



**REPORT TO THE
COMMUNITY 2009**

**Wilkinson
PUBLIC LIBRARY**
100 West Pacific Avenue, Telluride, Colorado



Express

2010 BUDGET

SUPPORTS EXPANDED SERVICE

When you think of Wilkinson Public Library, do you think of Telluride? Wilkinson is actually a county library, San Miguel County Public Library District #1, serving an area that extends from the eastern-most boundaries of San Miguel County to west of the intersection of Highways 62 and 145. The communities we serve include Ophir, Sawpit, Telluride, Mountain Village and Placerville.

Since moving to the Pacific Avenue building in 2000, we've seen a phenomenal increase in use of the library's programs and services. During our long range planning process this past summer, we listened to library users from all parts of the district and heard time and again that anything we could do to make service more convenient would be much appreciated.

So we've decided to branch out, to test the waters in our second highest concentration of library users- Mountain Village.

Residents and guests of Mountain Village are invited to check out bestselling books and DVDs from Wilkinson Public Library's new vending machine service, located at the Mountain Village Market. "Wilkinson Public Library Express" is available 7AM to 9PM seven days a week to anyone with a current WPL card.

The library offers free cards to residents and one year memberships to guests for \$10. Hotel cards are also available. Register for a card online at telluridelibrary.org or at our Pacific Street location.

WPL Express works just like any standard vending machine. Users scan their library card, choose the number associated with the book or DVD desired (for example 105), and receive the item and a printed receipt. Collections change frequently and offer new movie releases and bestselling books. A book drop is stationed next to the machine for convenient returns.

The library intends to track use of the machine in an effort to determine placement of future permanent library facilities.

Wilkinson Public Library Express is a joint project of the Town of Mountain Village, TMVOA, Mountain Village Cable, and Mountain Village Market.

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A FRESH APPROACH TO TEEN SERVICES

Since the creation of Wilkinson Public Library's brand new Teen Services Department in June 2009, the library's teen space has become the place to be for local youth. The increasing popularity of the library's teen space, programs and services are reflected in statistics. Our Teen Summer Reading Program went from 15 participants in 2008 to 80 in 2010, with young adults interacting and reading all summer long. Attendance at teen programs has also been through the roof, and many library patrons can attest to the sheer volume of teens in the library. Not only are the kids hanging out in the library, they are checking out young adult books more than ever before and a dozen teens are working to guide programming through involvement with the newly formed Wilkinson Advisory Committee for Teens (WACT).

CREATIVITY, CURIOSITY, COMFORT

Have you visited the Wilkinson Public Library, checked out a book or movie, asked a question or attended a program? Then you are part of what makes our library so special. Last year the Wilkinson Public Library provided nearly 250,000 patrons with more than a quarter-million items for their reading, watching and listening pleasure. Our programs were enjoyed by more than 15,000 people of all ages - from infants to seniors. Those numbers say a lot about our organization. But there is so much more that the library offers. If you've only just scratched the surface, come explore and discover your Wilkinson Public Library.

Did you know?

We've gone green. Since 2004 utility

consumption has dropped 40 percent. Through a partnership with the The New Community Coalition the library provides "Townie" bikes for checkout - and the bikes were used more than 300 hundred times last summer. The library invested in photovoltaic panels that collect the intense energy of the mountain sun and provide 5% of our electricity needs. We installed low flush toilet mechanisms that save lots of precious water and relamped our lighting fixtures to dramatically reduce our electric consumption. We pay our employees to ride public transportation and offer flexible work schedules whenever possible. The new Green Business Roundtable is a partnership with TNCC that meets once a month in the library's program room.

We serve all ages. Last year the library hosted more than 600 events with 16,000 participants. Kids can take storytime to the next level with Storytime Yoga, celebrate Dr. Seuss' birthday or learn about science at our discovery stations. Teens can participate in book discussions, develop problem solving skills through games or create their own films. Adults can learn to cook, enjoy a classic film with popcorn, join a spirited discussion or participate in a book club. The Teen Area is one of the most beautiful in the country and is staffed with dedicated, trained librarians. We provide parents with support and advice through our TellMama wiki, programming by child development experts, and new parents packets. Seniors enjoy large print books and recorded books and are welcome to make an appointment for one on one computer instruction with our friendly staff. Toddlers enjoy a dedicated preschool room, learning stations, and Sid's Book Nook for creative play. And there's even a treasure chest of costumes to

transform a rainy day into an imagination vacation.

We get more use than 99% of libraries in the nation. Our community borrowed 258,953 items in 2009- an increase of 24 percent from the previous year. More than 8,500 bestsellers were checked-out and 15,000 audiobooks entertained and educated our users. Our meeting rooms were used by the community 1,528 times. And teens read twice as many books last year than ever before.

We supports kids and educators. Local teachers can get fine-free cards with longer borrowing periods; juvenile materials no longer accrue fines; students can chat online with a librarian for homework help; teens can work off their fines through volunteer service.

We go where you are. Too busy to browse the library's shelves? We prepare bags of items ready for checkout on the topic of your choice. More than 150 Read, Watch, Listen bags of materials were checked-out to local families last year and Peepers preschool bags were so popular that five other area libraries are replicating our program.

We help you get creative. Our Creation Station is loaded with high end software packages that allow you to create a web page, edit video or audio, or design posters for your nonprofit's upcoming event.

We're here to help your job search. You can receive free resume advice from expert career counselors through our Tutor.com service. Over 40 public computers with the latest Microsoft Office software are available to create an eye-catching resume. Free Internet access allows you to search for jobs near

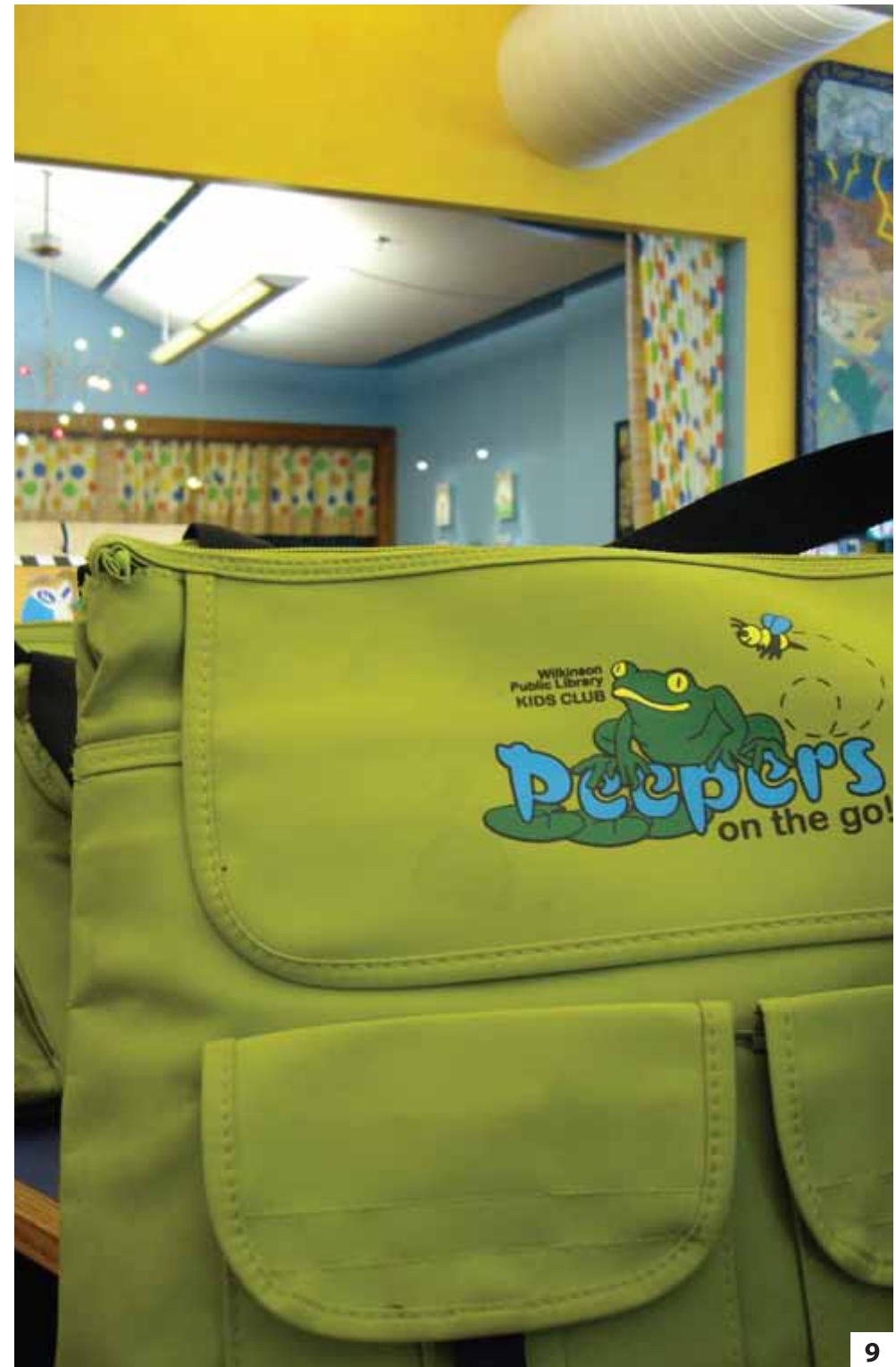
and far. And the library's collection is brimming with books on interviewing and job searching.

We offer research and reading recommendations. Library users asked more than 14,000 questions on topics including "What do I read next?"; "Can I get help with my homework?"; "How do I use e-mail"; or "I'd like to learn more about the local history." Call or email us with any questions you might have or find us on Facebook and send your questions the modern way. And when the library is closed, try Ask Colorado, a 24/7 online chat reference service staffed by trained librarians across the state.

We're high tech. Our users logged on to the library's Free Wireless system more than 16,000 times last year and logged onto our library computers more than 81,000 times. Looking for a quiet, comfortable place to work? Bring your wireless laptop and relax in a comfortable chair.

We connect you with the world. Miss your friends and relatives in distant states? Distant countries? Call them free of charge using our Skype Ipod or check out one of our laptop computers and connect via Skype at no charge. Our technology allows you to see and hear another person over the Internet. It's almost like being there.

We offer comfort. Relax in an overstuffed chair while surfing the Internet, spread your project out in one of our meeting rooms, lounge in a bean bag while you read to your child. We provide quiet spaces and room to collaborate. And when the weather is especially delightful, two outside seating areas allow you to enjoy the fresh mountain air while





you enjoy the latest bestseller.

We satisfy your curiosity. Learn a new language, research consumer information, find academic articles and download audiobooks, music and DVD – all from your home computer. Browse through our travel collection, attend a program, or lose yourself in the stacks. It's all waiting for you to explore at your library.

IMMERSING IN COMMUNITY= GETTING TO YES

Every year, the Association of Rural and Small Libraries sends out a survey to collect stories of the most unusual things libraries lend. The Westport, Connecticut library offers advice to society women about their evening attire. Small farming community libraries traditionally check out tools like chain saws and hammers. We check out pink bikes and energy meters. Why the variation?

I hosted a panel discussion this past November at the Colorado Association of Libraries annual conference in Denver. The panel brought together four national award winning libraries (Pitkin County, Douglas County, Boulder and Telluride) to talk about why our district residents use the library so much more than the national average.

My response was simple- Wilkinson Public Library immerses itself in community. We tailor our programs to your interests, whether it's social problems, alternative therapies, French film, or cooking classes. We talk about tough subjects in our program rooms, unlike so many libraries nationwide who are averse to healthy debate. We create rules you can live with, like fine free kids books and a

program where teens can continue to use the library by working off their fines through volunteering. We seek out community problems and work with local groups to find solutions. We offer our circulation system to Telluride Townies so TNCC has a way to lend bikes to its community. We answer the sustainability call by installing a 10KW solar system on our roof, reimbursing our staff for taking public transportation to and from work, and changing our lighting to low voltage technology. Our staff participates in child care task forces, county commissions, local school accountability committees and nonprofit boards. Ann Brady, our esteemed board member, now sits on town council. We listen to what the community needs and we find a way to participate in fulfilling that need, sometimes stretching the definition of library service. Our reward is great- you visit this facility 5 times more often than the national average. Your praise inspires us to be more creative in our quest to provide you with lifelong learning and quality entertainment.

It's always a pleasure to attend the Colorado Association of Libraries annual conference and proudly display my badge that announces I'm from Telluride. We know we have the best small library in the state and it's because of you, our library users.

Thank you!

BUILDING A CULTURE OF INNOVATION

During the library's recent long range planning process, we interviewed area business owners and nonprofit managers, surveyed the community, invited people in to focus groups, and attended community meetings. We asked hard

questions about what we did well and what we could do better. We also took a hard look at our internal culture. We examined how we worked together, what was comfortable and what wasn't, and how we could move closer to a "culture of innovation." My inspiration for this concept came from a website called "Report 103"

(<http://www.jpbc.com/report103>), the Innovation eJournal, which I heard about from a leading library consultant. I still regularly consult the website and I encourage you to do so, too. It constantly challenges me to be a better leader and give my staff permission to excel. So what exactly is a culture of innovation? Report 103 says it is simply "a workplace environment that constantly encourages people to think creatively and facilitates implementing creative ideas so that they may become innovations. Innovative solutions are the result of implemented creative ideas. A culture of innovation needs to motivate groups and individuals to think creatively and most importantly, to implement those creative ideas."

Report 103 defines the essential ingredients of an Innovative Organization as:

- Top Management Buy-In
- Trust
- Priority of Innovation (priority over excessive reporting, PowerPoint slide making, long meetings, reading irrelevant e-mails)
- Freedom to Take Action
- Freedom to Make Mistakes
- Rewarding Rather than Stifling Creative Thinking

- Collaboration Tools
- Places and Opportunities to Talk
- Places and Opportunities to Work in Isolation

- Access to Information

- Transparency (transparency leads to trust)

- Humor

We often hear from our visitors that Wilkinson Public Library is an innovative library. I'd like to think that the library you see when you visit is a result of a culture of innovation. We may not have lots of room in the building for staff collaboration or isolation, but somehow we manage to come together and do some really productive thinking. We strive for transparency through lots of communication methods. We don't dwell in procedures and checklists, but give our staff the freedom to make decisions on the spot in order to give our visitors the best experience possible. We take risks, make mistakes, pick ourselves up with a laugh and a smile, and start all over again. Our staff is an eclectic mix of smart, talented people dedicated to three extraordinary goals:

To help you explore your creativity

To help you satisfy your curiosity

To provide you with a comfortable, welcoming place

Over the next three years, we are committed to continue innovating. We promise to surprise you, delight you, and welcome you every time you visit. Come see us soon!

