**LURE ‘EM TO THE LIBRARY COMMITTEE MEETING MINUTES**

**Wednesday, Aug. 19, 2015 at 2 p.m., Rawlings Library – Bret Kelly A**

**Attendees:** Andrew Bregar, Derrick Mason, Ashley Osterhout, Megan Peterson, Sara Schwartz, Maria Smyer, Susan Wolf.

1. **Adult Summer Reading**
   * Preliminary adult registration numbers are outstanding! Thank you to everyone and their staff for all of their hard work.

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| **Adult Summer Reading Registration**  *2015 Goal: to increase registration by 20% at each branch.* | | | |
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| **Library** | **2014** | **2015** | **% increase** |
| Pueblo West | 38 | 413 | 986.84% |
| Library @ the Y | 15 | 59 | 293.33% |
| Barkman | 105 | 270 | 157.14% |
| Lamb | 108 | 261 | 141.67% |
| Rawlings | 226 | 460 | 103.54% |
| Avondale | 2 | 3 | 50% |
| Books in the Park | 5 | 0 | - |
| Rye | 1 | 0 | - |
|  |  |  |  |
| Lucero |  | 258 |  |
| Giodone |  | 166 |  |
| Greenhorn Valley |  | 125 |  |
|  |  |  |  |
|  | **500** | **2015** | **303%** |
|  |  |  |  |
| *\*Numbers are not final.* | | | |

* + Feedback
    - Susan: It was great to have the Adult Summer Reading registration forms ready at the same times as the kids this year; PW made signs and placed on Check Outs for extra promotion; Reading Record was easy for staff to enter and wasn’t a burden.
    - Ashley: A lot of people still didn’t know there was an adult summer reading; Reading Record was easy to use; good to have registration form in the adult brochure; suggested to have a drop box next year so people can turn in form and staff can collect at the end of the day.
    - Susan: branch managers aren’t fully aware that CR can help support programs financially (help with presenter fees or snacks).
    - Andrew: work with Idea Factory and RRA on programs they are offering at Rawlings to see if they can be duplicated for the branches.
    - Sara: suggested to have a Google spreadsheet for Lure ‘em members to add program ideas and/or things that are working for their branch.
    - Ashley: branches should be sharing what programs they are already hosting that work for them. This will give us ideas for other branches.
    - Sara: Sara will enter the 2015 registration numbers for each branch in Evanced.
  + Pizza party winners are Pueblo West with the highest percent increase from 2014 and Lucero for the most registrations amongst the new libraries.

1. **All Pueblo Reads**
   * Sara: This year we have expanded the project to include four books: Ender’s Game, Divergent, The Hunger Games and The Giver; Midori is working to have Ellen Stofan, chief scientist from NASA, at the Blacktie Ball-dates may change depending on availability; we have approximately 150 program so far and resource guides should be available first week of September.
   * Derrick: CAL is the weekend of Oct. 24.
2. **Centralized exhibits**
   * Megan: create template for exhibits and a way to explore longevity instead of creating new exhibit every four weeks.
   * Sara: centralized month provide opportunity to showcase what we can in our digital collection.
   * Megan/Susan: exhibits can stay up for longer than one month; people enjoy our historical photos.
   * Sara and Megan are going to meet to talk about a plan for 2016.
   * CR sending centralized displays via tote has been working for PW and Lamb (only branch representatives present).
3. **Evanced Event Type Categories draft**
   * Sara: The goal for this project to come up with the “perfect formula” for adult programming. This project represents data driven programming.
     + Community Relations has been working on this project for several months and will be having a soft launch in September and a final launch in January 2016.
     + Draft was presented at Public Services meeting on 8/17 and received a lot of feedback.

* Feedback and suggestions are welcome until 8/31.
* Maria S.: How will program attendance be collected for each person/department?
  + There will be a required field named “Organizer or Contact.” Departments should be thinking about a “code” that works for them that will be consistent throughout the department or individual.
  + Ask Michelle Vigil if there can be a field with a drop down box to help track attendance. Sometimes people forget to enter attendance so the monthly report from Jane at the end of the month is a reminder. It is easy for her to track down what programs belong to whom.
  + Sara: Age and location will still be required fields. Primary Event Types were determined by going through past newsletters and fitting each program under an event type.
  + Sara: Future programs that have already been entered into Evanced will need to be updated with the new Primary Event Types, Option 1 and Option 2 once the soft launch takes place.
  + See CR with any feedback, questions or concerns by 8/31.

1. **Next meeting**
   * Wednesday, November 18 at 2 p.m. at Rawlings-Bret Kelly A room.