

Director's Report
September 12, 2011

- Library card registrations are growing in numbers. As of July 1, 2011, Santa Clara County Libraries began to charge non-library district residents \$80 for a library card. The impact of the County Library Card fee has affected the number of new Sunnyvale Library card registrations in the last few months. From June through August 2011, 4426 people registered for Sunnyvale Library cards, 562 more than during the same period in 2010, a 14.5% increase. Of the total new registrations, 3445 were Sunnyvale residents, an increase of 23.5% over the previous year. The number of items that were checked out at the Library in July through August, 2011 rose 3.1% over the same two months in the previous year.
- NetLibrary was recently acquired by EBSCOhost. The Library still has 8000+ netLibrary titles which are now available under the name of EBSCOhost eBook Collection. There are two EBSCOhost links on our Database and Ebooks page—one for ebooks and one for audiobooks. Customers now need to create a new account to download titles, though an account is not necessary to read full text online. NetLibrary accounts do not carry over.
- Target Inc. awarded a \$2000 grant to the Library to promote reading. This was the first time a Target grant was awarded to the Library. Children's staff will use the grant to establish a family book discussion group and to present a professional musical group that champions reading.
- This summer, 2724 children, teens and adults registered to read books in Sunnyvale Public Library's Summer Reading Programs. Of those who signed up, 1422, 61%, read the minimum number of books (10 books for children/teens and 5 books for adults) or more to earn a free book or other award including bracelet flash drives for teens and gift certificates for Friends' books. Compared to the previous year, the number of people participating overall increased by 15 %; the number of teens finishing the program increased by 14 %; and the number of adults finishing the program increased by 48%. In all, 21,664 books were read by reading program participants in summer 2011!
- Sunnyvale children participated in a pen pal exchange program set up through the State Library, and were paired with Victorville Library in the high desert country of southern California. Children's librarians sent Victorville Library a notebook of pictures and photographs that Sunnyvale children made. In return, Sunnyvale Library staff received a packet of photos and postcards from Victorville which has been assembled into a display in the children's room.
- Children's Services is offering new programs for school-aged children this Fall. The Secret Code Science Club for children in grades 1-5 will include science and math activities featuring experiments and games. The Young Storyteller's Group for the same grade range will teach storytelling skills through games and chances to perform. Each group will meet once a month

on Tues. at 4 p.m. The first Secret Code meeting is on 9/13 and Young Storytellers is on 9/20.

- In an effort to improve efficiency between the Library and Community Services divisions, the Library and Community Services Teen Advisory Boards will become one combined advisory board this year. Also, Teen designers for the Community Services website SWAG will now meet in the new Teen area at the Library to provide monthly updates to their website.
- On Tuesday October 4, 2011, both “Dr. Seuss” and “Edgar Allan Poe” will perform selections from their writings, as portrayed by entertainer Duffy Hudson. Duffy will tell Dr. Seuss stories for children at 4 p.m. and scary Edgar Allan Poe tales, as a harbinger of Halloween, at 7 p.m.
- The Library is hosting a series of lectures and discussions in the next several months to consider various aspects of the American Civil War and to commemorate the 150th anniversary, the sesquicentennial, of the War. Dr. Libra Hilde, a Harvard educated Civil War expert and professor at San Jose State University, will talk about specific facets of the Civil War and invite discussion in the Library’s program room on the following Wednesdays from 7-8:30 p.m.: October 12, 2011, November 16, December 7, January 11, 2012 and February 8. On Wed., March 7 at 7 p.m., historians Jean Libby and John Templeton will relate stories about local Northern California connections to the Civil War.
- About 180 people attended a presentation by Lingyao Wu, humorist and author of more than 50 books, written in Chinese, on August 13th. Translated titles of two of Lingyao’s recent books are: *100% Humor* and *American Kids, Chinese Moms*. Lingyao Wu kept everyone laughing during her two hour presentation, which was delivered entirely in Mandarin Chinese.
- In August, librarian Melanie Anderson attended the Sunnyvale Historical Society's All School Reunion, an event for anyone who went to school in Sunnyvale to reconnect with former classmates and reminisce about the past. She represented the Library and asked people to share, while she filmed, a favorite memory from their school days in Sunnyvale. The stories are available to watch on the Library’s YouTube channel: <http://www.youtube.com/user/SunnyvaleLibrary?ob=5>

HANDOUTS

“Archiving Every Book Ever Published” by Carolyn Kellogg, Los Angeles Times, 8/5/11.

Board of Library Trustees Roster

City of Sunnyvale 2011 Local Appointment List

“LA, LAH Seek Leverage in Ongoing Library Debate: Official Mull Alternatives by Elliott Burr, Los Altos Town Crier, 8/10/11.

“MLK Library Hosts Ghost Tour as Demolition Begins” by Scott Herhold, San Jose Mercury News, 8/29/11.