

Director's Report

May 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.

- Julia has been filling in for teen school visits as we have this position open currently. She has done an outstanding job with teachers commenting about her wonderful enthusiasm and passion. At our May teen writing program, we had 5 additional attendees due to Julia's school talks! The following email was shared with me by Lee Thennes, Wilson Junior High School Principal, highlighting even more of the wonderful things Julia is accomplishing.
 - Subject: The librarian is awesome
 - The Manitowoc PL librarian who visited my classes today was fantastic. I want whatever Julia Lee puts in her coffee, because her energy and passion are really something. Thanks to Nora and Sonja for bringing in your classes during second hour. Anyone who heard her talk on graphic novels could not help but be inspired to try out some of those books. GN skeptic Nylene could be seen with Dogs of War soon after the talk. It warmed my heart.
 - I think some of our students will also consider joining MPL's summer library program. I am very impressed with the teen programs she talked about. Coding, building bots, digital arts, a writing club, an acting workshop, and rockets plus the Battle of the Books. It's all free and you get free stuff to bring home. And they feed you.
 - Julia, for her part, is gratified by the opportunity to meet so many local teens in one building. The library, through its many fun programs, offers the structure that some of our students will dearly miss once school is done.
 - She is coming again next Tuesday, May 30, to speak to my 4th and 5th hours. As with today, if you have students who might enjoy her presentation on graphic novels, please consider yourselves invited. I can always see if the auditorium is available again if we need more space.
 - Meet Julia:
https://drive.google.com/file/d/0B54SZ8kV_RlmcKFPQk1kSDd2X1k/view?usp=sharing

Personnel

- Monday, May 1 – Our new Youth Services Manager, Julia Lee, started this day. We are very excited to have her on board for the numerous reasons I've outlined at past Board meetings. She will attend the May monthly Board meeting to introduce herself to the Board.
- Wednesday, May 3: This was Rachel, my intern's, last day. She was a student from Lakeland College who is interested in possibly pursuing an MLIS. It was wonderful having her for the Spring semester. She helped with a lot of projects including prepping for interviews and research into other libraries' policies and job descriptions.
- In the first week of May (and Julia's first week as manager), we held interviews for the teen associate position. We scheduled 4 interviews with one person canceling their interview. Of the three excellent candidates we interviewed, we were excited to offer the position to Lisa Pike. She accepted and will be starting June 5. Lisa joins us most recently from Lester Public Library where she was working in Adult Services. Before that, she was a teen librarian in New

Hampshire for several years. Lisa does have her MLIS. We are really excited to have her on board as the Teen Associate.

- In May, I met with most of my direct reports to go over their performance goals for 2017. I have one last employee to follow up with. The intention for these meetings was to see where they were on their goals and to see if they needed any additional assistance from me to continue working on their goals before we meet for the mid-year review this upcoming July.
- For all of my direct reports, I shared a Customizing Feedback to the Receiver form. I have used this form in the past, and I appreciate it because it gives me information on how each of them prefer to receive both positive and negative feedback. I feel having this information allows me to facilitate better conversations as I have an idea of how they prefer to receive communication. It is not always possible to work with the ideal, but it is a good thing to be aware of. After explaining this form one on one, I sent an electronic copy to each of them to fill out and send back to me by the beginning of June. With their permission, I hope to share the manager information among the full management team so everyone can better facilitate conversations among the team. I also encouraged managers to consider using this form with their own staff.

Staff Development

- Tuesday, May 2: CEO Breakfast Series with Tim Schaefer at Silver Lake College
- Tuesday, May 9: Team 2.0 with Bill Drury hosted by the Chamber of Manitowoc County
- Thursday, May 11: Designing an Interactive Library Space webinar sponsored by DEMCO
- Friday, May 12: Hazmat and Bloodborne Pathogens required training administered by Amy Eisenschink
- Wednesday, May 24: Lakeshore Planned Giving Lunch N' Learn focusing on Retained Life Estate and the Triple Ask held at Silver Lake College

Adult Literacy One-to-One – Mary Petersen

- 4 new learners assessed
- Awards Reception May 11th
 - Venue donated by Manitowoc Yacht Club—3rd consecutive year
 - Table decorations donated by Domnitz Flowers-Two Rivers—3rd consecutive year
 - Catering by Smiling Moose-Osman
 - 12 Learners, 18 Tutors, 22 Guests attended
 - 18 learners recognized for their literacy accomplishments
 - Michelle Krajnik recognized for growing One-to-One Adult Literacy Partners to become the successful program that it is
 - County Executive Bob Ziegelbauer presented achievement award to Maria Bustamante for attaining US citizenship
 - Manitowoc Public Library Board of Trustees recognized for its continued support of the program

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. I submitted the support material for the LSTA MPL

Citizenship Information Project (photographs, PDF flyer and links to articles in the Herald Times Reporter and USA Today), as well as getting quotes from four local businesses in order to acquire t-shirts for the M-TAC Better World Books grant. We are going with Two Rivers Clothing Co. as their quote and ability to get us the shirts in full color easily surpassed the other contacted companies.

- With the future of the LSTA program uncertain in terms of grants to help local libraries, I will be undertaking the search for other avenues for grants. As there are a number of projects that I have discussed with Kristin and Julia, I am hopeful that I will be able to ferret-out funds to turn some of these dream projects into realities. As Kristin and I are unable to meet for several weeks due to scheduling conflicts, this will provide me with the perfect opportunity to begin my search.
- May marked the conclusion of the voting period for the USA Today “A Community Thrives” grant competition. I aggressively reminded all involved parties to vote daily until the process closed in mid-May. The one thing that I truly was not fond of in this competition was the lack of transparency on the part of USA Today. While I’m not making any sort of excuse for how this entire thing winds up, I find it to be somewhat suspect that no participant is ever able to find out how many votes their video submission received or even if they made it into the Top Ten in the voting. The only way one finds out anything is if you finish in the Top Three in one of the categories and is awarded a grant. As of this typing, we have not heard from USA Today. They will inform the victorious submitters by June 3rd.
- Kristin and I wrapped up our writing of the Application, Description & Guidelines, and the Evaluation Form for the S.I.L.L.I. inner-library grant initiative. “Kristin presented the concept to the Foundation Board and the entire concept was immediately approved. Roxanne Staveness will be joining Kristin and myself on the 2017 Selection Committee. Kristin will be promoting the S.I.L.L.I. concept to the library employees at the Staff Meeting in August to begin its promotion. I’m very excited about this initiative and can’t wait to see what kind of S.I.L.L.I. proposals we receive.

Outreach Activities

- Monday, May 1: Business Connects with Government - New 2015 Ozone Standard and Implications for Manitowoc County hosted by the Chamber of Manitowoc County at Holiday Inn
- READ Posters: You may have seen those celebrity READ posters. A celebrity is usually pictured holding or reading a book. MCLS recently purchased software to create these READ posters. MPL staff have been stopping in MCLS’s office to get their own READ poster made. We hope to have these displayed throughout summer in the library. Keep your eyes open for them.
- Tuesday, May 9: We hosted all of the library media specialists and library media managers from MPSD. While they were here, we discussed virtual library cards, Overdrive, AudioSync, online databases, Battle of the Books, DAP and summer read. Each attendee left with a folder full of MPL resources and marketing materials.
- Wednesday, May 10: MAVCB Tourism Breakfast at Holiday Inn

- Wednesday, May 17: Boys and Girls Club Advisory Board meeting
- Wednesday, May 31: Networking with directors from MPSD. I spent the day with the other city department heads and the directors for MPSD including the Superintendent. It was a great day to start building relationships and share ideas for partnerships between the schools and the library/city.

Operations Activities

- LEAPFROG update: The month of May was spent touring other libraries in our area. There were two tour dates. On the first tour date, the committee split in two groups. One group went south to see several libraries in the Milwaukee area. The other group went north to view some libraries in the Appleton and Green Bay areas. On the second tour date, the whole committee went West to see Sheboygan, Fond du Lac and Oshkosh. We saw a lot of great ideas, and are currently compiling them together.
 - In addition, we have split into three different groups within the committee. One group will be developing a 3D model of our current space to be manipulated.
 - The second group will be contacting outside vendors and contractors in assistance with layout and design plans.
 - I conference called two members of WILS on Friday, May 5 to see if they can assist us with our project. They are currently assisting Beloit Public Library. We talked about our process and where we currently are in the process. They were impressed with all that we've accomplished and how we've organized it so far. They suggested helping with the final aspect of prioritizing and developing our layout plan. They put together a proposal to help facilitate that. It would cost just under \$1500 for that portion. At this time, I'm holding off on moving forward with this. The committee has done such great work so far; I'd like to see how far this can take us before we give up. In addition, I'd like to save the money set aside for the actual redesign process.
 - The third group is focusing on a Needs Assessment related to two ideas: focus groups and photo project. The photo project is an opportunity for the public to engage with our current space, take photos and post things they like and dislike. We are hoping to roll these two opportunities out in June.
- Performance Standards development for Job Descriptions: The management team and I are still underway tackling creation of these for each job description. Noting the frustration and struggle, I came up with another way to tackle this. In teams of two, we will now focus on the job tasks together instead of focusing on the job description. Focusing on the job allows us to narrow our view very quickly. As a team, we will be tackling the standards together, and then fitting the standards into everyone's job. I think this will end up working more smoothly. We have set up a separate bi-weekly meeting to tackle these standards in the next few months.
- The City is working on a ½ day orientation for all new city employees. As part of this, they would like to develop a PowerPoint presentation focusing on all the different departments. In collaboration on this, we have developed three slides for inclusion into this PowerPoint focusing on the organization of the library departments, children and teen services, and adult job-related services we offer.
- Virtual Library Cards: I have been in contact with MPSD staff to continue moving this project forward. I have shared with them the information we need on our side. We have a meeting scheduled for early June.

- Volunteer Application revisions: Mary P, Therese, Margo and I have been working on streamlining the volunteer application process. We currently have three different application forms and procedures to volunteer at the library depending on which program you'd like to volunteer for. The four of us have met in May a few times to streamline this process. We have looped Jason in to make changes to the website. We should be ready in June to have one online application for all interested volunteer applicants to apply. All volunteers will now have a background check done on them as well before they are allowed to volunteer for any of our programs.
- Manitowoc County contacted us about a piano they have at their location. It has a plaque listing it was donated by Friends of Manitowoc Public Library. We have contacted the Friends, who inspected the piano. We like the quality of this new piano more than the one we have from Silver Lake College. Friends of MPL will be transporting the "new" piano to the library and removing the old piano from the library in June.
- Wednesday, May 10 – I organized a meeting with Rahr-West and Library staff to finalize details for the Summer DAP program. This should be ready to go in the second week of June.
- Voting for A Community Thrives grant ended on May 12. We should hear back about the grant around June 6th.
- I met with Amy and Jason to develop and finalize the Employee Equipment Purchase policy to be presented at the May Board meeting.
- Tuesday, May 16 – Manitowoc County Library Advisory committee: The agreement and funding formula were approved for 2018.
- Wireless Hotspots: On Monday, May 8, the Friends of Manitowoc Public Library approved \$600 to purchase wireless hotspots for circulation at MPL. I have been working with Anne Juza and Jason Kunde to develop a plan for this. We will bring before the Board for initial approval at the May 26 Board meeting. After exploring this further, circulating wireless hotspots would fall under our normal collection development policy and does not require additional approval from the Library Board. We plan to finalize procedures, cataloging and processing of these items to roll out for circulation on July 11.
- Friday, May 19 – LARS/Director's meeting in Kiel
- Friday, May 19 – finalized paperwork to send to UW-Manitowoc to make us an authorized internship site for their Human Services Leadership program they are starting this fall.
- Friday, May 19 – Met with our rep from Collection HQ along with Roxanne. We continue to be happy with this software.
- I have been working with children's services and Roxanne on some moves in the YA collection. We will be creating space within the collection for outward facing shelving and shelving the YA audiobooks within the teen's collection.
- Wednesday, May 24: Roxanne will be helping me with the updates and revisions to our incident reporting procedures. We will initially be contacting other libraries for their procedures to have a basis of comparison. I have been in contact with Brown County Library and Mead Public Library. Roxanne and I are hoping to have a draft ready in July with a roll out of the new procedures at the August 17 All Staff meeting.
- Wednesday, May 24: Staff and I have begun planning ideas for our 20th anniversary in 2018. We are targeting a Saturday in early August to have mini golf in the library and other activities outside on Quay Street. More details to follow.
- Thursday, May 25 – Serials and Newspapers discussion – We met to discuss our ongoing serials and newspapers. We want to thoroughly examine our circulation and determine which serials and newspapers to keep and which ones to weed out.

- Friday, May 26 – I met with Jessie Lillibridge, HR Director, to discuss the EPM merger. The City Council Personnel Committee chair happened to be there that same day, and we brought him into the conversation. He is very happy the Library Board is considering merging the library's EPM with the City. Jessie and I will continue to work on this process in the coming months. I will continue to bring updates back to the Library Board.
- I have begun sending weekly updates of Library activities to the Mayor. I think it's important for the Mayor to be aware of projects we are undergoing at the library for benefit of our community such as our virtual library cards and wireless hotspots. It is my goal to send a quick update each week moving forward. I started this on Friday, May 26.
- Tuesday, May 30: I met with Tim Gadzinski and Erin LaBonte to discuss the potential mural above the East wall of the library on the first floor. At this meeting, we discussed pricing, timeline and ideas for this mural. I will bring a proposal before the Board at the June Board meeting for approval. This will be part of the first floor redesign process.
- Wednesday, May 31 – MCLS Board of Trustees meeting in Kiel
- Opening on Thursdays database – I had a meeting with the City Finance Director in late May to go over the opening on Thursdays database. He gave me some very good feedback. I have made revisions and cuts to the proposal which I will be presenting before the Board.

Significant Statistics and Activities

- Thursday, May 11 – We held our annual Literacy Awards Banquet. Mary Petersen and I hosted the event. It was a great turnout, and a wonderful way to recognize the hard work of our learners throughout the year.
 - Each year One-to-One Adult Literacy Partners recognizes an individual or group of individuals who have worked closely with us to grow and support our program. Our program is one of only a couple of adult literacy programs in the state directly supported by a public library. Literacy organizations are recognizing the importance of this partnership with a library and are making it a primary goal for the future of their programs as well. Our Manitowoc Public Library Board of Trustees was way ahead of its time five years ago, in making this a part of its vision for the library. During the past five years, the Board has been in the background, quietly supporting the program by allocating funds both from the operating budget and the Manitowoc Public Library Foundation yearly allocation, and supporting the search for additional funding through grant writing. Many of our Board members have also been active advocates for this program in our community. Needless to say, Manitowoc Public Library Board of Trustees has been an essential pillar of this program from its onset. In recognition of this continuous support, even through difficult times when it would have been financially easier to walk away, we would like to present the 2017 One-to-One Literacy Partners Award to Manitowoc Public Library Board of Trustees.
- We hosted staff from Farnsworth Public Library in Oconto, WI on Monday, May 22. They wanted to tour our beautiful facility and learn more about the services we offer to our community. A big thank you to Greg Jirik for leading this tour as I was unavailable. I was able to meet with the Farnsworth Public Library staff prior to their tour to talk about our library.

What's coming up?

- Summer Reading Program for children, teen and adults begins on June 12th. A lot of focus in the next few months will be on these programs.

- I am hoping to offer a Domestic Issues series this Fall similar to Great Decisions but focusing on domestic concerns such as human trafficking or suicide prevention. My goal would be for this to start in September.
- LEAPFROG and I are continuing progress of the 1st Floor Redesign Project. (LEAPFROG stands for Librarians Exploring And Planning Future Redesign Opportunities and Growth) We have been in contact with DEMCO, BCI and Brodart to assist with this project. We are also hoping to conduct more in depth needs assessments from the community. We are moving closer to analyzing the data and prioritizing our needs.
- 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. Roxanne has offered to assist me with this process.
- Amy E. and I will be working with staff on revising job descriptions to make them compliant with ADA standards. We will begin this process more fully in September.
- I am continuing my research and work into possibilities of opening on Thursdays even for a short period. I will share my findings with the Board.