



Annual Report for the Year 2012

2012 Shasta Public Libraries Year End Annual Report

2012 proved to be another successful year. Use of the Shasta Public Libraries (Library) system was strong, with circulation of Library materials and other measures remaining high. The Library continued to serve as a popular community center, offering programs and services for all ages. The Library also provided assistance to those seeking employment through access to computers for job-search tasks such as completing online applications and updating resumes. 2012 saw further advancement into the Digital Age with the introduction of *ZipBooks* and *Chromebooks*. The implementation of these projects kept the IT department busy. The Veterans Resource Center, a pilot project funded by the state and staffed by volunteers, was opened at the Redding Library in November. A grant from Cal Humanities and the California Center for the Book funded a popular Community Read of *Farewell to Manzanar* by Jeanne Wakatsuki Houston.

Although State funding was significantly reduced, 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.

Strategic Plan

The *Shasta Public Libraries Strategic Plan 2009-2012* (Plan) provided guidance to Library management as to the allocation of time and resources. Of the many library service options available to public libraries, the Plan emphasizes five areas prioritized by a community focus group, and outlines goals and objectives to advance these services.

1. **Lifelong Learning:** A library that provides Lifelong Learning service helps address the desire for self-directed personal growth and development opportunities.
2. **Information Literacy:** A library that provides Information Literacy service helps address the need for skills related to finding, evaluating, and using information effectively.
3. **Basic Literacy:** A library that offers Basic Literacy service addresses the need to read and perform other essential daily tasks.
4. **Best Seller and Hot Topics:** A library that provides Best Sellers and Hot Topics service helps to fulfill community residents' appetite for information about popular cultural and social trends and their desire for satisfying recreational experiences.
5. **Public Spaces:** A library that provides Public Spaces helps address the need of people to meet and interact with others in the community.

The following report outlines the successes of the last year as well as projects that are in place to continue during the upcoming year.

Library Usage

	2012	2011	2010
Total Circulation:	610,452	564,819	541,382
Redding	553,812	511,869	493,955
Anderson	37,579	34,825	31,182
Burney	19,061	18,125	16,245
Total Registered Borrowers:	114,363	109,642	101,873
Redding	98,153	93,960	87,273
Anderson	12,658	12,225	11,361
Burney	3,552	3,457	3,239
Total Internet Sessions:	104,191	107,828	107,869
Redding	89,640	91,820	100,684
Anderson	12,175	12,828	13,615
Burney	2,376	3,180	3,570
Total Gate Count:	2,072,443		
Redding	2,018,738		
Anderson	53,705		

The 2012 circulation for the Library totaled 610,452. This amounts to a circulation increase of 8% from 2011. July 2012 had the highest circulation with 52,908 for the Redding Library and 58,236 for the system. The year began with 109,642 registered Library borrowers and ended with 114,363. This is a 4.3% increase. The Redding Library gate count for 2012 was 2,018,738. The Anderson Library gate count was 53,705.

The total number of programs offered at the Library was 963 with a total program attendance of 19,725. Ongoing adult programs included a book group, family history assistance, computer classes, films, music performances, and adult summer reading. Special adult programs included author talks, lectures and sign language classes. Ongoing youth programs included storytimes, arts and crafts, puppet shows, teen tech programs, and the annual summer reading program. The Teen Advisory Board (TAB) assisted with Library programs and developed several teen projects. Many youth special events were also offered throughout the year highlighted by *Little Movers & Shakers*, *Showcase of Storytelling*, and the *Day of Literacy and Play*. The ongoing family program was the knitting/crochet group entitled *Yarns @ the Library*. Computer usage remained high, particularly among job seekers. County-wide internet sessions totaled 104,191 with Redding Library totaling 89,640.

A customer satisfaction survey was conducted and the data is being compiled. The data from this biennial survey is used to hone Library services.

Improvements to the Teen Scene area of the Redding Library were completed during November. A new shelving unit was added to accommodate the growing fiction collection and the entire collection was moved and shifted. Teen graphic novels are now located closer to the Teen Reference Desk allowing for better monitoring of this collection. Furniture was also rearranged.

The Redding Library Children's Department shifted its DVD collection to shelving closer to the Children's Reference Desk. In order to better monitor DVD usage, the department is making

preparations to check-out children's DVDs at the Children's desk. Disks will be stored behind the desk, leaving empty cases on the shelves. Customers will need to bring the cases to the desk for check-out. Staff is numbering the disks and corresponding cases in order to make the new procedures as easy as possible.

Shasta Literacy Program

The goal of the Shasta Literacy Program (Literacy) is to provide one-on-one literacy tutoring. In 2012, Literacy was able to offer a successful program despite considerable funding cuts. By December 31, 2012, there were 116 active learners. Of these 116 learners, 31 prepared to take their G.E.D. Tutoring is done exclusively by volunteers. In 2012, there were 94 volunteer tutors. Training for tutors is provided by the Literacy Coordinator.

Literacy funding came from varied sources including two emergency Library Services and Technologies Act (LSTA) grants totaling \$20,520, a Women's Fund grant in the amount of \$15,000, a United Way Grant in the amount of \$2,599, and a Scripps Howard (*Redding Record Searchlight*) grant in the amount of \$9,000. Additionally, the Program received \$2,621 in private donations.

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 is focused on improving students' reading skills. The RSD provides a teacher who meets with the children two hours per day, four days per week. The program combines traditional tutoring with two computer programs: *Read Naturally* and *Study Island*. RSD also funds one half-time position in Literacy to support the work of the Literacy Coordinator with this project. Volunteer adult tutors read with the children twice each week. In 2012, 240 hours of literacy tutoring was provided through this program.

Reference Service

The Library continued to assist people referred to the Library by agencies such as Employment Development Department, the DMV, or their bank for forms and information that are only available online. People were referred to the Library to fill out online only job applications, an increasing trend in many industries. Many of these people had never used a computer before or had limited computer skills. Many individuals were referred to the Library to attend free computer classes to improve job skills. Food industry employees and other local workers were referred to the Library to take a Food Handler's test required by CA law. State and federal agencies have moved to online tax forms, and the Library is proving to be a key resource for accessing these forms for people who do not have computers.

The Reference Desk staff continued to provide research assistance to many students (children, teens, and adults) including those in educational programs at Shasta College, Simpson University, Chico State, National University, Institute of Technology, and those enrolled in distance education programs online. With funding cuts to local school libraries, many students came to the Library because they were unable to utilize their school library. Homeschooled K-12 students sought information about a variety of subjects. Library staff continued to assist students with research requiring the use of print materials. Although students may be savvy using computers, they often lack experience locating print resources. Younger students requested information on topics such as "going green," cyber bullying and social networking, horses, dogs, Olympics, and computer animation. Topics of interest also included current events such as Hurricane Sandy and government elections.

The “life-long learning” questions asked at the reference desk covered a variety of topics, including health, legal issues, business, family history, retirement, crafts and hobbies, diet and exercise, cooking, travel, investing, pets, automotive repair, self-help, and job and career information. The *Parenting Collection* was heavily utilized, with adults asking for information on pregnancy, birth, baby names, and how to teach a newborn to sleep through the night. Raising children with special needs was also a common query. Popular information requests included autism, special diets, food allergies, and gluten-free diets.

Local history questions were received from both local residents and those who live out of the area. Many inquiries required the use of microfilm of the local newspaper *Redding Record Searchlight* which the Library owns dating 1852 to the present. Other questions involved using resources only available at the Library, such as old city directories and phone books, local Native American information, the *NewsBank* database which contains the index to the *Redding Record Searchlight* (1991-current), and rare, out-of-print historical books on Shasta County. The locations of historical mines and gold panning were popular topics.

Readers’ advisory remained popular as people of all ages asked for help in selecting books to read for enjoyment or for homework assignments. Tools available to the public to assist with readers’ advisory included the *NoveList* database and reading lists compiled by staff. Popular readers’ advisory services for children included read-alike titles. For instance, many suggestions were made for children who enjoyed the *Hunger Games* by Suzanne Collins or *Maximum Ride* by James Patterson.

As the EPA Repository Library for Region 9, the Library answered a variety of questions involving various aspects of the Iron Mountain Mine. Queries were submitted both by mine personnel and the community at large.

As a government depository the Library participated in the Federal Depository Library Program (FDLP) *Library Forecast Survey*. Staff answered many questions utilizing federal, state, and local documents, particularly local environmental impact reports and public review documents.

The Library continued to work closely with local agencies and organizations doing specialized research. Such agencies included the Shasta Historical Society, Shasta Genealogical Society, Behrens-Eaton House Museum, state and federal parks, SMART Business Resource Center, Shasta College’s Small Business Development Center, City of Redding, Shasta County, Shasta County Public Law Library, Shasta County Veterans Services, and many others.

Homework Help

Many students attend schools that have implemented the Accelerated Reading Program (AR). AR book labels were inserted into Juvenile and Young Adult chapter books, easy readers, and biographies. Currently, staff is labeling nonfiction books for both children and teens.

A popular Library online resource *HelpNow!* offers live tutoring to students in grades K-College. A writing lab offers students a place to submit writing assignments and receive comments within 24 hours. This resource also offers an online project center, a flash card study area, “cloud” backpack for information storage, and a virtual study group area. *HelpNow!* also incorporates an Adult Learning Center with resume writing assistance, G.E.D. and citizenship test preparation, and other adult education resources. Adult education students can also connect with live tutors for one-on-one help with basic skills building. A writing lab feature, similar to the one available to school aged students, allows adults to get assistance with their writing skills.

NoveList K-8 is an easy to use database designed for elementary and middle school students. Users can search by title, author, or keyword to access titles that match the genre or subject that they are interested in. Useful features include Recommended Reads, Book Talks, annotations and Curricular Connections. Older readers can access *NoveList Plus* that includes titles appropriate to older students.

Collections

In 2012, new items purchased for the Library totaled 20,259 as follows:

Items added Redding Library – 16,504
Items added Anderson Branch – 1,843
Items added Burney Branch – 1,912
Items added to the System – 20,259

Funded by FOSCL, FOAL, and FOIL, the *Hot Off the Press (HOTP)* collection, which provides multiple copies of *New York Times* bestsellers, remains a popular service. Many customers appreciated visiting their branch and finding bestsellers available on the “new item shelf.”

Areas of significant purchase in the adult nonfiction collection included replacement of damaged books and books containing out-of-date information. Currency of information is especially important in medicine, law, computers, and travel. Other areas of purchase included crafts, religion, science, history, sports, business, test books, diet and health, self-help, bestsellers, award-winning books, classics, hobbies, travel books, and parenting.

In the adult fiction and genre collections, emphasis was once again placed on filling gaps in series, updating classics and prize-winning books, and replacing lost and damaged books. Additional focus was placed on updating the western and science fiction collections. New popular genres included adult graphic novels and Steampunk. Weeding was conducted in the adult fiction. The science fiction and western collections were moved to the second floor making it easier for customers to locate these collections.

Areas of significant purchase in the juvenile and young adult collections included the ordering of new titles in series fiction such as *Captain Underpants*, *American Chillers*, *American Girls*, *Geronimo Stilton*, and *39 Clues*. In addition, nonfiction series books such as *Enchantment of the World* state and country books were updated.

The young adult biography collection was enhanced with books that were at least 200 pages to comply with the requirements of high school projects.

Highly requested books by youth were also purchased. These included sports books such as extreme skiing, snowboarding, swimming, freestyle BMX, gymnastics, and books on the Olympics.

Most requested teen fiction genres were horror, contemporary Issues, dystopian, romance, supernatural, and Steampunk.

Independent Living Services of Northern California donated 25 children’s titles in Braille to the Redding Library. The titles were cataloged and added to the Braille collection. Book titles included

classic chapter books such as *The Incredible Journey*, *BedKnobs and Broomsticks*, and *Black Beauty*.

Juvenile nonfiction DVD's were purchased in the areas of science, mythology, and baby sign language.

In 2012, 611 titles were added to the Library's digital collection. The Library's vendor for digital materials is OverDrive. New titles were added on a monthly basis, with eBooks and audiobooks being the most popular and requested items. Focus of the collection was adult bestsellers, teen fiction, and children's fiction. Customers used a variety of devices to access these titles in various formats. Most popular devices were Kindles and Nooks.

Meeting Rooms

Meeting Rooms were very popular in 2012, with 1,930 reservations and 48,464 estimated attendees. Community and government organizations often expressed their appreciation for these meeting spaces via "thank you" calls, letters, and email. The Redding Library Computer Center was utilized 387 times with an estimated 5,996 attendees. Popular uses for the Computer Center included adult computer classes, After-School Literacy Program instruction, and staff training. Additionally, AARP Tax Aide used the Community Meeting Rooms between February and April, 2012, to provide tax preparation assistance to low-income residents and seniors.

Events/Programs

The Library's fourth adult summer reading program, *Between the Covers*, proved to be popular with 342 participants reading 1,230 books. A variety of adult programs were offered including kayaking, knitting, a photo contest, and music and film events. All branches participated in Adult Summer Reading.

The *Music @ the Library* programs featured a variety of musical programs geared to family audiences. Attendance at these programs totaled 92 in 2012.

In 2012, the Shasta Genealogical Society (Society) volunteers provided free, drop-in family history assistance three times a week at the Redding Library. The interest in online genealogical research continues to grow. The Society assisted 430 customers with family history research.

Best of the West, an adult book discussion group, continued to meet at the Redding Library once a month. The attendance for the year was 199 adults. This program was sponsored by FOSCL.

Adult sign language classes were offered at the Redding Library, including 14 beginning and three intermediate sessions. A popular baby sign language class was also offered. These classes were taught by volunteer Deborah Bentrim.

Art House Movies, a program featuring independent and foreign films, was offered at the Redding Library once a month. 82 adults attended these films.

The Redding Library continued to participate in the *Art in the City* quarterly exhibit. *Art in the City* is a program sponsored by the City of Redding that is based in City Hall. Exhibits featured local photographers, painters, mixed media artists and sculptors. The Redding Library was also a "destination" on the *Cultural Cruise*, sponsored by Turtle Bay Exploration Park, First United Methodist Church, Shasta College, the City of Redding, Shasta State Historical Park and other venues around Redding. FOSCL donated a bookstore gift-certificate for a drawing that was held in conjunction with the tour.

During 2012, the Library received a grant from CalHumanities and the California Center for the Book to conduct a Community Read of *Farewell to Manzanar* by Jeanne Wakatsuki Houston. The program was exceedingly popular. Roughly 200 people read the book, with at least that many attending a lecture series book discussion and/or a movie series built around the book's themes. The TAB produced a documentary film featuring interviews with area residents about the issues raised by the book.

The Veterans Resource Center (Center) was established at the Redding Library in November, 2012. Centers were implemented throughout California in communities identified by the California State Library and CalVets as having large numbers of veterans. Funding for the Center was provided via LSTA funding administered by the State Library. Volunteers come to the Library every Tuesday from 10 am-12 pm to staff the Center. The volunteers interview veterans and endeavor to match their needs to the organization best suited to help them. The Redding Library is working closely with the local CalVets office. A cart of veteran's resources is housed on the second floor by the Reference Desk. It contains pamphlets and books, including the *2012 California Veteran's Resource Book* produced by CalVets.

In October and November, 2012, the Library sponsored the fourth *Food for Fines* campaign, allowing customers with outstanding fines for overdue books to "pay" off their fines with donated food items. For each can of food donated, \$1 in fines was forgiven up to \$10 per borrower. The collected food was distributed to the Shasta Women's Refuge & Shasta Family Justice Center, Anderson Cottonwood Christian Assistance, and the Solid Rock Food Pantry. The Library received 727 food items. Many people who did not have fines donated canned goods.

The Library's teen and children's summer reading programs had themes of *Own the Night* and *Dream Big, Read* respectively. 1,320 young people aged 18 and under signed up to read through the summer. A variety of programs were offered at all three libraries for pre-K-6th grade, with teen specific programs offered at the Redding Library.

For the fourth year, dogs played a significant role at the Redding Library. In 2012, 287 children participated in the *Reading Education Assistance Dogs (R.E.A.D.)* program. The R.E.A.D. dogs are registered therapy animals that come to the Library with their trainers and are read to by area children. The R.E.A.D. dogs are ideal reading companions because they listen attentively but are uncritical and companionable. Participating children eagerly anticipate their turn with the dogs and have improved their reading skills and confidence.

Kool April Nights awarded the Children's Department a \$5,000 grant for youth programming. The grant expanded the *Little Movers & Shakers* classes, which were originally slated to run for two months. The funding covered the cost of supplies, children's books, and literacy materials. The grant also funded a *Happy Seuss Day to You* program that celebrates *Read Across America*. In 2012, nearly 700 participants took part in these events that included storytelling, literacy workshops, arts and crafts, puppetry, and animal visits. The *Happy Seuss Day to You* event was presented in partnership with Shasta County Office of Education, the YMCA, Turtle Bay Exploration Park, and other community agencies and family child care providers.

36 *Little Movers & Shakers* classes had 498 participants. This mini-preschool program promotes healthy living through yoga, dance, and healthy snacks that were donated by Trader Joe's and Orchard Nutrition Center.

\$1,000 grant money from Kohl's funded the fifth annual *Day of Literacy and Play* that was held on October 27th. 13 other organizations partnered with the Redding Library by providing quality literacy based crafts and activities for children ages three to eight years old. A special storytime was held during the event, and Turtle Bay Exploration Park presented an animal show. Attendance at the event was approximately 383.

Redding Library helped set a new world record for shared reading by hosting two *Read for the Record* programs in October. They were held in partnership with First 5 Shasta. 55 children and 42 adults attended the two events. Children were treated to a puppet show and a craft after the story. They also received a free book. In Shasta County, 2,853 young children read the same book on the same day. This contributed to the world record of 2,385,305 readers for *Read for the Record 2012!*

A special storytime in honor of *National Family Literacy Day* was held at the Redding Library on November 1st. The partnership with First 5 Shasta boasted 23 children and 21 adults in attendance. All children took home free books donated by First 5 Shasta.

Two special *Take 10* storytimes were held in partnership with the Shasta Early Literacy Program (SELP). Jennifer Scarborough, News Anchor of KRCC, was a guest reader. Seven children and five adults attended. Children received a free book.

A First 5 Shasta mini grant funded a three-part special storytime entitled *A Showcase of Storytelling*. Partnerships also included SELP and the Shasta County Office of Education: Early Childhood Services. The program modeled age appropriate storytelling techniques for parents.

The Redding Library's TAB hosted a special Halloween event entitled *A Zombie Apocalypse Survival*. 12 teens attended. For their holiday project the TAB created bookmarks and cards for senior citizens. They delivered them to a local retirement community.

Youth Librarians fine tuned the teen and children's Facebook page. The pages are now more attractive and easy to use. Daily automatic updates are posted to the pages during peak hours in order to keep the pages fresh.

Automation

The Library expanded its digital capabilities through two grant programs, *ZipBooks* and *Chromebooks*. The *ZipBooks* program offered a digital alternative to traditional Inter-Library Loan and was funded through an LSTA pilot project grant. *Chromebooks* were Google laptops available for in-library use funded through a grant from Google. The IT department was responsible for ordering materials, setting up systems for obtaining e-books and assuring the safety of the items that were checked out to customers. IT also launched a new wireless network specifically designed for eReaders.

The Library received five new computers with monitors from the City of Redding and 10 used systems from Shasta County. These computers were used to replace older computers and also used for parts to maintain computers throughout the Library system.

Revising the *Shasta Public Libraries Internet Policy* reinforced the Library's commitment to comply with Child Internet Protection Act (CIPA) requirements. These revisions helped the Library qualify for eRate reimbursement services. The eRate program provides discounts for telecommunication and Internet services to qualifying schools and libraries in the United States. It is one of four support programs funded through a Universal Service fee charged to companies that provide interstate and/or international telecommunications services. This has resulted in considerable savings for telecommunication costs.

IT also ordered and set up a portable station for the Center. The station contains a laptop and printer for use of the volunteers who are assigned to the Center.

Staff

Five Library staff members received LSSI star awards for excellent customer service and Outreach Coordinator Megan Owens was selected as an LSSI employee of the month.

Staff meetings continued this year in an effort to improve staff communication. Staff training emphasized strong customer service and safety. Staff took advantage of the many webcasts offered by Infopeople, the training division of the California State Library.

The Library continued to participate in the *Work Experience (WEX) Program*, sponsored by the SMART Business Resource Center. The Redding Library also participated in the *Experience Works* program, placing older adults at the Library to obtain work skills. Both programs offer opportunities for participants to improve their job skills.

Grants and Donations

The Library received a variety of grants and donations in 2012. The branches have their respective Friends groups that raise money, primarily for collections and programming. The SLF contributes from its growing endowment and also actively seeks funding from other sources including local service clubs and philanthropic foundations. LSSI staff obtained grants for adult literacy, children's programs, and adult programs. Individuals and groups continued to make contributions to the Library. The Women's Fund, Scripps Howard (*Redding Record Searchlight*), United Way, Anderson Rotary, Redding Rotary, Redding Breakfast Lions Club, The Redding Emblem Club, Kohl's, *Kool April Nites*, Chiropractic First, First 5 Shasta, CalHumanities, and the California State Library all contributed to the Library. More than \$259,138 was received through this support, as follows:

Redding Library	\$ 196,302
Anderson Library	\$ 3,231
Burney Library	\$ 12,066
Literacy Program	\$ 47,539
System-wide	\$ 259,138

Volunteers

The Library utilized volunteers to complete a variety of tasks. In 2012, 264 individuals donated 24,131 hours of service: 22,321 at the Redding Library, 1,289 at the Anderson Library, and 521 at the Burney Library. These hours are equivalent to 12 full time positions. Using the pay rate of a Library Associate, the value of this time is in excess of \$237,120.

In April, volunteers were recognized by City and County officials at the Volunteer Appreciation Reception. Five and 10 year pins were distributed. Volunteers that had donated 90 plus hours of

services were honored with a nameplate in a library book. Volunteers of the Year were Greg Miller (Redding), Janice Nutter (Anderson), and Frank Wilkins (Burney).

Teen volunteers worked on special projects such as creating readers' advisory lists, doing preparation work for events, making shadow puppets for storytimes, and filming videos on a variety of topics such as democracy. In addition, the 13 members of the TAB, including three foreign exchange students from China, helped plan teen programs and select materials for the library.

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. Initiate a needs assessment effort, a Customer Satisfaction Survey report, and GIS-based user information to assist in the development of the next Strategic Plan
2. Support the SLF and respective Friends groups in their fundraising efforts on behalf of the Library
3. Seek grant opportunities to support the Library programs, services, and collections
4. Continue to maintain high levels of materials circulation by ensuring popular materials are available to customers in a timely manner, weeding collections appropriately, and utilizing a variety of marketing techniques
5. Continue to work with the LSSI Polaris support team in providing a high quality online catalog and staff knowledgeable in utilizing its many functions

Conclusion

The Library is committed to being a key resource in the educational, economic and cultural life of the community. To this end, staff strives to raise the bar for customer service, collection development, reference services, and special programming. The upcoming year will bring challenges and new opportunities that the Library will strive to meet in order to fulfill its mission to provide information, lifelong learning, inspiration and enjoyment to people of all ages through reading and technology.