

## Director's Report October 1, 2012

- Alex Meyers became the new part-time librarian for Children's Services in September. Alex came to Sunnyvale from Austin, Texas where she completed her Master's Degree at the University of Texas. She worked for several years at Westbank Community Library as a reference and public relations librarian. While at Westbank, Alex also planned and led weekly baby lapsit programs as well as storytimes for older children.
- One of the Library's most personalized activities is Special Outreach Services (SOS) for homebound residents. At the beginning of the current fiscal year, 66 individuals and care facilities had books selected for them on a monthly basis by volunteers or Library staff, through a profile of preferred genres or topics. Staff members check out and deliver books, books on CD, and DVDs to SOS customers each month. For many SOS customers, the home deliveries enable them to keep reading.
- One year after the Santa Clara County Library System began assessing an \$80 non-resident library card fee in July 2011, County libraries (including Campbell, Cupertino, Gilroy, Los Altos, Milpitas, Morgan Hill and Saratoga) have experienced a sharp 20.8% decline in overall circulation and 15.2% decline in overall patron visits. During the same time period - FY 2011/12 - Sunnyvale Library registered 10,001 library cards to Sunnyvale residents (152 more than the previous year, before the County non-resident fee started), and experienced a 7.1% increase in circulation and 1.5% increase in patron visits.
- Year-to-date, 95% of circulation transactions at the Library have been accomplished via patron self-service methods. This is a 1% increase over last year at this time.
- Over 630 people watched and listened to the San Jose Taiko drummers from the Library's program room and outside area behind it on 9/30. The Taiko drummers explained the Japanese taiko tradition and invited children from the audience to participate in the drumming. The rhythmic drumming could be heard throughout the Library.
- More than 100 people came to hear two representatives from the League of Women Voters of Cupertino/Sunnyvale review the 11 complex measures facing voters on 11/6. The program was podcast and is available from the Library's website along with the PowerPoint presentation.
- When checking out Library materials from self-check machines, instructions are now accessible in Chinese, as well as Spanish and English, to assist the large number of Chinese-speaking Library users.
- Last year's *Secret Codes Science and Math Club* for school-aged children at the Library has been expanded and changed into *Get Curious!*, a monthly after school program that includes history and geography activities, in addition to science and math. The first *Get Curious!* program focused on libraries. The children learned how to find specific books in the Library, while participating in a scavenger hunt. *Get Curious* is scheduled for the second Tuesday of each month at 4 p.m.
- Hundreds of City employees attended the Employee Health Fair on 9/25. Representatives from the Library shared an information table with

Community Services. Librarians talked about online resources such as Consumer Health Complete and other health-related resources as well as Library services in general.

- A monthly film series has begun with free independent documentary film screenings from PBS's Point of View Program. The September film, *Guilty Pleasures* attracted fans of romance novels. The 10/15, 7 p.m. film will be *The City Dark* by Ian Cheney, which discusses the role of light pollution in relation to viewing the stars.
- Carolyn Jung, former food writer for the San Jose Mercury and current freelance writer and blogger at FoodGal.com saved the evening on Mon., 9/24. With a few days' notice, she substituted for cookbook writer Marie Simmons, who could not be at her scheduled presentation. With help from the FoodGal.com blog, Constant Contact emails, Facebook and Twitter, an audience of 55 came to hear Carolyn. Carolyn brought brownies with a secret ingredient (stout) to share with the participants. She talked about how she became a food writer and how she built up her blog to the point where she has 110,000 hits per month. Carolyn gave a balanced account of the trials and joys of freelance and online culinary writing.
- Librarian Nancy Andrus was selected to attend the 2012 Eureka! Leadership Institute in San Jose with other future library leaders from elsewhere in California. She participated in the Institute during the week of 9/17 and returned with great enthusiasm, new skills and many ideas for innovations at Sunnyvale Library.
- Over 30 people attended an eBooks Made Easier class on 9/14, taught by Librarian Garrett Kuramoto, at the Senior Center Computer Club's regular meeting. Attendees learned about eBook publishing and challenges for libraries in acquiring and lending eBooks. Sunnyvale Library's efforts to share expertise about eBooks and eReaders with the community and the merits of and problems with different eReader devices were also discussed.
- The lunchtime librarian program has been expanded. Children's/Teen librarians now visit middle schools and high schools during the school day. In addition to Sunnyvale and Columbia Middle Schools, librarians are visiting Peterson and Cupertino Middle Schools. Staff is continuing to visit Fremont and Homestead High Schools. The students have a chance to meet with the librarian, get a library card, and trade free books.
- The Library has two new databases which will benefit the local business community and those in need of legal information and forms. The Small Business Reference Center makes it easy to access articles about topics such as going green, interviewing and hiring employees, and using eBay. The site also includes videos, start-up information by state and access to business-related Nolo Press titles. Similarly, the Legal Information Reference Center provides information about real estate, wills and trusts, family affairs and divorce, and immigration, patents and trademarks. The site includes access to Nolo Press titles and links to legal forms by state. Both of these resources are available on the Library's website, at the Articles and Information page under the Business and Technology heading and can be accessed with a Sunnyvale Library card.

**Hand-outs:**

“Downtown Library on Track, within budget” by Craig Gustafson, The San Diego Union-Tribune, 9/19/12.

“E-Reading in the London Underground and Other Places I Can Spy” by Andrew Rhomberg, Expert Publishing Blog, 9/17/12.

“Nancy Howe Take the Helm as Santa Clara County Librarian”, Office of Public Affairs, Santa Clara County Library.

“Pizarro: Silicon Valley Reads’ 2013 Selections Examine the Effects of War” by Sal Pizarro, San Jose Mercury News, 9/13/12.

“Ray Bradbury: a Lion of Literature—and Life” by Ken McAlpine, KCET SoCal Focus, 8/27/12.