

## **DIRECTOR'S REPORT**

### **November 1, 2010**

- Between August 22 and September 18, 2010, Library visitors checked out 219,479 items from the Library, a record when compared to the same time period in previous years. To put this growth in perspective, library materials use for this period in Fiscal Year 2000/01 was 102,794 items. Check out increased over 100% within a 10 year period.
- The program room audiovisual improvements are complete, and the new projector and microphone system were already used for two programs. Staff who presented those programs received quick training and found it easy to operate the new sound and video system. Satterberg Foundation and Library Services and Technology Act (LSTA) grants and Library donations paid for the improvements.
- The following data was collected on October 5<sup>th</sup>, Snapshot Day, for the California Library Association. The data will be compiled with statistics from libraries across the state and used to publicize the importance and use of California libraries. The following reflects “a day in the life” of Sunnyvale Public Library.
  - 2387 people visited the Library
  - Library's website was accessed 5048 times.
  - 6686 items were checked out
  - 182 e-books were accessed
  - 1308 licensed databases were accessed
  - 282 reference questions were answered in person by Children's and Adult Services staff
  - 22 questions were answered by telephone, email, or text message
  - 494 people used the public access computers
  - 260 people used their own computers through Wi-Fi
  - 170 people attended 2 programs for children
  - 78 people attended 3 programs for adults
  - 65 Link+ materials were requested
  - 94 Link+ materials were sent to other libraries
- There are currently two new art displays in the Library submitted by talented community members. In the glass display case, wooden bowls and other objects made using a lathe are on exhibit. Landscapes, animals and portraits in oil are displayed to the left of the Technology Center. Many artists have answered the Library's call for work to be displayed. A variety of art work will be on view in the Library in the coming months.
- The Library collaborated with the Financial Planning Association® and NOVA, to host an all day Silicon Valley Financial Planning Day on Saturday, October 9, 2010. The workshop was part of Financial Planning Days, workshops held nationwide at various venues during the month of October. Mayor Melinda Hamilton welcomed attendees, and spoke on the importance of financial planning for everyone. Free one-on-one sessions with volunteer certified financial planners were provided, along with free educational workshops held at NOVA.

- The Library again partnered with NOVA, EDD, the Chamber of Commerce and the SBA (Small Business Administration) to offer a series of workshops about small businesses. These workshops were popular with local business owners and "budding" entrepreneurs, attracting over 150 people. The workshops included: Basic Small Business Resources; SBA: Your Small Business Resource; Business Entity Tax Seminar; Basic State Payroll and Sole Proprietor Tax Seminar; All about Franchising; Competitive Intelligence for Small Businesses
- A pilot project began to prohibit smoking on all areas of the Library Plaza, from the entrance to the Library to the parking lot. This policy will create a smoke-free environment for all visitors. "No Smoking" signs have been placed on the plaza. The new pilot project will be evaluated for effectiveness in the next few months.

**Handouts:**

"Financial Planners Put on Free 'Money in Hard Times' Clinic at Sunnyvale Library" by Pete Carey, [San Jose Mercury News](#), 10/13/10

"'Snapshot Day' Oct. 5 Captures Day in the Life of State, Local Libraries" by Matt Wilson, [The Sunnyvale Sun](#), 10/29/10

"Sunnyvale's Investment Increases Efficiency and Improves library Service" by Lisa G. Rosenblum, [Western City](#), 11/10