

Director's Report November 7, 2011

- The Library's new upgraded AirPAC product can be used to search the catalog on an internet-accessible cell phone or other handheld wireless device. AirPAC delivers the same collection catalog using a mobile-optimized format designed for small-screens and wireless connections. Previous versions of AirPAC were text-only and had limited account functionality, but the new AirPAC provides a much improved catalog interface. With the AirPAC, a customer can view his Library account, renew items, place hold and view overdue fines and fees. Most mobile browsers will automatically detect and deliver the mobile-optimized catalog. By bookmarking m.sunnyvalelibrary.org a Library customer will find a quick link to specific library materials. A QR code can be scanned with a smartphone for a direct link to AirPAC.
- Sunnyvale Library is collaborating on several projects with schools in Sunnyvale. Some of these activities include: campaigning to have all third graders obtain Library cards; publicity for the Homework Help Center at the Library on Monday and Wednesday afternoons; and publicity for the We Read program, which pairs high school volunteers with younger children to assist with reading.
- The Day of the Dead program on October 27th was a successful Spanish/English bilingual program. It included an altar featuring food, candles, a glass of water, sugar skulls, and photographs of deceased loved ones. The multi-cultural audience participated in stories, songs, crafts and video-viewing.
- SOS (Special Outreach Services) has had another good year. Books, books on CD and non-feature DVDs were delivered to 67 homebound customers, an all time high number for SOS. There are currently 14 volunteers who select and keep track of materials that are brought out to customers, according to personal reader profiles. Selectors choose materials in English, Spanish or Chinese for SOS customers in individual homes or group facilities.
- The first in the program series, *The American Civil War: Looking Back After 150 Years*, drew an audience of 69. Dr. Libra Hilde, professor in the History Department at San Jose State University, gave an engaging introduction to the Civil War on Wed., October 12th. The October 12th program has been captured on a podcast, that is available from the Library's website under Library Blogs and Social Media. Dr. Hilde responded to many questions from an audience, made up of mostly history buffs. On Wed., November 16th at 7 p.m., Dr. Hilde will present the second of her five Civil War programs, entitled "Civil War Combat- Why Fight?"
- The Library was recently awarded a \$20,050 Library Services and Technology Act (LSTA) grant for the acquisition of a Microsoft Surface multi-touch table and educational software for use on the Surface, which encourages interactive and collaborative learning. Library staff and Sunnyvale School District teachers will work together to develop student projects which take advantage of the unique opportunities provided by the

Surface for group interactions and discussions. The Microsoft Surface 2.0 unit will be purchased in the next couple of months. The Surface resembles an iPad in its multi-touch interface, but it can handle up to 52 simultaneous touch inputs, making it ideal for small group settings. The plan is to install the Surface in the Teen area of the Library. To learn more about the Surface, visit: http://en.wikipedia.org/wiki/Microsoft_Surface

- A new, interactive [i]cell display has been installed at the Library lobby to welcome visitors to the Library, provide timely, relevant information about City and Library services and events, and engage the user in an interactive way. The display features a widescreen TV and 10 categories: What's New, Check It Out, eBooks, Kids Events, Adult Events, Teen Events, Sunnyvale Speaks, City Services, Friends of the Library and How Do I? To interact, a user simply waves a hand over a category topic, and the cell plays the content on the widescreen TV. This project was made possible with funding from the Friends of the Library, an Intuit/Computer and Communications Industry Association (CCIA) donation, and Pacific Library Partners (PLP) Technology Funds.
- Pass It On, the Sunnyvale Public Library blog, was recently redesigned. The blog, accessible at: <http://passitonspl.org>, now gives the user the opportunity to tweet (Twitter) or like (Facebook) Library information, so expanding the publicity range for Library activities to the user's friends and/or followers. Staff posts content to the blog about Library services, programs and resources.
- In October, special fun activities took place in the Zip a-Dee-Doo-Dah Music and Movement and Secret Code Science and Math Club programs for children. Preschoolers learned about the fundamentals of music and applied what they learned through rhythm instruments and movement games. Each of the four sessions closed with a guest instrumentalist (and library staffer) who demonstrated the piano, the fiddle, the flute, and the dulcimer. In the last session, children were delighted with musical sounds that they created from "glove-a-phones", made out of rubber gloves, straws, cardboard cylinders from paper towels and rubber bands. Following on the success of September's light diffraction and spectroscope-building session, children in grades 1 – 5 learned about airflow and air cushioning at October's Secret Code Science and Math Club. They again used recycled materials (water bottle cap, balloon and used CD or DVD) to make their own hovercrafts. The Secret Code Science and Math club meets once a month, while the Zip-a-Dee-Doo-Dah four week program will be offered periodically. Both programs are examples of imaginative activities offered to children by Children's librarians.
- One of our librarians recently attended the Internet Librarian Conference in Monterey. There were a number of thought-provoking sessions presented on the ways that the internet is changing the learning styles of current and future generations, library trends for the next decade and beyond, and the "gamification" of everything around us. There were also some practical ideas presented that can be applied to launching our upcoming e-Reader petting zoo and creating a virtual walking tour of the trees and plants near the Library. Interesting demonstrations of children's picture books on

iPads, libraries using Microsoft Surface tables, RFID, and Near-Field Communication (NFC) systems that can be used for creating virtual scavenger hunts, made attending the Conference exciting and beneficial.

- On November 11, 2011, Library staff will participate in Staff Development Day. Nate Hill, Web Librarian at San Jose Public Library (SJPL), will be the featured speaker. Nate will share trends in technology for libraries, including developing content for smartphones. Staff will also have hands-on learning experiences using eReaders and eBooks with knowledgeable librarians as instructors.

Handouts

“California Must Value Librarians; Libraries Can’t Run Themselves” by Regina Powers, Op-Ed, Los Angeles Times, October 26, 2011.

“Sacramento Library Will Unveil a Book Printing Machine” by Carlos Alcala, The Sacramento Bee, October 21, 2011.

“Sunnyvale Library Card Holders Can Now ‘Check out’ Free Books to Kindle Devices” by Alia Wilson, The Mercury News, October 28, 2011.