

Palo Alto City Library
April 2017 Report
Monique leConge Ziesenne, 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.

April 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
76,529	83,356	86,991	87.79%	89.03%	87.80%	113,039	122,489	125,779	82,507	79,417	61,830	15,776	16,431	15,809

April 2017 Circulation Statistics

Branch	Checkouts	Self-Check	Total Circulation	Visitor Counts	Holds
Children's	11,990	86.22%	17,703	8,590	335
College Terrace	3,958	91.16%	5,920	4,131	14
Downtown	4,472	82.20%	6,330	7,513	109
Mitchell Park	43,449	90.36%	65,004	41,858	770
Rinconada	12,660	81.40%	18,082	20,415	152
Totals	76,529	87.79%	113,039	82,507	(includes online) 15,776

April 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	29	73	10	160	725	521	4329	606	6181	6	500	190
2016	45	9	57	32	143	632	97	3086	1204	5019	14	582	274
2015	29	21	64	13	127	273	348	2642	584	3847	n/a	n/a	284

April 2017 Virtual Experiences

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

Literacy & Learning Events

Children's Events:

- April 2: Youth Librarian Maggie Lai presented *STEAM Lab* to 27 kids. Families worked together to make a balloon car. "It took trial and error but many cars successfully ran down the track." Librarian, Maggie
- April 26: Children's Librarian, Melissa Morwood presented the "*Fingerprints & Forensics*" Afternoon Adventure program for kids in grades K-5. The kids had fun learning about different fingerprint patterns, what their fingerprint patterns might say about their personality, and how fingerprints are used to solve crimes. Approximately 38 people attended the program.
- Liz Stewart is now presenting both the College Terrace and Downtown storytimes. "Attendance at College Terrace is holding steady around 25-30 which is a great number for the space." Senior Librarian, Liz
- April 21: Liz presented *Lego Club* which continues to be very popular with customers



Teen Events:

- April 4: Teen Librarian Gina Martinez partnered with the MPCC, and offered to show 20 teens the movie *Moana* with fresh popcorn from the popcorn maker.
- April 5: TLAB and Gina taught 12 teens how to make flower leis, flower decorations for their rooms, origami whales, and other origami people/animals.
- April 28: *Poetry Night for Teens!* "One of the young poets was very shy and had never read any of her poetry out loud before. She has been writing a poem every day for the last year. We were much honored when she got the courage to share one with our group! We had a small turnout, but the teens who came said they were glad that it was a small group (5 teens!) because it felt more personal." Librarian, Christine



Adult Events:

- The *VITA Tax Assistance* program ended on Saturday, April 15. Over six Saturdays, volunteers filed a total of 94 Federal and State taxes for low-income and/or senior filers. They also answered many tax questions, referred customers to other resources and printed forms as needed. This service continues to be well-received and appreciated.

Civic Engagement Events

Youth Events

- April 22: *Earth Day Festival at the Baylands*. Youth Librarians Christine and Deborah took BikePALS to the event. "Great turnout and the library was well received. We checked out a nice selection of books, and one of the young boys that was there was thrilled to see the library (his favorite place!) at the event. He was supposed to be helping his father at the event, but immediately quit that to read from the piles of books that we brought. His father couldn't get him to leave, and every time we thought he had left he would find his way back! Surprisingly, the book he couldn't get enough of was a "Murder She Wrote". Librarian, Christine



- Gina trained a new adult volunteer, Kristina, who will be assisting every Sunday with projects.

Adult Events:

- April 15: Senior Librarian, Alison de Geus, partnered with the UN Association Film Festival to present a screening of the documentary film *Sonita* at Rinconada Library. The screening was followed by a Q&A with the film's director which generated good conversation around a number of topics including: documentary filmmaking, life in Iran & Afghanistan and the refugee/immigrant experience. A crowd of around 25 attended. She is looking forward to continuing this partnership and hosting additional documentary viewings this summer/fall.
- April 29: *The Daniel Bennett Group* jazz performance at Rinconada Library was well-received and a few patrons stopped by the desk to tell staff how "wonderful the group was". Attendance was around 25-30, with lots of passersby who stopped on their way into the library.

Community Partnerships

Youth Services:

- April 23: *Spring Arts Festival*. TLAB was invited by the community center's TAB teen leadership group and clickPA to host an outside family festival with henna tattoos, Boba drinks for sale, artwork by teens, water balloon toss games, and tie dye t-shirts to 100 people. "This event was popular with the kids!" Librarian, Gina
- April 23: Melissa went to the Palo Alto YMCA to partner with them for a *World Book Day* presentation for families. "I presented a storytime for the kids in their child care center, and some of the kids had never participated in a storytime before. Unfortunately, no parents showed up for the second part of the presentation

which was supposed to be a talk about how parents can support their child's early literacy skills but I was still able to talk to a few parents individually and tell them about the services the library offers." Senior Librarian, Melissa

- Liz has received approximately 40 donations from local businesses for the Summer Reading Program weekly raffle.



Adult Services:

- Senior Librarian, Ana Elisa de Campos Salles, continued with *ESL Conversation Club*, working with volunteers to change the format of the event, to allow for more “conversation” time. She also set-up the next session of Advanced ESL to start on May 1.

Staff News & Trainings

Youth Services:

- Maggie attended the library's in house small group training on Sierra.
- Liz attended two webinars last month both from Booklist: Spring Picture Books and Middle-Grade Reading, Spring 2017

Adult Services

- Kathy has continued her employee orientation training, which included “Introduction to Information Security,” the City’s required online course.
- Kathy, Valeh, Ana Elisa and RuthAnn attended the Sierra Refresher Training, as part of the small group training initiative.
- 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, as well as clipping obits for catalog entries.
 - Camden—presented Family Storytime on April 21 for over 30 attendees.

Upcoming PACL Events

Youth Services:

- May 30 and 31: “*Extended Study Space for Teens.*” Therapy dogs are booked, Teen Center is ready with games, and TLAB will be choosing which meditation coloring pages other teens might enjoy to color during Finals Week. A mural will also be going up at entrance of MP starting May 7 with Good Luck wishes to our Palo Alto teens. Librarian Gina

Adult Services:

- Kathy is working with the Art Center on a sharing memories program, with their upcoming artist in residence. Exhibit runs May 27-July 9, with a library program planned during the residency. She is also planning a fall book club and event with Bookshare, to demo their unique eBook program for those with learning disabilities.
- June: Alison is preparing for the recruitment and recording for *StoryCenter*, the California Listens digital storytelling workshop.
- June 10: Melissa will be presenting a “*Canning Basics*” program for adults, as part of Alison’s home living series.