

Palo Alto City Library
March 2017 Report
Monique leConge Ziesenhenné, Library Director

*The Palo Alto City Library staff plan and implement many diverse and exciting programs for the community throughout the year. In this report I like to highlight a few of our recent noteworthy events and activities. If you would like more detailed information about any of our programs, please contact me via phone at **650.329.2403** or by e-mail at **Monique.leconge@cityofpaloalto.org**.*

March 2017 Circulation Statistics

Checkout			Self-Check			Total Circulation			Visitor Count			Holds		
2017	2016	2015	2017	2016	2015	2017	2016	2015	2017	2016	2015	2017	2016	2015
84,157	84,104	90,641	88.18%	86.43%	87.03%	123,544	125,073	132,654	92,518	71,490	57,079	17,290	16,886	17,159

March 2017 Circulation Statistics

Branch	Checkouts	Self-Check	Total Circulation	Visitor Counts	Holds
Children's	13,140	85.08%	19,041	10,217	298
College Terrace	4,466	89.68%	6,593	4,321	20
Downtown	4,881	87.13%	6,752	8,110	87
Mitchell Park	48,125	90.26%	71,566	47,240	683
Rinconada	13,545	83.68%	19,592	22,630	195
Totals	84,157	88.18%	123,544	17,518	Incl. online 17,290

March 2017 Event Statistics

	Programs					Attendance					Outreach		Volunteers
	ADULT	TEEN	PRE-SCHOOL	SCHOOL AGE	TOTAL	ADULT	TEEN	PRE-SCHOOL	SCHOOL AGE	TOTAL	# OF EVENTS	ATTENDEES	TOTAL HOURS
2017	48	34	80	16	178	1265	716	5014	422	4717	11	851	229
2016	42	8	68	18	136	459	148	3671	481	4759	3	92	278
2015	31	21	54	9	115	753	597	1977	458	3785	0	0	325

March 2017 Virtual Experiences

Resource	Average Reach	Total Likes	Checkouts/Visits
Facebook			
Twitter			
Databases			
Digital Collections			

March 2017 Literacy & Learning Events

Teen Events:

- March 2017: Teen Librarian Gina Martinez and Senior Librarian Alison de Geus created a passive “March Madness of Books” event, voting for their favorite book in weekly brackets. *Alice’s Adventures in Wonderland* was the winner (photo below).
- March 5: Librarian Maggie Lai hosted “Maker Sunday: 3D Printer Demo,” where MakeX came to demonstrate the uses of a 3D printer and how to use CAD software. There were 14 teens and adults who stopped by (photo below).



Adult Events:

- March 16: U.C. Master Gardeners of Santa Clara County presented their popular program, “Taking Care of Your Citrus trees.” About 35 homeowners turned out to sample exotic, homegrown citrus and to learn how to grow sweet, juicy fruits.
- March 23: The Library presented a program on “Decluttering Your Home & Life,” at Mitchell Park. 41 attendees came out to hear our presenter discuss techniques on organizing and simplifying your home.

March 2017 Civic Engagement Events

Teen Events:

- March 12: The Library received a grant from Think Fund to present “Festival of Colors,” a program celebrating the Indian holiday, Holi. Over 250 people participated in the event, held at the Mitchell Park Bowl. Activities included colored powder tossing, henna tattoos and making “torans”. Gina coordinated the event, with help from librarians, Maggie, Alison, Christine Pennington and Liz Stewart (photos below).
- March 26: Gina and T-LAB coordinated a decorating station and film viewing for “Spring Cupcakes & Movie” at Mitchell Park for 25 teens.



Adult Events:

- March 2017: As part of the Harwood Institute training, Christine put up community “conversation trees” at the YMCA. She and other staff will be taking them down in mid-April and transcribing the results.
- March 2017: Senior Librarian Ana Elisa de Campos Salles managed the last four sessions of the ESL Conversation Group this month, after shadowing former librarian, J. She now has a better idea of what can be improved upon and intends to make a few adjustments in April to increase the benefit of the program to those attending. She also plans to visit Menlo Park Library and meet with their ESL coordinator and learn best practices.
- March 4 & 5: “Silicon Valley Reads” events started with a film series at Rinconada, hosted by Senior Librarian Deborah Anthonyson.
- March 21: SVR Author, Shaka Senghor read from his book, *Writing My Wrongs* at the Cubberley Community Theater.

March 2017 Community Partnerships

Youth Services:

- March 2: Gina visited Barron Park and met elementary kids who made green eggs & ham, and created cats in the hat. One of the girls came back to Mitchell Park and to visit Miss Gina (photo below).
- March 19: Christine and Liz attended the PAMP Rummage Sale, with Bike PALS, providing a pop-up storytime and coloring sheets. They talked with over 70 people at the event, promoting the Library’s services (photos below).



Adult Services:

- March 25: PACL was invited to speak at the Living Better with Technology Conference put on by Avenidas aimed at seniors. This conference covered a wide range of subjects in technology, and Alison gave an hour-long presentation on social media entitled "Keeping Up with the Grandkids." The session was designed to be informational; highlighting the capabilities of, and differences between the various social media platforms that exist, and covering privacy and safety issues with social media. There were around 50 attendees to the session -- lots of good engagement, and good questions.

March 2017 Staff News & Trainings

Youth Services:

- Melissa participated in the two-part webinar series “Serving Children with Autism Spectrum Disorder” in preparation for her Sensory Storytime that will begin in April.

Adult Services

- Alison participated in a call with Joe Lambert, of the StoryCenter, who is working with CA State Library on the upcoming California Listens Digital storytelling workshop. This call helped staff understand the role PACL will have in this state-wide program, with some good information on how the workshop will be structured, and how to work on recruiting participants for the program. Alison is very excited to see this program in action and is hopeful the Library will get a good pool of participants.
- Ana Elisa has shifted her work tasks from publicity to taking over New American programming. In the next few months, she will start creating the handouts for the ESL Conversation Group, create with RuthAnn a calendar of sessions for the “Welcome to America!” program and make a decision regarding the reading material for the ESL Book Club.
- Ana Elisa attended a day-long workshop on March 24, entitled “Straight Talk About Leadership” at the San Francisco Public Library, co-sponsored by CLA and Califa. Great series of talks from library managers or leaders addressing different aspects of leadership including prioritizing and decision making, work/life balance, to fostering creativity, resilience in turbulent times, etc. She found it very interesting, useful, and fun, and liked learning about a few more local/CLA library players.
- New Rinconada Librarian, Kathy Swartz, started on March 21.
- Hourly librarians, Camden and Brian have contributed the following off-desk work this month:
 - Brian—continued working on a spreadsheet of all PACL programs for the YMCA. He also started working on our obit project, clipping them out of local newspapers for us to upload onto the catalog.
 - Camden—created additional booklists for WWII for a Bookletters email and continued working on her tween bookmarks.

APRIL 2017 Upcoming PACL Events

Youth Services:

- April 26: Melissa will present “Afternoon Adventure: Fingerprinting & Forensics.” Kids in grades K-5 will learn about basic forensics, how the results are used to solve mysteries, and how to lift fingerprints from a crime scene.
- Christine has the following April programs scheduled:
 - Teen Thursday Movie Matinee at Rinconada
 - Teen Poetry Night at Rinconada
 - Family Date Night at Rinconada
 - May Fete Parade (May, with prep programs in April)
- Gina has a few “Spring Break Activities” planned for PAUSD’s spring break schedule, including crafting and movie programs (April 3-7)

Adult Services:

- April 15: UNAFF Café Film Screening and Q&A of *Sonita* at 2pm at Rinconada.
- April 20: U.C. Master Gardeners of Santa Clara County will present their monthly program at Rinconada. This month’s presentation will be “Plants that Attract Birds, Bees, and Beneficial Insects.”
- April 29: Jazz at the Library with Daniel Bennett Group at 1pm at Rinconada.
- April 29: “Spring Chickens” an informational program for adults who might be considering raising chickens in their backyards. This program will be presented by Melissa, and will cover everything from the laws and ordinances governing backyard chicken keeping to good resources for where to get the supplies (and chicks)! This program will be taking place at 2pm at Mitchell Park.
- ESL Beyond the Basics program with Kitty Mertz, the volunteer for that program. ESL Beyond the Basics will run Monday May 1st – Monday July 17th with the exception of Monday May 29 (Memorial Day) and Monday July 3 (July 4 holiday weekend).