

Director's Report

November 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.

- Mission moment – I was contacted by Susan from the Orlando Sentinel newspaper in Florida. She was doing an article on virtual library cards in her area. She saw that we had just started this initiative in our community. She was in contact with me to get more information for her article. Our library was featured in their newspaper! Here is a link to the article:
<http://www.orlandosentinel.com/news/orange/os-virtual-library-cards-20171201-story.html>

Personnel

- November 7 – Public Services monthly meeting
- November 10 – Youth Services meeting
- The management team and I finished reading *The Coaching Habit* by Michael Bungay Stanier. As we move towards a more collaborative, team environment, coaching is an important element. It is also new to some of my management team. In December, we will meet with David Bailey from CVMIC to discuss January 11 all staff meeting which focuses on empowering our staff and coaching. In January, I hope to include coaching scenarios in our weekly leadership meetings as another way to develop these skills.
- Annual Culture Survey: Last year, I sent out the first culture survey to assess from an employee's standpoint the status of our library culture. It was very informative related to barriers staff were encountering. Due to this insight, I brought this survey back to continue to assess the culture as we move forward. I intend for this to be an annual survey moving forward to continue generating ideas on improving our team environment. The management team reviewed the results of this survey in November and will be developing an action plan in December to be shared with staff. Due to the Holidays, this may be pushed into January.

Staff Development

- November 15: Help Drive the Future – Manitowoc County Chamber event at Holiday Inn

Outreach Activities

- November 8 - Boys and Girls Club of Manitowoc County Executive Committee meeting
- November 28 – Presentation to Sunrise Rotary on MPL Foundation and Youth Services programming with Julia

Operations Activities

- Summer Reading Program: In November, I followed up with our marketing department to discuss connecting our SRPs and look at a connected branding process. I also followed up with CSLP to see what options we have related to using their SRP marketing with our new brand. We will be meeting again as a group in January to finalize our plans for 2018 SRP.
- November 10 – 20th anniversary meeting: We continue our discussions in building this end of summer event. Our next meeting will be in February as we finalize some details.
- November 13 – Friends Board meeting

- November 13 – Human Trafficking; our final class in our Domestic mini series
- November 14 – Materials Management regular meeting
- 2018 Foundation Fundraiser meeting: I have put together a committee of four MPL staff, including myself, who will be organizing this fundraiser. We are also working with a committee of 3 Foundation Board members to lead this. We are meeting every two weeks to work on this fundraiser. Here are the highlights for the month of November:
 - Save the Dates were created and mailed out
 - Caterer was secured
 - Performer is secured; still seeking approval on liability – we will set up a time in December for the group to view our facility and finalize details
 - We secured a \$500 sponsorship from Balloon Glow for the Gala glasses to be handed out at the event
 - The Foundation Board is working on securing auction items for this event.
 - The three mini classes leading up to the gala are secured for experts and staff leads.
 - December will be focused on marketing and securing event sponsors.
- Virtual Library Card initiative: Julia and I met with MPSD staff in November to see how VLCs rolled out and to answer any questions. Everything seems to be operating fine from their side.
 - Tim and I will be working on submitting a grant through United Way to expand and grow our VLC partnership with other school districts.
- November 17: LARS and MCLS Director's meeting in New Holstein
- Monday, November 20 – Common Council Meeting
- 2018 Budget –I attended and presented at several City Finance committee meetings related to the budget in November. The 2018 budget was approved at the November 20th Common Council meeting. It included funding in the library's allocation to open on Thursdays, implement the new pay plan and balance the library budget.
- EPM merger: HR Director and I have met a few times in November to continue working on the merger of the EPM. The final EPM document should be ready to submit to the Personnel Committee in December. I am also hoping to solicit feedback from staff on this document. After it is approved by our personnel committee and Board, the document will go before City personnel committee and Council.
- LEAPFROG update: During the month of November, we have focused on developing our layout. We should have a layout completed in December with a presentation to the Board in December. Staff feedback was solicited in the last few weeks of November.
- Core Competency Standards: As a group, these were finalized in November. We will be introducing them to staff during the performance review process.
- November 29 – MCLS Board of Director's regular meeting: I shared information on the 2018 budget, 2018 fundraiser, Dr. Who Day, first floor redesign process, SILLI internal grants, EPM merger, Best Gift Ever Book Drive, and Minion Madness Party.
- November 30 – LSTA Advisory Committee meeting in DeForest – This was my last meeting as an advisory committee member. I have enjoyed the past four years as a committee member. LSTA and grants to states funding has changed greatly over the past year. I am excited to see what is coming out of this redevelopment. There seems to be a focus on more statewide initiatives instead of competitive grants. I think this will be beneficial for all libraries in the state of Wisconsin.

Significant Statistics and Activities

- We saw an increase of 450% in Tumblebooks for November after rolling out VLCs!
- 2018 Budget –The 2018 budget was approved at the November 20th Common Council meeting. It included funding in the library’s allocation to open on Thursdays, implement the new pay plan and balance the library budget.

Adult Literacy One-to-One – Mary Petersen

November Monthly Tutor Meeting

- New materials checkout system explained
- Highlights of 2017 Common Ground Conference (technical colleges & literacy councils throughout the state) were shared with tutors unable to attend
- Supplementary materials shared along with written summary of levels and content

Lakeshore Business & Professional Women

- Spoke at monthly meeting
- Shared history of program and goals
- One of our current tutors is member and spoke of merits of our program

New Tutor-Learner Matches

- 4 tutors met with 4 new learners in November
- 3 English Language Learners and 1 Adult Basic Education Learner

Grant Writing – Tim Gadzinski

While the “Create Tomorrow” fundraising gala remains my primary acquisition focus for the moment, grant-wise it’s still worth pointing out that:

- I appeared before the Hotel Room Tax Commission to present MPL’s case for receiving a “Discover Manitowoc” grant for \$1,500 in order to purchase electronic billboard time in Milwaukee in order to promote Doctor Who Day outside the area. My ten minutes went very well and it was agreed upon unanimously to present us with the funds.

In terms of the gala, the committee continues to move forward with turning our ideas into reality. November was also notable for:

- Kristin and I appeared before the Board of Directors for Downtown Manitowoc in order to secure a \$500 sponsorship (which was later changed more specifically to Manitowoc Balloon Glow) to cover some of the costs of the three workshops leading up to the “Create Tomorrow” gala. These funds will be specifically used for the gala’s commemorative glassware.
- On an impulse, I approached Jeremiah Novak of Novak’s Service Center to solicit an additional \$500 sponsorship for the aforementioned workshops. Having apparently picked the right moment to stop in, Jeremiah said he would provide the additional \$500.

- Along with Emily, I created the “Save the Date” postcard for the “Create Tomorrow” fundraising gala, which has subsequently been sent out to the people on the Foundation mailing list.
- Contacted Manitowoc Engraving to explore the design and glassware options for the gala’s souvenir glassware. An appropriate stemless glass—ideal for either wine or beer—was agreed on by the committee, as was the logo to be used.

What’s coming up?

- LEAPFROG and I are continuing progress of the 1st Floor Redesign Project. (LEAPFROG stands for Librarians Exploring And Planning Future Redesign Opportunities and Growth) The layout will be completed in December and presented to the Board.
- I will begin the process of reviewing and revising job descriptions for approval by the Library Board.
- Staff Performance Reviews will be the focus for December and January.
- National Library Week 2018: On October 31, MPL’s management team met with the Director and staff from Lester to discuss collaborating on the Libraries Build Strong Communities annual campaign. They shared some great information and resources with us. We also developed some ideas on how to co-market with Lester. Both libraries are excited to partner in this program. MPL staff intend to start recruiting businesses for this program starting in January.
- Great Decisions 2018 is in the planning process.
- Poetic Pairings event in April 2018: The Friend’s of Manitowoc Public Library will be co-sponsoring an event for April 2018 focusing on poetry in our community. It was created based on the successful program held annually at Sheboygan Public Library. The event pairs a local poet up with a community leader in the area. The community leader picks a poem that has had an impact on their life. They then share this with the poet they are paired up with. Based on the poem and the community leader, the poet writes a response poem to that conversation. On the night of the event, the community leader and poet each present their poem to the community along with the impact of each poem on them personally. All of the poems are then produced in a booklet for attendees. We have all 10 community leaders and 10 poets on Board for this event.