

**AGENDA**  
**The Denver Public Library Commission**  
Regular Monthly Meeting  
**Thursday, May 19, 2016, 8:00 a.m.**  
Denver Central Library  
L7 Training Room

1. Call to Order.
2. Introductions
3. Approval of Minutes of April 21, 2016, Regular Library Commission Meeting.  
Commission
4. Public Comment Period.
5. Report of the President and Members.
  - a. Commission officers and succession discussion
6. Report of the Denver Public Library Friends Foundation. Gay Cook and Diane Lapierre
7. Report of the City Librarian and Staff.
  - a. Written report items.
  - b. Other items.
  - c. Read Aloud Process Improvement. Sarah McNeil
8. Library of the Future - RiNo/Globeville/Hadley/Montbello.
9. Other Business.
10. Adjournment.

### **Agenda Item 3**

Action Requested: Approval

**MINUTES**  
**The Denver Public Library Commission**  
Regular Monthly Meeting  
**Thursday, April 21, 2016, 8:00 a.m.**  
Denver Central Library  
L7 Training Room

Present: Gregory Hatcher<sup>1</sup>, Judy Joseph, Alice Kelly, Mike King<sup>2</sup>, Taylor Kirkpatrick, Lisa Flores

Excused: Rosemary Marshall

Staff: Rebecca Czarnecki, Letty Icolari, Michelle Jeske, Annie Kemmerling, Susan Kotarba, Zeth Lietzau, Elaine Langeberg, Diane Lapierre, Ron Miller, Melissa Koop

Guest: Vickie Hellmer, Cathy Schwartz

1. Call to Order.  
President Taylor Kirkpatrick called the meeting to order at 8:06 AM.
2. Introductions.  
The Commissioners and staff present introduced themselves.
3. Approval of Minutes of March 17, 2016, Regular Library Commission Meeting.  
Commission  
  
The minutes were approved as written.
4. Public Comment Period.  
N/A
5. Financial Report: First Quarter 2015. Ron Miller

Ron Miller gave the financial report for the first quarter. Everything was as expected including payroll increases to account for merit increases and back pay. The coin bill acceptors are finished. The large amount for leases includes the capital lease for splitting our internet from the City. It is the first of five payments. We have also seen an increase in postage. DPL has received \$67,500 from the Friends Foundation endowment. This is the

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<sup>1</sup> Arrived at 8:14 AM during report of the president and members

<sup>2</sup> Arrived at 8:14 AM during report of the president and members

first of four quarterly payments. About 80% goes to support Western History and Genealogy.

#### 6. Report of the President and Members.

President Kirkpatrick met with Miller to discuss the budget. He also attended the naturalization ceremony and commented on what a wonderful event it is and that it's very moving.

There was a question regarding whether the number of people being naturalized at the ceremony has gone up or down in recent years. DPL staff is unsure noting that DPL offers the ceremony but is not involved in coordinating who attends or is ready to be naturalized. It was added that there are 30,000 people in Denver who could be naturalized who have not been and that DPL wants to work on reaching out to that group and see what barriers to naturalization exist. The ceremony at DPL has a lot of pomp and circumstance and also offers services such as passport assistance, library cards, and voter registration.

Mike King talked about and passed out an article he read about serving the homeless population. He asked about the possibilities of hiring homeless customers who can then help others. Michelle replied that DPL is already working on that and talked about our efforts to get peer navigators in place.

Lisa Flores was at an event with a big library presence and gave kudos to us for being out in the community and for making ourselves accessible.

Judy Joseph mentioned that the Denver Post had a write-up about a Western History event that will be happening here. She mentioned Wes Brown and asked about his involvement and Jeske assured her that Brown is still very engaged with DPL. The article included information about Chris Lane and the map event that will be happening here.

Commissioner Hatcher talked about attending the Denver Metro Chamber event at DPL last week. He said it was well attended and that people enjoyed that the Library was hosting.

#### 7. Report of the Denver Public Library Friends Foundation. Diane Lapierre and Cathy Schwartz

The Friends Foundation and the library had a meeting a couple of weeks ago to review the agreement and the bylaws. They will also be reviewing the investment and endowment policy to make sure they are all coordinated and in alignment. There may be some minor modifications to the agreement between the Friends and DPL as the agreement continues to be used and tested. Ron Miller and Melinda Lloyd with the Friends will be meeting to talk about timing issues regarding how money moves between the two organizations and how to make those processes more efficient.

Cathy Schwartz reported that the nominating committee met last week and identified some strong prospects. They will be welcoming new members by the end of the year.

Lapierre thanked everyone who came to the Denver Metro Chamber Gold Networking event. We were able to make some great connections. Hopefully we will see some sponsors evolve from the networking. Corporate sponsorships for this year's Booklover's Ball are coming along and the theme is dark fairy tales.

The Western History Council has now been in place for about a year. There is a women in the perseveration movement event tonight. A couple of new members have been

invited to join the steering committee for the Council. There are also invites out to potential honorary members.

There are dates to remember listed in the Commission packet to remember. Additionally, we are the recipient of a grant from the Denver Post Foundation and will receive that check at the next Pen and Podium event with TC Boyle. There are some extra tickets if Commissioners are interested in attending.

#### 8. Report of the City Librarian and Staff.

Michelles Jeske spoke about the Public Library Association conference held during the first week of April. Denver hosted about 8,000 people from all over the country. It was the first time PLA had ever been here. The program was fantastic and Jeske gave kudos to Lapierre who ran the local arrangements committee.

Jeske also thanked Flores for pointing out the library's presence citywide and noted that we will be at three stations for the A line commuter rail opening, the Denver Flea and Dia del Niño over the weekend.

She also highlighted that 65 people from Central participated in a 3 hour workshop to reimagine what the Central Library could be. She also noted that staff has been conducting observation in the building to better understand how Central is used.

We are also working on two RFPs to get a company to conduct a community survey and to hire an architect to help create a new vision for the Central Library.

Jeske then referenced the list of strategic topics she gave the Commission at a previous meeting and that we would be covering two topics today.

#### 9. 2016 Branch Service Plans. Anne Kemmerling and Zeth Lietzau

Anne Kemmerling introduced herself as the manager of innovation and strategy and reviewed a presentation to familiarize Commissioners with 2016 Branch Service Plans (see attached slides).

Kemmerling talked about a new strategy in which every branch senior received a binder with information specific to their service area. They then attended a speed dating type event where they were able to have conversations with managers to assess what resources and information were available to them.

These meetings helped seniors develop smart plans for their locations and then helped inform what strategic funding needed to be available at the branch level. In some cases branches made the decision to stop doing something that went against strategic interests or was underperforming.

The seniors were also given standard ways to measure what they are doing and a definition of success. These plans will be reviewed in October to see what the outcomes and measurements are and how well things are working.

Kemmerling ended noting that more information is available if Commissioners are interested.

#### 10. 2017 Budget Planning and Process. Michelle Jeske and Ron Miller

Miller went through a presentation around budget planning (see attached slides) noting that everything we do with the budget should line up with the strategic plan and



library values. Miller also reviewed focus areas, community impacts, and DPL's five internal objectives.

The budget kickoff occurred last Friday and did not give us the information we normally receive. The City typically tells agencies what percentage of budgetary growth is acceptable for the coming year which helps guide the process. The City did not provide such a guideline this year and only noted that they are expecting an economic slowdown.

Miller mentioned that where we may need input from the Commission is around change requests and how to prioritize these asks. Last year we had about 20 asks coming in at \$2.3 million and received \$1.2 million. We are changing our strategy and will ask for fewer requests this year. Miller then reviewed the priorities that the E-Team identified.

We have to be mindful that DPL facilities are in better shape than other City properties and so we have to be very strategic about how to sell capital improvement needs. It's also why we are hoping for a bond to help catch up on deferred maintenance. It is very important for us all to be advocates to the City Council and the Mayor as facilities funds are vital to our ability to be the library of the future.

Miller touched on some programs and highlights from the list. A wi-fi expansion is not currently on the list and is likely to get added. The eRate program will cover about 80%. DPL is also working on a pilot to check out wi-fi hotspots to customers as part of the ConnectHome initiative.

Other things we need are a furniture budget. Furniture replacement has been coming from leftover bond money and that is not sustainable.

We would like to implement a Customer Relationship Management tool to help with better tracking. The system the City uses is prohibitively expensive.

Kirkpatrick interjected at how in his meeting with Miller about the budget Miller explained that E-Team has a real strategy for how to requesting additional funds based on priorities and politics. He thanked Ron and the team for their work.

#### 11. Other Business.

Ron Miller briefly noted that he met with Fred Fuller whose bass was broken in an unfortunate accident at the Juanita Gray event a couple of months ago. Fuller is being reimbursed \$4,200 for the repair and his travel costs.

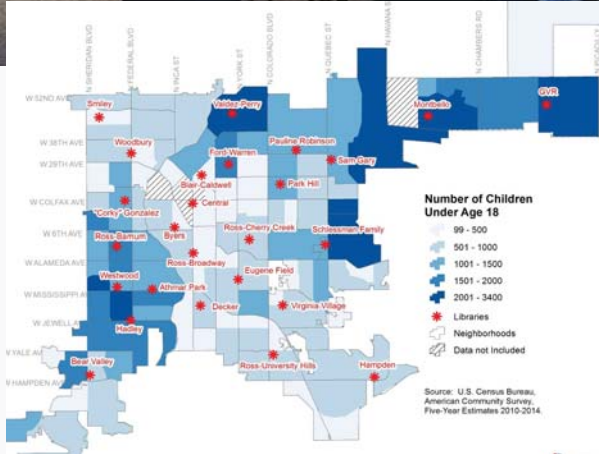
Kirkpatrick thanked everyone for being at the meeting and for being committed to the board. He also thanked staff for their time and efforts.

The meeting was adjourned at 9:29 A.M.  
Submitted by Rebecca Czarnecki for Judy Joseph.

# Service Planning 2016



The Goldilocks Principle



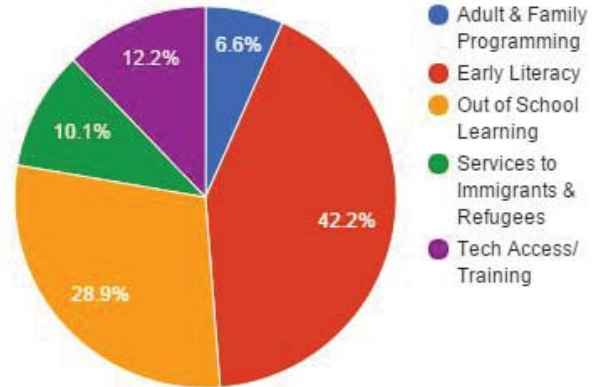
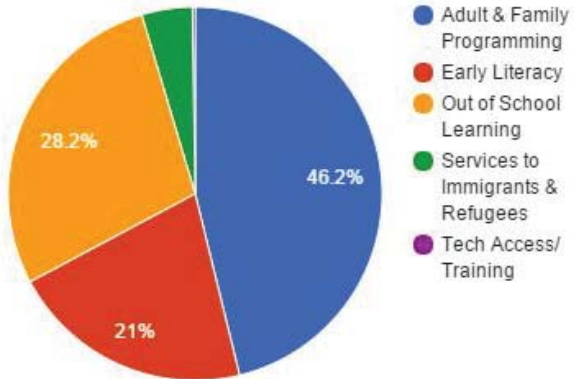
- 3 Days
- 8 Locations a day
- 9 Stations
- 15 Minutes Each
- 1 month to review data

## From Service Planning Workshop

Service Priority	Number of Activities	Anticipated Staff Hours per Week (systemwide- rounded)	Dollars
Adult & Family Programming	838	57	\$31,005.00
Early Literacy	7854	363	\$14,125.00
Out of School Learning	2598	249	\$18,960.00
Services to Immigrants & Refugees	1174	87	\$2,945.00
Tech Access/Training	2425	105	\$160.00

## Dollars

## Hours Per Week



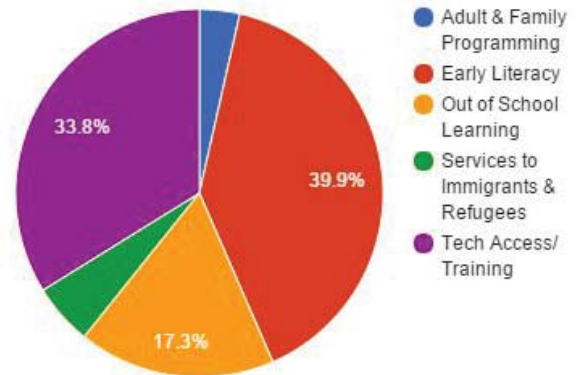
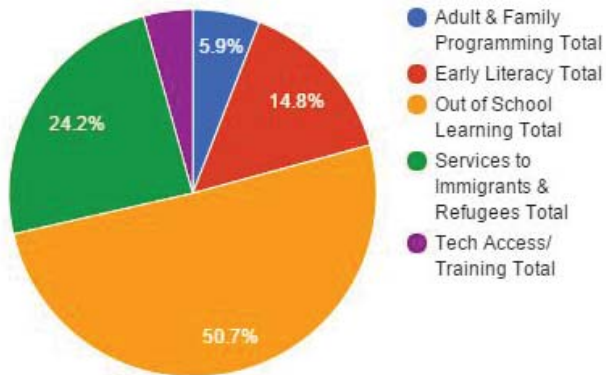
Programming Dollars + Hours per Week by Service Priority, via Service Planning

## Overall Staff Time and Funding

	Total Dollars	Estimated Staff Hours per week
Adult & Family Programming	\$64,005	57
Early Literacy	\$160,390	643
Out of School Learning	\$547,384	279
Services to Immigrants & Refugees	\$261,980	87
Tech Access/Training	\$46,700	545

## Dollars

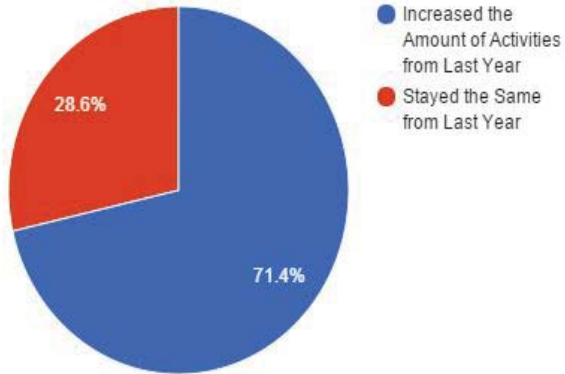
## Hours Per Week



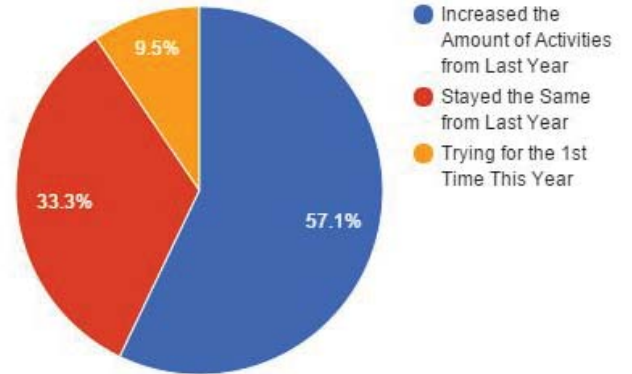
Programming Dollars + Hours per Week by Service Priority, via Service Planning

# The Difference

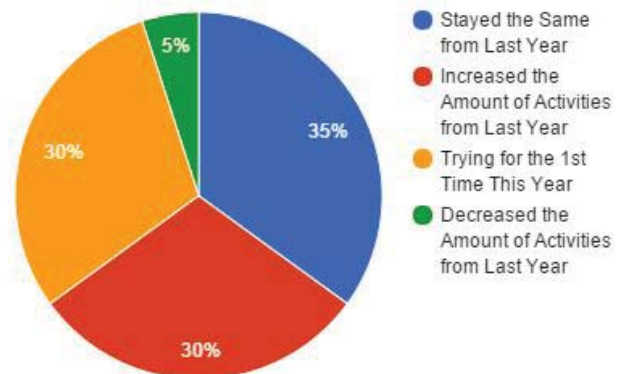
### Early Learning



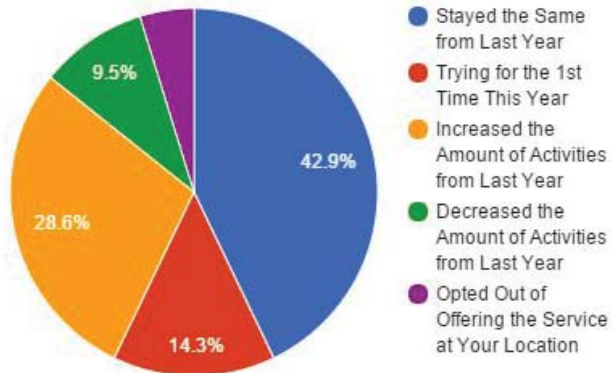
### Out of School Learning



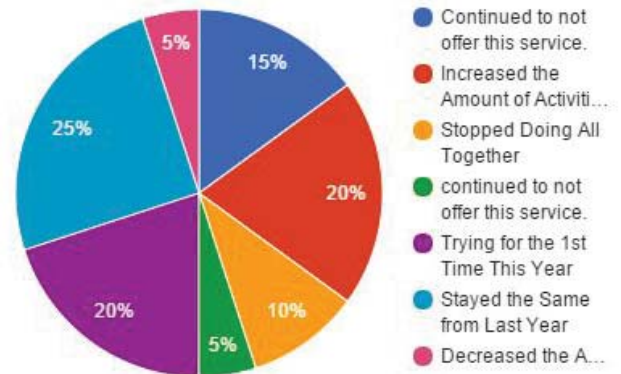
### Technology Access and Training



**Adult and Family Programming**



**Service to Immigrants and Refugees**



# Available Views



# Service Planning Totals

	SUM of # of activities per year	SUM of Staff Hours per year	SUM of Total Dollars
⊕ Adult & Family Programming Total	834.00	56.10769231	\$39,055.00
⊕ Early Literacy Total	7422.00	337.2785714	\$13,925.00
⊖ Out of School Learning	0.00	0.1714285714	\$0.00
ASIC	830.00	118.5714286	\$0.00
Book Club	31.00	1.771428571	\$240.00
Children's Programming	276.00	19.38681319	\$0.00
Game Day Weekly	70.00	7	\$0.00
IdealLAB Programming Teen Open Hours	168.00	12	\$0.00
Location Specific Opportunities - If your location is listed, please account for	0.00	0	\$0.00
OSL Seed money-- 150 Ages 10-14	0.00	0	\$0.00
Other Opportunities Not Found on Menu	0.00	0	\$0.00
Passive Programming	27.00	1.371428571	\$180.00
Programming	0.00	0	\$5,550.00
Programming - Grades 6-8	408.00	27.28571429	\$6,485.00
Programming - Grades 9-12	237.00	13	\$2,075.00
Programming - Grades K-5	131.00	12.77142857	\$5,650.00
STEM Camps	14.00	5.371428571	\$0.00
STEM-in-a-Box	65.00	4.585714286	\$0.00
Summer of Reading Programing	0.00	0	\$0.00
Teen Advisory Board	121.00	6.914285714	\$2,650.00
Teen Cell Phone Contest	1.00	0.1142857143	\$0.00
Teen Programming	140.00	11.41428571	\$0.00
Out of School Learning Total	2519.00	241.7296703	\$22,830.00
⊕ Services to Immigrants & Refugees Total	1173.00	86.64285714	\$2,845.00
⊕ Tech Access/Training Total	2676.00	104.6571429	\$160.00
Grand Total	14624.00	826.4159341	\$78,815.00

# Branch Totals

			SUM of Staff Hours	SUM of Total Dollars
⊖ ATH	⊖ Southwest	⊕ Adult & Family Programming Total	0.4	\$325.00
		⊖ Early Literacy	0	\$0.00
		Adult Program (e.g. ECRR, Conference or Professional Organization Presentation)	0	\$0.00
		Community Storytime	0	\$0.00
		EL Dedicated Space in the Library	0	\$0.00
		Other Opportunities Not Found on Menu	0	\$0.00
		Passive Programming	0	\$0.00
		Performer Led -		
		Early Literacy Family Program	0	\$0.00
		Phone-a-Story Participation	0.02857142857	\$0.00
		Play and Learn Together Workshop (Program-in-a-Box)	0.2285714286	\$0.00
		Read Aloud Classrooms	4	\$0.00
		Staff attending trainings	0	\$0.00
		Staff Led -		
		Early Literacy Family Program	0	\$0.00
		Storytimes (e.g. crafts, props)	2	\$250.00
		Trainings Creation and Present to Staff (e.g. Share session, Pop Your Mind, etc) presented by your staff member	0	\$0.00
		Early Literacy Total	6.257142857	\$250.00
		⊖ Out of School Learning Total	33.28571428	\$650.00
		⊖ Services to Immigrants & Refugees Total	7.057142857	\$350.00
		⊖ Tech Access/Training Total	5.628571429	\$0.00



## By Activity (1)

-		Southwest	ATH	1	0.05714285714	\$150.00
<input checked="" type="checkbox"/>	Vecino/Voices (formerly existed as "Connecti	<input checked="" type="checkbox"/> East Central	CRK	1	0.2285714286	\$150.00
		<input checked="" type="checkbox"/> Northeast	VAL	8	0.9142857143	\$300.00
		<input checked="" type="checkbox"/> Southwest	ATH	1	0.05714285714	\$150.00
		<input checked="" type="checkbox"/> West Central	BYR	3	0.5142857143	\$320.00
-						

# Questions + Conversation

# Branch Funding Chart

Branch	Total Funding	Service Planning Ask
MLO	\$25,785.00	\$2,785.00
HAD	\$25,300.00	\$3,200.00
SGB	\$20,781.00	\$0.00
GVR	\$18,095.00	\$2,330.00
ROB	\$17,290.00	\$2,425.00
VAL	\$17,090.00	\$2,225.00
ATH	\$16,440.00	\$1,575.00
WES	\$15,765.00	\$3,000.00
SCH	\$10,940.00	\$5,550.00
BVL	\$10,890.00	\$4,770.00
CRK	\$8,594.00	\$4,375.00
BCL	\$7,400.00	\$1,750.00
PKH	\$7,020.00	\$4,420.00
WDB	\$6,975.00	\$4,375.00
UNH	\$6,550.00	\$3,550.00
FIE	\$6,265.00	\$4,750.00
HMP	\$6,250.00	\$4,150.00
VVI	\$5,875.00	\$3,475.00
GON	\$5,460.00	\$2,460.00
BYR	\$5,020.00	\$2,920.00
FOR	\$4,875.00	\$2,775.00
SML	\$4,875.00	\$3,265.00
BDY	\$4,265.00	\$3,365.00
DKR	\$4,250.00	\$2,650.00
BAR	\$3,550.00	\$1,950.00

# Funding sources

- General Fund
- Special Trust
- The Luffs
- Grants
- A generous customer
- Neighborhood Foundations

# Programming Capacity Index

- Starting point developed by Seana
- Possible iteration - weights tailored to each location with input from branch staff
- Starting point for staff analysis
- 50-60% Range
- 59% Average

# Ahead: Transparency + Accountability + Improvements

- All plans were shared with Managers and E-Team for review
- Upon final approval, Megan will create appropriate budgets
- Evaluation and planning for 2017 in October
- Conversation around spending responsibly
- Menu of Opportunities for Marketing expenses
- Add meetings and other responsibilities accounting for staff time

# Denver Public Library

## 2017 Budget Planning



The 2017 budget requests will align with our three Focus Areas:

- Early Literacy
- Out-of-School Learning
- Technology Access and Training

The 2017 budget requests will align with our three Community Impacts:

- Children enjoy reading and learning and flourish in school and life.
- People connect to resources and acquire the skills they need to thrive
- We build community through fun, inspiring and creative experiences

3

The 2017 budget requests will align with our five Internal Objectives:

- Strengthen Customer Loyalty
- Enhance Operational Performance
- Promote Employee Empowerment
- Demonstrate Fiscal Stewardship
- Communicate Library Value

4

The City is forecasting General Fund revenues to increase around 3.1% in 2017 as compared to 5% in 2016. Based on this projection, the City' budget philosophy is to support:

- Measured growth in the operating budget to ensure future operating costs are sustainable in future years.
- One-time capital, fleet and technology investments as revenue allows

5

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| • STEM expansion at 2 branch locations and possibly at Central   |
| • Western History/Genealogy and Blair-Caldwell additional staffing for preservation and access improvement |
| • Summer of Learning + Program Coordinator   |
| • Hours increase at Montbello and University Hills branches  |
| • Wayfinding at Central Phase 2  |

6

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| • Custodians and Utility Workers   |
| • Facilities increase for 2014 FCAP (facilities condition assessment plan) audit & basic maintenance needs |
| • Furniture budget increase  |
| • Staff for learning management system coordination  |
| • Customer Relationship Management integration   |

7

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|---|
| • Data/LEAN analyst assistant                                 |
| • 1/2 FTE for Purchasing                                      |
| • Marketing increase will be added to several of the requests |

We are also developing our list of capital equipment that needs to be replaced. Last year we received \$185,000 of the \$250,000 requested.

8



For 2017, the City will have an estimated \$86.2 million dollars for capital improvements

- \$12.3 million will be used for debt payments
- \$59.4 million will be used for maintenance
- \$11 million will be used for discretionary projects
- \$3.5 million will be held for contingencies

9

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| • Replace exterior sealant at Central        |
| • Elevator at Bear Valley                    |
| • Surveillance control at Blair-Caldwell     |
| • Parking lot at Field                       |
| • HVAC for the 1st and 4th floors of Central |
| • Surveillance camera upgrade at Central     |
| • Boiler replacement at Athmar               |
| • Asphalt repair at University Hills         |
| • Elevator at University Hills               |

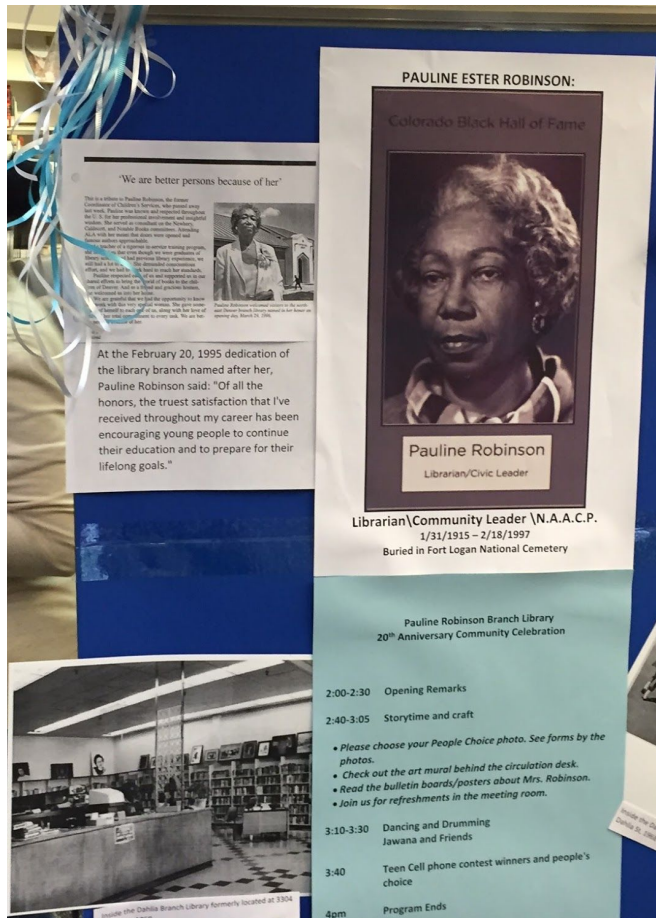
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| • Asphalt roof at Cherry Creek               |
| • Elevator at Byres                          |
| • Parking lot at Virginia Village            |
| • HVAC work at Montbello                     |
| • Light fixture replacement at Central       |
| • Door replacement at Bear Valley            |
| • Boiler replacement at Montbello            |
| • Ventilation and backup heating at Broadway |

- Smiley Branch Interior - \$448,000
- Central Elevator Upgrade - \$485,000
- Central Sixth Floor Finish and WH/G Collection Security - \$525,000
- Central East Entrance - \$600,000

## Agenda Item 7a

Action Requested: Receive Report



### Pauline Robinson Branch Turns 20

Happy 20th anniversary to the Pauline Robinson Branch Library! Branch staff planned and orchestrated a wonderful event on Saturday, April 30 to commemorate the anniversary of the library and honor Pauline Robinson's legacy to the library and community.

Pauline Robinson had a long and productive career with the library, beginning in 1943. She managed several branch libraries before finishing her career as Coordinator of Children's Services, retiring in 1979. She was the first African American to serve in a professional librarian position at Denver Public Library. Through her commitment to the community and her work at the library, she set a wonderful example for many staff members and is well remembered and beloved still. Staff created several neat displays highlighting both Mrs. Robinson but also the grand opening of the branch.

Former and current staff members spoke about how much they love the Northeast Park Hill community and how important working at Pauline Robinson Branch was for them personally. Bobbi Jones, a DPL librarian, had the audience near tears talking about her childhood memories of Pauline Robinson when she used to walk to the old Warren Branch Library where Mrs. Robinson worked. As an African American child, Bobbi said she didn't know





she could be a librarian. She was inspired by Mrs. Robinson and is still with the library forty years after starting at DPL!

City Councilman Chris Herndon spoke about the important work of the library in the community, particularly with children. It was great fun to see the kids greet visitors, show off the decorations they put up, hand out buttons and be so proud of their branch.

### **Día del Niño**



On April 24, the library celebrated Día del niño, día del libro at the Central Library. Día is a month long celebration created by Mexican author Pat Mora to instill the love of reading in children. The program has since evolved to include celebrating and encouraging diversity, multiculturalism and bilingualism in children's literature.



This year DPL partnered with the Museum of Nature and Science, Denver Art Museum, History Colorado, and Clyfford Still Museum. It was a weekend full of celebration, dance, music and books. As part of the celebration library staff handed out over 250 bilingual books and made contact with 350 families. We also invited families into the library to create a memory game for them to take home. There was

also a fun STEM activity in Schlessman Hall. The day before, the Reading Rocket and outreach staff joined the Día del niño festivities at the Denver Museum of Nature and Science.



### **New Branding**

The Marketing Communications Office hosted an Open House in April to showcase our new marketing collateral and distribute copies of the new *Brand Guidelines* (included in the packet). Over 140 staff showed

up to check it out. Here you see some of the new banners that staff can use for outreach events.

The “What’s in it for you?” thematic statement is designed to get people thinking about our unique programs, services and offerings in tangible ways. We cannot simply state that we offer certain resources and services and hope they’ll partake. We have to show people why these are important to their lives and how they benefit from interacting with us. Our marketing efforts this year seek to raise our visibility in the Denver community and to build upon public support for the library and our strategic work.

## **Facilities Master Plan**

We have been working hard to get ourselves inserted into the City process for potential funding for facilities improvements. I met with Diane Barrett, the Mayor’s Chief Projects Officer, and also talked with Tykus Holloway, her Deputy, and Michael Sheehan from Public Works, about the process and how the library could be more proactive. We now have three seats on different planning teams. Michael Murphy, our Facilities Manager, is actively participating on the City Facilities/Efficiency Working Group, which is developing the draft projects list for City agencies. Susan Kotarba, our Neighborhood Services Director, is now on the Bond Coordination Team and I am sitting on the Executive Bond Management Team. There are meetings scheduled for each group in May and June. It’s likely the draft list will go to the Executive Bond Management Team in August.

In the meantime, we have issued an RFP for an architectural firm to help us re-envision the Central Library and we’re continuing to prioritize our branch renovation list. The firm should be selected in mid-June with the work happening over the summer.

## **Diversity Update**

Since the March Library Commission meeting when we introduced the topic of diversity at DPL, our management team has had a brainstorming session about how to increase diversity and inclusion at the library. The Executive Team then discussed which of those ideas were feasible in 2016. We already had a grant proposal out to the federal government to implement a newer, fresher version of the scholarship programs we implemented in 2005, 2007 and 2009. Unfortunately, we recently learned we were not granted the funds this time. Our proposal is too expensive. We will find new partners, reshape our proposal and try again next time. In the meantime, we are discussing the possibility of using some special revenue funds to develop a smaller internal scholarship program.

Several of us attended sessions on diversity at the Public Library Association Conference. We have reached out to Seattle Public Library to learn from their work and are reviewing their newly proposed diversity and inclusion policy. Hennepin County Public Library in Minneapolis is also doing some interesting things so we’ll be in contact with them as well. We’re also reviewing the Denver Foundation’s Inclusiveness Project and several other local resources. Kristen Svendsen, our Employment Manager, will be attending the National Diversity in Libraries Conference in August. The statistics shared at the March meeting were from January 1, 2016. Before and during the time of this discussion, we hired two Latino male managers.

All this initial research will inform what new strategies we can employ. Diversity and inclusion will be one of our strategic initiatives in 2017 with a staff team formed to help guide and implement a broader focus on diversity and inclusion in the library.

### **Highlights from the Neighborhood Services Division by Susan Kotarba**

DPL was present at the grand opening of the new Light Rail line to DIA. The Bookmobile and Pauline Robinson staff were at the Central Park Station. Early Learning, Valdez-Perry, and Parkhill staff were at the 40th and Colorado Station.

### **Winter of Reading**

A final report from the successful Winter of Reading program.. There were 5,837 brochures given to customers, 947 mugs were claimed and a 16% completion rate. 203 Spanish brochures given to Spanish speakers, 35 mugs claimed and 17% completion rate. The most popular activities were 88% read a book, 62% read an unfamiliar genre, 59% visited a branch they had not been to before and 43% listen to Volume Denver. 310 requested a Personalized Reading List an average of 31 per month. There were 18 events with 349 attendees with an average attendance of 19 people.

### **Summer of Reading**

An update on Summer of Reading 2016. SOR encourages reading throughout the summer, makes the library a fun, desirable destination for all children and teens, along with their families and models reading behaviors and pre-literacy activities to the parents and caregivers of preschool-age children. SOR begins on Wednesday June 1 and ends on Saturday August 18. The theme for birth to preschool is *Read With Me*, for kids kindergarten to 5th grade *On Your Mark, Get, Set, Read* and Teens 6th to 12th grade *Get in the Game*. Participants read to earn prizes. Prizes for young children are books and a rubber duck. For kids a book or journal, Elitch ticket or a book and a coupon for a free Chipotle kid's meal or a backpack and the same for teens except a wallet instead of a backpack. For participants who complete the program there are additional bonus drawings for Zoo and Children's Museum tickets and Walmart and Panera gift cards. Staff are busy this month promoting the program in DPS schools.

### **Pauline Robinson**

Happy 20th Anniversary Pauline Robinson Branch Library! Staff hosted a wonderful community celebration Saturday April 30. Speakers included Councilmen Chris Herndon, Senior Librarian Leslie Williams, LPA extraordinaire Mary Trujillo, Michelle J., Susan K., Bobbi Jones from BVL who actually worked with Pauline Robinson at the Warren Branch Library when she was very young, and former DPLers Taliah Abdullah and Deborah Hogue. There were many DPL people there, past and present, as well as lots of appreciative customers of all ages. A great event.

### **Read Aloud Volunteer Appreciation**

Always an inspirational and well attended event the Read Aloud Volunteer Appreciation dinner was Monday May 2nd. Children's author/illustrator extraordinaire Molly Idle entertained Read Aloud volunteers and then entertained kindergartners and 1st graders

from the Downtown Denver Expeditionary School in the Children's Pavilion the following day.

## **STEM**

Chandra Jones the new after school Program Coordinator is off and running delivering STEM in a Box kits to branches and conducting STEM Camps at two locations. Bear Valley's after school kids built a picnic table and Hadley's kids built a miniature golf course. Montbello's



ideaLAB STEM Expansion staff hiring and construction are close to completion. The program will concentrate on music creation, digital art and coding. Staff include a full time Library Program Associate and a 10 hour teen assistant. Matt Bolan the Senior at Hampden got inspired at PLA and created his own STEM project, a magnetic ball drop with R.A.F.T. supplies. Kids jumped in to play with it before he was even done. One kiddo said "we kinda need to use Math"!

## **Dates to Remember:**

- 5/27, 6–10 pm: Untitled, Denver Art Museum
- 6/11, 1–5 pm: Laura Miller, Author, Community Engagement Event, CEN-Basement Conference Center
- 6/17, 7–9 pm: Martin and Olivia Olson, Authors, Community Engagement Event, Studio Loft
- 6/21, 6–8 pm: Summer Used Book Sale VIP Preview, CEN-Basement Conference Center
- 6/22–25: Summer Used Book Sale, CEN-Basement Conference Center & 1st Floor Showroom

## **City Librarian Activity Highlights**

### **General Strategy/Budget**

- Presented 2015 performance report to Mayor, Chief Performance Officer, Chief Information Officer, Budget Director and other City staff (presentation included in packet)
- Met with City Budget Management Office analysts about 2017 budget process

### **Facilities Master Plan**

- Met with Mayor's Chief Projects Officer to discuss library facility needs and potential bond
- Toured Globeville Community Center with Office of Economic Development staff Seneca Holmes and learned about upcoming community meeting (June 25)
- Held internal Facilities Master Plan update meeting
- Held Central Library Visioning Pre-Bid meeting with interested architects

## **Community Engagement**

- Met with the Golden Triangle Steering Committee to work on hiring Golden Triangle Partnership Executive Director, solicit funds and kick off new organization
- Met with Denver Health Chief Government and Community Engagement Officer Elbra Wedgeworth about Denver Health and Denver Public Library strategic plans, facilities needs and potential partnership ideas
- Met with Dana Crawford to update her on library activities
- Welcomed attendees to the 20th anniversary of Pauline Robinson Branch Library celebration
- Attended Civic Center Conservancy Kickoff to Civic Center EATS
- Attended City Club with Commissioner Alice Kelly (to meet organizers and pitch library presentation)
- Attended Park Hill Branch Library Annual Volunteer Recognition Celebration

### **Early Learning**

- Spoke with Harvard family engagement researchers about library family programming
- Participated in PLA/Harvard Family Engagement Task Force meeting
- Met with Mayor's Office of Children's Affairs Education Director Antonio Pares about Countdown to Kindergarten, plans for 2016-17 early childhood to kindergarten transitional programming and library role
- Participated in multiple working groups, Advisory Committee and Steering Committee meetings for the DPS Birth to Eight Roadmap
- Met with Mayor's Office of Children's Affairs staff to discuss fiscal mapping of City/library funds on youth services
- Discussed with Associate Chief of Academics Jill Hawley library involvement in DPS Early Literacy Plan summer professional development training for 3,000 DPS educators

### **Out of School Learning**

- Met with Urban Land Conservancy staff to discuss their Westwood youth engagement project and how library might participate
- Met with ReSchool Colorado (Donnell-Kay Foundation), a representative from D.C.'s District of Learning, potential Denver community partners about interest in starting a Denver Cities of Learning initiative
- Met with Summer of Learning strategic initiative team

### **Adult and Family Programming**

- Welcomed attendees to Día del Niño, family community event in partnership with Denver Art Museum and other cultural institutions

### **Library Commission**

- Met individually with Commissioners Alice Kelly, Lisa Flores, Judy Joseph and Taylor Kirkpatrick
- Met with another potential Library Commission applicant

### **Friends Foundation**

- Attended the Western History Council's Women in the Preservation Movement event



- Received Denver Post Community donation at the Pen and Podium event featuring T.C. Boyle
- Attended Western History Council's Evening with Michael Paglia event
- Attended Friends Foundation Board meeting and social hour

#### **Staff Support**

- Attended the library's Marketing Communications Office Open House to showcase new branding guidelines and marketing collateral (guidelines included in packet)
- Met with staff leads of strategic initiatives and service priorities for progress report (presentations included in packet)

#### **Professional**

- Met with Metro Area Library Directors
- Attended annual Colorado Public Library Directors Retreat and biennial New Directors Meeting
- Attended REFORMA (National Association to Promote Library and Information Services to Latinos and the Spanish Speaking) Mini-Conference, hosted by DPL

#### **Other**

- Met with City's new Compensation Manager about how library fits into City personnel policies, compensation, etc.
- Interviewed as part of the IBM Smarter Cities Challenge, a philanthropic, metro-area initiative to assess the challenge of homelessness across the seven county metro area and advance a Coordinated Housing Assessment and Placement System; attended Final Challenge presentation where Mayor called out library and social workers

May 2016



**DENVER PUBLIC LIBRARY**

# Brand Guidelines

As of April 1, 2016



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# Telling our story

## A guide to using and protecting the Denver Public Library brand

Dear Colleagues,

People are at the heart of what we do and who we are. Beyond our books, beyond our resources, beyond our beautiful buildings, we are—at our core—people connecting with people. But before we interact with and ‘wow’ customers as they walk through our doors, we first have to create an impression in their minds of who we are as an organization. Are we friendly? Are we knowledgeable? Are we approachable? Are we free? (The answer to all of these is YES!).

This brand book is designed to help you understand the Denver Public Library brand—a mix of tangible and intangible elements that create a personality for our large,

urban library system. Our brand is more than our logo and the colors we use. It includes things like the ways we talk about ourselves, the ways we graphically portray our services, the feelings we want to evoke through our marketing materials and the way we approach our communications with others.

I hope you’ll take a moment to familiarize yourself with this guidebook. Of course, you always have our Marketing Communications Office to assist you with any of the marketing, printing and promotional needs you may have. They are ready to assist in any way you need.

**Michelle Jeske,**  
*City Librarian*

## Who we are

As one of Denver’s oldest and most-respected organizations, the Denver Public Library serves a vital and important role in our community. With 26 physical locations, a robust online presence and mobile services, it is important for us to present ourselves as a unified cause with shared values and a common voice.

Branding is a business term that means different things to different people. For the purposes of our work, our brand can be thought of as the sum of all interactions with the Denver Public Library—from our print collateral to our online interactions to social media and, most importantly, face-to-face interactions with customers and the public. Branding is all about our reputation and ensuring that our reputation remains strong and pertinent to the people of Denver is every employee’s job.

As the library moves forward, the promise we make to the Denver community is guided by the elements of our brand. The look and feel of our materials, the way we talk about ourselves and even the priorities we choose are all used to tell our story in insightful and meaningful ways.

## Brand promise/positioning statement

The brand positioning statement is our cause. It’s the promise we make to the people of Denver. It explains who we are, what we stand for and why anyone should care. The positioning statement is not a tagline and is not intended for use on marketing collateral. The positioning statement serves as our inspiration for building a strong, cohesive and integrated brand communication program.

**The Denver Public Library provides a welcoming environment where residents are safe to explore free, informational, cultural and educational resources that enhance their quality of life. Our knowledgeable, caring staff is committed to making Denver a better place to live, work and play.**

## Values

Our core values unite us in our work and our approach to service. They are shared beliefs and essential principles that guide our behavior, interactions with each other and decision making.

**Customer satisfaction and loyalty**  
**Free and equal access**  
**Intellectual freedom**  
**Innovation**

**Confidentiality of use**  
**Collaboration with partners**  
**Trust of our community**



## Brand personality

There are libraries all around the world but there’s only one Denver Public Library. To help differentiate ourselves, it’s important to understand and convey the unique characteristics that make us who we are. Our uniqueness comes through the intangible attributes that collectively define us.

### PERSONALITY ATTRIBUTES:

**Accessible**

We are accessible to everyone. We believe in free and equal access for all.

**Passionate**

We are passionate. Our staff are passionate about literacy, reading, learning, growth and positive development for the City of Denver and beyond.

**Inclusive**

We are inclusive, taking great pride in providing our services to all who can benefit.

**Knowledgeable**

We are knowledgeable. Our staff are highly trained and educated and know how to connect customers with the information they need and want.

**Engaging**

We are engaging. We actively work to connect with our communities and customers, creating conversations and experiences that fuel our lives.

**Innovative**

We are innovative and thrive on investigating, developing and nurturing new services and experiences.

**Approachable**

We are approachable—we deliver service in a casual and friendly manner while maintaining a high degree of professionalism and stature.

## Our impact on Denver

As a taxpayer-supported institution, we face increased pressure to demonstrate our impact. That’s why we have grouped programs and services into three quantifiable areas--our community impact statements. This is essential for demonstrating how we deliver our cause and help drive an understanding of our organization to customers, non-customers, taxpayers, donors, volunteers and more.

**Youth literacy and development**

Children enjoy reading and learning and flourish in school and life.

**Helping Denver thrive**

People connect to resources and acquire the skills they need to thrive.

**Enriching lives**

We build community through fun, inspiring and creative experiences.

# Elements of our identity

Our brand uses more than logos, words and colors to bring the library to life. The basic elements on the following pages are the building blocks we use to consistently and effectively communicate who we are.

### ELEMENTS INCLUDE:

**Logo**

**Clear space and minimum size**

**Fonts/typography**

**Color palette and usage**

**Imagery (photos & graphics)**

## Design approach

The Denver Public Library’s visual brand consists of many elements—some are required on all collateral and some are optional. Combining these elements, we can express our experiential brand while maintaining a cohesive, unique brand personality.

### REQUIRED INGREDIENTS—PART OF ALL DESIGNS

- Open and minimal layouts with singular points of interest/focus
- Sense of movement and action (versus static and staid)
- Consistent use of brand colors
- Consistent use of brand fonts
- Consistent treatment and placement of logo
- Focused, concise content

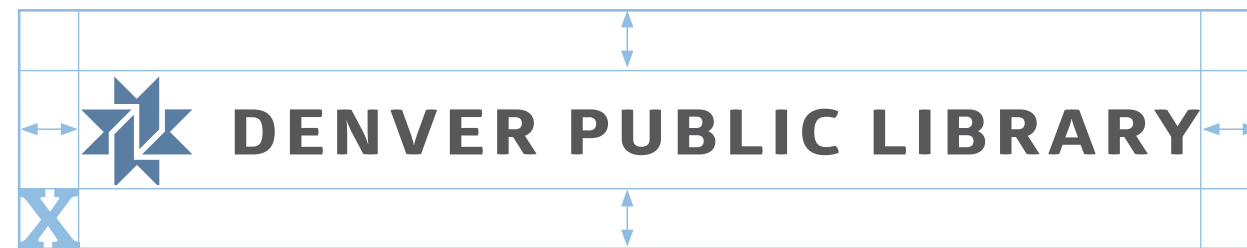
**Additional ingredients—these are not required but if used, they must be used in the following manner:**

- Engaging photography that evokes emotion
- Graphic and bold use of short headlines
- Accent colors from the brand palette
- Accent fonts when appropriate
- Library icons

# Logo

## Preferred use

The preferred version is the two-color, one-line vertical logo.



The DPL logo requires separation from the other elements around it. The space required on all sides is roughly equivalent to the cap height of the logo type. It should never be less than that. The logo must always fit into the clear space area and cannot be interrupted by other graphical elements which could hinder legibility of the brand mark.

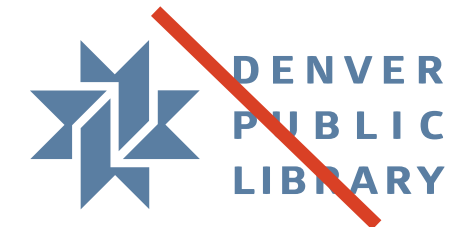
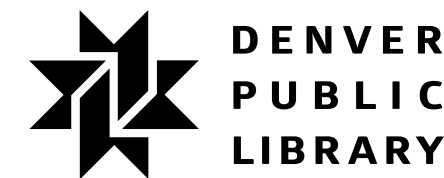
## Secondary use



PREFERRED USE IS 2-COLOR VERSION.



DO NOT USE ONE COLOR, USE BLACK INSTEAD



## Use of logo on photos



Apply logos over photos with uncluttered areas that allow for high contrast between logo and image.



Do NOT use a knock out box to apply a logo to a photo.

## Access logos

Logos are available on Google drive or by calling the Marketing Communications office at 720-865-1182.

# Unacceptable treatments

**Please note: The logo may not be changed!**

Although creativity is appreciated please do not alter the logo in any way.



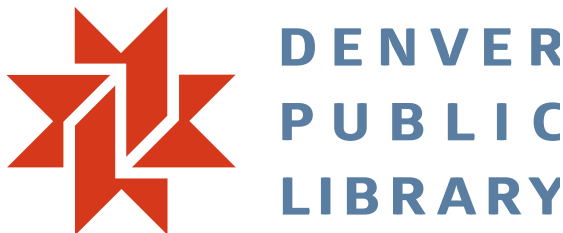
Do NOT rotate the Logo



Do NOT overuse stroke shadows



Do NOT alter height & width relationship



Do NOT use different colors



Do NOT change the font



Do NOT use gradients in the background

# Brand fonts for library use

**CORPORATE FONTS**

The library’s corporate fonts are used on promotional collateral, advertising, website and social media. The library has only a few licenses for these fonts and are maintained by the Marketing Communications Office and the Digital User Experience department.

**Glober – main font**

Inspired by the classic grotesque typefaces, Glober has its own unique style in expressed, perfectly softened geometric forms. The Glober font family includes 18 weights—nine uprights with nine italics. It is characterized by excellent legibility in both web and print design areas, well-finished geometric designs, optimized kerning and excellent web-font performance. Please note: the use of the “black” and “heavy” weights of Glober are discouraged.

regular

Glober Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
01234567890

bold

Glober Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
01234567890

# Brand fonts for library use

## Museo Slab Serif - main serif font

Museo slab serif is a perfect complement to Globber for applications that require a serif font. It is friendly, reproduces well and offers a bit of forward thinking in its geometric forms.

regular

Museo Slab 300

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
01234567890

bold

Museo Slab 900

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
01234567890

# Other brand fonts

## Display fonts

Display fonts change every few years and are designed to be an accent font for headlines and special uses. Display fonts are typically best suited for titles, graphic text displays, pull quotes and other graphic elements intended to add visual interest.

### Luella

Luella is an elegant, hand drawn vintage inspired font by Cultivated Mind. Luella has been carefully crafted and comes in three weights (Regular/Bold/Black). This font works perfectly with the Luella frames and ornaments sets. For most DPL applications, the font should be spaced at 130% width and tracking should be set to -10 to -25.

regular

Luella Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
01234567890

bold

Luella Black

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
01234567890



# Brand fonts for library use

## Special application fonts

**Minion Pro (Adobe) - Used for Wayfinding**  
Minion Pro is an Adobe Original typeface designed by Robert Slimbach. Minion Pro is inspired by classical, old style typefaces of the late Renaissance, a period of elegant, beautiful, and highly readable type designs. Minion Pro combines the aesthetic and functional qualities that make text type highly readable with the versatility of OpenType digital technology, yielding unprecedented flexibility and typographic control, whether for lengthy text or display settings.

regular

Minion Pro Regular  
ABCDEFGHIJKLM-  
NOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
01234567890

bold

Minion Pro Bold  
ABCDEFGHIJKLM-  
NOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
01234567890

# Brand fonts for branch department use

## Special application fonts

For branches and departments who do not have access to DPL's corporate fonts, please use Arial as the primary font in flyer/poster/signage applications. Drawn in 1982, the typeface was designed for use in an early IBM laser printer and has since become a staple for textual content. Arial's clean and simple lines are easy on the eyes and a good choice for quick communication needs. Fun fact: while it is widely believed that Arial's design was based on Helvetica, it is more accurate to consider Monotype Grotesque as its ancestor.

Note: Arial and Helvetica are acceptable for use in written and electronic documents and should replace the use of Verdana. For exceptions to this usage, please contact the Marketing Communications Office at 720-865-1182.

regular

Arial Regular  
ABCDEFGHIJKLM  
NOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
01234567890

bold

Arial Bold  
ABCDEFGHIJKLM  
NOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
01234567890

# Library color palette

\*subject to change

## PRIMARY COLOR PALETTE



**DPL Blue**  
Official Brand Color  
CMKY 67 / 41 / 15 / 10  
RGB 87 / 123 / 161  
HEX #577BA1



**80% Black**  
Official Brand Color  
CMKY 0 / 0 / 0 / 80  
RGB 88 / 88 / 91  
HEX #58585B



**DPL Light Blue**  
CMKY 47 / 16 / 0 / 0  
RGB 129 / 182 / 227  
HEX #81B6E3



**60% Black**  
CMKY 0 / 0 / 0 / 60  
RGB 128 / 130 / 132  
HEX #808284

## SECONDARY COLOR PALETTE



**Mint**  
CMKY 33 / 0 / 84 / 10  
RGB 164 / 193 / 78  
HEX #A4C14E



**Amber**  
CMKY 0 / 34 / 100 / 0  
RGB 251 / 177 / 22  
HEX #FBB116



**Lime**  
CMKY 12 / 9 / 99 / 1  
RGB 229 / 226 / 22  
HEX #E5E216



**Yellow**  
CMKY 0 / 15 / 99 / 0  
RGB 225 / 212 / 1  
HEX #FFD401



**Rust**  
CMKY 14 / 94 / 100 / 15  
RGB 184 / 46 / 33  
HEX #B82E21



**Red Orange**  
CMKY 0 / 88 / 95 / 10  
RGB 217 / 63 / 36  
HEX #D93F24



**Dark Green**  
CMKY 80 / 56 / 95 / 23  
RGB 65 / 88 / 53  
HEX #415835



**Light Green**  
CMKY 69 / 35 / 81 / 0  
RGB 101 / 139 / 90  
HEX #658B5A



**Sage**  
CMKY 27 / 14 / 59 / 0  
RGB 192 / 195 / 130  
HEX #C0C382



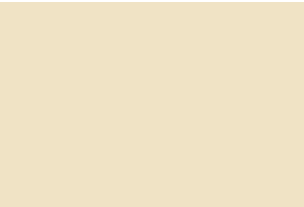
**Eggplant**  
CMKY 77 / 92 / 29 / 17  
RGB 84 / 50 / 105  
HEX #543269



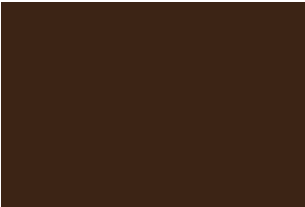
**Purple**  
CMKY 75 / 85 / 12 / 2  
RGB 95 / 70 / 139  
HEX #5F468B



**Silver**  
CMKY 6 / 0 / 0 / 20  
RGB 194 / 205 / 211  
HEX #C2CDD3



**Cream**  
CMKY 0 / 4 / 20 / 6  
RGB 240 / 227 / 196  
HEX #F0E3C4



**Dark Brown**  
CMKY 50 / 70 / 80 / 70  
RGB 59 / 35 / 20  
HEX #3B2314



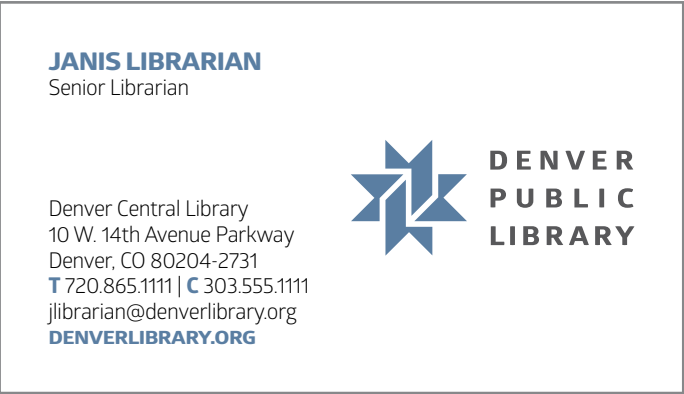
**Light Brown**  
CMKY 47 / 54 / 62 / 16  
RGB 130 / 106 / 92  
HEX #826A5C

# Stationery

## LETTERHEAD



## BUSINESS CARD LAYOUT



## ENVELOPE LAYOUT



## SAMPLE LETTER





# Photography

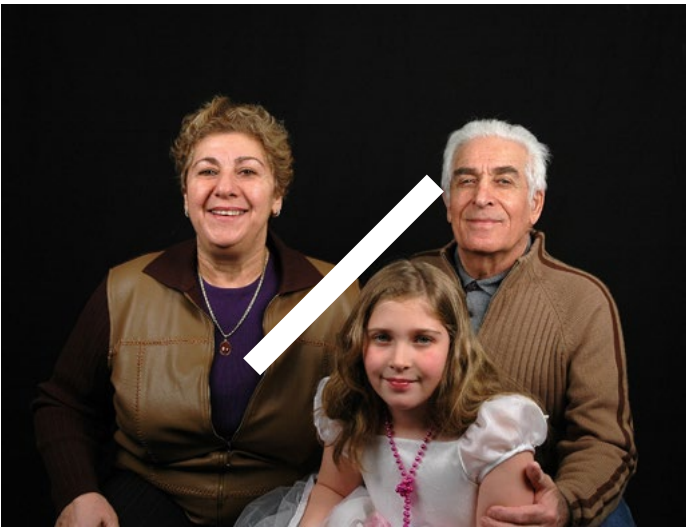
## On-brand photography:

- Shows emotion
- Interesting perspective
- Engaging
- Lifestyle



## Avoid photography that is:

- Stiff or Staged
- Overly enhanced using filters or Photoshop
- Poor quality
- Pictures that are stretched or mis-sized causing distortion of image
- Pictures of collateral. Instead use original jpg or pdf of image
- Do not use copyrighted photographs without obtaining permission from the owner

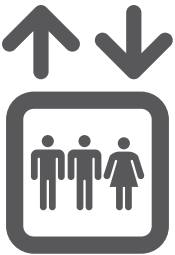


# Brand icons

The following are icons used for wayfinding purposes. They will be used in signage applications in all libraries.



Escalator



Elevator



Computer



Print Station



Check Out



Returns



Men's Restroom



Women's Restroom



Conference Room



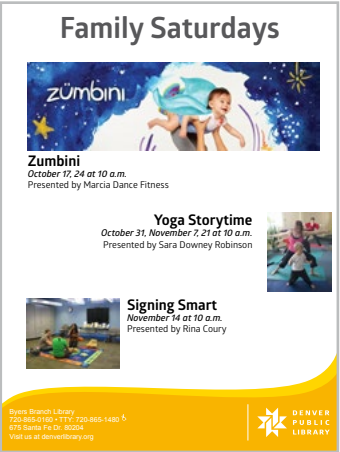
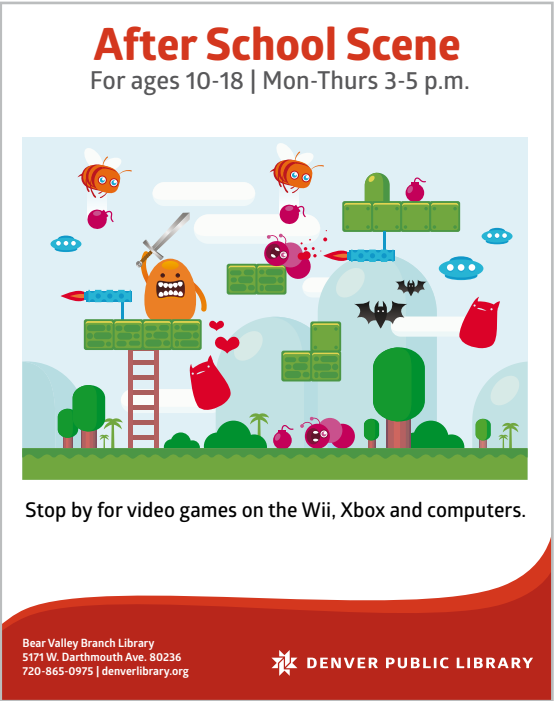
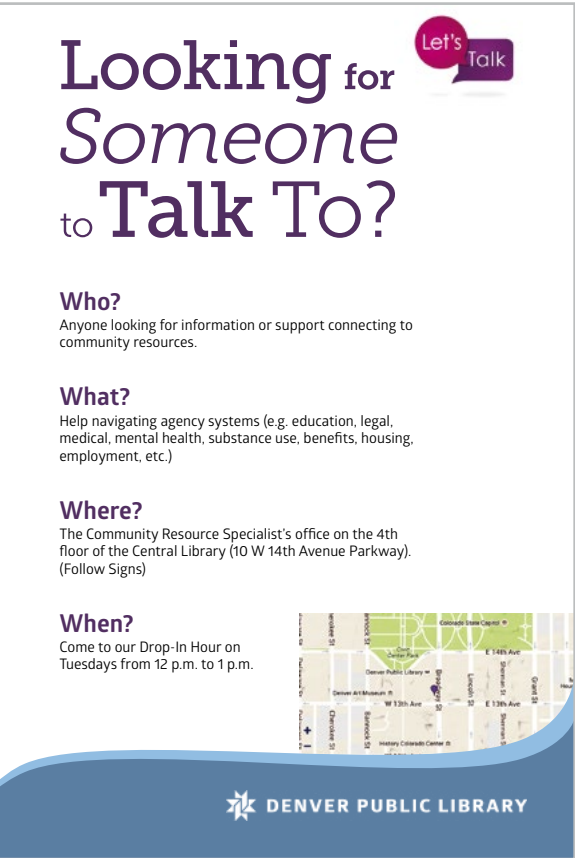
Information

# Brand: Example layouts

The Marketing Communications Office creates Publisher templates for branch and department use. These templates should be used to create flyers, handbills, postcards, social media posts and temporary signs. They have been designed with common elements: the DPL logo, branded colors and consistent typography. Any deviations from these templates should be approved by the Marketing Communications Office before publication. Templates can be found on Google Drive. Have an idea for a template or need a modification? Call the MCO office to get started: 720-865-1182.

## Flyers

Remember: less is more. Information should be easy to read at a distance and not laden with lots of words and descriptions.





# Advertising: The What's In It For You? Campaign

This thematic statement can be used as a stand-alone statement/tagline or can be used with a set-up statement and answer.

**Set-up statements:**

Set-up statements reference a specific person or group of people that will highlight the product/service/promotion in the collateral.

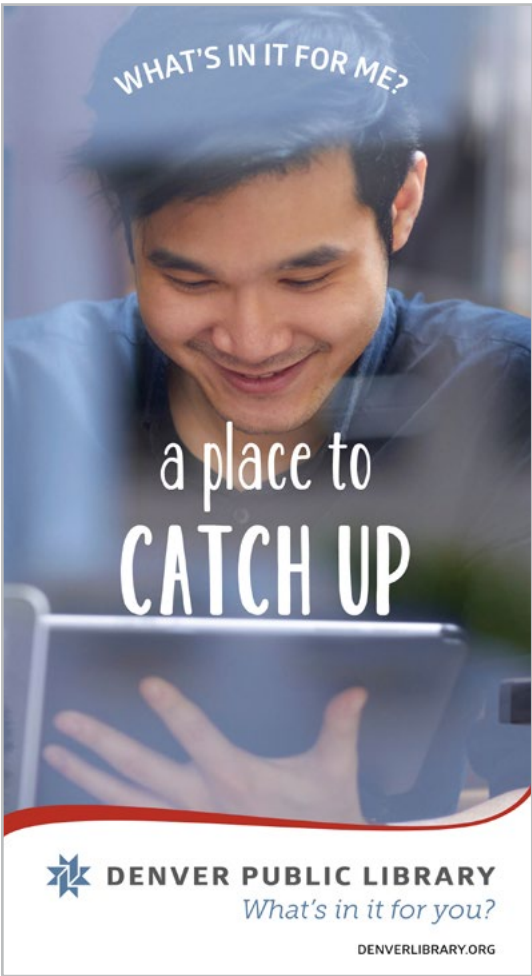
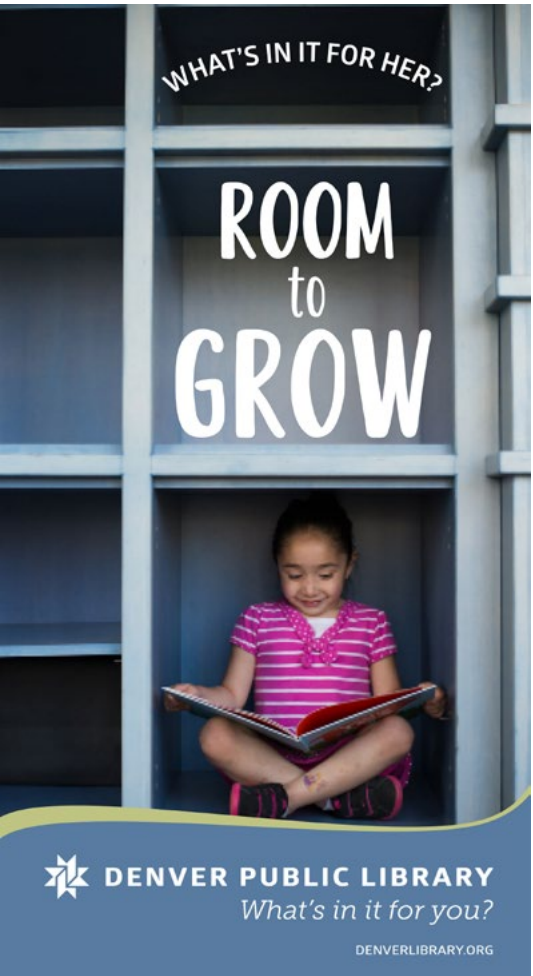
**Answer:**

The “answer” is a short, creative headline that describes the benefit of using the product/service/promotion. In other words, what does the subject gain from his or her interaction with the Denver Public Library?

**Marketing copy and visuals:**

Marketing copy and visuals should support both the “answer” as well as the thematic statement. The library uses strong photography and bold typography to support these statements.

The thematic statement should appear after the DPL logo to complete the “library signature.” After reading about the subject, set-up and answer, the viewer/reader is left with the question, “What’s in it for you?” referring to the Denver Public Library.



# Styleguide

This Styleguide is intended to establish a consistent style for Denver Public Library communications. While we have a style for terms specific to the library, we don't cover everything. For questions not covered, please refer to the Associated Press (AP) *Styleguide*. A specific Spanish language styleguide is available from the Marketing Communications Office at 720-865-1158.

Below is a quick reference guide for the most frequently used (and misused) words and phrases. This guide should be followed for all Denver Public Library communications.

**bestseller or bestselling**

Not “best-seller” or “best-selling.”

**branch and official building names**

Denver Central Library or Central Library (not main branch or downtown branch).  
When referring to branch names, use “Library” as part of the formal name of the branch when unaccompanied by Denver Public Library. Examples: The Ross-Broadway Branch Library will host a healthcare overview on Tuesday. The Denver Public Library Montbello Branch is open Saturday.

**official branch names**

Athmar Branch Library	Rodolfo “Corky” Gonzales Branch Library
Bear Valley Branch Library	Ross-Barnum Branch Library
Blair-Caldwell African American Research Library	Ross-Broadway Branch Library
Byers Branch Library	Ross-Cherry Creek Branch Library
Central Library (or Denver Central Library)	Ross-University Hills Branch Library
Decker Branch Library	Sam Gary Branch Library
Eugene Field Branch Library	Schlessman Family Branch Library
Ford-Warren Branch Library	Smiley Branch Library
Green Valley Ranch Branch Library	Valdez-Perry Branch Library
Hadley Branch Library	Virginia Village Branch Library
Hampden Branch Library	Westwood Branch Library
Montbello Branch Library	Woodbury Branch Library
Park Hill Branch Library	
Pauline Robinson Branch Library	

**cardinal numbers**

Spell out whole numbers below 10, and use figures for 10 and above: They had three sons and two daughters. They had 10 bookshelves in the workroom. In a series, apply the standard guidelines: They had 10 dogs, six cats and 97 hamsters.

**Central Library**

The following are acceptable uses of common spaces and offices in the Central Library:  
Burnham Hoyt Room (will change in future as wayfinding progresses)  
Community Technology Center  
Conference Center, not B2 Conference Center or “basement.”  
Central, Children’s Library  
Movies & Music  
Rick Ashton Legacy Room, not Commission Room  
Reference Services  
Schlessman Hall  
SM Energy ideaLAB (ideaLAB okay on second reference)  
Training Room (Floor 7)  
Vida Ellison Gallery  
Western History and Genealogy (not Western History/ Genealogy)

**César E. Chávez Day**

Celebrated as a holiday within the City and County of Denver.

**City and County of Denver**

Use both “city” and “county” when referring to the formal name of the City and County of Denver. Lowercase “city” when used on second reference.

**customers**

We use “customers” instead of “patrons.” Referring to our users as customers sets our expectations of providing exceptional customer service, a top priority.

**dates**

Always use Arabic figures without st, nd, rd or th. Example: June 11 or May 12 not June 11th or May 12th.

**days of the week**

Capitalize them. Do not abbreviate, except when needed in a tabular format.

**Denver Public Library**

Do not use “The” before Denver Public Library unless it is the beginning of a sentence. Use a lowercase ‘l’ when using “library” alone on second reference. Examples: Later in the month, library officials will launch a new website.

**eBook**

Use eBook not “e-Book” when referring to electronic books. This is a DPL-centric style.

**email**

All lowercase with no hyphen unless the beginning of a sentence. Example: He sent me an email with the details.

**eMedia**

Not “e-Media.” This is a DPL-centric style.

**eReader**

Use eReader not “e-Reader” when referring to electronic reading devices. This is a DPL-centric style.

**E-Team**

The library’s formal executive team is referred to as the “E-Team,” not the “e-Team” or the “e-team.”

**floor**

Use floor (not level) when referring to floors of the Central Library or branch libraries. For calendar, web and signage designations, use Floor followed by the number. For casual use and flyers/brochures, 5th Floor is fine. Example: Floor 3 not Level 3.

**ideaLAB**

See SM Energy ideaLAB

**internet**

Lowercase “Internet” on all references except at the beginning of a sentence.



# Styleguide (cont.)

**library**

Capitalize “library” only when used as part of the formal name of the organization: Denver Public Library. Use lowercase “l” when using “library” alone or on second reference.

**Martin Luther King Jr. Day**

Federal holiday honoring Martin Luther King Jr., who was born Jan. 15, 1929, is on the third Monday in January. It was first celebrated in 1986. Note: no comma after King.

**Memorial Day**

Formerly May 30. The federal legal holiday is the last Monday in May.

**months**

Capitalize the names of months in all uses. When a month is used with a specific date, abbreviate only Jan., Feb., Aug., Sept., Oct., Nov. and Dec. Spell out when using alone or with a year alone. When a phrase lists only a month and a year, do not separate the year with commas. When a phrase refers to a month, day and year, set off the year with commas. Examples: January 1980 was a cold month. Jan. 21 was the coldest day of the month. Note: for flyers, brochures and marketing materials, it is appropriate to use the month spelled out with a date: August 15, 2016.

**New Year's Day**

Celebrated on Jan. 1 of each year.

**nonfiction**

Use for describing the genre not “non-fiction” or “non fiction.”

**Presidents Day**

Not adopted by the federal government as the official name of the Washington’s Birthday holiday. However, some federal agencies, states and local governments use the term. No apostrophe.

**SM Energy ideaLAB**

The formal name for the makerspace in the Central Library. “ideaLAB” is acceptable on second reference. Note use of lowercase “idea” and capitalized “LAB” in construction. When referring to the program itself (not the physical space) use ideaLAB.

**Storytime**

Use “Storytime” (capitalized) when referring to formal reading programs for kids in the library system. Do not use “story time” or “story-time.”

**teen**

Use “teen” instead of “young adult” when referring to spaces reserved for 13-18 year-olds in the library. Use “young adult” when referring to literature.

**times**

We do not use zeros or capitalize a.m./p.m. Use periods when using “a.m.” and “p.m.” Example: The event is scheduled for 7 p.m. at the Westwood Branch Library. When referring to a span of time, eliminate redundant a.m./p.m. Example: The event runs 1–4 p.m. Avoid use of “noon” and “midnight” for consistency.

**titles**

In general, confine capitalization to formal titles used directly before an individual’s name. Basic guidelines: LOWERCASE: Lowercase and spell out titles when they are not used with an individual’s name: The city librarian issued a statement. The director gave her blessing. Lowercase and spell out titles in constructions that set them off from a name by commas: The manager, Carlie Jensen, declined to comment. FORMAL TITLES: Capitalize formal titles when they are used immediately before one or more names: City Librarian Michelle Jeske, Directors Ron Miller and Diane Lapierre were in attendance.

**U.S.**

Not “US.” The abbreviation is acceptable as a noun or adjective for United States. Example: The books will arrive in the U.S. on Sunday.

**USA**

No periods in the abbreviated form for United States of America.

**young adult**

Use “young adult” when referring to the literary genre. Use “teen” when referring to spaces or programs reserved for customers 13-18 years-old.

**Veterans Day**

Formerly Armistice Day, Nov. 11, the anniversary of the armistice that ended World War I in 1918. The federal legal holiday, observed on the fourth Monday in October during the mid-1970s, reverted to Nov. 11 in 1978. Do not use an apostrophe in reference.

**web**

Short form of World Wide Web. The web is not the same as the Internet, but is a subset; other applications such as email, exist on the Internet.

**webinar**

Use lowercase.

**webmaster**

Use lower case.

**website**

Lowercase, one word.

## Punctuation

**comma (,)**

IN A SERIES: Use commas to separate elements in a series, but do not put a comma before the conjunction in a simple series: The flag is red, white and blue. He would nominate Tom, Dick or Harry. This is commonly referred to as the Oxford Comma and is not used in DPL publications unless its omission would confuse the reader.

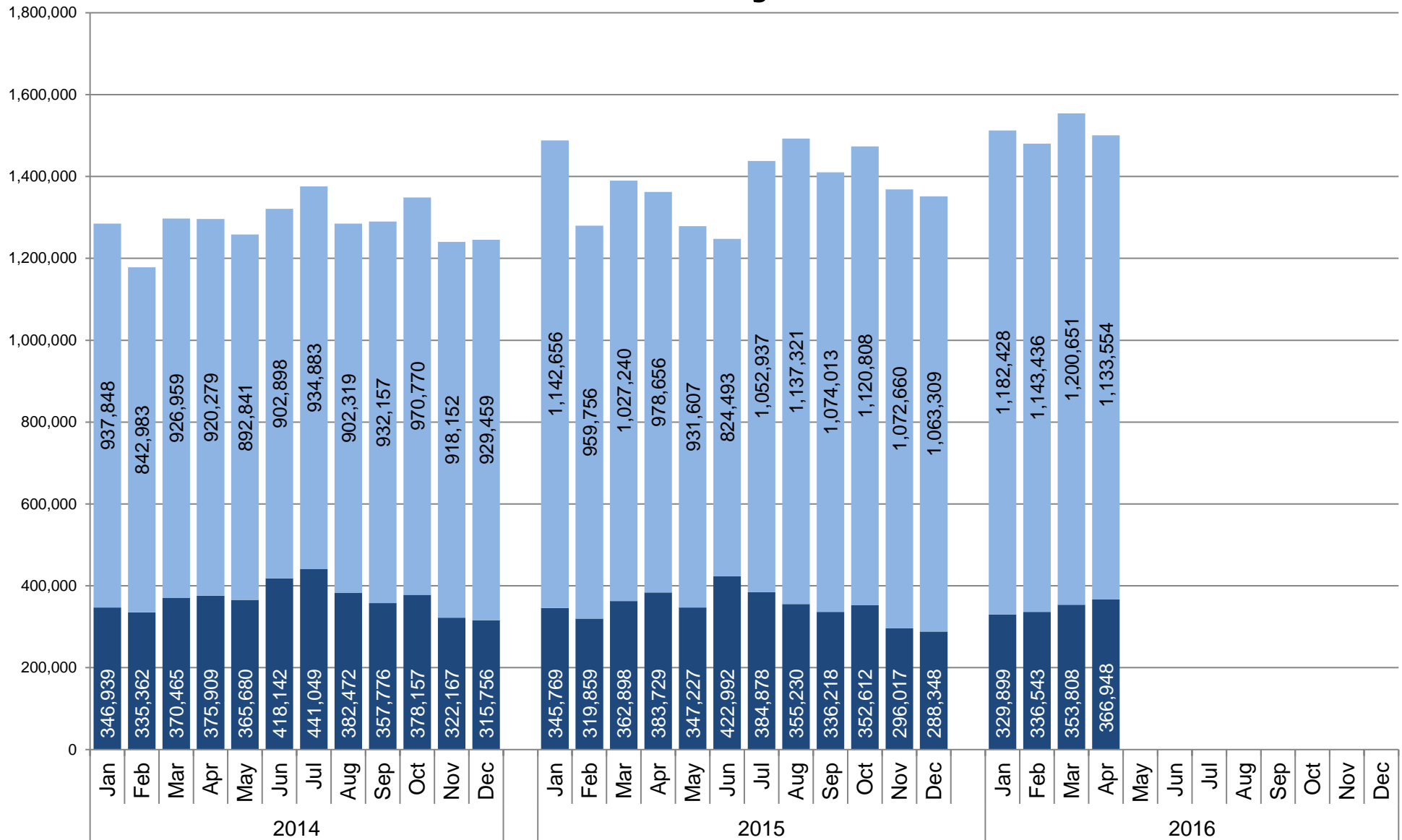
**exclamation point (!)**

EMPHATIC EXPRESSIONS: Use the mark to express a high degree of surprise, incredulity or other strong emotion. Avoid overuse.



# Denver Public Library Total Visits By Month

Online  
In Person



➔ Gonzales Branch opened February 23, 2015

**Online visits** - total website, Overdrive, catalog, and database visits by session, as reported by DUX

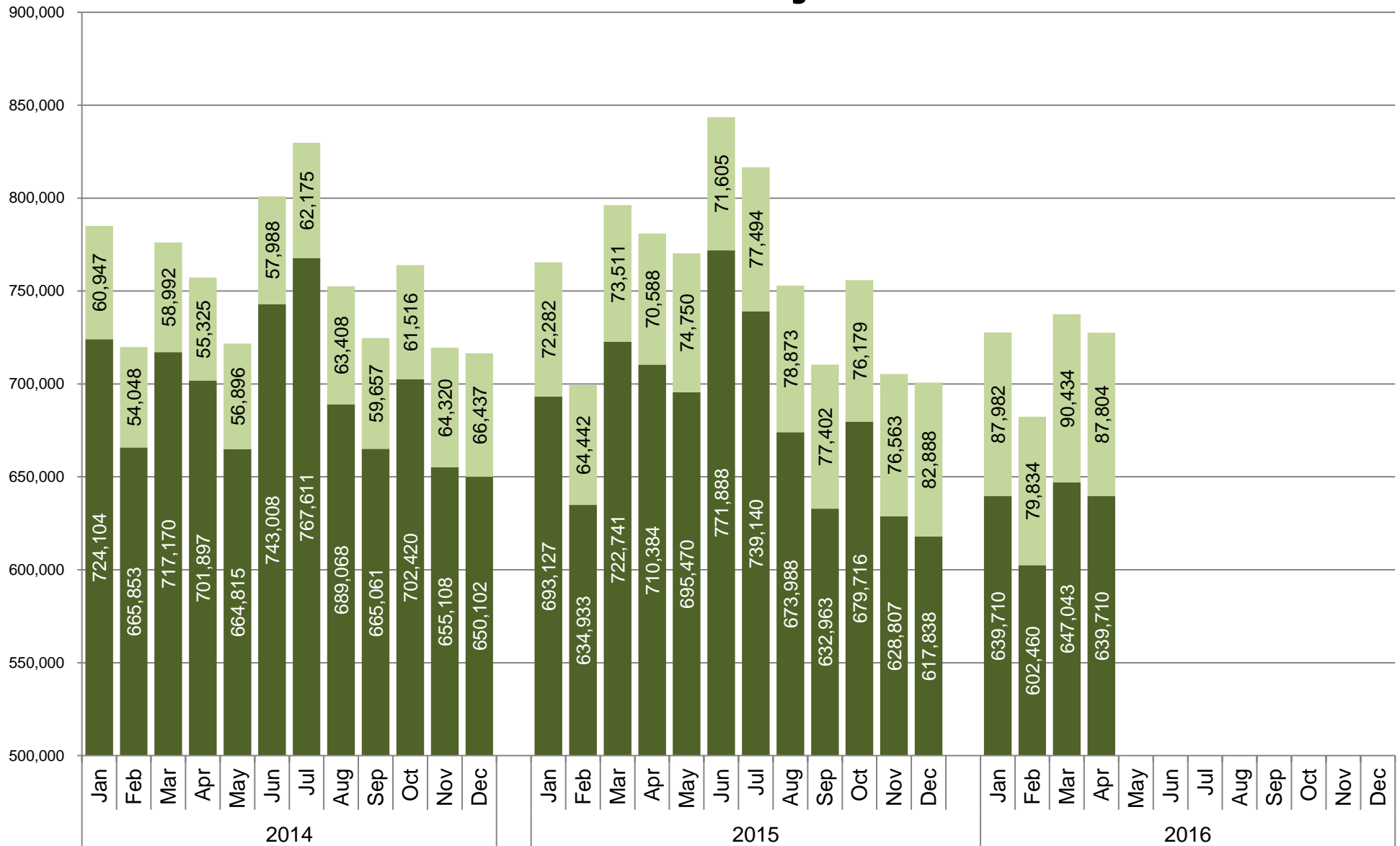
**In Person visits** - total door count from all locations, as submitted to TrackVia Door Counts application; data collection methodology changed to be more consistent across all locations in 2015.

# Denver Public Library

## Total Circulation By Month

Downloads

Materials



→ Gonzales Branch opened February 23, 2015.

**Downloads** - total downloads, including electronic books, movies, magazines, and music, as reported by DUX  
**Materials** - total circulation of physical materials at all locations, from Polaris ILS

# Denver Public Library

## Monthly Circulation by Branch

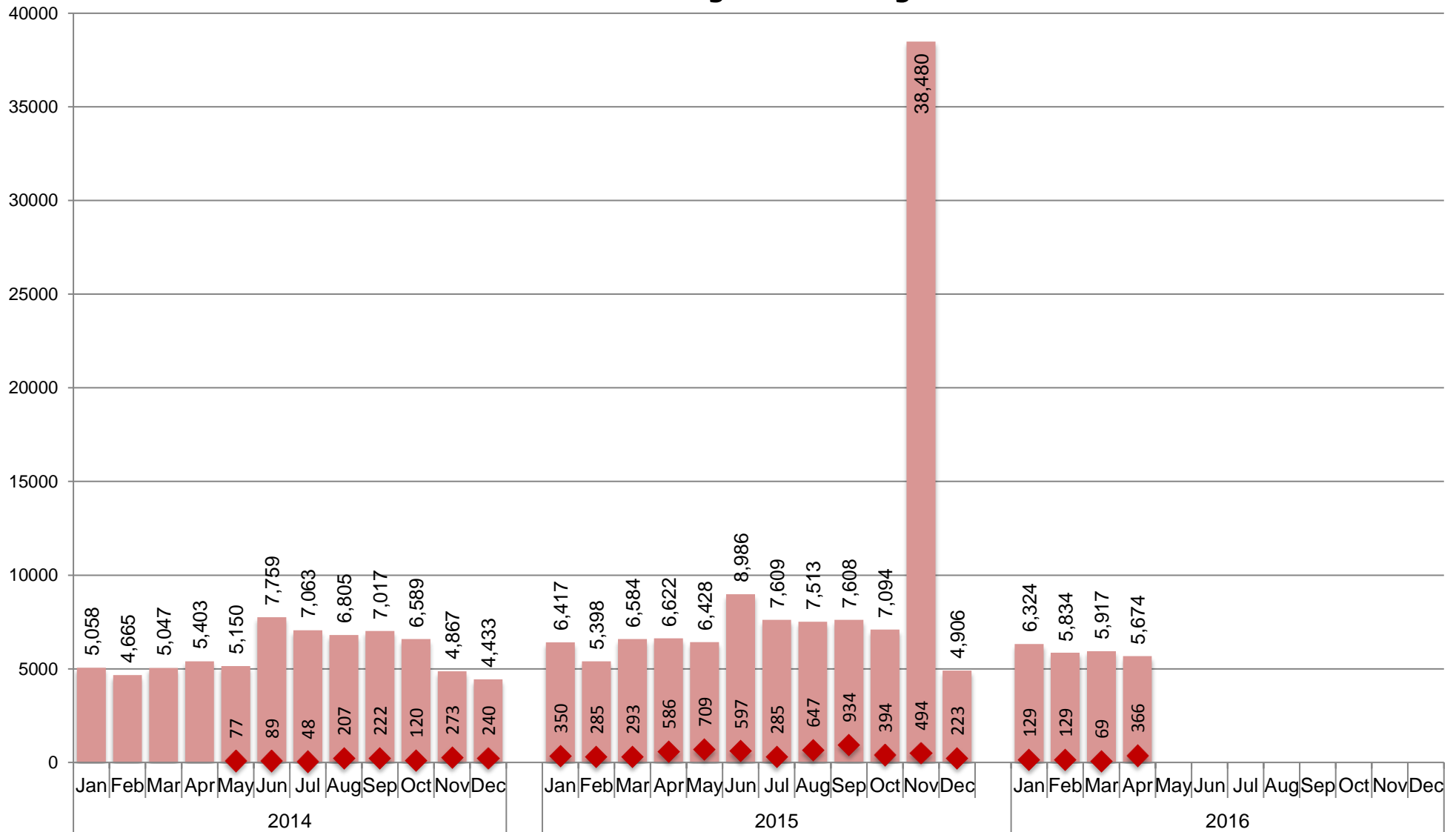
### April 2016

Location	Total Circulation	+/- Previous Month	2016/2015 Year/Year
Athmar Park	8,224	↑ 233	→ (75)
Bear Valley	29,630	→ (337)	↓ (7,320)
Blair-Caldwell African American Research Library	8,580	→ (469)	↓ (1,291)
Bookmobile	8,380	↑ 710	↓ (986)
Byers	3,527	↑ 18	↑ 310
Central Library	99,741	↑ 4,026	↓ (5,812)
Decker	14,667	→ (359)	↓ (828)
Eugene Field	23,231	↓ (1,039)	↓ (2,025)
Ford-Warren	12,214	→ (377)	↑ 310
Green Valley Ranch	24,222	↑ 156	↓ (3,512)
Hadley	12,511	→ (454)	→ (195)
Hampden	33,251	↑ 169	↓ (3,037)
Montbello	8,542	→ (448)	↓ (2,453)
Park Hill	30,253	↓ (746)	↓ (916)
Pauline Robinson	4,970	→ (25)	↓ (949)
Rodolfo "Corky" Gonzales	25,406	↑ 1,082	↓ (23,785)
Ross-Barnum	9,138	→ (424)	↓ (2,965)
Ross-Broadway	14,461	↓ (543)	↑ 3,095
Ross-Cherry Creek	26,173	↑ 260	↑ 224
Ross-University Hills	48,944	↓ (984)	↓ (6,387)
Sam Gary	57,165	↑ 518	↓ (2,536)
Schlessman Family	53,865	↑ 2,209	↓ (3,841)
Smiley	23,654	→ (8)	→ (441)
Valdez-Perry	2,917	→ (102)	↓ (1,501)
Virginia Village	29,386	↓ (2,212)	↓ (2,516)
Westwood	3,610	↓ (680)	→ (342)
Woodbury	23,048	↑ 459	↓ (900)
Denverlibrary.org Downloadables	87,804	↓ (2,630)	↑ 17,216
<b>Total</b>	<b>727,514</b>	↓ (1,997)	↓ (53,458)

# Denver Public Library

## Total New Library Cards By Month

■ New Cards  
◆ Outreach Signups



➔ MyDenver card program large DPS database upload in November 2015.

➔ Gonzales Branch opened February 23, 2015.

➔ Brew Ha! Ha! programming and outreach blitz - September 2015

**New Cards** - total number of new library card registrations (including computer user only cards), as reported by IT

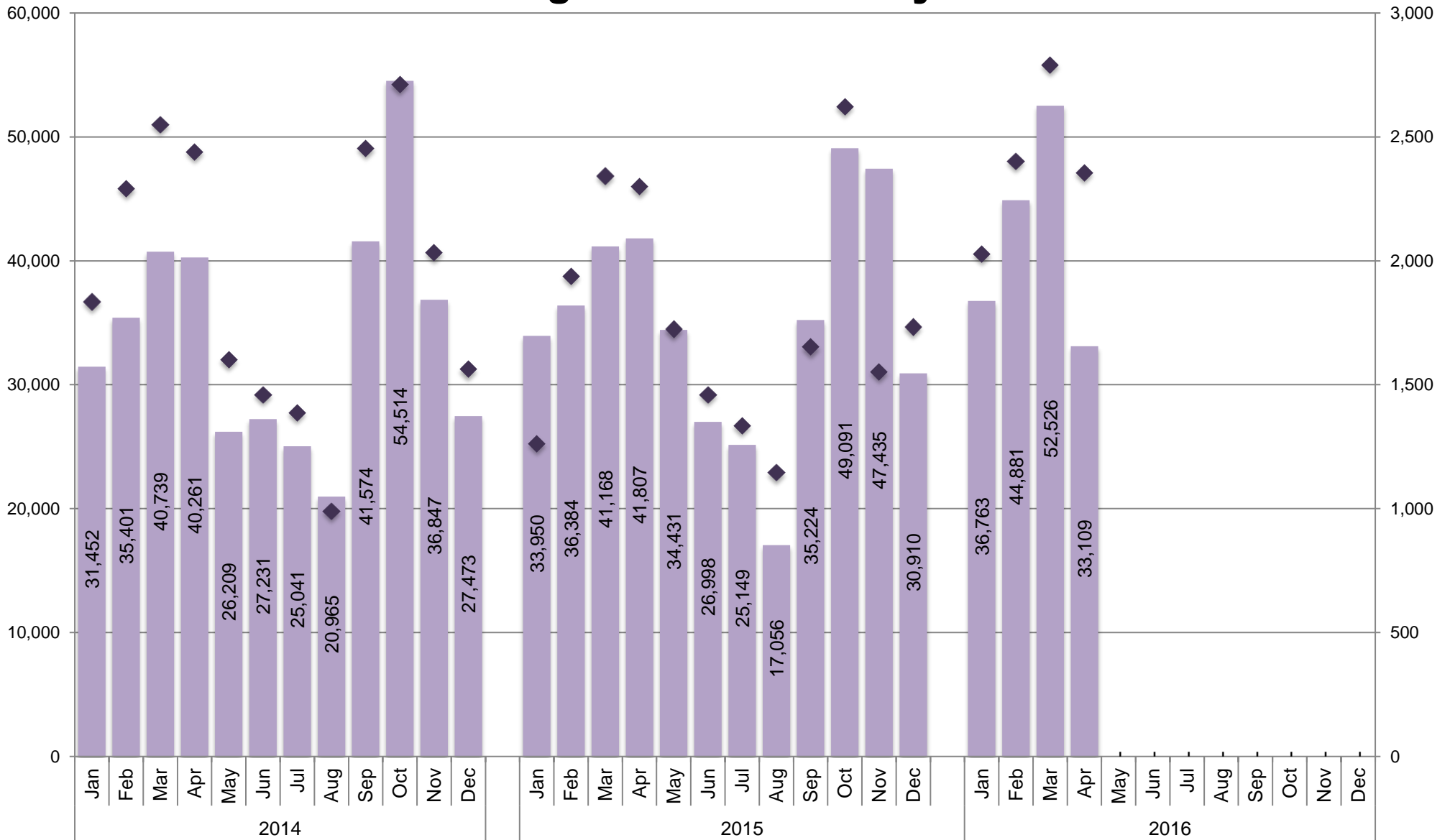
**Outreach Signups** - total number of new library card signups occurring at Outreach events in the community, as submitted to TrackVia Program & Outreach Tracking application. (Note: 2014 data includes some estimates, as our tracking system did not capture this information before 2015.)

# Denver Public Library

## Total Program Attendance By Month

■ Attendance

◆ Sessions



➔Brew Ha! Ha! programming and outreach blitz - September 2015

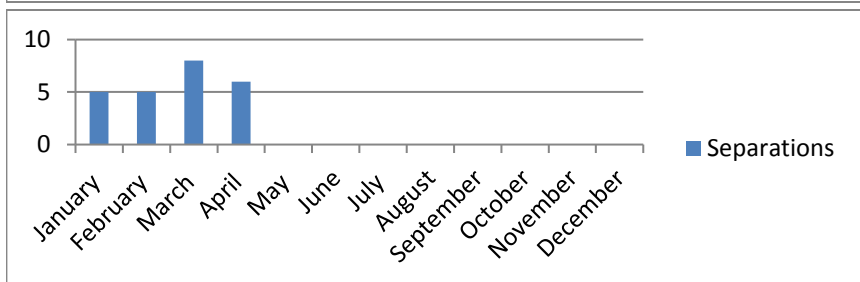
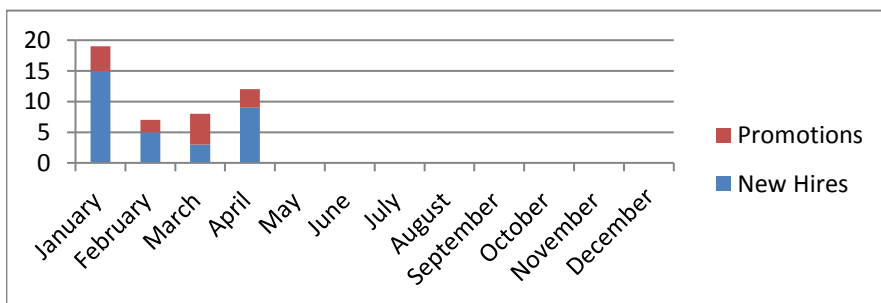
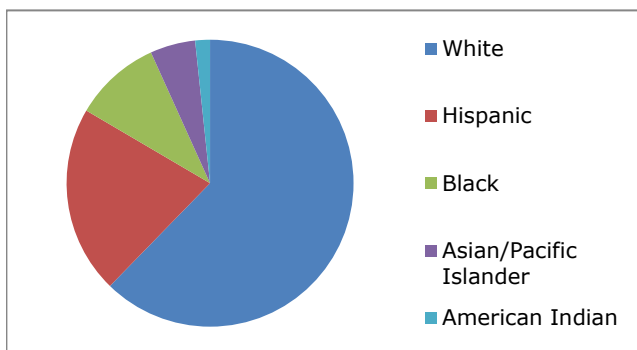
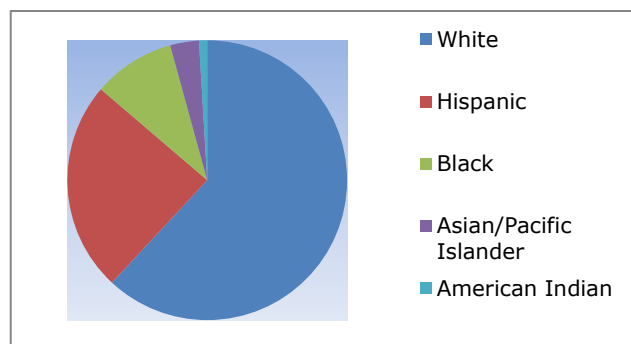
**Attendance** - total program attendance from all locations, as submitted to TrackVia Program & Outreach Tracking application (includes programs, library events, storytimes, and tours); prior to 2015, attendance figures were not aligned with state reporting definitions and may include (Appointment Services, Exhibits, and Passive Programs).

**Sessions** - total number of program sessions offered (as defined in Attendance), as submitted to TrackVia Program & Outreach Tracking application



# Denver Public Library Human Resources Dashboard

May 2016



DEMOGRAPHICS			
Workforce Size	633	Female	61%
2015 Comparison	623	Exempt	27%
White	62%	Non Exempt	73%
Hispanic	24%	Average Age	43
Black	9%	Average Years of Service	8.8
Asian/Pacific Islander	3%	Exempt over 55	24%
American Indian	1%	Non Exempt over 55	22%
Ethnic Minorities	38%		
2015 Comparison	37%		

APPLICANTS			
Month of April	1036	Female	62%
2015 Comparison	642	Male	37%
White	61%	Other/Unknown	1%
Hispanic	21%		
Black	10%		
Asian/Pacific Islander	5%		
American Indian	2%		
Other/Unknown	1%		
Ethnic Minorities	37%		
2015 Comparison	41%		

NEW HIRES AND PROMOTIONS			
New Hires YTD	32	Promotions YTD	14
2015 Comparison	53	2015 Comparison	15
Ethnic Minorities	34%	Ethnic Minorities	36%
2015 Comparison	47%	2015 Comparison	40%
Female	59%	Female	71%
2015 Comparison	58%	2015 Comparison	53%
Transfer/Reassignments YTD	13		

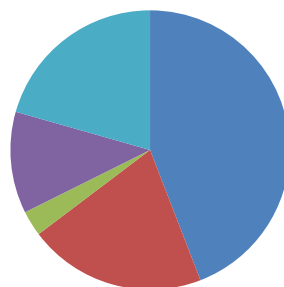
SEPARATIONS			
Separations YTD	24	Turnover YTD	4.0%
2015 Comparison	23	2015 Comparison	3.7%
Retirements YTD	3		
2015 Comparison	3		

# Denver Public Library Human Resources Dashboard

May 2016

## Open Leave Cases in April

- FMLA - Intermittent
- FMLA - Continuous
- Leave of Absence
- Interactive Process (ADA)
- Workers' Compensation



## Percentage of Staff on Leave

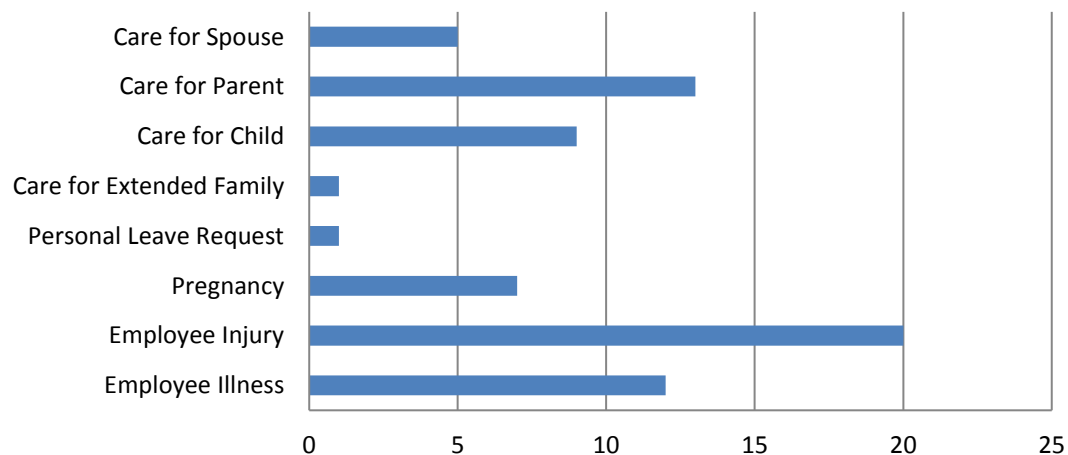
11%

## Open Leave Cases in April

FMLA - Intermittent	30
FMLA - Continuous	14
Leave of Absence	2
Interactive Process (ADA)	8
Workers' Compensation	14

The cases respresented are the actual number of employees on leave for the month

## Type of Leave Taken in April



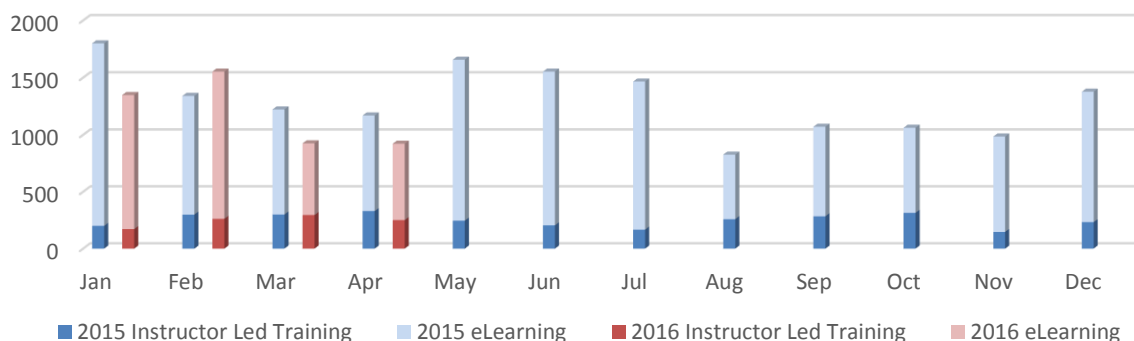
## Leave Usage in April

Employee Illness	12
Employee Injury	20
Pregnancy	7
Personal Leave Request	1
Care for Extended Family	1
Care for Child	9
Care for Parent	13
Care for Spouse	5

# Denver Public Library Human Resources Dashboard

May 2016

## Completed Learning - Year-to-Year Comparison

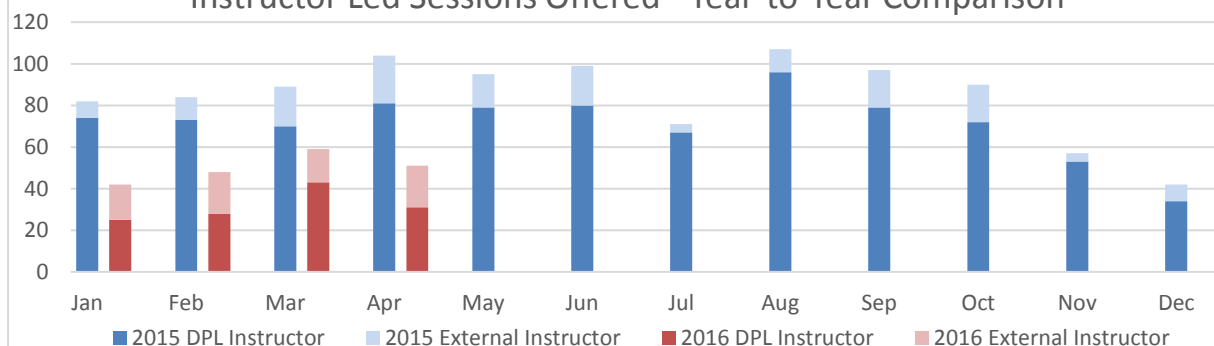


### Last Month:

#### Staff Learning Completions

eLearning	671
Instructor Led Training	251

## Instructor Led Sessions Offered - Year-to-Year Comparison\*



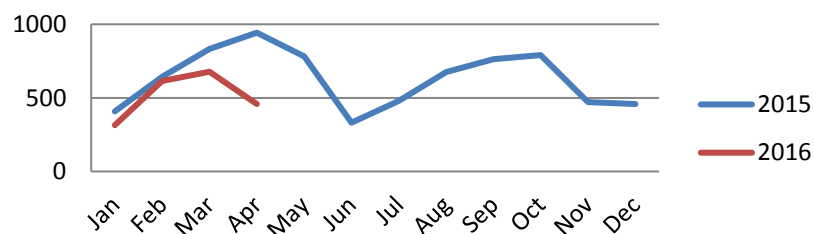
### Last Month:

#### Instructor Led Training

Sessions Offered	51
Percentage Taught by DPL Staff	61%

**\*2016 decrease due to staffing limitations**

## Instructor Led Training Hours Completed by Staff



## Top 5 Training Items Last Month

Title	Type	Rank
<b>The Empowered Employee: Informed Judgement and DPL Policies</b>	Session	1
<b>PLA Share Session</b>	Session	2
<b>Reference for the Front Lines</b>	Session	3
<b>Teaching Tech Meetup</b>	Session	4
<b>Safety at DPL</b>	Session	5

# FLOURISH



DENVER  
PUBLIC  
LIBRARY

*Resources for parents, students and teachers of Denver Public Schools | Spring 2016*

As winter starts to recede, youngsters' thoughts turn to sunny summer days, swimming pools, vacations and playing outside. But with a two- to three-month break from school, it's important to keep kids actively engaged with intellectually-stimulating activities to avoid what is commonly known as the "summer slide."

Studies show that children can lose up to two full months of learning over the summer. Without a concerted effort to keep children reading and learning during non-school months, kids can return to school in the fall farther behind their peers, which can affect future academic success.

That's where our Summer of Reading program comes into play. Beginning June 1, kids birth through 12th grade can register for our signature summer learning program and enjoy activities, summer camps, STEM programs, reading challenges and playtimes that keep them actively engaged and learning.

We have three age-appropriate levels in our Summer of Reading program:

- **Pre-kindergarten kids and parents** can participate in "Read With Me." Parents/caregivers and kids complete a variety of early literacy activities together to earn prizes including books and the signature rubber duck. These activities are designed to prepare young minds for kindergarten.

- **Kids in kindergarten through 5th grade** can join "On

Your Mark, Get Set, Read." Students must read six books or up to three hours of reading to win prizes including a book or journal, a ticket to Elitch Gardens Theme &

Water Park and a free kid's meal at Chipotle Mexican Grill.

- **Teens in grades 6-12**

can register for "Get in the Game: Read" and must complete four hours of reading to earn each prize which also includes a book or journal, Elitch ticket, a Chipotle burrito or wallet.

### PROGRAM DATES AND REGISTRATION

Summer of Reading kicks off Wednesday, June 1

and continues through Saturday, Aug. 13. To register, head into any of our 26 locations and pick up an age-appropriate booklet and get signed up in just a few moments. Don't have a Denver Public Library card? No worries! We'll get you started so you and your children can begin reading.

### SHARE YOUR SUCCESS

Next fall, have your child bring his or her completed booklet back to school to share with teachers and classmates. Teachers love knowing that students are reading and learning over the summer and can use those experiences in the classroom. Kids love showing off their completed booklets and can share what they learned over the break.

### FOR MORE INFORMATION

Visit our Summer of Reading website to learn more: [summerofreading.org](http://summerofreading.org).

## WHAT'S IN SUMMER FOR KIDS & FAMILIES?

# SUMMER CAMPS FOR YOUNG MINDS

## STEM CAMPS FOR KIDS 8-12

Forget archery and macaroni crafts, this summer kids 8-12 can enhance their science, technology, engineering and math (STEM) skills and have fun at one of our STEM camps. These hands-on, week-long camps give kids experience with multiple skill sets: building, reading, analyzing, computing and more. Drop-ins are welcome and of course, they're free. STEM camp dates include:

- June 6-10, 12-2 p.m. at Rodolfo "Corky" Gonzales Branch Library
- June 20-25, 2-5 p.m. at Montbello Branch Library
- July 18-21, 1-3 p.m. at Hampden Branch Library

## DEVCAMP

[DevCamp](#) is a chance to learn the basics of computer coding while working side-by-side with professionals in the information technology field. Attendees will build websites, talk with special guests and tour some amazing places. The camp is free for teens ages 12-19 and no prior coding experience is necessary. Registration is limited. Dates:

- June 27-July 2 at Athmar Branch Library
- July 11-16 at Central Library (please note: this camp is full but a wait list option is available)
- July 25-30 at Green Valley Branch Library
- Aug. 8-13 at Central Library (this is a second level program for those that completed the July camp)

## BUILDCAMP

Teens can learn the basics of computer repair by disassembling a computer and rebuilding it from the bottom up. Campers will install an operating system and test the computer and be amazed at their skills.

[BuildCamp](#) is designed for kids 12-19 and lunch is provided. Registration required. Camp dates:

- Wednesday, June 22, 10 a.m.-4 p.m. at Central Library
- Wednesday, Aug. 3, 10 a.m.-4 p.m. at Central Library

## SUMMER OF MAKING FOR TEENS

Kids love the [SM Energy ideaLAB](#) at the Central Library and for good reason. Outfitted with professional, sophisticated equipment, the lab provides a fun and creative atmosphere for teens to make, design, learn and share their ideas in a variety of formats. From creating hybrid "hacked" toys to designing computer games to recording their own songs and videos, the lab has everything young minds need to unleash their creativity.

As an addendum to our Summer of Reading program, the ideaLAB is hosting Summer of Making to entice kids 12-19 to create and share their best work. The program runs June 1 - Aug. 13. The plan is simple: make any kind of project in the lab then upload it to our website and get entered into a drawing for prizes from Amazon, Dell Computers and SparkFun Electronics.

TEACHERS GET A 25% DISCOUNT

SUMMER  
USED BOOK SALE

JUNE 22-25  
10 a.m.-4 p.m. daily

Denver Central Library, Conference Center  
10 West 14th Avenue Parkway

OVER 60,000 BOOKS, CDs, DVDs AT BARGAIN BASEMENT PRICES!





# URBAN LIBRARIES COUNCIL

INSPIRING LIBRARIES.  
TRANSFORMING COMMUNITIES.

## Leadership Brief: Libraries Supporting Family Learning

### Overview

Children who are exposed to books, stories, and reading early in life and have parents and caregivers who are involved in their learning are more prepared to start school and more likely to graduate and achieve long-term success. There is no better resource for families learning together than the public library, with its sustained commitment to a lifetime of learning and its stature as a trusted community hub.

With widespread recognition that traditional education systems alone cannot meet today's learning needs, libraries have emerged as powerful 21st-century education leaders. Public libraries bring significant assets to the education landscape to meet family learning needs, including:

- A flexible, nimble, and agile approach to responding to community needs
- Skill at building the community partnerships that are essential to successful family learning
- Deep community connections that keep them in touch with key players in the learning landscape
- A long history as champions of literacy in the broadest sense—reading, health, digital, and financial
- Open doors and open arms to anyone and everyone

Libraries, schools, and community-based organizations are working together to create centers for two-generation learning that foster stronger family bonds and help parents become their children's first and best teachers.

This Leadership Brief explores the power of family learning to improve education outcomes and the progressive work of public libraries in carrying out intergenerational learning. It provides five action steps for libraries and community partners to broaden and deepen family learning success.

### About this Leadership Brief

The Leadership Brief builds on the partnership between the Urban Libraries Council (ULC) and the National Center for Families Learning (NCFL) to increase awareness of the role that libraries play in creating opportunities for families to learn together.



*"Libraries are natural partners for two-generation learning where all parents and children can learn together and build literacy skills in diverse and inspiring ways."*

—Sharon Darling, President  
National Center for Families Learning

## Families and Learning

Research and experience confirm that engaging parents in their children's learning increases achievement, strengthens the parent-child bond, and provides a foundation for long-term success.<sup>1</sup>

*"In the face of real obstacles in the education landscape, families learning together is a major key to success."*

—Dr. Rhea Brown Lawson, Director  
Houston Public Library

A continuous approach to learning that begins early, extends beyond traditional classrooms, and actively engages parents can increase educational achievement. As important, building the educational and literacy skills of parents can help disrupt intergenerational poverty. Key dimensions of family learning as a dynamic approach to improving education outcomes include:

- **Parents are the strongest influence on their children's learning in the first five years.** The importance and impact of early literacy is well documented. Reading and telling stories to infants stimulates brain development and cognitive thinking skills, enhances memory, builds vocabulary, and contributes to school readiness.
- **The family unit, in all of its many iterations, is the one constant across the education spectrum.** Family members shape their children's attitudes about learning over their lifetimes. When families routinely include learning activities in daily life from an early age, children are more likely to enjoy learning and experience educational success.
- **Families can take advantage of learning opportunities in everyday activities.** Even brief moments of consistent learning time in the kitchen or the bathtub, or at the playground or the bus stop, can build a foundation for education success. Making the most of the 7,800 hours children spend out of school each year, compared to 900 hours in school, is vital to strengthening educational performance and nurturing a commitment to lifelong learning.<sup>2</sup>
- **Family Service Learning Programs build adult and child skill development.** When families identify and work to

## Why Family Learning Matters<sup>4</sup>

- Children spend 85 percent of their waking hours outside of school.
- Seventy-one percent of parents with college degrees read to their children every day, compared with 33 percent of those with high school diplomas or less.
- One in four kindergarteners enters school not ready to learn.
- Children who do not read proficiently by the end of third grade are four times more likely to leave school without a diploma than proficient readers.
- Forty-three percent of adult Americans read at a basic or below basic level.
- A mother's reading skill is the greatest determinant of her children's future academic success, outweighing other factors such as neighborhood and family income.

solve community issues together, they also learn and apply 21st-century skills that lead to college and career-readiness. Multigenerational involvement in service learning contributes to stronger and more self-sufficient families.<sup>3</sup>

## Libraries and Family Learning

Public libraries bring a wealth of assets and expertise to support families learning together via two-generation programming. Their status as safe, trusted, and inclusive community hubs helps parents feel welcome. As important, libraries are the only education institution that connects with individual learning needs from birth through the senior years.

*"The library's natural assets are great for family learning—everybody belongs, no one's excluded, and there are books in your native language and at every level."*

—Carolyn Blocker, Educator  
Long Beach Family Literacy Program



“The public library as an institution has always been focused on the whole life spectrum of learning to meet the needs of multiple generations,” said Elizabeth Attack, program manager for *Bringing Books to Life* at the Nashville Public Library. “Now we’re thinking more intentionally about doing things together for those generations.”

Today, libraries are:

- Connectors to diverse resources that meet families where they are and help them move to the next rung on their learning ladders
- Experts in many education formats, from playful storytelling sessions with the youngest learners to one-on-one coaching for new parents to introducing and building high-tech skills
- Trusted guides in the digital universe and champions of digital literacy as a catalyst for improved education outcomes

## Family Learning in Action

**Nashville Public Library’s** *Bringing Books to Life* is a comprehensive early literacy program that engages parents, teachers, and preschoolers in building skills to ensure school readiness. The library takes programs to daycare centers, preschools, and community gathering places to make it easy for parents to participate. Parents are often surprised, energized, and thrilled by how much their children enjoy the programs.

*“I came tonight because I want to be the best parent I can be, but I worried that I would find out all the things I was doing wrong. Instead I heard all these great ideas about what I can do with my child, and I think it can be exciting.”*

—Parent participating at the Nashville Public Library

**Richmond Public Library’s** approach to early literacy and school readiness is built around collaboration with the city’s early childhood development initiative and constant outreach led by a full-time literacy outreach coordinator and a parent education coordinator. The library created *RVA Reads*, which helps children establish personal home libraries. Every child in the city’s three

preschool centers receives a book each month, while parents get tips on how to read effectively with their children and promote at-home reading.

**San Mateo County Libraries** offers two-generation learning opportunities in underserved communities, focusing particularly on reading proficiency by third grade. Working with NCFL, the library’s *Toyota Family Learning* staff teams engage Spanish-speaking families in weekly two-generation learning experiences to build English language skills, improve reading ability, and increase family leadership and community engagement. By developing and implementing Family Service Learning projects, participating families develop skills in research, reading, writing, technology, teamwork, civic responsibility, and leadership.

**Fort Worth Library** works to get everyone in the community reading, learning, and having fun all year long through *Worth Reading*, a partnership among the library, the Fort Worth Independent School District, and 10 community organizations. The program focuses on building and sustaining literacy, enhancing parenting skills, and encouraging parents to get involved in their children’s learning.

**Calgary Public Library’s** *ELL School Success* program builds vocabulary for English Language Learners in grades 1-3 and their parents. In this eight-week series, children learn new English words working with a youth volunteer buddy while parents participate in a facilitated ESL conversation circle focused on how they can support their child’s language development and school success. Library staff provide tours of the library’s physical and online resources for parents and children and engage parents in discussion topics that help them better participate in their child’s educational experience. After a pilot phase, the program now plans to scale-up to reach more families.

**Kenton County Public Library** engages Northern Kentucky parents and children in dozens of learning opportunities in science, technology, engineering, art, mathematics, and more. In recent summers, the library tested NCFL’s two-generation, blended-learning approach to summer programming using [Camp Wonderopolis](#), maker activities, and community experts. The online and in-person workshops engaged K-12 students and their parents in learning together in the library and at home.

## Five Action Strategies to Expand Opportunities for Family Learning

1. **Connect multiple key community partners that can meet family learning needs.** Libraries, public schools, family literacy programs, daycare centers, community centers, and other local organizations, for example, have existing relationships with families and can strengthen the approach to and delivery of education strategies. **The Madison Public Library** provides training and literacy tools to visiting nurses, so that they can support family learning when making home visits.
2. **Increase community outreach to connect with families where they are.** Reaching parents in places they frequent makes it easier for them to take advantage of opportunities despite busy schedules and limited transportation. Distribute information in health clinics, grocery stores, and laundromats, as well as at bus stops and parks, and offer programs in family gathering places such as playgrounds, places of worship, and daycare and community centers. **The Providence Public Library** employs participants in the literacy program to help spread the word in their communities.
3. **Enhance and align existing library and community literacy programs to serve families.** Bringing parents and children in existing literacy programs together creates expanded opportunities for two-generation learning without the need for completely new curricula.

4. **Keep programming flexible to meet family needs—for both parents and children.** Programs that give families multiple options to engage (e.g., providing meals alongside instruction, allowing drop-ins when families are available, connecting to community efforts, and offering opportunities to extend the learning online and at home) work best for busy families.
5. **Tell the story of the importance of family learning and early literacy.** Libraries are great messengers to audiences that trust them and seek their guidance. Being both a trusted voice in the community and a safe resource for family learning and early literacy can encourage more parents to participate in learning opportunities.

## Empowering Families

Engaging the entire family in learning improves essential skills, strengthens family bonds, and creates a culture of learning that is passed on for generations. Even more important, strengthening literacy and life skills among families can help engage hard-to-reach vulnerable families and upend intergenerational poverty.

No one organization can meet the learning needs of families alone. While the individual efforts of skilled organizations will have a positive impact on the families they serve, well-coordinated efforts provide more robust programming and lead to long-term results. Public libraries are key players in creating the partnerships, programming and support systems to build strong families.

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<sup>1</sup> National Center for Families Learning website, [www.familieslearning.org](http://www.familieslearning.org)

<sup>2</sup> Meta Analysis of the Studies of High Performing Family Literacy Programs, NCFL, page 57.

<sup>3</sup> Cramer, Joshua, and Blaire Willson Toso. *Family Service Learning Brief*. National Center for Families Learning and the Goodling Institute, Spring 2015, p. 2. [http://familieslearning.org/pdf/NCFL-FSL-brief\\_F3.pdf](http://familieslearning.org/pdf/NCFL-FSL-brief_F3.pdf)

<sup>4</sup> The Annie E. Casey Foundation. *Early Reading in the United States*, January 2014, [http://kidscount.unlv.edu/newsletters/KIDS\\_COUNT\\_GLR\\_FINAL.pdf](http://kidscount.unlv.edu/newsletters/KIDS_COUNT_GLR_FINAL.pdf)

The **Urban Libraries Council (ULC)** is the premier membership organization for North America's leading public library systems. For more information, please visit [www.urbanlibraries.org](http://www.urbanlibraries.org).

The **National Center for Families Learning (NCFL)** is a national nonprofit organization dedicated to helping adults and children learn together. NCFL would like to thank its sponsor Better World Books for support of their production of this Leadership Brief. For more information, please visit [www.familieslearning.org](http://www.familieslearning.org).

# 2015 Performance Report

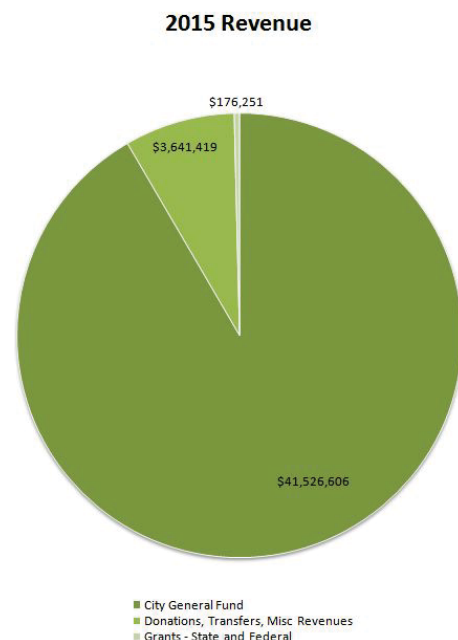
**Michelle Jeske - City Librarian**

May 2, 2016

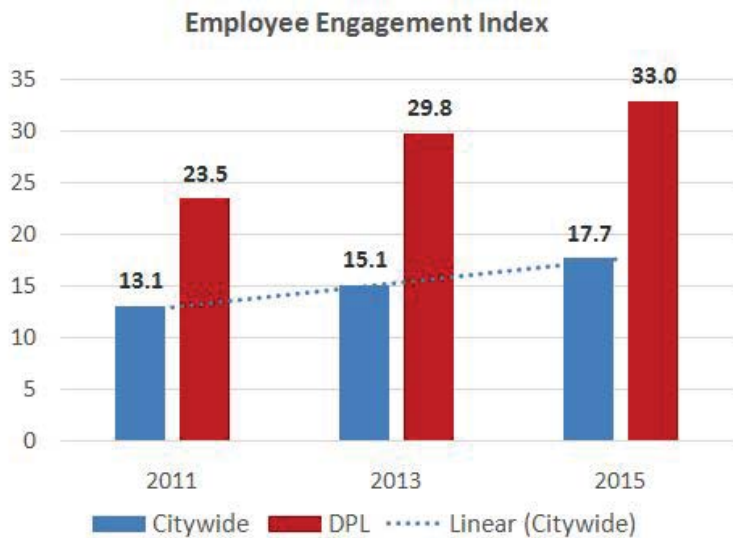


## DENVER PUBLIC LIBRARY

### Budget



# HR Vital Signs - Employee Engagement

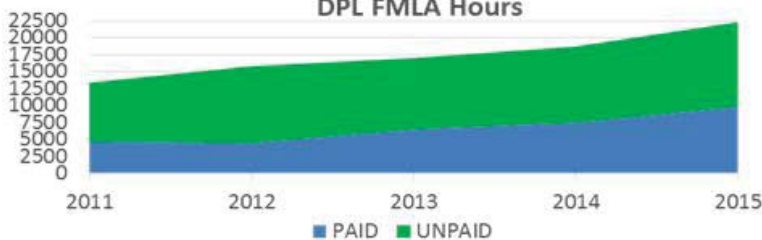


# HR Vital Signs - Time Off & Retirement

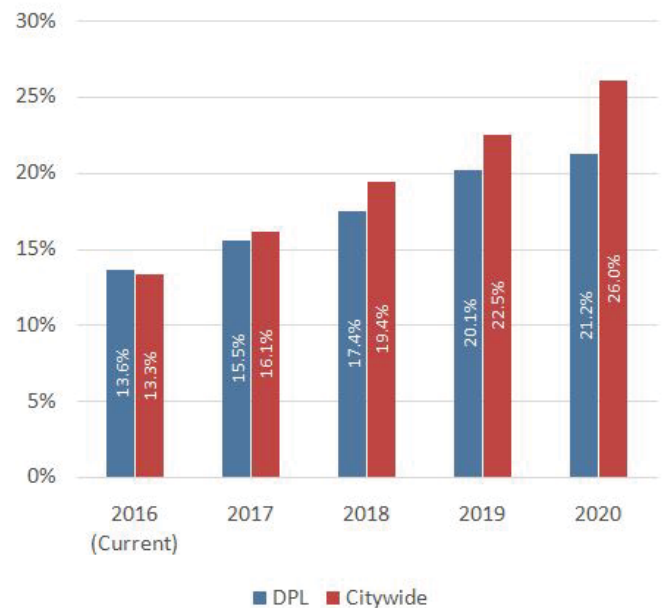
**DPL: Vacation, Sick, PTO, Wrkrs Comp Hours**



**DPL FMLA Hours**

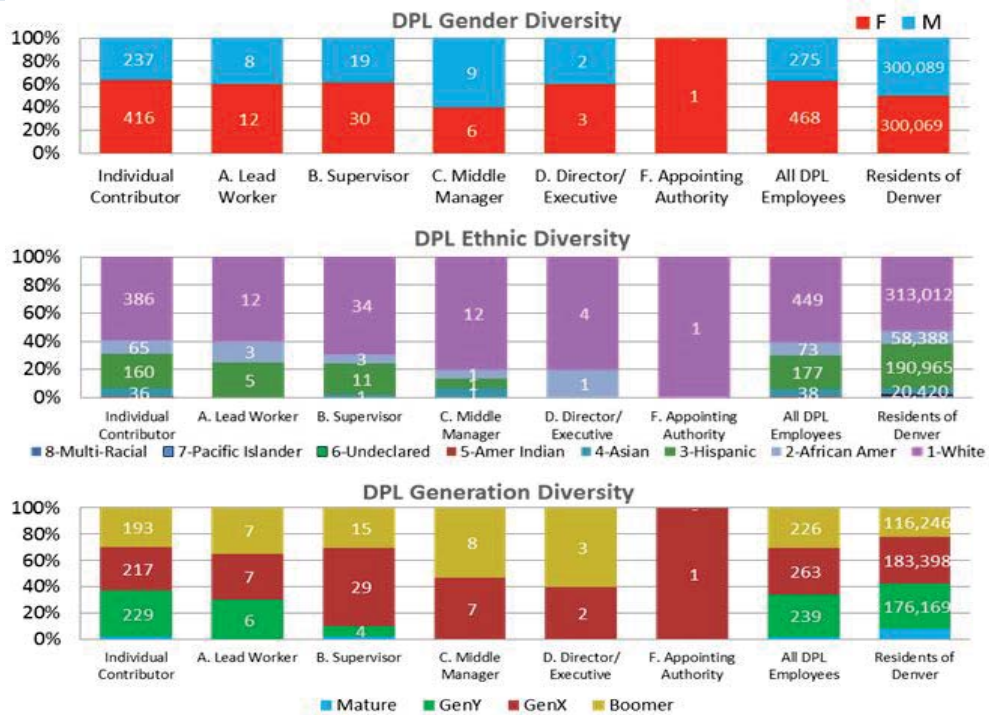


**Projected Retirement Eligibility**





# HR Vital Signs - Diversity



## Mission - Children - NE Read Aloud Expansion

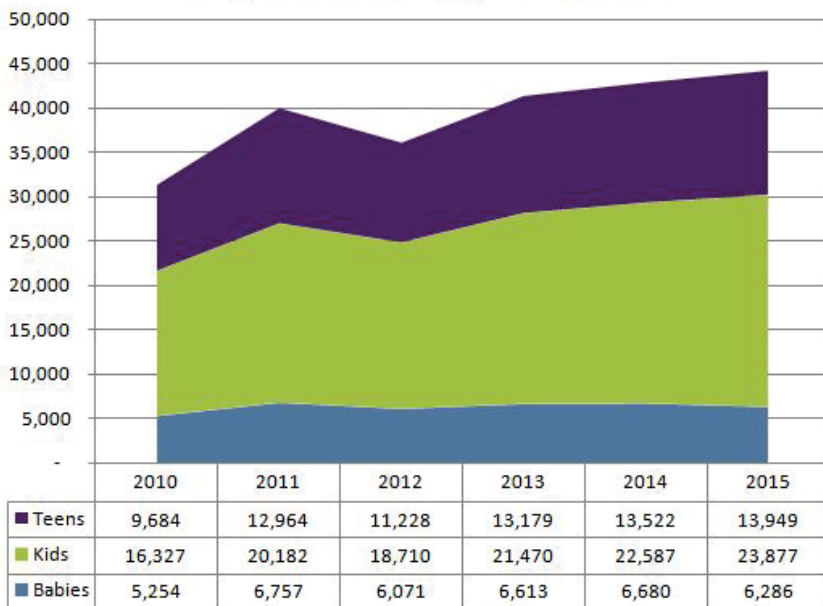


38

new classrooms  
served

# Mission - Children - Summer of Reading

Summer of Reading Participants



**44,112**

2015 SOR  
Participants

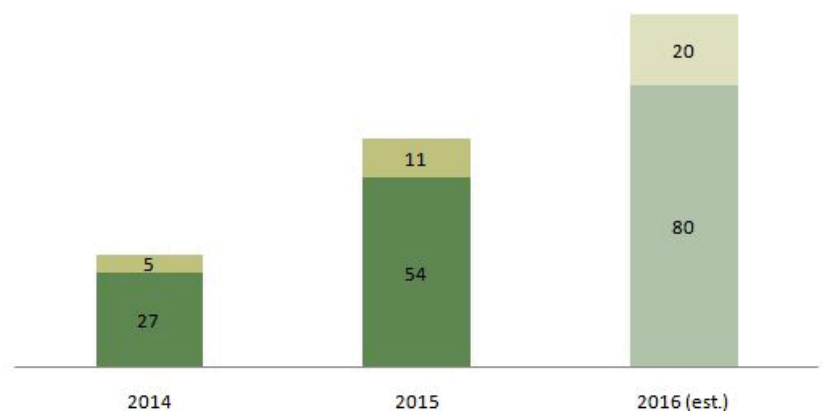


# Mission - Children - ideaLAB & DevCamp

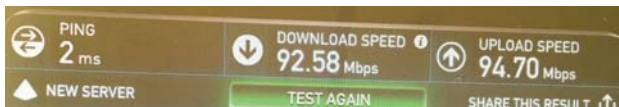
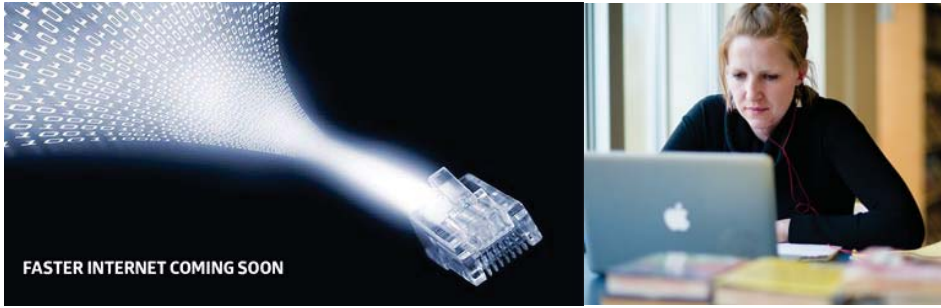


DevCamp Participants  
aged 12-19

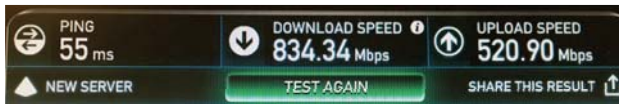
Participants Mentors



# Mission - Resources/Skills - Independent Internet



↑ Before



↑ After

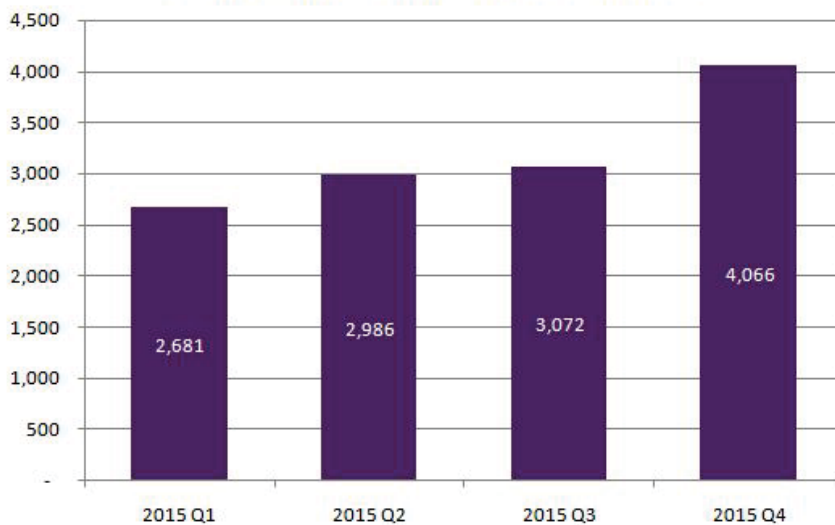


**10,350**

IT staff hours saved

# Mission - Resources/Skills - Technology Training

Technology Program Attendance

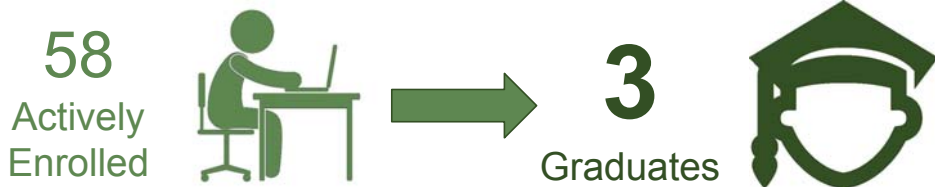
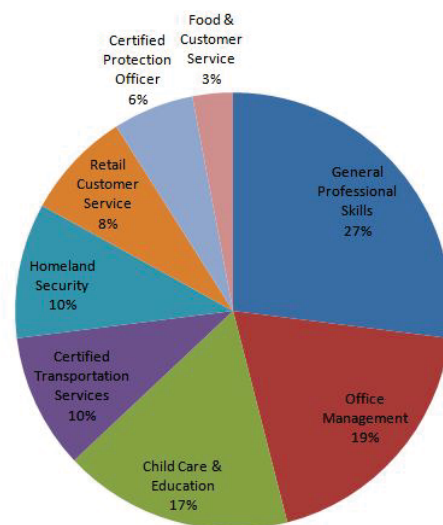




# Mission - Resources/Skills - COHS

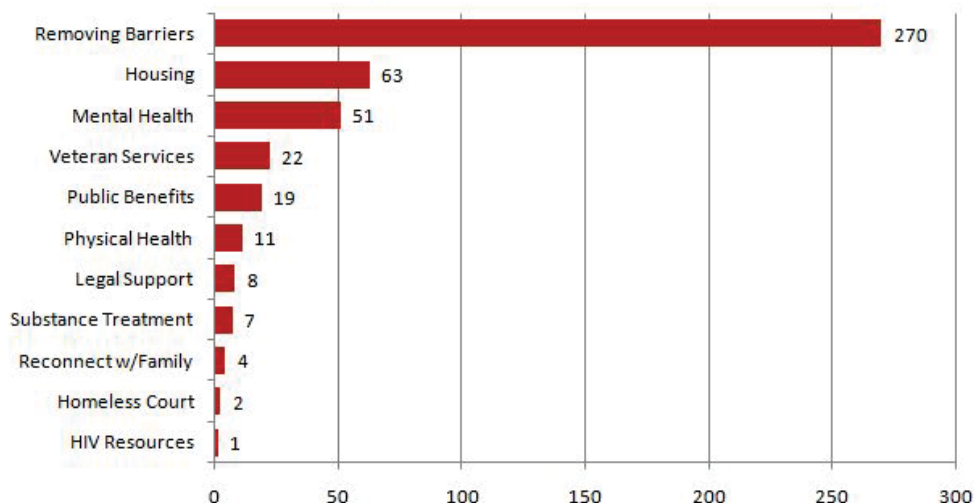


COHS Career Certificate Categories

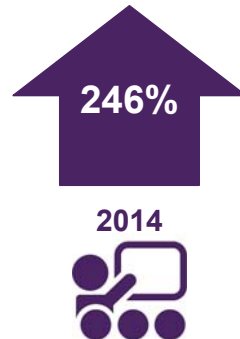


# Mission - Resources/Skills - Social Workers

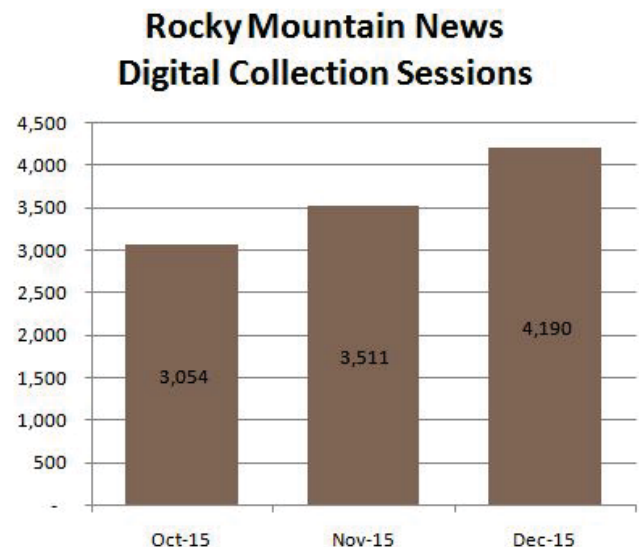
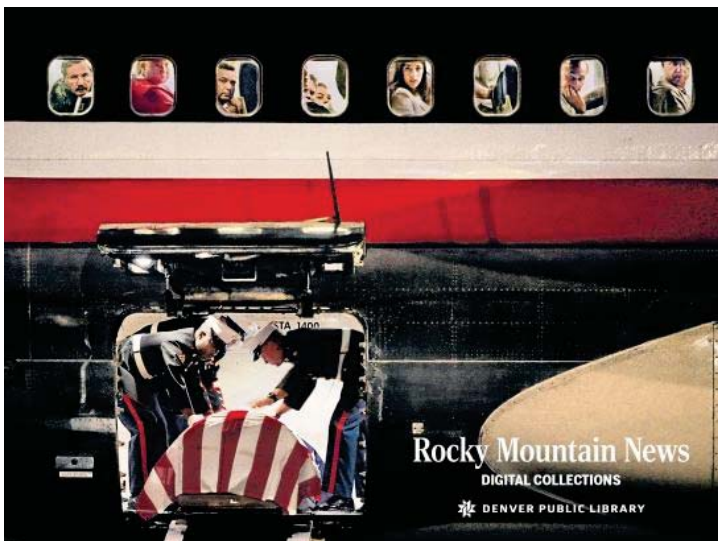
Community Resource Specialist - 2015  
 Services/Connections Provided



# Mission - Experiences - Engage! Programs



# Mission - Experiences - RMN Image Library





# Mission - Operations - Lean



**\$432,685+**  
savings



**64**  
Innovations



**9,940**  
hrs saved



Materials to  
customers faster



Color printing for  
all customers



# Mission - Operations - Gonzales Branch



**153,664**  
Visitors

**366,513**  
Items  
circulated

**32,406**  
PC hrs

**6,071**  
new cards

**16,312**  
program  
attendees



# 2016 Innovations - Reorganization



2016 DPL Organizational Chart



Hours Analysis

Staffing Analysis



# 2016 Innovations - RiNo



**Maker's Plaza**  
The Police Service Building was originally constructed in 3 phases. The central phase is partially removed to create an open plaza, utilizing overhead roof structures for hanging art, shade structures, and play elements. The other two phases are kept for conditioned space.

**PREFERRED CONCEPT: PLAN**



**RIVER NORTH PARK**  
SUSTAINABLE ICONIC CREATIVE ARTS&CULTURE ECOLOGY RIVER CORRIDOR



**NORTH DENVER CORNERSTONE COLLABORATIVE**



**RIVER NORTH PARK**  
SUSTAINABLE ICONIC CREATIVE ARTS&CULTURE ECOLOGY RIVER CORRIDOR

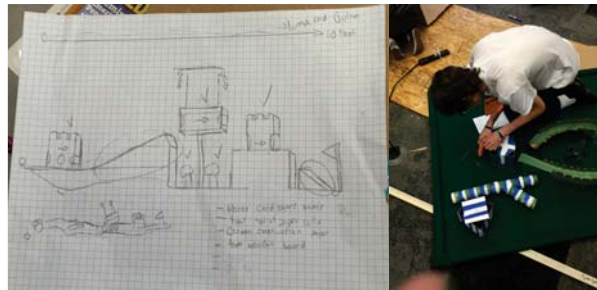
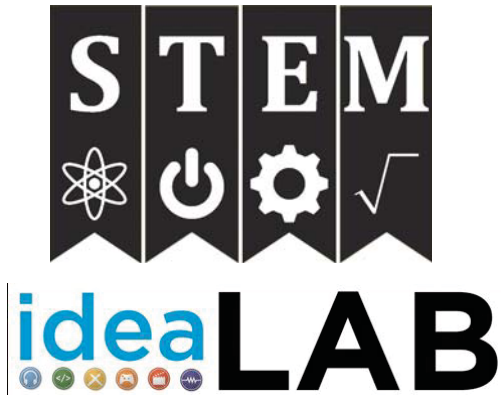
**250**  
Studios

state-certified  
creative district





## 2016 Innovations - STEM



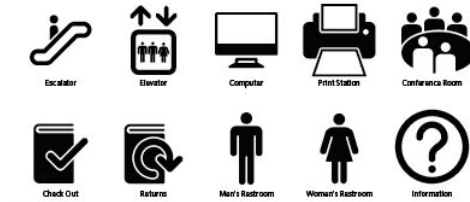
## 2016 Innovations - Summer of Learning



# 2016 Innovations - Central Library



850,000+  
visitors/year



2 Symbols



3 Color Palette



# ADULT AND FAMILY PROGRAMMING

**Lead: Jenny Laperriere**

## ACCOMPLISHMENTS - HOW DO WE DO THIS WELL?

2015: 1122 programs and 16,607 attendees

2016: 316 programs and 5,357 YTD

- Increase with Central Departments

2017: Family to OSL





# ACCOMPLISHMENTS - HOW DO WE DO THIS WELL?

## Stories of Impact

### Winter of Reading



## HOW DID WE COMPARE TO LAST YEAR?

2015	2016	Percent Change
2279 brochures given out	5837 brochures given out	+156%
567 prizes claimed	947 prizes claimed	+67%
25% completion rate	16% completion rate	-9%

*First time adding events.*

*Goal: increase participation rate (brochures given out) in order to raise awareness about DPL's array of services.*

# MOST POPULAR WOR ACTIVITIES

- 88% read a book
  - 62% read an unfamiliar genre
- 59% visited a branch they'd never been to
- 43% listened to Volume Denver

## HOW DID CUSTOMERS LIKE IT?

Thank you! This was fun & let me know about library options of which I wasn't aware.

We had a customer come to the desk one day and ask about the mug that was sitting on the counter. When I told him about the WoR program and that the mug was the free prize, his face lit up. "I have a thing for mugs," he said. "This is so great!" He completed his folder and brought it back a couple of days later. Now, he not only has another mug to add to his collection, but he also has added to his repertoire of library knowledge.

One of our customers finished her reading and was pretty darn excited to get her prize. I handed her the mug, and she said she was going to have to hide it from her kids. She joked that the kids got the ducks, but she got the mug!! She loved the WoR, and hoped that we continued the program next year.

I had a lot of customers who just LOVED the program, but one guy in particular came in on the last day, desperate to get his mug! He felt bad that he had waited until the last day but he had wanted to complete EVERY activity. We were able to use the form to track down a last minute mug for him and he was very happy!

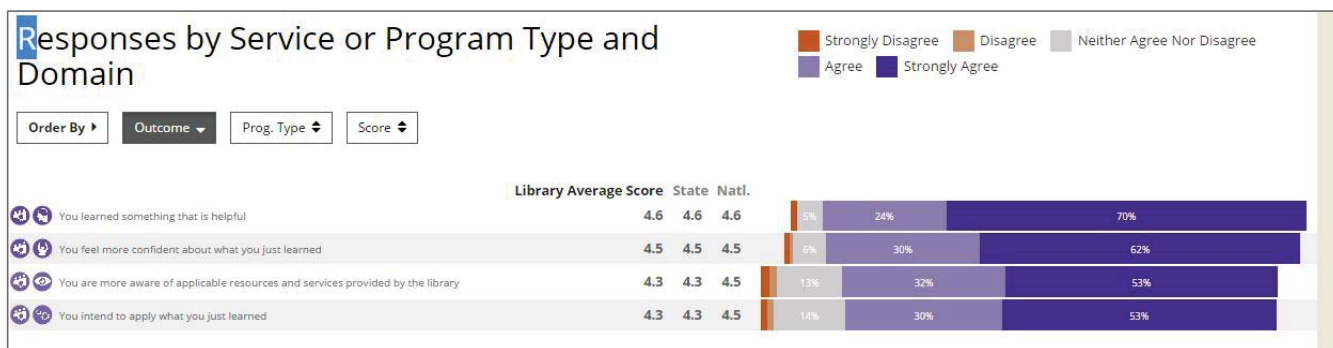


# WORKS IN PROGRESS

## Surveys

### Sunrise Concerts July - Sept

(funded with BBVA grant)



# OPPORTUNITIES - HOW CAN WE DO THIS BETTER?

Streamlining of crafts and lessons learned

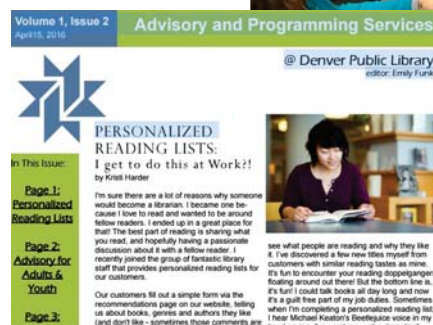
North of 50 expansion

Looking at stats - tough decisions

Web & print marketing experiments

Advisory Newsletter including programming

Adult programming statewide



# BUDGETARY STATUS + NEEDS

Spent about  $\frac{1}{3}$  of the \$10k

- Funding crafts for July-Dec
- Still have SWR and IDG
- Experiments
- Just Try It Grants

Larger sound systems need at CRK and PKH (\$3200)

More prizes for WoR 2017



# VISION - 2017 AND BEYOND

Expand Winter of Reading

Analyze survey results for changes

MCO experiment in Fall

Shifting “Family” to OSL and ELD







# CENTRAL ADMINISTRATION

**Lead: Rachel Fewell**

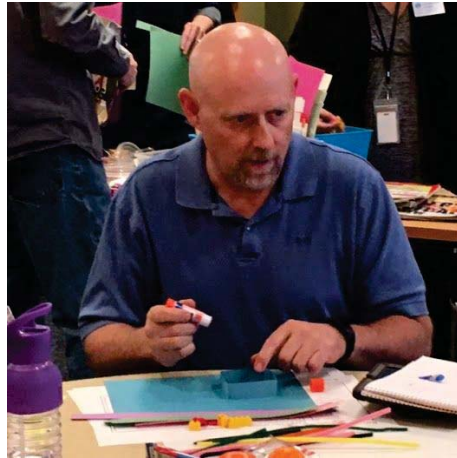
## ACCOMPLISHMENTS - HOW DO WE DO THIS WELL?

- Meeting with teams
- Attending trainings and meetings hosted by departments
- Working in departments



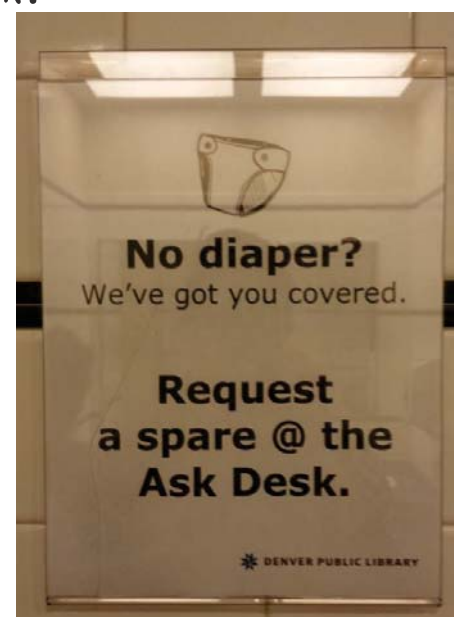
# WORKS IN PROGRESS

- Data gathering for Central
- Observations April 13-19
- Forms from staff re-imagining Central Workshop
- Circulation, door counts, PC reservation sessions, DART, etc.
- Exploring after hours events -- balancing special experience with capacity to provide this service



# OPPORTUNITIES - HOW CAN WE DO THIS BETTER?

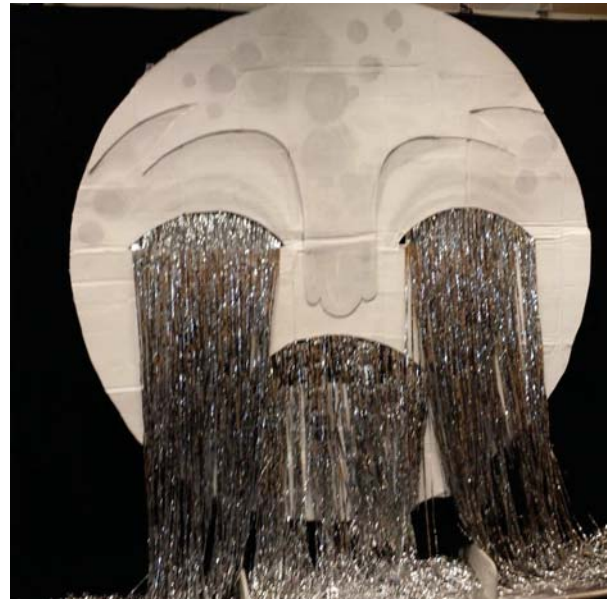
- Develop process for feedback to RF
- Get all stakeholders in on the conversation
- Work together, identify shared priorities





# BUDGETARY STATUS + NEEDS

- Furniture discussion is in the works and being developed for 2017
- Administrative budget for Central general



# VISION - 2017 AND BEYOND

- Bond! Re-imagining the Central Library
- Staffing, Hours, Collection evaluation



# CIRCULATING SERVICES

**Lead: Jennifer Hoffman**

## ACCOMPLISHMENTS – HOW DO WE DO THIS WELL?

B&B supports Circulating Services system-wide through policy and procedural training and support. This work supports the customer experience both pre and post-checkout.

- Librarians and senior clerks in Book Services maintain and facilitate customer access to CEN's adult and YA circulating collections. In our work with last copies and proactive CM, B&B also promotes best practices on the pre-circ side at the system-wide level.
- Clerks in Borrower Services provide customers with account support, handle status issues and support system-wide circ operations such as Courier, Prospector, Collections, Training and more.
- Our Mobile Services Team connects customers with circulating services throughout the City and our Supplemental Staffing operation provides staffing support system-wide.

## WORKS IN PROGRESS

- Library card registration improvements
- Single Slip Holds
- Lean Process Overdue Fines
- Prospector Improvements
- Increase use and effectiveness of self checkout
- Automatic Renewals
- Enable Patron Pick Up Branch Change
- Improve MY Denver Card experience
- Kids Coloring Book

## WORKS IN PROGRESS

- Online Circulation Training
- Circulation Training Manual Update
- LEAP Training and Adoption
- AMH Updates
- Enable e-receipts for CEN
- Cohesive librarian team facilitating access to CEN circulating collections.
- Kiosk
- New Book Bike
- Bookmobiles of the Future

## OPPORTUNITIES - HOW CAN WE DO THIS BETTER?

LEAP - we won't really be able to use this well until we are on Polaris 5.1. Many functions we need for smooth circ operation are not in the current Polaris version.

It's also challenging to find time for staff to work in this interface.

IT will be enabling RFID functions for LEAP that are currently available for Polaris 5.0 and, at that point, we'll begin using it for bulk returns

Cohesive RA and Roving Reference Services. We need to get all of our B&B librarians operating from a single workspace to promote a stronger team identity, improve communication and reinforce consistent practices around collection maintenance and service delivery.

## BUDGETARY STATUS + NEEDS

Budget for small boxes of crayons to give out with the kids coloring books.

Budget for MCO to print the coloring books

Cubicle move and reconfiguration to create L2 librarian workroom

Construction work needed to create office for Materials Handling Supervisor in L1 shelver workroom

\$50k for kiosk

\$18 k for book bike

\$lots for new bookmobile(s)

## VISION - 2017 AND BEYOND

Self check at CEN at over 90% of circ = need self pay.

Branches also should be setting self check goals

- Several branches with low self check use will be renovated by bond if passed
- Renovation plans to incorporate layouts and flow that promote use of self check

Staff will be versatile in using LEAP, adopting new functions as they are developed, relying less and less (and ultimately not at all) on the Staff Client.

Circ training at CEN will drop from 3 days down to 2 with roll out of all 20 circ training modules. Srs. and Leads will be able to assign refresher training to staff via the modules for just in time learning.

## VISION - 2017 AND BEYOND

DPL Kiosks near Union Station and other transit locations (airport) expose new customers to the library's brand and services.

Easier to ride DPL book bike is able to reach more destinations, improving our ability to engage the community at a variety of events.

New bookmobile delivers 21st century service in partnership with engaged funder and community partners.

# COMMUNITY ENGAGEMENT

**Lead: Brenda Ritenour**

## ACCOMPLISHMENTS - HOW DO WE DO THIS WELL?

We have brought the team together! We have five branches directly represented - BAR; UNH; WES; BCL; ROB - and three team members from Central, plus James representing the SW region.

- 1 Senior librarian
- 2 clerks
- 1 LPA
- 4 reference librarians
- 1 cataloging librarian
- 1 volunteer





# WORKS IN PROGRESS

## May and June

- Training the team in facilitating community conversations
- Developing the “Tell us” type tool and defining other methods of gathering feedback.

## Summer through end of 2016:

- Community conversations and deploying other tools with monthly check-in meetings
- Using/disseminating information gathered
- Facilitate innovation at DPL and with partners based on info learned

## Scheduled activities:

- May 13 - Creative Mornings “My Wish for Denver” photo booth
- May 21 - Community Conversation at ROB inspired by 303artway walking path project
- Building on partnership with Warm Cookies of the Revolution
- Continuing “My Wish for Denver” at Cabinet in the Community and other outreach events.
- Attendance at Imagine 2020 workshops; Downtown Denver Partnership forums, etc.

# OPPORTUNITIES - HOW CAN WE DO THIS BETTER?

Stay tuned....



# BUDGETARY STATUS + NEEDS

At present we anticipate expenses related to:

- Community conversation refreshments and incentives (gift cards)
- Design and print needs for the “tell us” style take-home conversation guide
- Ticketed community forums such as DDP
- Table-fees to strategically embed in community events/conversations
- Harwood training for select team members



# VISION - 2017 AND BEYOND

- Build organizational capacity
- Continue engagement in other areas of the city and with non-geographical communities
- Standards for ongoing engagement
- Help seniors create CE plans for their branch
- We anticipate the working group will shift and change through each phase as strengths emerge and work evolves.



# EARLY LEARNING

**Lead: Mary Kuehner + Cori Jackamore**

## ACCOMPLISHMENTS – HOW DO WE DO THIS WELL?

- Storytime
- Early Learning programs
- Read Aloud
- Early Lit Presentations/Workshops
- EL collateral
- EL Share sessions



# ACCOMPLISHMENTS - HOW DO WE DO THIS WELL?

- Earlier is Easier
- Partnerships
- EL Library
- Summer of Reading - Read with Me component
- Outreach at family events



## WORKS IN PROGRESS

- EL Spaces in libraries/circulating bigger EL pieces
- Play and Learn Together in branches





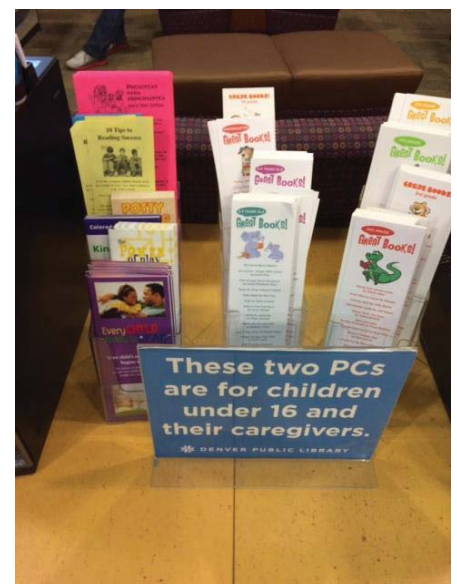
# OPPORTUNITIES - HOW CAN WE DO THIS BETTER?

- EL presentations by branch staff in the community
- Spanish storytime
- ALL staff knowledgeable about early literacy
- Cross-departmental early learning work
- Information on Kids' website
- Carrito Librito transportation = OUTREACH VAN!



# BUDGETARY STATUS + NEEDS

- Continue branch budgets
- Updating of baby storytime books & reference
- Parking solution for ELD staff
- Continued funding for incentives
- Professional development for all staff
- Outreach van for:
  - Moving the Carrito Librito
  - Appearances at festivals, fairs, parks, etc.



# VISION - 2017 AND BEYOND

- Ongoing parent/child early learning programming in libraries (beyond storytime)
- Expand storytime offerings to meet growing demand
- Read Aloud in every DPS ECE classroom
- Celebratory event for all Read Aloud stakeholders - teachers, parents, volunteers, children - to celebrate and learn.
- DPL early learning work continues to be viewed as leading the way in the early childhood realm in Denver
- Parents view DPL as a partner in helping them to be their child's first teacher and look to us for programming and information.



# FACILITIES MASTER PLAN

**Lead: Michelle Jeske**

## ACCOMPLISHMENTS - HOW DO WE DO THIS WELL?

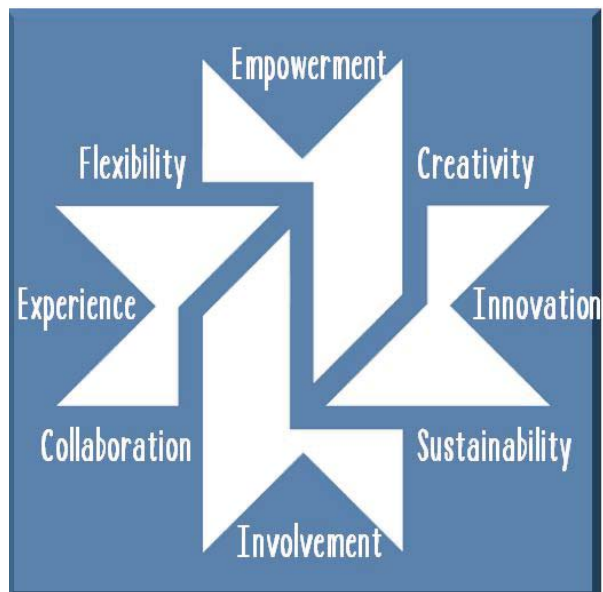
Communicate often

Stay organized

Involve the key stakeholders

Get in front of the right people

Advocate for ourselves



# WORKS IN PROGRESS

Digital Kiosk

RiNo Park

Capital Plan

Hadley Renovation

DOJ Work

Central Library 6th Floor

PREFERRED CONCEPT: PLAN



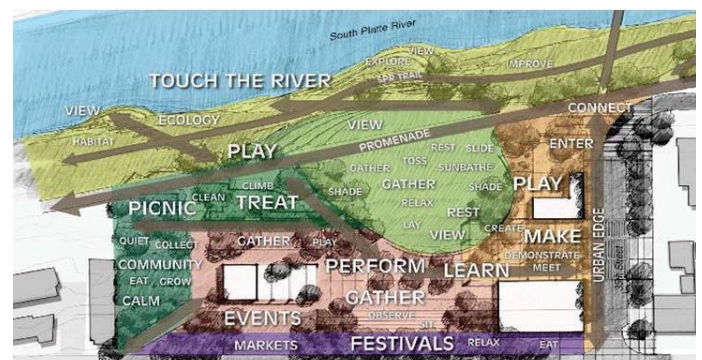
# OPPORTUNITIES - HOW CAN WE DO THIS BETTER?

More and timely information from the City

More capital funding from the City

Collaboration

Additional private dollars



# BUDGETARY STATUS + NEEDS

**Digital Kiosk:** up to \$50k from Opportunity Fund

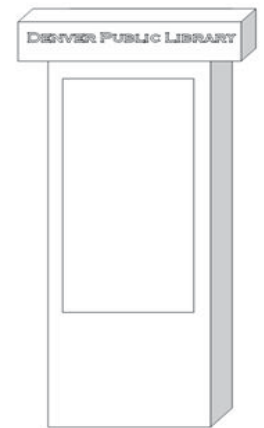
**RiNo Park:** Staff/Design Services Request 2017 and 2018 GF+TBD

**Capital Plan:** \$32,153,370; Hopefully 2017 Bond

**Hadley Renovation:** ~\$1,400,000; 2007 Better Denver Bond

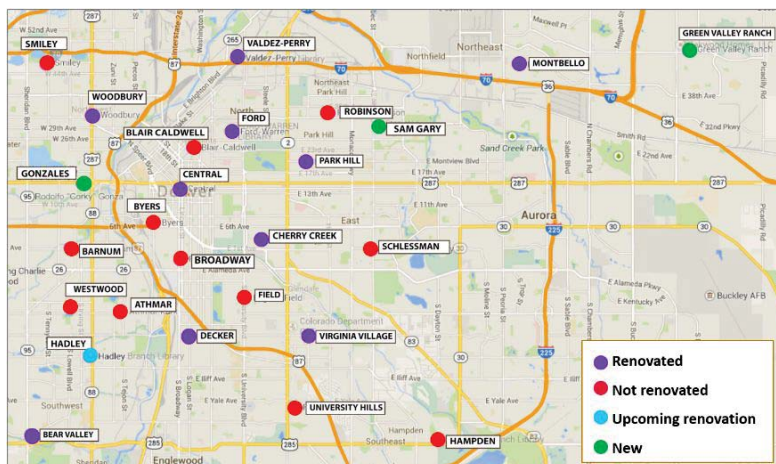
**DOJ Work:** \$20,000 for items less than \$10,000; 2015 and 2016 GF

**Central Library 6th Floor:** 2016 GF



## VISION - 2017 AND BEYOND

Denver Public Library has spaces that meet the needs of the community and allow us to provide exceptional experiences for users.



# HISTORICAL SERVICES

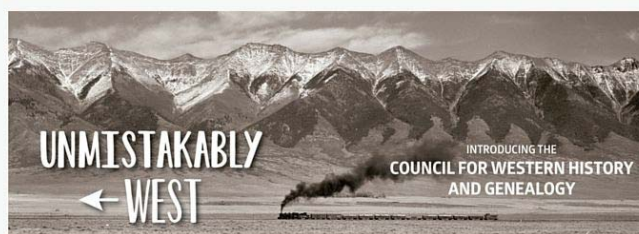
Lead: Jim Kroll

## ACCOMPLISHMENTS - HOW DO WE DO THIS WELL?

- Social Media
- Council for WHG
  - three programs
  - one newsletter published
  - Brochure
  - donor solicitation



The Council for Western History and Genealogy





# WORKS IN PROGRESS

- Contracts
  - Ancestry.com
  - Digitize the Rocky Mountain News
  - Newsbank
  - Lyrasis
- 6th Floor
- Primary Sources of Fourth Graders
- Digital content creation
  - The Center for Colorado Studies
  - Statewide emergency response team's webpage of information for cultural institutions
- Check out of WHG materials for in-house use
- Archival Storage at BCL



# OPPORTUNITIES - HOW CAN WE DO THIS BETTER?

- Review of Subscriptions
- Grants - Rocky Mountain News archives
  - Knight, Scripps, and National Historic Publications and Records Commission

[←](#)
[ABOUT US](#)
[FAQS](#)

The Knight News Challenge accelerates media innovation by funding breakthrough ideas in news and information.

[SIGN UP](#)
[LOG IN](#)
[Learn more](#)

CHALLENGE BRIEF: How might libraries serve 21st century information needs?

SUBMISSIONS	REVIEW I	SEMIFINALIST REFINEMENT	REVIEW II	WINNERS
616 ideas	616 final ideas	47 final ideas	47 final ideas	Announced

CONTRIBUTION

**Rocky Mountain News Collection: Providing Access to a Collective History**



## BUDGETARY STATUS + NEEDS

- Special Trust Fund Budget. Retirement of Catalog Assistant (20 hrs.) helped to reduce the 2016 deficit to about \$35,000.
- Cataloger (10 hrs., Supplemental Staffing). Becky DeLio has agreed to work an additional ten hours to reduce the backlog of items needing original cataloging.
- RFID tags. To further the tagging of the collection \$8,500 will be needed in 2017.
- 6th Floor construction costs. Included in 2016 budget.

## VISION - 2017 AND BEYOND

- Central Library redesign
- Digital Public Library of America, LibHub, EntityJS pilot project (OCLC), and other resources for linked data
- Maintenance and growth of CONTENTdm

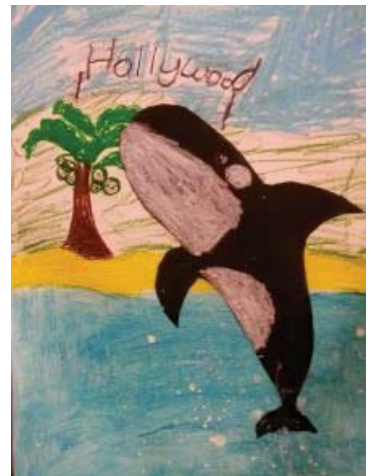


# OUT OF SCHOOL LEARNING

**Lead: Cori Jackamore**

## ACCOMPLISHMENTS - HOW DO WE DO THIS WELL?

- Youth Services
  - Communication Tools
  - Meetings
  - Work and tasks
- Expansion of OSL Programming via Service Planning - dedicated budget
- STEM Camps, STEM at DIA, ASIC Art Shows
- Branch/Department Collaborations - CTC & CHL, CTC & STEM, CTC & VAL
- Children's - big events, Kids' website, passive programs, school tours



# WORKS IN PROGRESS

- Teen Services Roundtable
  - Teen job readiness in a box
    - Mock interviews
    - Resumes/cover letters
    - Managing your digital mess
  - Teen volunteer handbook- working with Veletta
  - Calendar of Teen Events - inside and outside the library
- Children Services Roundtable
  - Develop YS programming 101
  - Will collaborate with Adult version



# WORKS IN PROGRESS

- Professional Development Plan
- STEM Shareables from ASIC to STEM kit - digital cameras, makey makeys, little bits
- Streamlining - project templates, attendance spreadsheets, feedback/evaluation
- ASIC documentation
- An expanded role in YOBOD



# WORKS IN PROGRESS

- CTC
  - DEV Camps - GVR, ATH, CEN (level 1 and 2)
  - Summer of Making
  - STEM program 1/month on Reading Rocket
  - Branch STEM programming
  - Workshops plans and handouts for sharing
  - ideaLAB expansions: MLO (summer) & HAD (in process)
  - Possible expansion - HMP, VVI, GON, SGB in 2017 (drafting request to City)



# OPPORTUNITIES - HOW CAN WE DO THIS BETTER?

- Training and professional development planning
- Further development of Family Programming
- Staffing impact
- Program evaluation
- Staffing
  - Youth Workers
  - Additional ideaLAB hours
  - Program presenters (STEM-related)
- Partnerships
  - The City
  - STEM-related fields
  - DPS - Summer Slide, bibliographic instruction
- Space and supplies
  - SOR - distribution of materials and secure storage
  - CHL - programming space - B2 to CTC



# BUDGETARY STATUS + NEEDS

n/a



## VISION - 2017 AND BEYOND

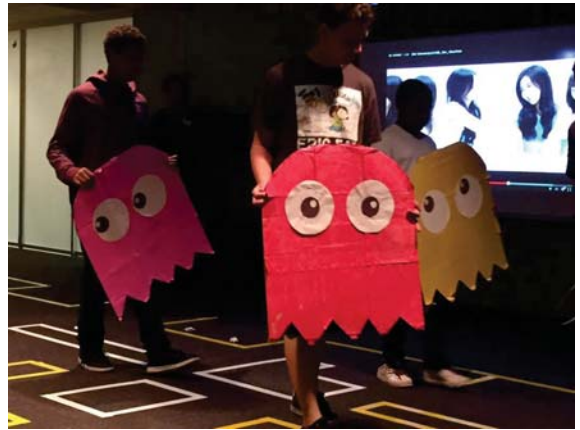
- Training and professional development - required
- Staffing
- YS Manager (sole focus)
- Dedicated staff for coordination
- OSL branch representation
- Youth employment
- ASIC - program coordination going to Chandra
- Youth Services Programming 101





# VISION - 2017 AND BEYOND

- Community Engagement
- Evaluation techniques
- Age-based maker spaces at CEN
- STEM - checkoutable stem kits
- 6S - ELD and B1
- DPS libraries and us
- Coordination and collaboration with other programming entities
- What learning means at DPL
- Sustainable funding



# REFERENCE SERVICES

**Lead: Genine Plunkett**

## 3 PRIORITIES FOR 2016


Reference Skills  
Training/Support for Staff

Student Services

Foundation & Nonprofit  
Appointment Service



- # Training Details



## Reference for the Front Lines

Event • Denver Library • 1 hour, 30 minutes

★★★★★ (0)

This workshop will introduce front line staff to services provided and resources available at the Denver Public Library.

Sessions

Details


Ratings & Reviews

Show

Available ▼

View Full Calendar

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## 7372 - Session Details

Session • Denver Library • 1 hour, 30 minutes

**Location**

Level 4, Large Computer Training Room, Central Library

English (US)

- Wies, Music, eBooks and More**

**Search**

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## STUDENT RESEARCH APPOINTMENT SERVICES

**Let Us Help You Succeed with Your Research Project!**

**Fill out the form to request an appointment.**



The expert librarians in Reference Services offer one-on-one student research appointments designed for middle school, high school and adult students working on a research project or paper. Meet with your librarian either in person at the Central Library or by phone.

**Make an Appointment Today!**

a week in advance, and we'll spend up to a hour with you to help you locate the best materials for your project. We have access to many subscription databases, reference books, and government documents. Please note that re-



## RESEARCH RENDEZVOUS

## ACCOMPLISHMENTS – HOW DO WE DO THIS WELL?

- DPL is a Funding Information Network of the Foundation Center
- 116 Nonprofit Appointments in 2015, a **38.1%** increase over 2014
- Customers have searched the Foundation Directory Online 2,509 times in 2016 Q1.
  - 2015 = 5,983, indicating a 67.7% increase in average monthly searches so far this year.
- Sign-up form on denverlibrary.org



## WORKS IN PROGRESS

- Establishing annual baselines for staff trainings
- Conducting the Reference Interview
- Spend a day/half day in Reference
- Updating Librarian Skills Bank
- Demographics Now & Analytics on Demand

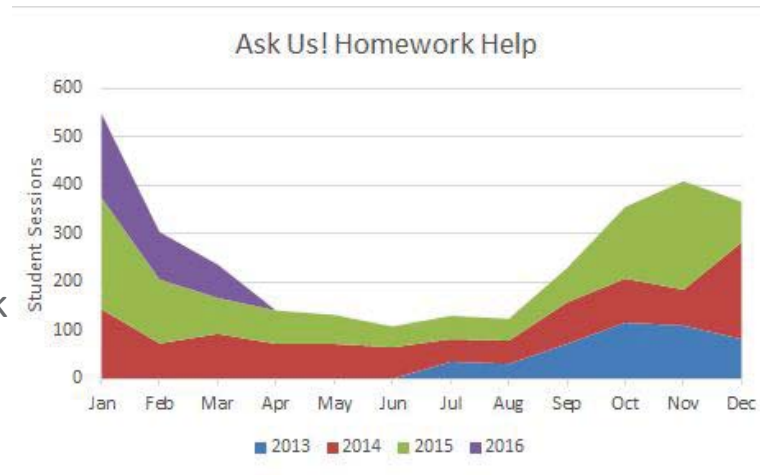
**DEMOGRAPHICS**NOW  
LIBRARY EDITION



## STUDENT SERVICES

# WORKS IN PROGRESS

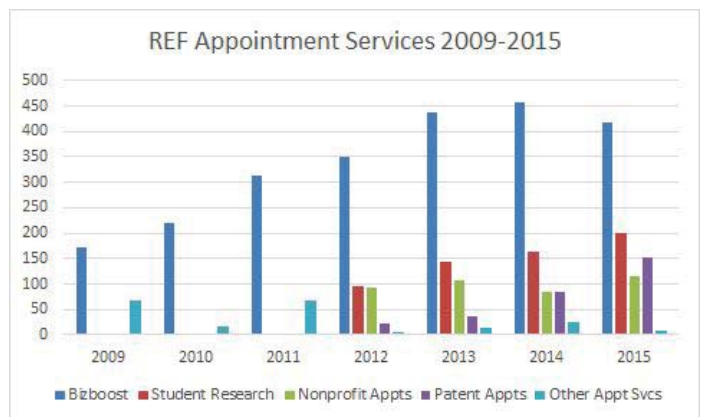
- Goal: 5% Increase in Student Research Appts over 2015
  - Q1 - 13 appts/mo
- Goal: 5% increase in Ask Us! Homework Help sessions over 2015
  - Q1 - 114 sessions/mo
- Outreach
  - DPS English Language Acquisition District Advisory Cmte Resource Fair
  - DPS Transitions Day
- Planning 2016 NHD Research Rendezvous



## FOUNDATION & NONPROFIT APPOINTMENT SERVICES

# WORKS IN PROGRESS

- Foundation & Nonprofit training modules
- Team approach
- REF completed 38 Nonprofit Appointments in 2016 Q1
  - monthly average of 12.7 appts/mo
  - 31% increase over our 2015 monthly average of 9.7 appts/mo.





## OPPORTUNITIES - HOW CAN WE DO THIS BETTER?

- Use class evaluations to improve class content and marketing
- 2016 Librarian/LPA Reference Support Survey
- Explore online training possibilities: Articulate Storyline
- Work with OCLC/co-op contacts to improve chat reference experience
- Develop metrics for REF Student Services outreach
- REF librarian training modules for Nonprofit appointments
- Team approach and knowledge for Nonprofit Appointments

## BUDGETARY STATUS + NEEDS

- Additional librarian hours to provide additional trainings and for outreach
- \$680 budgeted for student-related staff learning/outreach opportunities
  - 2016 International Society for Technology in Education Conference June \$494 for 3 days or less for shorter workshops
- \$5584.67 Ask Us! Renewal (REF budget covers)
- Foundation Center Renewal: \$8975/5 yrs or \$1995/yr

# VISION - 2017 AND BEYOND

- All Staff Competencies for reference skills
- Reference skills pre-screening for new Librarian/LPA candidates
- Greater VR capabilities to meet student needs
- Customers better understand Nonprofit playing field



# SERVICES TO IMMIGRANTS AND REFUGEES

**Leads: Will Chan and Nicanor Diaz**

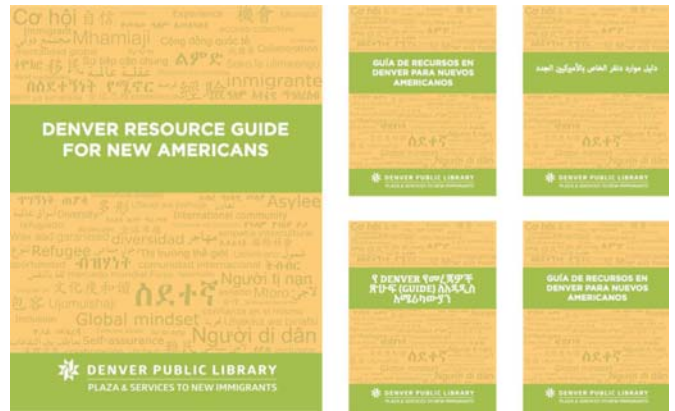
## ACCOMPLISHMENTS - HOW DO WE DO THIS WELL?

- Citizenship and Naturalization Ceremony
  - 50 individuals from 30 countries
- Dia del Niño -  
about 350 participants at Central
  - 15 branches providing Dia activities
  - Bookmobile at the Museum of Nature and Science - 471 participants, 24 library cards
  - 12 performers in Acoma Plaza
  - Handed out 250 bilingual books



# WORKS IN PROGRESS

- Monthly meetings as working committee
- Immigrant Guide - New languages
- World Refugee Day
- Welcome Week
- New Branch Activities
  - Exhibitions
  - Vecino/Voices



# OPPORTUNITIES - HOW CAN WE DO THIS BETTER?

- Communications
- Outreach
- Partnerships
- Trainings





# BUDGETARY STATUS + NEEDS

STIR - \$6,000 Allocation

Used in Quarter 1

- \$780 for Naturalization
- \$1,000 for Dia del Niño

Received \$8,000 approval for guides



# VISION - 2017 AND BEYOND

- Expansion
- Sustainability





# SUMMER OF LEARNING

**Lead: Ann Schwab**

## ACCOMPLISHMENTS – HOW DO WE DO THIS WELL?

Summer of Reading (SOR) currently provides youth the opportunity to:

- Maintain and strengthen reading levels
- Learn -- everything from drumming to cooking to building robots!
- Participate at any DPL location
- Participate from birth through 12th grade
- Volunteer (for teens at some locations)

## WORKS IN PROGRESS

- 6 member Summer of Learning (SOL) team established and first meeting on 4/15
- 7 member consultant group
- Digital Badge Summit
- ReSchool - Learning rebundled

## OPPORTUNITIES - HOW CAN WE DO THIS BETTER?

- Make explicit the “why” of our existing program
- Assess existing partnerships
- Expand partnerships with City, business, nonprofit, philanthropic, educational entities
- Connect “summer learning” to all learning that happens @ DPL
- Improved coordination with other focus areas, such as Out of School Learning

BUDGETARY STATUS + NEEDS

TBID

VISION - 2017 AND BEYOND

THIS PAGE IS  
**COMING SOON**

# TECH ACCESS & TRAINING

**Leads: Tracy Treece & Matt Hamilton**

## ACCOMPLISHMENTS - HOW DO WE DO THIS WELL?

- Wide variety of tech training opportunities at Central
- Expanding services through Service Planning
- Equipment to share - Circulating Technology pool
- CTC Staff Swap program
- Tech Training Meetup
- Recommendations for Laptop Checkout program



# WORKS IN PROGRESS

- Subgroup is working on Tech Competencies update
- Updating evaluation of Tech programs
- Assisting branches in their Service Plan activities
- Staff swap with CTC
- Reviewing circulating equipment agreements

## STAFF TECHNOLOGY COMPETENCIES

The mission of the Denver Public Library is to connect people with information, ideas, and experiences. Increasingly, technology is used to mediate that connection. The following technology competencies are designed to give staff a basic foundation in using computer technology. Training based on these competencies will enable staff to better help DPL's customers meet their information needs.

## EXPLANATION OF THE COMPETENCY LEVELS

Within this document, each category is broken into four levels of competency, as follows

### LEVEL 1 – ALL STAFF

Competencies that all Denver Public Library employees are expected to meet.

### LEVEL 2 – SERVICE PROVIDERS ONLY

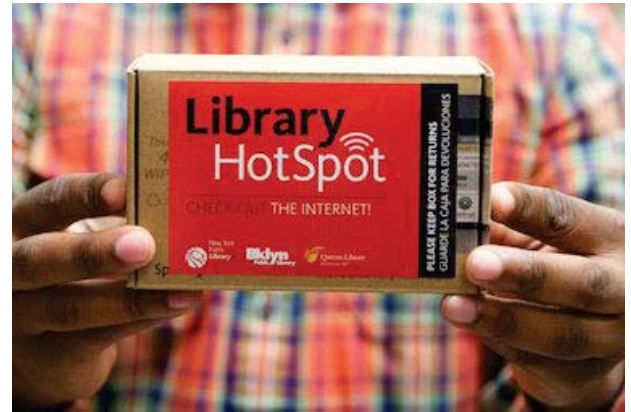
# OPPORTUNITIES – HOW CAN WE DO THIS BETTER?

- Looking at service models - adjusting staff and customer expectations
- Increase access to updated technology
- Develop measures of success and evaluation for technology access



# BUDGETARY STATUS + NEEDS

- Branch service planning needs
  - \$260K - if we expanded as requested
  - 104 chromebooks - \$31,000 for laptop checkout
  - 50 Hotspots for Pilot program - \$8750 (per year)
  - \$95,268.96 for what we feel will cover current needs



## VISION - 2017 AND BEYOND

Provide targeted technology access and training to help bridge the digital divide and offer opportunities to learn and excel in a world of rapidly changing technologies

- Meet the needs expressed by the staff attending the Tech Training Meetups
- Include technology help needs as consideration during Staffing Analysis
- Support expansion of ideaLAB
- Create sustainable replacement budget for technology
- Expand CTC staff swap and other training opportunities
- Update, train, and enforce Tech Competencies