

**Sara Jones, Director of County Library Services
Report
October 2014**

Personnel

The Spanish services CLS recruitment was not successful. So we are recruiting again. At the California Library Association November 7-9 we will be recruiting for the following positions:

- Librarian- Digital Service/E-Branch Manager
- Systems Librarian- MARINet
- Spanish Services Community Library Specialist (West Marin)
- (2) part time Librarian I positions (Civic Center & Corte Madera)
- Extra hire positions

Overall we have made substantial progress in filling vacancies and estimate we have about a 6% vacancy currently. This is down from a rate that approached 25% a year ago.

Remodels and Facility updates

Los Gatos (Marin Commons). The move of our TEC (materials and technology services) is still to be scheduled. We anticipate moving in February.

Corte Madera is currently planning its remodel for the two weeks after Thanksgiving. The dates of closure planned are from Saturday, November 29th until Tuesday, December 16. (Press release attached)

South Novato move is still hoped for by April of 2015 although this date may be optimistic. We meet regularly with the Novato Unified School District to keep the project on schedule.

Support Organizations

A thank you event was held for all Friends groups, the Foundation and the Commission on October 24th by the author of [The Public Library](#)- Robert Dawson. It was held in the Showcase Theatre in the Marin Center and books were available for purchase. It was very successful although book sales were light.

Strategic Planning Process

The strategic planning process is complete and now we are working on measures and specific activities to achieve our goals. I will present the plan to the Board of Supervisors as soon as it can be scheduled. The intention is to present the plan and discuss aligning our policies with the plan, while making sure they are also up-to-date.

Library Activities:

In lieu of quarterly reports I have asked all units to give highlights, particularly those that are directly related to our three primary goals from the strategic plan. Below are reports submitted to keep you abreast of library activities.

Outreach/ Bookmobile (Damon Hill)

On October 15th the Bookmobile celebrated National Fossil Day. MCFL celebrated STEAM Month with a wide range of programs for children, teens and adults. Programs included Professor Smart's Fun with Physics Show, Science for Small Hands, Scratch Programming, LEGOs, Rockets to the Rescue, Science of Ice Cream, animal programs and much more.

The Bookmobile celebrated National Fossil Day on Wednesday October 15th by providing interactive activities related to fossils to the one room schools in West Marin. Students learned about digging for fossils, different types of fossils and made a shark tooth necklace. A larger version of this program will be on display at the North Bay Science Discovery Day on November 1st.

Civic Center Branch Report (Eva Patterson)

Two big recent events for Civic Center Library were Outside the Lines and STEAM Month. Outside the Lines was a national effort to make people think differently about their libraries. We had a family board game night using games donated by our patrons. Families enjoyed milk & cookies while they played Twister, Battleship and Sorry among other. The hit attraction was a photo booth for patrons and county employees to have their photo taken. People became the stars of their photo strip using props made by Miss Kitty. We have the digital images of all the 4-photo strips posted on Flickr.

We had STEAM Month (Science, Technology, Engineering, Art and Math) programs for all ages: Kids learned the science of Ice Cream Making. Teens took up the Lego Engineering Challenge. Adults learned that You May Not Be Who You Think You Are

when DNA is thrown into your genealogy search. Breaking the Code in works of art was another popular adult program.

Corte Madera & Marin City Branch Report (Julie Magnus)

Sweet STEAM Music to our ears: Marilyn Wronsky and Jenny Staller, our intern, concluded the Silly Science program with a dry ice comet, screaming balloons, Frankenstein's hand, etc.—what you might call a big finish. As Jenny announced upcoming events, a girl in the audience spoke up, saying “**More science, please!**” We have been listening, and our science and craft programs, including Test tube terrariums, Egg storytime, etc. have been received very well. Our Mother Goose on the Loose Storytimes has been attracting crowds—the last few weeks, attendance has hovered in the 90 range.

New School Opens: Staff attended the opening of the beautiful new Cove School in east Corte Madera. Over 350 K-4th graders have moved over from Neil Cummins to the Cove. 500 remain at Neil Cummins. Families with kids are definitely a growing element in our neighborhood.

AppStars: How to introduce parents to the handy library app? Have a kid do it! On Sundays, the Children's Room can get hoppin'. Marilyn Wronsky came up a plan to train and set up young volunteers to explain the neat things the library app can do to help kids find books, ebooks, programs, etc. Several of our young volunteers have undergone the training, which includes a volunteer worksheet developed by Linda Bennett, one of our extra-hire librarians, and then a checklist for the volunteers to use to demonstrate Boopsie to patrons.

Colonel Mustard in the library: The Teen Murder Mystery party had 29 attendees and was a rollicking success. Kids were creative in their costumes and problem solving. Many have asked if we're going to do another, and we'll definitely include this for next summer.

Meeting Room Upgrades a big hit, or “Build it and they will come”: Patrons have expressed appreciation for the improvements to the meeting room, including one of our longtime patrons who happens to be an art docent that has recently lectured in the space about Native American art, commenting on how nice it looks. We have seen a general uptick in adult program attendance, including our recent mountain lion presentation. The added work counter is always occupied and the new mounted screen is working out wonderfully for programs. No more setting up a book cart with projector and laptop in the middle of the room and worrying patrons will trip on the extension cords snaking across the room.

Lots of focus has been on preparing for the remodel. Accessibility upgrades, including a new water fountain and door opener, have had a positive impact. Final plans for the information desk, carpet, etc. have been completed.

Discovery Displays: Thought-provoking displays in the main room of the branch connected patrons to banned books and baby birds. The banned books display prompted many conversations, and teens were able to complete a quiz about banned books for entry into a raffle. We responded to Wild Care putting out a call for knitted baby bird nests with a sample created by one of our staff that we displayed on a tree branch, accompanied by nest knitting and crocheting instructions, and books on birds and needle arts. The instruction sheets had to be replaced multiple times and the books were checked out by bird and yarn enthusiasts alike—a surprising, but successful pairing.

Marin City Library (Julie Magnus)

I didn't expect to have my mind blown when I came to the library today!" a patron commented after seeing the new 3D printer in the branch. Patrons and staff alike are thrilled that this new technology has been made available through the library. Watching the first few objects created in the 3D printer is mesmerizing! Staff is learning about using the printer, preparing designs, and handling scheduling. We hope to have this available for public use soon, once the guidelines for use have been approved and the supporting equipment is set up. This has definitely been a highlight of branch activities for the last few months.

Connect with the Outdoors: In the Children's area Diana Lopez did a "Parks and Recreation" display and contacted Marin County Parks. Kevin Wright brought over two banners and a photo opp cardboard cutout for kids to put their faces in and take pics as a baby coyote.

School and Your Future: We've decided to use branch discretionary funds to bolster STEAM materials for kids, the "Your Future" collection of career and educational material for teens and adults, SCRATCH programming and 3D printing materials, and some children's materials for our East Indian community members. We've also concluded the Rockey Grant, and submitted a report to the Marin Community Foundation. The remaining

Discovery & Displays: Etienne Douglas has created READ posters with local authors Anne Lamott and Charlene Green (AKA Hustle Diva), as well as a variety of FireSign slides, including one to promote the Marin County emergency text alert system. Other engaging displays included "What will be your legacy" and Banned Books.

Outreach: During Africa Day in Marin City, we staffed a table and brought library flyers, magnets, and some summer reading leftover swag. They also took a laptop and books and checked them out right then and there. We raffled off two author autographed children's books. We also gave away several t-shirts and brought a bubble machine to attract people to the table. It was a big hit.

Digital Divide: Staff attended a meeting with other non-profit groups in Marin City to discuss making Internet access more available through the Comcast Internet Essentials

program, and the possibility of starting a Mouse Squad for computer training at Bayside/MLK and Community Center.

Fairfax (Margaret Miles)

Fairfax Library STEAM'ed into October with a host of programs:

The LEGO Engineering Challenge on October 4 had a sold-out crowd of kids who were engaged in creating vehicles.

Teens and tweens learned to code on Chromebooks borrowed from the Corte Madera library at the SCRATCH! programming program on October 25. This program was also sold out, and generated such a waiting list that we are considering starting a monthly coding club. Several parents stayed and learned along with their children.

Adults were wowed by our program "From California to the Moon, Mars & More." Although we only got an audience of 8 (because the 6th game of the World Series kept fans glued to their sets), the speaker was excellent, and has offered to do programs for children in the future.

Inspired by programs attended at Association for Library Services to Children Conference in Oakland, Margaret made space amidst the J graphic novels for a display of STEAM books which has been very popular with readers.

Theresa McGovern got a call from Bark! Magazine which gave her the "dream question of a lifetime": a list of picture books about dogs. In addition to a list created with the assistance of Carolyn, she sent the link to the award-winning video about Corte Madera's Read-to-a-Dog program. They loved it!

At the Fairfax Farmers Market, Anthony Puga issued a new library card to a young girl who had accompanied her mother to the market to sell their produce. She immediately checked out a Playaway and happily spent the afternoon listening to *Charlie and the Chocolate Factory* in the family's booth.

A very little girl in the children's room was spotted sitting on one of our new wooden chairs, the one with the bear climbing up the back. In the middle of "reading" a picture book to herself, she turned around to talk to the bear, then turned a page and "read" some more, after which she turned around again and kissed the bear.

Margaret Miles was approached by an older gentleman who happened to catch part of Pajama-Rama. He said, "I was an orphan growing up, and watching you sing and read stories made me realize what I missed. You are a gift."

Novato and South Novato (Janet Doerge)

Jennifer Robinson was instrumental in also bringing six new Extra Hire Librarians on board. On October 17 we offered them Novato's pilot version of SPOS Basic Training developed by Linda Aldrich from Civic Center Library. Children's Librarian Sara Hathaway and Youth Services Librarian Sarah Butts from Corte Madera Library also offered an introduction to Children's Services, Dan McMahon from MARINet shared his catalog expertise, Daniel Avalos offered a "Circ Light" session, and Janet Doerge did a quick introduction to Information Resources. Feedback on the sessions, also attended by MCFL Library Desk Supervisors, CLSs and a few Library Assistants, was positive and the demand is there for more.

A fan of Marin County Free Library's Facebook page commented on pictures posted from the Novato Library Teen Halloween Party, "Can I just say how awesome our Novato library is that TEENS come to our library for a party!!!" Indeed! We're so very proud of all the hard work that Carla Avitabile has done to make this a reality!

Branch Manager, Janet Doerge, received an unprecedented compliment from a male patron recently. He was so impressed with how clean the men's restroom was he felt he had to stop by and let me know! The deep cleaning we had done in September was obviously a success!

Here is an example of Novato Library's LEGO club facilitating friendships between kids who aren't necessarily comfortable in social situations. We have 2 young patrons on the autism spectrum who have had difficulty making friends with others. Through their building a castle together at LEGO club they've started a friendship that is really special to their mothers – both have come up to say how thankful they are that there was a club that was focused on their interests and allowed them to meet one another. They hang out for an hour or so after LEGO club and talk about what they've built and what they'd like to build.

Science for Small Hands, a series of STEAM focused programs throughout the month of October, was well attended and a big hit with families. The topics covered included Magnets, Sound, Ramps & Gravity, and Light/Colors. After preschool storytime on October 14, a few boys were pushing the chairs around because there were only a few people lingering in the area.

They asked Jennifer Robinson to build a fort with them and so for 15 minutes it was pure imagination and engineering time as they built a fort, added a sleeping area, hid from monsters and stockpiled books for "sleeping time." The boys had never played together before, but as they were leaving one voice piped up and said "Goodbye friend, we had a fun 'venture!" Talk about "creating connections for our community to explore, imagine and innovate" together!

West Marin

For Science Month, West Marin was able to get Buck Foundation Research Associate Todd Plummer to provide a hands-on DNA extraction program for students at West Marin School on October 15. A total of 60 students, teachers (including the principal) and aides came to watch and participate in extracting and observing their own DNA. Todd has agreed to return for similar programs in Stinson Beach sometime in December.

We also had an evening family science program on October 30 when Jennifer Stock of the Cordell Bank National Marine Sanctuary presented a slide show and videos about the results of last summer's research projects at Cordell. We learned that it was a warm-water summer due to an early upswelling in the region. For some reason, there were also fewer whales spotted than usual, and researchers are keeping their eye on a possible problem with under oxygenation (hypoxia) of our local coastal waters.

Nineteen fifth graders visited the Point Reyes Library to do a research project about American Indian tribes early in October. West Marin School has supplied all of its students with iPad which they brought with them to follow along using my iPad and projector to introduce library databases and resources. Then Jennifer Livingston led them on a library scavenger hunt and helped them check out books and materials for their reports.

Because MCFL and West Marin Literacy are design partners in a Marin Community Foundation PreK-3 grant, Bonny White was invited to attend a two day Fall Institute workshop at the Marconi Center in October. It was a great learning opportunity since most attendees were teachers and principals from Novato, San Rafael, Marin City, Tomales, and West Marin. They described their current challenges, including implementation of Common Core Standards, and other work associated with the grant. It was also a great opportunity to make sure that everybody was aware of the availability of Live Homework Help, Lynda.com, and other valuable library resources.

Bonny White did a presentation about library digital resources at the October staff meeting of West Marin Health and Human Services in Point Reyes.

The new Bolinas-Stinson Beach School Superintendent, John Carroll visited with patrons at the Stinson Beach Library on Tuesday, October 27. In addition to wanting to meet parents and community members, he came to answer questions about a school ballot measure that's coming up in November.

Library Director Activities

- Completed the Employee Voice Action Plan. Management's response to the survey of all county workers about job satisfaction, work environment, communication and leadership. The Action Plan was created in collaboration with an employee team representing all areas of MCFL.
- October 1- Attended the Link+ Directors meeting and was elected to their board of Directors. LINK+ is a group of 62 libraries across California and Nevada that you can borrow items from for free, using only your MARINet library card. It provides 11.1 million titles for patrons to borrow choose from in the LINK+ system.
- October 7 & 9- Attended orientation and first session for the San Rafael Chamber of Commerce Leadership program.
- October 14- Attended Future of Libraries –at San Francisco Public Library
- October 17- Spoke to the Novato AM Business Women's Group in Novato
- October 18- Attended Marin County Friends Meeting
- October 22- Spoke on KWMR Radio Show
- October 28-31- Attended Association of Bookmobiles and Outreach Services in San Diego toured of the San Diego Public Library and met with the Director Misty Jones to discover how they made this amazing project happen. It is school/public library collaboration and cost 185 million dollars and \$65 million of that amount was raised privately.
- November 1- Participated in North Bay Science Discovery Day

Attachments

Corte Madera Closure Press Release

Library Commission Vacancy Press Release