

Director's Report

January 2019

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.

- We concluded adjudication of the Scholastic Writing Awards. These national awards provide opportunity for high school students to submit writing and art pieces. I was fortunate to be one of the jurors, and I adjudicated critical essays and short stories. It was a wonderful experience reading through the submissions. There is some extraordinary writing talent coming from our Midwest students. It was a great opportunity for the library to partner in and support.

Personnel

- January 3 – Public services monthly meeting
- January 4 – new welcome tour and discussion with new Board member Abbey Quistorf
- January 11 – Youth Services monthly meeting
- All staff meeting planning for 2019. Our first 2019 all staff meeting will be on Feb. 1. This meeting will focus on mental health 101 training. We will have a presenter from Employee Assistance Program (EAP) discussing how to best handle interactions with the public. This is in collaboration with City HR and MCLS. The afternoon will entail visiting area organizations available to support our public and our staff. We also created a poster to use in dissemination. Currently, we have 7 MCLS library staff and 9 additional City staff beyond our MPL staff attending.
- Performance evaluations for 2018: the management team conducted our annual performance evaluations for staff. Staff submitted their self-evaluation as well in this process. Finally, we have established 2019 goals for staff which align with our library department goals.
- Job descriptions: Amy and I worked on the materials technician, business office aide, and Marketing Technician job descriptions this month. We will revise all the job descriptions before presenting them to the Library Board. We will also get feedback from the management, personnel, and HR Director. We are utilizing our area libraries for comparison.
- Quarterly update with HR Director on January 17: I meet with the HR Director one-on-one quarterly to discuss personnel initiatives and ideas.
- Begin development of strategic work plans for all departments and the overall library. These work plans will help to provide vision and organizational development ongoing. It also helps to align all departments together.

Staff Development

- Leadership Manitowoc County: I have enrolled in this program through Chamber Manitowoc County. It is an eight month program touring businesses in Manitowoc County and learning more about all that we enjoy in this area. It's also a great opportunity for me to meet area businesses and community leaders for potential future collaborations. This requires a full day commitment once a month for eight months. There is also a group volunteer project required. My group's service project will be doing a drive for InCourage. January tours focused on the economy.
- OpenGov training: this software is provided through the city. It helps to overlay our financial information with other statistics and better tell our impact in the community over the years. Lori and I attended this training. We have a follow up meeting scheduled in February to explore this software further and see how it can be best utilized for the library.

- Wild Wisconsin Winter Webinar conference: I was able to attend four sessions over this two-day webinar conference. I have plans to watch two additional recordings from this series. I attended: a step by step guide to library hiring; great expectations for customer service; silos no more; and self-care and prevention of burnout. This is an annual conference supported by the majority of the library systems in the state.
- CVMIC 2019 work plan meeting with the city department heads
- What I wish I had known webinar for library directors on January 31
- 2018 Annual Report: I have begun compilation with the help of library staff of the 2018 statistics. This report will be submitted at the February Board meeting for approval and submission to DPI. All annual reports must be submitted by March 1.
- Museum adventure passes: these passes will go live February 2019. Our first collaboration started with Pinecrest Historical Village. Through this partnership, the public are able to checkout a pass to gain entrance into Pinecrest Historical Village for free. One pass enables two adults and the children in their household free entrance. Rogers Street Fishing Village and Maritime Museum are also interested. We are hoping to set these two museums up for summer 2019.
- MPSD local government intern: initial discussions have been taking place to look at a potential high school intern. This intern would be able to learn more about library operations and city government. We would hope this intern could be a regular attendee at the Library Board meetings. Additional information and discussion will be sought at an upcoming Board meeting.

Outreach Activities

- MPSD/MPL collaboration: we met on January 4 to continue discussion and collaboration. We are hoping to partner on a March 15 collaboration between library staff and MPSD staff. We hope this will strike additional partnerships. We also discussed ways to get all MPSD summer school children signed up for SRP. Additionally, we are discussing two new partnerships: City of Learning and ILS collaboration. As there is time, we will explore these options and see if they work for Manitowoc.
- January 9 – Downtown Manitowoc monthly meeting
- Meeting with Hope House Director to develop relationship and discuss potential partnerships
- State membership committee meeting for WLA
- January 14 – Business Connects with Government series. This session focused on updates from government officials. The local officials provided an update from their respective areas at the January 14 Business Connects with Government luncheon. We heard about what is planned for 2019, as well as officials took questions from the audience.

Operations Activities

- National Library Week: Preparations for this April collaboration with Lester begins. The management team shared the workload of updating our 2018 documents to be ready for 2019. At the beginning of January, we mailed out letters to all participating businesses from 2018. Each manager also contacted 5 additional businesses for 2019. All deals/raffles must be compiled by February 23.
 - As a refresher, our National Library Week campaign is focused on libraries building strong communities. During April 7-13, we do a lot of promotions to our businesses and encourage shopping local. Every participating business either shares a deal or a raffle prize to be part of this campaign. They are then included in our billboards, HTR handout, radio ads, etc. (marketing promos). The deal and raffle items are completely up to each participating business. The library is here to support our local economy.

- Scholastic writing awards adjudication concluded in the beginning portion of January. Emily did a great job overseeing this. We will receive our final \$1000 honorarium in February for this. I hope to see this continue in 2019.
- LTC collaboration: I continue to stay in communication with Meredith Sauer to discuss ways we can more closely work together in serving our community. We have rescheduled our group meeting for the beginning of February due to weather.
- 2019 grant discussion: Tim, Karen and I met to discuss our focus on grants for 2019. The main element will be implementing the West Foundation grant. Otherwise, I would like to see some standard grant documents created this year to support future grant submissions. These documents will be shared and easily accessible. We will also continue exploring GuideStar and potential grants for the library.
- LARS/Directors meeting January 18: These two meetings are held every two months at one of the member libraries. This month was held at Brillion Public Library. Various electronic databases were reviewed and approved. A new LSTA grant for the system was discussed. Policies related to circulation was discussed and a subcommittee begins work on revision to this procedure. We also discussed records collaboration. Finally, we went over library legislative day and strategic planning consortium newly developed in the state of Wisconsin.
- January Foundation Board meeting: This is our first quarter meeting in 2019. The following items were discussed:
 - New officers were elected for 2019
 - Financial reports were reviewed and approved
 - 2019 fundraiser was discussed and a new fundraising purpose was approved
 - The new brokerage account has been finalized and set up
 - It was approved to explore Quickbooks for Foundation accounting
 - An anonymous donation for children's materials was discussed
 - The Foundation Board member reference document was shared and discussed
 - Their next meeting is April 16
- Summer Read 2019: preparations are fully underway. We are collaborating again on a similar program for teen, children and adults. The committee meets regularly to discuss the bookmarks, programming, and process. Julia Lee is the lead for this process.
- Great Decisions planning: Planning has been finalized and set for the start of Great Decisions 2019. The first session starts on February 4. We will be live streaming this series again this year.
- MPL Strategic Planning: The main focus in January is synthesizing the data. We were able to meet on January 7 to begin reviewing the data and analyzing trends. Initial recommendations were made from committee members. Our final recommendations and analysis meeting was canceled at the end of January due to weather. It was rescheduled for the beginning of March. We will pick up this process then.
- Discussion on revisions to Briess parking lot off Quay Street. Several city staff, Council members, Seehafer, Briess, and Farmers market staff met to discuss the future of this parking lot and the needs for improvement. A plan was developed for improvement this year to include partial green space and parking lot.
- Friends meeting – January 14
 - Their January book sale is set for January 24-27
 - Their annual meeting is coming up in February
- PLSR Update
 - No new information or progress to share. The PLSR Steering Committee will meet Friday, February 22, from 1:00 p.m. – 3:00 p.m. Here is their agenda:

- New Business a. Meeting work plan – The committee will do a review of the committee’s recommendation report to make final draft decisions. Any feedback shared with the committee after the meeting agenda has posted will also be reviewed. i. Approval of final report
 - b. Discussion and approval of coordination for next steps and timeline.
- 2018 Foundation Fundraiser meeting: We continue to work with Foundation committee on our March 2 Fundraiser. Here are the highlights for the month of January:
 - Invitations were mailed out.
 - The website was updated and registration went live the end of January.
 - Commemorative glasses were purchased and picked up.
 - We are pulling together all the final auction and raffle packages.
 - Marketing promos for TV and radio are being scheduled.
 - Layout of the event has been finalized.
 - We have begun focusing on technology, marketing and volunteers for this March 2 event.
 - The committee is now meeting more regularly to finalize all the details.
- Monday, January 21 – Common Council Meeting
- EOC Drill training: all city department heads participated in an emergency operations center drill for disaster training for the library. It was a very informational half-day process. I have added to our work plan to review the library’s disaster plan.

Significant Statistics and Activities

- The Friends earned a total of \$3,666.54 at their book sale. Last year they sold \$2,437.01 in books. This is awesome! Congratulations to the Friends, Therese, and all staff for promoting this, set up, clean up, etc.! The Friends of MPL generously support a large portion of our programming, especially our summer read program.
- MPL received a \$71,000 grant from the West Foundation for implementation of our makerspace! Excellent work to Karen and Tim in submission of this grant. This grant fully funds our plans to build a space to encourage exploration and support of workforce development.

What’s coming up?

- Annual reporting to DPI in January/February
- Continued development and work on the Foundation fundraiser. This will take priority as we move into February.
- Continued discussions with LTC on collaborations in relation to economic development
- Amy and I will continue revising job descriptions over the next few months.
- Our Library strategic plan ends in 2018. In conjunction with WiLS, we continue working on the strategic planning process for the next 5 years.
- Picture Book City will continue to move forward and progress. Estimated completion is March 2019
- The redesign is well underway. We are now integrating the West Foundation grant into this timeline. A new timeline should be created in February.
- Museum-library collaboration: Details have been worked out with MCHS. We will be ready to go live in 2019. I have contacted other area museums in October for possible collaboration as well. I am waiting to hear back.
- Legislative Day in Madison advocating for MPL and a change in statutes for county funding