

Director's Report
November 4, 2013

- Director of Library and Community Services, Lisa Rosenblum, accepted the 2013 California Library Association (CLA) PRExcellence Award for Video or Social Media at the CLA Awards Gala at the CLA Conference in Long Beach on November 3. The Award was presented for the video “If You Bring Your Child to the Community Center” written and filmed by the Library and Community Services Department. This video highlights and publicizes the wide range of services available at LCS.
- Between mid-August and mid-September, 97% of all circulation transactions were completed via patron self-service, an increase of 4% over the previous one month period. The percentage of self-service transactions has climbed steadily from 81% in March 2010, when the RFID compatible automated materials handling system and the RFID self-check machines were installed.
- Filling a vacancy, Liz Hickok joined the Adult Services staff as a new full-time librarian on October 28. Her experience at Daly City Public Library and other libraries includes presenting programs, teaching classes and offering reference assistance to adults, teens and children.
- On October 20, more than 150 children and adults attended the Instrument Petting Zoo presented by the Nova Vista Symphony at the Library. Orchestra members demonstrated their instruments, including the piccolo and the bass violin. Afterwards, the audience was invited to try out the various instruments. With music programs being cut in schools, library programs involving music are increasing in importance.
- On October 23, 50 local librarians attended a workshop at San Mateo College on “maker-spaces”. Sunnyvale librarian Kate Gaidos gave a presentation on Sunnyvale Library’s popular 3D printing program.
- At Columbia Neighborhood Center’s Family Fun Night on October 23, zombies, vampires and princesses played the Library’s monster toss game. With the help of teen volunteers, Library staff distributed about 750 prizes and shared information about Library programs.
- Librarians Rachel Collier and Kate Gaidos shared the stage with Mountain View librarians at the Future of Libraries Conference on October 9 in San Francisco, speaking about Sunnyvale Library’s experiences with the 3D printer to more than 200 attendees. The Future of Libraries Conference is presented annually by the Pacific Library Partnership (PLP) Staff Development Committee and provides an opportunity for librarians to learn about new and innovative practices.
- The Asian Art Museum in San Francisco has been added to the Sunnyvale Library cardholders’ options for free admission passes on the Library’s Discover & Go online museum link, accessible from the Library’s website and <http://discover.sunnyvalelibrary.org>. Family passes to the AAM are good for 2 adults and children under 12 years old.

Handouts:

“Behind Grand New Library, a Distinct Vision” by Randy Dottinga, [Voice of San Diego](#), 10/7/13.

“El Cerrito Hears Ideas for New Library” by Rick Radin, Contra Costa Times, 10/29/13.

“Milpitas Library Mural to Be Unveiled” by Ian Bauer, Milpitas Post, 10/9/13.

“Organization Aims to Bolster Daly City’s Libraries” by Brendan P. Bartholomew, San Francisco Examiner, 10/6/13.

“Renovations Will Bring Library up to Speed” by Jessica Lipsky, San Ramon Express, 10/9/13.

“Sacramento Not as Dysfunctional as Washington, D.C.: Tim Rutten” by Don McCue,

A. K. Smiley Public Library, Redland Daily Facts, 10/21/13.

“Through the Legal Looking Glass of Northside Library Controversy” by Carolyn Schuk, The Santa Clara Weekly, Issue 41, October 2013.