

Director's Report
September 13, 2010

- Sunnyvale Public Library was selected by the California State Library to be one of only 13 libraries to participate in a Family Place Training Institute this year. The Family Place Training Institute focuses on family-centered services, child development, parent education, early learning toys for children 3 years and under, space design, and community outreach. Upon completion of the training, the Library will be eligible to submit another grant application for up to \$15,000 to establish an early childhood center at the Library.
- The Library was featured in the August issue of *American Libraries* as a case study in providing innovative solutions and services. In this article, the addition of the Library's new automated materials handling (AMH) system and RFID are discussed in terms of delivering the same service, check-in, to an active community of readers, with less personnel.
- Text a Librarian is the Library's new text message reference service. To access the service, text keyword **asksun** to **66746** on a mobile device to send and receive quick, simple answers from Reference Librarians. Text a Librarian is available during all open hours and a response to questions will generally be received within an hour or less. The Text a Librarian is free. Standard text messaging rates apply.
- On July 29, 2010, representatives from the United States Census presented Library Director Lisa Rosenblum with a plaque and recognition letter in appreciation of the Sunnyvale Public Library's participation in the 2010 Census. The Library hosted two community outreach forums and provided space for handouts and literature throughout the census period.
- The Library conducts customer satisfaction surveys in the Fall and Spring every year to determine whether the Library is meeting the needs of customers. Patrons entering the Library are asked to answer a brief survey about library services. The results for FY 2009/10 are as follows:
 - 98.12% were satisfied or very satisfied with services at the checkout desk
 - 98.10% were satisfied or very satisfied with services at the reference desk
 - 88.61% indicated they found the materials they were looking for
 - 93.75% were satisfied or very satisfied with digital materials
 - 96.46% were satisfied or very satisfied with cleanliness and usability of the collection
 - 90.89% indicated they were adequately informed about library events and services
- Beginning this fall, teen volunteers will assist third through eighth graders with homework at a newly formed Homework Help Center inside the Library. The Library recently received \$750 towards purchasing

supplies for the center from the Pacific Library Partnership. Sunnyvale Rotary Club also donated \$1200 to buy a laptop for the Center.

- Children's librarians are gearing up for Fall programs. Each week, storytimes for babies under 1 year, 1-2 year olds, all ages, toddlers ages 2-3 years, and preschool storytimes with crafts are offered by Children's Services' staff. In addition to the morning storytimes, the Library offers a Night Owl storytime for all ages twice a month and a Family storytime the first Saturday of each month. A bilingual Spanish/English storytime is held weekly, both at the Library and at Columbia Neighborhood Center.
- The Children's Division offered 520 programs during the past fiscal year. Attendance was 24,625 which was up 19% over the previous year, and has more than doubled since 2006/07 (when attendance was 10,654).
- Throughout August, 1234 children and teens received free books paid for by Friends of the Library. 2021 children and teens signed up online during June and July, and 61% of them read 10 books over the summer and came to collect their prizes. A total of 1741 children signed up for Summer Reading and 1059 children completed the program, 60%. 280 teens started the reading program, with 175 or 62% reading 10 or more books.
- This was the first year that online sign-ups were taken for adults and the total registration rose, from 173 in 2009, to 322 this year. Adult Summer Reading ended with 149 people reading eight books or more, compared with 132 last year. Also new this year was the option of choosing a \$5 Friends of the Library gift certificate, rather than the mass market paperback. The certificates and the books were provided by the Friends of the Sunnyvale Library.

Next meeting: Monday, October 4 at 7 p.m. in the Library Program Room.

Handouts:

“Beyond the Stacks” by Tod Newcombe”, Governing, 8/10, vo. 23, no. 11, p. 19.

“Empowering Libraries during Hard Times” by Katie Bane, American Libraries, 7/22/10.

“Grant Recipients Announced for California’s Family Place Library Program”, California State Library, 8/13/10.

“Kill-A-Watt Meters: a Hit with Energy-Conscious Library Patrons” by John Dugan, The Mercury News, 8/12/10.

“Save Energy, Save Money!”