



Sunnyvale

Library Marketing and Outreach

September 9, 2024



Marketing and Outreach Update



- Marketing
 - ◆ Goals
 - ◆ Channels
- Outreach
 - ◆ Goals
 - ◆ Partnerships
- Questions

Marketing



Goals for Marketing

- Increase awareness of library programs and services
- Communicate library's value to the community
- Attract top talent to work with or at the library



Primary Channels



- Email newsletter
- In-building marketing
- Social media
- Website
- Out-of-building marketing

Email Newsletter

- Three audience segments: Adult, Teen, Kids



Adult Monthly Newsletter, July 7

Stay cool this summer by coming to the Library. Our building has air conditioning and water bottle refill stations, plus fun programs for all ages.

We're a third of the way through Summer Reading! Complete the reading challenge for your age group to win a completion prize. Prizes will be available from Aug. 1 to 31.

Happy Plastic Free July! Reducing plastic waste can be as easy as bringing a reusable mug to the coffee shop or your own container to a restaurant for leftovers. Browse our [Plastic Free July booklist](#) or visit [Plastic Free July](#) to find out what you can do to help reduce plastic waste.

Looking for an adventure close to home? Discover Sunnyvale landmarks in our [Adventure Across Sunnyvale](#) scavenger hunt. Also, mark your calendars for the Library's [Passport to Asia: A Summer Reading Spectacular](#) celebrating Asian cultures on Friday, Aug. 2.

Mark your calendar for our next [Friends of the Sunnyvale Public Library Book Sale](#) on Saturday, July 20 and Sunday, July 21.

This month we have three craft programs for adults: [yarn pom-poms bookmarks](#), [sustainable bird feeders](#) and [photo booth props](#).



There's still time to register for Summer Reading!



The Summer Reading Program is here! Read 5 books or more during the summer and get a free book in August. All finishers entered into a drawing for a grand prize. For more information, visit our [Reading Programs](#) page.

The Library will be closing at 6 p.m. on Wednesday, July 3 and will be closed all day on Thursday, July 4 for Independence Day.

Many of our programs this month do not have registration. Space in our programs is still limited and the doors will close when the program is full.

Email Newsletter: Adult

- 58,428 subscribers (default at card registration)
- Monthly + 1-2 times per week depending on program frequency
- Biggest source of registrations for adult programs



IN-PERSON: Adults Create: Sustainable Bird Feeders

Tuesday, July 23, 6:30 to 8 p.m.

Learn how to make a sustainable bird feeder to put in your backyard or patio!

We will be making them with bird-friendly and eco-friendly materials. We will provide all necessary supplies.

This craft will take place in the Library Program Room.

[Registration](#) is required.

Email Newsletter: Teen & Kids

- Monthly, with a few additional emails each month to help promote certain programs
- Promotes programs, cultural events, databases, booklists and Library services

Hispanic Heritage Month



For a full list of our Hispanic Heritage Month events, check out our [Seasonal Library Programs](#) page!

Paleta Storytime and Craft

Ages 3 to 5
Monday, Sept. 16, 11 a.m. to 12 p.m.
Library Program Room
No registration

Help us kick off Hispanic Heritage Month at this preschool



Storytimes



Join us for storytime in the Library Program Room! No registration is required, but space is limited. Doors will close when the room is full.

Storytime	Day	Time	Ages
Toddler Storytime	Tuesdays	11 to 11:25 a.m.	1 to 3 years
Preschool Storytime	Wednesdays	11 to 11:25 a.m.	3 to 5 years
Baby Lapsit & Playtime	Thursdays	10:30 a.m. to noon	0 to 12 months
Night Owl Storytime	Thursdays	7 to 7:25 p.m.	All Ages
Family Storytime	Saturdays	11 to 11:25 a.m.	All Ages

Japanese Storytime

Ages 0 to 5



S.T.E.M.

DNA and Slime Cell Models

Grades 2 to 6
Saturday, Sept. 7, 4 to 5 p.m.
Library Program Room
No registration



Learn how to make a DNA strand with candy, and an animal cell model with slime! Teens from the Bloom Institute will teach participants about DNA and cell structure, with a fun hands-on activity.

Lego Builders

Ages 5 and up
Tuesday, Sept. 10, 4 to 5 p.m.
Library Program Room
No registration













In-Building Marketing

- Print calendars
- Flyers
- Slideshows
- Programs



In-Building: Print Calendars

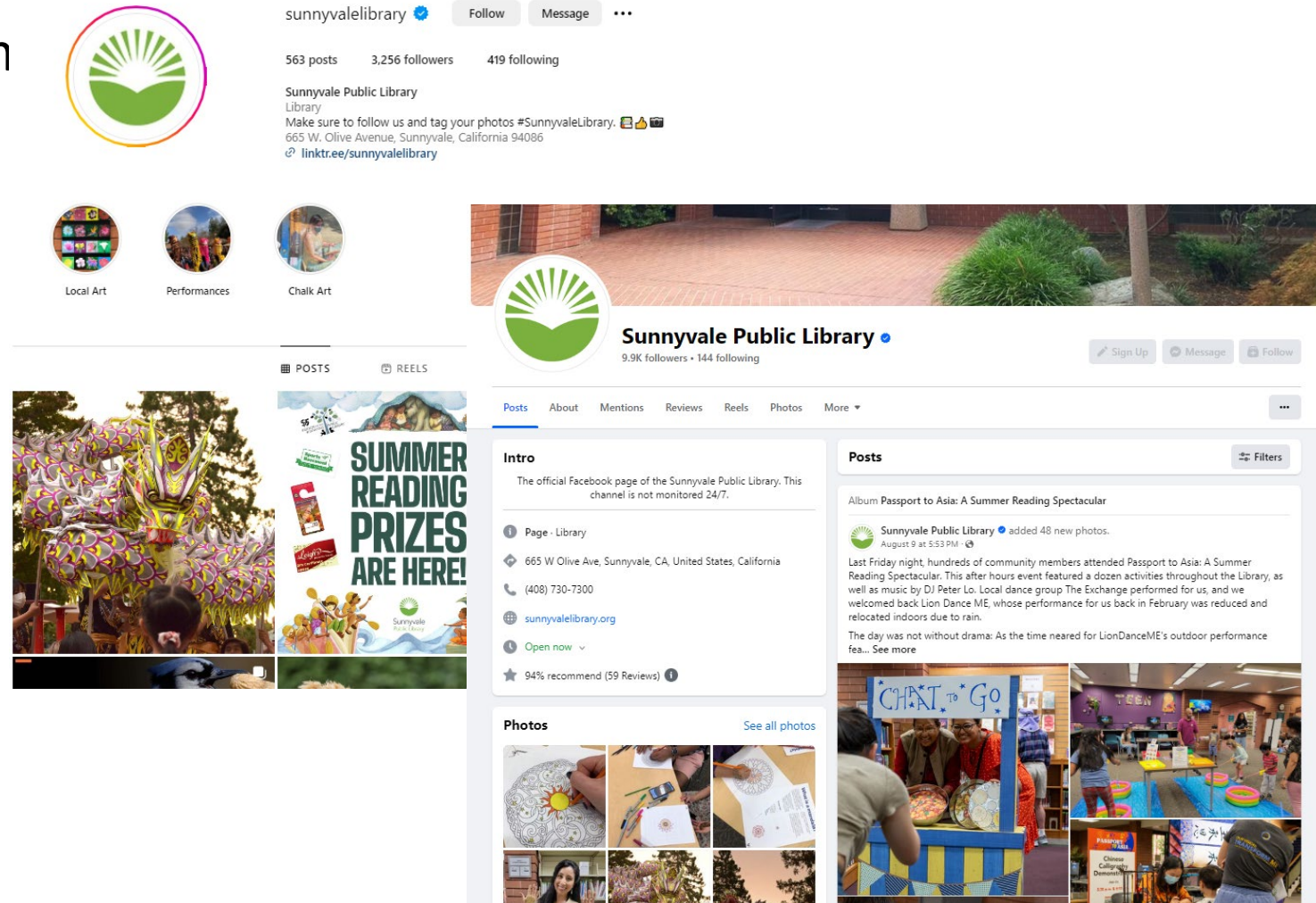
- Very popular marketing tool with families. Youth calendars available in English and Spanish; adult calendars available in English.

Sunnyvale Public Library						
CHILDREN & TEENS: MAY 2024						
SUN	MON	TUE	WED	THU	FRI	SAT
Programs marked with * require registration: sunnyvalelibrary.org. Questions? 408-730-7292. Teen Programs are noted in RED.						
			1 11 am Preschool Storytime Ages 3-5, Program Rm	2 10:30 am BABY Baby Lapsit and Playtime 0-12 months, Program Rm 7 pm Night Owl Storytime All Ages, Program Rm	3 11 am Storytime @ Magical Bridge Playground 540 N Fair Oaks Ave. All Ages 4 pm For Goodness Snakes! Grades K-5, Program Room	4 11 am Family Storytime All Ages, Children's Rm 10:30 am Star Wars Movie Marathon Rated PG Ages 3+, Program Rm
5 2pm Cinco de Mayo Fiesta All Ages, Library Plaza 	6 4pm AAPI Polynesian Stamping Grades K-5, Program Room 	7 11 am Toddler Storytime Ages 1-3, Program Rm	8 11 am Preschool Storytime Ages 3-5, Program Rm 4 pm Lego Builders Ages 5+, Program Rm 7 pm Teens Digital Illustration Workshop* Grades 6-12, Program Rm	9 10:30 am BABY Baby Lapsit and Playtime 0-12 months, Program Rm 4 pm Mother's Day Craft Grades K-5, Program Rm 7 pm Night Owl Storytime All Ages, Program Rm	10 11 am Preschool Sensory Storytime* Registration Required Ages 3-5, Program Rm	11 11 am Family Storytime All Ages, Program Rm 3 pm Queer Taiko All Ages, Library Plaza 
12 4 pm Chinese Calligraphy for Teens* Grades 6-12, Program Rm	13 4 pm AAPI Kumihimo Braiding Grades K-5, Program Room 	14 11 am Toddler Storytime Ages 1-3, Program Rm 4 pm Planning a Trip to Mars Grades 1-5, Program Rm 	15 11 am Preschool Storytime Ages 3-5, Program Rm 4 pm Art and the Cosmic Connection* Grades 6-8, Program Rm	16 10:30 am BABY Baby Lapsit and Playtime 0-12 months, Program Rm 4 pm Birthday Storytime* All Ages, Program Rm 7 pm Night Owl Storytime All Ages, Program Rm	17 11 am Bilingual Spanish/English Storytime & Craft Ages 0-5, Program Rm	18 11 am Family Storytime All Ages, Program Rm
19 Library Storytimes will be on break until June to get ready for summer programs! Sign ups for summer reading begin on Jun 1.	20 4pm AAPI Kumihimo Braiding Grades K-5, Program Room 	21	22	23 11 am Craft Time Limited to 36 Children Ages 2-5, Program Rm 4 pm Puppet Petting Zoo All Ages, Program Rm 	24 11 am Craft Time Limited to 36 Children Ages 2-5, Program Rm 4 pm Chinese Calligraphy for Kids Grades 2-5, Program Rm	25 2 pm Mad Science Fun Stations Grades K-5, Program Rm 
26 2pm Family Movie: Lilo & Stitch Ages 3+, Rated PG Program Rm Library Storytimes will be on break this week	27 	28 4pm Coding Club* Grades 3-6, Program Rm	29 4 pm STEM Investigating Insides* Grades 3-8, Program Rm 7pm Parenting Program: Early Support Program for Autism* Program Rm	30 4 pm Graphic Novel Book Club* Grades 3-5, Program Rm 7 pm A Planetary Circus Show Ages 3+, Program Rm	31 3 pm - 5 pm Early Learning Playtime Ages 0-5, Program Rm 	Summer Reading Program Sign Ups Begin June 1. For all ages!

Sunnyvale Public Library						
NIÑOS Y ADOLESCENTES: MAYO 2024						
DOM	LUN	MAR	MIÉ	JUE	VIE	SÁB
Programas marcados con * requieren registraci3n en sunnyvalelibrary.org ¿Preguntas? 408-730-7292. Programas para adolescentes est1n en ROJO.						
			1 11 am Hora del cuento para niños preescolares 3-5 años, Sala de programas	2 10:30 am BABY Cuentos y juguetes 0-12 meses, Sala de programas 7 pm Hora del cuento nocturno Todas las edades, Sala de programas	3 11 am Hora del cuento en Magical Bridge Playground 540 N Fair Oaks Ave Todas las edades 4 pm ¡Serpientes! Grados K-5, Sala de programas 	4 11 am Hora del cuento en familia Todas las edades, Sala de programas 12 pm Marat3n de pel1culas: Guerra de las galaxias Clasificada PG 3+ años, Sala de programas 
5 2 pm Fiesta del Cinco de Mayo Todas las edades, Plaza de la Biblioteca 	6 4 pm Estampado polinesio Grados K-5, Sala de programas 	7 11 am Hora del cuento para niños pequeños 1-3 años, Sala de programas	8 11 am Hora del cuento para niños preescolares 3-5 años, Sala de programas 4 pm Constructores LÉGOs Edades 5+, Sala de programas 7 pm Elecci3n de universidades y admisiones* Grados 9-12, Sala de programas	9 10:30 am BABY Cuentos y juguetes 0-12 meses, Sala de programas 4 pm Manualidad para el d1a de la madre Grados K-5, Sala de programas 7 pm Hora del cuento nocturno Todas las edades, Sala de programas	10 11 am Hora del cuento sensorial para niños preescolares* Registraci3n Requerida 3-5 años, Sala de programas	11 11 am Hora del cuento en familia Todas las edades, Sala de programas 3 pm Queer Taiko Todas las edades, Plaza de la biblioteca 
12	13 4 pm Caligraf1a china para adolescentes* Grados 6-12, Sala de programas	14 11 am Hora del cuento para niños pequeños 1-3 años, Sala de programas 4 pm Viaje a Marte Grados 1-5, Sala de programas	15 11 am Hora del cuento para niños preescolares 3-5 años, Sala de programas 7 pm Arte y la Conexi3n C3smica* Todas las edades, Sala de programas	16 10:30 am BABY Cuentos y juguetes 0-12 meses, Sala de programas 4 pm Hora del cuento para los cumpleaños de mayo* Todas las edades, Sala de programas 7 pm Hora del cuento nocturno Todas las edades, Sala de programas	17 11 am Hora del cuento bilingüe, espaol y ingl3s con manualidad 0-5 años, Sala de programas	18 11 am Hora del cuento en familia Todas las edades, Sala de programas
19 La hora del cuento estará en receso esta semana Las inscripciones para el programa de verano comienzan el 1 de junio.	20 4 pm Trenzado Kumihimo Grados K-5, Sala de programas 	21	22	23 11 am Manualidades para niños Lmite de 36 niños 2-5 años, Sala de programas 4 pm Titeres de la hora del cuento Todas las edades, Sala de programa 	24 4 pm Caligraf1a china para niños* Grados 2-5, Sala de programas	25 11 am Manualidades para niños Lmite de 36 niños 2-5 años, Sala de programas
26 2 pm Pel1cula en familia: Lilo & Stitch Edades 3+ Clasificada PG Sala de programas La hora del cuento estará en receso esta semana	27 	28 4 pm Club de codificaci3n* Grados 3-6, Sala de programas	29 4 pm STEM Interior de los planetas* Grados 3-8, Sala de programas 7 pm Programa de Apoyo Temprano al Autismo* Para padres/guardianes, Sala de programas	30 4 pm Club de lectura de novelas gráficas* Grados 3-6, Sala de programas 7 pm Espectáculo de circo planetario 3+ años, Sala de programas	31 3 pm - 5 pm Jugando aprendemos 0-5 años, Sala de programas 	Las inscripciones para el programa de verano comienzan el 1 de junio. Para todas las edades.

Social Media

- Mainly Facebook and Instagram
- Types of posts:
 - ◆ Communicating value
 - ◆ Informational
 - ◆ Advertising
 - Limited to large programs
 - ◆ Engagement boosters



Social Media: Communicating Value

- Post-program recaps have high reach
- Big and small programs
- Stories to illustrate how the Library works for the community



Sunnyvale Public Library added 48 new photos.
August 9 at 5:53 PM · 🌐

Last Friday night, hundreds of community members attended Passport to Asia: A Summer Reading Spectacular. This after hours event featured a dozen activities throughout the Library, as well as music by DJ Peter Lo. Local dance group The Exchange performed for us, and we welcomed back Lion Dance ME, whose performance for us back in February was reduced and relocated indoors due to rain.

The day was not without drama: As the time neared for LionDanceME's outdoor performance fea... See more



Sunnyvale Public Library ·
March 22, 2023 · 🌐

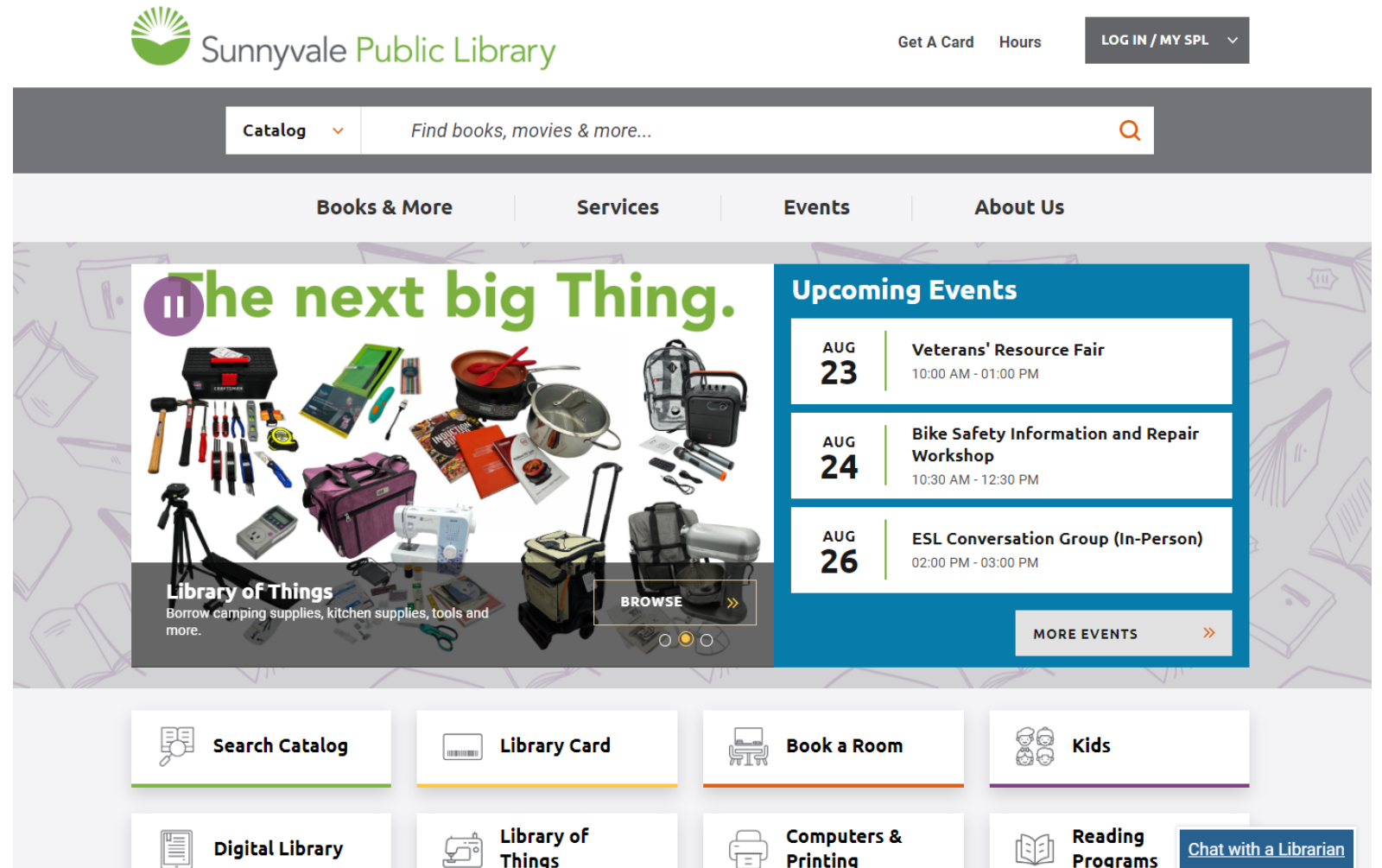
A week ago today: On Wednesday, March 15, power outages in Sunnyvale and surrounding cities brought you and your neighbors to our Library to use the wi-fi and charge your devices. With every seat near an outlet occupied, we stocked our Program Room with all the power strips we could find to meet this unexpected rush. Our people counter logged 2,061 patrons that day! 🙏 Thank you for using the Library.

#SunnyvaleLibrary



Website

- Slideshow to promote big programs and major service updates
- All events on calendar
- Recent redesign reduced homepage bounce rate by 12%



Out-of-Building Marketing

- Flyers at Senior Center, Downtown

June Movies at the Library

Join us for two free movies in the Library Program Room. Seating is first come, first served. Visit the Sunnyvale Public Library at 665 W. Olive Ave.



Thursday, June 6, 1 to 3 p.m.
Nomadland

Written and directed by Chloé Zhao (based on the bestselling non-fiction book), *Nomadland* follows the fictional character Fern (Frances McDormand) as she travels the country in a van searching for work after the Great Recession.

Nomadland was nominated for six Academy Awards, and won Best Picture, Best Director (Zhao) and Best Actress (McDormand).

This movie is rated R by the MPAA and has a run time of 1 hour 48 minutes. It will be presented with English captions for the hard of hearing.



Sunday, June 23, 2 to 5 p.m.
Farewell My Concubine

Cheng Dieyi (Leslie Cheng) and Duan Xiaolou (Zhang Fengyi) grow up in the Peking Opera Academy. As actors, Dieyi assumes the female roles while Xiaolou plays masculine warlords. When Xiaolou marries a courtesan, Juxian (Gong Li), Dieyi becomes jealous, creating an explosive romantic triangle.

Farewell My Concubine was nominated for Best Foreign Language Film at the Academy Awards.

This movie is rated R by the MPAA. It has a runtime of 2 hours 51 minutes. It will be presented with Mandarin Chinese with English subtitles.

Pursuant to the Americans with Disabilities Act, the City of Sunnyvale will make reasonable efforts to accommodate persons with disabilities. If you require special accommodation, please contact the library at 408-730-7300 or chat with a librarian five days in advance.

The next big Thing. We want your opinion!



Scan this QR code to take a short survey about the Library's collection of borrowable camping supplies, kitchen supplies, tools and more.

Tell us what you'd like to see!



No smartphone? Take the survey here:
<https://forms.office.com/g/CKLsRWLRbR>

 Sunnyvale Public Library



Outreach



Goals for Outreach

- Increase awareness of library programs and services
- Reach non-library users including traditionally underserved communities
- Create meaningful relationships with community members and other stakeholders

Creating Awareness

- Attendance at Community Events
 - ◆ National Night Out
 - ◆ North County Resource Fair
 - ◆ Community Health Awareness Council (CHAC) Winter Celebration
 - ◆ Sunnyvale Community Services' Winter Wellness Fair
- Attendance at School Events
 - ◆ Back to School Nights
 - ◆ Open House Events
 - ◆ Latino Conference at Homestead High School
 - ◆ Winter Resource Fair at Fremont High School
 - ◆ Family Literacy Night at Sunnyvale School District
 - ◆ Multicultural Fair at Columbia Middle School
 - ◆ Fiesta Kermes at Bishop Elementary
- Other City Events
 - ◆ “City Day” in partnership with the City of Sunnyvale and Sunnyvale Community Services
 - ◆ Earth Day
 - ◆ Sunset Movie Series
 - ◆ State of the City
 - ◆ Winter Wonderland
 - ◆ Recreational Services' Job Fair
 - ◆ Hands on the Arts



April 2024- Open House, Vargas Elementary



August 2024- National Night Out, Ortega Park

Reaching Non-Library Users and the Underserved

- Offsite Programming
 - ◆ Afterschool STEM programs at Columbia Neighborhood Center
 - ◆ Inclusive Maker Lab for individuals with disabilities
 - ◆ Presentations in Spanish for Spanish-speaking parents at Vargas Elementary and community members at Sunnyvale Community Services
 - ◆ Family Fun Nights at Washington Park and Lakewood Park
 - ◆ Summer Carnival at Washington Park
 - ◆ Monthly Storytimes at Fair Oaks Park
 - ◆ Offsite Storytimes at daycare centers and schools
 - ◆ StoryWalk® events in North Sunnyvale
 - ◆ Summer Reading Program promotional presentations at Title 1 schools, Vargas Elementary and Fairwood Elementary
 - ◆ Storytime at Murphy Park Camp
 - ◆ Lunchtime Librarian at Columbia Middle School



July 2023- Family Fun Nights, Lakewood Park



May 2024- SRP Promo, Fairwood Elementary



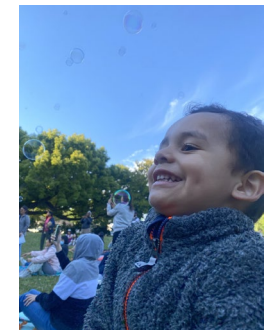
November 2023- Inclusive STEM Lab



February 2024- Afterschool STEM, Columbia Neighborhood Center



July 2024- Carnival, Washington Park



June 2024- Family Fun Nights, Washington Park

Reaching Non-Library Users and the Underserved

- Offsite Programming
 - ◆ Senior Center Book Group
- Online programming
 - ◆ ESL Conversation Group
 - ◆ Monthly Book Group
 - ◆ NOVA (job seekers)



Reserve copies of Monthly Book Group selections

Partnerships

- Partnerships allow us to cross promote library programs and services with members of other organizations.
 - ◆ Recreation Services
 - ◆ School Librarians at Sunnyvale School District
 - ◆ Sunnyvale School District
 - ◆ Low-income housing developments: MidPen and Meridian Apartments
 - ◆ First 5 of Santa Clara County
 - ◆ Animal Assisted Happiness
 - ◆ Community Health Awareness Council (CHAC)
 - ◆ Sunnyvale Community Services
 - ◆ Sunnyvale Sister City (Iizuka)



CHAC Programming at the Library



First 5 Programming at the Library



Welcome sign at Meridian Apartments

Partnerships

- Partnerships allow us to cross promote library programs and services with members of other organizations.
 - ◆ Recreation Services
 - ◆ Assisted living facilities
 - ◆ NOVA
 - ◆ Environmental Services Department
 - ◆ Friends of the Sunnyvale Library
 - ◆ Sunnyvale Community Services
 - ◆ Veterans' Groups
 - ◆ Don Edwards San Francisco Bay National Wildlife Refuge
 - ◆ Search for Extra-Terrestrial Intelligence (SETI)
 - ◆ Sunnyvale Art Club
 - ◆ FabMo
 - ◆ Silicon Valley Bike Coalition
 - ◆ UC Master Gardeners
 - ◆ Repair Café



Bird walk at Don Edwards



Environmental Services Department

Special Project Outreach: New Main Library

- Engaging the community for input on Civic Center Modernization Phase 2 was a key effort for the project.
 - ◆ Two input rounds in early 2024
 - ◆ Kiosks, pop-up event outreach, email surveys
 - ◆ Engaged nearly 6,000 community members
 - ◆ Round One: Program Options and Community Values
 - ◆ Round Two: Design Values and Site Opportunities
 - ◆ All top takeaways were implemented in the conceptual design approved by City Council



Top: Survey Kiosk in the Library
Bottom: Staff Design Workshop



Questions?