

## Director's Report

### June 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.

- At the beginning of June, we started locking all staff entrances from the public. This was due in part to two things: one the security survey from Sgt. Jacobs, and partly due to reading Black Belt Librarians. In order to provide a safe environment for staff, locking the staff entrances was very important. This change adds an additional level of inconvenience for staff as they are going about their daily duties, especially for the entrance from the second level into the first level staff area. It can make work more difficult when pushing carts and carrying items through these now locked entrances. Despite this added inconvenience, I did not hear a single complaint. I was very impressed with how well employees understood the reason for this change, accepted it, and made it part of their new regular routine. I really appreciate everyone's team approach while implementing this change!



#### Personnel

- Lisa Pike, our new teen librarian, started on Monday, June 5. She joined us most recently from Lester Public Library. We are excited to have her on board.
- We welcomed a new shelving page, Sue Chaney. She is a retired teacher new to the area, and we are excited to have her on board!
- One of our Foundation directors, Bob Felde, passed away. Bob was an excellent addition to our board, and such a kind and caring man. He will be greatly missed.
- We welcomed new Board of Trustees member Barb Bundy-Jost. I am very excited to have her on Board, and I look forward to her added input and direction to the Board.
- Performance Standards development for Job Descriptions: The management team and I are still underway tackling creation of these for each job description. We continue to tackle this as a team. I have scheduled a meeting with CVMIC to come to Manitowoc Public Library to review what we are doing and to see if we are on track. David Bailey will be coming in July.
- One of our assistants, Sue Oswald, has voluntarily left employment with the library. She is seeking other opportunities. We are sorry to see her go.

#### Staff Development

- I took some time off in June for rest and recuperation, and to enjoy a family wedding in Texas!

#### Adult Literacy One-to-One – Mary Petersen

##### National Book Fund Grant

- One-to-One Adult Literacy Partners is a member of ProLiteracy, a national literacy organization

- National Book Fund Grant is sponsored, annually, by ProLiteracy for the purpose of providing New Readers Press books and educational resources needed to support literacy initiatives
- Priority is given to programs providing literacy instruction at no charge to students
- Materials requested need to have a clearly defined, specific need. In other words “What do you need? Who will be using it? Why do you need it?”
- Grants typically range from \$500 to \$2,000
- We received over \$1800 in tutor/learner books through this grant!
- Books target health literacy, workplace literacy, family literacy, citizenship, life skills, building English vocabulary, and reading for pleasure

#### New Tutors

- Six new tutors were trained
- Two interested in a Reading Learner and four interested in an English Language Learner

#### Tutor Training Team

- Five current tutors volunteered to become trainers of new tutors
- Four of the five attended the new tutor training in June
- In the past, two people provided the training, and volunteers needed to wait until both trainers were available for training
- With this new training team, training of new tutors can occur as soon as we have five or six volunteers since any two of seven people can provide training

#### 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.
- Unfortunately, we were not one of the groups chosen to receive “A Community Thrives” grant from the USA Today grant competition. While I am disappointed, I have to reiterate that I was not very pleased with how this competition was conducted. The utter lack of transparency was troubling to me. When I discovered we weren’t one of the winners, the email said all of the participants would be informed “in a couple weeks” the names of the grant recipients. As of today, July 11<sup>th</sup>, 2017, I still haven’t received word of the winners.
- In terms of where grants (or at least fundraising) and marketing meet, Kristin and I have cobbled together a very interesting gala concept to present for approval to the Foundation Board on July 18<sup>th</sup>. It’s a fun art gallery opening concept which ties into both the mural project and the First Floor Redesign undertaking. A week of mini-fundraising art classes would lead up to the Saturday gallery opening. I contacted several people for their assistance (in the beverage and food department, most specifically) and we are awaiting permission to proceed (which I’m cautiously optimistic that we will receive) before starting to lay down the serious nuts and bolts of the evening,

- I explored a pair of advertising grants that are very interesting. While there is no actual money exchanged per se, they are both great for getting the word out about programs and events at the library should we receive one or both of them. One is a Community Impact Grant with 91.1, The Avenue, a radio station outside of Appleton. This grant would give us substantial promotional air time for a specific event. While I thought about pursuing this grant to promote the carnival that will celebrate the conclusion of the youth Summer Library Program, that particular event—as wondrous as it is going to be—seems unlikely to draw people to the library from an hour away. Best to save this for Doctor Who, Great Decisions or the Domestic Issues series. The other grant opportunity was called to my attention by Roxanne Staveness and is called a “Google Ad Grant.” Essentially, this would place an click-over advertisement at the top of all relevant searches in our area on Google. Instead of paying per appearance, the ongoing grant gives recipients a total of \$10,000 per month in free advertising. If \$10,000 is reached the ad is put on hold for the rest of the month and no charges are incurred. Then at the start of the next month, the ad reappears. This goes on until the grant period concludes (the period is different for every grant) and the only caveat is that the ad must be altered every ninety days. It’s a no-brainer to pursue this. Tragically, due to a lack of time because of the Summer Library Program and the Used Book Sale, I’ve had to put this on the backburner. However, I intend to get deep into the process before my next meeting with Kristin.

#### **Outreach Activities**

- Friday, June 30: Kiwanis – Discussion with Jim Pfeifer on the possibility of either joining or having another coworker join Kiwanis. He also supported our Battle of the Books programming financially courtesy of Kiwanis.
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#### **Operations Activities**

- Thursday, June 1: LSTA Advisory Committee meeting
- Friday, June 2: Meeting with Tom Madden from Madden & Associates; He went through the first floor to see if he could help us with our re-design project.
- Friday, June 2 – I met with the City Finance Director to go over the initial Opening on Thursdays database. He gave some great feedback and ideas on revisions for the database. Changes will be made and shared at the June Board meeting.
- Incident Reporting procedures: I have focused more time on the incident reporting procedures for the library. Roxanne has volunteered to help me with this project. We have contacted several libraries in the area to see if they would share their incident reporting procedures. I was able to get forms from Brown County Library and Mead Public Library. Roxanne was able to get procedures from Portage Public Library. I have also sought input on ideas for the new process from staff as they will be utilizing the forms. We are hoping to have our new procedure and forms developed by the August staff meeting.
- Tuesday, June 6 – I met with board members from Spirit of the Rivers. They have mekates ready: one for Lester and one for Manitowoc Public Library. We should be receiving it in September of this year. We will have it on display near the front desk. I will also be attending a community

session in July to discuss yearlong community programming for 2018 around the Spirit of the Rivers monument.

- Manager on Duty binder: We are developing a binder for managers on duty. It will have procedures, policies, and contact information easily accessible for managers.
- Wednesday, June 7: I met with Lynne from DEMCO to help us in developing a layout plan for the first floor.
- Wednesday, June 7: Youth Services meeting
- Virtual Library Cards: We met with three representatives from MPSD. We received a group of 4 trial records from MPSD to test in June. Two of the three representatives have since retired or left MPSD. We will continue working on marketing and development of the virtual library cards. We are hoping to get the FTP site up in July and run a full test of 20-30 records. We will also be contacting the databases to insure they will incorporate smoothly. We are still on track for rolling this out in the 2017-2018 school year.
- Monday, June 12 – Friends Board meeting
- Wireless Hotspot: We have finalized the purchase and cataloging of 5 wireless hotspots. We are on track to roll out circulation of these hotspots on July 11. Procedures are being developed for staff. We will also have an HTR article on this for the public in July.
- Public Computer upgrade: Jason and I have been working on a new plan for our public computers. We have had several complaints over the years, as well as our current system is time consuming for staff to use. We have been exploring going back to our staff managing the public computer systems and using Comprise as the computer management software. Jason has also configured to make Raspberry Pi's to run our catalog computers. This new process will save us ~\$8,000 per year. We should be rolling this out in July/August 2017.
- Pay plan compensation study: I met with Patrick from Carlson Dettmann to discuss the pay plan study. The original timeline has been pushed back to receiving results in June to July.
- The final report opened for the United Way grant. This will complete our grant on supporting LTC assessments and workplace literacy with Federal Mogul in conjunction with One to One Adult Literacy program.
- We submitted three ideas for a CVMIC grant program to reduce risk and improve safety throughout the city. The library submitted for two new AED machines, upgrade to library security cameras and software, and swipe entrance equipment and software for staff. We will hear in July or August on whether or not we were selected to be funded.
- Marketing Plan: We have started the process of analyzing our marketing program and developing a marketing plan.
- Thursday, June 29 – Materials Management department meeting
- LEAPFROG update: This month we have focused on the dreams related to our process.
  - Needs assessment: We have captured information in two methods during the month of June. We have provided poster boards for the community to write what they want to see in the library. These posters have provided us with a lot of ideas. Secondly, we held two different focus group sessions to capture information on dreams for the library. We also hope to capture non-user information by attending a Farmer's Market in July.
  - Our focus for the end of June and into July will be compiling all the data we have captured so we can review it. After compiling the data, we will focus on prioritizing the ideas and begin developing a re-design plan. We should also be receiving two design plans: one from DEMCO and one from Palmer Furniture.

### **Significant Statistics and Activities**

- We rolled out marketing coasters and staff READ posters in the month of June. We are also using yard signs this year to promote the Krazy Daze book sale. All of these are great ways to continue spreading the library's message of lifelong learning!

#### **What's coming up?**

- We will begin developing the 2018 budget in July.
- Summer Reading Program for children, teen and adults - a lot of focus in the next few months will be on these programs. Our summer carnival wrap up party for all age groups will be on August 4<sup>th</sup>. We hope to close down a portion of Quay Street for all the fun we have planned including:
  1. UFO (Chow): Kite flying along river in Quay Street Parking Lot
  2. Sidewalk Chalk: Near building
  3. Battle of the Rock Band: Inside the main entrance portico
  4. Pool Noodle Obstacle Course: Grassy area outside main entrance
  5. Water Balloon Catapult: Quay Street
  6. Squirt Gun Art: Quay Street
  7. Bubble Blast: Quay Street Parking Lot
  8. Duck Pond: Quay Street Parking Lot
  9. Fire Department Engine Tours: Quay Street Parking Lot
  10. Face Painting: Quay Street Parking Lot
  11. Cooling Station: Quay Street Parking Lot (Stacey will build from PVC pipe, run a hose)
  12. Dunk Tank?
- 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 1<sup>st</sup> Floor Redesign Project. (LEAPFROG stands for Librarians Exploring And Planning Future Redesign Opportunities and Growth) 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.