

DEPARTMENT OF LIBRARY & INFORMATION SERVICES

The Department of Library and Information Services operates the Rio Rancho Public Library, the community's information center, with the goal of providing each citizen with the cultural, educational, and recreational library resources needed for the development of their individual lives and the betterment of the community.

The Rio Rancho Public Library currently has three branches: the Loma Colorado Main Library, the Esther Bone Memorial Library, and the Star Heights Learning Center.

Management consists of the Department Director, the Assistant Director, and the five managers of Adult Services, Youth Services, Technical Services, Circulation Services, and the Esther Bone branch, respectively. There are fifty-two library staff members in all, thirty of them full time. The library's twenty librarians work to respect and support the diverse needs of their clientele

- in the selection of books and media for the collection,
- in the delivery of high quality reference and information services, including assistance in locating and using information resources, and
- in offering varied, well-conceived, and carefully executed programs for all ages.

Usage in an average month,

- 18,000 people come to the library
- there are 54,000 circulation transactions
- our forty-six computers available for public use receive 4,300 logins
- there are 7,200 off-site logins to the library's internet-based resources
- reference and information questions of all kinds number 4,000
- there are 46 programs with a total monthly attendance of 1,232

Loma Colorado Main Library: The Loma Colorado Main Library, on Loma Colorado Drive just under the escarpment, has the largest collection of materials, the most extensive hours at 54 a week, and the largest staff. Housed in an award-winning building that opened in late 2006, Loma Colorado offers the most in-depth resources and services and offers the most extensive programming in its three program rooms.

Esther Bone Memorial Library: The Esther Bone Memorial Library on Pinetree Road reopened in February 2008 as Rio Rancho's first full-service branch after undergoing extensive renovations. A smaller, more intimate library within walking distance for many in its neighborhood, it is currently open for 40 hours a week and focuses on popular materials, as well as offering programs for all ages.

Star Heights Learning Center: Star Heights Learning Center is housed in the Star Heights Recreation Center and is open after school for 20 hours a week for young people in the fifth to ninth grades. It offers homework help, computers, programs, and a small age-appropriate book collection.

Library and Information Services (4505)

Program Description:

The Library and Information Services is the community's information center, providing each citizen with the cultural, educational, and recreational library resources needed for the development of individual lives and the betterment of the community. Library staff respect and support the diverse needs of their clientele in the selection and care of materials for the collection, in the delivery of quality reference/information services, including assistance in locating and utilizing information resources, and with varied, well-conceived and meticulously executed programs.

Goals and Objectives:

QUALITY & EXCELLENCE GOAL: Strive to improve overall effectiveness of all aspects of services and become a community of quality and excellence.

- **OBJECTIVE:** Continue efforts to provide high standards of quality in all services to users
 1. Make full and effective use of our ever-expanding and increasingly complex library technology systems, particularly the integrated library system, public access Internet management system, the on-line public catalog and website, and the planning for a potential RFID system by hiring a fully qualified Library Systems Manager.
 2. Continue to implement 2007 Collection Development Plan and CD procedures to ensure that collections in all three library facilities meet the needs to our diverse community and that items purchased are of the highest quality available.
 3. Provide more public access to and better collection care and development of resources in the Local History Room by expanding hours of Local History Librarian from 20 to 40 per week. Continue digitization of these unique and fragile resources to preserve them for future scholarly research, using grant funds.
 4. Expand outsourcing of cataloging and processing of library materials in various formats to reduce needed staff time in getting materials to the public, and to ensure consistent quality and uniformity in appearance of items on shelves and in the on-line catalog.

STRATEGIC INITIATIVE GOAL: Identify and support development of strategic goals and objectives to enhance the long-term vision of the community.

- **OBJECTIVE:** To conduct a survey to determine citizen's needs to drive the Division operations
 1. Conduct community-wide telephone survey of library needs, customer satisfaction and desired services, facilities, collections, programs, and technologies in collaboration with professional polling company.
 2. Based on survey data, update Library's Long-Range Plan (due to the State Library in September 2009.)

SERVICES GOAL: Maintain and enhance quality of life facilities and services to citizens by providing innovative and excellent facilities, programming, and outreach.

- **OBJECTIVE:** Provide our customers with answers to reference and readers' advisory questions in a timely manner; ensure security of the library materials and equipment by providing proper supervision of all areas during open hours.
 1. Keep the Teen Zone at Loma Colorado open during all open hours and cover all 3 reference desks and the circulation desk 56 hours per week with adequate staff. Hire one Library Clerk, hire Youth services Librarian, and increase Local History Librarian's hours to support this goal.
 2. Increase hours at Esther Bone Branch from 40 to 46 per week and allow for expanded desk coverage. Hire Library Clerk and Librarian Generalist to support this goal and to ensure adequate desk coverage, especially when staff members are planning for and conducting programs, are on leave, or in training.

- **OBJECTIVE:** Carry out dynamic, age appropriate educational and recreational library programs at three library facilities supported by a well-chosen and professionally cared for library collection.
 1. Welcome a minimum of 15,000 people to library programs during the fiscal year. Hire youth services librarians for Loma Colorado Library so that staff can carry out the programs and still cover Youth Services desks during all open hours.
 2. Increase outreach to schools, preschools and other organizations to take library programs out into the community with the goal of attracting parents and children to the library and creating life-long readers.
 3. Refine collection development utilizing the OCLC on-line collection evaluation tool, RFID inventory control, and Innovative user stats.

OPERATIONS GOAL: Continue to define, improve, and enhance delivery and effectiveness of operations and services within city government and to citizens of the community.

- **OBJECTIVE:** Manage Department assets in a sustainable manner in order to improve effectiveness and reduce operational and maintenance costs.
 1. Ensure that there is smooth daily delivery of library materials between the three facilities by hiring a driver/janitor.
 2. Ensure that the three facilities are kept clean by hiring a janitor/driver who can complement the very limited cleaning now done by Building Maintenance staff.
 3. Ensure that program equipment setup and breakdown is done in a timely manner by hiring a driver/janitor
 4. Redesign the on-line public access catalog interface from its current "out of the box," counter-intuitive design to one that is easier for the public to use. The catalog is key to providing access to the library's collections, both in-house and for offsite users.

ENVIRONMENTAL GOAL: Identify and protect the quality of the natural environment to improve quality of life for Rio Rancho residents.

- **OBJECTIVE:** Use sustainable concepts to ensure resident access and enjoyment, resource conservation and efficient operations.

1. Ensure that staff follows all requirements of our LEED certification, including recycling, energy and water conservation, purchase of 50% alternative (wind) energy, use of environmentally friendly cleaning products, etc.
2. Continue to host lectures and tours to instruct participants of all ages on sustainable building practices, using the Loma Colorado facility as an example.

WORKFORCE: Recruit and maintain high quality, motivated employees; promote continued training of employees; and strive to provide a safe work environment.

- **OBJECTIVE:** Recruit sufficient qualified staff to effectively and efficiently operate three facilities with greatly increased square footage and the additional complexity of multiple locations.
 1. Cover public service desks at 3 facilities by hiring 1 FTE Youth Services Librarian, 1 FTE Generalist Librarian, and 2 FTE Library Clerks. (Our current staffing plan has turned out in practice not to be adequate to handle the greatly increased square footage and physically separated work areas.)
 2. Cut down on backlog and increasingly heavy workload in Tech Services book processing by hiring an additional Library Clerk for materials processing.
 3. Hire fully qualified Library Systems Manager to free other staff for duties more in keeping with their training and backgrounds. This will also take pressure off the City IT Department who must help us manage complex systems that are outside their purview.
 4. Create position of Librarian Supervisor for Adult Services to free Assistant Director for increasing administrative and managerial tasks.

PARTNERSHIP: partner with other levels and or jurisdictions of government, school, and other public and private entities to enhance area services and infrastructure.

- **OBJECTIVE:** Use enhanced facilities to make the library a community center, a goal the community wanted the Loma Colorado library to meet.
 1. Continue to co-sponsor programs and events with other groups to fully utilize our facilities. AARP Tax Preparation and County Master Gardeners are examples of these types of partnerships.
 2. Mount art exhibits and have concerts in Loma Colorado Auditorium to promote local artists, performers, and students.

Performance Indicators:

Performance Indicators	FY08	FY09
	Actual	Target
Visitor Gate Count	251,556	260,000
Library cards issued	14,749	11,800
Circulation transactions (check-outs, check-ins, renewals and holds)	810,832	794,000
Reference/information services transaction	120,916	100,000
Program attendance	24,074	15,000

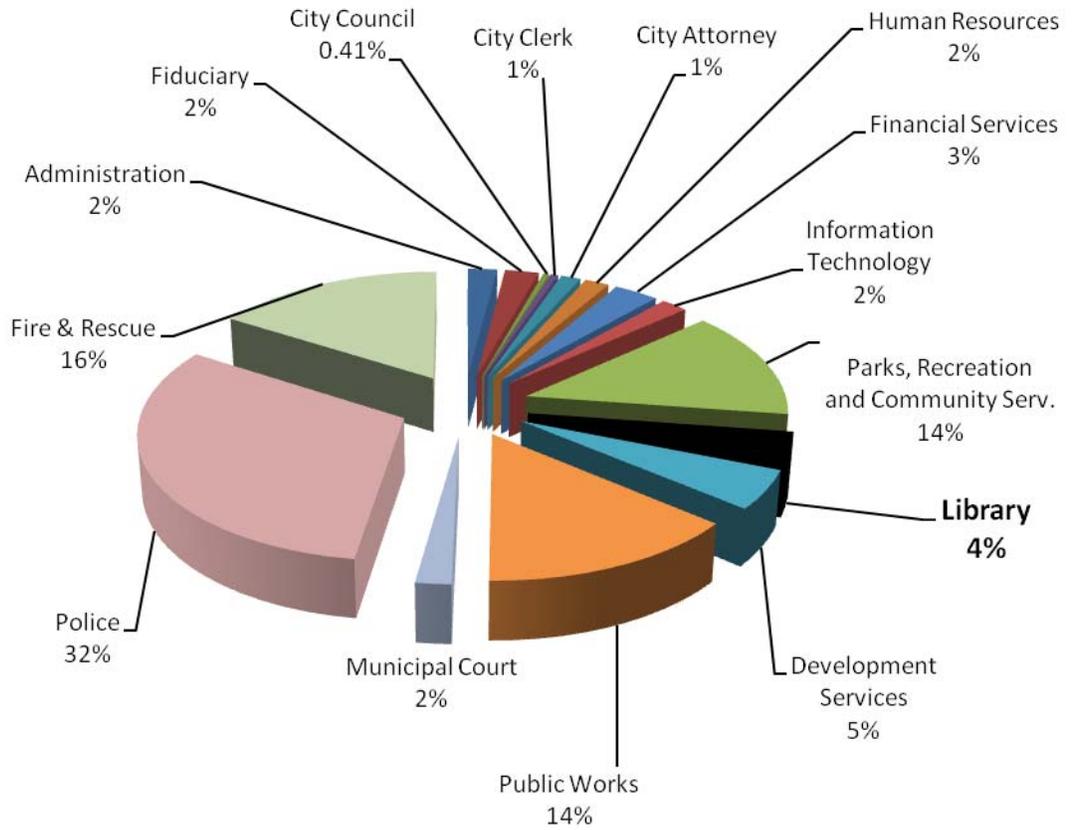
Prior Year Accomplishments:

- Completely refurbished Esther Bone Branch Library and reopened to the public. This included a new layout, flooring and wall coverings, new furnishings and

computers, alarm systems, and many new books added to the collection.

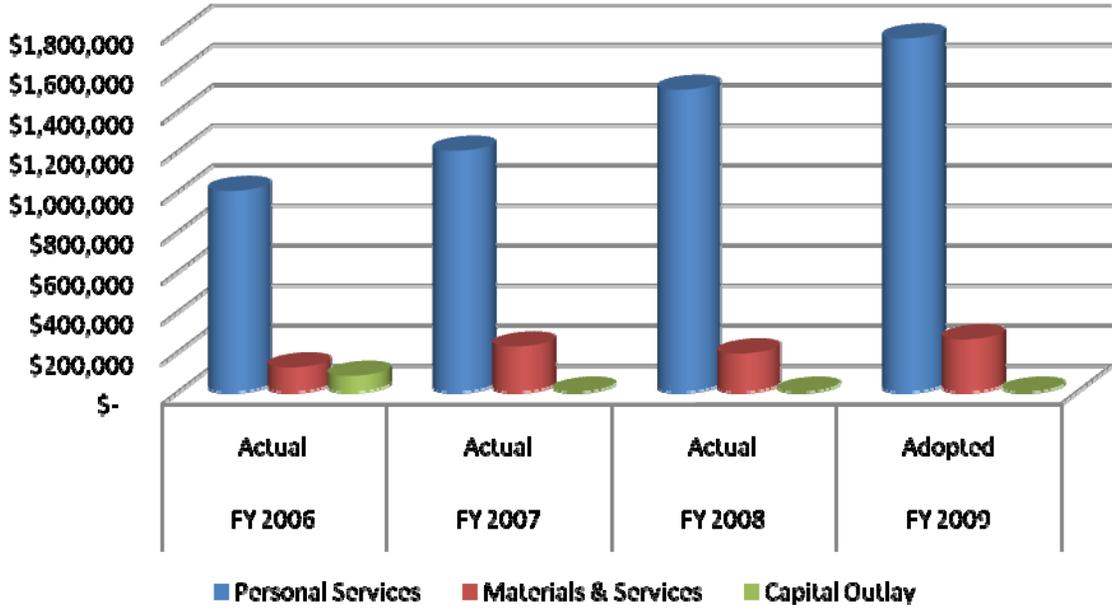
- Mounted CheckPass public computer access management system, including independent scheduling, print cost recovery, and selective filtering and age-specific assignment of users to computers in Youth Services, Teen Zone, Family Computing and Computer Lab.
- Mounted WiFi access so patrons with laptops can access Internet from anywhere in the facility. This relieves crowding on our busy public computers and provides patrons with more flexibility in utilizing the facility.
- Recruited and trained high-quality staff in Youth Services, Adult Services, and Circulation in order to cover an additional library facility.
- Increased program attendance and more importantly, significantly broadened the scope of programs for all ages.
- Began having art exhibits and regular concerts in the Loma Colorado auditorium.
- Provided space and support for 11 weeks of free tax preparation help in partnership with AARP.

**GENERAL FUND
FISCAL YEAR 2009
LIBRARY AND INFORMATION SERVICES DEPARTMENT
Total Budget \$2,022,927**



LIBRARY AND INFORMATION SERVICES Cost Center 101-4505 Expenditures					
	FY 2006 Actual	FY 2007 Actual	FY 2008 Actual	FY 2009 Adopted	% Change
Personal Services	\$ 1,000,971	\$ 1,201,550	\$ 1,505,820	\$ 1,761,789	25%
Materials & Services	120,936	225,519	190,660	261,138	-15%
Capital Outlay	78,988	-	-	-	-
Total	\$ 1,200,895	\$ 1,427,069	\$ 1,696,480	\$ 2,022,927	19%
Positions Approved*	29.62	35.62	38.62	37.62	-3%

*Full Time Equivalence



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