

Library Link

serving the communities of San Mateo & Hillsborough

Fall/Winter 2010

Library Programs Make a Difference!

The San Mateo Public Library is a wonderful destination with a comprehensive collection of resources and services and a friendly professional staff to help the community enjoy, connect, discover and learn in an ever changing world. The

Library's programs are a critical resource for meeting the needs of our community in these challenging economic times. Your continued support helps us continue to provide these and many other important programs and services. For information about all of the Library's programs, please visit www.smplibrary.org.



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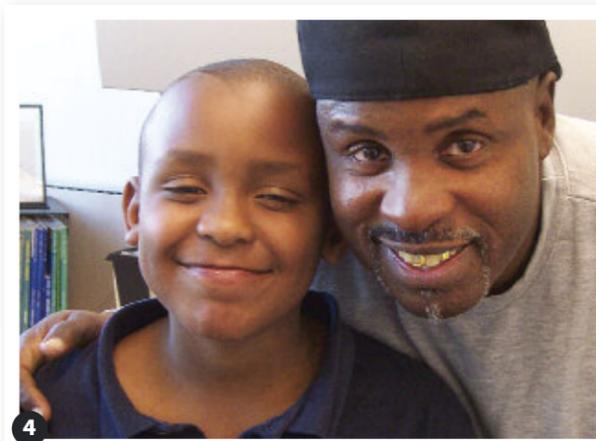
1 READ TO A DOG program is a collaboration with the Peninsula Humane Society and SPCA and wildly popular with children.



2

2 JOB SEEKERS get volunteer guidance on job research, resumes and online job applications.

3 FREE COMPUTER & INTERNET ACCESS is the gateway to information and staying connected to family, friends and world events.



4

4 PROJECT READ helps make literacy a family affair. Find out more about this great program inside this newsletter!

5 CULTURAL EVENTS at the Library celebrate the rich diversity of our community.



5



6

6 BIOTECHNOLOGY LEARNING CENTER is a unique resource for students, professionals and anyone interested in this exciting field.



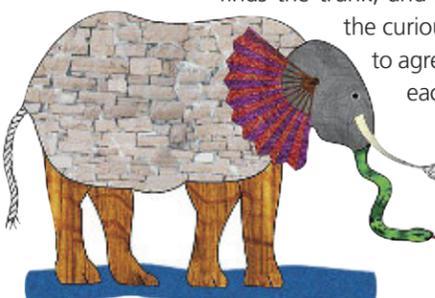
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7 COMMUNITY MEETING ROOMS offer a state-of-the-art venue for workshops, presentations, classes and exhibits.

ON BOARD

A MESSAGE FROM PAM MILLS CASEY, PRESIDENT OF THE BOARD

YOU MAY BE FAMILIAR WITH THE OLD STORY of the blind wanderers, who encounter an elephant for the first time. Each approaches the large animal from a different side, and consequently each has a radically different impression! One wanderer holds the tail of the elephant and notes that it's leathery and rope-like. Another pats the broad side of the beast and surmises that it is fuzzy and enormous (and a bit pungent). Still another explorer finds the trunk, and is sprayed with water while fending off the curious snakelike appendage. They are unable to agree on how to describe the animal because each has had a unique experience.



© JASON HUNT, NATURALCHILD.ORG/JASON

SEEING THE WHOLE PICTURE
Many people experience our wonderful San Mateo Public Library a bit like the blind explorers and the elephant in the story. Some people come to the Library

exclusively to use the computers, research a particular subject, work on their resume and job search, and look for a good book to read or attend a special event. Often, our visitors don't get a complete picture of the enormous and impressive range of free services and programs the Library offers to our community. Our front-page story features just some of these terrific resources and the Foundation Board is launching a tour program called "Library Live" to raise awareness about all the Library offers.

DISCOVER & SUPPORT ALL OUR RESOURCES AND PROGRAMS

I have the honor of serving as the President of the San Mateo Public Library Foundation through next summer. The role of the Foundation is to raise funds to support the Library's many programs, and we need your help in doing that. Your support of our Foundation continues to keep our Library a vibrant community resource. If you haven't been in to the Library in a while, please come in to discover our "elephant" and broaden your understanding of what our Library means to you, and to all in our community. 🌐



MARSHA EDDLEMAN
EXECUTIVE DIRECTOR
SAN MATEO PUBLIC LIBRARY FOUNDATION

IT'S A NEW DAY AND A NEW LOOK FOR THE SAN MATEO PUBLIC LIBRARY FOUNDATION

I am so excited to share our news that with your tremendous support, the Capital Campaign for the Library is complete! The San Mateo Public Library Foundation is now eager to focus 100% of our energies on raising funds to support the Library's important and innovative programs.

Our Library's programs and services are more important than ever to our community. Our library remains committed to providing free information for all and service to anyone needing it. Your gifts to the Foundation support so many vital free programs at the Library. Libraries are places where lives are changed and amazing stories happen every day: families learning to read together, children enjoying story time, adults learning computer skills and getting job search assistance, new immigrants learning English, and people of all ages attending cultural and educational programs, author talks and health seminars.

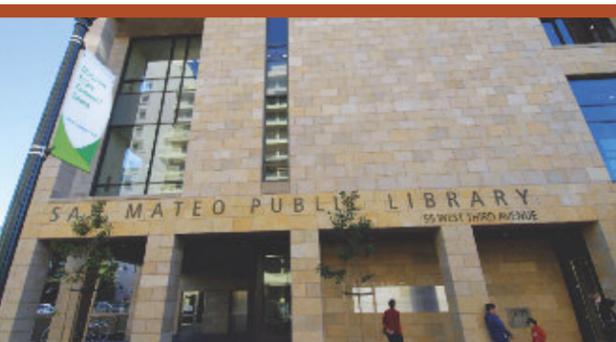
OUR NEW FOCUS: SUPPORTING OUR LIBRARY'S IMPORTANT AND INNOVATIVE PROGRAMS

The Foundation and Library work closely together to determine where private funds are needed and will have the greatest impact. To underscore this strong partnership, the Foundation has a new logo that aligns more directly with the Library's brand. Created by Thunder Factory, a professional marketing communications firm in San Francisco, our new logo symbolizes how the Library is a place for personal growth and fulfillment, a conduit between people and technology, and represents the symbiotic relationship between the Library and the community. We are excited to highlight our new logo in this newsletter.

I invite you to visit the Library and see first-hand how your support benefits so many. This holiday season, consider making a donation to the San Mateo Public Library Foundation in honor or memory of a loved one. If you have questions about the Foundation and how you can help, please do not hesitate to contact me — by email at meddleman@cityofsanmateo.org or by phone at (650) 522-7863. Thank you! 🌟



San Mateo
Public Library
Foundation



We crossed the finish line!

SAN MATEO PUBLIC LIBRARY FOUNDATION SUCCESSFULLY COMPLETES ITS CAPITAL CAMPAIGN

The San Mateo Public Library Foundation (SMPLF) successfully ended its \$10 million Capital Campaign, "Our New Library, Building for the Future," to help fund the construction of the \$65 million new Main Library. The campaign launched in June 2001 when many community and business leaders volunteered on the Capital Campaign Cabinet to reach out to individuals, corporations, small businesses, foundations, community organizations and service clubs to ask for donations. Gifts ranged from millions of dollars to coins donated by local elementary school children.



This campaign was an example of true community collaboration. Several special events supported the campaign, including literary dinners, business breakfasts, a City employees' drive, the Wall of Fame events and fundraisers at the new Downtown Cinema and other businesses in San Mateo. San Mateo's African-American, Asian, Iranian-American and Latino communities stepped up and successfully raised funds, and continue offering their leadership on advisory committees that help the Library plan its cultural programs.

We thank all the many volunteers and donors who joined with us to bring to fruition the community's vision of a new landmark Main Library that provides a wide spectrum of resources for the community and a lasting legacy for many future generations.

SMPLF is excited now to focus 100% of our energies on funding Library programs and services. We encourage you to continue your partnership with us to help keep our Library the vibrant "community living room" it has become. Thank you! 🌟

DONORS WHO HELPED CLOSE OUR CAMPAIGN

- Albert Acena
- Charles & Laurie Adams
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- Richard Wysong & Nancy Schneider



Back to School in the Teen Lounge

IT'S BACK TO SCHOOL TIME AND THE PLACE TO BE AFTER SCHOOL IS THE MAIN LIBRARY'S TEEN LOUNGE. Any weekday afternoon you will find scores of teens studying, visiting with friends, surfing the web, reading a book or researching their next paper for school. The Library's Small Group Conference Rooms are busy with teens working on group projects and Alex's Café and the outdoor terrace are nearby when they need a break.

The Teen Lounge is filled with novels, books on CD, magazines, graphic novels and anime DVDs just for teens. A back-to-school book display offers tips on studying, writing papers, or applying for colleges. Teens turn to Librarians and Gabe Marino, the Teen Lounge Assistant, for help with research projects, finding a good book or assistance with the Teen Lounge's six computer stations. Teens who bring their laptops can enjoy free WiFi access throughout the Library.

Teens also play an active role at the Library, volunteering as computer aides, self-checkout assistants, and in many other positions. It's a great way for them to get work experience and fulfill their school community service requirement! The Library's Teen Advisory Group offers teens an opportunity to take a leadership role in planning library programs, recommending library materials and getting involved in the community.

Throughout the year, the Library hosts a variety of teen educational and entertainment programs including presentations from "Jobs for Youth" to help teens find summer employment, a film series every Wednesday afternoon, and a gallery of works by teen artists. There's something for every teen at the Library! 🌟

Celebrating 25 Years of Project Read at the San Mateo Library

THIS YEAR WE ARE CELEBRATING THE 25TH ANNIVERSARY OF PROJECT READ AT THE SAN MATEO PUBLIC LIBRARY! One of the greatest and most natural services a library can provide is literacy education. Project Read is the San Mateo Public Library's adult and family literacy program. Project Read provides free, confidential and goal-directed basic literacy tutoring in small groups or one-on-one to people over the age of 16 who want to improve their literacy skills so that they can develop and meet their goals to be effective as workers, as family members and as community members. Project Read creates learning opportunities, promotes economic achievement and addresses the community need for high-quality English language programs geared toward workforce, personal, and community development.

Since 1985, the program has served more than 2,000 adults in our community who have improved their reading, writing and communication skills with the help of close to 1,800 dedicated volunteers. Project Read students are working toward their literacy goals to:

- Help their children succeed in school.
- Enhance skills needed to get and keep employment
- Read newspapers and other materials in preparation to vote
- Improve their writing and general learning

Over the years, we've seen so many Project Read participants advance their lives and create independence as their confidence grows. Our success is attributable to the successful partnering of volunteer tutors and students working together toward personal and professional growth. For more information on Project Read and how you can support this important program, visit our website at www.projectread.org.

Some of our great Project Read tutors and learners!



Library Book Sales Now on Amazon.com!



Looking to expand your own collection of books? Check out the wide range of books donated to the Library and made available for purchase either at the Library or at our special storefront on amazon.com.

No matter how you browse and buy, all sales benefit the Library and we've made it easier than ever to shop for your next book:

- Online: www.amazon.com/shops/Friends_of_San_Mateo_Library
- Friends of the San Mateo Library book shop, located on the first floor of the Main Library
- Annual Fall Harvest Book Sale on November 5 – 7 (see below for more information)



FRIENDS OF THE SAN MATEO PUBLIC LIBRARY

2010 FALL HARVEST BOOK SALE

San Mateo Main Library
55 WEST THIRD AVENUE, SAN MATEO
FIRST FLOOR - OAK MEETING ROOM

FRIDAY, NOVEMBER 5 • 11 AM - 4:30 PM

SATURDAY, NOVEMBER 6 • 11 AM - 4:30 PM

SUNDAY, NOVEMBER 7 • 1 PM - 4:30 PM

Diverse Selection of Books at Bargain Prices!
CDs, DVDs, Games and Puzzles

PROCEEDS WILL HELP DEVELOP THE LIBRARY'S COLLECTIONS

Event support generously provided by:
The Daily Journal, Whole Foods Market, San Mateo Public Library
and San Mateo Public Library Foundation

www.smplibrary.org • (650) 522-7800



YOUR SUPPORT KEEPS LIBRARY PROGRAMS STRONG

More than ever, the San Mateo Public Library Foundation needs your support for the programs and services that are so vital to our community. Your donation can help:

- Expand the Library's collections of books, DVDs, newspapers, magazines, journals and other resources;
- Continue our tradition of providing free cultural and community events;
- Encourage young readers with Story Time and other programs just for kids;
- Support job seekers and entrepreneurs with computer access, databases, workshops and Librarian assistance;
- Connect professionals, students and the community with the unique resources of the Biotechnology Resources Center and help from the Biotech Librarian;

- Provide literacy tutoring services to our community through Project Read.

To make a donation today, please use the enclosed envelope, call (650) 522-7860 or go to www.smplibraryfoundation.org.



YOUR LEGACY TO THE LIBRARY

MAKE CERTAIN THAT YOUR SUPPORT WILL LIVE ON as an ongoing gift to future generations by including the San Mateo Public Library Foundation (SMPLF) in your estate plans. Making a planned gift provides needed resources for future library users. Your gift can extend the joy you have experienced at the Library to others, while giving you substantial financial benefits and tax savings.

Here are a few simple ways to do so:

- » Name the SMPLF as a beneficiary (partial or total) of your IRA, pension plan, profit sharing plan or 401(k) plan
- » Name the SMPLF as a beneficiary (partial or total) of a life insurance policy
- » Make a specific bequest to the SMPLF in your will or your family trust
- » Designate the SMPLF as a remainderman in your Charitable Remainder Trust (CRT)

Your designation should read:
The San Mateo Public Library Foundation, Tax I.D. #94-3191775,
55 West Third Avenue, San Mateo, CA 94402

If you have questions about planned giving opportunities, please contact Marsha Eddleman, Executive Director, at meddleman@cityofsanmateo.org or (650) 522-7863.



BEN OCÓN | CITY LIBRARIAN

THE SMARTEST CARD IN YOUR WALLET

Each year, the San Mateo Public Library collects a wide range of data to assess library use by the community, including the numbers of books that are borrowed, computer uses, library visitors and the questions answered by librarians, to name a few. A sampling of library statistics is featured next to my column so you can get better acquainted with these interesting facts about the Library. One of the most impressive figures is the number of community members who are registered for a library card.

This year, the number of library cardholders reached 73,943, reflecting a very healthy 72.9% of the Library's service population (San Mateo and the Town of Hillsborough) and a 6% increase in a year's time.

The number of library cardholders is significant because it represents the inherent value that the community places on Library's resources and the acknowledgment of its benefits. Studies by the American Library Association affirm that:

- Children who have library cards and regularly use the library perform better in school;
- Motivating children to read, librarians create life-long readers, and that makes for better citizens, which makes for a healthier democracy;
- In times of economic hardship, communities depend more heavily on their libraries as has been seen during the recent economic downturn.

For several years, the Public Library Association has promoted its annual library card registration drive using the campaign slogan, "the smartest card is a library card." The many examples of benefits to San Mateo library cardholders include: access to the

AMAZINGLY, A LIBRARY CARD ALSO PROVIDES ACCESS TO RESOURCES FROM LIBRARIES STATEWIDE AND AT THE NATIONAL AND INTERNATIONAL LEVELS, TOO!

Library's free Internet computers and online databases; the ability to download one of the 12,473 e-books to your portable electronic device or personal computer; access to all of the Library's 283,684 volumes, 35,141 media titles, and 496 magazine and newspaper subscriptions.

This spectrum of resources is expanded exponentially with the readily accessible resources from throughout the Peninsula Library System, the consortium of libraries in San Mateo County that have shared library resources for nearly

40 years. Amazingly, through the Interlibrary Loan service, a library card also provides access to library resources from libraries statewide and at the national and international levels, too!

As you can see, there is tremendous value in having a San Mateo Public Library card. Equally important is that "the smartest card" is so accessible to all. I encourage readers of this newsletter to come in and register for a library card if you are not among the 73,943 library cardholders; and, if you are of kindred spirit, I encourage you to help spread the good word to the 27,438 remaining!

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OUR COMMUNITY COUNTS ON THE LIBRARY

Thank you to our donors, the wonderful Library staff and 276 invaluable volunteers who help our community "enjoy, connect, discover and learn" at the Library.

SAN MATEO PUBLIC LIBRARIES BY THE NUMBERS IN 2010:

- 822,978 visits to San Mateo libraries
- 293,261 uses of the Library's public computers
- 284,303 visits to Library's website
- 52,178 reference questions answered by staff
- 21,013 hours contributed by Library volunteers
- 905 library programs

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San Mateo Public Library Foundation

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All questions or comments should be directed to (650) 522-7860. For more information, visit www.smlibraryfoundation.org.

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