

Library Director's Report January 2007

The City is preparing for the 07/08 budget. This is the second year of the adopted two-budget. Although increases for negotiated salaries and benefits, and a small cost of living increase for supplies and services, have been built-in, this will essentially be a status quo budget. The City is projecting that the revenues and expenditures net to be hovering around 1% for the next three years. Much could change with the Cinema/Downtown, and other strategies the City Manager and City Council are contemplating. Increased pressure on the library budget and staff to maintain and increase service demands with essentially four years of cuts will be challenging.

We welcomed Sean Reinhart, new Public Services Manager of the Downtown Library. Sean has hit the ground running and one of his primary goals is to create a workable sustained schedule for all staff, maximizing staff resources to continue to deliver great customer service. His customer service focus and skill in developing teams are two huge assets he brings to the Library.

The groundbreaking ceremony for the Redwood Shores Community Library is set for Saturday, February 24th at 10 am at the site, the corner of Bridge and Marine Parkways. Site work has been going on and soon pile driving will commence!

We have formed a non-management staff advisory team that will meet with me monthly. Staff from the various units will be able to give feedback and ideas; and I will be able to solicit feedback on organizational issues. I am very committed to strengthening communication in the organization and to have all staff feel informed and listened to.

The Big Read is coming in March! We will be reading and talking about Fahrenheit 451 and will have more than 50 events during the month, including a live video-interview with Ray Bradbury. Please check out the Web site:
www.montalvoarts.org/thebigread.html.

Our collaborative partners include Montalvo Arts Center, City of Redwood City, Redwood City School District, Sequoia Union High School District, Canada College and the San Mateo County History Museum. This event is also supported by the National Endowment for the Arts, the Silicon Valley Community Foundation, the Kellogg Foundation, Applied Materials, Barnes & Noble, Books Inc. and Whole Foods.

The PLS system has agreed to partner with OCLC (www.worldcat.org) to pilot a new interface to our library catalog. This interface should be much more user-friendly, offer more seamless retrieval to other resources, and increase access to more library collections. Until then, thanks to our staff, the library catalog has added a feature so that customers can easily contact us and get materials they don't find it in the catalog.

Fair Oaks staff have made arrangements with the San Mateo Human Services Agency (located next door to the Fair Oaks Library) to utilize the front lobby portion of their facility once per month to accommodate students from the Project READ Kids in Partnership program. The students will have a safe and warm place to assemble in the

evening prior to attending the monthly program which is held after hours in the Library. An average of 65 are in attendance at the monthly program.

We launched live web-based Homework Help for students from 4th grade to 12th grade (and college introduction level), offering free assistance that connects students to expert tutors in math, science, social studies and English. Spanish-speaking tutors are available in math and science.

Project READ welcomed three new AmeriCorps members. They will provide an enormous boost to the program by tutoring youth and adults, recruiting new tutors and assisting in the office. Project READ was selected as one of only 32 California library literacy programs to participate in the statewide AmeriCorps program. The California Library Literacy Services AmeriCorps Initiative is made possible by a grant from the California Service Corps and operates as a statewide partnership of the California State Library, the National City Public Library, LiteracyWorks, and Starbucks.

Project READ was selected as a recipient agency for the San Jose Mercury News Gift of Reading Program. Staff participated in an afternoon of sorting and boxing donated books. The following week we received over 2000 books! This program has provided quality books for the learners, families and tutors in our program.

Youth Services kicked off the new year by offering six new weekly storytimes including two Spanish, one bilingual (English/Spanish), a second Tiny Tales (ages birth to one year old), and two school age storytimes. Check out the new glass doors for the program room—wonderful to see the room full of kids and parents.

Cristina attended an Infopeople workshop called "Gaming @ the Library. The workshop included an examination of the place of video games and gaming programs in the library, as well as practical ways libraries can support gamers through services, collections, and facilities. This session was not just hands-on; it was feet-on, too! The afternoon concluded with testing a variety of games on several major gaming consoles such as Nintendo, Playstation and/or Xbox. Gaming is beginning to be accepted as a viable educational tool.

YS staff, with a big assist from Circulation, are deep into preparations for their biggest program of the year: The KinderCard Campaign and its culminating event, the KinderCard SuperSaturday on February 10. As an essential beginning to the KinderCard Campaign, staff prepared packets of library card applications and KinderCard information for 60 Kindergarten teachers in 13 Redwood City School District schools, plus similar packets for eight Redwood City private schools. Watch for the final report in next month's accomplishments.

Staff worked with the Society of Children's Book Writer's and Illustrators (SCBWI) to have them hold their monthly meetings at RCPL.

We have submitted an application for the American Library Association Facilities Award for the Children's Room remodel.

The Library accepted \$5,000 from the Library Foundation for the Library's Traveling Storytime program.

Library staff make a difference. Sean Reinhart informs staff about one of our more problematic latchkey kids:

I am happy to inform you all that customer Nico Brain is now a student in our Project Read program, and that he will be meeting with Pam Patek for tutoring on a regular basis.

It is very rewarding to have Niko as a customer (and now a Project Read student) in our library again. Pam, Kathy Endaya and I have met with Nico on separate occasions over the past week, and we can see that he is committed to making a positive change in his behavior. He has agreed to behave appropriately when he is in the library and he's been making a good faith effort. I ask all of you to join us in encouraging his good behavior by granting him the proverbial "clean slate" from this time forward.

Meet Generation Next

- They use technology and the internet to connect with people in new and distinctive ways. Text messaging, instant messaging and email keep them in constant contact with friends. About half say they sent or received a text message over the phone in the past day, approximately double the proportion of those ages 26-40.
- They are the "Look at Me" generation. Social networking sites like Facebook, MySpace and MyYearbook allow individuals to post a personal profile complete with photos and descriptions of interests and hobbies. A majority of Gen Nexters have used one of these social networking sites, and more than four-in-ten have created a personal profile.
- Their embrace of new technology has made them uniquely aware of its advantages and disadvantages. They are more likely than older adults to say these cyber-tools make it easier for them to make new friends and help them to stay close to old friends and family. But more than eight-in-ten also acknowledge that these tools "make people lazier."
- About half of Gen Nexters say the growing number of immigrants to the U.S. strengthens the country – more than any generation. And they also lead the way in their support for gay marriage and acceptance of interracial dating.
- Beyond these social issues, their views defy easy categorization. For example, Generation Next is less critical of government regulation of business but also less critical of business itself. And they are the most likely of any generation to support privatization of the Social Security system.
- They maintain close contact with parents and family. Roughly eight-in-ten say they talked to their parents in the past day. Nearly three-in-four see their parents at least once a week, and half say they see their parents daily. One reason: money. About three-quarters

of Gen Nexters say their parents have helped them financially in the past year.

- Their parents may not always be pleased by what they see on those visits home: About half of Gen Nexters say they have either gotten a tattoo, dyed their hair an untraditional color, or had a body piercing in a place other than their ear lobe. The most popular are tattoos, which decorate the bodies of more than a third of these young adults.
- One-in-five members of Generation Next say they have no religious affiliation or are atheist or agnostic, nearly double the proportion of young people who said that in the late 1980s. And just 4% of Gen Nexters say people in their generation view becoming more spiritual as their most important goal in life.
- They are somewhat more interested in keeping up with politics and national affairs than were young people a generation ago. Still, only a third say they follow what's going on in government and public affairs "most of the time."
- In Pew surveys in 2006, nearly half of young people (48%) identified more with the Democratic Party, while just 35% affiliated more with the GOP. This makes Generation Next the least Republican generation.
- Voter turnout among young people increased significantly between 2000 and 2004, interrupting a decades-long decline in turnout among the young. Nonetheless, most members of Generation Next feel removed from the political process. Only about four-in-ten agree with the statement: "It's my duty as a citizen to always vote."
- They are significantly less cynical about government and political leaders than are other Americans or the previous generation of young people. A majority of Americans agree with the statement: "When something is run by the government, it is usually inefficient and wasteful," but most Generation Nexters reject this idea.
- Their heroes are close and familiar. When asked to name someone they admire, they are twice as likely as older Americans to name a family member, teacher, or mentor. Moreover, roughly twice as many young people say they most admire an entertainer rather than a political leader.
- They are more comfortable with globalization and new ways of doing work. They are the most likely of any age group to say that automation, the outsourcing of jobs, and the growing number of immigrants have helped and not hurt American workers.
- Asked about the life goals of those in their age group, most Gen Nexters say their generation's top goals are fortune and fame. Roughly eight-in-ten say people in their generation think getting rich is either the most important, or second most important, goal in their lives. About half say that becoming famous also is valued highly by fellow Gen Nexters.