

Director of County Library Services Report For June 2012

GOAL 1: CONNECT WITH READING

What Gail is reading: *Mistress of Nothing* by Kate Pullinger; *The Eye of the World* by Robert Jordan; *Sense and Sensibility* by Jane Austen.

The Summer Reading Programs kicked off on June 16th with festivities at all of our branches and staff reports lots and lots of sign-ups. The Adult program (*Between the Covers*) is booming with 312 registrations already and 113 reviews posted! Fairfax and Novato patrons are responding particularly well, with 185 of the participants coming from those branches. Teens will "Own the night" while our younger readers are encouraged to "Dream Big READ!" A series of really amazing programs are planned over the summer including storytelling, book discussions, stargazing, music, puppets, collages, gardening at night, and lots more.

Fairfax Library kicked off its Summer Reading Program with a cheer. Staff marched in the Fairfax Parade in front of the Bookmobile, and entertained the stands by leading onlookers in the "library cheer". Afterwards, the Bookmobile and several Fairfax staff were present at the Fairfax Festival, inviting children to "spin the wheel and win a prize." The Library signed up over 200 children, teens and adults in the first two days of the program. Staff reports that it has been great to see how excited the kids (and the adults!) are when they sign up, and they've already had a number of children come back to claim their first and second prizes.

In West Marin, Children's Summer Reading is also well underway with an unexpectedly high volume of signups. In the last week, they've had well attended visits from Comedy of Chaos - an exciting comedy and juggling duo, and Wildlife Associates, who brought Animals of the Rain Forest. As usual, huge crowds came out - more than 100 people visited with the animals in Bolinas and Point Reyes.

Link+ is live! Just in case anyone wondered, West Marin absolutely Loves Link+. They are doing a brisk incoming/outgoing holds business at all four branches, but Stinson Beach and Point Reyes led the pack this week - at one point there were seven LINK+ holds on the shelf at each location. Patrons are also building their online skills as they learn the ins and outs of LINK+ holds placing.

One patron had real challenges with computers but now Link+ has become so important to him that he's learning fast and is very proud about it. Inverness' Bring Your Own Laptop Class and Point Reyes' Computer classes are humming as people acquire the skills they need to order unique and interesting materials from our LINK+ partner libraries. Feedback from the other branches about Link+ is equally positive and we expect the number of users to keep rising as we begin reaching out with some publicity.

Corte Madera had fun with their June display, "Everyone Reads at the Corte Madera Library," taking off on the "Between the Covers" theme with a teddy bear in a doll bed reading "Can't You Sleep, Little Bear?" The Friends of the Corte Madera Library provided refreshments in the garden for the Summer Reading Programs launch party on June 9. Corte Madera has had a presence on two Wednesdays so far at the CM Farmers' Market; the big topic this summer is e-books and they also signed up kids and teens for the summer reading programs.

GOAL 2: ENGAGE OUR COMMUNITY

The meeting room gallery in Fairfax has featured a display of work by students from "Beyond Vision Impairment in Marin." The adult students work with an artist through the process, and a sighted artist describes each student's finished work, allowing him to choose a descriptive title. The reception for the artists was a moving community event, and demonstrated (once again) that we are so much more than a building of books.

The Anne T. Kent California Room was pleased to be a part of the "Grown in Marin" exhibit at the Marin County Fair, June 30 - July 4. Volunteers from the California Room as well as the Book Place will help staff our booth. The public was invited to play a history game to learn about Marin's agricultural past and to win a prize. They are also raffling poster of a whimsical 1937 cartoon map of "Marvelous Marin" featuring our county's many cultural and agricultural assets. The map was published to coincide with the opening of the Golden Gate Bridge when it was anticipated that many more people would be visiting or moving to Marin.

A Corte Madera branch patron commented about a Trivia Café held there: *"We really enjoyed the trivia night at Corte Madera library. We hope you have it again, Howard was a great leader. Everybody had a good time. We are ready for another trivia night and I'm going to call all my friends and get a team together. Let's do it again."* Hopefully, we will!

GOAL 3: RETHINK OUR SPACES FOR BETTER COMMUNITY USE

On June 16 the communities of Bolinas and Stinson Beach celebrated extended hours in both branches. Beginning in June, both of those branches were able to extend their hours from half a day to a full day on Monday and Saturday, thanks to an innovative funding agreement between MCFL and the Bolinas Stinson Beach Library Improvement Society. More than 75 library friends and supporters munched happily on pizza and ice cream cones as the occasion was marked with brief speeches and a ceremonial ribbon cutting.

The Library continues to work on Measure A renovation projects. Renovation concepts were on display at the Civic Center, Corte Madera, Fairfax, Marin City and Novato as well as on the library website marincouty.org.

The Library is now working with Group 4 and the Department of Public Works to begin to have more detailed specifics on the floor plan worked out to update the libraries.

Two major required accessibility projects were completed. The Fairfax Library completed an accessibility restroom and drinking fountain project. The Men's restroom was converted to a unisex accessible restroom. The Novato atrium now has a level cement ground, new door and accessible benches. An upgraded irrigation system was also placed in to maintain plants in the courtyard. The olive tree, donor bricks and the beloved bear statue still remain. Stop by the atrium next time you are at the library and spend some time enjoying the outside.

GOAL 4: IMPROVE THE CUSTOMER EXPERIENCE

The Single Point of Service Team (SPOS team), along with many of the Novato staff who will be piloting the model and other branches' staff, went on a field trip to San Jose on May 23rd. The purpose of the trip was to see the single point of service model in action, to talk with San Jose staff regarding their experience with the change and to have a presentation on the implementation of the model in San Jose. There is another field trip scheduled for July 10 so that additional staff will be able to see the model in action. Other staff were able to visit the Pasadena Public Library while they were in southern California at a conference and could bring back another perspective on the SPS model. These and many other ideas gather by SPOS will be assessed and evaluated and integrated into a model which will work for MCFL.

GOAL 5: FOCUS ON SERVICES TO YOUTH

June 23 the Fairfax library was overrun with children for the Hansel and Gretel puppet show. Over 60 children and their parents were entertained by the Puppet Art Theatre production, and everyone learned to laugh like a witch. Fairfax Library had a successful Family Quilting program on June 25, with about 20 children and adults. Victoria Gonzalez (CLS, Outreach) provided colorful fabrics and a template that inspired beautiful quilt squares. The final product will be donated to a children's hospital, which made everyone feel great about the time they spent creating.

Kathleen Fitzhugh-Remitz (Civic Center) was tickled to find a package of energy supplements in the book drop, addressed to her. When she thanked the patron, she got an e-mail back "When my daughter and I came into the library to find books and of course to see you and all we found was a 5 hour energy drink at your computer, I could not help myself :) I'm so glad to know that they safely found their way to you; I hope you love the healthy energy they provide for you and your immune system! Thank you for all that you do."

In West Marin, Children's Summer Reading is well underway with an unexpectedly high volume of signups. They had well attended visits from Comedy of Chaos - an exciting comedy and juggling duo, and Wildlife Associates who brought Animals of the Rain Forest. As usual, huge crowds came out for the animals - more than 100 people visited with the animals in Bolinas and Point Reyes. And in Corte Madera, a local teenager has volunteered to lead a series of origami workshops in the children's room this summer.

MEDIA MENTIONS:

The big news is that we've gone national. The Summer 2012 issue of *Glitter: For Girls Who Rock!* just hit the newsstands and the writing workshop held in the spring at the Fairfax Library is part of the "real people" section. Two of the girls whose photos and writing are featured are in the Fairfax Teen Advisory Group! *Glitter* is available at Target, Barnes and Noble and was just added to the Nook. *Glitter's* website: <http://glittermagrocks.com/connect/>

In May, the Marin IJ published 48 Brief/In your Town/Calendar mentions with an additional small articles in other publications. The Point Reyes Light and the West Marin Citizen had 29 brief mentions. There are two new library related YouTube videos

Summer Reading and County Friends.

<http://www.youtube.com/watch?v=S5kAmpMK4SA&feature=relmfu> and Tour of the Corte Madera Library. http://www.youtube.com/watch?v=P_kYB02blec . And speaking of media, make sure to "like us" on Facebook.

STATE BUDGET:

When Governor Brown signed the Budget, he left in place \$4.7 million that we and CLA members and supporters fought so hard for, which is intended to save the public library literacy programs and the California Library Services Act from elimination. Additionally, the \$4.7 million augmentation also ensures that the State Library will be able to secure approximately \$15 million in corresponding federal dollars, which will protect valuable public library grants, projects, and the Braille and Talking Books program.

AMERICAN LIBRARY ASSOCIATION MEETING (ANAHEIM, CA)

Every few years the American Library Association (ALA) meets in California and when that happens, MCFL encourages staff to attend, do presentations and immerse themselves in the greater Library world. Terry Jones (CLS, Bookmobile) and Amanda Foust (Electronic Services) were part of a panel speaking on "Serving Communities Outside the Walls of the Library – Using Mobile Library Services to reach the Underserved"—a fascinating view of how different communities use their outreach services. Terry spoke about rural outreach and services to child development centers and our senior centers. Other panelists talked about serving children with medical needs in several residential settings and outreach to housing projects and immigrant communities. Amanda finished the session by presenting the many creative ways electronic services can promote outreach services and reach a larger audience than we are able to serve one on one. Their presentation was well attended which was a big plus since it began at 8 a.m. Saturday morning! Special thanks to Donna Mettier (Library Services Manager) for attending at that early hour and being the photographer as well. Jen Robinson (Children's Services, Novato) was on a panel discussing how their organizations have reinvented their online presence by using social media as a way to interact with their communities. Speakers also addressed their personal and organizational investments in the implementation of an ongoing online, socially-interactive presence; gave hints and advice regarding the implementation of new media and discussed how these roles and responsibilities are assigned to staff.