

ITEM NO. 6
MEETING DATE November 4, 2009

LIBRARY DIRECTOR

**CITY OF REDDING
REPORT TO SHASTA PUBLIC LIBRARIES
CITIZENS ADVISORY COMMITTEE**

DATE: October 30, 2009
L-050

FROM: Jan Erickson
Library Director

SUBJECT: Director's Report and Statistics

Recommendation

The Library Director respectfully recommends that the Shasta Public Libraries Citizens Advisory Committee accept the attached Director's Report and Statistics for the month of October 2009.

**Shasta Public Libraries
Library Director's Report
October 2009**

Strategic Plan Service Priority: LifeLong Learning

Staff is passing out Overdrive handouts to the public and promoting the Library's new digital media collection whenever the opportunity arises. So far everyone is very excited to find out that the Library has downloadable material.

Burney is actively promoting the Overdrive Media Library. Response has been of amazement that our library system has added this feature

Volunteer Gerriann Morgan completed processing the hundreds of local maps that were purchased last fiscal year with funds from the Friends of the Shasta County Libraries to update the Library's collection of USGS maps. The index for locating these maps was updated and the maps are now available for use by the public. This is the end of a huge, year-long project of providing public access to the map collection.

October 8, 2009 The Anderson Fire Department helped the children celebrate *Fire Prevention Week*. The firefighters showed the children the protective clothing that firefighters wear and the children were allowed to sit in the fire truck and squirt the hose. Each child received a fire hat and a bag full of goodies.

Strategic Plan Service Priorities Lifelong Learning, Objective 1.1 and Best Sellers and Hot Topics: Objective 6.1

Weeding continues in the mystery, adult nonfiction, and reference collections. The adult fiction collection has been completed.

Elizabeth Kelley, Head of Reference Services, worked with Brodart, the Library's acquisitions vendor, in an effort to improve cataloging and processing of the *Hot Off the Press* collections for Redding and Anderson. The Library is changing how the *Hot off the Press* collections are processed to improve staff and processing efficiency.

Elizabeth Kelley and Marilyn Koutnik worked with Brodart to cancel remaining items ordered in the 2008-2009 fiscal year and determined which items need to be reordered for the 2009-2010 fiscal year.

Elizabeth Kelley continues to work with Brodart and Steve Coffman, LSSI East Coast Vice President, to close out the 2008-2009 fiscal year funds.

Burney Branch Manager Dean met with Guadalupe Orozo, Family Advocate from the Bright Futures (early reading) program to discuss beginning a monthly program for Spanish-speaking 1 to 3-year olds and their parents to develop their English and reading skills. The program will start in November.

Strategic Plan Service Priority: Lifelong Learning Goal: Objective 1.2

Best of the West Book Discussion Group met October 14 to discuss the book, *The World Without Us*, by Alan Weisman.

Burney Readers adult reading club discussed *Growing Seasons* by Annie Spiegelman and distributed next month's read: *The God of Small Things* by Arundhati Roy.

Strategic Plan Service Priority: Lifelong Learning: Objective 1.3

Elizabeth Kelley worked with Gale/Cengage to improve access to the Gale databases. The Testing and Education Reference Center database now allows customers to read testing eBooks (such as GED, ASVAB, Civil Service, etc.) and also allows customers to take practice exams online. Elizabeth also worked with Shasta College and the Shasta Union High School District to make sure all students can access the Library's databases. Darcie Cooper, Library Assistant added widgets and a power search capability to the Library's web page for the Gale databases. The power search allows cross searching of 4 of the Gale databases.

Strategic Plan Service Priority: Lifelong Learning: Objective 1.4

The Shasta Reading Council, KIXE, North State Parent, University of California Cooperative Extension, Raising A Reader, Turtle Bay, Shasta County Health and Human Services, Shasta County Office of Education Early Childhood Services, and Abba's Child Learning Center, worked together to create 3 displays in the Children's Library on literacy, healthy lifestyles, and community family resources.

1st through 3rd graders from the Redding School of the Arts made and displayed a *Love to Read Tree* in the Children's Department. The children also displayed their beautiful crayon resist Fall still life pictures. This technique is a combination of crayons and watercolors.

Paper leaves were available in the Children's Library for any children who love to read. They wrote their names on the leaves and attached them to the *Love to Read Tree*. Literacy and health information was distributed at the *Day of Literacy and Play Carnival* on October 31st. The carnival was hosted by the Children's Department. Free learning disability screenings for children were also provided by Abba's Learning Center during the Carnival.

Strategic Plan Service Priority: Lifelong Learning: Objective 1.5

Two sessions of the *Beginning Sign Language* six-week class ended this month on October 19. Thanks to volunteer Deborah Bentrin for teaching these popular classes.

Strategic Plan Service Priority: Information Literacy:

Library 102 and Library 103 were offered this month in the Computer Center. Library 102 taught students how to search the Library's catalog and how to use their personal library accounts to place holds and interlibrary loans. Library 103 taught students how to use the Library's online databases to search for information, available 24/7.

Strategic Plan Service Priority: Information Literacy-- Objective 2.1

This month one session of Beginning Computers was offered and one session of Basic Computers for Job Hunters was offered. Although the classes are similar, the job class focused on skills and resources needed for job hunting. Thanks to volunteer Marsha Anderson for teaching this class.

Strategic Plan Service Priority: Information Literacy-- Objective 2.2

Free computer classes were offered this month in the Computer Center. Beginning Publisher and Beginning PowerPoint were offered, in addition to the usual class offerings

The Library currently has a need for additional volunteer roamers to assist with the free computer classes.

Strategic Plan Service Priority: Information Literacy—Objective 2.3

2 X-box tournaments were offered in October.

13 gaming sessions were offered.

Strategic Plan Service Priority—Basic Literacy: Goal 3

One of Burney's 10 literacy mentors is still meeting with her student. Two students have received their GEDs and articles are in the local paper to reach new students.

FOIL has purchased the Rosetta Stone English 1, 2 and 3 modules for the literacy program, and will be working with Ms. Orozo and her clients, plus other non-English speakers in the Intermountain area.

Strategic Plan Service Priority--Basic Literacy--Objective 4.1

The Children's Department offered 14 storytimes. Themes included pumpkins, fall leaves, rain, and a special Halloween program featuring a spooky puppet show.

Strategic Plan Service Priority—Basic Literacy— Objective 4.1 and Goal 5

The Reading Education Assistance Dogs (R.E.A.D.) filled the Children's Library with 16 teams on Saturday October 24th. They read with 20 children, and modeled skills on reading with children to 20 parents.

21 people attended the evening *Family Circle* puppet show program.

A parenting workshop, *Ready to Learn*, was sponsored by KIXE TV. Free *Sid the Science Kid* kits were given to the first 50 parents attending. During the workshop parents and children worked together to make "Super Why" super reading costumes.

Total parents to date at Redding Library school age programs: 459.

October 15, 2009 Anderson Library storytime today featured the story "The Ugly Pumpkin." Each child received a mini pumpkin donated by Hawes Ranch and Farm Supply.

On October 29, 2009, the Anderson library story time started with Zoe and Levi Voorhees Pasquini ages 11 and 9 reading the book "One" then continued with West Valley High School Counselor Tom Voorhees Pasquini who read "Warm Fuzzy Land" Each child received a warm fuzzy.

Teachers from three charter schools meet with their students each day in the Burney Library.

The special education students from Mount Burney Center visit the library, read a short story and check out books weekly.

Burney Branch Manager Dean met with Guadalupe Orozo, Family Advocate from the Bright Futures (early reading) program to discuss beginning a monthly program for Spanish-speaking 1 to 3-year olds and their parents to develop their English and reading skills. The program will start in November.

Best Sellers and Hot Topics-Objective 6.1 and 6.2

The Shasta Rose Society donated a subscription to the *American Rose Magazine*, the magazine of the American Rose Society, to be placed in the magazine collection, courtesy of Carole Schmitz.

Strategic Plan Service Priority: Public Spaces-- Objective 7.1

The Redding Library's meeting rooms had a total of 175 accepted requests for the month of October with 4247 estimated attendees. The majority of reservations were made by non-profit organizations totaling 93 accepted requests. Educational organizations had a total of 49 accepted reservations. City, county, state, or federal organizations totaled 28 accepted reservations. Other reservations were made by medical, health, or wellness organizations totaling 3 accepted reservations; and sporting or entertainment organizations totaling 2 accepted reservations.

Strategic Plan Service Priority: Public Spaces—Objective 7.2

The Children's Department conducted 1 school tour. Total children's tours to date: 41.

Strategic Plan Service Priority: Public Spaces--Objective 7.3

Musical Tuesdays @ the Library presented musician Yvonne Sutherland, who took the audience on a musical journey using her harp, fiddle, guitar, and mouth organ, in the Community Room on October 6.

1 evening storytime was conducted. Total to date: 7.

4 afterschool family movies were held bringing this total to 32.

The Friends of the Shasta County Libraries purchased a new 46" large screen TV for the Redding Library Children's Department. The TV will be used for family movies,

music video games for teens, and gaming tournaments. The 32" TV the department was using before was given to the Anderson Library for use in their community room.

5 Fine Arts Friday family programs featuring building with clay were offered in October.

The Children's Library hosted and co-sponsored the family festival: *A Day of Literacy and Play*. Free books, games, activities, wildlife presentations, healthy snacks and more were on tap from 10 a.m. to 1 p.m. on Saturday, October 31st. The family-friendly event was designed to celebrate *National Family Literacy Day*, which is routinely observed on Nov. 1. Children also received free pumpkin pails, and participated in a spooky library scavenger hunt designed to familiarize them with use of the library catalog, and the different areas of the Children's Library. Co-sponsors included; The Shasta Reading Council, KIXE, North State Parent, University of California Cooperative Extension, Raising A Reader, Turtle Bay, Shasta County Health and Human Services, Shasta County Office of Education Early Childhood Services, and Abba's Child Learning Center.

Total family programs hosted by the Redding Library Children's Department so far this year: 95.

On October 22, 2009, West Valley High School Varsity Basketball Team accompanied by their coach Josh Schwerdt arrived and shot a few hoops with the children.

Volunteers

Volunteer files are in the process of being updated.

Gerriann Morgans has been hired as the interim Volunteer Coordinator.

7 potential volunteers were interviewed, and are currently in training for volunteer positions.

September Volunteer Hours:

Redding: 3,473

Anderson: 172

Burney: 349

OutReach

Librarian Cheryl Cruse, and Head of Youth Services Diane Gustafson visited St. Joseph's School. They entertained classes with puppet shows, and provided information on homework help databases.

Public Relations

The *Record Searchlight* published the article "Literacy Day at Redding Library promises Fun."

Due to Outreach Coordinator Megan Owens' presentation of the databases available through the Shasta Public Libraries applications are beginning to come in from students

(and teachers) from the Fall River Joint Unified School District. So far 25 applications have been processed.

The FOIL Newsletter has articles on OverDrive and the Food For Fines program.

Support

Friends of the Intermountain Libraries Inc. (FOIL) will be selling handcrafted items and baked goods at the annual Holiday Bazaar at Burney Elementary School on Saturday, November 21. Raffle tickets for FOIL's Holiday Baskets will also be available. Friends Main Street Books will be open for holiday shopping December 11 and 12, and the annual FOIL Book 'n Bake sale is set for December 14 through 17.

Miscellaneous

Gustafson, Head of Youth Services, hosted a planning meeting for the co-sponsors of the "*A Day of Literacy and Play Festival.*"

Gustafson, Head of Reference services Elizabeth Kelley, and Circulation Supervisor Martee Boban conducted interviews for two Associate positions.

Children's staff updated the juvenile fiction shelves with new labeling.

	JAN	FEB	MAR	APR	MAY	JUNE	JULY	AUG	SEPT	OCT	NOV	DEC	YTD 09
CIRCULATION													
1. Redding	51,281	40,026	44,418	40,692	39,514	46,605	48,894	43,239	39,065				393,734.00
2. Anderson	3,174	2,477	2,449	2,120	2,179	2,706	2,966	2,367	2,432				22,870.00
3. Burney	1,208	1,069	1,281	1,077	908	1,202	1,508	1,289	1,224				10,766.00
Total Items Circulated	55,663.00	43,572.00	48,148.00	43,889.00	42,601	50,513	53,368	46,895	42,721	0	0	0	427,370.00
REGISTRATION													
New Registered Adult Patrons	683.00	631	650	572	441	593	558	587	610				5,325.00
New Registered Juvenile Patrons	247.00	223	250	235	256	308	260	232	276				2,287.00
Total New Users Registered All Branches	930.00	854.00	900.00	807.00	697	901	818	819	886	0	0	0	7,612.00
TOTAL INTERNET SESSIONS													
1. Redding	9,126	8,992	9,810	10,090	9,587	9,877	10,060	10,121	9,644				87,307.00
2. Anderson	1,250	1,172	1,212	1,277	1,282	1,164	1,256	1,283	1,387				11,283.00
3. Burney	280	251	286	277	269	337	364	380	360				2,804.00
3. Total	10,656.00	10,415.00	11,308.00	11,644.00	11,138	11,378	11,680	11,784	11,391	0	0	0	101,394.00
Literacy													
1. Adult Learners	47	60	65	67	70	69	80	84	72				614.00
2. After School Children	22	22	15	15	16	15	0	0	16				121.00
3. Active Volunteers	46	59	64	64	91	64	96	104	88				676.00
Volunteer Hours													
1. Redding	1,590.00	1,610.05	1,837.25	1,901.25	1,754.25	1,963.75	1,882.50	1,686.65					14,225.70
2. Anderson	138.75	134.00	105.50	89.25	116.25	105.25	94.00	79.25					862.25
3. Burney	62.00	55.00	71.00	77.00	77.00	127.00	132.00	217.00					818.00
Total Volunteer Hours	1,790.75	1,799.05	2,013.75	2,067.50	1,947.50	2,196.00	2,108.50	1,982.90	0.00	0.00	0.00	0.00	15,905.95
Web Page Stats													
Total Page Views	44,009	41,305	47,151	44,502	45,379	47,309	46,712	44,127	42,171				402,665
Total Visitors	13,360	12,931	15,069	13,744	13,959	14,713	15,859	15,599	14,341				129,575
First Time Visitors	4,734	4,605	5,037	4,317	4,379	4,553	4,968	5,146	4,811				42,550
Adult Summer Reading	0	0	0	0	0	425	486	86	3				1,000
Kid's Summer Reading	0	0	0	0	0	986	149	11	2				1,148
Teen's Summer Reading	0	0	0	0	0	54	58	1	0				113