

Director's Report

September 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.

- August was filled with mission moments. We had so much fun and participation over the summer reading program. Time and time again, we had people mentioning how much value they found in the programming we offer to the community. With increases of 80-180% in our SRP participation, we are definitely working towards achieving our goal.

Personnel

- August 7 – Public Services monthly meeting
- August 17 – Youth Services meeting
- MPL 360: Throughout all of August, we opened up a new opportunity for staff to participate in, MPL 360. This is a two-day intensive focus at all of the departments within the library. It allows staff an opportunity to get a more holistic view of Library operations. Applications are open throughout the entire month of August; we ask staff to send a paragraph to their manager if they wish to participate. We will select two participants in September for the October two-day in-service. We hope to have this every Spring and Fall.
- Internship: Therese is working on building an internship program at MPL. She is connecting with area colleges and schools. We hope to engage our future workforce and offer work experience. It's also a great opportunity for the library to have new insight and assistance with projects.
- City Personnel Committee meeting – August 6
- August 9 –Ice Age Trail work day with City employees
- August 22 – review of 2019 health plan proposed and provide feedback to HR and Finance
- Job descriptions: The management team and I will be looking to update our job descriptions. During the month of July and August, each manager will be reviewing the positions of those employees which report to them. We will not be changing the duties of anyone; just organizing the descriptions to better market the library and positions. The managers revisions are due to Amy and I in September. We will begin the next stage of updating at that point.

Staff Development

- We revised and updated our employee orientation slides for the City orientation. This will be an ongoing yearly update.
- September All Staff meeting set for September 21 – this in-service will focus on multiple parts. A major component will be strategic planning. WiLS will conduct a SWOT analysis with library staff focusing on our strengths and building blocks for the future.
- Training on Payroll processes from Lori. I will be processing payroll for one of the pay periods in September while Lori is on vacation
- August 24 – met with David from CVMIC to plan a leadership in-service for November. This will be a half day at Beacon Consulting focusing on coaching, team building and leadership.
- Leadership Manitowoc County: I applied to be part of the 2018-2019 class. This is hosted through the Chamber and it provides an in-depth look at all Manitowoc County has to offer over the course of 8 months (September – May)

Outreach Activities

- August 2 – Achieving a Sustainable Competitive Advantage through Talent & Culture – Silver Lake College
- August 6 – Business connects with government at Lighthouse Inn – updates from local and state legislators.
- August 7 – Vision 2022 web conference meeting to establish next steps
- Museum-library collaboration: Pinecrest Historical Village and the library are working on a collaborative idea to allow patrons to check out a pass to the museum through the library. We will be developing this further in September. We have most of the details ironed out; we will begin working on the marketing. The Library will also be hosting a storage drive for MCHS.
- August 15 – Boys and Girls Club Advisory Board meeting
- August 16 – Vision 2022 Unique Downtowns meeting
- I wrote an article for HTR in response to an article in Forbes on how Amazon will replace Libraries
- August 16 – Membership 101 at Chamber; wanted to make sure we are utilizing all of the benefits possible for MPL
- Summer Activity Guide: Karen, Julia and I met to discuss this collaboration. We feel it is not financially beneficial for us to continue this partnership.
- August 28 – United Way Manitowoc County's Rally for Change
- August 29 – Celebrate Libraries interview which will be created into a video for marketing purposes

Operations Activities

- MPL Strategic Planning: The MOU was signed with WiLS. A steering committee was developed and shared with WiLS. An initial meeting will be set up in October for the steering committee. WiLS will conduct a SWOT analysis with staff on September 21.
- PLSR Update
 - A new letter was drafted by the Board at the August meeting and sent to the steering committee and local legislators.
 - The steering committee is working on a first draft of the Report for the PLSR Project, planning to have this completed by mid-October
 - After the release of the first draft, a survey will be sent out to the library community for feedback
 - Here is their preliminary next steps as it stands:
 - September 13, 2018
 - In-person Steering Committee Meeting – initial preliminary draft reviewed and expanded
 - Mid-October 2018
 - Initial executive summary and draft report released
 - Webinar presenting initial draft executive summary
 - Survey development
 - Late-October to Mid-November 2018
 - Updates to WLA Board, COLAND, and SRLAAW
 - WLA Conference presentation
 - Survey of Public Libraries and Systems
 - Mid-December 2018
 - Release of final report
 - Delivery of report

- MPL Foundation Board: I met with staff from Hawkins Ash to iron out 2018 taxes to be filed. There were questions related to our status as either private foundation or public charity
- August 10 – SRLAAW (Systems and Resource Library Administration's Association of Wisconsin
- 2018 Foundation Fundraiser meeting: We continue to work with Foundation committee on our March 2 Fundraiser. Here are the highlights for the month of August:
 - We have finalized the main performer.
 - We are brainstorming businesses to contact to sponsor this event. The goal is to send out a sponsor letter in September.
 - We have developed sponsorship levels, marketing theme, and sponsorship online link.
 - The goal for September is to finalize the sponsor letter and businesses; We also want to mail them out. Follow up of businesses will occur in October.
 - We are also looking into a raffle license for this event
 - The next steps will be focused on additional entertainment/musicians, beverages and food.
- Monday, August 20 – Common Council Meeting
- August 22 – carnival wrap up meeting and pre-planning for 2019
- Kronos timekeeping software: Organized a demo for August 7 with my management team to look at their advanced scheduler software and answer any questions the management team have. Kronos is a timekeeping system which facilitates scheduling and payroll aspects. Instead of using Time Simplicity and Springbrook, we would only have one software for staff to use. The City hopes to implement this in November.
- Virtual Library Cards: In August, I met with St. John's Lutheran to introduce them to VLCs. They are also interested in providing these for their students. We worked in August to get these set up. We are still waiting on information from a few of the schools. Jason has also updated our website with the new information.
- Master password list: the management team and I will be reviewing and updating our master password list. This document is a locked document only accessible by a few. We will update this yearly.
- 2019 Budget: Started compiling data for year end 2018 budget and planning for 2019 budget. A Finance Committee meeting was held on August 16. A tentative budget was submitted by the August 24 deadline to the city and updated after our August 27 Board meeting. In 2019, we will receive over \$70,000 less from the County. The Library Board and I will continue to look for ways to collaborate with the city to cover this shortfall. This conversation will continue into September.
- CVMIC Safety grant: Submit a grant for remote badge access to the library for employees and a 2nd AED machine for second floor public area. Anything awarded through this opportunity is funded half through the library and half through CVMIC. Our two options were not selected.
- August 29 – SRP wrap up meeting and planning for 2019; we created a database to better track statistics; please see attached

Significant Statistics and Activities

- Our 20th Anniversary and Carnival celebration was held on August 4. We estimate around 2,000 people attended this celebration. This was a wonderful example of a successful partnership with Grow it Forward and Saturday Farmer's Market; a collaboration we hope to continue in subsequent years.

- SRP had a record year for sign-up numbers. We had one sign-up table this year which allowed us to cross promote the reading programs for all ages. Every age level had over an 80% increase in SRP sign-up.

What's coming up?

- I will begin the process of reviewing and revising job descriptions for approval by the Library Board. Management team are currently making recommendations to Amy and I, due in September. We will then begin revising job descriptions in October.
- Development of 2019 Library Budget
- 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
- The redesign is well underway. The mural was completed in June. August and September starts with collections moving and the fireplace installation. October will see the fireplace installation
- 2nd annual SILLI grants open on September 1. A new committee will be developed with two new staff members and myself.
- Fall Close to Home series on topics which affect us locally: elections, suicide, guns in our schools, freedom of speech