

Director of County Library Services Report For July/August 2012

GOAL 1: CONNECT WITH READING

What Gail is reading: *Prague Winter* by Madeleine Albright; *The Inheritance Trilogy* by Christopher Paolini; *Death of an Artist* by Kate Wilhelm.

The Summer Reading Program drew to a close in August with excellent participation by all age groups. 533 adults signed up on the Evanced website and posted 655 reviews to share with the community. Teen had 711 Evanced signups and 1118 reviews. 176 children signed up through Evanced and another 4584 on paper in the library. All branches reported running out of prizes, indicating that a high number of signer-uppers are returning to the library repeatedly with progress on their reading records.

Summer Reading on the Ranches takes the program directly to the youngsters on the isolated ranches, helping them maintain their reading skills for the upcoming school year. Jo Ann Kempf and her five student aides traveled 1028 miles, visiting 16 ranches on both sides of Tomales Bay. This year, 87 people participated in the program; 68 children and 19 adults. Between them, they checked out a whopping 619 books. In addition to reading stories, Jo Ann tells us that student helpers played with the kids, giving piggy-back rides, pushing swings, and staged very popular water balloon fights on hot days. The last week of the program is always “fiesta” week and this year, John Littleton, a retired West Marin School teacher, brought his hand-crank ice cream maker and helped the children make organic strawberry ice cream to enjoy with pizza, salsa and chips. Many thanks to the Marin County Friends of the Library, the individual branch Friends’ chapters and to the Tomales Bay Library Association for helping us fund the programs, incentives and parties that show our community that reading is fun!

Link+ has launched successfully and usage is growing with lots of action (both borrowing and loaning) with DVDs and graphic novels, overall a good mix of books and media. We are giving branch staff a chance to get comfortable before planning a publicity effort for October or November.

Some examples of delighted patron reaction - A researcher on the history of the Panama Pacific International Exposition (1915) is thrilled that some of the secondary source materials she needs, which are not available thru Marinnet, can be requested via Link+. Her feedback: "Librarians Rock!" and staff feedback is equally positive – "Link+ is a great success so far in Bolinas and patrons are thrilled to have it. –Jane" "The turnaround for link+ holds is very good. The few patrons who tried it glommed on real quick." –Nathan "I've had several interactions with patrons who were happy to be able to acquire materials through Link+." "Having Link+ immediately available on the webpac ... is a significant improvement." --Elmer "I think LINK+ is GREAT! What a terrific service for our patrons. I have been very successful finding requested items." --Bonnie G "The patrons I have told about it are pleased and impressed with this new service. My test of Link+ was very impressive indeed—I had the book in hand in two days. – Nancy "I think the patrons are very happy with the service, and it is another great addition to our services that can only reflect well with voters." --Dan C. Dan also sent along a story about finding books in Swahili for a very satisfied patron. "All of the patrons that I have helped or barraged with link + are REALLY excited about it. Even the patrons that normally come to the desk for help requesting books. Especially after I explain to them that I can go to the webpacs or OPAC and help prompt them through the process until they can do it on their own. " --Carla A "I love Link plus. I have checked out books that I wanted to read for years" Link+ plus allows me to get a hold of books from all over the state, its saves me from driving all over to find them." --Nanette H

Suella Kennedy-Fulmer, our adult collection development librarian, is busy converting the travel books collection to a non-floating collection and just completed a successful project with the adult services librarians to update and expand the travel standing orders for each branch. The new orders will be ready for the 2013 travel books, which start coming out in fall 2012.

GOAL 2: ENGAGE OUR COMMUNITY

The Board of Supervisors passed a resolution on August 16th that proclaimed September "Library Card Sign-up Month" and officially waived the \$1 replacement fee for lost library cards during the month. Specially designed posters are displayed in the libraries along with small business card sized reminders and colorful flyers have been posted all over our district. In Corte Madera, Fairfax and Novato the branch managers worked with their cities and arranged to have oversized banners displayed in highly trafficked areas. The website promoting the program www.marinreads.org went live on Monday August 20th. The site will feature a quick way to register for Library Cards and highlight what a library card provides. A few people have inquired on why we are using a separate website for the promotion. The site enables us to specifically promote Library Cards and simple registration. This was simply easier than saying go to marinlibrary.org, click here, click there. A special promo will be featured on marinlibrary.org. The goal of the campaign is at minimum to increase library card sign ups by 5% over September 2011.

Corte Madera's origami workshops have been extremely popular this summer; the instructor is a local college student and long-time library user, Kiyoshi Okada. As a thank-you, staff obtained a crisp new \$100 bill and one of the workshop students folded it into an origami crane to be presented to Kiyoshi. (The \$100 came from the branch MCFL Friends' account). Since the family craft programs have been such a success this summer, Corte Madera plans to offer more of them throughout the year.

Library Assistant Sarah Butts created a revolving screensaver for the Webpacs in Corte Madera, including photographs of the Library and flyers of upcoming events. Corte Madera is still doing a thriving business with one-on-one tutorials for downloading e-content. The tutorials are device specific and hands-on.

The Fairfax Library's Joseph Bacon concert on Aug. 1 drew a record crowd that extended out of the meeting room and into the library to hear his classical guitar and accompanying soprano soloist.

In July, the *Marin IJ* published 46 Brief/In Your Town/Calendar mentions with an additional small article in the *Pacific Sun*. There were also 26 mentions in the *West Marin Citizen* and the *Point Reyes Light*. In addition there was a feature article in the Summer 2012 issue of *Glitter: For Girls Who Rock!* that included pictures and descriptions of a writing workshop held at the Fairfax Library last spring. Glitter's website is <http://glittermagrocks.com/connect/> if you want to check it out. August was a bit quieter. 29 Brief mentions in the *Marin IJ* and another 24 in the *West Marin* papers. And speaking of media, make sure to "like us" on Facebook.

MCFL debuted at the County Fair this year. The Anne T. Kent California Room had a very successful booth, staffed by 10 volunteers and 3 staff members. More than 709 people stopped by and 180 prizes were awarded for playing the "Marin History" game. Raffle tickets asked "What services would you like from your library?" and some sample answers were -- "educational movie nights!" "will learn how to download eBooks" "Just good clean, quiet well lit rooms" "They are great" "Just Keep them open" "tutoring spaces (quiet)" "great service" "more kid events"

GOAL 3: RETHINK OUR SPACES FOR BETTER COMMUNITY USE

We've made the decision to put the Novato Library on a separate track to accelerate the project and address the needs of the Novato Pilot Project for a Single Point of Customer Service. Late in August, engineers visited the Novato library and will have a report to G4 Architecture in early September. The current schedule calls for G4 to complete schematic design work for Novato by mid-September. Once the schematic design work has been approved, the next phase will be developing construction documents and selecting furniture. During the construction document phase is when the permitting process will happen. During the furniture phase the details of the exact shelves, desk, finishes and signage, will be selected and worked out. The construction document phase and the furniture selection will occur at the same time. We anticipate the construction document and furniture phase to be completed in the fall and the bids awarded.

Once the bids are awarded, a timetable for construction will be developed. Hopefully the newly updated branch will be unveiled in late winter/early spring.

While the remodel planning is taking place, we are independently moving ahead with some other updates. Our Technical Support unit is beginning the process of purchasing new, more reliable and multi-functional self checks for the NOV Library and the plan is to install them before construction begins. We have also begun working with the County Telephone Services unit to replace the antiquated phone system at the Novato Library with a more modern and more flexible one. The Novato staff has begun to make notes and communicate needs of the desk based on the pilot experience. This will provide valuable insight and the lesson learned will be applied when the furniture and desk selection begins.

Civic Center, Corte Madera, Fairfax and Marin City are in a brief holding pattern in the schematic design process to allow us to move forward quickly on Novato. We are still working on a revised schedule with Group 4 to get these projects underway, but will go through same process as Novato. Currently this is predicted to be in late Sept, but again this is not certain. Next major step is to have an engineer visit each library and report to architects.

Inverness has begun accessible work on the exterior and the plan is to work on interior during October. At this time we don't anticipate a need to close. Point Reyes continues design work on a new location for Literacy and meeting room.

The new BOOKMOBILE has arrived to an enthusiastic welcome from both staff and visitors. Based on bus, rather than a truck body, the new vehicle is much more spacious inside and has room for a small desk for staff, a bench for sitting and browsing and even room to do a small story time. Look for it driving around town and helping to celebrate Library Card month at the Larkspur and Civic Center Farmers Markets.

GOAL 4: IMPROVE THE CUSTOMER EXPERIENCE

We hired 6 Library Branch Aides in August to fill long vacant part-time positions at Civic Center, Corte Madera, Novato, Technical Services, and Fairfax. These are the hard working folks who help us shelve, check-in materials and help with processing.

GOAL 5: FOCUS ON SERVICES TO YOUTH

For the first time this year, the summer school teacher at Bolinas School brought all of her students to the Bolinas Library to get new library cards and then made regular library visits a part of her curriculum. What an excellent result from the new outreach effort Kerry Livingston (CLS) made at the beginning of summer when she spoke about summer reading with the entire student body at a school assembly.

Novato locked about 30 teens in the Novato Library with 5 surprisingly willing adults. Not too many of them got any sleep, but activities like a scavenger hunt, movies, Wii bowling, and Rockband video game kept them busy, as did eating pizza, ice cream

sundaes and s'mores. Kids ranging from 6th through 12th grade bonded from 7pm Friday August 3 until 9am Saturday August 4 without tears, fights or drama, and the adults have all decided they'd love to do it again—next year.

Both Novato Library and the Marin City Webstars participated in Google's Maker Camp for Libraries this summer. <http://thenextweb.com/google/2012/08/12/how-maker-camp-uses-google-give-teens-behind-the-scenes-look-tech-science/> The Teens got to do projects at a "virtual camp" that had "Maker Mondays," "Tinkering Tuesday," "Weird Science Wednesdays," "Theoretical Thursday," and "Field Trip Fridays." The Webstars made and shot off air launched rockets. Check out the pictures of Novato's project at <https://www.facebook.com/media/set/?set=a.432560226785962.87981.182426278466026&type=1>.

The last of the Fairfax Library Innovation Grant programs, a tie-dye t-shirt program, attracted an enthusiastic group of kids who decorated t-shirts in colorful and creative ways. and the Corny Crow show on Aug. 15 also drew a full house of families who enjoyed the ventriloquist's comedy and songs.