

**Sara Jones, Director of County Library Services  
Marin County Free Library  
Report  
December, 2015**

**Personnel**

Final selection interviews took place on Wednesday, January 6, for the part time Library Aide positions at Novato and the Civic Center. References checks are underway and it is hoped that offers will be made to three candidates in the next few days.

Library Assistant I selection interviews will take place on Wednesday, January 13, and Thursday, January 14, to fill the part time vacancy at Corte Madera. A part time position at Marin City was also to be filled from the list established from this recruitment, but was instead filled by the reassignment of a Library Assistant II from Corte Madera. This new Library Assistant I list is being polled for interest in a part time position at Stinson Beach created by the previous employee's resignation. If polling is unsuccessful, a new Library Assistant I recruitment will be conducted for West Marin positions only.

This reassignment of a Library Assistant II from Corte Madera to Marin City in turn created a full time vacancy at Corte Madera which will be filled by a promotional recruitment opening on Friday, January 15, 2016. The new part time Library Assistant II position at Fairfax, created by the conversion of vacant Librarian I hours at Fairfax and approved by the BOS on December 15, will be filled from this recruitment as well.

On December 15, the BOS also approved the conversion of vacant Library Assistant I hours at Corte Madera to Library Aide hours. These hours are in the process of being added to a part time position, creating a full time Aide position for the current employee.

At their last meeting in December, the MARINet board approved the addition of a full time Library Technical Assistant II position to coordinate Link+ for all of MARINet. This position will be funded at the start of the next fiscal year, i.e. July 2016.

Meantime, the Library Technical Assistant II currently acting in this capacity as part of her usual Technical Services duties has been reassigned to the MARINet office. A Library Technical Assistant II recruitment will be conducted later in the year when funding for the position is in place. The accounting assistant vacancy in MCFL's accounting division remains filled by extra hire and the Administrative Services Manager has requested that this position be filled at a higher level. Although this classification is included in the current phase of the County's classification redesign project, the individual position will be reviewed and a list of the higher level duties to be performed by the incumbent has been requested for this purpose.

### **Facility Updates**

Damon Hill continued to meet and work with the Capital Projects Division on prioritizing maintenance projects from the Raker report. DPW has hired a new person who will start in January 2016 and is the planned primary contact for the Library projects. (Be a positive environment for mobile and digital literacy).

### **Library Activities:**

Below are reports submitted to keep you abreast of library activities are directly related to our three primary goals from the MCFL strategic plan and the mission **to create connections to explore, imagine and innovate:**

- Goal 1- Be the preferred place for children, families and caregivers to connect, learn and grow together
- Goal 2 – Support youth in our community with opportunities for self-discovery and expression
- Goal 3-Be a positive environment for mobile and digital literacy

### **Outreach/ Bookmobile (Damon Hill)**

The Bookmobile continued to reorganize the collection with the additional storage space. By the end of December the every book will have be evaluated to keep, overstock or remainder status. Terry and Nicole worked very hard to completed by the end of the year and ensure a fresh collection for the start of the New Year. (*Goal 1- Preferred place for children/families to connect, learn and grow together*)

Outreach obtained 2 new exciting items that will be able to circulate among branches and use at outreach events. The first is a large interactive board game called Word Winder. The object is to form words that will take a team from one side of the board to the other.



Second is the AccuCut machine with dies to make the building components for Strawbees. This is an extremely inexpensive system for engineering, prototyping and math skills made out of plastic straws and upcycled polypropylene sheets. As well as being a building system, it can teach advanced math concepts like Platonic solids, Euler's number and Sierpinski triangles (a version of fractals). Here's what Strawbees look like:



And here they are in action: <http://www.accucutcraft.com/strawbees-creatables>

(Goal 2 Support youth in our community with opportunities for self-discovery and expression)

Damon Hill attended the Marin Veterans Council on December 2<sup>nd</sup> to present information about the Veterans Resource Center at the South Novato Library. (Goal 3 Be a positive environment for mobile and digital literacy)

Gail Grant continued to work on graphical projects including information for One Book One Marin, new 3D printer promotional material, HelpNow! Bookmarks, Library Beyond Walls and Veterans Connection flyers.

### **Civic Center (Eva Patterson)**

Special thanks this month to Trish for the holiday decorations. We've had many comments about the festive atmosphere in the library. Patrons also were delighted by the "Read" book tree built by Linda. (Mission – Create connections for our community to explore, imagine and innovate)

At the December meeting of the Wellness Ambassadors, representatives from several county departments reported acquiring tennis balls for their employees in response to the flier composed by Elmer – How to Work Out at Your Desk (without Anyone Noticing). One department, Retirement, was mentioned as doing so in the Nov/Dec issue of *Health & Wellness News* which also provided a link to Elmer's flier.

A man in Washington State was looking for the location of his friend's mother's burial spot. He had already tried the likely County Departments before his dad told him to try the Library. His friend's mother was murdered in Ignacio 30 or so years ago, and the son didn't know where his mother was buried. The friend had good dates, so Linda checked the Marin IJ for an obituary, and copied articles about her murder because the obituary did not mention a burial spot. She sent the articles to the friend who shared them with the son. The friend called back the next day, saying that the articles had completely changed the son's understanding of his past because as a child he had been told a very different story. Both friend and son were very grateful.

Elmer searched for and delivered to a patron 12 articles from the *Marin Independent Journal* and the *Novato Advance* tracing the patron's community activism and legal actions spanning the years 1988 to 2002. Linda evaluated our New Reader collection for withdrawals and, in response to recommendations from a College of Marin instructor, ordered new print materials focusing on short stories as well as audiobooks of the same stories for a complete listen/read package. *(Goal 1 – Be the preferred place for children, families and caregivers to connect, learn and grow together – Align the right products to the right patrons at the right time)*

We are still operating without a Teen Librarian but with the help and guidance of the system's other Teen Librarians we are managing our collection and scheduling programs. Sarah Butts, Corte Madera Library, presented a book talk on behalf of Civic Center at Miller Creek Middle School, attended by 30 participants. *(Goal 2 - Support youth in our community with opportunities for self-discovery and expression)*

Elmer successfully updated Firefox, Chrome, and Adobe Flash Player on all public internet computers to address the issue of internet-based videos failing to properly stream. The installation of new public printers created some unexpected Envisionware problems that Elmer and Victor worked with Library Tech Support to resolve. *(Goal 3 - Engage patrons in a dynamic virtual experience and enable them to explore with improved access and availability)*

Miss Kitty continued her popular Toddler Storytime and Mother Goose on the Loose. Linda jumped in to provide an unscheduled but well-attended storytime on Christmas Eve. Kathleen's goals this month were to figure out how we will proceed with glading and to get the entire J collection into a more manageable state before we begin glading picture books in January. She visited the new South Novato branch to analyze their floating collection after a year or more and visited the Marin City branch to analyze their newly gladed picture book collection.

Kathleen developed a booklist of recommended J titles for One Book One Marin in 2106 that will be included in the brochure produced by MCFL. She made a special Pinterest board for the titles at <https://www.pinterest.com/misskittyreads/one-book-one-marin/>. She devoted time to bringing Miss Kitty's Pinterest board and Miss Kitty presents blog up to date. She spent a full day at the CLC Children's Literature Retreat giving and hearing in-depth children's books reviews where she book-talked her OBOM selections titles. *(Goal 1 – Be the preferred place for children, families and caregivers to connect, learn and grow together - Align the right products to the right patrons at the right time)*

Kathleen and Sarah Hathaway, NOV, had multiple meetings with Library Administration and Leadership to A) debrief Sara Jones and Scott about our Mind in the Making training in November and B) come up with a plan for training MCFL staff; deciding who that would be, developing a timeline and proposed budget, etc. *(Goal 1 – Be the preferred place for children, families and caregivers to connect, learn and grow together - Recognize unique patron (staff) needs to develop a proactive, comprehensive engagement plan)*



#### Community-Based Programming:

- The Brown Bag Book Club met to discuss *Digging to America* by Anne Tyler
- Linda organized and hosted, with help from Kathleen, the Snowflake Craft program with 33 adult and children participants



## Anne T. Kent California Room (Laurie Thompson)



In celebration of the winter holiday, we've mounted our annual Scenic Railway exhibit featuring scale models of the locomotive and gravity cars which ran up and down Mt. Tamalpais from 1896 to 1930. This popular exhibit attracts visitors of all ages and forms part of our on-going partnership with the Friends of Mt. Tamalpais, owners of the railway models created by the late Michael Murray of Corte Madera. *(Goal 1- Preferred place for children/families to connect, learn and grow together).*



A major milestone was accomplished on December 14<sup>th</sup> when we successfully took possession of and moved the Schroeder Map Collection from Mr. Schroeder's Terra Linda office to a temporary holding place at Marin Commons. Having received the architect's space layout in advance of our move, we labeled all of the flat files and boxed collections of surveyors' notes so that they can easily be assimilated into our new Map & Special Collections annex at Marin Commons, once tenant improvements are complete.



Jeff Craemer has generously donated an album of historic postcards documenting the town of Fairfax from the Jim Staley Collection. Staley, for his part, has meticulously preserved the Fairfax postcard collection in an archival album and written a caption for each image. Over the course of 2016, Jeff and Jim will provide us with additional albums of historic postcards, arranged geographically and documenting much of the county. Jeff Craemer

has also donated a group of very rare Marin County source materials, including an 1853 bond from San Quentin State Prison and an 1884-1885 Marin and North County directory –now the earliest original Marin County directory in our collection. *(Goal 1- Preferred place for children/families to connect, learn and grow together).*



After several false starts, we finally have a new California Room tote bag in stock. Based on patron feedback, our tote bag features a top zipper as well as a small interior zippered pocket for valuables. The beautiful logo on the bag –adapted from a 1907 graphic- showcases Mt. Tamalpais and the route of the Scenic Railway.

Proceeds from the bag will support the California Room oral history program. We've gifted one of these tote bags to each of our volunteers for the holidays.

## **Corte Madera & Marin City Branch Report (Julie Magnus)**

### **Corte Madera**

Youth Services Librarian, Sarah Butts, with the help of CMA staffers Shane Ebert, Jackie Foster and Ana Stanescu, hosted Extended Study Hall hours in the library from 9-11pm in December for local high school students preparing for their finals. Fueled by snacks donated by the Friends of the Corte Madera Library, kids have told us how really helpful it is that we are open late like this. They appreciate being able to study late with friends without parents shushing them (who knew librarians would be better than parents where shushing is concerned!), and they say they are able to concentrate better at the library than at home. (*Goal 2: Support youth in our community with opportunities for self-discovery and expression.*)

Children's Librarian, Marilyn Wronsky, and Youth Services Librarian, Sarah Butts, visited with 1,215 third through eighth grade students in 39 book talks at local schools, discussing Newbery award books and general suggestions for winter break reading. Kids were encouraged to visit the library and vote for their favorites in our "Newbery Guess" contest, leading up to the Newbery Award announcement in January. Five winners who selected the correct guess will receive a \$20 gift certificate to Book Passage, donated by the Friends of the Corte Madera Library. (*Goal 1: Be the preferred place for children, families and caregivers to connect, learn and grow together. Goal 2: Support youth in our community with opportunities for self-discovery and expression.*)

Back in February of 2015, the library hosted a special read-aloud for the 40<sup>th</sup> anniversary of the children's classic, *Charlie and the Chocolate Factory* by Roald Dahl. Marilyn Wronsky organized a great slate of readers, including the mayor of Corte Madera, Carla Congdon, Library Director Sara Jones, Hall Middle School Librarian Carol Halpern, and Clare Doombos from Diesel: A Bookstore. Marilyn nominated Clare for the James Patterson Holiday Bonus Awards for Independent Booksellers, using a video of Clare's performance that Julie Magnus, Branch Manager, had taken of her singing the Oompa Loompa's song about Verucca Salt--and Clare won! She attributed her win to the use of our library video, which you can see on our Facebook page. <https://www.facebook.com/marincountyfreelibrary/videos/vb.182426278466026/846859035356077/?type=2&theater> (*Goal 1: Be the preferred place for children, families and caregivers to connect, learn and grow together. Goal 2: Support youth in our community with opportunities for self-discovery and expression. Goal 3 Be a positive environment for mobile and digital literacy.*)

Our current photography display, "Mighty Dads" is a heartwarming celebration of dads and their kids. Showcasing these positive portraits is a great way to encourage dads to read to their kids and to show support for families. The *Marin IJ* interviewed photographer Nancy Rubin about her exhibit. She shared this thought "I'm hoping it would be inspiring to fathers who perhaps would see the exhibit, and kids, who'd see it's OK to be a loving dad who's physical and emotional and can show his feelings. I think we need some positive things now. To me, the photos just show a lot of love and sweetness and caring. Dads are an important part." You can see the entire article here <http://www.marinij.com/lifestyle/20151221/former-drake-high-teacher-celebrates-dads-in-her-photography>. (*Goal 1: Be the preferred place for children, families and caregivers to connect, learn and grow together.*)

The pilot of the Launchpads, learning tablets for children, has been very successful so far. Staff are sharing patron feedback and their own experiences with helping families use the tablets, as well as logistical details, to help evaluate if the Launchpads will be rolled out at other branches. (*Goal 3: Be a positive environment for mobile and digital literacy.*)

Corte Madera kids got the chance to learn about Flamenco dancing through a special storytime visit from Anna Wronsky, who demonstrated the dance form, and then shared a short film about Flamenco, as well as a Flamenco-inspired craft. (*Goal 1: Be the preferred place for children, families*

*and caregivers to connect, learn and grow together. Goal 2: Support youth in our community with opportunities for self-discovery and expression.)*

Building on the “opening day” collection we created for our reopening after remodeling in late 2014, this month the Corte Madera Library launched our Cello Collection, a one year pilot to enhance our “marketplace.” The Cello Collection will include adult, teen and children’s books and support the goal of providing a high-quality browsing experience. Selections will include current fiction and non-fiction for adults, teens and children, with a focus on books of local interest and in the media. This collection is funded through the Cello Endowment, which specified use of the donation specifically for materials at the Corte Madera Library. We could not have done this without the efforts of the Technical Services Unit, as well as the indefatigable staff at the Corte Madera Library who have worked to select process and track the books. *(Goal 1: Be the preferred place for children, families and caregivers to connect, learn and grow together.)*

The Corte Madera Library was recently the recipient of a generous grant from the Robert and Kaye Hiatt Fund to purchase audiobooks. The library will use the funds in our efforts to make a difference in the lives of others, providing more listening options for the community. We think that the generosity shown by this donation speaks volumes about the impact of the library in our community. *(Goal 1: Be the preferred place for children, families and caregivers to connect, learn and grow together. Goal 3: Be a positive environment for mobile and digital literacy.)*

### **CMA Community-Based Programming:**

A couple of recent interactions with patrons underlined the role the library plays in helping people connect with books and ideas and discover new ones. One recent patron asked questions about the booklists we have on display for all ages. She wanted to know if they were available at all libraries, and shared that she found the branch intellectually stimulating, leading her to find out about different authors, award-winners and additional topics to explore. Another patron who had been helped by Librarian I, Ana Stanescu, in her search for a book, shared that it feels so great to come to the library because it's one of the last 'democratic spaces'... *(Create connections for our community to explore, imagine, and innovate.)*

The library is participating in the County of Marin Annual Food Bank Drive, helping create an opportunity for the community to do good by donating food to help those less fortunate. We've placed the donation barrel in a prominent position, incorporating it into our display wall, and many donations have filled the barrel! *(Create connections for our community to explore, imagine, and innovate.)*

### **Marin City**

Marin City Library hosted the Hour of Code on Dec.12. Young people and adults were all encouraged to learn the foundational skill of the 21<sup>st</sup> century, coding, in a fun and easy way. The program enabled people to learn how to code with Minecraft™, Star Wars™, or Frozen™ tutorials, or learn to make music with JavaScript. The Hour of Code™ is a nationwide initiative by Computer Science Education Week and Code.org to introduce millions of students to one hour of computer science and computer programming. Each participant received a 3D printed keychain, certificate of completion and flashdrive, courtesy of the Friends of the Marin City Library. *(Goal 1: Be the preferred place for children, families and caregivers to connect, learn and grow together. Goal 2: Support youth in our community with opportunities for self-discovery and expression. Goal 3: Be a positive environment for mobile and digital literacy.)*

Responding to patrons' requests, Gaming Day is now a monthly feature at the Marin City Library, after the last two very successful annual programs. Playing games together fosters kids' development of social skills, analytical and problem-solving muscle, and is a fun way to get to know others in the community! *(Goal 1: Be the preferred place for children, families and caregivers to connect, learn and grow together.)*

Adriel Ahern, Library Assistant I, and Sarah Butts, Youth Services Librarian, transformed the picture book collection at the Marin City Library into glades -- the new organizational scheme MCFL is using to make this collection more accessible and friendly for both kids and their parents. Have a toddler enamored with trucks? A little one curious about the world around her? They can now browse through seven different “glades” organized by theme. The glades are all color coded and have an image that communicates the theme: Things that Go, Fantasyland, My World, Concepts, Classics, All About Me, Nature, and Your Favorites (branch specific). *(Goal 1: Be the preferred place for children, families and caregivers to connect, learn and grow together.)*

The Marin City Library staff worked to lay the ground work for getting every child at Bayside/Martin Luther King, Jr. Academy a library card, part of the library’s LEAP initiative (Library Educational Achievement Program.) Library staff partnered with educators at Bayside/MLK and drafted a parent notification letter that was sent to all students. Before students left on winter break, we learned that all families had opted in to receiving a library card for each student! In January, students will be given a library card, and as a special bonus, a free backpack and school supplies, courtesy of Brain Fuse and the Friends of the Marin City Library. Library staff will visit the school to distribute the library cards and backpacks, and will instruct students on how to access free online Homework Help that is available through their library membership. *(Goal 1: Be the preferred place for children, families and caregivers to connect, learn and grow together. Goal 2: Support youth in our community with opportunities for self-discovery and expression. Goal 3: Be a positive environment for mobile and digital literacy.)*

### **MCI Community-Based Programming:**

The Marin Theatre Company presented “August Wilson: Insight on the Playwright” on December 15. Wilson was an award-winning American playwright who chronicled the African-American experience through ten plays. Artistic Director, Jason Minadakis spoke about the breadth of Wilson’s work, its importance/impact, and why MTC is committed to producing them all. *(Create connections for our community to explore, imagine, and innovate.)*

### **E- Services (Jen Robinson)**

The fourth E-Services Drop-in hours had no staff members in attendance so Jen Robinson took some training out to the branches instead. Five staff members were trained in providing eBook Support at the Fairfax branch – 1 librarian and 4 LAI/LAIs. *(Goal 3 - Be a positive environment for mobile and digital literacy)*

Positive work continues on the public website front – several templates have been created and we are working on a content strategy, methods for easily updating the site for less tech-savvy staff, and tools for best displaying information on the site, such as calendars and other plugins. We’ve focused on how to create audience pages specifically for families and children as well as teens, and made headway in terms of how we will make access easier for patrons to understand through features like the MARINet card lookup that will show a user what databases and resources they can use with their card/residency. *(Goal 3 - Be a positive environment for mobile and digital literacy)*

Jen attended the MARINet working groups this month: eBook and User Experience. The EBWG discussed ongoing plans for 3M Library Cloud and also looked at how curated lists were working for our patrons (verdict: great!). The UXWG got a demo of Bibliocommons, a social online public access catalog that is really user friendly and provides features not currently available with our Encore catalog. Training and rollout scenarios were discussed in case the MARINet Board wants to move forward with Bibliocommons. *(Goal 3 - Be a positive environment for mobile and digital literacy)*

Final arrangements were made and a contract signed for the purchase of Biblioboard (not to be confused with Bibliocommons) – a platform that allows users to self-publish their content (Self-e) and

to share original content such as photographs and videos. We plan to launch Biblioboard in tandem with One Book, One Marin this year as the chosen title, *The Martian*, was self-published. We hope to have self-publishing and writing workshops as part of the launch. *(Create Connections For Our Community to Explore, Imagine and Innovate)*

Replacement options for our current book newsletter provider (Dear Reader) were evaluated based on their failure to meet our standards for service – they've been unable to give us statistics on usage, their servers have been timing out making their services unusable, and they were unable to provide promised branding for their products. We liked Booksite the best, and have a demo currently underway. Anna reached out to staff from Larkspur and San Rafael who both use the service and reviews were very positive. The service includes subscription emails like Dear Reader's, but they also provide a weekly newsletter that has snazzy features like "This week in the media" that contains links to books featured on NPR and popular news and talk shows that week. *(Goal 3 - Be a positive environment for mobile and digital literacy)*

Jennifer and Scott presented the Intellectual Freedom mini-training to staff at the Novato Staff Meeting. They spoke with staff about the importance of providing assistance and information to patrons who are concerned about materials in our collection. Expectations from Administration were shared, and Scott and Jennifer did some role playing with staff to gather ideas on how to best handle tricky situations that arise from these types of issues. Jennifer also visited the Bookmobile Staff Meeting and did a similar training. *(Goal 1 - Be the preferred place for children, families and caregivers to connect, learn and grow together)*

The Intranet project is moving right along. Jen created a workspace on Basecamp and the work group was created. Members are: Daniel Avalos, Elisa Rodrigues, Channing Wong, Sharon Ho, Anna Jonsson, Jen Robinson, Linda Aldrich, and Elmer Jan. CAIT will assist in areas such as setting expectations for staff involvement, deciding which types of features and information should be included on the Intranet, and setting goals for how and when content is updated and edited. The platform most favored is ThoughtFarmer, a Canadian based company that is constantly improving their product and puts a lot of thought and research into creating and implementing great staff intranets. We feel they will be able to help us create a rich and beneficial resource that will help staff do their jobs better and feel empowered, connected, and informed.

### **Fairfax (Margaret Miles)**

Angela Wawryznek, Librarian, continues to design displays for one of our mobile display units, and this month she is featuring holiday fiction. As a result of consolidating several new book collections on our mobile shelving units, we have freed up space for two additional displays. One will be dedicated to materials of interest to children, and first featured dinosaur books, complete with several plastic toy dinos. The current display is all things Star Wars, as the fervor for The Force returns. The other shows off holiday craft books, and is decorated with snowflakes cut from donated paperbacks. These displays were created by Marcia Stieger, LA2, and Melissa Merz, LA1. All staff will have the opportunity to choose a theme and design a display over the next year. *(Goal 2- Support youth with opportunities for self discovery and expression & Create connections for our community to explore, imagine and innovate).*

Our bi-monthly Lego program, hosted by Anthony Puga, Circulation Supervisor, continues to be extremely popular with younger elementary children. Some devote incredible focus and creativity to their projects, and are excited to explain the story behind their creations. Anthony has given the kids a challenge to build a structure that relates to our new children's display. We had several dinosaur-themed creations to highlight our dino display, and we now have storm troopers and pirates defending a castle above the Star Wars display. Last program's wonders also included a Christmas tree farm, a castle with hidden treasure, and an epic battle between a dinosaur and a space ship. *(Goal 2- Support youth with opportunities for self-discovery and expression).*

The Children's Services Team held its 3<sup>rd</sup> annual Literature Retreat on December 11, and all members of our newly expanded team were able to attend. Clara McFadden, Children's Selector, distributed annotated lists of new fiction and nonfiction titles. Everyone who came shared books from a variety of genres, with a focus on historical fiction, diversity, appealing books for reluctant readers, and bilingual titles. The intent of the retreat is to increase everyone's scope of reader's advisory, and shared titles will be posted to MCFL Pinterest boards where they can be found by all staff as well as the public.

*(Goal 1- Preferred place for children/families to connect, learn and grow together & Goal 3: Be a positive environment for mobile and digital literacy)*

Margaret Miles, Branch Manager, held a holiday Pajama-Rama program for 23 children and adults on December 15. Eyes were as wide as saucers and not a sound could be heard when she read "Santa's Book of Names," and voices were raised together on favorite songs such as "Rudolph" and "Frosty." One mother commented "this was magic." *(Goal 1- Preferred place for children/families to connect, learn and grow together).*

Mother Goose on the Loose, presented by Carolyn Potter, Children's Librarian, also continues to be popular with babies, toddlers, and all their parents and caregivers. Carolyn always provides time and space after the program for unstructured play with books, blocks and shaker eggs, and the parents/caregivers take this opportunity to talk to each other. One caregiver of twins mentioned that MGOL is the only time all week that the two sit still and pay attention; "they are mesmerized," she said. *(Goal 1- Preferred place for children/families to connect, learn and grow together).*

The Teen Advisory Group chose to hold an altruistic fundraising campaign to give gift cards to Marin foster teens. They decorated two donation jars which sat at the Information desk during the month of December. Thanks to the generosity of Fairfax patrons, the teens collected \$175 which purchased seven gift cards. The cards were given to Marin Children & Family Services who distributes the cards to teens. *(Goal 2- Support youth with opportunities for self-discovery and expression).*

### **Community programs:**

Joseph Bacon performed a beautiful and enjoyable concert of classical guitar on December 9 to an overflowing crowd of 52 attendees. A patron noted that in addition to the books and movies available to borrow, "we are so fortunate" that the library provides the Fairfax community with wonderful events like this one, which included as an encore a beautiful Bach partita.

### **Novato and South Novato (Janet Doerge)**

A patron requested the book version of Kristin Hannah's "The Nightingale" but instead the Playaway version arrived. Turns out she was quite delighted with the format, as she is a commuter. She had to buy an adaptor to be able to listen to it in the car, but she will use it again, as she is SOLD on the format and wanted to be shown the section for more! *(Goal 3: Be a positive environment for mobile and digital literacy.)*

As part of the Baby Storytimes at South Novato this fall we have been including a few ASL signs to teach the babies, including the sign for "Hello" in our opening song. It really clicked for Adrienne Graham just how much the babies have learned when one of her regular 13 month old attendees signed "hello" to her! *(Goal 1: Be the preferred place for families and caregivers to connect, learn and grow together.)*

Language Play is a free, bi-monthly, language-based play group, focused on building language and facilitating and modeling play for children of all abilities. It is the focus of Sara Hathaway's Eureka project. This month, one little girl who has been attending all the sessions but thus far hadn't spoken, sang the song "Oh Christmas tree!" She came in on another day with a gift for the Children's staff and

boldly declared “Merry Christmas!” (*Goal 1: Be the preferred place for families and caregivers to connect, learn and grow together.*)

An anonymous donor brought in several tubs of Legos to donate to the new South Novato Lego Club. It included some Lego Friends. We were happy to accept them and thanked her profusely! (*Goal 1: Be the preferred place for families and caregivers to connect, learn and grow together.*)

A patron commented on how much he love the Friends Booksale books, loves how organized and plentiful it is. He has found many treasures there. (*Creating connections for our community to explore, imagine and innovate.*)

A patron renewing their card by email wrote that she really enjoyed the "Share your beads" evening beading workshop that Novato library hosted, stressing that the instructor (Amanda Tomlin) was knowledgeable and pleasant. The “Beads! Beads! Beads!” program was a part of Amanda’s Open Studio, a twice monthly craft project with different variations at each meeting. (*Creating connections for our community to explore, imagine and innovate.*)

Family Voting Week happened in early December at Novato Library. Children’s staff are planning their 2016 Spring Programs and wanted to hear from children, parents and caregivers about what programs they enjoy. (*Goal 1: Be the preferred place for families and caregivers to connect, learn and grow together.*)

South Novato Library restarted their Read to a Dog program on Saturday mornings. Dogs are ideal reading companions because they offer unconditional love and acceptance. Emerging and new readers come in to practice their reading aloud with our volunteer dogs. (*Goal 1: Be the preferred place for families and caregivers to connect, learn and grow together.*)

Carla Avitabile encouraged teens to get out of the house over Christmas break and showed a double feature: Princess Mononoke followed by pizza at 6:00 and at 6:30 A Christmas Story. 25 teens attended. A triple feature of The Hunger Games, Catching Fire and Mockingjay Part One is planned for December 30. (*Goal 2: Support youth in our community with opportunities for self-discovery and expression.*)

25 teens came to Carla’s Teen Holiday Tea Party to enjoy an afternoon of crafts, cardmaking and above all tea and tea inspired snacks. (*Goal 2: Support youth in our community with opportunities for self-discovery and expression.*)

A parent filled out a comment card form applauding the craft table that the Children’s Staff set up during the holiday break from storytimes: “We love the craft activities in the children’s section. Recently, my dad brought my 4 year old daughter here and she was busy for two hours! Next time, he plans to bring our nephews too!” (*Goal 1: Be the preferred place for families and caregivers to connect, learn and grow together.*)

### **Technical Services (Donna Mettier)**

In November and December, the focus of MCFL Technical Services work has been to support the opening of the New South Novato branch, including the staging and delivery of over 25 cartloads of fresh materials for the shelves—along with the behind-the-scenes work of soliciting much input from branch staff (Janet Doerge, Daniel Avalos, Carla Avitabile, Amanda Tomlin, Sara Hathaway, Nathan Kelly) and in managing the status of their stored materials in the catalog (listed as “unavailable.”) SLTA Vanessa Walden managed the complex task of rounding up their records and having them correctly show as “available” to coincide with the library’s opening and the branch staff’s readiness to begin filling holds again. It was a pleasure to support this project with the collection and ILS management work.

Technical Services also partnered with MARINet to host an open house for MCFL and MARINet member staff. Visitors shared tasty treats and toured the offices. A mixer-style “meet and greet” exercise encouraged visitors to come in and chat with staff—and the MCFL staff did fabulous jobs of sharing smiles and information about what happens behind the scenes for our internal community. *(Mission: Create connections to our community to explore, imagine, and innovate.)*

Clara McFadden Clara presented to MCFL staff at the fall Children’s Literature Retreat on 12/11. She shared a list of titles including Newbery and Caldecott Award predictions, noteworthy titles and new series titles. The aim of the retreat was to bolster Reader’s Advisory services to all communities the branches serve. Clara is also preparing for a Teen Literature Retreat, which will be open to all staff, as well as teen librarians. The aim of the retreat is to improve reader’s advisory for teens. *(Goal 2: Support Youth in our Community with Opportunities for self-discovery and expression.)*

Clara also prepared and distributed a survey to gather feedback on the Launchpads. The goal is to determine whether the pilot at Corte Madera was successful and if Launchpads should be expanded to all branches. In addition, Clara attended a presentation on the Lock, a new eReader product from Findaway. She has requested a sample be sent to MCFL. *(Goal 3: Be a positive environment for mobile and digital literacy.)*

We completed a lighting upgrade over the check-in computer in the MCFL Distribution Center. Also, now that the South Novato materials in storage have been sent out again, MCFL staff have been sending in floating collection overstock and making very good use of the distribution center as a place to send overflow and to replenish subject areas.

MCFL staged another Teacherpalooza event on Dec. 9<sup>th</sup> and 10<sup>th</sup>, which invited Marin K-12 and preschool teachers to a book fair of items being retired by the library. More than half of the offerings were adopted for school use, and we added more names/email addresses to our growing list of interested teachers. *(Goal 2: Be the preferred place for children, families, and caregivers to connect, learn and grow together.)*

Cataloger Mildred Arencibia continues to work on ways to improve catalog access for children and youth. She continues to re-catalog J Fiction series to facilitate discovery and she is working through a project to fix the Novato Library’s Parents’ shelf call numbers to facilitate discovery for parents and staff. She also helped process Spanish books to alleviate workload and push materials to branches before holidays. Mildred also worked on several collection development projects related to Spanish Language materials selection, incorporating branch requests: she worked with Clara to select/purchase Children’s Bilingual materials from Amazon and Baker and Taylor. Mildred has also started to find and purchase bilingual books for adults as well as talking to vendors about finding materials for illiterate patrons to learn Spanish. At the quarterly meeting of selectors with the Corte Madera staff, she had fabulous feedback from a patron: best Spanish collection in North Bay. She also visited new SNO with the selector team and assessed Spanish collections for the new branch. *(Goal 2: Be the preferred place for children, families, and caregivers to connect, learn and grow together.)*

Mildred continues to work on projects that improve accessibility in the catalog for users of all ages, in keeping with MCFL’s mission. She is running headings reports to fix mistakes in catalog and improve indexing/results, and she catalogs original items for the California Room, and MCFL’s government documents, including a project to merge and standardize call numbers for government documents at Corte Madera. She also did items for the San Rafael and Sausalito City Libraries as well as continuing to catalog these for Dominican University. *(Mission: Create connections to our community to explore, imagine, and innovate.)*

All of the selection staff (Suella, Clara, Mildred, and Donna) continue to purchase digital books and audio for the MARINet digital collections. This month we made several large purchases ahead of the holidays and responded to a request from Corte Madera to include the NPR best of 2015 titles. Donna communicated the year-end updates to MCFL staff. *(Goal 3: Be a positive environment for mobile and digital literacy.)*

### **West Marin (Bonny White)**

December was a busy month of meetings and events for us in West Marin. On December 1, community leaders met at the Point Reyes Library at our quarterly E.D.'s of West Marin meeting, facilitated by Catherine Porter of the West Marin Fund. A big topic of discussion was an upcoming Board of Supervisors meeting about rent stabilization. Our West Marin affordable housing non-profit and partner, CLAM, spoke about work they are doing to support County efforts and also about their current proposal to acquire the Coast Guard Housing in Point Reyes. *(Create connections and space for our community to explore, imagine, innovate, and problem solve, particularly with regard to "equity" issues.)*

Starting on December 3 and continuing throughout the month of December, Library staff joined with other community partners including Health and Human Services, West Marin Community Services, Shoreline Unified School District, and Point Reyes Books in an effort to provide holiday meals and toys for disadvantaged families in West Marin. In the past, West Marin has received support for the holiday program from non-profits from "over the hill," but the level of support has become more and more unpredictable, prompting the community to try it on our own this year. Starting with a planning meeting at the Library on December 3, we set up toy and food bins, collected donated chickens, shopped for toys, set up donation "giving trees" throughout the community and generally helped to get the word out to the many generous donors from throughout Marin who made this all work. The whole effort culminated with a toy and food distribution for nearly 90 families on December 18 at the Dance Palace. A generous donation of new bilingual books from the Friends of the Marin County Free Library helped to make our hand-picked gifts for children even more special. *(Goal 1 – Be the preferred place for children, families and caregivers to connect, learn and grow together.)*

On Monday, December 7, students, teachers, and tutors of West Marin Literacy Services had a meeting with a new partner of ours, Chris Schultz of Literacyworks. Literacyworks provides financial awards to low income, low literacy students to encourage them to attend college at Santa Rosa Junior College. As a result of our meetings and our work with Chris, we now have a small cohort of students registered for classes, starting in January. This outcome builds upon work we began last year when we invited representatives of the college to visit with our ESL students to help us build a "bridge to college" for students who outgrow our small class environment. *(Create connections and space for our community to explore, imagine, innovate, and problem solve, particularly with regard to "equity" issues.)*

On Tuesday, December 8, Point Reyes Library and CLAM hosted a community meeting to discuss local housing needs. The bilingual audience of 40 people shared stories about the expense, scarcity, and insecurity of housing in West Marin. One reason for the meeting was to prepare the community to attend and speak at a Board of Supervisors workshop on tenant protections on December 15 at the BOS Chambers. *(Create connections and space for our community to explore, imagine, innovate, and problem solve, particularly with regard to "equity" issues.)*

On Wednesday, December 9, West Marin Staff presented our second annual Hour of Code workshop, scheduled to coincide with National Computer Science Education week, December 7-13. We started out with a televised introduction from President Obama and then gave local teens and 'tweens an opportunity to try their hand at coding, using Star Wars and Minecraft tutorials. Every laptop and public access computer was in use as 21 future programmers, fueled by lots of pizza and snacks, got

to work. This year, we invited volunteer Andy Katz of Takpoint Software to join us. Andy was an enthusiastic, positive, and knowledgeable addition to our awesome West Marin Hour of Code crew. (Goal 2 –Support youth in our community with opportunities for self-discovery and expression.) (Goal 3 – Be a positive environment for mobile and digital literacy.)

Bonny joined Sara Jones at a meeting hosted by Dean Laura Stivers at Dominican University on December 10. At this meeting, a core group of community members reviewed documents they had developed with the help of the Kettering Foundation, meant to provide a new way for community members to participate in meaningful dialogue about vital issues such as housing and transportation in Marin County. (*Support our community in having meaningful dialogue about important local equity issues.*)

Snowflakes and sparkles were in evidence throughout the library as Bolinas Library's Vanessa Waring organized a winter crafts program for children on December 10. Everybody had such a good time that she decided to do it all over again down in Stinson Beach on December 19. We didn't know about Vanessa's artistic abilities when we hired her in May, but she really is an expert at providing hands-on art experiences for children. In Stinson Beach, whole families participated in cutting out snowflakes, gluing sparkles, and making paper ornaments to take home. (*Goal 1 – Be the preferred place for children, families and caregivers to connect, learn and grow together.*)

*On Thursday evening, December 10, Bonny was invited to speak about the MCFL partnership with Inverness and West Marin Schools at the December meeting of the Shoreline Unified School District Board of Trustees in Tomales. Bonny reviewed the recent "Library Cards for All" project, the success of our 2015 Reading on the Ranches program, our ESL classes, our August Wildcat Camp partnership with West Marin School, and our new Lego Club. Marin County School Superintendent, Mary Jane Burke was in attendance as were representatives from the Marin Community Foundation. It was especially exciting to attend this meeting where Library supporter and local resident, Aviso Miranda was sworn in for his first term on the Board. (Goal 1 – Be the preferred place for children, families and caregivers to connect, learn and grow together.) (Goal 2 –Support youth in our community with opportunities for self-discovery and expression.)*

On December 15, adventurer, photographer, and writer, Rick Gunn gave an inspirational talk and slideshow about a bicycle trip he made around the world. It was clear that the enthusiastic audience of 42 would really welcome a return visit from Soul Cyler Rick in the future. The slideshow and music were very professional and exciting for everyone to see. Refreshments for the evening included hot apple cider, cookies, and other seasonal treats. This program was generously funded by the Tomales Bay Library Association. (*Engaging programming for adults in our community.*)

Great fun was had by all at the *Holiday Tales and Tea* program with Camilla Ford at the Bolinas Library on December 18. The audience of 20 really enjoyed the personal true stories that were written and read aloud by their friends and neighbors. Then everyone stayed to socialize over holiday treats and tea. This program was generously sponsored by the Friends of the Bolinas Stinson Beach Libraries. (*Engaging community-based programs for families.*)

Stinson Beach Poet and Poetry Club leader Barbara Martin organized a reception and meet-and-greet for visiting Tibetan monk, Khenchen Konchog Gyaltshen Rinpoche at the Stinson Beach Library on Friday afternoon, December 18. Many people were interested in meeting this distinguished visitor in advance of his Saturday lecture at the Stinson Beach Community Center. (*Engaging community-based programs for adults.*)

Bolinas resident and recording artist, Molly Maguire visited the Stinson Beach Library on December 22 to play the piano, sing some songs and lead a family holiday sing-a-long. Twenty five children and adults truly enjoyed singing together and sharing treats, thanks to generous support from the Friends of the Bolinas Stinson Beach Libraries. *(Goal 1 – Be the preferred place for children, families and caregivers to connect, learn and grow together.)*

Inverness Library's newest monthly program, *TellTales: A Story Hour for Grownups*, is growing in popularity and attendance. Ann Bertucci reported that she had many newcomers at the December 28<sup>th</sup> gathering, some coming over from Point Reyes to attend. We are learning that people of all ages love stories, particularly when they are told by friends and community members. *(Engaging community-based programs for adults.)*

### **Library Director Activities**

- Met with Lee Pullin, of Health and Human Services, Director of the Area Agency of Aging and Adult Social Services to improve ways MCFL can partner and participate in initiatives to assist seniors in the Marin community. A direct result was distributing bookmarks promoting their services.
- Met with Marin Poetry Center for planning activities in collaboration with them including finding and assisting with a reading of a poem by local Poet at Marin Board of Supervisors meeting
- MCFL was selected by Marin Grassroots to receive an award for the 5<sup>th</sup> Annual Be the Dream celebration on January 13, 2016 where we will join our community in celebrating Dr. Martin Luther King Jr.'s vision of equality and justice. Our award letter states "Marin County Free Library has been selected for our exemplary leadership in the advancement of equity in Marin County. Marin County Free Library's commitment to social equity and justice has been demonstrated throughout many years of service and thus serves as a great example of how local organizations lead the way for policy change to benefit the most vulnerable in our communities." (award letter attached)
- Presented with Nickie Harbor, a presentation called Data Drives Strategy in a webcast- participants from all over the county attended. It has been saved for viewing.

In November, OrangeBoy Principal Nickie Harber-Frankart and Marin County Free Library Director Sara Jones presented a session at the California Library Association Conference called Customer Intelligence Drives Strategy: A Discussion about Using Data to Transform your Library!

The two came together again on December 9 to record this session in a live webcast. In case you missed it, we're sharing the recording with you today.

This 60-minute session features a discussion about:

- Applying customer intelligence to develop measurable goals, outcomes and strategies.
- Looking beyond just circulation numbers to make decisions using integrated cardholder and organizational data.
- Expressing your library's value to the community.
- Making customer-focused decisions with confidence.
- Measuring your results and knowing they have an impact.

What CLA participants said about the presentation:

*- "Found the info on how the library changed how they look at metrics most useful."*

*- "Insightful stats and clear connection between data and the impact data had on the driving of decisions."*

*- "Lots of great first-hand info and advice."*

Attending National Convening, January 18 and 19, 2016 on ConnectED by invitation of the Whitehouse, with Deputy Superintendent Karen Maloney of the Novato Unified School District:



Greetings,

The White House and the Institute of Museum and Library Services invite you to attend the ConnectED Library Challenge Convening on January 19, 2016, in Washington, DC.

Earlier this year, President Obama launched the first White House ConnectED Library Challenge. Recognizing the critical role libraries play as trusted community anchors that support learning and connectivity at all times and places, the President called upon mayors, school leaders, and library directors to work together and create or strengthen partnerships so that every child enrolled in school can receive a library card to access learning resources. In response to the call, a number of communities rose to the challenge. Specifically, Challenge signatories formed a leadership team -- including your mayor (or county executive), library leader, and school superintendent -- to launch a local effort that will ensure every student has a library card to access learning resources.

We hope that you can join us in January. At the Summit, attendees will have an opportunity to talk with other local leaders who are launching strategies and approaches to benefit our nation's children and improve education outcomes. The discussions will provide a unique opportunity for attendees to share their individual views and ideas about best practices while hearing and learning from peers from across the country.