



MINUTES

SUNNYVALE BOARD OF LIBRARY TRUSTEES SEPTEMBER 13, 2010

The Board of Library Trustees met in regular session in the Library Program Room, 665 West Olive Avenue at 7:03 p.m. with Ray Su presiding.

ROLL CALL

PRESENT: Chair Ray Su
Boardmember Narendra Pathak
Boardmember Judi Miller
Boardmember Jill Shanmugasundaram

ABSENT: Vice Chair Tom Flaherty (unexcused)

STAFF PRESENT: Lisa G. Rosenblum, Library Director
Sue Kaplan, Supervising Librarian

SCHEDULED PRESENTATION: None.

PUBLIC ANNOUNCEMENTS: Boardmember Pathak informed the Board that he has been appointed to serve on the Human Relations Commission by the Santa Clara County Board of Supervisors. His term will expire on June 30, 2013.

Boardmember Pathak mentioned he attended Ethics Training on August 25 in Mountain View. He also provided an overview of the India Independence event he attended on August 13 at the City of San Jose.

Kathy Broquard, President for the Friends of the Sunnyvale Public Library, invited the Board to attend the Friends' book sale which is scheduled for Saturday, September 25 at the Library.

CONSENT CALENDAR:

1) Approval of Draft Minutes of 08/02/10

Boardmember Pathak moved, and Boardmember Shanmugasundaram seconded, approval of the consent calendar as presented. Motion carried unanimously.

PUBLIC COMMENT: None.

PUBLIC HEARINGS/GENERAL BUSINESS:

2. Summary of Children's Summer Reading Program and Future Children's Programs for FY 2010/11:

Sue Kaplan, Supervising Librarian for Children's and Teens, provided the Board with an overview of the Summer Reading Program: there were 2,021 participants, of those 1,234 completed the program by reading 10 books, and approximately 800 books were distributed to Sunnyvale summer schools. Supervising Librarian Kaplan thanked the Friends of the Sunnyvale Public Library for their funding support of the Summer Reading Program. Staff answered Board questions regarding afternoon/evening programs for preschoolers and bilingual programs.

Projects for FY 10/11 include:

- Homework Help Center: teen volunteers will assist third through eighth graders with homework after school
- Family Place Training Institute: two staff members will attend the institute which will focus on family-centered services, child development, parent education and community outreach
- Grand Readers: adult volunteers will be reading books to children at the Library

Chair Su opened the public hearing

Kathy Broquard, President of the Friends of the Sunnyvale Public Library, suggested in the future staff add to the Library calendar "last day of registration" and "last day to pick up Summer Reading Prize" as reminders to patrons.

There being no additional public testimonies, Chair Su closed the public hearing.

3. California Snapshot Day:

Director Rosenblum informed the Board that the Sunnyvale Public Library will be participating in statewide Snapshot Day which is sponsored by the California Library Association. Sunnyvale Public Library Snapshot Day will be held on Tuesday, October 5. Library staff will capture data (program/library attendance) on October 5 to create a compelling picture of library services.

Chair Su opened the public hearing, and there being no public testimonies, closed the public hearing.

4. Summary of Feedback Cards:

Director Rosenblum informed the Board that paper feedback cards are beginning to be phased out. Beginning January 2011, patrons may provide comments/suggestions to staff via the City's online Customer Response Management (CRM) System, which is a more efficient tracking system.

Director Rosenblum provided an overview of feedback cards from January to June 2010. Discussion ensued regarding comments about customer service, VTA bus schedules and slowness of public computers. Director Rosenblum answered Boardmembers questions regarding the CRM process and Technology Center use by minors.

Chair Su opened the public hearing and there being no public testimonies, closed the public hearing.

NON-AGENDA ITEMS AND COMMENTS

- STAFF ORAL COMMENTS

Library Director Rosenblum noted the following:

- 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.
- The next Board meeting is scheduled for Monday, October 4 at 7 p.m. in the Library Program Room.
- News articles were distributed.

INFORMATION ONLY ITEMS: None.

ADJOURNMENT: 8:00 p.m.

Respectfully submitted,

Lisa G. Rosenblum
Director of Libraries