

Monthly Report February 2010

System Services

- Teresa started once a month brown bag lunches with small groups of staff in January. Each one is different- some focus on just getting to know each other and others are more work related.
- The strategic plan committee met and made great progress reviewing the data and starting the process of synthesizing all the inputs.
- The Friends held the grand opening of the newly remodeled lobby store at the Central Library. This was totally paid for out of Friends funds and not only makes the lobby look so much better but will hopefully increase sales.
- Teresa participated in a City Department head retreat.
- Teresa continues to work with the Scotts Valley Friends as they design a capital campaign to support the new library building.

Library Information Technology

- Staff is busy working on a variety of projects such as refining self check, revising the staff Intranet, transitioning to Google Apps and a systemwide workflow analysis
- Thirty replacement PCs arrived. This is using money that was not needed for the state take-away and was diverted from the materials budget. More are due before the end of the fiscal year.

Programs and Partnerships

- Training Librarian Sarah Harbison is continuing public training classes with a session on Craigslist this month. Jim Tarjan, Adult Services Librarian, assists.
- Sarah is also working with LIT to design staff training for the migration to using Google Docs and Google Calendar for Library functions.
- The 1930's film festival is in full swing with Victor Willis, Library Assistant, taking the lead at both Central and Aptos. He is training the Aptos staff so that they can handle the Wednesday film program without him. Victor is also heavily engaged in workflow analysis activities.
- The first Small Business Brown Bag session was held on February 11. Participants register for seminars on the Library's website and a summary blog is available to the public after each session. The blog is also used to highlight the coming sessions.
- SCPL went on Facebook and Twitter on February 3. Janis O'Driscoll, Division Manager, Sarah Harbison, and Victor Willis share the updating work. Become a fan of Santa Cruz Public Libraries on Facebook and follow SantaCruzPL on Twitter.
- A lunar new year program was given at Central, Live Oak, and Capitola branches by storyteller Robert Kikuchi-Yngojo on February 10 and 11 and on February 25, SCPL library patron, Koh (Takagi) Stubbe gave an origami/Japanese class at Scotts Valley. All four programs were well attended and enthusiastically received.
- With the encouragement of the Community Foundation of Santa Cruz County, Janis worked on a letter of interest seeking funding for professional support in

the design of a marketing plan for SCPL. The letter was submitted on Feb. 26. If it is well received, SCPL will be invited to write a full proposal in April.

- Gale Farthing, Outreach Coordinator, Janis, Susan Heinlein, Executive Director Friends of the Library and Kathy Hatfield, Friends Board member attended the Get Involved Institute sponsored by the State Library on Feb. 22-24. The institute was an intensive look at volunteer engagement in the work of public libraries.
- Bookshop Santa Cruz asked SCPL to be a Trusted Source partner for recommended booklists in February. Fred Ulrich, Adult Services Librarian, Jim Tarjan, Sue Graziano, Central Youth Services Manager, Gail Mason, Collection Development Coordinator, and Janis contributed booklists and written “shelf-talkers” to Casey Coonerty. These are highlighted in the store and on Bookshop’s website.
- Janis, Jeanne O’Grady, Outreach Librarian, & Leslie Auerbach, Library Assistant Outreach, assisted the Beach Flats Community Center in a bookbinding workshop & work party on February 26, 2010. After Bookshop Santa Cruz donated a large number of unbound children’s picture books to BFCC, which has had little access to new books since previous grant funding ended, children who attend the Center were allowed to choose their favorites to bind. Laney Rupp, BFCC’s Volunteer Coordinator, sent out a request for help, to which Janis, Jeanne, & Leslie all responded immediately and enthusiastically. For 2.5 hrs (more for some volunteers, who didn’t want to stop working), the Library’s trio demonstrated techniques, helped troubleshoot difficulties, and enjoyed the process of creating bound books from publishers’ samples. We had the additional benefit of meeting a delightful group of young women from a UCSC sorority. These young women, all bilingual (Spanish-English), share an interest in public service, particularly to our Spanish-speaking community. Needless to say, we immediately got their contact information and assured them that SCPL would be able to tap their generosity. Jeanne will be training them in recording Telecuentos, they will assist at the Día de los niños/Día de los libros festival on May 8 at Capitola Whole Foods, and one young woman who is studying the Watsonville area will work with Leslie and the rest of Outreach in looking at the Mid-Peninsula housing sites served by our bookmobile.
- On Monday Feb 22, Bobbi Wolner, Outreach Librarian, went to Santa Cruz Skilled Nursing for our monthly visit. As Bobbi talked with them and brought out books and CD’s, others noticed and seemed most interested. Fortunately, she had brought along some gift books and CD’s. Eyes lit up when I asked people if they would like a book or CD. Several said yes. She told them that they could just put the materials in their library when they had finished. Outreach staff decided that we would add this “gift” component to our visits. Many people at SC Skilled Nursing don’t want the responsibility of a library card or are afraid (and rightly so) that their library materials could disappear from their room. This takes the pressure off and provides the residents with good reads.
- 30 Read to Me kits were “loaned” to Central Youth Services with 15 more when the first 30 ran out. RTM kit circulation is way up, and now several other

branches have expressed interest in having their own home kit collections for browsers.

- The second in the series of Food Storytimes at Whole Foods in Capitola was a great success. Jeanne did stories and songs about Chinese foods and Chinese New Year. 8 people from Hope Services in Aptos attended along with 6 families. Whole Foods provided a snack of rice and vegetable spring rolls which everyone thoroughly enjoyed. 3 parents signed up for library cards for their children. In addition, a mom who is new to the area and has been using her father's card got her own card as well as a card for her young son.
- Jeanne and Brenda McIlroy, Youth Services Librarian, were judges at the Mission Hill Science Fair for the second year in a row. The Fair was much smaller this year due to school cutbacks and changed participation requirements.
- Jeanne facilitated guest Bill Smith from Touch Blue Sky for the February system Youth Services meeting to speak about baby sign language. We hope he will be a guest at Family Place storytimes and perhaps do a program for parents on baby sign language in the future.
- Jeanne attended a meeting of the California Library Association Summer Reading Outcomes Working Group at the Lawndale Public Library. This is the second year of an LSTA grant to evaluate Summer Reading. After discussing the requirements of participation with some youth services staff, we decided that Santa Cruz will participate in the study this summer. The group anticipates requiring all California libraries who use the Collaborative program to participate in future summers (2011 and beyond). We will ask Summer Reading participants to fill out a survey (minimum of 100 completed surveys), hold 1 or 2 focus groups for teens, and plan an Outreach component that we can evaluate.
- Jeanne helped Emily Galli, Youth Services Librarian host 70 people from Walnut Avenue Women's Center for stories, crafts and dinner for their monthly literacy visit to the library.

Public Services

- Aptos
 - The Depression-era film series began this month with *It Happened One Night* starring Clark Gable and Colette Colbert. The program brought a small, yet enthusiastic turnout. With some additional publicity, and a staff display of Depression-era books and media during the month of March we hope to grow an audience for this year-long program.
 - Jean Wolff's writing group has been meeting at the branch for a couple of years without library sponsorship. Last Spring, Julie sat in on a program and was impressed by the program format as well as the number of local patrons that were already committed participants. Jean agreed to facilitate a community writing workshop during last year's summer reading program for adults. We are happy to begin formally sponsoring the monthly program with Jean's ongoing support.

- Michele Mugnier, Library Clerk, who was reassigned last summer to Aptos from Outreach. She was eager to continue her involvement with two Hope Services programs, serving adults and seniors with developmental disabilities. A program for adults is held downtown and the program for seniors is in Aptos. Michele joins Outreach's Leslie Auerbach each month in a readers' theatre-type program, which she describes as an improvisational reading introducing one book, generally a folktale. Each month a different theme is introduced and library materials relate to the chosen theme. Michele is very enthusiastic about the program and its value to community participants.
- One of Michele's jobs at Aptos is to sort through gift book and media donations. Many books are sold at the branch via the popular Friends carts. For Valentine's Day, Michele organized a Friends book sale with the support of two new Friends volunteers. A table with romance novels was set up on February 9th and 13th, and brought in \$70. Michele is planning an April 22nd Spring book sale featuring gardening books, and will invite the Friends volunteers to again help out.
- Central
 - Lt. Colleen McMahon of the Santa Cruz Police Department, when it is appropriate to call 911. The information was specific to City of Santa Cruz but staff from other branches attended. The same principles apply county wide although response and response times may differ.
- La Selva Beach
 - Julie was contacted regarding making the LSB Branch available for a planned fundraising event to be held by the LSB chapter of the Friends on Saturday, April 24th. The event will be book-centered, and include a display of childhood best books, in addition to demonstrations of book readers (e.g. Kindle), face painting and a reptile exhibit for youth. Julie and Laura agreed to help with the event.
- Garfield Park
 - Garfield Park had their yearly branch weeding this month. Also the periodical weeding is almost complete.
 - A new book display "Staff Favorites" has been created for the patrons to browse. This has been very well received.
- Live Oak
 - Live Oak hired Juan Ruiz, a SCCOE Summer Youth Worker, to work 3 hours Mon.-Fri. after school, managing computer signups and shelving in the youth area. This allows Reference staff to focus on helping patrons find what they need.
 - A new volunteer is working with Gail Paynter, Library Assistant, on getting sends list done on Thursday mornings. Since we no longer have due date cards, Johnny Musser our regular volunteer will get trained on working on sends list for Tuesday mornings beginning in March.

- Boulder Creek
 - The Family Craft on February 13th was a great success. Fourteen people enjoyed making Valentine gifts.
 - The Boulder Creek Friends sponsored the Library Jam. Besides selling books, they offered chili, music and children activities. Everyone had a great time.