

Library Director's Report June 2007

Library staff have been working on procuring the furniture and fixtures, collections and technology needs for the Redwood Shores Library. Liz Meeks is the Library's project manager for this project—coordinating with the City, the construction managers and the architects the myriad of details that are involved in to making this a successful library. To alleviate her workload so she can concentrate on this project, Maria Diaz-Slocum will be working at the Fair Oaks Library, doing community outreach, implementing the service plan for Fair Oaks and selecting all Spanish materials for the system.

Kasia Pereira has been promoted to Senior Library Assistant at the Schaberg Library. Kasia has worked at all three of our library facilities: the Redwood City Downtown Library, the Fair Oaks Library and the Schaberg Library. She has a vast amount of customer service and library experience. Kasia is a graduate of the City's Profiles in Leadership program and continually strives to enhance her leadership skills. Congratulations Kasia!

Library staff, the Redwood City School District Librarian, the Principals from Roosevelt School and Kennedy Middle School, and staff members from the City's Parks, Recreation and Community Services department met on June 12 to discuss and devise solutions for dealing with the hundreds of students congregating at the Schaberg Library after school. The group discussed a variety options that are available to students such as homework centers and after school programs, including adding more programs. The options will be communicated to students and their parents when school begins again.

The 07/08 budget has been approved by the City Council. Expenditures continue to increase due to personnel, retiree and supply costs. The Council approved these increases as well as our rising JPA fee and an extra 75,000 dollars for new public computers. An ongoing concern for the library is to "balance" our non-personnel costs in the next budget cycle. Council also permanently moved the additional 3 million dollars from reserves for the cost over-runs into the Redwood Shores Library budget that was approved in January.

All information on city-funded youth programs is in the process of being collected; and will be analyzed by the John Gardiner Center of Stanford, who are also working with the school district. Library, Parks and Recreation and the Police Athletic League are participants. Outcomes include tracking of program effectiveness and a coordinated list of what everyone is doing, including type of program and program participation.

Redwood City and the Peninsula Library System is piloting a new service that will allow our libraries to combine the cooperative power of libraries worldwide with the ability to customize the catalog interface as a solution for local discovery and delivery services. Using a new, alternative interface to our library catalog - WorldCat Local - we see several benefits for library customers over the native III catalog that we have been using:

- * A single search box, rather than the confusing number of choices of our III interface
- * Greatly improved relevancy ranking of search results, which bring items that best match the customer's search terms to the top of the results list
- * Better at bringing multiple versions of a work together under one record
- * Explicit faceted browse capability, citation formatting options, cover art and additional evaluative content.
- * Search results start with local holdings, next show collections throughout the PLS consortium, and then shows search results from other library systems by searching the entire WorldCat database (the world's richest database for discovery of materials held in libraries.)
- * The WorldCat Local pilot will test new functionality that allows customers to directly request an interlibrary loan within WorldCat.org.
- * Potentially, brings together all our fulfillment options--electronic, locally held, consortial, and remote--into one interface.

While individually these may not sound all that exciting, combined together they make for a much better, more successful experience for anyone using the library's catalog. A test program is at <http://plsinfo.worldcat.org>

This year's new wrinkle for the Summer Reading Club is a free raffle for chances to win a Nintendo Wii, a \$300 gift certificate to Toys R us, a \$300 gift certificate to Kepler's Books, or a number of other prizes. Children, parents and teens signing up for their respective clubs are given a raffle ticket, and then if they visit the library each week they are given another raffle ticket for that week. At the Bookstock III program on Saturday, August 18th the raffle will be held to announce the winners of the prizes. The YS staff hopes were that the raffle would encourage kids (especially upper elementary students) to make use of the library throughout the summer. The plan seems to be working as by the end of June there were over 1300 signed up at the Downtown Library alone.

The Family Place's new mural by Elizabeth Gomez was dedicated on Saturday, June 9th. Approximately 130 were on hand to hear Elizabeth talk about how she conceived the artwork. Then the children were asked to find several elements in the mural itself as well as assign a name to it. By group vote the title chosen was "El Mundo de los Libros." Fruit juice and carrot cake topped off the kids' stomachs at program's end.

Library booth @ Farmer's Market every Saturday, began June 2 which will run through summer. The market attracts hundreds of visitors each week. Our theme/activity is "Test your knowledge of the Library and spin the wheel for a prize." Our partners include the RWC Library Foundation, Whole Foods, and Kiwanis of RWC.

First in a series of new basic computer classes (in English) was offered on June 15. "The class covered basic parts of the computer and provided the students with an opportunity to practice using the mouse and keyboard." Future offerings in the series will cover basics of Microsoft Word, creating & using email, and Internet search basics.

We have upgraded access, increased the number of titles and helped browsing ability of the New Fiction collection by moving it onto dedicated gondola shelving in the Reading

Room. We also have created eight new displays in lobby area highlighting library collections on topics of interest such as Technology; Business & Finance; Notable People; Best Sellers; Libros en Espanol; New Books for Kids. We see the lobby displays as a “portal” into the library—showcasing what we have, and also as a vehicle to promote certain themes or topics.

Our 2nd floor remodel project is back on-track. In addition to creating a Teen Space and an expanded Spanish and new citizen area, we are planning to expand the first floor technology lab and relocate the first floor adult information desk. The library park/plaza/community space project is waiting for conceptual ideas from the architect.

Discussions were held, and will continue, to include the Downtown Library in the City’s Downtown marketing and program/event schedule.

The Library Board said goodbye to Board member Sanborn Hodgkins. Sanborn contributed much in her term, and we hope she will continue to give us valuable community feedback as a customer! The Board also welcomed new member Alex Schernig at the June meeting.

Chuck and Cristina made a whirlwind tour of the Redwood City elementary schools to promote the “Get a Clue” Summer Reading Club. The two presented a film noir-ish skit starring “Chuck Ashton, Private Eye Librarian” and Cristina Thorson, the ravishing moll with a boxful of clues as to what’s happening at the library this summer. The kids were sent into frenzies of video gaming dreams with the possibility of winning a Nintendo Wii in the library’s end-of-summer raffle.

The end of the year brought a flurry of visits to the libraries by teachers and their students. All of Garfield's first grades, Hoover's six kindergarten classes, all of Fair Oaks's kinders (at the same time!), and a third grade from Hoover made it in. They got tours, stories, the scoop about the Summer Reading Club, and the message that their public library is open all summer for all kinds of fun.

You might have already noticed something new on our home page. You should see a dynamic Flickr badge in the lower right corner. Clicking on it will bring you to our new RCPL Flickr page. Flickr is a very active photo sharing community, and having some RCPL photos showcased there will give us additional exposure and help people to discover the library. You might also want to check out these similar pages:

Redwood City

<http://www.flickr.com/groups/redwoodcity/>

San Mateo County Library

<http://www.flickr.com/photos/smcl/>

So far, we just have the opening day photos from the family place and a small collection of local history photos. However, the goal is to start taking photos of events, displays, etc. so we can add new photos regularly.