

## Director's Report

### June 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.

- I had the good fortune to assist at the youth desk with Amy E. on June 7 while the youth staff were receiving inclusivity training. I really appreciated the time to provide reader's advisory assistance and library services directly to our patrons. While at the desk, I was able to sign a family up for library cards, and the mother was amazed at the personal service MPL provides when I gathered some books together based on the reader's advisory reference interview I conducted with her.
- The majority of our adventure passes became available on June 1. Within 15 minutes, all of the passes were checked out. We even had people waiting at the doors prior to opening just to get these passes!
- Registration for SRP went live on Saturday, June 8. With my children, I was one of ~100 people standing in line prior to the library opening. There was so much energy and excitement for summer read registration. I'm sure the Brewer's tickets helped with that!
- In June, we were approached by Silver Lake College to discuss possible partnership opportunities. We had a great meeting discussing ways our two organizations can partner together to support education in our community. We hope for this conversation to continue over the next several months.

#### Personnel

- June 4 – Public services monthly meeting
- Job descriptions: Amy and I worked on the facilities manager and youth services manager job description this month. Next month, we will move onto public services manager job description. 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.
- Strategic Work Plans: Each department has created a strategic work plan with the drafts submitted in May. These work plans will help to provide vision and organizational development ongoing. It also helps to align all departments together. In June, I reviewed these work plans. The final touch will be to add in the strategic plan elements from the implementation plan that we may not have accounted for yet. We will begin utilization of these work plans in July moving forward.
- Performance Management and Pay committee: A small workgroup was established by the Mayor and Council. I was asked to be part of the workgroup due to the great performance evaluations the Library does and the effort we put in. This process started in early to mid-May. They set the objective to move towards a pay-for-performance model which is sustainable and assists staff in getting to market as quickly as possible. The committee and I have been working over the past month and a half on creating this process. Our goal set for us is to have a final product for presentation at July's Personnel Committee which is Monday, July 1. I will share more information at the July Board meeting.

### **Staff Development**

- June 6 – youth desk training for June 7 desk coverage
- June 3 – Business Connects with Government: Agriculture update
- June 4 – TACO Tuesday – Gale, BiblioBoard, AWE learning, and Credo
- June 25- Humanizing the Tech interface webinar

### **Outreach Activities**

- Noon Rotary: June 6 and 13
- June 6 – WCUB Breakfast club promo of SRP
- HTR article focused on mid-year analysis of the library's impact in our community
- June 17 – non-profit executive round table group
- June 25 – outreach presentation to Golden K Kiwanis about all that is happening at MPL

### **Operations Activities**

- Redesign updates- Here are the updates for June:
  - Teen area: shelves have been put back in; painting is finished; furniture moved into this space; last piece is the security camera
  - Whisperroom soundbooth has been ordered
  - Foreign language shelves have been put in their final location and materials have been shifted
  - Idea box storage units were ordered and delivered
  - Manitowoc History shelving has been put into their final locations and materials have been shifted
  - Check Electric finished their work in the makerspace and teen area
  - Reference materials shifted to final location
  - Construction of glass walls has been scheduled for mid-July
  - Laptop bar along Quay Street has been constructed; final piece in July will be the addition of electrical outlets for the public to plug into while using the laptop bar.
  - Research has started into self-service laptop checkout machines. We have placed this order, and hope to work with Netspot for ordering and delivery. Funding for this machine is made possible through the fundraiser.
  - Our next focus is on the makerspace glass wall construction, ordering of MS materials and equipment, and badging procedures for the Idea Box.
- 2020 Budget planning: Lori and I have disseminated the initial budget planning documents to managers. They have until the first week in July to submit their completed budget documents to me. I will then begin compiling the 2020 budget for completion to the Finance Committee at their July 22 meeting.
- Digitization grant through MCLS: MPL is working with MCLS for digitization of our school records. We are also hoping to work with MCHS in this digitization grant as they are the owners of these materials housed at MPL. We finalized an updated MOU with MCHS in June and began training and creation of metadata in June. This will be a multi-year effort. This grant is made possible through LSTA funding. We are also looking into a digitization partnership with Oklahoma Corrections for digitization of our yearbooks. They have an established program in helping to digitize library materials. The Materials Manager will be lead on these projects.
- Code of Conduct: research and revisions made to the Code of Conduct in order to give MPL more control over public postings on MPL digital media platforms. These revisions will go before the Library Board at their June meeting.

- Estate Donation: MPL received an estate donation in the amount of \$5,000. After deliberation with the management team, we will be using those funds for the purchase of new chairs in the Board Room and two charging stations for the first floor patron use.
- Research into cataloging quote with OCLC: based on our invoice, we are concerned by the price related to the services we are receiving. We have been investigating this and hope to have it resolved by our July 1 renewal date. Based on combined pricing, we have determined to move forward with this merger. We will seek approval from the LARS group at their July 19 meeting. We are also seeking additional clarification related to the development of the quotes from OCLC.
- SLC Collaboration: In June, I met with Matt Goff, Director of Strategic Partnerships, to begin initial conversations on collaboration between MPL and SLC. They are interested in exploring the literacy program with some of their students. In addition, they may be able to offer some staff development sessions for our employees. We hope to continue these conversations in July.
- MPSD collaboration: We met in June. Our conversation focused on partnership with SRP related to their elementary summer school students. We also talked about ways to increase awareness of the virtual library cards and shared printing costs for these marketing materials. Finally, we have scheduled an August 27 brainstorm session with MPL staff and MPSD librarians. We are hoping this starts more grassroots collaboration.
- LTC Collaboration: We met with Meredith Sauer to continue discussions related to collaboration between our two educational institutions. We have developed a model for 2020 with a focus on adult programming. Our plan is to focus on culinary programming. LTC will develop their own programs; we will develop ours in this area; and we will collaborate on a few shared offerings. All of these will then be put into a shared branded guide for dissemination to the public. It's a great way to better increase awareness of all both institutions have to offer.
- Library Book Return discussion with the Mayor: the Mayor was interested in brainstorming locations for an outside book return. As there are more downtown events, it may be prudent to investigate this as an occasional, temporary option. I have included this information in the June Board meeting report on library parking lot guidelines.
- Foundation Board meeting: This meeting was moved up to June to continue conversation regarding the Foundation taxes and to determine whether a 2020 fundraiser will take place. They have determined to hold a 2020 fundraiser, and a committee has been established. I will be seeking a few staff members to serve on this committee as well. Our first meeting is scheduled for July. Finally, we will be seeking a new Board member as Jennifer Dickey has resigned from the Foundation Board.
- Collection agency for MPL: Currently, MPL contracts with Unique Management for our collection services. I became aware of a service through the state which the City works with. We are investigating to see if this is a feasible option for the library. Our research and discussions will continue over the next few months. We are also working with the City PD on retribution for long overdue, sizeable accounts to recoup some of those lost materials.
- ATM in the library: We worked with Scott's Vending to install an ATM machine within the library for public use. There is no charge to the library. If there are over 75 uses in a given month, we will have a share of the revenue.
- OpenGov: the business office, IT technician and I continue to work on development of reports in OpenGov. This software is available through the city. We are working on developing the format of the reports for the data to be in. I have been working with our OpenGov consultant for setting up these reports as well. By August, our goal is to have these reports created for initial review.

- Downtown Manitowoc monthly meeting: I was able to share quite a few things MPL has been working on including SRP and Adventure Passes. I was also able to network and hear about the other downtown festivals and committee work taking place.
- Manito-WALK: this new program started in June. Each one of these sessions has been full registration for the summer. We will be looking at ways to expand these offerings. I was able to attend one of these tours, and it was very informative and engaging.
- Revision to Board monthly statistics: the public services manager, IT Technician and I are working on revisions to the monthly statistics shared at Board meetings. There is a small amount of duplication within these statistics. We are also looking at including graphs to further illustrate trends.
- Front library lawn: the city council is interested in diverting \$50,000 from two park projects in order to provide activity/park equipment on the north lawn of the library. I met with the Mayor and City staff in June to discuss the idea further. We plan to continue this conversation with input from MPL's Facilities Manager and Youth Services Manager in July. At the July Board meeting, I will present this idea to the Library Board for deliberation.
- MPL Strategic Planning: The strategic plan was finalized in May and approved at the May Board meeting. The management team and I also participated in an implementation planning session with our consultant. This planning session began to lay out each task over the five year period. We shared the implementation plan developed at the June Board meeting. The final steps will be for project leads to take on the tasks in each year and update these tasks into their strategic work plans. The management team and I will be overseeing these projects.
- Adventure Pass program: We have added two more yearly memberships for Farm Wisconsin and Wisconsin Maritime Museum due to the increased interest. These additional passes will be available starting July 1.
- Friends meeting – June 10
  - Continued discussions for a new Friends brochure are in the works
  - They approved the chocolate fundraiser through Bernstein's. This will start in June at the front desk.
  - Discussion focused on their July booksale in collaboration with Krazy Daze
  - They agreed to a brat fry in August for Valders outreach
- June 17 – Common Council Meeting

### **Significant Statistics and Activities**

- The majority of our adventure passes became available on June 1. Within 15 minutes, all of the passes were checked out. We even had people waiting at the doors prior to opening just to get these passes!

### **What's coming up?**

- Continued discussions with LTC, SLC and UW-GB, Manitowoc campus on collaborations in relation to economic development
- Amy and I will continue revising job descriptions over the next few months.
- Development of final strategic implementation plan from the approved strategic plan 2019-2024.
- The redesign is well underway. We are now integrating the West Foundation grant into this timeline.
- Final development of strategic work plans for the library and each department of the library

- Summer reading program – June-August
- Begin development of 2020 budget
- Mid-year reviews for employees due August 1
- Initial development and planning for 2020 Foundation Fundraiser