



Annual Report for the Year 2013

2013 Shasta Public Libraries Year End Annual Report

The year 2013 was another successful year of library services to our communities. 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 free computer classes and access to computers for job-search tasks such as completing online applications and updating resumes. In 2013, we saw further advancement into the Digital Age with the continuation of ZipBooks, Chromebooks and a rise in the use of eBooks in the collection. This year, the children's department received a Library Services and Technology Act grant that provided funding for two state-of-the-art Teen Creation Stations. The stations will serve as technology hubs for creating visual art (still and motion), composing music, editing movies and any combination of these media. In addition, a grant from the McConnell Foundation funded three Advanced Workstations in Education computer stations for children. One station provides educational software that supports the Common Core State Standards for school age children. Two stations provide software with early learning skills necessary for children entering kindergarten. The library also expanded its variety of services offered to the public by introducing a piano and museum passes for checkout.

Although State funding for libraries has been significantly reduced, Library staff and the Shasta Library Foundation obtained grant funding to support programs at the Library. The Friends of the Shasta County Libraries and the Shasta Library Foundation remained significant fiscal supporters. The Friends of the Intermountain Libraries and the Friends of the Anderson Library also contributed needed funding.

Strategic Plan

The *Shasta Public Libraries Strategic Plan 2013-2016* (Plan) was developed in 2013 and provided guidance to Library management as to the allocation of time and resources. The process of Plan development included bringing in an outside consultant and the use of benchmarking by the City. Of the many library service options available to public libraries, the Plan emphasizes four areas prioritized by a community focus group, and outlines goals and objectives to advance these services. Areas of focus include:

1. **Lifelong Learning:** A library that provides Lifelong Learning service helps address the desire for self-directed personal growth and development opportunities.
2. **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 needs of people to meet and interact with others in the community.

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

Library Usage

	2013	2012	2011
Total Circulation:	600,764	610,452	564,819
Redding	544,173	553,812	511,869
Anderson	38,867	37,579	34,825
Burney	17,724	19,061	18,125
Total Registered Borrowers:	118,975	114,363	109,642
Redding	102,062	98,153	93,960
Anderson	13,251	12,658	12,225
Burney	3,662	3,552	3,457
Total Internet Sessions:	118,306	104,191	107,828
Redding	103,178	89,640	91,820
Anderson	13,016	12,175	12,828
Burney	2,112	2,376	3,180
Total Gate Count:	2,212,408	2,072,443	n/a
Redding	2,164,653	2,018,738	n/a
Anderson	47,755	53,705	n/a

The 2013 circulation for the Library totaled 600,764. This amounts to a slight decrease of 2% from 2012. July 2013 had the highest circulation with 52,908 for the Redding Library and 58,236 for the system. The year began with 114,363 registered Library borrowers and ended with 118,975. This is a 4% increase. The Redding Library had 2,164,653 visitors using the library in 2013. The Anderson Library had 47,755 visitors coming through their doors.

Of note is the increase in the number of total internet sessions in all three locations. This may be a trend as more people use wireless with their own laptops and also the use of the Chromebooks available. County wide, internet sessions totaled 118,306—up from 104,191 last year with Redding Library having 103,178 this year and 89,640 in the previous year. Of the total internet sessions for 2013, 27,437 were wireless users.

The total number of programs offered at the Library was 694 with a total program attendance of 13,273. Ongoing adult programs included a book discussion group, family history assistance, computer classes, films, Veterans Resource Center, and an adult summer reading program. Special adult programs included author talks, lectures, music programs, and sign language classes. Ongoing youth programs included storytimes, each combined with crafts, puppet shows, or playtime components, Baby Sign Language classes, teen tech programs (including video games such as Wii and Rock Band) and the annual summer reading program.

The Teen Advisory Board assisted with Library programs and developed several teen projects such as creating art with old and discarded computer parts and displaying them, planning a community forum held by the Shasta County Youth Prevention Council about cyber bullying and teens, and planning a meme contest. A meme is a concept that spreads from person to person via the Internet.

The library participated in two Big Read programs, featuring the titles *Nancy Clancy: Super Sleuth* and *Four Corners of the Sky*.

Special events for youth were also offered throughout the year highlighted by *Happy Seuss Day to You*, *Little Movers & Shakers*, *Showcase of Storytelling*, and the *Day of Literacy and Play*. One on-going family program was the knitting/crochet group entitled *Yarns@the Library*.

The Redding Library participated in the American Library Association grant Bridging Cultures Bookshelf: Muslim Journeys. The “bookshelf” consisted of 25 titles and three movies with the purpose of presenting to the American public new and diverse perspectives on the people, places, histories, beliefs, practices, and cultures of Muslims in the United States and around the world. In addition to this collection, two films were shown and a discussion was led by a speaker from the Islamic Center of Redding.

Shasta Literacy Program

The goal of the Shasta Literacy Program is to provide one-on-one literacy tutoring. By December 31, 2013, there were 108 active learners. Of these 108 learners, 38 prepared to take their G.E.D exam. Tutoring is done exclusively by volunteers. In 2013, there were 89 volunteer tutors. Training for tutors is provided by the Adult Literacy Coordinator.

Literacy funding came from varied sources including a California Library Literacy Services grant in the amount of \$18,924, a Califa (Califa is a library cooperative in California) reimbursement of \$2,934, a United Way grant in the amount of \$4,145, a US Bank grant in the amount of \$10,000, a Rotary Club grant in the amount of \$2,500, \$1,000 was given by the Anderson Family Endowment, and a Scripps Howard (*Redding Record Searchlight*) grant in the amount of \$4,000. Additionally, a portion of the money raised at the gala fund-raising event, *Taste of Thailand* event, sponsored by the Shasta Library Foundation, was given directly to Literacy for materials purchases. Thanks to donations from.....

In June of 2013, a very exciting partnership between the Shasta Adult Literacy Program and Shasta Community College went into effect with a one year contract. Shasta College provides the program with \$20,040 yearly and the program enrolls eligible learners in a non-credited course through the college, providing a minimum of 90 instructional hours per week in each semester.

After-School Tutoring Program

The Redding School District 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 student reading skills. The Redding School District 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*. Redding School District 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 2013, 240 hours of literacy tutoring was provided through this program. The Redding Breakfast Lions Club donated \$1,000 to the program to purchase dictionaries and school supplies.

Reference Service

The Library continued to assist people referred to the Library by agencies such as Employment Development Department, the Department of Motor Vehicles, 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. Many of these people had never used a computer before or had limited computer skills. Staff assisted many people using Craigslist or other such software for buying and selling items. Many individuals were referred to the Library to attend free computer

classes to improve job skills. Food industry employees and other local workers continue to be referred to the Library to take a Food Handler's test required by state 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. Staff received training on the Affordable Care Act and provided resources, but did not have as many requests for assistance on it as was originally anticipated.

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 continued 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," bullying and social networking, horses, dogs, drawing, and computer animation. Topics of interest also included current events such as sink holes, and violence in schools.

The "life-long learning" questions asked at the reference desk covered a variety of topics such as 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 remains a popular collection 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 is also a common query. Other 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 the *Record Searchlight* which the Library owns dating 1852 to the present. Other questions involved using resources only available to the public 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 or out-of-print historical books on Shasta County. The locations of historical mines and gold panning are always popular topics.

Readers' advisory is still a key library service 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 include the *NoveList* database and reading lists compiled by staff. Popular readers' advisory services for children include finding read-alike titles "If you liked *Hunger Games* by Suzanne Collins or *Maximum Ride* by James Patterson, you're going to love..."

As the EPA Repository Library for Region 9, the Library answered a variety of questions about the Iron Mountain Mine. Queries were submitted both by mine personnel and the community at large. Staff worked with the EPA to replace damaged and missing items from the collection. Because we are a federal government depository, the Library participated in the Biennial Survey of Depository Libraries. Data from this survey is used by the Federal Depository Library Program for analyzing government document services and access.

An inventory of all Library flood and FEMA resources was completed for the National Flood Insurance Program (NFIP) required by the City of Redding.

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, City of Redding, Shasta County, Shasta County Public Law Library, CalVets, Shasta County Veterans Services Office, 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. Staff continued labeling nonfiction books for both children and teens.

A popular Library online resource *HelpNow!* offered live tutoring to students in grades K-College with a 44% increase in searches for 2013. A writing lab offered students a place to submit writing assignments and receive comments within 24 hours. This resource also offered 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 connected 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, allowed adults to get assistance with their writing skills.

NoveList K-8 is an easy-to-use electronic resource designed for elementary and middle school students. Users can search by title, author, or keyword to access titles that match the genre or subject in which they are interested. 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 2013, new items added to the Library totaled 18,882 as follows:

• Redding Library	15,348
• Anderson Branch	1,980
• Burney Branch	<u>1,554</u>
	18,882

Funded by Friends Of The Anderson Library, and Friends of the Intermountain Libraries, the *Hot Off the Press* collection, which provides multiple copies of *New York Times* bestsellers, remained a popular service. Many customers appreciated visiting their branch and finding bestsellers available on the “New Items Shelves.”

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 religion, history, language, sports, business, test books, diet and health, cookbooks, self-help, bestsellers, award-winning books, classics, hobbies, and parenting. Volunteers shifted the adult nonfiction collection to move books in specific areas off the bottom shelves and help spread out the collection for easier access.

In the adult fiction genre collections, emphasis was once again placed on filling series gaps, updating classics and prize-winning books, and replacing lost and damaged books. Additional focus was placed on updating the popular adult graphic novel collection. New popular genres included street/urban lit, erotic fiction such as *Fifty Shades of Gray* and Steampunk. Ongoing weeding was conducted in adult fiction. For newer, popular fiction, staff created bookmarks of lists of titles with annotated descriptions to promote the materials.

Disks for children's DVDs are now stored behind the Children's desk leaving empty cases on the shelves. Customers bring the cases to the desk for check-out. The new procedures are working well, and the public indicates they are happy having a larger collection to choose from.

In an effort to save costs, the library switched database vendors from Gale to Ebsco in July. Ebsco resources include a general magazine resource, children's databases, and an automotive repair manual online.

Areas of significant purchase in the juvenile and young adult collections included the ordering of highly requested subject areas such as winter sports and the Olympic Games, mythology, cyber bullying, and saving animals after natural disasters.

Children's new nonfiction books supporting the Common Core in school were purchased on state, local, and federal government, elections, political parties, and wars. Other books were purchased on internment camps, freedom marches, military services, and the use of dogs in the armed forces.

Teen nonfiction books were purchased to support use of the new Teen Creation Stations. Books included titles such as *The Artist's Guide to GIMP: Creative techniques for Photographers, Artists, and Designers*, *Photoshop Elements*, *Adobe Premiere*, and others covering iClone Crazy Animation techniques, 3D printing, film editing, audio production and digitally-based careers.

Most requested teen fiction genres remained horror, books made into movies such as *Perks of Being a Wallflower* or *Hunger Games*, dystopian, supernatural romance, and Steampunk.

In 2013, 578 titles were added to the Library's digital collection. Our current 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. Purchasing for the collection focused on adult bestsellers, teen fiction, and children's fiction. The Library experimented with purchasing metered titles this year which can only circulate for a set number of times. These proved to be successful and well worth their price. OverDrive focused on improving access in the past year and many changes were implemented, allowing users to access digital titles in their web browser. Improved online help was also implemented. Customers used a variety of devices to access digital titles in various formats. Staff noticed an increase in the variety of devices used by customers this year. It is no longer primarily Kindles and Nooks being used. To help market OverDrive, the OverDrive bus visited the Redding Library on April 8 and 9.

Meeting Rooms

Meeting Rooms were very popular in 2013, with 4,794 reservations and 44,947 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 used 330 times with an estimated 5,167 attendees. Popular uses for the Computer Center included adult computer classes, After-School Literacy Program instruction, and staff training. Also, AARP Tax Aide used the Community Meeting Rooms between February and

April, 2013 to provide tax preparation assistance to low-income residents and seniors.

Events/Programs

The Library's fifth Adult Summer Reading-- *Groundbreaking Reads*, proved to be popular with 165 participants reading 1,230 books. A variety of adult programs were offered including kayaking, hiking, knitting handbags from recycled plastic bags, rock hounding, jewelry, and film events. All branches participated in Adult Summer Reading, as well as the Adult Literacy Program.

In 2013, 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 434 customers with family history research. Access to the library's Ancestry Library Edition database was particularly popular.

Best of the West, an adult book discussion group, continued to meet at the Redding Library each month. The attendance for the year was 175 adults. This program was sponsored by FOSCL.

Two beginning adult sign language 6-week classes were offered at the Redding Library. A popular baby sign language class was also offered. These classes were taught by a volunteer.

Art House Movies, a program featuring independent and foreign films, was offered at the Redding Library once a month. Volunteers and 101 adults attended these films.

Authors Kimberly Carlson, Naomi Tickle, and Sheri Downs visited the library to talk about their books.

Special adult programs included duplicate bridge lessons (January), Dolls and African American History (February), and Legacy, Legend, and Lore of Woman's History (March).

Money Smart Week was celebrated in April with a financial literacy class held for teens, sponsored by Girls Inc., and a financial literacy class for adults entitled, Take Control of Your Money. Financial literacy pamphlets published by the Federal Trade Commission were distributed to the public.

The Brave Faces Portrait Gallery was on display at the Redding Library all summer. Sponsored by the Shasta County Health and Human Services Agency, this art display uses beautifully rendered portraits and oral histories to tell the true stories of hope and recovery of Shasta County residents who have struggled with a mental illness or suffered a loss by suicide.

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.

Discover & Go was implemented in October with the help of a grant to the library. Discover & Go offers online access to free and discounted passes to numerous museums and cultural institutions. All you need is a library card to "checkout" the passes.

The Veterans Resource Center (VRC), established at the Redding Library in November 2012, continued to offer services and referral to local veterans. A total of 105 veterans visited the VRC. Funding for the VRC 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 VRC. The volunteers interviewed veterans and endeavored to match their needs to the organizations best suited to help them. The Redding Library worked closely with the local Shasta County Veterans Service Office (CVSO). A cart of veteran's resources was housed on the second floor by the Reference Desk. It contained pamphlets and books, including the *2013 California Veteran's Resource Book* produced by CalVets. Elizabeth Kelley, Adult Services Manager, presented a program at the California Library Association (CLA) fall conference about the VRC.

In November, 2013, the Library sponsored its fifth *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 One Safe Place, Anderson Cottonwood Christian Assistance, and the Burney Food Co-op. Overall participants paid off a total of \$514.45 in fines. Many people who did not have fines donated canned goods. For the Redding Library, 525 total cans were collected.

The Library's teen and children's summer reading programs (SRP) had themes of *Beneath the Surface* and *Dig into Reading* respectively. 1,255 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 through 6th grade, with teen specific programs offered at the Redding Library. Programs continue to be funded by the Friends of the Shasta County Library (FOCSL), and The Redding Breakfast Lions Club donated \$1,000 to the program for the purchasing of give-away books for children that completed the SRP. Presentations were offered by organizations such as Shasta Caverns and Shasta Dam. Summer Wee Read began on June 10. Parents read to their preschoolers and attend storytimes in order to earn a free book. The Record Searchlight partnered in this program by purchasing give-away books through the Scripps Foundation.

For the fifth year, dogs played a significant role at the Redding Library. In 2013, 348 children participated in the *Reading Education Assistance Dogs* program. The program dogs are registered therapy animals that come to the Library with their trainers and are read to by area children. The dogs are ideal reading companions because they listen attentively. Participating children eagerly anticipate their time with the dogs and have improved their reading skills and confidence.

A special storytime, *The Showcase of Storytelling* was held during the *Week of the Young Child*. The storytime was grant funded by Shasta First 5 and was held in partnership with Shasta Early Literacy Partnership and the Shasta County Office of Education. Two bedtime books were read by a pajama-clad librarian, a healthy snack was served, and a craft was available. There were 42 attending the event.

First 5 Shasta awarded the library a \$10,000 grant for enhancements to the mini-preschool program, *Li'l Movers & Shakers*. This program offers an innovative pre-K experience for young children. It promotes healthy living through yoga, dance, healthy snacks, and a ready to learn curriculum. Total attendance at the programs was 1,644.

The library was offered the opportunity to participate in a statewide pilot project with Califa in which it received one Play & Learn Island. The Play & Learn Island *Healthy Mind, Body & Earth*

(valued at \$15,000) has supported the early learning efforts of the library's storytimes. The Island promotes play, literacy, health, math, and science in young children.

The library promoted reading through the 6th annual *A Day of Literacy & Play* event on October 26th. Each year the event is held on the last Saturday of October in honor of *National Family Literacy Day*. Twelve other organizations participated in the program. Activities included a library scavenger hunt presented by the Children's Department, and a dangly spider craft sponsored by the Redding Library Teen Advisory Board, healthy pumpkin snacks provided by UC CalFresh Nutrition Education, a parenting workshop by Abba's Child, a slithery snack project by North State Fatherhood Task Force, a pumpkin man craft by the YMCA, and making spooky scrap books by the Dyslexia Awareness Group. In addition, Turtle Bay Exploration Park did a creepy, crawly, critter presentation that included tarantulas, a scorpion, and a snake. Other activities included face painting, balloon creations, a book walk, and photo opportunities with KIXE's Cookie Monster. KIXE donated grant-funded children's books to the Library as part of the celebration. Books included classics such as *Charlotte's Web*, and highly popular series books such as Rick Riordan's *Percy Jackson & the Olympians*. Attendance at the event was approximately 405.

The Children's Department offered a special holiday program, *Crafty Christmas*. The event featured crafts for all ages, refreshments, a visit from Santa Claus, and free books funded through a Shasta Library Foundation fund raising event, the *Taste of Thailand*. Donations for the craft program came from Eastside Road Self Storage, Rick and Pamela Hill, Lumberjack's Restaurant, Dr. Leon & Donna Nelson, Lee and Judy Salter, Jack and Kristen Schreder, and Sally Wells.

As a part of the *Crafty Christmas* event, the Story Room was turned into a "relaxation room" containing sensory bins filled with things such as rice and pompoms. Holiday music played quietly in the background. The idea was to give children on the autistic spectrum a way to enjoy a holiday celebration. Many children on the spectrum can't handle a regular crafts fair because there is too much stimulation. With this in mind, Santa also visited these children, though he sat and silently allowed children to approach if they were interested. Gift books were also available for children to pick and take home. One hundred and fifty people attended the *Crafty Christmas* events.

Redding Library helped set a new world record for shared reading by hosting a *Read for the Record* program in October. It was held in partnership with First 5 Shasta. Thirty-five attended the event. Children were treated to a puppet show and a craft after the story and also received a free book.

Two special *Take 10* storytimes were held in partnership with the Shasta Early Literacy Partnership. Children received a free book at each event. In the March program *Five Green and speckled Frogs* was the featured book. The Library also read two other books and provided a craft. Children in attendance were each given a copy of the featured book.

In-N-Out Burgers *Cover to Cover* book club began in March. Children ages 4-12 read five books to earn a free hamburger certificate. We had 466 children participate.

The library hosted a special storytime in April for *The Week of the Young Child*. The storytime was entitled *A Showcase of Storytelling*. Partnerships for this also included Shasta Early Literacy Partnership, First 5 Shasta and the Shasta County Office of Education: Early

Childhood Services. The program modeled age-appropriate storytelling techniques for parents, included a healthy snack, and children took home a free book provided by First 5 Shasta.

Teen volunteers participated in many different activities including putting up a Valentine's Day display in the Teen Scene area called *Blind Date with a Book*. Display books were covered in black paper. Each book had a clue attached. The idea was for each book to be checked out and read based on the interest in the clue.

Teen highlights included: guest speaker Mark Dadigan from Shasta County Public Health giving a presentation on a new teen blog he is working on for the Health Department, a visit from Shasta County Youth Violence Prevention Council's Susan Wilson doing a presentation for teens on cyber bullying, and the Redding Library Teen Advisory Board's new fad in Redding called "Book Facing." Book facing is when a person holds a book with a face on the cover up as their face and takes a photo to post on a social media or share with friends.

Exhibits in the children's department ranged from *Grab Your Hat and Read with the Cat* displays, in honor of *Read Across America Day* to *Love your Teeth for Valentine's Day* and Youth and Family Services art done by Shasta County foster children.

Outreach opportunities for children's services included: participation in the City of Redding's *Earth First Celebration*, *KinderCollege* at Simpson University, Turtle Bay School's *Career Day*, preschool visits, back-to-school events, Turtle Bay Exploration Park's Week of the Young Child *It's a Big World* event, Healthy Shasta *Walk this Way* event at Turtle Bay, and Mercy Hospital's annual *Teddy Bear Festival*, held at St. Joseph's school.

The Library also attended the *College Quest* event held at Simpson College where Shasta Union High School District, CollegeOPTIONS, Simpson University, National University, Shasta College, and the Shasta County Office of Education, all participated. College Quest is designed for high school students and their families to explore higher education opportunities. The Library shared a wealth of college resources with families in attendance.

In addition to these outreach events, the library has been active in the Reach Higher Shasta and Shasta Early Literacy Partnership meetings, and their activities in the community.

Automation

Through a grant from the California State library, the Library purchased two Teen Creation Stations. These stations consist of two powerful computer systems designed for animation, photo manipulation, and sound creation and editing. Included with the systems are teen tablets, production quality headphones, and the Microsoft Kinect motion capture devices. The Teen Creation Station also included a 3D printer. IT was responsible for the research, ordering, and assembly of these systems.

The Library submitted plans for centralized printing to reduce costs and increase productivity to the City in early 2013 which was approved late in 2013. Replacement equipment will be placed in early 2014. The IT department also submitted plans for an upgrade of all computer systems to a Thin Client solution.

The Library received 24 used computers from Shasta County and six new monitors from the City of Redding. These items replaced older and broken systems and monitors.

Grants and Donations

The Library received a variety of grants and donations in 2013. The branches have their respective Friends groups that raise money, primarily for collections and programming. The Shasta Library Foundation 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 generous contributions to the Library. Our thanks to Anderson Family Endowed Fund, Anderson Rotary, Anderson Valley Garden Club, Cal Humanities, California State Library, Chiropractic First, Ducky Derby Foundation, First 5 Shasta, McConnell Fund at the Shasta Regional Community Foundation, Redding Breakfast Lions Club, Redding Emblem Club, Redding Rotary, Scripps Howard (*Redding Record Searchlight*), United Way, U.S. Bank, The Women's Fund for their donations..

In an effort to continue and increase funds for Zip Books, an alternative to resource sharing and interlibrary loan, the library participated in Zip Books for Rural Libraries, a statewide project of the California State Library and Califa. This grant helped expand the Zip Books model to 16 rural libraries. The library participated as a consultant to the grant, in addition to receiving \$15,000 for Zip Books for Redding, Anderson, and Burney. For the Shasta Public Libraries, the program began October 10, 2013, with 83 customers requesting items, and 143 Zip Books ordered and delivered to their homes. In addition to print books, this grant allowed the library to also include audiobooks. Ordering of Zip Books with this grant will continue into 2014 as funds permit.

A significant grant from the California State Library consisted of \$10,000 for materials purchased in specific categories in the Books4U program. \$8,000 was used for Redding materials, \$1,000 for Anderson, and \$1,000 for Burney. Items were purchased in the following categories, as outlined in the grant: popular fiction, children's, teens, early literacy/parenting, workforce development and core reference.

Once again, the Redding Library received a grant from Cal Humanities for the CA Reads program. The theme for the upcoming community read is "War Comes Home" and the book chosen by Cal Humanities is *What It Is Like to Go to War* by Karl Marlantes. In the fall of 2014, the library will be organizing programs and events. This theme fits very well with the existing Veterans Resource Center that the library currently offers.

A unique donation was the gift of an electronic piano from the local Piano Angels organization to the Redding Library. The goal of the Piano Angels was to place the piano in a public place for all to access. The piano is kept in the Fireside Room and can be "checked out" with a library card.

We received \$327,425 from grants and donations, as follows:

• Redding Library	\$ 227,251
• Anderson Library	\$ 14,373
• Burney Library	\$ 13,192
• Adult Literacy Program	<u>\$ 72,609</u>
Total Received in Grants	\$ 327,425

Staff

Three Library staff members received LSSI star awards for excellent customer service.

Staff training emphasized strong customer service and safety. All staff attended “Extreme Emergency Training” offered by the Redding Police Department and watched the video *Run! Hide! Fight!* developed by Homeland Security. Additional training topics included OverDrive, Polaris, library programming, Common Core, book repair, and grant management. Staff took advantage of the many webcasts offered by LSSI and Infopeople, the training division of the California State Library.

Our Head of Youth Services attended the American Library Association conference in Chicago with the help of a training grant from the NorthNet Library System.

Staff in the Children’s Department participated in trainings throughout the year such as, *Promoting Literacy with 21st Century Tools*, training by early childhood expert Bev Bos, *Common Core Curriculum*, *Teen Volunteer Programs: There’s more than simply shelving!* and *How to fail at Social Media (and how to get it right)*.

In addition, two members of the children’s staff attended the California Library Association’s *Early Learning with Families 2.0*, a new state initiative held in Long Beach. The trip and training was funded by a Library Services and Technology Act grant. The training included opportunities for professional development, partnership building, resource sharing (from online tools and templates to regional networking meetings), and small targeted grants.

Volunteers

The Library utilized volunteers to complete a variety of tasks. In 2013, 233 individuals donated 21,877 hours of service: 20,480 hours were served at the Redding Library, 1,045 were served at the Anderson Library, and 352 hours at the Burney Library. These hours are equivalent to 11 full time positions. Using the pay rate of a Library Associate, the value of this time is in excess of \$217,760.

In April, volunteers were recognized by City and County officials at the annual Volunteer Appreciation Reception. Twenty-, ten-, and five-year pins were distributed. Volunteers that had donated 90 plus hours of services were honored with a name-plate in a library book.

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, 10 members of the Teen Advisory Board began training in how to use the Teen Creation Stations and the entire group 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 survey, and a GIS-based user information effort to assist in the progress of the existing Strategic Plan.
2. Support the Shasta Library Foundation and respective Friends groups in their fundraising efforts on behalf of the Library.

3. Seek grant opportunities to support and/or expand 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 using a variety of marketing techniques for all that the library has to offer the community.
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.
6. Develop a new web page in co-operation with the City of Redding.

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.