

DIRECTOR'S REPORT

January 3, 2011

- The Library Director attended a two day seminar in San Francisco, that focused on helping library directors and marketing staff maximize the newest techniques and tools for getting their library's message out to key audiences. The Summit pulled experts from the business, nonprofit and library worlds who guided participants in creating marketing plans that will build support for the library from customers, funders and partners. With usage way up and dollars down, libraries need to know how to tell their stories in powerful ways to turn stakeholders into strong library supporters.
- The jointly sponsored ALA/NASA/ Space Telescope Science Institute Visions of the Universe Exhibit: Four Centuries of Discovery is now displayed in the Library lobby through March 4, 2011. This Exhibit of photographic panels and information is on a nationwide tour of libraries to celebrate the International Year of Astronomy and Beyond. To accompany the Universe Exhibit, the following programs are being offered for the public:
 - Thurs., 1/20/11 7 p.m. *How to Stargaze*, a multimedia program by NASA/JPL Solar System ambassador Eric Norris.
 - Thurs., 1/27/11 7 p.m. *NASA Mission Update*, a multimedia presentation by Eric Norris.
 - Mon., 1/31/11 6:30 and 7:45 p.m. *Planets Everywhere*, a pictorial tour by Andrew Fraknoi, Astronomy professor at Foothill College, of some of 500 planets discovered in the last 15 years. Tickets required from Adult desk.
 - Sat., 2/19/11 3 p.m. *Planets, Asteroids & Comets*, an interactive program for children grades K-4. Tickets required from Children's desk.
 - Sat., 2/26/11 3 p.m. *Parachute Design Challenge*, a hands-on program for children grades 4-8. Tickets required from Children's desk.
- The speed for Internet connections has increased Citywide with the installation of additional bandwidth. Speed for Library customers at Internet access computers has improved dramatically. Patrons have already noticed and commented on the better connectivity, previously 4-5 MB per second to close to 7 MB now.
- Staff members gave a presentation to residents at Plaza de las Flores, a residence for seniors, in Chinese, Russian and Spanish, as well as English. The presentation oriented English and non-English speaking residents to the Library's Special Outreach Services (SOS) for homebound readers. Nine of the presentation attendees signed-up for SOS deliveries of books, dvds and/or books on cd.
- Peet's Coffee and Tea in Sunnyvale chose to donate funds to the Friends of the Sunnyvale Public Library during the 2010 Christmas holiday season. Through December 24, customers were given the option of donating to the Friends when they paid for Peet's beverages or food.

Peet's Coffee and Tea planned to match the amount of the donations and give the total to the Friends to aid in their support of Sunnyvale Public Library.

- Local artists are currently displaying attractive designs made out of polymer clay in the Library's display case and futuristic paintings on the walls near the Tech Center. Sign-ups for the two display areas are brisk and varied, extending through Summer, 2011.
- Patrons who prefer self check instructions in Spanish can now press the "Español" button on the Welcome screen to check materials out using Spanish language directions.
- For owners of e-book readers (iPad, Nook, Kindle, etc.), the Library is now offering nearly 500 downloadable classic titles on e-books and e-audio books. Through the Colorado Library Consortium, from Project Gutenberg, these e-books are available via the Library's online catalog. Titles include *Pride and Prejudice*, *The Hound of the Baskervilles* and many other books in the public domain.

Handouts:

“Seattle Librarian Confirmed for National Library Post” by Susan Gilmore, [The Seattle Time](#), 12/24/10