed two answers for 80% on a book grade level 3.6. As good as that was, he also tested on a second book and achieved 100% on a book grade level 4! From the bottom of my heart—Thank You! These results are due to his summer reading and encouragement from Dawn! Please let her know that she made a huge difference in this family! I sincerely appreciate what this program has done for my son and his reading.”

Respectfully submitted,  
Jon Walker  
Executive Director