

**DIRECTOR'S REPORT**  
**May 16, 2011**

- The Library will be closed on June 7<sup>th</sup> for Systems/Server upgrades since the computer catalog, check-in and check-out systems and connections to the Internet will not be available on that day. On June 7<sup>th</sup>, the Library and IT departments will work with Innovative Interfaces Inc. to migrate the information currently stored on two Library catalog services at IT to Innovative's host servers in Fremont. The migration will allow the City to save money over time by eliminating hardware replacement costs and IT staff time previously needed for both hardware and software maintenance and troubleshooting.
- In period 11, April 3, to April 30, 2011, the Library received 56,480 visitors, 207,553 items circulated, 146,914 items were shelved, 1,418 link+ items were processed, and 94% of Circulation transactions were conducted via patron self service. This self service record high is a 2% increase over period 10.
- The Family Place area for pre-school children has been set up and is already well-used in the Children's picture book area. Furniture and educational toys were purchased through a federal grant from the Library Services and Technology Act (LSTA) administered through the California State Library (CSL). The Family Place program seeks to provide opportunities for children and parents to use manipulative toys and gain appreciation for literature and awareness of child development. The first Family Place workshop for 2-3 year olds and their parents took place on May 3<sup>rd</sup>. During the programs, specialists in music, nutrition and other fields talk informally with parents to answer child development questions.
- Members of the Financial Planning Association of Silicon Valley presented three very popular workshops in April: The Pulse of the Market, Stay Calm: Surviving Market Downturns and Thinking Beyond, and 15 Financial Myths.
- Several staff members attended the Innovative Users Group (IUG) Conference in San Francisco on the future of libraries and how they constantly need to change. Thomas Frey, from the DaVinci Institute, gave the opening speech. The DaVinci Institute is a non-profit futurist think tank in Colorado that collaborates with businesses.
- The Library's Volunteer Breakfast took place on Thursday, May 12<sup>th</sup> to honor Library volunteers.
- During National Library Week, April 10-16, Library customers had many compliments for the Library and staff that they recorded for a soon-to-be released short video. Thank you for distributing cookies and thanking our customers for being here.
- In April, the Library's Teen Librarian organized a program for teens on becoming a librarian. An audience of 45 listened to and asked questions of a panel made up of librarians from public, university, school, and archive libraries and a library school professor. The program was publicized through our Constant Contact emailing list and NOVA.

- On Wednesdays March 30 and April 6, volunteers from Intuit came to the Library to assist qualified lower-income and military tax filers. On those two nights, 123 people successfully e-filed their tax returns using TurboTax. Tax filers were pleased with the easy electronic filing and the Intuit assistance. Staff provided logistical and technical help.
- On April 9th, 165 people listened to patent expert and author of Patent It Yourself, David Pressman, as he gave a funny and informative overview of intellectual property and the patenting process. A podcast of this program is available on the Library's website.
- Library staff participated in the City's annual Health and Safety Fair at Columbia Neighborhood Center on May 1<sup>st</sup>, talking to about 120 people, taking library card applications, and giving information about the Library.
- On Sunday May 1st from 2-4 p.m., families were treated to tales told by 10 different storytellers at the Annual Storytelling Festival which was held outside, on the plaza.
- Sunnyvale held its first Earth Day Poster Contest, which was sponsored by Solid Waste Management. The winners were recognized at a City Council meeting in celebration of Earth Day. The 6 first place winning posters are now on display in the Library in the Children's CD area.
- A children's program, co-sponsored by the Library and Columbia Neighborhood Center (CNC), at CNC honored the Day of the Book, the Day of the Child and Cinco de Mayo. Mariela Herrera, a Chilean singer and dancer entertained about 125 people, who attended the program.
- The Library will offer ESL (English as Second Language) Conversation Groups on Fridays, May 20-June 24 at 11 a.m. A trained ESL teacher will lead discussions on various topics to help adults practice using their developing English language skills.

## **HANDOUTS**

"Amazon says library e-books coming to the Kindle" by Peter Svensson, San Jose Mercury News, 4/20/11

"Library board debates Scotts Valley lease: Legal dispute could hinder opening" by J.M. Brown, San Jose Mercury News, 5/2/11

"Opinion: Young readers can help sustain the power of libraries" by Vikram Kanth, San Jose Mercury News, 4/18/11

"San Diego News: No council support for library, rec center cuts: Mayor Jerry Sanders proposes cut to hours for Library, Parks and Recreation", 10News.com, 5/5/11

"Santa Clara County Library system to begin \$80 annual fee for non-residents" by Lisa Fernandez, San Jose Mercury News, 5/4/11

"Saratoga Library goes digital by promoting e-books" by Brian Babcock, San Jose Mercury News, 4/11/11

"The UCLA Library continues to go digital" by Alessandra Daskalakis, The Daily Bruin, 5/5/11