



SHASTA PUBLIC LIBRARIES

# ANNUAL REPORT 2016/2017

A YEAR OF ACCOMPLISHMENTS

 530.245.7250

 [www.shastalibraries.org](http://www.shastalibraries.org)

 1100 Parkview Ave

Redding, CA 96001



## 2016-2017 Shasta Public Libraries Year End Annual Report

The fiscal year 2016-2017 (FY16-17) was another successful year of library services to our communities. The library continued to serve as a popular community center, offering programs and services for all ages. This year, we saw further advancement into unique collections to better serve our community. These specific collection items included Maker Boxes, Cubelets, Squishy Circuits, watt meters, and passes to Turtle Bay Exploration Park. It is important to note that the door count totals for FY16-17 contain inaccuracies due to technical difficulties with door counting equipment at all branches which is most likely the cause of the 209,865 decrease from FY15-16. Staff focused their efforts on improving the customer experience through procedural adjustments and physical layout of materials. These changes were researched to ensure multiple benefits to customers and promote an increase in circulation.

Although funding for libraries continues to be a challenge, library staff and the Shasta Library Foundation (SLF) obtained grant funding to support programs at the library. The Friends of the Shasta County Libraries (FOSCL) and the SLF remained significant fiscal supporters. The Friends of the Intermountain Libraries (FOIL) and the Friends of the Anderson Library (FOAL) also contributed needed funding.

The following report outlines the accomplishments of the last year as well as some projects that will continue during the upcoming year.

### Total Registered Borrowers



### Library Usage

The Shasta Public Libraries has taken steps to improve merchandising techniques for the collection, proven to increase circulation, and a thoughtful social media campaign, hand selected materials for program integration, strategic collection placement, and timely physical displays.

The year began with 78,416 registered borrowers and ended with 82,234, a 4.87% increase from the prior year. This is most likely due to the student cards being processed as a part of the student library card initiative.

## Collection

The FY16-17 circulation for the library totaled 515,292. This total depicts a slight decrease from FY15-16 which could be attributed to lower participation in the Summer Reading Program and a decrease in programs offered. The library acquired a new tool for collection analysis called Edelweiss. It was used by staff to track the performance of the overall collection, in addition to weeding the collection and collection development. Staff looks forward to furthering the implementation of this tool in the coming years.

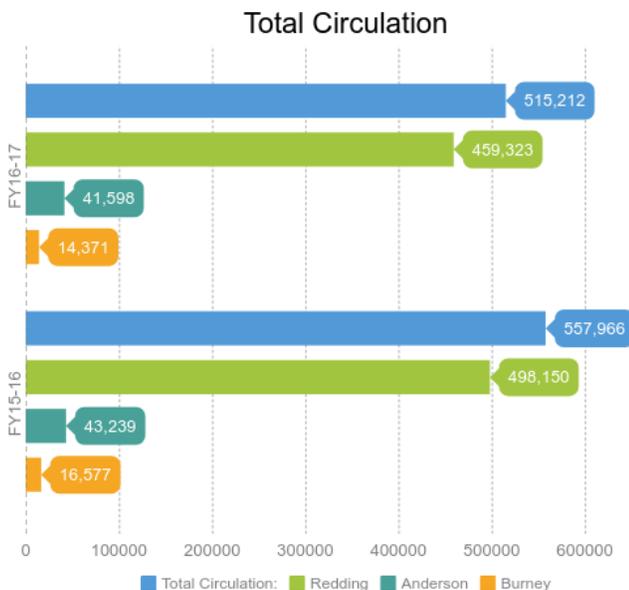
Available for use in the Fireside Room of the Redding Library, the piano, donated by the Piano Angels, continued to remain a popular item and offered a unique service to library patrons. Users were a nice cross-section of the community and staff heard many positive comments from satisfied piano users. The piano was used 400 times by the public, a significant increase compared to last year.

Staff worked with the City of Redding to create a unique link displayed in the library's catalog and website for a special list of suggested leadership and professional books for use by the City of Redding and the public.

Collaborating with Turtle Bay Exploration Park, the library offered museum passes available for checkout by the public. The passes were incredibly popular and averaged approximately 100 holds at any given time and have circulated 48 times this past year. Due to the popularity of the program, Turtle Bay increased the passes from 3 to 4.

Overdrive upgraded their website and app with a new look, new layout, and new features. Later, a brand new app, Libby, was released to replace the old Overdrive app. Libby's enhancements greatly improved the overall ease of use of the Overdrive experience. The library also participated in the 2016 Overdrive Circulation Challenge and was able to increase circulation by 5,000 items to win \$1,000 in new Overdrive materials.

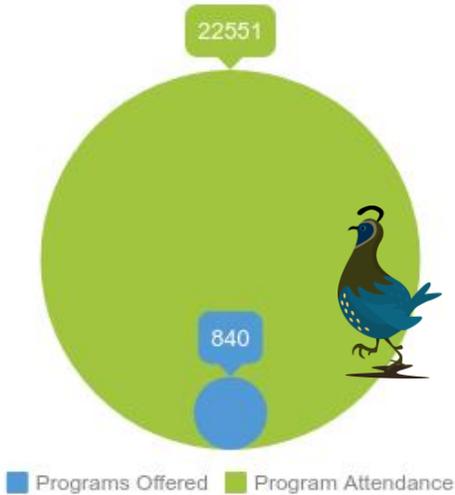
Several new collections were added, including Board Games, Maker Boxes, Cubelets, & Squishy Circuits. In the effort to be a leader in new technologies as well as reinforcing the STEM & STEAM curriculum of the County, the children's department now offers Cubelet kits for in-house use, Squishy circuits for regular 3-week checkout, and Maker Boxes to support education in the home.



### New Items Added to the Collection



### Programs Offered & Total Attendance



#### Programs

The total number of programs offered at the Shasta Public Libraries was 840 with a total attendance of 22,551. The Redding Library’s big truck event, Rev, Rumble & Roar, almost doubled in attendance from the previous year. Feedback from attendees, as well as community participants, was overwhelmingly positive. With 2,040 children and their families in attendance, this beloved community event remains the largest library program to date.

In March 2017, Shasta Public Libraries celebrated the 10th anniversary of the opening of the Redding Library. During the month, library staff organized a series of events reflecting on the past ten years and looking ahead. The events began on March 3rd with an early morning reception that welcomed community members involved with the building of the library. March 7th’s “Happy Birthday Redding Library!” Story Time invited children to wish the Redding Library a happy birthday during a specially-themed story time that included cake and balloons. The celebration culminated at an open house on March 18th that offered the entire community tours of the library and the Createlt! Space, ebook and audiobook help, a story time, and more.

On top of Summer Reading and Wee Read, the Shasta Public Libraries is now offering a year-round reading incentive program through the long-awaited Read-n-Track app. This reading tracking app utilized collaboration between library staff and a hired app developer with funds from the Shasta Early Literacy Partnership through First 5 Shasta. Parents and children can log youth reading time in the app to claim prizes from any of the three branches.

“Food for Fines” kicked off this year with the added “Pay It Forward” program where cans could be dropped off by those without fines as a credit towards patrons unable to pay or donate.

**Hi!**  
My name is Read. My friend, Track, and I love reading together. Spend, at least, 20 minutes a day reading with us and you can earn all sorts of prizes from your public library.

**Let's Get Started**

The Redding Library continued to participate in *Art in Public Places*, a program sponsored by the City of Redding. Exhibits featured local photographers, painters, mixed media artists, and sculptors.

The Zip Books grant from the California State Library and Califa launched the 4<sup>th</sup> year of funding in September, awarding Shasta Libraries \$8,000 with an additional \$8,000 awarded in March. In July, the California State Library and Califa awarded Shasta Libraries with an additional \$2,500 to carry the program through September 30<sup>th</sup>, 2017. The Children's Reference Desk added Zip Book requests to their regular services. This change was made to provide better reference and customer service to the families in our community.

The Shasta Literacy Program was selected by the State of California to host the annual Adult Literacy Learner Institute (ALLI) in May of 2017. ALLI is a statewide training program designed for and by adult learners to improve leadership, communication and advocacy skills. ALLI helps adults learners explore their leadership skills, develop/improve self-esteem and confidence, learn advocacy and public speaking skills, all through practical exercises.



### **Summer Reading**

June 2017 kicked off the *Adventure With Us Through Shasta County* summer reading program running June 12-July 24. Different for this year was an “in-house” theme focusing on Shasta County. Overall, summer reading saw a decrease in attendance from last year, which could be attributed to the Redding library shortening the time frame from eight weeks to six weeks to line up with the branches. Next year adjustments will be made to increase the weeks available for signups and completions in hopes of growing participation.

The 2017 Youth Summer Reading program had strong participation and attendance with 345 preschoolers, 993 children, and 314 teens for a total of 1653 youth participating in the program system-wide. This year, the library offered the opportunity for youth to complete an entire log again, as many times as they liked, for an additional entry into the grand raffle as well as another free book. The new process went over well and helped boost overall completion rates by 24%.

Overall, the adult program had 511 adult registrations with 1,875 books read. One of the most popular adult programs was a special showing of the movie “Contact” with a special visit by Jill Tartar, former director of SETI, who provided an entertaining commentary about the various accuracies and inaccuracies of the film. This program had an attendance of 120 people.



### **Shasta Literacy Program**

The goal of the Shasta Literacy Program (literacy) is to provide literacy tutoring to Shasta County adults, in a one-on-one setting. At the end of FY16-17, there were 130 active learners, who were tutored exclusively by 106 volunteers. The Literacy Coordinator provided training for the tutors.

The partnership between the Shasta Literacy Program and Shasta Community College renewed in June of 2017. Shasta College provides the program with \$20,000 annually, and the program enrolled eligible learners in a non-credited course through the college, providing a minimum of 90 instructional hours per week, per semester.

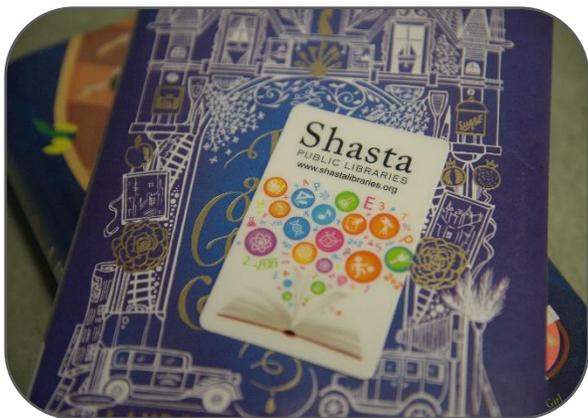
### **After-School Tutoring Program**

The Redding School District (RSD) and the library continued to partner to provide after-school tutoring services to at-risk students from Cypress and Juniper schools. This program focused on improving student reading skills. The RSD provided a teacher who met with the children two hours per day, four days per week. The program combined traditional tutoring with two computer programs: *Read Naturally* and *Study Island*. RSD also funded one half-time position in the literacy department to support the work of the Educational Services Librarian with this project. Volunteer adult tutors read with the children twice each week. In 2017, this program provided 240 hours of literacy tutoring.



### **School Library Card Initiative**

The School Library Card Initiative significantly expanded its efforts in 2017. The initiative's efforts included on-site presentations to schools on the library's educational resources, working with teachers on how to implement services, and the issuing of library cards to students. The library also offered catalog and database training for older students and teachers. Issues experienced during previous years concerning automated importing of data were resolved, adding to the success of the initiative. So far, 13 school districts have been onboarded and an estimated 13,208 library cards have been issued to students. In preparation for the Initiative's future, staff undertook the drafting of a 5-year-strategic plan, including a schedule to reach all 26 Shasta County school districts, ensuring that every student in Shasta County receives a library card.

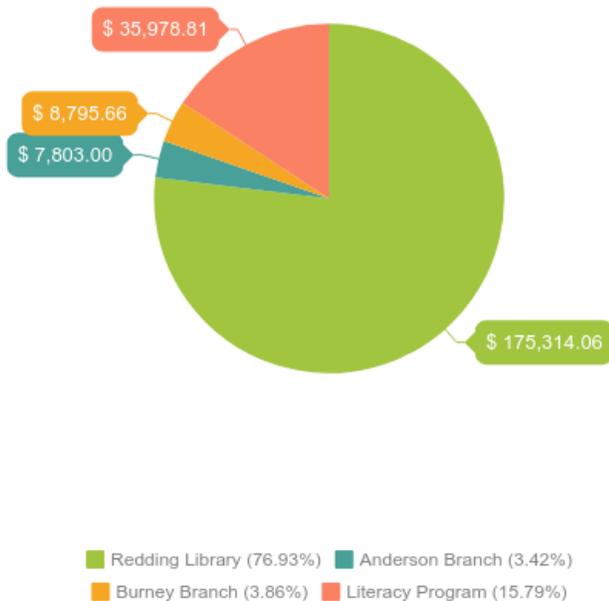


## Technology

The majority of FY16-17 for Automation was spent planning and implementing a long-term project to bring the Shasta Public Library system up to date with current technologies and prepared for the future. The project consisted of 3 parts that will work together to give staff time-saving solutions and patrons a better customer experience.

With the increase in mobile devices using the library's Internet bandwidth and a huge increase in the amount of streaming content from the Internet, the library had to find a financially viable solution to get more bandwidth. The library needed to upgrade and refresh the network equipment to handle Internet connections more securely and accommodate the bandwidth increase. The last phase of this project is a complete upgrade to the library's Automated Materials Handling system (AMH). The goal is to replace the existing dated and proprietary equipment with a complete system that utilizes the latest security and is much more customizable. This new system, which includes a new material sorter, self-checkouts, and new multi-function security gates, will use the industry standards of RFID, preventing future complications. This project anticipates a mid-2018 installation schedule.

## Grants & Donations



## Grants and Donations

The library received a variety of grants and donations in FY16-17. The branches have their respective Friends groups that raise money, primarily for collections and programming. The Shasta Library Foundation (SLF) contributes from its growing endowment and also actively seeks to fund from other sources including local service clubs and philanthropic foundations. Library staff obtained grants for adult literacy and children's programs. Redding Rotary Club, Anderson Rotary Club, The Redding Emblem Club, First 5 Shasta, Anderson Garden Club, Califa, Scripps Howard Foundation, Shasta Early Literacy Partnership (SELP), United Way, Redding Breakfast Lions, and the California State Library all contributed to the library.

BOB books are popular as they are designed for early readers to build their skills and confidence to make younger, more successful readers. The library purchased several BOB titles thanks to various funding sources to supplement and increase this collection, including donations from Redding Rotary Club and the Scripps-Howard Foundation.



## Outreach Events

Shasta Public Libraries' outreach efforts continued to strengthen its position in the community as a resource for all ages.

The Public Relations/Marketing Coordinator Tom Ramont, Literacy Coordinator Kayla Menne, Youth Services Supervisor Anna Tracy, and the Educational Services Librarian Emily Meehan headed the libraries main outreach efforts in FY16-17. Sometimes in coordination with community organizations like Shasta Library Foundation and Shasta Early Literacy Partnership, staff members made appearances in local broadcasts and print media. These included radio interviews on KXLR, KQMS, and KCNR, television interviews on KHSL and KRCR and appearances on KIXE public television, and stories in the Redding Record Searchlight newspaper, A News Café (an online news publication), and Enjoy magazine. Each of these enabled staff to detail Library programs and resources.

During the first quarter, the Library completed the airing of three television spots on KRCR. These lighthearted 30- and 15-second video clips showed viewers the Redding Library through the eyes of actual library users: a young mother and her baby, a 6-year-old boy, and a retired couple. The spots were central to the Library's "At Home at My Library" campaign that used video, social media, and a custom web portal ([www.shastalibraries.org/athome](http://www.shastalibraries.org/athome)) to present the Redding Library as a safe and inviting place for older community members and families with young children.

Apart from large events, staff headed smaller outreach efforts, including 42 library tours to 693 participants that featured a behind-the-scenes look at the library and an introduction to library services. Many experienced Createlt! Space demonstrations, special story times, and lunch in the Children's Garden.

## Professional Development

Staff from all three branches participated in the 2017 Staff In-Service Day and participated in presentations on senior programming, database exploration, and school library services. Staff also engaged in a Q&A session with LS&S Regional Director Laura Burnett and utilized some of the Library's less traditional services, such as the Lego Wall and Createlt! space.

The Library Director, Assistant Library Director, Youth Services Supervisor, and PR/Marketing Coordinator attended the 2-day *Libraries Lead the Way* training, hosted by the Redding Library and sponsored by the CA State Library. The training focused on facilitation skills and working with community partnerships.

Elizabeth Kelley, Assistant Director, and Bradley Shackelford, Public Services Librarian, were interviewed and filmed for a project sponsored by the CA State Library about librarians working with the mentally ill and homeless. Filming occurred in Los Angeles, San Francisco, and Redding.

Three members of the youth department staff, as well as a branch employee, attended the Brazelton Touchpoints Training put on in Sacramento California. This training specifically catered to libraries in serving youth and their parents. All staff in attendance felt the training was a foundation to better understand not only youth and their parents but a benefit to all relationships.

## Volunteers

The library utilized volunteers to complete a variety of tasks. In 2016-2017, 209 individuals donated 16,044 hours of service. These hours are equivalent to 7.71 full-time positions. Using the pay rate of a Library Associate, the value of this time is \$168,462.

Parameters for volunteer eligibility were widened during FY16-17, allowing for community members of all ages to participate in various levels of service. LiveScan fingerprinting and background checks were also implemented, in partnership with the City of Redding personnel department. Teen volunteers worked on special projects such as doing preparation work for events, assisting with decorations for departments, and organizing programs for their peers. The Teen Advisory Board volunteers also began working on service projects, such as soap making, during the 2017 Summer Reading program.



## **Challenges and Projects for Coming Year**

The library staff proposes to build on the success of the past year by undertaking the following activities:

1. Develop and implement a new Strategic Plan to guide the direction of the library into the future.
2. Continue to develop the School Library Card Initiative. Continue to create and distribute library cards to all students in Shasta County. Follow up the distribution of cards with strategic, targeted training for staff and students in the schools. Finalize the five-year strategic plan for the School Library Card Initiative.
3. Continue to update the library's technology with the implementation of new internal data management tools, including Edelweiss Collection performance management software and improved network capabilities. For our patrons, we will continue to grow and promote the Createlt! Library and the Read-n-Track app.
4. Continue to maintain high levels of materials circulation by ensuring popular materials are available to patrons promptly, regular weeding of the collections, and cross-promotion of materials and programs while utilizing a variety of marketing techniques.
5. Seek additional funds to support library programs, services, and collections through grant opportunities and support of the SLF and respective Friends groups in their fundraising efforts on behalf of the library. Support the Friends of Intermountain Libraries with their capital campaign to relocate the Burney Library into a larger, more up to date facility.
6. Fundraise to begin construction on the Redding Library's Nature Explore Classroom project.
7. Continue to work on safety perceptions by taking measures to improve processes, security presence, and clear lines of sight throughout library facilities.

## **Conclusion**

The library is committed to providing our community the opportunity for a better future through programs, services, and resources that are equally available and accessible to everyone in our service area. The library staff strives to raise the bar for customer service, collection management, reference services, and special programming. The upcoming year will bring challenges and new opportunities that the library will strive to meet to fulfill its mission to provide information, lifelong learning, inspiration, and enjoyment to people of all ages through reading and technology.