

Director's Report
November 5, 2012

- When the FY 2012/13 budget was adopted, Council reopened the Sunnyvale Public Library on Thursday evenings between the hours of 6 p.m. and 9 p.m. with limited services. Based upon visitor counts between July and September this year, an average of 556 people visited the Library during those three hours. This average is similar to the number of people who visited the Library during FY 2010/11, the last time the Library was open on Thursday evenings. Reference assistance, phone service, programs, Family Place Toy area and new sign-ups for Kids' Internet PCs are not available on Thursday evenings. The Library has received no complaints about offering limited service during these hours, and some positive feedback about being open again on Thursday night. The Library hopes to provide a similar service model at a new branch library, by staffing professional librarians when they are most needed by the community and offering a different level of service during the least busy hours of the week.
- Due to a recent software upgrade, the Library is now offering patrons who checkout materials using a self-check machine a choice to email a checkout receipt, print a receipt or not print a receipt. These new checkout receipt options help keep patrons informed of the dates their Library materials are due, while helping reduce the amount of paper the Library uses and conserve natural resources.
- By the middle of September, 95 percent of all borrower transactions at the Library were accomplished via self-service methods. This is a one percent increase over last year at this time. Patrons can use the machines to check out materials and manage their library accounts, including viewing checked out items and due dates, managing holds, renewing items and paying for fines. The increasing numbers of patrons taking advantage of self-service options enables Library staff to focus on more complex customer service transactions.
- The demand for children's materials at the Library continues to rise steadily each year. Between FY 2005/06 and FY 2011/12, children's materials checkouts increased 61%. In FY 2011/12, children's materials accounted for 43% of all of the Library's checkouts. Children's Services occupies just 8.4% of the existing square footage at the Library.
- A new branch library website has been launched to help inform the public regarding the concept and next steps in the process. It is publicized now on the City's Home Page, both under "Featured City News" and as a "Hot Topic". The public can also access it via the Library's website or by visiting: <http://branchlibrary.insunnyvale.com/>
- California Librarians gathered in San Jose for the California Library Association Conference on from 11/2-11/5. On Saturday, 11/3, Sunnyvale Adult Services librarians Rachel Collier, Kate Gaidos, and Sara Kempen presented "Creating Conversations: More Than Just Talk," based on their experience leading the Library's weekly ESL (English as a Second Language) conversation groups. Also on Saturday, Susan Denniston participated in a poster session, with other Cal Humanities/California Center for the Book grant-funded libraries, on CA Reads programs conducted throughout CA. As

a grant recipient, Sunnyvale Library presented eight programs in the series: *Learning from the Past: the Japanese American Experience*. On Sunday, Director of Library and Community Services Lisa Rosenblum joined a panel of library directors to discuss “When Worlds Collide: Charting the New Normal of Shared Service Models.” Lisa spoke of changes to library service models, the importance of collaborating with other city agencies, and how to be successful in the ‘new normal’ of the public sector.

- The Sunnyvale Heritage Park Museum has joined the Discover & Go library/museum partnership along with 35+ other museums in Northern California. The museums offer free or discounted online admission passes to library card holders of 22 member libraries, including Sunnyvale Library.
- A new and updated collection of 5,155 Safari Books Online eBooks is now available. Safari Books Online provides library users with access to technology, digital media, and business eBooks.
- Morningstar Mutual Funds, an important Library investment resource for more than two decades, announced that it will be retiring this print source at the end of the year and replacing it an online version. The Library has added Morningstar Investment Research Center business databases. The online service includes information about stocks and exchange-traded funds, analyst reports, real-time data and other investing.
- A Day of the Dead celebration will take place at the Library for families on Wednesday, 11/7. The program will feature an ofrenda (offering) table with marigolds, and traditional Mexican treats.
- In honor of the recently announced winner of the 2012 Nobel Prize for Literature, Chinese writer, Mo Yan, a special display of Yan’s works was created in the Chinese language area of the Library. Additional copies of his works have been ordered.
- The Library is providing wallets with a “License to Read” logo to third graders in order to encourage them to register for their own library card and read. Several hundred Sunnyvale students are currently owners of bright blue wallets containing library cards from Sunnyvale Public Library.
- The Library is expanding its monthly program offerings to include Sunday afternoon “mini-concerts” presented by local musicians. In November a bassoon quartet will share stories about the bassoon and play popular tunes arranged for that instrument. With music programs decreasing in public schools, the Library hopes to fill a gap by providing musical experiences for the entire family.
- NASA/JPL (Jet Propulsion Laboratory) Solar System Ambassador Eric Norris presented a multi-media program to 175 planetary enthusiasts on Tuesday, October 30. Many dramatic videos and animations on the Curiosity Rover, the Opportunity Rover and the history of other Mars missions illustrated the talk. The wide age-range audience, children through seniors, included ex-Lockheed employees who remembered earlier missions to Mars including the NASA/JPL Mariner program in the 1960s.
- Bilingual Library staff set up a child-friendly Library booth at Family Fun Night at Columbia Neighborhood Center on 10/24. Hundreds of children came to play games and receive prizes (i.e. stickers, removable tattoos and jumping spiders) at the Library’s booth.

- On 10/22, John Mascali of the Moffett Field Historic Society showed pictures of Moffett's giant hangars on US 101 in a visual presentation and discussion that attracted a Library audience of 80.

Handouts

"Brewster Kahle's Internet Archive" by Benny Evangelista, San Francisco Chronicle, 10/15/12.

"Dome Text" by Howard Lipin, Union-Times San Diego, 10/7/12.

"Drummond: Checking out New Sites for the Library" by Jim Drummond, The Orange County Register, 10/7/12.

"Free Speech Is One Thing, Vagrants, Another" by Malia Wollan, The New York Times, 10/19/12.

"Getting a Read on L.A.'s New City Librarian by Ken Bensinger, Los Angeles Times, 10/14/12.

"*Newsweek* to Cease Print Publication at End of Year" by David Carr and Christine Haughney, The New York Times, 10/18/12.

"Rupert Murdoch, Other Potential Buyers Eye L.A. Times" by Meg James, Los Angeles Times, 10/19/12.