

Director's Report February 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.

- Manitowoc Public Library was honored to receive non-profit of the year award for 2018! We were amidst such worthy organizations for this award, and I am honored for MPL to be recognized. It is a great testament to the hard work staff and the Board have put in.

Personnel

- February 5 – Public services monthly meeting
- February 8 – Youth Services monthly meeting
- All staff meeting February: This meeting focused on mental health 101 training. We had 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 entailed visiting area organizations available to support our public and our staff. The presentation ended up focusing a little more on personal wellness rather than working with the public. The intention was to focus on how you present herself in situations and what you bring to the table that might impact the situation. It was a good starting point from which to build off of.
- All Staff meeting April planning: April's meeting will be focusing on inclusive services. We will have Abbie Diaz who has presented at Chicago Public Library and helped on the Library's Bill of Rights. She will cover inclusive services within libraries. We will also have the city attorney present on weapons in the library.
- Job descriptions: Amy and I worked on the business office aide job description 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.
- 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. The goal is to have these completed by May.
- Employee Policy Manual update at City Level: The city has changed the requirements for payroll submission. Supervisors are now required to process and submit payroll biweekly. Library managers will be trained, and this revision will go into effect on March 18

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. I was unable to attend February's meeting due to Fundraiser tasks that needed to be finalized.
- 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. We have explored this software further and are interested in setting it up for use. I will be working with OpenGov to overlay our non-financial data with the financial data. I am hoping to set up a

meeting in March to begin accomplishing this goal. I plan to demo this software/reports at an upcoming Board meeting when we have a chance to further develop it.

- Chat Bots webinar: I watched a webinar on setting up chat bots for your website and Facebook. This bot would allow 24/7 assistance for our online presence. If the bot can't help patrons answer the question, they would send it to a live person for follow up via email within 24 hours. IT will be taking a look at this.
- Weapons in the Library training February 19: the city attorney joined the management team for a discussion on weapons in the library: what is allowed, recommendations for policies and enforcement, and Q&A. We will also have her join our April all staff meeting for all staff training.
- February 19 –visioning discussion with new Friends President. We discussed the ways Friends can grow and visions the library would like to see through the Friends assistance.
- 2018 Annual Report: I have begun compilation with the help of library staff of the 2018 statistics. This report was submitted at the February Board meeting for approval and submitted by March 1. I have also include a visual annual review at the end of this report.

Outreach Activities

- MPSD/MPL collaboration: we met on February 19 to continue discussion and collaboration. We will need to reschedule our March 15 collaboration between library staff and MPSD staff. This is no longer an in-service day for MPSD due to snow days. We will look to reschedule this fall. All MPSD summer school children will now be signed up for SRP. This partnership has been successful. 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. Finally, we are looking to see if there are ways we can show impact and importance of SRP on student test scores. This conversation will continue and I will seek input from DPI and the city attorney.
- Meeting with Hope House Director to develop relationship and discuss potential partnerships
- State membership committee meeting for WLA: we are working on a state wide marketing campaign for new directors
- MCLS Board of Directors meeting at Manitowoc Public Library February 6
- February 7 – Silver Lake College CEO Breakfast series
- HTR interview – reporter interviewed me regarding county funding and Chapter 43 statutes. At this point, she is merely looking into the story. There are no definite plans for an article right now.
- Legislative Day February 12 – I was unable to attend due to winter storms. The MCLS Director and I will be setting up separate meetings for April 3 with legislators. Additionally, I have mailed a packet of information regarding Manitowoc Public Library to both Senator LaMahieu and Representative Tittl in the meantime.
- Noon Rotary: February 14 Police Officer of the Year
- Kiwanis presentation on February 18: I attended this monthly meeting and shared information about the library and what we are working on. It was a great presentation to ~6 of their members.
- I have been asked to be a presenter on a roundtable discussion regarding fundraiser in libraries for the fall WLA conference. I am waiting back to hear if this proposal is approved.

Operations Activities

- February 5 – Annual Chambers Awards Banquet: Unfortunately due to illness, I was not able to attend this banquet. Amy was able to go on my behalf. We were honored to receive non-profit

of the year award for 2018! We were amidst such worthy organizations for this award, and I am honored for MPL to be recognized. It is a great testament to the hard work staff and the Board have put in.

- National Library Week: Preparations for this April collaboration with Lester are fully underway. All deals/raffles were compiled by February 23. Jeff from Lester and I met with Seehafer Broadcasting to finalize this marketing for this week. We also finalized our promotions through Ganett/HTR. All marketing is due on March 12.
 - 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.
- LTC collaboration: Meredith Sauer and her staff met with Karen and I. We have discussed ways we can start collaborating together on a more regular basis. Our missions align very closely in providing education to our community. It make sense for us to work together. We have another meeting set up for the beginning of April to discuss summer calendar collaboration.
- LARS circulation policy: a small committee within the system will be meeting to update and revise our circulation policy. Therese is our contact from MPL. I met with her to give my initial input, feedback and vision for this policy. She will take this input as they are revising this policy.
- MPL Strategic Planning: The main focus in February was to finalize important elements of strategic plan from the synthesized data. We were unable to meet in February due to winter storms. Our final recommendations and analysis meeting was rescheduled for the beginning of March. We will pick up this process then. This does push the overall timeline back a few months. A draft should be ready to review at the April Board meeting with the final report at the May meeting.
- Friends meeting – February 11
 - Their January book sale was a great success
 - They have selected new Board members and a new slate of officers
 - Discussions for a new Friends brochure are in the works
 - Karen and I met with the new Friends President to set guidelines and a vision for the future of the Friends organization
- PLSR Update
 - The PLSR Steering Committee has approved its Final Recommendation Report and delivered it to the State Superintendent and COLAND.
 - The PLSR project website will be available until December 31, 2020 and maybe beyond that date but will no longer be actively updated.
 - All PLSR related communications and follow-up will be carried out by the DPI's Public Library Development Division, going forward, on behalf of the State Superintendent. Please send any PLSR related communications to DPI-PLSR@dpi.wi.gov.
 - One of the initial steps with the process, now that the report has been submitted to the State Superintendent, is that COLAND will conduct four in-person listening sessions throughout Wisconsin, soliciting comments related to the final report. Participants will be prompted with some general questions and then may take a few minutes to present feedback, either verbally, or on a written form. COLAND will consider that input in their biennial report to the Superintendent.

- 2018 Foundation Fundraiser meeting: We continue to work with Foundation committee on our March 2 Fundraiser. Here are the highlights for the month of February:
 - Registration is open
 - Auction items were finalized
 - Raffle items were finalized
 - Final meeting and details organized with Casino Events
 - All areas were finalized and ready for March 2 event
 - Radio promotion on WCUB and WOMT
 - HTR article written and submitted
 - Volunteers were sought, scheduled and trained
 - Gift certificates have been created for auction packages
 - Elvis has been secured for the event
 - Information has been shared with evening's emcees
 - Speeches for the evening of have been scheduled with Foundation Board member and community member as well as Director
- February 18 – Common Council Meeting

Significant Statistics and Activities

- The Foundation annual fundraiser will be held on March 2.
- The Library received Non-Profit of the Year for 2018!

What's coming up?

- Final development and work on the Foundation fundraiser. The event is March 2
- 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 March.
- Legislative Day in Madison advocating for MPL and a change in statutes for county funding will be scheduled for April 3
- Continued finalization of National Library Week project