

Director of County Library Services Report For May 2011

BRANCHES (Ongoing tidbits about happenings around the system)

TECHNICAL SERVICES: Donna Mettier (Library Services Manager) reports that “ that we have the first logins and TEC staff are just now accessing the new Collection HQ reports and getting a look at what we have. “ First very interesting factoid gleaned from the Non-Fiction Popular Subject Summary: the subject from the system-wide circulating non-fiction collection with the highest average use per item is: (drum roll....) Interior Decoration. This means that books on interior decoration are circulating more times per item than any other subject area in the circulating non-fiction collection. In addition, Interior Decoration has "highest average use per item" at Novato, Fairfax, and Corte Madera. (At Civic Center it is second to landscaping, while landscaping is #3-#4 at the other large branches.)

This doesn't mean that Interior Decoration is the most popular topic, it only means that this is the "hardest working" piece of the current circulating non-fiction collection and warrants more funds/development--since any book we have on this topic circulates more per item than books we have on other topics. Cooking circulates more overall, but we have so many different titles in the cooking collection that the overall use per individual item is lower. In other words, a book on Interior Decoration is a sure bet for getting checked out a lot at MCFL. I hope you find all this as interesting as I do...and Average Use per Item is just one of the new collection metrics we'll all be learning about as we roll up our sleeves and start to use Collection HQ as part of our monthly collection maintenance work. After seeing these numbers, we found a bit of extra money to do a year-end special buy.

WEST MARIN: El día de los niños/El día de los libros at the Point Reyes Library was celebrated with a huge community potluck, 2 piñatas supplied by Gus Conde and Loretta Farley, entertainment by acclaimed Bay Area family musician Francisco Herrera and books for children supplied by Literacy. Many thanks to TBLA (Tomales Bay Library Association) for their support! On May 11, 7:30, author Andy Couturier visited the Bolinas Library to discuss his book, *A Different Kind of Luxury: Japanese Lessons in Simple Living and Inner Abundance*. In addition to his own writing, Andy teaches writing in Berkeley. His book is between printings, so we've been scrambling, but we got our hands on a few copies just in the nick of time.

On May 13 at the Point Reyes Library, Inverness patron and solar energy expert Allen Bronstein spoke on "the Development and Use of Solar Power." Allen has more than 20 years of experience with solar energy, having developed this interest when he was in high school. In 2008, he led a team that won first prize in a state-wide clean technology competition. We had a standing room only crowd for a Saturday afternoon wildflower show in Inverness two weeks ago. Fifty people came out to hear California Native Plant Society founder Wilma Follette and her husband Bill talk about their lifelong quest to find and photograph the most beautiful and unique wildflowers in the state. In Bolinas, Nicolette Hahn Niman discussed her book, *The Righteous Porkchop*, with a spellbound audience. Nicolette has led a fascinating life of contradictions; a vegetarian urban East Coast attorney who met and fell in love with a Bolinas cattle farmer. She has quite a tale to tell, including time spent working on Bobby Kennedy's "hog campaign." The report is just in from the summer reading kick off plays - there were 80 people in Inverness on May 25. Luckily, we held this one at Inverness School. We moved the Stinson Beach play to school also; good thing since 60 people showed up there on the 26th - and that's the small show. The one for parents is next week. Everyone really loves these plays; it's an ideal opportunity for us to talk to lots of families about our summer reading program. Jane Silva (CLS, Bolinas) was all decked out in her bright yellow shirt in Stinson today and did a great job of explaining how the game works and what great programs the children have to look forward to (including explaining what a ventriloquist is - cute!)

NOVATO: A young lady came in to return her book club kit of *Cutting for Stone* at the circ desk. She said she had seen the book on the side of a bus (part of the One Book One Marin campaign) and had taken a picture with her phone so she could remember it and later placed a hold on it. When she came in to pick it up, the person at the circ desk handed her the book club kit she had put on hold. She had no idea what it was but not wanting to look stupid she took it home. After looking inside she saw it was a complete book club with questions and all and decided she could start a book club. She talked to some of her friends at work and they put together a book club to read that book. They enjoyed it so much they are going to continue and another person in her newly formed group has now placed a hold on another one of our kits. Is that not a great story?

OUTREACH: Theresa McGovern (L2, Fairfax) and Victoria Gonzalez (CLS, Outreach) hosted a Wii bowling event at the Ross Valley Senior's Meeting. We hope to add them as a future book club with the continuing of the Small Press Distributors grant. Victoria is presenting our summer adult reading program, *Novel Destinations*, to all three senior book clubs this month. She will be visiting senior facilities in early June to introduce them to our summer reading program and is partnering with the Bookmobile to sign up patrons at these senior stops. New volunteer, Anne Cormia, a recent High School graduate, will be volunteering at the Friends' Book Place and also with Victoria doing teen/children's summer reading art events. Anne will be attending Mills College in the Fall and we are excited to have her aboard for the summer.

BOOKMOBILE: Sometimes an event comes along that is perfect for libraries to support. Tomales Elementary School PTA invited the Bookmobile to be part of their book reading challenge and to make an appearance at their "Roof Day" Celebration when the principal, office

staff and some teachers were “read up to the roof” by the kids who not only met the reading challenge but surpassed it. The library donated colorful bookmarks and buttons from previous reading events to enhance the weeks of reading and the Friends’ Book Place contributed to their highly successful book swap. Terry was honored to be asked to be the surprise guest, drive up in the Bookmobile while blasting “Up on the Roof” through the truck loudspeakers. Here was the proclamation (written by the talented PTA members) which I had the privilege to read: “Hear Ye Hear Ye, gather around students of Tomales Elementary School, instructors, staff members, and ye ever devoted community members. I am here today to make an important announcement. Madam Realon, YOU have led your young people on a long and word-filled path into the land of literature. You have braved the naysayers, the TV watchers, the video gamers and have succeeded in teaching our children that reading, is indeed, FUN. (wild cheering!!!!) I, Terry Jones - Master of the Bookmobile, with the power vested in me by the County of Marin Free Library services and the Tomales Elementary School PTA, have the supreme honor in dubbing Principal Jane Realon --- “Queen of Books.~” (cheering!!) May I have the basket please so that I may send up the royal fashionista-wear.----(Cape, Tiara, Bling Diamond Bracelet and “Queen of Books” Ribbon Sash) Lastly, for the moment you all have been waiting for ---- may I have the basket one more time for the official unveiling of the numbers. Queen Realon if you and an assistant would please unroll the scroll.... (Complete with drum roll)-----9,742 books were read by students and families of Tomales Elementary School in 6 WEEKS! Thank you very much Queen Realon - may your rule be long and fruitful. “It just doesn’t get any better than this----kids cheering wildly for the amazing number of books read!

SUMMER READING: There will be three programs in all of our branches this year – *One World, Many Stories* for children; *You Are Here* for teens; and *Novel Destinations* for adults. The official start date is June 11 – on your mark, get set, read! Watch the website and our blog for more details. For the first time this year we are participating in a Statewide program called “Outcome- Based Evaluation. “ We’ve known for years how popular our summer reading programs for children are but now we are going to purposefully collect data to show that the programs show meaningful results and are relevant to our local communities.

SPECIAL PROJECTS: The final numbers are in and the Golden Gate Bridge contest went very well, with about 1,000 children involved. The greatest number of participants came from Corte Madera, Fairfax, Marin City and Civic Center but most all of the branches saw a good level of participation. The Children’s librarians actively solicited families visiting the library to play, not relying solely on print and web to generate interest. Kathleen Fitzhugh-Remitz (Children’s L2, Civic Center) commented “It worked well to have the game played IN the library (not online, not at home) because it allowed the families to really connect with the librarian, the Golden Gate books themselves, and with other families playing the game. Some families were very high-end readers and longtime library users, some families were non-English speaking low-users motivated by the Fair tickets. Of course, all manner of incorrect answers came on the actual quiz but that wasn’t the point. The kids’ drawings of the bridge were cute and those of us that have display space are putting them up.” Huge thanks to Jim Farley (Cultural Services Director) for initiating the project and for providing two free County Fair tickets for each child.

MEDIA MENTIONS: This month's tally is 52 items total. The Marin IJ had 11 Brief/Calendar mentions and 9 postings of library hours. In regional news there were 19 calendar entries in the West Marin Citizen, including 1 picture about Dia de Los Niños and 13 calendar entries in the Point Reyes Light.

DONATIONS: We received the following donations:

- 1) The Marin County Free Library has received a \$5,000 grant from the Bolinas-Stinson Beach Library Improvement Society to enrich the Collections of the Bolinas and Stinson Beach Libraries. Approved at the March 29th Board of Supervisors meeting.
- 2) The Friends of the Novato Libraries contributed \$500 to the Novato Library. The funds will be used to purchase children's board books that will enhance the Novato Library children's collection and will contribute to early literacy for toddlers, providing their caregivers with useful age appropriate books. Approved at the April 5th Board of Supervisors meeting.
- 3) The Tomales Bay Library Association contributed \$1,204 to the Point Reyes Library. The funds will be used to purchase high-quality, easily moveable tables for the teen/computer room at the Point Reyes Library. Approved at the May 17th Board of Supervisors meeting.
- 4) The Inverness Association contributed \$913.80 to the Inverness branch of the Marin County Free Library for general operating support during 2011. The funds from this generous donation were raised at a community book sale in August, 2010. The entire amount will be used to upgrade technology resources at both the Inverness and Point Reyes Libraries. Approved at the May 17th Board of Supervisors meeting.