

SHASTA PUBLIC LIBRARIES

ANNUAL REPORT 2019



JANUARY 2020



In 2019, Shasta Public Libraries (SPL) aimed to strengthen current relationships and make new connections within the community. To assist with programming and library services, SPL expanded their existing partnerships and collaborations, as well as established new partnerships and community engagement opportunities.

Writing a new strategic plan became our major project for 2019. Designed as a roadmap for the next three years, this plan outlines the direction of the Library, ensuring that the right tools, resources, and organizational structure are in place to support innovation and growth. The strategic plan has three main goals:

- 1. INCUBATE:**
Increase support for entrepreneurs, startups and small businesses in order to support economic growth.
- 2. INNOVATE & EDUCATE:**
Modernize materials and ideas to support 21st century access and education.
- 3. ELEVATE:**
Raise up the Library's profile within the community.

In October, 2019, the Redding Municipal Library Board approved the new strategic plan.

2019 HIGHLIGHTS

Outdoor Education And A New Library In Burney

The Outdoor Explore Children’s Garden was completed at the Redding Library, providing a new public space for story-time activities, outdoor programs, playtime, and exploration. This project was funded by First 5 Shasta, the McConnell Fund at the Shasta Regional Community Foundation, and the Redding Rancheria Community Fund of the Shasta Regional Community Foundation.



The dream of the new Burney Library became a reality, thanks to the dedication and hard work of Friends of the Intermountain Library (FOIL), Shasta County, and the City of Redding. Purchased by Shasta County and located on Main Street, the new building has an anticipated opening date for Spring 2020.

Expanded Services

- The Library received additional grant money from the California State Library for expanding the Shasta Literacy Center to **offer Family Literacy for the first time ever**.
- Due to its success, the Zip Books program was awarded **increased funding from \$16,000 in 2018 to \$20,000 in 2019**. The Library was also proud to become a “mentor library” to assist other libraries joining the program.
- The Library merged its *OverDrive* digital collection with the NorthNet Library System, which **increased patron's access from roughly 9,000 digital titles to over 17,000**.
- The Anderson Branch **implemented Radio Frequency Identification Tags (RFID) for the entire collection**, allowing for self-checkout and easier inventory options.
- With ongoing healing and referral of services for fire victims, two unexpected snowstorms in February and November, and multiple PG&E Public Safety Power Shutoffs (PSPS) throughout the year, the **Library continued to be an essential community center for the public**. All branches were used as cooling and warming stations throughout the year. During power outages, branches were busy supporting those that needed to use computers and charge devices.

Library Programs

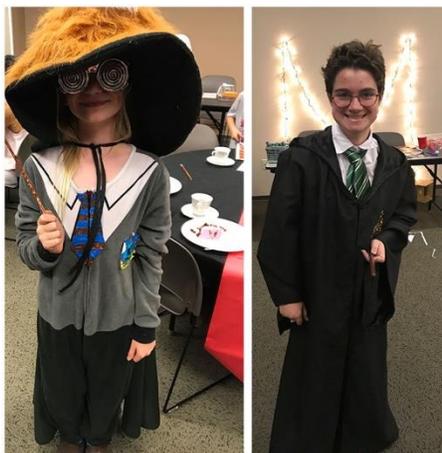
In 2019, community partnerships were at the forefront of programming, where many Library partners participated in annual children’s events such as Silly Seuss Day, “Rev, Rumble & Roar”

(a touch-a-truck program), Book Harvest, and Winter Wonderland. Highlights from Library programs included:

- Staff reformatted Redding's Read & Play story-time to focus more on sensory activities, which was well-received by patrons.
- One of the most popular Redding annual programs, Silly Seuss Day, saw an increased attendance from 391 to 458 people.
- The Teen Advisory Board (TAB) hosted 11 programs this year and had a total of 42 meetings in Redding and 7 meetings in Anderson.
- Redding & Anderson TAB made 163 bars of soap to donate to One Safe Place, as well as 25 paracord bracelets to the Veterans Resource Center.
- Staff implemented Yarns@theLibrary, a new knitting and crocheting family program at the Redding Library that uses yarn donated by the community.
- Shasta County Health and Human Services Agency-Community Health Advocates continued to work out of the Redding Library twice a week to assist 672 people interested in CalFresh, Medi-Cal, Covered California, and housing.
- Authors Tim Hernandez, Lynne Sella and John Soares visited the libraries to talk about their writing process and their latest works.
- Due to the Library's partnership with North Valley Energy Watch, DIY Energy Saving Toolkits were made available for the public to check out and enjoy.

The Library's all-ages, all-summer reading program, Summer Blast! Read, Explore, Learn, began on May 15th and ran through August 7th with a total of 2,467 signups. There were many exciting changes to the Summer Blast! Programming in 2019, highlights included:

- Implementation of an exclusive Tween (ages 9-12) programming series, which was well-received by parents and tweens alike. The most popular program, Duct Tape Creations, had 41 tweens in attendance (beating out the ever-popular Tween Cooking Camp by 10).
- The Redding Library partnered with many organizations during Summer Blast!; new partners included the Redding Wonderland Gardening Club, RareAir Trampoline Park, and Lake Shasta Caverns.
- The musical group, Harry and the Potters, performed a lively wizarding concert for kids and adults at the Redding Library.
- Summer Blast! came to a close with the Harry Potter Birthday Party, hosted by the Teen Advisory Board (TAB). With 84 attendees, this was the largest ever TAB event and a phenomenal success. Wizarding activities included wand making, DIY house notebooks, and Harry Potter bingo.



Shasta Literacy Program

Thanks to two 2019 state grant awards for Family Literacy, *Shasta Literacy Center* expanded this year to include adults and Shasta County families.

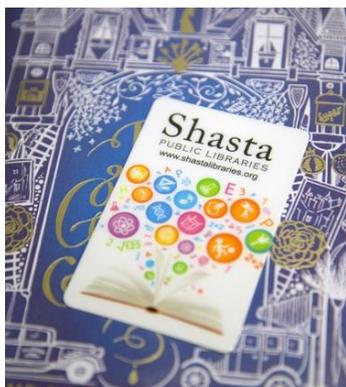
Housed in the Redding Library, *Shasta Literacy Center* provides free one-on-one tutoring in reading, writing, and math to Shasta County residents. The program also tutors adults striving to learn financial or computer literacy, gain U.S. citizenship, study for a professional or military certification, or pass the GED test.

In the fall, the new Family Literacy program launched a pilot program, “Ready & Reading,” where Munchkin University preschoolers and parents were given canvas bags stuffed with books, age-appropriate reading lessons, and giveaway materials to further promote our Family Literacy program.

Meanwhile, the free tutoring program, which previously served only adults, expanded in the spring to include children and teens, plus one adult member of their family. With this expansion, staff hope to fulfill the Library’s goal to end the cycle of generational low literacy, one family at a time. The Library also established a weekly conversation club for ESL learners and a weekly math drop-in tutoring program.



Student Library Card Initiative



By the end of 2019, a total of 3 charter schools, 22 Shasta County School Districts, and the Tehama County School District participated in the Student Library Card Initiative, where staff delivered 8,423 school cards to 75 schools across Shasta County. Staff will move toward onboarding private and charter schools in 2020, as well as expanding the program to all 26 Shasta County districts.

16,530 ITEMS WERE CHECKED OUT ON STUDENT CARDS IN THE YEAR 2019

Along with streamlining the data importing process, staff made changes to the delivery process of the school cards, by delivering cards directly to school librarians, whenever possible. This process promoted outreach to the school, presented a clear line of communication between

SPL and individual schools, and promoted conversations between public librarians and school librarians about collection management and other aspects of maintaining a library.

Technology

The Library launched Mobile Printing, allowing patrons to upload print jobs from anywhere and release them from public printers at any SPL location. Multi-Function Printers were installed at all branch locations to ensure efficient printing for staff, volunteers, and the public. The Library installed new universal power supplies at the Redding Library to ensure more wide-range support of network operations (both wired and wireless) during power outages.



In 2019, creativity continued to increase with the use of the *Create-It!* Space at the Redding Library. Innovative patrons utilized nearly 2.5 miles of biodegradable Poly-lactic Acid (PLA) filament to create and print a life-size R2-D2 replica, a series of family portrait lithophanes, re-modeled cup holders for a vehicle, and a myriad of other projects. The Library partnered with Shasta College to offer Virtual Reality experiences, as part of an ever-growing collection of educational Virtual Reality applications available to explore at the Redding Library.

Grants and Donations

In 2019, Shasta Public Libraries received \$96,330 in grants and donations. In addition, four Library support groups (Shasta Library Foundation, Friends of the Shasta County Libraries (FOSCL), Friends of the Intermountain Library (FOIL), and Friends of the Anderson Library (FOAL)) donated \$140,660 for materials, marketing, technology, and programming.

In September at the Redding Library, the Shasta Library Foundation hosted its large annual fundraiser, *A Novel & Enchanted Affair with Harry Potter*, with great success! This event raised \$113,000—the highest amount ever raised at a Foundation fundraiser.

Professional Development

In 2019, staff attended **127 trainings**, including the California Library Association (CLA) Conference. Trainings were on a variety of subjects including marketing, collection development, family and adult literacy, services for the homeless, emerging library trends, and programming. In lieu of a staff development day, all three branches participated in a staff appreciation week. Throughout the week, staff took part in fun training opportunities and team building projects held during library open hours. Staff also completed mandatory California workplace harassment prevention and workplace safety trainings.

Community Engagement and Outreach

Staff brought the Library out and into the community with the following outreach events, to market services and programs:

- Shasta County Mini Maker Faire
- Shasta College's 8th Grade Career Days
- North Valley Stand Down
- Mini Project Homeless Connect
- STEM Career Day
- United Way/Caltrans Our Promise Campaign and Non-Profit Fair
- Successful Transition of Probation and Parole (STOPP)
- Work Readiness and Resource Fair (United Way)
- Help Me Grow Launch at Turtle Bay
- Week of the Young Child Resource Fair, Mount Shasta Mall
- Week of the Young Child One Big World
- Veterans Job Fair (United Way)
- Read Across America (Bonney View Elementary)
- Dr. Seuss Day – Stellar Charter School
- Northern Summit Academy Parent's Night
- College Quest
- Burney Basin Days

The Library attended monthly partnership meetings with Redding Rotary, Help Me Grow, Reach Higher Shasta, Project Homeless Connect, First 5 Shasta, and Leadership Planning Counsel. To help grow and promote partnerships, staff "field trips" were taken to the Women's Business Center at JEDI, SMART Business Resource Center, and Shasta College Library. The Library also partnered with the U.S. Census, to host Census job recruiting and provided library community rooms for training sessions in support of Census 2020.

Volunteers



In 2019, **208 volunteers donated 16,080 hours of service**. These hours of service, whether spent helping the Library maintain its collection, raising funds through books sales, or advocating through Friends groups, are integral to the Library's continued success.



Thanks to a new partnership with Dignity Health, the Library was able to create the Book Drops program, where volunteers delivered library materials to the homes of patrons facing mobility issues. With this program, those who are unable to make it to the Library on their own still have access to the Library's physical collection.

LOOKING AHEAD



In 2020, the Library is excited about the opening of the new Burney Branch and the implementation of the goals and objectives of the new strategic plan. Elizabeth Kelley will continue to serve as interim director while a nationwide search is conducted.

CONCLUSION

2019 truly exemplified the Library's vital role within the community. Generous partnerships, grants and funding, outreach programs, seasonal events, and all-inclusive activities held at the Library, came together to help the Library cultivate a stronger relationship with patrons and the community. As always, the hard-working and creative Library staff and volunteers were essential to success throughout the year. The staff look forward to even more innovation and prosperity in 2020.

SHASTA PUBLIC LIBRARIES 2019 USAGE AT A GLANCE

6,300 OPEN HOURS **236,893** WEBSITE VISITS **1,184,837** LIBRARY VISITS **80,264** COMPUTER USES

PROGRAMS AT SHASTA PUBLIC LIBRARIES

CHILDREN'S PROGRAMS	TOTAL PROGRAMS	TOTAL ATTENDANCE
Anderson Library	70	3,583
Burney Library	89	1,266
Redding Library	348	12,303
TOTAL	507	17,152

YOUNG ADULT'S PROGRAMS	TOTAL PROGRAMS	TOTAL ATTENDANCE
Anderson Library	17	49
Burney Library	4	12
Redding Library	60	716
TOTAL	81	777

ADULT PROGRAMS	TOTAL PROGRAMS	TOTAL ATTENDANCE
Anderson Library	4	84
Burney Library	6	84
Redding Library	508	3,819
TOTAL	518	3,987

TOTAL PHYSICAL CIRC – 417,665 | TOTAL DIGITAL CIRC – 51,205

ENDED THE YEAR WITH **100,462** TOTAL REGISTERED BORROWERS ACROSS ALL LIBRARIES.