

Director of County Library Services Report For November 2012

GOAL 1: CONNECT WITH READING

What Gail is reading: Dressed for Death by Donna Leon; Wicked Appetite by Janet Evanovich; The Towers of Midnight by Robert Jordan. (Reading this month for Leisure and not for Lifelong Learning!)

Corte Madera staff received a letter and photo from patrons in Georgia (former Soviet Union), where the family is in the Foreign Service. The boy was wearing his Summer Reading Program "One World" yellow T-shirt in a photo with the President of Georgia! They also received two old books, a letter, and a check for \$200 from a man now living at Lake Tahoe; he had checked out the books 19 years ago and forgot to return them. They were about coaching baseball, and he said that his Little League Team in San Rafael won the championship the following year.

Poet Gerald Fleming drew a huge crowd at the Point Reyes Library in November where he read selections from his book, *Night of Pure Breathing*. Shortly afterwards, he was a special guest on local poet Brian Kirven's KWMR radio show and was also recorded for an episode of MCFL's poetry archive.

At the Bolinas Library, the first bilingual story time of the season attracted 17 kids - a crowd by Bolinas standards.

FLAGship (Families Learning and Growing) launched two new stops, a very successful stop at Giacomini Ranch and a brand new stop at the Manzanita Children's Center in Marin City.

Julia Flynn Siler, author of *Lost Kingdom: Hawaii's Last Queen* was a guest speaker when Fairfax's Friends of the Library Book Club discussed her book in November, and she gave a fascinating slideshow on Hawaii's history.

Look for some new eBook platforms for tablets and smart phones in December. Our Technical Services staff was very busy in Oct/Nov getting these set up. One especially innovative highlight is two new touch screen eBook kiosks (3M Cloud) that we will be piloting in the Point Reyes and South Novato libraries. This is particularly exciting in Point Reyes, where internet access to West Marin homes is very limited. We are hoping that the kiosk combined with our strong library wifi will really help West Marin patrons to better access eBooks.

They will be able to bring their iPad (or other device) to the library, select an eBook by browsing the kiosk's touch screen, scan their library card, and the eBook is delivered by library wifi direct into their device--no need to hook up to a PC. The eBook fully loads--and then the patron can take the iPad home and read offline.

GOAL 2: ENGAGE OUR COMMUNITY

Fairfax Library had a well-appreciated display on Gratitude for the month of November which is currently featured on the library's Facebook page

Bonny White (Senior Librarian, West Marin) and Ana Maria Ramirez (Family Literacy) led a Day of the Dead procession from the Point Reyes Library to the Dance Palace in November. It was a very touching event with people joining in to walk along with them as they made their way through the town.

Bolinas has begun a new Senior Computer Class. One morning they were all exploring Google Earth and looking at their childhood homes when Jane Silvia (CLS, Bolinas) overheard people almost in tears saying things like, "I never thought I'd see this place again in my life!" It's a reminder how wondrous the "virtual world" can be when you first encounter it.

In Marin City, Etienne and Webstars are working on editing a DVD using film taken by a Marin City teacher in the 1970's. They will show the DVD in the library, with the teacher, a long-term Marin City resident, who will comment and answer questions. Thanks to the Friends of the Marin City Library for promoting this program.

We had a quiet month in the press, typical for November and December. The Marin IJ published 20 Brief/In Your Town/Calendar mentions plus another 9 on-line and miscellaneous mentions. There were also 23 mentions in the West Marin Citizen and the Point Reyes Light. And speaking of media, make sure to "like us" on Facebook and ask your friends to "like us" also. Staff posts all sorts of interesting tidbits there so it's an easy way to keep in touch with the library.

Our wonderful support groups are thriving and busy fundraising to support our libraries. In West Marin, the Tomales Bay Library Association sent out a fundraising appeal letter in November and is getting a nice response. The Library Foundation also sent out their yearly letter and is also getting an excellent response. The Book Place, the used book store that is volunteer run and the major fund raiser for the County Friends, continues to thrive. In addition to books, they are now selling lovely theme baskets that consist of small donated items and related books. Each branch also has an affiliated Friends group that supports programming, purchases equipment and furniture, and in one library even underwrites live plants to warm up the library space.

GOAL 3: RETHINK OUR SPACES FOR BETTER COMMUNITY USE

In Novato, work continues on getting bids for the construction, furniture, signs, phones, data and electrical for the project. This process will hopefully take two or three more

weeks and a construction schedule for the library will follow. Once the bids are finalized there will be public communication plan to inform the community about the plans.

Civic Center, Corte Madera and Fairfax - these three libraries had some initial concepts for a circulation area developed by consultant Lori Bowen Ayers. The concepts have been shared with the libraries and had some initial feedback. The concepts are also being shared with our Department of Public Works and the architects to determine how they fit into overall plan and costs. Engineers have visited Civic Center, Corte Madera, and Fairfax to make assessments on the plans. The engineers will provide report to architects who will incorporate as part of costs and issues with each plan. The timeframe for completing the basic schematic design work has numerous variables and is hard to say with certainty at this point. If everything goes perfectly then the basic design should be completed in early January. Following this a furniture workshop will be set up, modeled on the process that worked well in Novato.

Point Reyes, Literacy and Inverness - The Point Reyes Library and Literacy Project is going through the permitting process and the amended lease agreement is planned to be on the Board of Supervisors agenda in December. After the permit is formally approved a construction schedule will follow in more detail. Construction at Inverness is coming along nicely. The new ADA parking space looks great and there's now new siding all along the back of the building. In approximately a month or two the major interior accessibility work will begin

Fairfax Library had its back parking area patched by the Road Department, which has provided them with much more accessible additional parking.

GOAL 4: IMPROVE THE CUSTOMER EXPERIENCE

Anthony Puga, Library Desk Supervisor in the Fairfax Branch, has won the honor of being Employee of the Month for the County of Marin. This is a wonderful honor for Anthony who will be recognized at a Board of Supervisors meeting on December 11th.

eServices Librarian Amanda Foust has relocated from Library Administration to Technical Services in Hamilton. This puts her closer to the Technical Support staff for better teamwork and enables her to be more collaborative with the system selectors.

Our MARINet consortium was chosen as a Beta test site for Innovative Interfaces major upgrade to their catalog system. Our patrons haven't seen too much different in the public screens, but staff is pleased with the major software rewrite that allows them much more flexibility, runs much faster, and has solved any number of issues that used to require complicated work arounds. Bonny White (wearing her Circulation Coordinator hat) presented a talk at the Norcal IUG conference (Northern California Innovative Users Group), all about the change and the transition from Millennium (the old software) to Sierra (the new software.) She and Donna Mettier (Administrative Services Librarian, Technical Services) have been invited to expand on the topic for an upcoming talk at the American Library Association Midwinter meeting in Seattle.

GOAL 5: FOCUS ON SERVICES TO YOUTH

Corte Madera continues to sponsor “read to a dog” on the first Saturdays of the month. Shy or reluctant young readers get to spend one on one time with a non-judgmental, furry audience of one. This national program has garnered lots of attention for its innovative way of improving reading skills.

Margaret Miles (Senior Librarian, Fairfax) attended the California Library Association meeting and brought back lots of information about our iREAD summer reading program. MCFL participates in a statewide program along with many of the libraries in our area. We get access to professionally designed artwork for posters and reading logs, as well as program and prize ideas. This year, California and a number of other states chose to go with a new vendor and for the first time the Children’s, Teen and Adult programs will share a common theme – “Reading is Delicious” – and common artwork. Our Summer Reading coordinating team led by Damon Hill (Administrative Librarian, Public Services) is really excited about the possibilities.

If you visit Novato during an Afterschool Lego Program, be prepared to get down on the floor and be part of the excitement! The day before Thanksgiving more than 70 kids came to enjoy playing with Lego’s funded by the Friends of the Novato Libraries and supplemented by staff donations. (On a personal note, I tried to donate a large tub that my now 30-something children played with and my husband was horrified. So, we’re saving them for the grandchildren and their children and their children’s children.) There are only a couple of important rules – wear a nametag so your playmates can ask you nicely if you want to share and share nicely. Why toys in the library you might ask? Lifelong Learning of course – these children are learning that the library is a cool place to be; are interacting with people who might have expertise different than their own; getting small motor skills that are essential for writing and keyboarding; and learning to collaborate with others, an essential skill in today’s team based workforce. And the best part is that the children don’t know any of that – they just think they are having fun.