

DIRECTOR'S REPORT

September 2010

Goal Achievement and Competency Review

Throughout July and August, library staff has been engaged in the performance review process, closing out the Fiscal Year 2010 goals and objectives. We have completed the review process and will be reviewing the performance pay matrix in September. The Library has done an exemplary job in achieving business plan goals and objectives and in completing the review process on deadline.

LYNX! Consortium Agreement Revision

The LYNX! Consortium agreement continues to move through the approval process. I hope to have it ready for your approval at the October board meeting.

J. A. Jance Visit

Author J. A. Jance provided a delightful experience the last Friday evening in July. Thanks to Becca Stroebel and Joanne Hinkel for hosting this event. About 130 people were in attendance to hear her presentation. It encouraged me to read two more of her books! She's a great storyteller and even sang for the audience. I look forward to bringing additional authors to Boise Public next fiscal year. I think this year's experiences have been well received by our customers.

Marketing and Advocacy

The Library will run paid advertising promoting library cards and library services again this year during the back-to-school/Library Card Sign-up Month period. This is a repeat of the well-received advertising we did last year, and uses the ads developed for last year's campaign. KTVB is matching our spots on a 1:1 basis.

Television ads started airing on Monday, August 23 on KTVB-7 and the 24/7 news/entertainment channel, and will be seen at least five times by 62% of viewers (374,000). On KTVB.com, ads will run on the homepage in August, then on all weather pages during September, yielding a minimum of 180,000 impressions.

In anticipation of the Main Library capital campaign, the Library Foundation will be meeting with Drake Cooper public relations firm in September to discuss library messaging. Drake Cooper has agreed to assist the Foundation in messaging and promotion. September's session will be an information/continuing education session for the Foundation's Board of Directors.

Joanne Hinkel and I are working with Foerstel Design to create an advocacy piece to give key influencers in the community. The piece will focus on public library roles and relevancy in our community and will have a small print run. We will distribute it to groups and individuals who may or may not be users of the Library, but who are influential in terms of building interest in and support for library services. Foerstel Design developed our brand and our library card design.

And speaking of library cards.....Boise Public now has 92,000 registered borrowers, the most in its history!

Policy Audit and Revision Project

William Nation has been working intensely on revising the Library's policy manual during the summer. His goal is to revise the policy manual, update old policies to reflect new practices and demands, and create a policy manual with both policy statements and regulations.

The entire manual has now been rewritten and William plans to put the proposed revisions through a staff comment period before taking them back to the board subcommittee for further review. We hope to have a completely revised policy manual by January 2011. The Trustees have indicated they would like a policy review session once per quarter, which is a standard practice for public sector entities. William and staff have done a remarkable job so far.

Main Library First Floor Carpet

New carpet has been ordered for the first floor of the Main Library, and should be installed in five-six weeks. New shelving for the Everything Entertainment section at the Main will also be arriving within five-six weeks.

ADMINISTRATION AND MANAGEMENT:

Adult Summer Reading Success

Participation in this year's Adult Summer Reading program increased 30% over last year. Staff credits the increase to new approaches to promoting the program, including adding alerts to checkout receipts, giving Summer Reading brochures to new card applicants, and promoting Summer Reading at two Saturday markets (May 29 and June 5).

Changes at Cole & Ustick Branch

Staff members at the Library! at Cole & Ustick have been moving collections around to create a more user-friendly flow of materials. Teens seem to have embraced the changes in their space as they browse for materials and sit and read on the comfortable chairs set aside for them.

Technology Coaches at Collister Branch

Since the launch of the Technology Coach program at the Library! at Collister, coaches and students have logged 140 hours of time spent together learning more about how to use their computers! Customers with in-depth questions about email, digital photos, Microsoft Office products, eBay, and much more, are invited to sign up for a volunteer technology coach and have one hour to spend together. The program has been wildly successful and beneficial for customers and volunteers.

Hillcrest Branch Abides

Despite the mess and confusion resulting from the construction obscuring entry into the Library! at Hillcrest, staff at that location saw more than 15,000 people in July. The Worlds Connect program on Mexico brought in 80 enchanted visitors and more than 200 kids, teens, and parents enjoyed Harry Potter's birthday party. Summer Reading entries from the branch totaled 635 kids, 131 teens, and 208 adults.

Online Calendar Update

With 4,666 page views, our online calendar content ranked second highest on our website for page views by title during July, according to Google Analytics. (The homepage was first, with over 62,000 page views. Note that the online catalog is not included in the analytics.) Virtually all programming information on our website is now sourced from the new online calendar and is updated automatically from the calendar database, with no staff intervention required.