

FERN RIDGE LIBRARY DISTRICT

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Director's Report to the Board of Directors For the November 11th, 2009 Meeting

Administrative

In addition to working heavily on collection development, I spend much of October working on web issues and marketing. Though the library has earned high praise over the last few years in the quality of materials and service, program attendance has not risen accordingly. We are exploring the use of e-mail, social networking, and other technological ways to advertise our gatherings. Please see the library website for links to new library sites on Facebook and Twitter.

In the next few months, I hope to create a new, more efficient and utile website for the district. I will work on this as time allows, and hope to have something complete early in 2010.

Community Programs

Doty Coyote, a regional storyteller, performed in the Konnie Room on Tuesday, October 13th as part of the Friends of the Library Community Programs.

The Fern Ridge Holiday Bazaar will take place on Friday November 20th and Saturday, November 21st. Craft vendors will be set up in the Konnie Room.

Thursday, October 22nd saw the *Amo Leer* Children's Spanish collection kick-off celebration. Youth Services/Volunteer Coordinator Katie Kane did a fantastic job on an event that included storytelling, Mexican food, and a library tour.

Facilities / Equipment

Two new computers have been ordered for the youth area, updating the oldest of our public access machines. This purchase completes the requirements for the Gates Foundation *Opportunities Online* grant. The computers are due in late November/early December.

Foundation

I attended a regular Foundation meeting on Wednesday, November 4th. The Foundation continues to look for new board members as it moves forward with a goal to raise \$30K in 2009-2010 for the teen area.

Library Meetings

A staff meeting was held on Friday, October 3rd. Discussions included the annual Light Parade, SIRSI updates, and procedures for training and calling substitutes.

Marketing

The library now has both a Facebook page and a Twitter account. Both will be used to advertise events and materials at the library. As these are to be used at the equivalent of a flier or poster, state records law only requires that they be kept until no longer needed. Proposed rules for social Software Use, which were drawn up last year, have been included in the November board packet for review. These guidelines will inform patrons on how they may respond or comment on library pages such as these.

I am working on putting together a Google calendar for the Fern Ridge area that may incorporate events from the library, the city, the school district, and the fire district. This calendar has been under discussion at the recently re-convened local managers meeting, and would allow groups to avoid scheduling conflicts and advertise events.

Material

I have made subtle adjustments to my book orders to account for the drop in materials budget that funded the staff salary increase. Most patrons will not see this difference, as it simply means fewer non-fiction titles coming in, and this is the part of our collection that is least utilized.

No significant weeding has occurred of late. I expect to do another major weeding project in 2010 in order to create space in the adult fiction stacks.

Patron Services

The periodicals area has been cleaned up, with several outdated magazines removed and updated. More and more magazines are either going out of business or are no longer distributed by EBSCO. As such, it is getting more and more difficult to keep orders current.

Staff Development

YS/VC Katie K. attended several workshops in October and early November, including meetings of youth librarians at both the county and state level. She also attended training at the Springfield Public Library on 'Reading for Health Families,' part of an ALA grant program. I will attend a further training with Katie to complete this program.

The national Public Library Association conference will be held in Portland in March, 2010. I hope to get as much of the staff as possible to attend this conference for at least one day in order to take advantage of the proximity of the event.

I attended a Lane Council of Librarians meeting on Wednesday, November 4th in Cottage Grove. Discussions included how libraries are implementing and marketing the newly acquired Library2Go service, the new statewide database vendor, and ideas for further consortia agreements.

Staff Recognition

Assistant Director Laura Blankenship gave the frog cup to YS/VC Katie K. for the work she did on the *Arno Leer* grant material.

I would like to congratulate all staff on the work they have done with our subs. With Library Assistant II Marly Stapp in Brazil for a month, our substitutes did a great job covering her shifts, and were able to do so thanks to the work of all staff in training them and helping them feel part of the library family.

Technology

A final server upgrade for SIRS will be complete on Veteran's day (November 11th). With this, we will lose access to the old interface. All staff members have been trained on the new interface and have been using it almost exclusively for several months. We expect no issues in this upgrade (have I jinxed us now?!).

The district will not have to pay for the Gale/Cengage state library database for this year, as the board of the Oregon State Library voted to apply the monies saved in switching vendors to cover the cost normally paid by each library. This is a savings in excess of \$500.

Use Statistics

Please see the Sept., 2009 Statistics report. Of note: Most numbers seem to indicate that the surge in use at the library has stabilized. Though overall circulation was up, adult book circs were down slightly, as was the number of patrons through the door. We continue to see a drop in program attendance, almost certainly due to the lack of local newspaper support and coverage.

Youth Services

Please see Youth Services / Volunteer Coordinator Katie Kane's report.