

Director's Report

February 2017

Mission Moment

The mission of Manitowoc Public Library is to promote a culture of reading and to provide access to information. Through services we strive to foster an environment that meets the educational, recreational and cultural needs of the community.

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Personnel

- Sadly, we said Goodbye to Ann Herrmann who passed away on February 2. It will be a difficult transition as Ann was an integral part of staff for almost 30 years. Staff appreciated the Board's support to open late on February 6 to attend the wake and funeral.
- Held interviews with Susie Menk for Children's Service Associate. We held 4 different interviews for this position. Each candidate had a formal interview and was required to conduct a live storytime. We also included a library tour. We selected Lynn Christiansen as the new children's services associate. She was promoted from within the library; she worked in our Materials Management department as a processing page. We are very excited to have her on board.
- Held interviews with Amy Eisenschink for Literacy Coordinator. We held 3 different interviews for this position. Each candidate had a formal interview and presented a planned monthly tutor training session. We also included a library tour. We selected Mary Petersen as the new Literacy Coordinator. Mary had been working as the Interim Literacy Coordinator, and before that, as the Reading Consultant for the Literacy Program. We are very excited she has accepted the position.
- Began "Skip a Step" meetings with Amy Eisenschink. Amy is a member of the management team, but she does not directly report to me. Therefore, I do not hold weekly or biweekly meetings with her as I do with every other manager. Yet as a manager, I feel it's important for us to periodically touch base. Therefore, we now hold monthly "Skip a Step" meetings.
- Met with two employees who recently became married to make sure each employee, supervisor and I had the same understanding as it relates to expectations within the workplace and promotions should they arise.
- WAICU Summer Internship: With the help of Susie Menk, I applied for a WAICU internship scholarship for the library. MPL was awarded this scholarship. We were awarded a 40 hour/week for 10 weeks intern fully paid for by WAICU - Wisconsin Association of Independent Colleges and Universities. We will be receiving applications through the first week in March for this internship at MPL. We will hold interviews in March from our application pool. Susie and the intern will attend the WAICU Internship Institute at the end of April.

Staff Development

- Thursday, February 16 - Amigo Library Conference online - This was an online conference focusing on redesigning library space. The First Floor Redesign Committee attended several of these sessions and reported back to the full committee. I attended the following sessions:
 - Optimizing Library space through data: this session focused on data you can use while assessing your space and its use

- Establishing the Digital Media Commons: this session focused on an academic library who wanted to offer a digital makerspace area. They accomplished this with almost zero money utilizing the space and resources they have.
- Makerspace at main: This session focused on a public library who raised money to install a makerspace. They had some great ideas to include in a makerspace area. They purchased all moveable furniture which allowed for some creative uses of the space.
- Thursday, February 16 - All Generation Library: This was a webinar focusing on the aging population throughout Wisconsin including within our area. They talked about this population, their needs, and how libraries can offer services to this population. There were a lot of interesting ideas shared in this session.
- Wednesday, February 22 - Future of Library Space - Very timely session as we are going through our redesign process.

Adult Literacy One-to-One – Mary Petersen

- **Annual Literacy Awards Banquet on May 11, 2017. All Board members are invited to attend.**
- **New Learner Assessments**
Two more new learners have been assessed, with one currently working with a tutor to improve his English language literacy skills and the other to meet with her tutor in the near future.
- **New Supplementary Materials**
At the February Monthly Tutor Meeting, tutors learned about additional supplementary materials available to them. We will continue using the two core literacy programs, one for the ELL and one for the Reading learners, but now have additional materials for extra practice in reading comprehension and for improving the ability to read multi-syllable words. These new materials generated a great deal of interest, and are currently being used by tutors.
- **Magazine Subscriptions**
Through our membership with Wisconsin Literacy, we are able to receive three magazine subscriptions for our tutor/learner partners. Girls from the Girl Scouts of the Northwestern Great Lakes raised money to purchase magazine subscriptions for literacy programs in the region and donated 21 vouchers to programs throughout the state. We are currently receiving subscriptions to “Sports Illustrated”, “Better Homes & Gardens”, and “People” magazine. These magazines will be much appreciated, not only for their reading material, but also for generating topics for conversation.
- **LTC English Language Learners Tour**
English Language Learners from Lakeshore Technical College toured the Library with their LTC instructor. Areas of particular interest were the Citizenship Information Center, books written in other languages and accompanied by the English translation, and the nonfiction section containing resources for English language vocabulary and parts of speech. Best part of the tour—a majority of students left the library with a brand new library card in hand!

Grant Writing – Tim Gadzinski

- Continued to meet with Kristin on a weekly basis in order to continue to transition grant-related activities to me and set the expectations level for involvement with existing open grants
- Met with Vicky Molitor—Art Department Head with Manitowoc Public School District—for assistance with recruiting 3-4 new people for the M-TAC board through the end of this school year. The process is ongoing and I anticipate hearing from Ms. Molitor in short order now that Youth Art Month has launched.
- Conceived the concept for a photographic grant submission to Bibliotheca in the hopes of securing a gratis selfCheck 500D machine for the library. The concept was fairly simple: gather as many staff as possible on the staircase and have them reaching towards a suspended poster of the machine as if it were a venerated, out-of-reach quasi-sacred object. Vicky Molitor from MPSD agreed to take the photo (her background is in photography). The picture was taken and submitted. As of this typing, we have not received word of our status yet. However, someone from Bibliotheca did “Like” both the picture that we posted on FB and our FB page.



- Submitted a Community Grant Support Application to the Service League of Manitowoc County in the amount of \$1,700 to obtain mobile hotspots (and service plans) for checkout by our patrons for whom in-home internet access is not a budgetary possibility. As of this typing we have not heard back from the Service League.
- Along with Emily Elleman and Jason Kunde—as well as with the participation of Kristin Stoeger—conceived, wrote, filmed and edited a short grant submission film for A Community Thrives (a USAToday initiative) in order to obtain a pair of off-library vending machines to dispense library materials to patrons. It would expand our reach and make us a visible presence with demographic groups that may not have the time or inclination to come to the library itself. They are

awarding a total of three grants: one for \$100,000 and two for \$50,000. This video will be submitted in early March, as reshoots we deemed necessary and the minimal grant proposal needs to still be filled out online.

- In a discussion following the “Sustainable Thinking” webinar, it was concluded that it would be a good idea to create a “Library Stories” submission section on the MPL website for patrons and members to submit stories about positive encounters and interesting interactions that they have experienced at the library. Working with Emily Ellerman and Jason Kunde, web graphics and a submission template was rapidly assembled, which we passed along to Kristin for her to submit it to the city attorney for the final go-ahead. Once permission has been granted, these “Library Stories” will come to me and I will post appropriate material (hopefully including a photo) to our FB page and on our webpage.
- Submitted a grant proposal to the Service League of Manitowoc County in the hopes of securing the funds to be able to offer mobile internet hotspots for checkout to our members, thus providing internet access to members of the community that are not able to budget personal internet service for their residences for a period of three weeks per check-out.
- Compiled and distributed the results from the LSTA Planning Grant Survey in order to provide the board with details for how to move forward from this point.

Outreach Activities

- Wednesday, February 1 - I met with Anna Bierer, NE Regional Literacy Consultant. We work with her on the Literacy Program. I appreciated the opportunity to meet her and establish this relationship.
- Tuesday, February 7 - Lakeshore Community Foundation annual meeting - Our MPL Foundation invests its money through LCF. This was an important opportunity to hear more about LCF and their successful 2016 year. I also had the opportunity to meet many people within the community.
- Friday, February 10 - I met with Jaime Kriewaldt from UW-Manitowoc. She is heading the Human Services Leadership program through UW-Manitowoc which is set to start this fall. We talked a lot about MPL partnering with UW-Manitowoc and this program in hosting internships. This Bachelor's degree requires the students to complete three internships before they complete their degree. I intend to apply for MPL to be an approved host site for these interns.
- I was accepted as a Rotarian for the local Noon Rotary chapter in Manitowoc. I am excited to be a member of this group as we work together to enhance the community of Manitowoc. Noon Rotary meets weekly. I hope to attend at least one meeting monthly.
- Tuesday, February 14 - MPL's management team and myself met with Jeff and the management team at LPL. We would like to partner together for the annual National Library Week promo they run. We had a successful first meeting. We intend to partner in 2018 for the National Library Week Libraries Promote Strong Communities campaign. Very briefly, this entails the Library working to promote local area businesses. Throughout the week of National Library Week, the public can receive deals at local businesses. If they purchase from that business, they receive an entry into the prize drawings housed at the library.
- Wednesday, February 15 - I met with the Dean of UW-Manitowoc Dr. Martin Rudd. This was an opportunity for the two of us to meet and discuss ways we can partner with UW-Manitowoc.

- Tuesday, February 21 - Library Legislative Day - I attended LLD in Madison. This was an opportunity to meet with state legislators to discuss Manitowoc Public Library and libraries within Wisconsin. I shared with them our Community Creation Room, Citizenship Information Center, Literacy Program, electronic resources, and more. It was also a great opportunity to introduce myself as the new Library Director.
- Wednesday, February 22 - I met with Carla Rabe, Campus Administrator, and Anthony Sigismondi, Librarian at UW-Manitowoc. We continued the conversation of partnering between our two organizations. I will be hosting Anthony and his library colleague for a tour of our facility. In August when they finish their library renovation, we will receive a tour of their facility as well. We are hoping to partner in ways to provide services to their student body whether in person or electronically.

Operations Activities

- Friday, February 3 - Jason, Greg from Rahr-West and I met to discuss the summer digital arts program. This was a successful endeavor initiated last summer. We don't have a new grant to fund this year, but we estimate expenses to be low as equipment was purchased last year. We all expressed interest in continuing this collaboration. We hope to see increased interest. Next year, we may even expand to children or adults. We will continue this discussion and collaboration throughout March.
- I selected members for the 1st Floor Redesign Committee. This was a difficult decision as we had many applicants. I purposely included committee members from different departments and different levels within the library. The committee members include: Amanda Linsmeier, Stacey Bialek, Tim Gadzinski, Therese Horstketter, David Ellison, Jason Kunde, Roxanne Staveness, and Laura Schreiner. We had our first meeting on February 23 and we are excited to get started on this project.
- Amy and I worked on the Weather Closings and Late Opening policy. We submitted this for approval at the February Board meeting.
- We began planning for National Library Week which will be April 9-14 this year. We will be offering Food for Fines again. We also have a local author event, art and wine event, and Miss Wisconsin storytime and egg hunt, and more.
- CVMIC 2017 Work Plan: Department Heads for the City met with the CVMIC representative to plan out CVMIC training and needs for 2017
- I met with Jason, IT Technician, for MPL. He wants to move forward with some public computer and system upgrades. We discussed the current issues we are experiencing. Jason will put together a proposal for my review.
- Milwaukee Journal Sentinel and New York Times microfilm: When we initially received the local school records and card catalog from the Manitowoc Historical Society, we wanted to make additional room for these collections in our Manitowoc Room. We assessed the circulation and local need for certain microfilm. At that time, we decided to remove these microfilm from the Manitowoc Room to provide additional space for these new resources. Upon receiving the collections from the historical society, it became apparent due to size of the card catalog and condition of the school records that we would not be able to continue with our current plan. We have decided to leave the microfilm collections, store the card catalog outside the Manitowoc Room, and house the school records in our staff archives for the time being. We will also be keeping better records of usage for our local microfilm collections.
- Monday, February 20 - SRLAAW Q1 meeting - SRLAAW is System and Resource Library Administrators Association of Wisconsin. There are four meetings a year. We use these meetings

to discuss systems and resource libraries throughout Wisconsin. We also discuss initiatives to collaborate on for Wisconsin.

Significant Statistics and Activities

- Great Decisions began on Monday, February 6 with 150 attending participants
- We collaborated with UW-Manitowoc to host Michael Perry for an author event. This event brought in 212 people.

What's coming up?

- I will be working with staff to develop our recommendation for the iPad replacement policy and purchase formula.
- I will be working on developing an Incident Report procedure for staff. At this time, there is not a written procedure for staff to follow. I'm looking to develop a procedure to keep staff informed and aware of concerns in the library. In addition, I would like to include notification to the police when we ban an individual from the library. I have been in discussion with Nick Reimer, Police Chief for the City.
- LEAPFROG and I will continue our exploration of the 1st Floor. (LEAPFROG stands for Librarians Exploring And Planning Future Redesign Opportunities and Growth) We hope to tour a few libraries and contact some outside consultants. We will also be seeking input from community members and board members in the next month.
- Amy E. and I will be working with staff on revising job descriptions to make them compliant with ADA standards.
- I will continue my research and investigation into possibilities of opening on Thursdays even for a short period. I will share my findings with the Board.