



THE SANTA CLARA CITY LIBRARY FOUNDATION AND FRIENDS

ANNUAL NEWSLETTER

2022

Profiling New City Librarian Patty Wong

The Santa Clara City Library Foundation and Friends would like to extend a warm welcome to Patty Wong, the new City Librarian! You may have seen her at Central Park Library or during Librarypalooza. And if you have, you know that Santa Clara's new City Librarian is passionate about libraries and the Bay Area.



She has a long history here, having grown up in San Francisco, graduating from UC Berkeley. She's worked in both Oakland and Berkeley public libraries. She eventually pursued other opportunities further afield and landed in Santa Monica, whose libraries she ran for four and a half years.

Patty's goal is to make the Santa Clara City Library a showcase for the community. As Santa Clara is the center of what's possible, where can a Santa Claran find what's possible? At the library! It's the place to inspire and innovate and spark imagination and creativity. Santa Clara City Library is for people to explore and develop into the people they want to be, for all ages.

In Patty's first months at the library she undertook two big initiatives. The first is expanding and refreshing the international languages collection. Forty-two percent of Santa Clarans are Asian, and those languages needed new books. They also needed to be available at Northside Library as well as at Central Park Library. So if you're looking for books in a language other than English, you can find them at more branches!

The second initiative is a technology refresh. The staff is upgrading their older desktops to newer laptops so they can be more mobile. And the technology available to patrons is also getting an upgrade. The computers in the Tech Center are newer as are the self-checkout machines (which handle 85% of all checkouts).

Going forward, Patty wants to ensure that Santa Clara City Libraries work for everyone, no matter where they are. Specifically, this means revitalizing the homebound program and addressing the increasing community interest in the Bookmobile.

It also means making better use of data. Everyone at the library should have numbers and stories on the tips of their tongues to be able to answer questions about library use. The library also wants to start a better collection of data about its classes and events. This means asking patrons things like:

- did they like the event,
- was it immediately useful to their lives, and/or
- would they come to a similar event or class at the library again.

These stories and data will be helpful for the Santa Clara City Library Foundation and Friends too. As you know, to be effective, the Foundation wants to ensure that the money its giving to the library is going to support good programs. We also need to know not only how many people are the classes and events serving, but how useful were they? How can we ensure that our funds are being used in the best way and how can our donations make a difference in the future?

The Foundation and Friends looks forward to continuing to be a key partner of the library moving forward. We can be the 501(c)(3) arm of the library, as we are with a recent grant from the California State Library (see the article about the Teen Cohort Grant). We are also excited about the possibility of expanding opportunities around our book sales and fundraising events like Librarypalooza.

The Santa Clara City Library Foundation and Friends is excited to work with Patty going forward!



A Message from our Executive Director

By JoAnn Davis

Dear Friends,

This year has been a year of firsts for the Santa Clara City Library Foundation and Friends: On April 30th we held our first in-person Librarypalooza since February 2020; on July 16th we held our first indoor Saturday Sale since February 2020 and Patio Sales returned. What a great turnout we've had so far! It is such a pleasure to host these important events for our community.



True to their steadfast commitment to SCCLFF, our sponsors continue to support the Foundation's events, but also have increased their support for the Library's largest events: Summer Reading and Comic Con. Thank you!

This summer we said goodbye to a few long-time board members whose terms were over and said hello to three new board members: Kate Lin, Janet Arsenault, and Patty Quan. They bring varied backgrounds in science, marketing, and finance and lots of enthusiasm. Welcome!

Check out our profile of City Librarian, Patty Wong. She brings a wealth of experience, vision, and collaborative spirit to the Santa Clara City Libraries. I look forward to a strong partnership as we move forward.

I would like to thank all of you! Our donors, volunteers and sponsors for your continued support, friendship, guidance, and advocacy. You make us stronger and because of you our entire community benefits.

Warm Regards,
JoAnn

Top Sponsor List for FY22



Teens Learn & Lead, a grant from the California State Library

By Rachel Schmidt, Youth Services

The Santa Clara City Library Foundation and Friends, working with the Library, received a California State Library grant for \$89,500 in May 2022. This year-long grant is providing teens an internship experience at the Library and a stipend for their service. There will be two cohorts, or groups, of interns. Each will have an opportunity to help with summer reading and host a Homework Help Center with the Santa Clara Unified School District.



The first teen cohort supported Santa Clara City Library staff in Summer Reading family programming this summer. Over the summer, fourteen teen interns started working at the Central Park Library for a six-week term. During the six weeks, teen interns participated in weekly leadership trainings like:

- professional communication,
- resume and cover letter building,
- merchandising in the library, and
- financial literacy led by KeyPoint Credit Union.

The summer season ended with a Teen Leadership Summit where our teens shared a presentation about the skills they gained. The second cohort of teens, who will start in the fall, also joined the Summit. All the teens participated in a training led by the Office of Education titled: "Building Relationship with Kids in a Learning Environment." The day ended with the teens tie dyeing t-shirts and collaborating in a relay race.

Their help during the Summer Reading program was invaluable. The Library is currently gearing up for the new Homework Help Center.

Why donate stocks or bonds?

If you work in Silicon Valley as a professional at a tech company, chances are good that part of your compensation is in company stock or stock options. If, instead of selling those securities, you donate any part of them to a non-profit like The Santa Clara City Library Foundation and Friends, you may not have to pay taxes on that donated portion.

This can be a great way to support your library and community while working to keep your tax bill low. Please contact your tax advisor for details on how this affects your specific situation.



If you're interested in donating stock, please call our office for further information.

Donated to the Santa Clara City Library

33%
Summer Reading Program

31%
Health and Wellness

14%
Children's, Teens, and Parenting Programs

13%
Literacy, ESL, and Read Santa Clara

6%
Books and Collection Materials

2%
Adult Classes and Events

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Donated to the Santa Clara City Library during the 2021-2022 Fiscal Year
Data is unaudited



Santa Clara read over 36,490 days this summer!

By Rachel Schmidt, Youth Services

Summer Reading was a great success this year!

Our community loved the focus on reading every day to earn weekly and grand prizes. This allowed all readers (babies through adults) to use the same reading map. From one reader: "I liked that counting days rewarded effort more than reading speed, and let kids 'compete' on the same level as adults." We also added a fun learning element to gain more tickets.

This year the Santa Clara City Library worked with the Santa Clara Unified School District to make sure every student was given a reading map before the end of the school year to raise participation. "My kids started to read more," said one parent.

We hosted many family performances across all the Library branches including:

- San Jose Taiko
- Circus of Smiles
- Cascada de Flores
- and more!

Everyone enjoyed the ability to be outside with some wonderful performers and events. "I liked that it was very inclusive and anyone of all ages could participate."



Every child under 13 was able to pick out a book to add to their home Library. Teens were entered in a prize drawing for a ukulele box, art box, or a Nintendo Switch. Adults each received a coupon for the Foundation Book Sales or Bookstore and a chance to win a National Park Pass.

We would like to thank our funding partners for making the Summer Reading Program possible!

They are:

- Mission City Community Fund
- KeyPoint Credit Union
- Enterprise Holdings Foundation
- Intel
- Jan Lieberman Fund
- The Santa Clara City Library Foundation and Friends

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LIBRARYPALOOZA 2022 BACK TO THE FUTURE



Save the date for Librarypalooza 2023 - April 29, 2023