



Annual Report for the Year 2014

2014 Shasta Public Libraries Year End Annual Report

The year 2014 was another successful year of library services to our communities. Use of the Shasta Public Libraries 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 2014 we saw further advancement into the Digital Age with the continuation of ZipBooks, Chromebooks and an increase in the use of eBooks in the collection. The Children's Department also increased digital services by adding digital tablets to the collection for use by children. The library added some unique services, proving that the library is not just about books. REU customers checked out watt meters and all library customers had access to museum passes to Turtle Bay Exploration Park. Veterans played a large part in adult programming as Cal Humanities and the CA Center for the Book funded a community read, *War Comes Home*, based on the bestselling book, *What It Is Like to Go to War*, by Karl Marlantes.

A customer satisfaction survey is an important tool for obtaining quality user feedback about how well a library is doing in meeting the needs and expectations of its users. Shasta Public Libraries users participated in such surveys in the fall of 2008, 2010, 2012, and a fourth survey was administered in all three branches this past fall, 2014. A questionnaire, developed by Library Systems and Services, LLC (LSSI), was made available in-house to customers of the three Shasta Public Libraries and electronically via the library's website. The questionnaires were identifiable by branch in order to report the findings specific to each location. A section to evaluate degree of satisfaction with specific offerings, programs and services was included. The survey was administered daily at the entrances to the libraries from October through November 2014. Responses were anonymous. Volunteers collected the questionnaires. Data was entered manually by volunteers at the Redding location.

Shasta Public Libraries began a new Student Card Outreach program. The goal was to make it easier for students to access the library and online resources. The process began with local high schools in the Redding area. On October 6, the library delivered the first group of library cards, totaling 651, to Foothill High School. To date, Enterprise, Foothill, Shasta, North State, and Pioneer high schools have been processed. In addition, Columbia and Mt. View Elementary schools, for a total of 1,595 cards, were delivered to students in the various school districts.

Although State funding for libraries continues to be 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 2013-2016* (Plan) was developed in 2012 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.
3. **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.
4. **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

	2014	2013	2012
Total Circulation:	606,762	600,764	610,452
Redding	549,347	544,173	553,812
Anderson	38,587	38,867	37,579
Burney	18,828	17,724	19,061
Total Registered Borrowers:	82,093	118,975	114,363
Redding	71,075	102,062	98,153
Anderson	8,803	13,251	12,658
Burney	2,215	3,662	3,552
Total Internet Sessions:	110,019	90,869	104,191
Redding	98,819	78,009	89,6408
Anderson	9,180	10,867	12,175
Burney	2,020	1,993	2,376
Total Gate Count:	2,308,052	2,212,408	2,072,443
Redding	2,258,359	2,164,653	2,018,738
Anderson	49,693	47,755	53,705

The 2014 circulation for the library totaled 606,762. This amounts to a slight increase from 2013. July 2014 had the highest circulation with 52,229 for the Redding Library and 58,471 for the system. The year began with 111,533 registered borrowers and ended with 82,093. This is a 26% decrease which can be attributed to purging of outdated library records in order to achieve a more accurate number. For the year of 2014, there was a total of 13,579 new registered users. Of the total internet sessions, 85,733 used library computers while 24,286 were wireless sessions. The Redding Library gate count for 2014 was 2,258,359. The Anderson Library gate count was 49,693.

The total number of programs offered at the library was 802 with total attendance of 21,346. Ongoing adult programs included a book group, family history assistance, computer classes, films, Veterans Resource Center, and adult summer reading. Special adult programs included free bridge lessons, author talks, and speakers. Special programming for children included a grant-funded presentation by

Pixar University. Ongoing youth programs included storytimes, all with either crafts, puppet shows, or playtime components, Reading Educational Assistance Dogs, Teen Advisory Board, teen tech programs (including video games such as Wii and Rock Band), the annual Cover to Cover book club, and summer reading programs.

The Teen Advisory Board (TAB) assisted with library programs and developed several projects including the creation of digital artifacts showcased in the new Teen Tech Center getting the Center ready for the Pixar visit in March. Of particular note, TAB also hosted a *Teen Hackfest* in honor of the national *Teen Tech Week*, and a teen workshop *Animate Like a Pro*.

Special events for youth were also offered throughout the year highlighted by *Happy Seuss Day to You*, *Little Movers & Shakers*, *Showcase of Storytelling*, *Take 10*, *Crafty Christmas*, and the *Day of Literacy and Play*.

Shasta Literacy Program

The goal of the Shasta Literacy Program (Literacy) is to provide one-on-one literacy tutoring. In 2014, Literacy was able to offer a successful program despite considerable funding cuts. By December 31, 2014, there were 109 active learners. Of these 109 learners, 39 prepared to take their G.E.D. Tutoring and were tutored exclusively by volunteers. In 2014, there were 95 volunteer tutors. Training for tutors was provided by the Literacy Coordinator.

Literacy funding came from varied sources including a California Library Literacy Services Grant in the amount of \$22,871, a United Way Grant in the amount of \$2,420, a US Bank Grant in the amount of \$2,500, a Rotary Club Grant in the amount of \$7,000, and \$140 given to the program from Ducky Derby sales. Additionally, \$6,750 was raised at the *Taste of France* event, sponsored by the Shasta Library Foundation (SLF), given directly to Literacy for material purchases.

The partnership between the Shasta Literacy Program and Shasta Community College was renewed in June of 2014. Shasta College provides the program with \$20,040 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 Literacy to support the work of the Literacy Coordinator with this project. Volunteer adult tutors read with the children twice each week. In 2014, 240 hours of literacy tutoring was provided through this program. The Redding Breakfast Lions Club donated \$1,000 to the program for the purchase of dictionaries and school supplies.

Reference Service

The library continued to assist people referred by agencies such as Employment Development

Department, the DMV, or their employers for forms and information that were 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 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 continued to be 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 proved to be a key resource for accessing these forms for people who do not have computers. Staff also addressed multiple questions about Covered California.

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. To help with school assignments many new print resources were purchased that support the Common Core curriculum now being used in the schools. Younger students requested information on topics such as "going green," bullying and social networking, the Titanic, DIY projects, drawing, and computer animation. Topics of interest also included current events such as sink holes, fracking, and violence in schools. With several schools using Chromebooks, staff received questions about the digital OverDrive collection.

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, biographies, pets, automotive repair, self-help, and job and career information. Information on Paleo diets was very hot this year.

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 was 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 Record Searchlight* (1991-current), and rare or out-of-print historical books on Shasta County. The locations of historical mines and gold panning remain popular topics.

Readers' advisory was 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 included the *NoveList* database and reading lists compiled by staff. Unfortunately, due to lack

of funding and limited use, the *Novelist* database was cancelled in July. Popular readers' advisory services for children included finding read-alike titles for movie tie-ins like the *Hunger Games* by Suzanne Collins, *the Divergent series* by Veronica Roth, and *The Maze Runner* by James Dashner. Advisory services for children also included what comes next in popular series books such as *Diary of a Wimpy Kid*, or the *Gregor the Overlander* books.

As the EPA Repository Library for Region 9, staff worked with the EPA to replace damaged and missing items from the collection.

For the Federal Depository, Tammy Fishman, Senior Librarian of the Government Publications Section of the CA State Library visited the Redding Library in September to review the government documents collection and procedures. She was impressed with the library and happy that all government documents were available and easily accessible by the public.

An inventory of all library flood and FEMA resources for 2014 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, and new fiction books as they entered the collection. AR BookFinder is an online database available to assist children in finding the AR level of books that do not have labels on them yet.

HelpNow! is a popular online resource funded by the Shasta Library Foundation (\$13,500), as well as the Scripps Howard Foundation (\$1,000). This resource offers live tutoring to students in grades K-College. 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.

Searchasaurus is an easy-to-use student research database designed for elementary and middle school students. Students can search by magazine, newspaper, encyclopedias, and primary source documents. They can also search by the topic that they are interested in such as countries, current issues, or biographies.

Collections

In 2014, new items added to the Library totaled 16,839 as follows:

• Redding Library	14,098
• Anderson Branch	1,227
• Burney Branch	<u>1,514</u>
	16,839

Funded by FOSCL (\$36,530), FOAL (\$2,689), and FOIL (\$2,000), the *Hot Off the Press (HOTP)* 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 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, test-preparation, and travel. Other areas of purchase included arts and crafts, religion, history, business, test books, diet and health, cookbooks, self-help, music, bestsellers, award-winning books, classics, hobbies, and parenting. Volunteers continued to shift the adult nonfiction collection to move books in specific areas off the bottom shelves and help spread out the collection.

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. Emphasis was placed on building a stronger fantasy and science fiction collection. With the popularity of George R.R. Martin’s *Game of Thrones*, staff saw an increase in requests for those and other fantasy titles.

The EBSCO databases were renewed, except for NovelList, which ended in July. EBSCO databases include a general magazine database, children’s databases, and an automotive repair database. NewsBank, the database that provides access to newspapers across the United States, was renewed. Ancestry Library Edition, the popular genealogy database, was also renewed.

Working with Redding Electric Utility (REU), the Redding Library began offering REU customers the opportunity to checkout a watt meter from the library. Customers used the watt meters for tracking the cost of electrical appliances. This proved to be a popular service.

The piano, donated by the Piano Angels, continued to offer a unique service to library customers. Available for use in the Fireside Room of the Redding Library, it provided children and adults the opportunity to practice and play. Staff noticed that college students, in town for school and unable to bring their piano with them, have especially benefited from this service. The piano was used 88 times by the public. It was also played by staff during the library’s annual volunteer recognition event.

Areas of significant purchase in the juvenile collection included the ordering of new state and mission books, mythology, cyberbullying, and a variety of technology books such as the *High-Tech DIY Projects* series covering topics like microcontrollers or flying objects.

Teen nonfiction books were purchased to update topics with current titles, and to support the

Common Core educational standards. Books included titles such as *The American Arts and Crafts Movement* in the book collection, and *The President has Been Shot!* in audio books. Biographies purchased included every era from historical people such as Thomas Jefferson, to current day persons such as Malala Yousafzai.

Most requested teen fiction genres remained movie tie-ins such as *Divergent*, *Catching Fire*, *The Hobbit*, and *If I Stay*. Apocalyptic science fiction, dystopian, supernatural romance, and Steampunk also remained popular.

Graphic novels were purchased in order to continue popular series novels in both the children's and teen collections. Graphic novels are a great way to introduce the classics to struggling readers, and nonfiction graphics are a great introduction for high/low readers. In order to assist struggling readers, 40 new Playaway bookpicks were purchased with funds from the Shasta Library Foundation's *Taste of France* event. The packs contain both print and audio versions of titles so that kids can read along with an MP3 version of a title.

In 2014, 1,062 titles were added to the library's digital collection. The library's vendor for digital materials was 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. Many children's titles were metered and checked out as quickly as they were added into the catalog. OverDrive continued to focus on improving access and many changes and upgrades were implemented, most notably, the ability to renew titles, the ability to suspend holds, updating of the OverDrive Media Console (OMC) App for Windows, addition of language options, promotion of staff selected reading lists, automatic downloads for holds, updating of OverDrive Read (allowing fixed-layout titles for illustrated books), maturity settings, searching by ATOS reading levels, and the much anticipated removal of the Adobe Digital Editions registration process. Improved online help was also implemented.

In June, through major publicity and promotion, the library participated in the OverDrive Challenge, increasing overall OverDrive circulation by 25%, earning \$1,500 to be spent on digital materials. The library also participated in three OverDrive Big Library Reads. These were international programs that gave libraries and library customer's unlimited simultaneous access to a popular title, creating a virtual, global, book club. The library also began taking advantage of the OverDrive WIN Affiliated Program. The Library began receiving a portion of each sale of digital content or other items, purchased from OverDrive WIN Affiliated Retailers, using the "Buy it Now" link from the library's website. The funds the library earned from the OverDrive WIN Affiliate Program created a credit for the library to purchase additional digital content from OverDrive.

Meeting Rooms

Meeting Rooms were very popular in 2014, with 8,331 reservations. 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 320 times. Popular uses for the Computer Center included adult computer classes, After-School Literacy Program instruction, and staff training. A contract with Shasta College was signed in 2014 to host ESL classes in the Computer Center. Classes begin in January of 2015. Also, AARP Tax Aide used the Community Meeting Rooms between

February and April, 2014, to provide tax preparation assistance to low-income residents and seniors.

Events/Programs

The Library's sixth annual Adult Summer Reading, *Literary Elements*, proved to be popular with 523 participants reading 1,557 books. The number of participants greatly increased from 165 in 2013 to 523. A variety of adult programs were offered including kayaking, an edible plant walk around the Redding Library, films, and a butterfly program. All branches participated in Adult Summer Reading, as well as the Adult Literacy Program.

The Shasta Genealogical Society (Society) volunteers provided free, drop-in family history assistance three times a week at the Redding Library. The Society assisted 345 customers with family history research. Access to the library's Ancestry Library Edition database continued to be a popular service.

Best of the West, the adult book discussion group, continued to meet at the Redding Library each month. The attendance for the year was 169 adults. The group read a variety of different books throughout the year and participated in the CA Read program, *War Comes Home*. This program was sponsored by Friends of the Shasta County Libraries (FOSCL).

Art House Movies, a program featuring independent and foreign films, was re-envisioned and became *World of Film*, featuring films from around the world, offered at the Redding Library once or twice a month. Volunteers and 177 adults attended these films.

Local author Les Morse visited the library to talk about his book, *Obsession to Convict*.

For *Money Smart Week*, financial literacy pamphlets published by the Federal Trade Commission were distributed to the public.

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 in January.

Discover & Go, offering online access to free and discounted passes to numerous museums and cultural institutions, continued through 2014, but was not renewed in the fall due to lack of use and interest in local arts organizations. In its place, the library entered into a partnership with Turtle Bay Exploration Park to offer three Library Museum Passes for checkout, allowing free entrance into the park. The passes were very popular with the public.

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 193 veterans visited the VRC. Funding for the VRC was provided via LSTA funding administered by the State Library. Volunteers came to the Library every Tuesday from 10:00-12:00 to staff the VRC. The volunteers interviewed veterans and endeavored to match their needs to the organizations best suited for referral. The Redding Library worked closely

with the local Shasta County Veterans Service Office (CVSO) and CalVets. In September 2014, a permanent place was established on the 2nd floor of the Redding Library for a small area dedicated to the VRC. This area held the VRC collection of books and resources, a table, as well as pamphlets for referral, including the *2014 California Veteran's Resource Book* produced by CalVets. Additional furniture acquired for the VRC included a new book cart, a turning pamphlet rack, a tablecloth, and a pull-out sign. In the fall, the program changed its name to Veterans Connect @the Library. Since 2012, the VRC model has expanded each year. Currently, the Redding Library is one of 14 VRC's located in libraries across California.

In conjunction with the VRC, the Redding Library implemented the programming component of their 2013 grant from Cal Humanities and California Center for the Book for the CA Reads program, *War Comes Home*, in September and October. *War Comes Home* featured events and programs based on the book *What It Is Like to Go to War* by Karl Marlantes. Over 250 copies of the book were given out for free to the local community. 100 copies were given out to students at Shasta College in the English classes taught by Professor James Crooks. The community read also featured a secondary title, *Stranger In My Bed*, by local author Debbie Sprague. Sprague came to the Redding Library to speak about her book and her personal experiences with PTSD. Although author Karl Marlantes did not visit Redding, the community discussed his book and a prerecorded interview was featured at one of the programs. In addition to book discussions, three film events were held as well as two panel discussions with veterans. A teen event featured a Q&A session with teens and veterans. *War Comes Home* was featured in *Enjoy Magazine* in September. Keeping with the theme, the Shasta County Arts Council mounted an exhibition of art by veterans. The library partnered with many individuals and organizations for displays, distribution of books, and publicity: Brad Long of the Veterans Resource Centers of America, Rob Burroughs of Homeward Bound and the Northern California Veterans Museum and Heritage Center, Shasta County Veterans Services Office, U.S. Department of Veterans Affairs, VA Outpatient Clinic, Shasta College, Shasta County Arts Council, Jack Kilpatric (Korean War veteran), Debbie Sprague, Judy Salter, and Carl Bott of KCNR Free Fire Radio. Most importantly, the library would like to thank the three veterans who participated and openly shared their coming home and military experiences with the public: George Halsey, Henry Tracy, and James Crooks. This event helped bring awareness to the community about the difficulties facing returning veterans and the effects on families and friends. Most touching were the individual, tragic stories that the community shared, and it was rewarding to see that resources were discussed for offering assistance.

Special adult programs included duplicate bridge lessons (January) and AARP Tax Assistance. Partnering with Whiskeytown National Recreation Area and the Shasta Historical Society, the Redding Library participated in a Women's History Month Lecture Series and Workshop. The Adult Services Manager discussed resources in the Boggs local history collection and provided assistance for researching local history.

In November 2014, the Library sponsored its sixth *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, 169 (902 transactions) people participated and paid off their fines for a total of \$656.29. Many people who did not have fines donated canned goods. For the Redding Library, 742 total cans were collected.

Family Bike Day was celebrated in May when the Parkview area became a bike and walking street. The Redding Library helped anchor the event and offered tours and information about library programs and services.

The Library's children's summer reading program (SRP) had a theme of *Fizz, Boom, Read*, and teens, *Spark a Reaction*. 1,294 young people aged 6-12 signed up to read through the summer. Another 246 teenagers and 205 preschoolers also signed up— for a total of 1,745 children participating in the program.

A variety of programs were offered at all three libraries for pre-K-6th grade, with teen specific programs offered at the Redding Library. Programs continued to be funded by the Friends of the Shasta County Library (FOCSL). The Redding Breakfast Lions Club also donated \$1,000 to the program for the purchasing of give-away books for children that completed the SRP. Teen summer programs included a D.I.Y. craft program, and *Comic-Con* where projects were based on comic book tie-ins. *Comic-Con* alone boasted an attendance of 150. Presentations for children included the Fratello Marionettes with a presentation of *The Frog Prince*, and *Bubblefest* held in the Children's Garden featured water play and bubble activities of all sorts. Turtle Bay Museum and Exploration Park shared an owl and a new addition to the park, a baby bobcat. Other programs included *Oh! I saw a butterfly!* and the Redding Tae Kwon Do demo team. Attendance at just these five (5) programs alone topped out at 938. In addition, environmental engineering company, CH2M HILL, also presented *Eek! Round & Round it Goes*. They educated children about the importance of water conservation, protection, technology, ecology, and the importance of access to clean, safe, drinking water.

Summer Wee Read began on June 10. Parents read to their preschoolers and attended storytimes in order to earn a free book. *The Record Searchlight* partnered in this program by purchasing give-away books through the Scripps Howard Foundation.

For the sixth year, dogs played a significant role at the Redding Library. In 2014, 515 children participated in the *Reading Education Assistance Dogs (R.E.A.D.)* program—a 32% increase from last year's 348. 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 anticipated their turn with the dogs and improved their reading skills and confidence.

A special storytime, "The Showcase of Storytelling" was held during the "Week of the Young Child (WOYC)." The storytime was grant-funded by First 5 Shasta and was held in partnership with SELP and the Shasta County Office of Education (SCOE). This year's theme was *Try a Little Numeracy in Your Literacy*. It included a math patterning set as part of a giveaway for each family along with a counting book for each child. The program modeled age appropriate storytelling techniques for parents, and a healthy snack was served, followed by a craft for parents and their children to work on together.

The library promoted reading through the 6th annual "A Day of Literacy & Play" event on October 24th. Each year the event is held on the last Saturday of October in honor of National Family Literacy Day. Twelve other organizations partnered in the event. Activities and services included healthy snacks

provided by UC CalFresh Nutrition Education, an informational booth by Abba's Child, and projects and crafts presented by partners North State Fatherhood Task Force, the YMCA, the Dyslexia Awareness group, First 5 Shasta, and KIXE. In addition, Turtle Bay Exploration Park did a creepy, crawly, critter presentation and professional author and storyteller Linda Boydon presented a storytime.

The first ever Chinese bilingual storytime was held on January 3. 14 were in attendance. The storytime continued on the first Friday of every month throughout the year.

The Children's Department offered the 3rd annual 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 (SLF) fund raising event, the *Taste of France*.

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. 35 attended the event. Children were treated to a puppet show and a craft after the story. They also received a free book offered by First 5 Shasta.

Two special *Take 10* storytimes were held in partnership with the Shasta Early Literacy Program (SELP). The events were offered in March and October and participating children received a free book at each event.

In-N-Out Burgers "Cover to Cover" book club ran from March through April. Children ages 4-12 read 5 books to earn a free hamburger certificate. 639 children participated—up from 466 participants last year, and 987 certificates were earned.

The mini preschool program *Li'l Movers & Shakers* ended in February. *The* classes were funded by a grant from First 5 Shasta.

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, Shasta County Youth Violence Prevention Council's, Susan Wilson, coming to the library and doing a presentation for teens on cyberbullying. In addition, TAB hosted a community forum on the topic of bullying prevention as a follow-up to the showing of the film *Bully*. The forum consisted of four panel members: Marc Dadigan-Health and Human Services, Danielle Brewster-Brave Faces Advocate who works with teens in the community in various capacities, Chris Srigley-parent and bully prevention advocate at Sequoia Middle School, and Becca Antagozzi, teen volunteer at the Redding Library. Missy McArthur also attended the forum and presented a proclamation from the City of Redding about October being Bully Prevention month.

As a part of the Teen Creation Station grant, a new Teen Tech Center was established with Library and Services Technology (LSTA) funding administered by the State Library. A grand opening for the Center was held in March highlighted by a visit from Pixar Animation Studios representative, Adrienne Ranft, Manager of Art & Film Education. She gave a presentation on the types of careers available within the film industry. 189 people attended the *Pixar* event that promoted the library's new Teen Creation Stations. Representatives from the California State Library were in attendance. They also toured the

new Teen Tech Center, and due to the innovative nature of the project, asked that the library be available for mentoring other libraries working on similar projects.

Outreach for children's services included: participation in the City of Redding's "Earth First" celebration, KinderCollege—an event serving kindergartners throughout the county held at Simpson University, Turtle Bay School's Career Day, preschool visits such as one to Munchkin University, back to school events such as the ones to University Preparatory School and Millville School, Turtle Bay Exploration Park's WOYC "It's a Big World" event, Healthy Shasta Walk this Way event at Turtle Bay, and storytimes at the Early Foundations Children's Academy, Shasta Meadows Preschool, and many more.

The Children's department also represented the library at many community events such as the South City Park event for families with young children that was sponsored by the Redding Peace Officers Association, and the Market Street Faire partnering with First 5 Shasta. The children's department also partnered with WIC promoting library services for young children at the Diaper Derby event held August 7th at Caldwell Park, and several other organizational events such as *Winterfest* which is a fun event held downtown during the holiday tree lighting ceremony. Library partners in the event included First 5 Shasta and Viva Downtown.

The library once again 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 had a wealth of college resources to share with families in attendance.

The Children's department also conducted 42 school tours with Redding Library visits from schools located all over Shasta County. An impressive 1,382 students enjoyed a sneak peak at the staff areas of the library and many were treated to puppet shows, and lunch in the Children's garden. The library also offered catalog and database training for older students, and assignment alert services for teachers wanting materials available to their students on certain subjects to be researched during their visits.

In addition to these outreach events and services, the library was active in the *Reach Higher Shasta* and *Shasta Early Literacy Project* (SELP) meetings, and their activities in the community.

Automation

Several new projects were started in 2014 in IT and Automation. The library and City of Redding finalized plans for upgrading the libraries servers and computers and the City of Redding Council approved the plan. The first computers will be arriving the first week in February, 2015.

The library received a grant from SELP to create a Reading App for all mobile devices and a mobile web solution to track the time that parents read to their children. The app can also be used for other programs such as Summer Reading for adults, teens and children.

The Teen Creation Stations and 3D printer were a challenging project for the IT department to put together. Plans for expanding this great resource are already underway.

Staff

Staff training emphasized strong customer service and safety. All staff attended “Dealing with Difficult People” put on by LSSI’s Human Resources Department. Other trainings included “The Royal Treatment: Creating a Culture of Customer Service Excellence,” POCA training for the new catalog overlay, and OverDrive training. Bi-weekly staff meetings were implemented to help improve communication. A daily “huddle” was also implemented in the fall to help keep staff abreast of daily changes. Staff took advantage of the many free webcasts offered by LSSI, OverDrive, and Infopeople, the training division of the California State Library.

The Office Manager attended a week long training put on by the Grantsmanship Center in collaboration with Califa in April. The course was a complete overview of preparing, writing and implementing grants.

The Adult Services Manager attended the 2014 California Library Association (CLA) conference in Oakland and spoke about the Library’s Veterans Resource Center (VRC) and *War Comes Home* (CA Reads, Cal Humanities grant).

The Public Services Librarian attended “Let’s Talk About It,” a two-day training in San Francisco sponsored by Cal Humanities on facilitating book groups and group discussions. Skills learned were used for *War Comes Home*.

The Teen Services Librarian attended the California Library Association (CLA) conference in Oakland, representing the library while making a presentation about the new Teen Creation Station.

The Literacy Coordinator attended the California Library Association (CLA) conference in Oakland to participate in a panel discussion for new California Library Literacy Services (CLLS) coordinators.

Grants and Donations

The library received a variety of grants and donations in 2014. 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. US Bank, Shasta College, United Way, Anderson Rotary Club, Redding Rotary Club, Redding Breakfast Lions Club, The Redding Emblem Club, First 5 Shasta, and the California State Library all contributed to the Library.

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 CA State Library and Califa. For the Shasta Public Libraries, allotted \$15,000 for 2013-2014, the program continued through July 25, 2014, when funds were depleted, with 356 customers requesting items, and 964 Zip Books ordered and delivered to their homes. In addition to print books, this grant allowed the library to also include audiobooks.

The Zip Books project allowed for another year of funding, 2014-2015, delineating \$12,000 to Shasta Public Libraries. Shasta Public Libraries started this year of funding September 3, 2014, with 201 customers requesting items, and 426 Zip Books ordered and delivered to their homes. Ordering of Zip Books with this grant will continue into 2015 as funds permit.

For a second year in a row, the CA State Library gave the library money in the Books4U program. \$5,000 was given for materials to support Common Core for teens and children. \$1,000 was used for Redding, \$2,000 for Anderson, and \$2,000 for Burney.

The Shasta Public Libraries received \$1,000 from NorthNet Library System for staff development as well as \$735.30 from Raley's for the Redding Library Summer Reading Program.

\$257,846 was received through grants and donations, as follows:

Redding Library	\$ 175,096
Anderson Library	\$ 11,939
Burney Library	\$ 14,000
Literacy Program	\$ 56,811
System-wide	\$ 257,846

Volunteers

The library utilized volunteers to complete a variety of tasks. In 2014, 243 individuals donated 21,476 hours of service: 20,290 at the Redding Library, 977 at the Anderson Library, and 209 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 \$203,310.

In April, volunteers were recognized by City and County officials at the 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.

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 marketing plan, in order to improve the library's promotional efforts and better support the Strategic Plan.
2. Further 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.

3. Continue to update the library's technology with the implementation of the new website, launch of the reading tracker app, and roll out of the new computers and software. Seek funding and resources to expand our Teen Creation Station and offer creation services for all ages.
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. 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.

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.