

Director of County Library Services Report For March 2012

GOAL 1: CONNECT WITH READING

Sometimes we get bogged down with the tasks of the job and forget to take time to smell those sweet successes! Laguna School kids have been working on science, book reports, arctic animal reports and so much more. The **Bookmobile** fills their book requests, brings bins of materials to the classroom for research and sometimes get to see the end results of all their work. Here are a few of the entries in the Winter 2012 Truthful Lions' News Newsletter Book Corner section: *My favorite book is Cinderella because her godmother comes and makes a dress with her magic. I like it when the handsome prince and beautiful Cinderella get married. The pictures in the book look beautiful. It's magical when rats turn into horses.* (By a kindergarten student). *Fancy Nancy the 100th Day of School It is the 97th day of school. Fancy Nancy didn't know what to bring in for the 100th day of school. A sad thing happens. Her little sister is crying because their fish died. All of a sudden Nancy gets an idea for the 100th day. I liked this book because I wanted to find out what happens on the 100th day of school.* (by a first grade student) And this extraordinary review by a fifth grader: *The Arabian Nights is like a quilt that never stops growing until there are a thousand and one nights. The thread that holds the quilt together is made out of stitches of tales. These stitches help the tales become one. This quilt was woven by a brave storyteller whose life was on the end. These tales are like a rope that helped her find her way out of the black hole she was falling through. These tales consist of wisdom, love, mystery, and magic. All three of the writers above have participated in our summer reading on the ranches for the last several years*

Due to the wild popularity of the bestseller "Lucky Day" books, we've launched Lucky Day DVDs. These will be feature films only, 3 day checkout, no holds. Each branch will have several copies of about 10-12 currently hot titles, similar to what you'd find in the grocery store's "red box" vending machine.

On March 12 in **Marin City**, Reverend Fred Small talked to a crowd of 35 people about his book, "Destiny by Design: memoirs of moments and memories of events." Marin City's first postmaster, he reminisced about Marin City in earlier days. The talk is posted on YouTube: http://youtu.be/YTpRI8V_Wr4.

GOAL 2: ENGAGE OUR COMMUNITY

In an innovative partnership with PG&E, beginning in mid-April MCFL will be circulating 25 *KillAWatt Meters* from our branches. These will circulate like Lucky Day books (no holds, 7 days.) Patrons can check one out, take it home, and follow the included instructions to test individual household items for energy consumption.

Fairfax held a "Social Media for Small Business: Facebook" program that drew 36 people! This was the second program in a series held in partnership with Fairfax Chamber of Commerce, developed in response to their Sustainability Plan. The presenter, Steve Wyrostock, did a fantastic job of answering audience questions, and the Fairfax staff sees the excellent turnout as an opportunity to schedule more programs to serve small businesses.

Stinson Beach Library hosted a 2-part "Live Animation" workshop. Stinson Beach's own Liebe Wetzel taught about 20 workshop attendees how to animate almost anything – a pair of socks, a jacket, a hat, or a pair of boots. To see Liebe in action, check out her Lunatique Fantastique website at <http://www.lunfan.com/> This workshop was funded by a generous grant from the Bolinas-Stinson Beach Library Improvement Society and was very well received by the community.

Two County employees helped kick off the Spring Pledge Drive at local radio station KWMR. Lieutenant Doug Pittman of the Marin County Sheriff's Department and **West Marin** Branch Manager Bonny White helped Executive Director/Station Manager Amanda Eichstaedt raise about \$900 – a small first step on the way to the station's goal of \$50,000 - on Amanda's Swimming Upstream show on March 22. MWMR is a huge supporter of MCFL and our programming and it was nice to be able to return the favor.

Corte Madera Library continued their iPad workshops, each with a full house of 15 participants, and more on the waiting list. They have held a total of 6 sessions so far and there still seems to be a demand. One participant was so pleased with the workshop that he wrote the Friends a check for \$100. The one-to-one "e-guide" tutoring sessions for using Overdrive have also been extremely successful. The e-guides have met with 64 people so far to help them download e-books and e-audios to various devices.

I encourage all of you who might by chance be at Big Pink (AKA the Civic Center) for a meeting or other event to stop by the cafeteria and see the new Frank Lloyd Wright exhibit that was officially dedicated this morning in honor of Supervisor Charles McGlashan. Curated by our very own Laurie Thompson with extensive help from Carol Acquaviva, the space shows off a beautiful selection of materials from Anne T. Kent California Room as well as donated articles from long time Marin residents. The short ceremony was very moving, and I was thrilled at the recognition given to the Library from all the dignitaries present.

One Book One Marin programming continues to attract a wide range of attendees. More than 50 people came out for **West Marin's** first OBOM program of the season, Teslim, performing Turkish and Sephardic music. This was a return visit to West Marin for the duo that had fond memories of having played the Dance Palace in the past. The West Marin audience was very receptive and enthusiastic. Members of the West Marin Men's Reading Group and the Point Reyes Book Club held a joint book discussion of this year's OBOM selection, *Oracle of Stamboul*, complete with a delicious Turkish tasting menu of lamb lahmacun, baba ganouj, and beautiful Turkish desserts. Corte Madera Library's OBOM Turkish Cooking demonstration was also been very well attended. The final event at Angelico Hall is April 25th when radio personality Michael Krasny will interview the very charming and well-spoken Michael Lukas about his book, about writing and literature, and about his future plans.

GOAL 3: RETHINK OUR SPACES FOR BETTER COMMUNITY USE

Based on a patron suggestion, the Fairfax Library installed new "Quiet Area" signs in the back area, asking patrons to take cell phone calls outside. The patron reported that they are working! Our function remodeling projects are proceeding right on timeline. Working with the Branch Managers, Group 4 Architects have created concept designs and have narrowed them down to a preferred option for each location. After some further refinement, the options will be open to feedback at the April Library Commission meeting and by survey.

GOAL 4: IMPROVE THE CUSTOMER EXPERIENCE

The MARINet Encore catalog has recently changed to a new cleaner, two-column display. User research showed that many patrons did not take full advantage of the information available in right-hand most column; in fact they almost didn't see it, because so many sites on the web used that space for advertising. This two column display has proven to be more intuitive for patrons. The Search Results screen has fewer features so that the page is easier to read. Most of those features are now on the full display screen where they have been reordered so that the most popular options are near the top. The type face is larger and easier to read and there should be less scrolling to see information.

GOAL 5: FOCUS ON SERVICES TO YOUTH

Fairfax Library had their first school-age craft program courtesy of their Innovation grant, and 18 children and adults attended. The Sonoma-based puppet troupe *Images in Motion* presented "Big Bad Bruce" on Feb. 29 and over 50 people were flowing out the back door of the meeting room. A little girl, who comes to the Fairfax library with her father on Thursday evenings heads immediately for the children's room, takes a stack of board books and toddles to the self check unit, where she hauls herself up onto a stool and scans them. She calls this "working," and will tell her dad "we can't leave yet; I have to do more work."

Anne T. Kent California Room, Bookmobile, and Outreach teamed up to produce a knock-your-socks off program at the 2012 Farm Day at the Marin Center Exhibit Hall. A staffer described a “tidal wave” of youngsters who mobbed the booth to play the “farm game” on a newly purchased game spinner, guessing about agriculture and farming in Marin to win small prizes. Did you know that artichokes were raised and packaged in West Marin in the 1930’s and vineyards dotted the Fairfax landscape in 1900? See the pictures at <http://www.flickr.com/photos/62952406@N07/7024892167/in/photostream>.

PERSONNEL:

I’m very happy to announce that Carla Avitabile has accepted our offer to be the Librarian I – Teen Services at Novato. Carla has been filling the position as an extra-hire for the past year and her amazing energy and creativity has re-animated the teen program in Novato. As a bonus, she is a rabid football fan (that’s soccer to us Americans.)

MEDIA MENTIONS:

In March, the Marin IJ published 29 Brief/In your Town/.Calendar mentions with an additional 21 small articles in other publications. The Point Reyes Light and the West Marin Citizen had 24 brief articles and one longer one while the San Rafael Patch and the San Anselmo/Fairfax Patch had 7 articles. A full page ad for One Book One Marin ran in the Marin IJ.