

Director's Report

January 2018

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 – Mead Public Library set up a meeting with us on January 22 to learn more about our virtual library cards. They are very interested in starting a similar initiative in Sheboygan. Margie, Jason and I sat down with them to go over the initiative and answer any questions they had.
- Mission Moment – MPL was featured in the MPSD Connections newsletter mailed out to families in the school district. They featured our virtual library cards and all that it offers to students!
- Mission moment – Think.Love.Play. feature on Facebook: Manitowoc Public Library
 - Think. Love. Play [Manitowoc County] allows those who live and work in Manitowoc County to see and share positive perspectives from around the community. MPL was featured on January 11. Here is the picture and posting:



- [The Manitowoc Public Library](#) is a forefront of the County! Having over 200,000 people walk through the MPL doors, the library is a huge resource for many residents and visitors.
- **Why do we Love Manitowoc County:** Manitowoc County is such a unique and special place filled with caring individuals who truly have the community's best interests at heart. Manitowoc Public Library is continually impressed by the support we receive from our community. It's easy to see that Manitowoc values MPL, from the usage of our daily services and physical resources, to the enthusiastic attendance at our programming and events. On average, we have over 200,000 people walk through our doors on an annual basis! This doesn't even take all of the additional online usage and outreach efforts into

account. In addition, the community always shows up to back our fundraising efforts and is completely supportive of the new ideas we try at MPL.

- Finally, who wouldn't love the beautiful scenery Manitowoc County has to offer? We have a beautiful lakeshore and MPL is fortunate to have great views of both the Manitowoc River and Lake Michigan. This incredible natural asset affords us an incredible array of outdoor activities—great hiking, phenomenal biking, wonderful beaches, and, of course, our car ferry, the *Badger*. As a community, we must continue to strive to create an awareness of these great attributes for visitors to the lakeshore and for one another, as well. We have so much to offer—as a community and an institution—and we're proud to be part of Manitowoc County.
- **Manitowoc County Positive Experience:** A few months ago, an MPL staff member shared this story with me and it instantly became one of my favorites. It truly highlights our wonderful community and all it has to offer. It tells the story of a man who lived in Upper Michigan that tragically lost his wife approximately six months ago. After a few months, he realized that he could no longer live in his current town of residence. It had become unbearable. Every time he stepped outside, someone asked him "How are you doing?" And there were simply too many reminders of his wife. So, he got in his car, and he started to drive. While driving south on I-43, he started to see signs for Manitowoc. While he had never heard of the city, he thought to himself "What the heck!" and pulled off at the Manitowoc exit. Driving around town, he decided that it looked pretty nice, so he decided to stay for a few days. During that stay, he frequently stopped in at the library. He loved that he could use the internet for free and stay connected with family. On one of these visits, he saw the flyer for a grief share program at Hope Church. He was still grieving for his wife, so he thought this might be a good opportunity for him to connect and decided to check it out. He became a regular at the grief share meetings and credits the library for helping connect him to this resource. As a result of these meetings and the friendly service he received at the library, this man decided to permanently relocate to Manitowoc. One of the reasons he decided to stay indefinitely in Manitowoc was MPL! We couldn't be more proud.
- It's hard to pinpoint a single characteristic which we love about this community. As I mentioned above, there is so much Manitowoc County has to offer. MPL serves the role of providing educational resources to every demographic in our community regardless of age or background to meet their educational, recreational or cultural needs. As a result, MPL has the opportunity to connect with our residents and organizations in so many different ways. One characteristic which surfaces all the time is the community's willingness to help and support our local non-profits. Our community is proud of these organizations, including MPL, YMCA, Big Brothers Big Sisters, The Haven, and so many more. There is also a positive attitude towards collaboration in serving the greater needs of our community.

This positive attitude and focus on collaboration is beneficial for all concerned parties: our organizations and ultimately, our community. We are proud to be part of this collaborative network.

- We are excited about this [Think. Love. Play. initiative in Manitowoc County](#). What a great opportunity to share all that Manitowoc has to offer to our residents and visitors. MPL is proud to be part of this.

Personnel

- January 9 – Public Services monthly meeting
- I have been reviewing applications for the PS manager position. Interviews are scheduled for January 15 – 26. I hope to check references the last week in January and have an offer out by the first of February. PS staff and the management team were involved in the interview process and provided feedback on the five candidates selected to be interviewed. The interviews consisted of four parts: formal interview with Jessie, Becky and I; staff interview portion; tour led by staff member; and wrap up coffee with me. After the initial interview, I pulled in two additional candidates for a second interview. I have offered the position to Karen Hansen. She comes to us from Evanston Public Library and Morton Grove Public Library in Illinois with a lot of experience and enthusiasm. Karen will start on February 19.
- I assisted on interviews for youth services associate. We offered the position to Kirsten Smith who has accepted and will start in February.
- January 12 – Youth Services meeting
- Performance Reviews: scheduled; self-evaluations are due in January and reviews will be written; all reviews for PS staff and my staff should be complete by the beginning of February.
- The management team and I distributed duties left open from PS manager position. We will be sharing these duties in the interim. The distribution of duties was shared with all staff so they are informed.

Staff Development

- January 11 – All staff training with David Bailey. We focused on staff empowerment and leadership and what this looks like. We started to develop a bill of rights for library employees. The bill of rights are internal team commitments we make to each other to move the library forward. We are focusing on developing these into 3-5 core commitments to outline and define our core culture at MPL. We will continue this in February and March. Our next all staff meeting will be in April.
- January 24-25 –Wild Wisconsin Winter Webinar series – I attended several webinars in these two days focusing on various topics: strategic planning, leadership, empowering employees, and building respect.

Outreach Activities

- January 4, 11, and 25 – Noon Rotary
- January 10 - Boys and Girls Club of Manitowoc County Executive Committee meeting
- January 17 – Boys and Girls Club Advisory Board meeting
- January 31 – gave an interview for WBAY on upcoming opening on Thursdays
- Reviewed and oversaw application for Service League of Manitowoc County Community Grant for assistive devices

Operations Activities

- National Library Week: The management team and I have been working on a new initiative for National Library week 2018. This is in collaboration with Lester Public Library. We are joining their campaign: Libraries Build Strong Communities. Here is the basic premise:
 - This would be April 8-14, 2018. The whole premise is that we want to encourage the community to go out and shop local during that week. And by showing their library card at a local business, they will receive the deal set by the business for the week. By making purchases at local businesses, they will also receive a raffle ticket entry into our grand prize drawings at the library. There is no limit to the amount of purchases a customer can make throughout the week. Additionally, there is absolutely no cost to the business in order to participate in this campaign. We market and promote on behalf of the businesses; we provide the materials to the businesses; and we handle the campaign. All we ask from the participating business is to either submit a deal for that week or contribute a raffle prize for the drawings. The deal set by the business is completely up to each business. Two Rivers and Manitowoc are partnering together on this in 2018 which means each business will be promoted in both communities. I've **attached** some materials at the end of this report for you to refer to. The Business Handout explains the details of the initiative and how it will work. The final two documents: NLW Deal Confirmation Form 2018 and NLW Sponsor Item Form 2018 are the forms which would need to be filled out for a business to participate in this campaign.
 - In January, the management team and I fleshed out how we wanted to approach this. Each manager took 19 businesses to contact, share information about this campaign and get to participate. All deals must be submitted by February 23.
 - We will meet with Lester in February to discuss collaborative marketing efforts.
- January 8 – Friends Board meeting
 - Discussion was focused on January book sale, cookbook/car manual sale in April, train tree fundraiser, purchase of adult/child chair for youth department, and 2018 coupon for Friends members. The Friends did approve the purchase of a cake for opening on Thursdays
 - The Friends of MPL were approached by CNC Links to host a golf fundraiser on their behalf. They will be discussing this idea at their February Board meeting. In the meantime, I have met with their event coordinator on this idea and possible outline of the event. This would be held in September 2018.
 - January 19-21 – Winter Book Sale. We had another great sale with \$2,959.01 in total sales and dues received. This is higher than January 2017 - \$2,603.21
- January 9 – PLSR Focus Group in Kaukauna – I was invited to participate in a focus group talking about library systems and focus groups. This was a 3 hour session with group led questions.
 - January 30 – attended a conference call with other resource library directors to discuss with the PLSR workgroup on opportunities and concerns with this process
 - Updates from PLSR:
 - The PLSR Steering Committee requested proposals from [Russell Consulting, Inc.](#) and [WiLS](#) to help with the final phase of the project, which begins in April 2018. The proposals were reviewed and approved by Steering at their January 18, 2018 meeting. Steering also discussed and approved the [final phase roles document](#) to help clarify the work and responsibilities for this phase.
 - The role of WiLS will shift to one of administrative support managers. In this role, they will not be involved in designing processes or facilitation, but rather more of a logistical support role, such as maintaining the website and meeting logistics. They will also act as a resource for the workgroup reports and data, as needed.

- Russell Consulting, Inc. will continue their work on the PLSR Project as the facilitators for the final phase. Russell Consulting, Inc. joined the project to conduct public library director focus group sessions, as well as to develop and administer a follow-up survey. Their focus in the final phase will be helping facilitate the decision-making process of the Steering Committee and Core Recommendation Collaborators, as well as facilitation of the Model Development Summit.
 - Russell Consulting, Inc. offers a [wide range of services](#) including group facilitation and strategic thinking/planning. Their [clients](#) include a diverse group including libraries and library systems, governmental organizations, nonprofits and private sector companies.
- January 9 – Committee of the Whole meeting
 - January 12 – vendor meeting with Visix on wayfinding device for the redesign layout
 - January 19 – LARS/Director’s meeting in Brillion
 - 2017 Annual Report: the annual report opened up at the end of January. I will begin compiling data with the assistance of MCLS and library staff. The completed report will be presented at the February Board meeting.
 - The management team and I are currently reviewing the MOD (manager on duty) binder. We hope to have this finished and implemented in February. This is a new binder developed by Stacey outlining expectations, duties and emergency procedures for managers while acting as MODs.
 - Quarterly Department meeting with the Mayor: I sat down with the Mayor to discuss 2017 accomplishments for the Library and 2018 goals for the library. I focused on the redesign, gala, and established goals for the library.
 - 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 week to work on this fundraiser. Here are the highlights for the month of January:
 - We assigned class leads for the mini-class fundraiser to three other staff members who volunteered. We met to share what has been completed so far and to transition duties.
 - We met with David and Erin on January 5 to see the final design for the mural and approve. It is absolutely fabulous!
 - Tim and I met with our vendor from Legacy Brands to finalize details on wine and the wine pull donation.
 - We focused on marketing materials. Registration went live in January for sales to the gala.
 - I met with our caterer to finalize layout of the event and timeline
 - We finalized auction items for the gala.
 - We set up a Pay Pal account to receive online donations and reservations for the Gala.
 - We sent out marketing packages to our Gala partners and sponsors
 - January 16 – Foundation Board meeting
 - We welcomed two new Board members, Karen Oswald and Jennifer Dickey
 - We elected new officers for 2018
 - We reviewed proposals for accounting services and decided to continue with Hawkins Ash
 - The Foundation approved to move forward with setting up a Pay Pal account
 - The Foundation approved to move forward with setting up a stock account to receive stock from potential donors
 - Discussion and ideas focused on the upcoming March fundraiser

- January 18 – SRP collaborative planning meeting – members from adult, teen and children’s SRP at MPL met to discuss how to better collaborate across age levels. We will have one system for 2018 instead of three separate programs.
- Monday, January 29 – Common Council Meeting
- Downtown Master Plan – attended January 17 Citizen Steering Committee meeting to share input into various schematic plans for the downtown area. I will complete the survey on priorities for the downtown area as well.
- EPM merger: I worked with the management team and Jessie on final revisions to the merged document. We did decide to merge the employee complaint procedure with the city’s grievance procedure to streamline the process. This will go before Personnel Committee at their February meeting.
- LEAPFROG update: During the month of January, we have been compiling cost analysis data to present to the Board in February.

Significant Statistics and Activities

- Mead Public Library set up a meeting with us on January 22 to learn more about our virtual library cards. They are very interested in starting a similar initiative in Sheboygan. Margie, Jason and I sat down with them to go over the initiative and answer questions they may have.
- MPL was featured in the MPSD Connections newsletter mailed out to families in the school district. They featured our virtual library cards and all that it offers students!
- Think.Love.Play. feature on Facebook: Manitowoc Public Library
- The Friends had another record-setting January book sale. Currently, the highest January sale to date.

Adult Literacy One-to-One – Mary Petersen

Tutor Training

- 4 new tutors trained
- Training was completed by 2 members of Tutor Training Team

Mentor Team

- 7 current tutors have volunteered to be mentors to new tutors
- Tutor mentors will answer questions, familiarize new tutors with program components used in lessons and collecting outcomes, and be available to practice lessons

New Tutor-Learner Matches

- 4 new learners have begun working with tutors
- 2 of the 4 learners are from the Valders area and have been waiting a year for a tutor
- Finally found a meeting location workable for the learners and the tutors

Koenig Elementary

- Interested in partnering to provide opportunities for parents of students in their before and after school programs, and their summer program
- Koenig is writing the grant and, if obtained, could provide some financial support for program materials

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 submitted a Service League of Manitowoc County grant request to purchase assistive devices for people with vision issues that were available for checkout. We will hear sometime before May 1 if we are successful,.

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

- Met with Roxanna Strawn, Executive Director of UW-Manitowoc Foundation, to pick her brain and to get some additional mailing list assistance for the gala. Having organized several successful gala evenings, Roxanna’s help was very valuable. I also met her husband, Fred—the former president of UW-Oshkosh—and he expressed interest in helping with MPL grant writing in the future on a volunteer basis.
- In addition to everything that we already secured for the “Cycropia Experience” in the gala’s auction, I solicited another \$100 gift card from Heritage Tavern in Madison to sweeten the deal for that lot.
- Picked up our glassware for the gala from Manitowoc Trophy.
- Took and passed the required online bartending class in order to obtain a bartending license for MPL to be able to distribute alcoholic beverages at adult programming when appropriate. Meredith also got licensed, which will split the duties and not require the same person to be in attendance for events where beer or wine is being served.
- Submitted all three applications for the necessary licenses in order to serve alcohol at Art & Cabernet, Bake ‘N Brew, and Create Tomorrow. All three have been delivered and we are good to go.
- Continued to meet with Kristin, Emily, and Julia in order to create a floorplan for the evening of the gala and work out the many details associated with the evening.
- Working out an addition to “Experience Lake Michigan” to bolster it a bit more. The additional item will hopefully include a new bike tour excursion along the Mariner’s Trail called Wreck Your Bike (a shipwreck/biking experience provided by Matt Kadow), bike rental from The Fitness Store and a restaurant gift card.

What’s coming up?

- I will begin the process of reviewing and revising job descriptions for approval by the Library Board. This will start later this year after my maternity leave.
- I will be outlining and wrapping up projects in advance of my extended leave. I will be transitioning roles and duties over to other staff before April.
- National Library Week 2018: MPL managers and I intend to start recruiting businesses for this program starting in January.
- Great Decisions 2018 starts in February
- 20th Anniversary planning for August

- Scheduling ribbon cutting for opening on Thursdays – set for February 15
- Summer Reading Program collaboration across departments and consistent branding
- Our Library strategic plan ends in 2018. In conjunction with long term planning committee, we will start the strategic planning process for the next 5 years.
- Picture Book City will continue to move forward and progress



*Invite Thousands of
Library Card Holders
into your Business!*

*Provide the Incentive
to "Shop Local!"*

**It's All Happening During National Library Week
April 8-April 14, 2018!**

**Take Advantage of a *FREE* Marketing Blitz
and Extensive *FREE* Promotions!**

Advertising in the Herald Times Reporter
Radio Advertising at Local & Regional Stations • Billboards
Social Media • Promotional Packets (Posters, Handouts, Raffle Coupons)



Sponsor a Raffle! *OR* Create a "Deal"



Interested in Participating?
Contact: Kristin Stoeger, Director, Manitowoc Public Library
920-686-3037 • kstoeger@manitowoc.org

Strong Communities Create Powerful Opportunities!

**National Library Week, April 8-14, 2018
Libraries Build Strong Communities
Manitowoc Public Library's National Library Week Promotion**

DEAL CONFIRMATION FORM

Business name: _____

Contact name: _____

Telephone: _____

Email: _____

Please write the exact wording describing your 'deal' for advertising purposes, because of space limitations, keep it short and simple. *For example – "20% off all items in stock"*:

Please fax or email this form to Kristin Stoeger by Friday, February 23, 2018

Fax – 920-683-4657

Email – kstoeger@manitowoc.org

**Mail – Manitowoc Public Library
707 Quay Street
Manitowoc, WI 54220**

Telephone – 920-686-3037

THANK YOU!

**National Library Week, April 8 – 14, 2018
Libraries Build Strong Communities
Manitowoc Public Library's National Library Week Promotion**

SPONSOR RAFFLE ITEM FORM

Business name: _____

Contact name: _____

Telephone: _____

Email: _____

**Please write the exact wording describing your prize for advertising purposes.
Because of space limitations, keep it short and simple.**

Please fax or email this form to Kristin Stoeger by Friday, February 23, 2018

Fax – 920-683-4657

Email – kstoeger@manitowoc.org

**Mail – Manitowoc Public Library
707 Quay Street
Manitowoc, WI 54220**

Telephone – 920-686-3037

THANK YOU!




Create Tomorrow

Manitowoc Public Library Foundation
2018 Fundraising Gala for the First Floor Redesign
at **Manitowoc Public Library**

Saturday, March 10, 6-10 pm



Tickets: \$100

Your ticket includes:

- Aerial Dance Performance by Cycropia
- Acoustic Performance by The Belle Weather
- Mural Reveal by Erin LaBonte and David Carpenter
- Barbershop Quartet Performance - A Touch of Harmony
- A Glimpse of Our Vision for Your Future Library
- Elevated Appetizers from CNC Links
- Beverages from PetSkull Brewing, Ryan's On York & Legacy Brands

Additional Features This Evening

- Wine Lottery
- An Auction of Spectacular Experiences

**An Evening So Amazing,
You'll Never Want to Leave the Library!**

**To Purchase Tickets, Become a Sponsor
or Learn More About the First Floor Redesign,
Visit: www.manitowoclibrary.org/gala**

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