

## 3-3-2022 Report of the Awareness Subcommittee

1. LALE ads for March, April, May - Cindy Hill, President of LALE, suggested that since April is Library Staff Appreciation month, the LALE ad should focus on Appreciation of our Library Staff. The following topics were scheduled:

**March – Free Weston Wood Children’s Videos**

**April – LinkedIn Learning**

**May – E-Library Card – Instant Access to Online Library Resources**

REPORT: Library Staff Appreciation Month will be the topic of the LALE ad for April. LinkedIn Learning will move to May or June. E-Library Card will be moved to another time slot. Sharvari offered to find free clipart depicting library staff.

Bryant suggested that the Los Altos community should be aware that the Main Library and the Woodland Branch both offer Medication Disposal Bags and Sharps Disposal Containers. Both the Rx disposal bags, and sharps containers are mailed back directly to companies that properly process the contents. This is a great free service that is very much underutilized.

We will ask LALE if they will use their ad in the 4<sup>th</sup> week of April to publicize this service of the library because April 30<sup>th</sup> is National Prescription Drug Takeback Day. The timing of the ad and the National Day of Recognition would coincide perfectly. If LALE is unable to use this the topic for that ad, we will feature this service in the May Awareness Subcommittee LALE ad.

Bryant also suggested other underutilized services provided by the library such as being an eyeglasses donation site and a battery disposal site. He also suggested that we might come up with an ad featuring all the random items available to take home from the library such as Driver’s Handbooks for the exam and other items. We will work with Bryant to explore such an ad in the future.

2. Freddie reported back to the Subcommittee that the LALE Board approved our request for funding for these ads for calendar year 2022.

3. Carolle reported on PSA possibilities with Gunn High School, Homestead High School and Mt View High School.

REPORT: Carolle reported that both none of the three high schools offered PSAs, but Gunn and Homestead offered opportunities for the library staff to speak to a student who might feature the PSA information in an article. Mt. View High did not respond further.