

PUEBLO CITY-COUNTY LIBRARY DISTRICT

Report of the Executive Director

Submitted to

The Library Board of Trustees

August 25, 2011

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 July 31, library staff members have updated the records for 87 community agencies, including the addition of eight 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 library's ARCH/211 staff started working on this important community resource by researching and updating all known and eligible community resources from eleven counties in southeast Colorado. The eleven counties include Pueblo, Fremont, Custer, Huerfano, Crowley, Otero, Las Animas, Kiowa, Bent, Prowers, and Baca. Richard Tucey (Special Projects Librarian) is overseeing this project with assistance from library clerks, Renee Montano and Brenda Nemick. The project is expected to continue through September 16, 2011.

HISPANIC RESOURCE CENTER MURAL



PCCLD was pleased to announce in July that a special mural representing the history of Hispanic culture in this area was commissioned. This work will bring color and movement to the department and tell the story of the history of the Hispanic culture in Pueblo County as described in the writings of Dr. David Sandoval. The artist who will be creating the mural is David Garcia. David is based in Denver and well-known for his work, including rendering murals in the Mexican Muralist Style. David should complete his work later this

year and the mural will be unveiled in the Hispanic Resource Center at the Rawlings Library.

2011 PCCLD ANNUAL PLAN MID-YEAR UPDATE

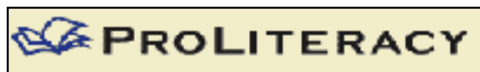
The 2011 library annual plan has been updated to show progress to date. Significant progress has been made overall toward our strategic goals to increase use of library materials, improve information technology, expand services to the underserved, improve funding, and maintain district assets. Some of the specific 2011 objectives with significant progress to date include implementing regular weeding of the collections, spending 15% of the library's operating budget on new materials, establishing e-book services, development of plans for RFID at PCCLD, implementing services to provide access to wireless information technologies such as tablets and laptops, launching an adult literacy program, making changes to the government documents program, establishing a Pueblo Library Foundation, and more. Some projects which we are working to get back on track include procurement of new photocopiers and "floating" the library's collections.



FREADING

The library's new information technology committee has been working for several months on a number of public computing initiatives. In July, the committee concluded that the eBook service called Freading, available from the company called Library Ideas, is a good fit for our community. The service will become available to PCCLD staff in mid-August and will be made available directly to the public soon thereafter. Freading will immediately increase the size and diversity of

PCCLD's e-book collection by allowing customers with access to more than 20,000 titles. PCCLD earlier this year implemented a similar product called Freegal, for downloadable music. Since Freegal became available to the public in June, more than 4,500 recordings have been downloaded by PCCLD customers.



ADULT LITERACY PROGRAM GRANT

PCCLD received a \$2,000 grant from the National Book Fund. This grant will support the library's new service to purchase literacy materials that are suitable for adult learners. We will use materials from New Readers Press to establish greater consistency among tutor instructional strategies, as well as to build an adult literacy resource collection that allows our students to check out reading and skill-building materials that are designed for an adult audience. The availability of such items will not only build self-esteem, confidence, and persistence among our students, it will also increase student achievement rates by providing leveled content and exercises that are strategically and sequentially organized. This adult literacy resource collection will not be circulated with the rest of the library's collections, but rather, will be housed in the program office and will only be made available to participating students and tutors.

INFOZONE GRANT

The InfoZone received a \$25,000 grant from the Rawlings Foundation in support of a project currently underway to update the museum experience. Specifically, these funds will support electrical work



called for in the redesigned museum space. The project timeline calls for electrical and data work to be completed by October 1, exhibit fabrication to be completed by March 1, 2012, a new Microsoft Surface Interactive exhibit to be completed by January 1, 2012, and all other work to be completed in time for opening celebrations scheduled to take place in March 2012.

GENEALOGY PRESENTATION

A special program concerning Spanish immigration to America was attended by 95 people on July 9. The program was presented by Phillip Vigil concerning his book entitled Early Roads to the Sangre de Cristo Mountains, which chronicles the culture of customs, traditions, lifestyle and social, military, religious and political events when Spanish families colonized what is now northern New Mexico and southern Colorado.



VIRTUAL WORKFORCE CENTER



Deborah Krauth (Business Services Librarian) continues her work with the Colorado Department of Labor and Colorado Workforce to establish a Virtual Workforce Center at the Pueblo West Library. Deborah is working to procure a scanner and fax machine in support of the project as well as a brochure rack. This is being funded with grant money from Colorado Workforce. The grant also will pay for a videoconference unit to be procured later for the Pueblo West Library. This unit will

allow individuals to participate in Workforce classes at the Pueblo West Library instead of traveling in person to the Workforce Center in Pueblo.

VOICES OF THE VALLEY CHAUTAUQUA

The 2nd Annual Voices of the Valley Chautauqua attracted total attendance of 412 people, an increase of about 30% over last year's attendance of 318. The events featured re-enactments of famous authors Henry David Thoreau, Charles Darwin, C.S. Lewis, and Walt Whitman. This program is jointly sponsored by PCCLD, CSU-Pueblo and Colorado Humanities.



RAWLINGS LIBRARY

Special Collections & Museum Services

- 60 Document Delivery requests were answered in June. Requests this month include those for obituary, genealogy, and general research. Staff members are currently using SIRSI to mark items used in order to track in-house use since the collection does not circulate. This will help to provide more accurate statistical information regarding the use of the collection.
- An inventory of the oral history audiotapes is complete and is now being entered into a database.
- James Boyle (Archive & Collection Coordinator) and Maria Tucker (Special Collections & Museum Services Manager) are currently developing a processing plan to begin re-housing the Colorado State Fair Collection. This project is being funded by an IMLS grant of \$3,000.
- Abby Koehler (ILS Administrator) has been working with department staff members to determine a solution to make the PCCLD online obituary database more user-friendly.
- Consultants Liz Bishoff and Leigh Grinstead met with Maria Tucker (Special Collections & Museum Services Manager) and Charlene Garcia Simms (Special Collections Librarian) in order to provide a proposal to develop a Digitization Plan for PCCLD. The plan would address policy issues, needs assessment, audience, goals and objectives, copyright policy, collection selection, a review of national standards and best practices, technology infrastructures, collection access, digital collection storage, physical facilities, staffing and budgeting. Leigh Grinstead will provide information about training in order to become part of the Rocky Mountain Online Archives (RMOA). RMOA will enable the library to post finding aids online.
- Staff has started 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.
- Attendance in the InfoZone Museum in July was 3,058.
- The InfoZone showed 22 films with 442 attending.
- The Metropolitan Church and Liberty Action Group used the InfoZone for meetings.
- The InfoZone was used for a performance of the *Song of Pueblo*. It was attended by 90 people.
- The InfoZone hosted a screening of the documentary *I Breathe*. It was attended by 45 people.
- The InfoZone co-hosted, with the Parkview Spirit of Women program, its first movie in the Boo-vie series was attended by 10 people.
- In conjunction with "Myth & Magic: The Artworks of Gerald McDermott," the InfoZone hosted a series of multi-cultural crafts Saturdays in July with 35 people attending.
- The InfoZone received an exhibit titled *The Colorado Heart Gallery* that will be on display through August 31.
- The InfoZone is planning an art exhibit to open October 1 in conjunction with All Pueblo Reads.

Readers Advisory & Reference

- The 2011 Nuestra Biblioteca Sweet Dreams Car Show took place on Sunday, July 31. This annual event highlights the amazing craftsmanship and talent of the members of the Sweet Dreams Car Club. Along with viewing the glitter and shine of the revved up machines, the community is invited to learn about library services while being entertained by local singers, face painters, clowns, storytellers and dancers. This year over 1600 people enjoyed the activities and viewed several pieces of artwork by the artist NOZIER that were displayed in the Hispanic Resource Center's new location.



- During the summer, ESL/Citizenship classes were held once a week on Thursday evenings. Eight students actively attended the weekly classes.
- At the end of July, a volunteer began teaching Spanish classes. Class attendance was four.
- After much hard work by many great library staff, the Hispanic Resource Center is now located in a new place in the Reference & Readers Advisory Department. The Hispanic Resource Center and the library's magazines switched places. This move has created a larger, more comfortable browsing and seating area for customers who use the library's magazines and newspapers, and offers better visibility and easier access to materials for the library's Spanish-speaking community. The move is not completely finished yet. Eventually three computers, two with Spanish keyboards, will be placed near the OPAC computer housed in the area. This fresh, new location offers more opportunities to connect with all library customers who visit the Reference & Readers Advisory Department. The display area for local art work has already attracted many new people to the Hispanic Resource Center. The art work by NOZIER, currently on display, will be available to the public until August 29.
- During the month of July, six volunteer tutors provided approximately 158 hours of individual tutoring to nine students. AmeriCorps member Christina Sanchez facilitated four, 2-hour discussion group sessions with five participants.



Executive Director Report August 25, 2011 – 5

- Withdrawal of tangible government publications continues, and Amy Nelson (Literacy Librarian) is finalizing the action plan for PCCLD's termination of its federal depository status (referring these questions to CSU-Pueblo) and renewed focus on state documents.
- The Nook pilot project started at the library on Monday, July 18, and by the end of the day on Tuesday, all twelve nooks had been checked out. The project is running smoothly. Customers enjoy using the devices, and staff members have found that checking them out to customers is uncomplicated. So far all Nooks that have been returned are in good condition, and the process of checking them out from the Circulation Department and returning them to Reference & Readers Advisory works easily. Andrew Bregar (Emerging Technology Librarian) has been resetting the Nooks back to factory settings, and Technical Services staff tweaked the item records to allow request slips to be printed when they are discharged.
- Every Saturday George Fosu and Lance Calderon (Volunteers) are available to help customers with computer questions. The lab was open four Saturdays in July, and about five interested people attended each session. A new volunteer Kristy Williams is available to assist customers in the library's Internet computer area Wednesday and Friday afternoons.
- With the advent of the Nook pilot project, Andrew Bregar (Emerging Technology Librarian) offered two classes explaining the use of e-readers and e-books. Andrew also introduced the Open Library and Project Gutenberg sites to all who attended the programs. Classes were not advertised; however, three customers attended the classes – one student at the July 19 session and two students at the July 21 session. Andrew Bregar plans to offer another e-book class in August in addition to classes on Computer Basics and Introduction to Microsoft Word.
- InterLibrary Loan (ILL) loaned 656 items and borrowed 156 items.
- A collection of materials to support those who are dealing with death, dying and grieving has been donated to Pueblo City-County Library District by Sangre de Cristo Hospice and Palliative Care. Materials for this collection can be found near the reference materials in the Reference & Readers Advisory Department and will be clearly identified by a marble plaque scheduled for installation in August.
- Subscriptions to online subscription databases continue to be reviewed and renewed. Teresa Valenti (Director of Technical Services & Collection Development), Abby Koehler (ILS Administrator), Andrew Bregar (Emerging Technology Librarian) and Carol Rooney (Reference & Readers Advisory Manager) meet monthly to evaluate up and coming databases and ensure that PCCLD offers the best online resources to its customers.
- During July, the format for the library's e-audiobook collection changed from NetLibrary to EBSCOhost. The new format seems to work more easily.

Youth Services

- Youth Services provided 66 programs serving 3,016 individuals.
- The off-the-shelf rate for Youth Services soared to 24% in July, the highest rate throughout the district, and the closest the department has come to its goal of 33%.
- Deena Faro and Natalie Gallegos (Youth Services Assistants) represented PCCLD at the Pueblo County Fair, providing story times and Summer Reading Club information to 83 participants on July 14.

BARKMAN LIBRARY

- Barkman volunteers provided 161 hours of work in July. This is a record number of volunteer hours because of the Summer Reading program with the addition of some new volunteers.
- Maria Smyer (Library Assistant) and Paula Pryich (Librarian) were busy in July with both story times and Summer Reading Program activities. Barkman's programming numbers for July included a total of 882 participants.

Executive Director Report
August 25, 2011 – 6

- Barkman's July book discussion group featured the book *A Theory of All Things* by Peggy Leon. Fifteen adults participated in the book discussion program in July.
- Barkman's electronic message board was replaced with a new one and is working well. Maria Smyer (Library Assistant) is creating original PowerPoint programs to promote the events at Barkman. These PowerPoint programs feature animation and other special effects.

LAMB LIBRARY

- Stephanie Crawford (Library Assistant) set up displays for Back to School, Alternative Medicine, True Crime, Gentle Reads, Success, Feng Shui, Italian Cooking, If you like Patricia Cornwell and Medieval Romance.
- Alicia Griebel (Children's Librarian) presented story times for 276 people. Some of the themes this month were Canada, Snakes, Pirates Ahoy and The Beach. All story times conclude with related crafts and coloring pages.



PUEBLO WEST LIBRARY

- Door count for the month was 17,036. The library hosted 66 non-library meetings during July in the library's meeting rooms.
- Deborah Krauth (Business Librarian) hosted two programs in July. The first was "Dental Anxiety," a presentation by Dr. Levi Murray, Pueblo West dentist, who discussed advances in dentistry to help calm anxiety and fear of going to the dentist. This program attracted 10 people.
- "Get a YOB (Your Own Business)," was another very successful program, held in conjunction with the Southern Colorado SBDC and FranNet, a business that helps match individuals and franchise companies. This program included a panel of business experts who presented information to people interested in starting their own businesses, and 33 adults attended this excellent program.
- Time for Tots story times were held on Tuesdays with 134 attending, and Preschool story times were held on Thursdays with 116 attending.
- In anticipation of the release of the final Harry Potter movie, the library hosted a Harry Potter party on July 14. Kids played games, there were crafts, trivia quizzes, and cake for 115 people celebrating Harry's last chapter.
- The Anime Club met on July 14 and 28, with 22 attending.



Executive Director Report
August 25, 2011 – 7

- Pueblo West volunteers are doing some small weeding projects, as well as continuing to work on the series list project for the adult fiction section.

LIBRARY @ THE Y

- The Library @ the Y provided eight programs serving 229 people. The monthly gate count totaled 2,025.
- The Library @ the Y joined the monthly weeding procedures being implemented throughout PCCLD in July. As one of the smallest locations in the District, the tightest parameters have been set. All items not circulating within the past ten months will be reviewed.

FACILITIES

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

- Completed work with Outreach Services for the Books in Park program; transporting the Books in the Park cargo trailer from Bessemer Park to El Centro del Quinto Sol located on Erie Street on the east side of Pueblo.
- Worked with the Hispanic Resource Librarian and the Reference & Readers Advisory Librarian on the relocation of the Hispanic Resources Center. All painting was completed and associated furniture, shelving and signage were relocated.
- Assisted with the 5th Annual Nuestra Biblioteca/Sweet Dreams Car Show which involved moving tables, chairs, set-up and clean-up.
- Continued mechanical tasking with the completion of water chemistry procedures, reflective pond maintenance, service of the fire line compressor at Rawlings, replacement of refrigeration compressor in unit # 4 at Barkman, and replacement of condensing unit # 3 at Barkman.
- Completed 316 work orders.

HUMAN RESOURCES

- This month's open positions included:
 - Clerk I, Lamb
 - Clerk I, Youth Services
 - Lead Reference Librarian
 - Circulation Supervisor
 - Teen Services Librarian
 - Facilities Specialist I (part-time, temporary)
 - Facilities General Worker (part-time, temporary)
 - Collection Development Librarian (part-time)
 - Technical Services Assistant (part-time).
- Abby Koehler's position as ILS Administrator became full-time.
- PCCLD Volunteer hours for the month of July totaled 1,628.7 hours, valued at \$32,981.18 (estimated by Independent Sector's figure of \$20.25/hour for each volunteer hour contributed).
- PCCLD's July 2011 Volunteer of the Month Award went to Michael Crull who volunteers in Reference & Readers Advisory.
- Tracy Overton was selected to fill the vacant Technical Services Assistant position effective July 31.

INFORMATION TECHNOLOGY

- Installed phone usage reporting software for new phone system.
- Relocated backup hardware to off-site Pueblo West location.
- Resolved battery backup issues for Rawlings network.
- Installed supplemental Internet services and began configuration of new gateway/firewall server.

OUTREACH SERVICES

- Over 50 community members volunteered in Outreach programs this summer representing Sweden, Iran, China, Africa, Australia, Trinidad/Tobago, Tonga, Japan, England, Mexico, and more. A truly enriching cultural exchange for Pueblo County residents provided by PCCLD.
- On July 28, Books in the Park seasonal employees, James Amos, Kristina Samuelson, and Leticia Silerio were introduced to the Library Board of Trustees; Cate Mugasis and Renee Montano (Outreach Assistants) and Barbara Brown (Outreach Manager) presented a slide show and report on Outreach Summer Reading Programs.
- Books in the Park volunteers included Dixie Montano, Toni Christiansen, Adriana Marvin, Susan Cory, Marcia Henning. Bright Beginnings/Catholic Charities, Care & Share Food Bank, LUV IN ACTION, CASA also contributed to the summer programs in July. Other volunteers included Dawn DiPrince, Veterinarians Lori Mugasis (Pets & Friends) and Kathy Wolyn (Pueblo Zoo), Sheriff Kirk Taylor, Holly Jo Butt (St. Mary Corwin volunteer coordinator), Judge William Alexander, Felicia Sanchez-Garbiso (Hispanic Resource Coordinator), Sharon and Myracle Wade, Lin Chang, Ph.D (CSU-Pueblo) and husband Jacob Chi (Pueblo Symphony conductor), the Sangre de Cristo Dancerz, and Beverly Martinez.
- During the last week of Books in the Park, customers were invited to fill up a plastic bag of their favorite books (discarded from PCCLD) to take home and keep as their own! This was highlighted on July 27 during City Council President Ray Aguilera's end of the summer Bessemer Park celebration with pizza.

TECHNICAL SERVICES & COLLECTION DEVELOPMENT

- 4,759 items were added to the collection during the month.
- The Lamb Library was weeded according to the new district weeding procedures and is now following the new method. Only Pueblo West remains to be weeded, which will hopefully be done by September.

COMMUNITY RELATIONS

- PCCLD hosted three, donor/volunteer recognition events on July 27 and 28. More than 50 donors/volunteers were thanked by Jon Walker for their participation. The recognition took place at the regularly scheduled Summer Reading programs, in front of the children and their parents. Each honoree was given their own Summer Reading Club medal.
- The All Pueblo Reads committee met on July 14 to discuss this year's project. To date, more than 90 events and activities are planned throughout Pueblo County. The committee is collecting the rest of the event details and putting them together in the 2011 edition of the resource guide. The featured book is *Hoot* by Carl Hiaasen. Hiaasen will be in Pueblo for the Booklovers Blacktie Ball on October 22 and for a public appearance on October 23. Community Relations staff have been meeting regularly with Sherry Rogers and Mark Yeager (aka the artist Radeaux) to plan two art show/sales to benefit the library on Friday, October 1 and Saturday, October 2.
- The library is working with the El Pomar Emerging Leaders group to host an event on September 28 that would recruit minorities interested in service to their community through volunteer and civic engagement. In addition to the September recruitment event, the library will house a special display donated by El Pomar Foundation that highlights community leaders who they have recognized through their minority leadership awards. This display will be unveiled at the September event as well.
- Five press releases were written in July to publicize the Get a YOB program at Pueblo West, the InfoZone's independent film, Voices of the Valley Chautauqua Festival, new employees at the library and a nonprofit marketing seminar co-sponsored by Special Collections.
- Marketing pieces designed included English Conversation Class flier, Bookletter electronic newsletter, July newsletter, InfoZone movies bookmark and poster, InfoZone Indy Film flyer,

poster for Vigil family genealogy presentation, poetry winners added to the website, Harry Potter Party at Pueblo West poster and handout, BookPage custom page, e-book/e-reader classes poster, outreach labels, Nook brochure and user guide, Nuestra Biblioteca poster/banner/program/large signs, Marvelous Music class poster and handout, signs for the new Hispanic Resource Center and Darien Bogart Art Exhibit posters for Pueblo West.

GIFTS & GRANTS

- Jon Walker learned that the Lamb Foundation will be making a grant to PCCLD in the amount of \$10,000 to assist with the Center for New Information Technology.
- John Korber, author of *T.G. McCarthy and His Brothers Come West*, donated copies of his book for Special Collections.
- The library received a series of contributions made in memory of Hannah Sutherland:
 - Adeline Tavolario from Ohio donated \$25.
 - Dorothy Carleo donated \$20.
 - Rose Javornik donated \$50.
 - W.R. and K. Kendall from Erie, Colorado donated \$50.
 - Shirley Anne Aragon donated \$50.
- The Robert Hoag Rawlings Foundation donated \$25,000 to support the InfoZone redesign project.
- San Isabel Electric Association donated a copy of the book *Colorado's Rodeo Roots to Modern Day Cowboys* by Kathryn Ordway for Special Collections.
- Larry Warren from Canon City donated a complete Civil War collection for Special Collections.

STAFF DEVELOPMENT

- Jay Boyle (Special Collections Archives Coordinator) attended a Photo ID and Preservation Workshop in Denver on July 11.
- Sara Rose (Director of Human Resources) attended the VoCo Meeting at the Pueblo City-County Health Department on July 12.
- Seven part-time staff attended Health Access Orientation at the Rawlings Library on July 25.
- Michael Cox (Youth Services Manager) and Midori Clark (Director of Community Relations) 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 July 21 was led by Martha Vail on the topic of Governance.

THANK YOU MESSAGES

- Michael Beebe, Acting Director, Stakeholder Partnerships, Education and Communication, with The Department of the Treasury wrote the following letter: "I would like to thank you and your affiliates for supporting the Volunteer Income Tax Assistance (VITA) and Tax Counseling for the Elderly (TCE) programs. ... I have seen first-hand how partners, like you, unselfishly give of your time and resources to provide these valuable programs to millions of taxpayers. Every filing season comes with its challenges and this filing season was no different. ...Thank you for your leadership and support. I know there are many worthy causes that compete for your time and resources each year, and I am grateful that you chose to work with us. It is my hope that we will continue to build on our partnership and many successes and efforts in delivering the VITA service and TCE services for many years to come."
- Books in the Park received the following note: "I take my grandkids and daycare kids to the various library programs and they all love the park the best. It is hands-on activities and crafts, and they could run around or sit and read books. The staff are all so nice and work very patiently with the kids. We attend the Bessemer Park program and stay for hours with all there is to do. I appreciate the free gifts they receive because it gives us more things to

Executive Director Report
August 25, 2011 – 10

do, river boat ride at the River Walk (they loved it), zoo, kids museum and going out to eat—and all for just reading. Thank you for everything.”

- Midori Clark received the following note signed by several members of the Pueblo Performing Arts Guild: “Thanks so much for the City-County Library partnership for the Creative Art Info Fair. We had 22 arts groups and two hundred plus people come through for information.”

Respectfully submitted,
Jon Walker
Executive Director