

Report on Activities and Operations  
At Sierra View Library  
Submitted by John Crockett, Managing Librarian



The Sierra View Library supports the Washoe County Library System vision that all residents benefit from the Library's support of literacy and self-education. From computer classes to early literacy programs, Sierra View is well positioned to meet individual and community needs to sustain lifelong learning and promote literacy in all forms. Centrally located near neighborhoods, a bus line, and other social services, Sierra View is one of the highest traffic branches in the system serving Washoe County since 1987.

In 2014, WCLS staff received training from the Nevada State Library & Archives on the use and implementation of market segmentation and community-analysis data to better align services with community needs. During the WCLS Staff Training Day in August, we found that the largest market segments in our area are young, middle- to low-income families. Sierra View Library's service area revealed a market potential of 84.9% (over 50,000 potential patrons), higher than any other branch. To tap into this market potential, we aim to increase visibility and collaboration through programs like the 1<sup>st</sup> Grade Outreach (issuing library cards to all 1<sup>st</sup> graders at local schools).

With more access to information being delivered digitally, citizens need the tools to access the wealth of knowledge offered at the library and beyond. Sierra View Library supports digital literacy by offering basic computer classes, in-person technology help, Early Literacy Station computers, and a mini tech bar where a patron can use a tablet to download an e-book or a teen can access digital comics. In November, we launched a Kindle lending program where teens can check out a Kindle e-reader preloaded with popular young adult fiction titles.



*Early Literacy Station*



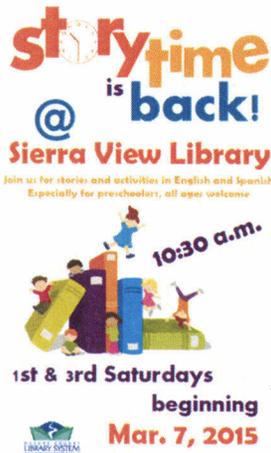
*Download Station and Tech Bar*



*Young Adult Kindle*

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Over 30% of Sierra View basic computer class attendees indicate their primary reason for taking the class is “to get a job” or “to earn a promotion.” Nevada JobConnect is one of the biggest referrals for the classes, and attendance has steadily increased since moving into the library’s Community Room in summer, 2014. This free service is unique in the County. As one attendee stated, “It is so hard to find a class like this at a community college or other venue.”



To foster early literacy the library hosts the Paws2Read program where readers gain confidence by reading to canine companions. Beginning March 7, Sierra View will once again offer story-time on Saturday mornings marketed to both English and Spanish-speaking families. In August, the library installed early-literacy computer stations funded by a Library Services and Technology Act (LSTA) grant. These stations offer educational games in both English and Spanish and are in constant use. To support financial literacy, Sierra View hosts free tax assistance and the Estate and Financial Planning Series. Over 300 citizens took advantage of these financial programs in 2014.

While striving to meet community needs in this central location, we commonly receive patron complaints regarding the inadequate restroom facilities. The restrooms are periodically closed for cleaning which inconveniences patrons by requiring them to use bathrooms located over 100 yards away (and that may not be available either). This situation is a major inconvenience to senior citizens and families. When using the standard restrooms, patrons also may encounter strong odors due to inadequate ventilation, a person washing at the sinks, a man changing a baby’s diaper on the sink counter (because there is no changing station), or backed up toilets (as they are not commercial grade).



Going forward, Sierra View will continue to support development and literacy by expanding use of the Community Room for entrepreneurs, groups, and coworkers. In 2015, we plan to upgrade the facility with some new furniture and additional technology. We also aim to be more visible in the community by participating in events such as the Reno Mini Maker Faire, conducting outreach to all 1<sup>st</sup> grades in our service area, and collaborating with local groups including the Boys & Girls Club and the Holland Project.