



**Annual Report for the Fiscal Year
2015-2016**

2015-2016 Shasta Public Libraries Year End Annual Report

The fiscal year 2015-2016 (FY15-16) was another successful year of library services to our communities. Use of the Shasta Public Libraries system was strong, with circulation of library materials remaining high and computer usage booming. 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 the 2015-2016 fiscal year we saw further advancement into the Digital Age with the continuation of *Zip Books* and with the expansion of digital services by adding resources like Enki, an eBook service, and Zinio, a digital magazine service. The library also continued to offer unique collection items, making watt meters accessible to REU customers for check out and providing access to museum passes to Turtle Bay Exploration Park for all library patrons.

The Youth Services department saw many changes over the last year in personnel, programming, and physical appearance. Ongoing youth programs included a brand new story time regime and changes to the *Wee Read* program. Special programming included the second annual *Rev, Rumble, & Roar* event hosted by the Redding Library children's department. Attendance for the 2016 event reached 1,191 people in the community, making it the largest attended event the Shasta Public Libraries has hosted to date. The Teen Advisory Board, along with the former Teen Librarian, worked hard on a Book-to-Action grant from the California Library Association, CLA. This grant led to a week of peaceful LGBTQ programming.

Ongoing adult programs at the Redding Library included a book group, family history assistance, computer classes, films, the Veterans Resource Center, and adult summer reading. Special adult programs included free bridge lessons, author talks, a flu clinic, and *AARP Tax Assistance*.

The Anderson Branch saw the addition of several programs during the FY15-16, including a Teen Advisory Board, *Crafty Christmas*, and *Dr. Seuss Day*. The Branch also brought positive interest to the library by offering school tours, hosting important community groups in their meeting room, and taking advantage of several outreach opportunities.

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

	FY15-16	2014	2013
Total Circulation:	557,966	606,762	600,764
Redding	498,150	549,347	544,173
Anderson	43,239	38,587	38,867
Burney	16,577	18,828	17,724
Total Registered Borrowers:	78,416	82,093	118,975
Redding	68,052	71,075	102,062
Anderson	8,244	8,803	13,251
Burney	2,120	2,215	3,662
Total Internet Sessions:	158,196	110,019	90,869
Redding	141,746	98,819	78,009
Anderson	7,361	9,180	10,867
Burney	9,089	2,020	1,993
Total Door Count:	1,916,556	2,308,052	2,212,408
Redding	1,848,912	2,258,359	2,164,653
Anderson	54,726	49,693	47,755
Burney	12,918	n/a	n/a
Total Programs Offered:	1,187	802	694
Total Program Attendance:	28,416	21,346	13,273

The FY15-16 circulation for the library totaled 557,966. This amounts to a slight decrease from 2014. July 2015 had the highest circulation with 47,819 for the Redding Library and 53,537 for the system. The year began with 82,093 registered borrowers and ended with 78,416. This is a 4.48% decrease which can be attributed to continuing purge of outdated library records in order to achieve a more accurate total. For FY15-16, there was a total of 9,043 new registered users. Of the total internet sessions, 100,699 used library computers while 30,167 were wireless sessions. The Redding Library door count for FY15-16 was 1,848,912. The Anderson Branch door count was 49,693. The Burney Branch door count was 11,159. The total number of programs offered at the library was 1,187 with total attendance of 28,416.

Shasta Literacy Program

The goal of the Shasta Literacy Program (Literacy) is to provide one-on-one literacy tutoring. By December 31, 2015, there were 122 active learners. Of these 122 learners, 32 prepared to take their G.E.D. Learners were tutored exclusively by volunteers. In 2015, there were 98 volunteer tutors. Training for tutors was provided by the Literacy Coordinator.

The partnership between the Shasta Literacy Program and Shasta Community College was renewed in June of 2015. 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 2015, 240 hours of literacy tutoring was provided through this program.

Reference Service

Reference services for the library remained busy, despite the surge of available online information, as people needed help locating and navigating information and items for enjoyment, daily living, or lifelong learning.

Staff continued to assist people referred by agencies for forms and information that were only available online. Staff assisted many people using Craigslist for buying and selling items. Filling out job applications online was also popular. 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 the food handler's test required by CA law. Employers referred their workers to the library to update licenses online and to attend online trainings. State and federal governments continually moved to online tax forms and the library proved to be a key resource for accessing these forms for people who do not own computers. Staff also addressed questions about Covered California and how to get a free Lifeline cell phone.

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.

Assistance downloading digital eBooks and audiobooks from the library's digital services (Overdrive, Zinio, and Enki), were popular questions. Staff assisted many people downloading titles to their Kindles, Nooks, iPads, tablets, laptops, and phones.

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 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. Staff updated adult recommended reading lists on such topics as LGBTQ, Game of Thrones read-alikes, fantasy, holiday favorites, and strong women nonfiction. A reading list to match the 2016 summer reading theme, Exercise Your Mind, was also created. Goodreads, a free website, also proved a valuable resource. The public enjoyed using these resources to help search for recommended reads. BOB books were a commonly sought after item in the youth department, as well as *Geronimo Stilton*, *Diary of a Wimpy Kid*, and anything written by Rick Riordan.

As a local, state, and federal depository, the library continued to process free government documents. The continual trend is to see more and more government documents being published online. The library played a key role helping the community locate and gain access to these online documents. The 2015 Biennial Survey of Federal Depository Libraries and Library Needs Assessment for the Federal Depository Library Program (FDLP) was completed in December 2015. An inventory of all library flood and FEMA resources for 2015 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, SEACM, and many others.

Homework Help

The library has continued the Accelerated Reading (AR) program in which level labels are inserted into the Juvenile, and Young Adult books as well as noted on the spine. Many schools in the area use the AR program and it allows for easy reference for library users and staff. Staff and users also have access to AR BookFinder, a free online database, which allows for the easy searching of AR levels. Redding Library staff began labeling non-fiction as well as picture books, in addition to labeling all newly ordered books as they arrive.

There has been a misconception that the Redding Library Literacy Program offers regular services to children as well as adults. Staff had many requests for free one on one youth tutoring at the library. Youth services staff are working to compile a list of resources in Shasta County that can be handed out to people who come in with such a request, in addition to continuing to offer the *HelpNow!* online resource.

Collections

In FY15-16, new items added to the library totaled 25,315 as follows:

• Redding Library	22,676
• Anderson Branch	1,423
• Burney Branch	<u>1,216</u>
	25,315

Funded by FOSCL (\$33,486), FOAL (\$2,355), and FOIL (\$3,372), the *Hot Off the Press (HOTP)* collection, which provided multiple copies of *New York Times* bestsellers, remained a popular service. Many patrons appreciated visiting their branch and finding bestsellers available on the “new items shelf.”

Areas of significant purchase in the Redding Library’s 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, business, jobs, and travel. Other areas of purchase included bestsellers, award-winning books, classics, health, cookbooks, self-help, hobbies, antiques, psychology, and philosophy. Commonly used reference books were updated. Books on do-it-yourself arts and crafts, 3-D printing, animation, music, and virtual reality were purchased to support the Create It! grant.

At the Redding Library, the adult non-fiction collection experienced some weeding and shifting to help spread out the cramped collection. All adult books on parenting were moved from the second floor to the parenting collection, located in the children’s department, for easy access by parents. This move helped free up some much needed shelf space. The reference collection was also weeded and condensed to make room for construction of the Create It! Library.

In the Redding adult fiction collection emphasis was once again placed on filling series gaps, updating classics and prize-winning books, and replacing lost and damaged books. A circular book rack was purchased with funds from the Shasta Library Foundation to hold adult paperbacks. Adult fiction saw an increase in genres influenced by popular movies and TV programs, such as *Game of Thrones*, *Star Wars*, and *Lord of the Rings*. The trend for FY15-16 was in mixing genres, sometimes called crossovers. For example, speculative fiction (SF/Fantasy), dystopian science fiction, epic fantasy, zombie horror, and urban fantasy were all popular. The decision was made to move and shelve fantasy titles in the science fiction collection. Previously, these genres were separated.

The Anderson Branch took advantage of popular topics and created banned book and breast cancer awareness displays. The branch’s adult non-fiction section was weeded of outdated materials and 198 books were purchased to replace them.

The EBSCO databases were renewed for another year. Databases include a general magazine database, children’s databases, and an automotive repair database. Explora, Ebsco’s new graphical database interface, was implemented in 2016, which helped improve searching and overall ease of use. NewsBank, the database that provides access to newspapers across the United States, and Ancestry

Library Edition, the popular genealogy database, were also renewed. Usage of the databases has been a continual marketing challenge, as many users prefer to use “Google” for online information.

Working with Redding Electric Utility (REU), the Redding Library continued to offer REU customers the opportunity to checkout a watt meter from the library. Customers used the watt meters for tracking the cost of electrical appliances.

Available for use in the Fireside Room of the Redding Library, the piano, donated by the Piano Angels, increased in popularity and continued to offer a unique service to library patrons. Users of the piano varied in age, young to old, and were a nice cross-section of the community. The piano was used 250 times by the public.

Collaborating with Turtle Bay Exploration Park, the library offered 3 museum passes available for checkout by the public. The passes were incredibly popular and averaged approximately 100 holds at any given time.

The library purchased 746 OverDrive digital eBooks and eAudiobooks in FY15-16. In November 4,526 simultaneous use titles were added into the catalog, free in the public domain, from Project Gutenberg. The check-out limit was raised to ten items at a time, instead of the previous five at a time. Special lists of recommended Overdrive titles were curated by staff and added into the Overdrive catalog to assist with readers advisory. The library also provided digital titles through Enki, another digital service similar to Overdrive, funded by the North Net Library System.

In addition to Overdrive and Enki, the library was very excited to introduce digital magazines this year. Through funds from the CA State Library, the library offered access to Zinio, which allows patrons to check out digital magazines for free using their library card. Zinio has been great for patrons who travel and staff received many positive comments about this new service.

The Youth Services Supervisor took note of feedback and made several changes to the Redding children’s department in regards to purchasing as well as future development concerns. Juvenile non-fiction underwent a large weeding project while juvenile fiction was expanding. Non-fiction historically had more shelf space and less material. Staff undertook a large shifting project of swapping the two shelf locations. This causes users to walk through non-fiction in order to get to fiction. The hope is that this will improve circulation of non-fiction as well as provide room for the ever expanding fiction section. Statistics were gathered prior to the shift in order to track progress towards this goal.

A large portion of juvenile collection funds went towards updating and expanding the collections, particularly in the easy reader, fiction, graphic novels and non-fiction sections. The goal was to fill gaps in series, expand popular sections, and make sure that the materials were relevant to library users.

The Shasta Library Foundation received a \$5,000 grant from Redding Rotary to purchase giveaway books as well as BOB books for the collection. BOB books are consistently asked for as they are designed for early readers to build their skills and confidence in order to make younger, more successful readers. These titles were purchased through Amazon, cataloged, and added into the Redding Library’s easy reader section. There is a desire to develop this collection further in the future.

Young adult collection funds were largely used in purchasing new and popular titles in a wide range of topics. Graphic novels remained a highly desired genre for the young adult and juvenile departments. These have also been important for high/low readers and struggling readers to be introduced to new genres, including classics. Redding Library youth services staff have been working to bring series together that were split between young adult and juvenile. Young adult non-fiction was not circulating well, and the decision was made to do away with the non-fiction section. The titles were reviewed by adult services and youth services to decide which departments should absorb specific titles. This large project was done relatively quickly in order to not interrupt patron services. No issues have arisen from this change so far.

The library continued to receive many material donations (print, DVD's, and audiobooks) from the public. Some were added to the collection, while others were given to the friends groups to sell to raise money for the new materials. Many local authors donated copies of their books to the library. At the Redding Library, these books were added into the local author collection. Local organizations that donated books to the Redding Library were River Oak Sangha, Shasta Chapter of the CA Native Plant Society, and Redding Republican Women Federated.

Nadine Kimbrough donated a complete set of 39 volumes of *The Works of Hubert H. Bancroft*. In addition, she donated a wooden cabinet made specifically to hold the collection. The donation was added to the Boggs local history collection at the Redding Library.

The doll collection, donated by Lupe Cilenti-Arness, was put on permanent display in the Redding Library's Fireside Room. It consists of dolls from around the world. The collection was donated many years ago to the library and had been in storage. Staff were very happy to share the collection with the public. Items relating to the history of the Shasta Public Libraries were moved from the Fireplace Room to the Foundation Room in order to make a permanent display on the history of the library.

Meeting Rooms

Meeting rooms continued to be a community resource in the 2015-2016 fiscal year with 6,592 reservations. Community and government organizations often expressed their appreciation for these meeting spaces via "thank you" calls, letters, and email. Free computer classes continued to be offered in the Computer Center covering such topics as basic internet skills, Excel spreadsheets, and word processing. AARP Tax Aide used the Community Room between February and April 2016, to provide tax preparation assistance to low-income residents and seniors.

The Anderson Branch's meeting room hosted an Anderson Chamber of Commerce Greeters in January 2016. The Anderson Chamber of Commerce chooses a different local business to learn more about each week. This was a wonderful networking opportunity for the branch.

Events/Programs

The library's seventh annual adult summer reading program, *Every Hero Has a Story*, proved to be

popular with 501 participants reading 1,617 books in the summer of 2015. A variety of adult and family programs were offered including films, a program about saving condors, a volunteer fair, a tour of the local smoke jumping base, and the library's first annual Comic Con. All branches participated in adult summer reading, as well as the adult literacy program.

The youth 2015 summer reading program had strong participation and attendance with 309 preschoolers, 1,063 children, and 239 teens for a total of 1,611 youth participating in the program. There were a variety of programs taking place on Wednesday afternoons for the children based on a hero theme. There were firemen, police officers, as well as other local organizations that have participated in the past. A favorite of those in attendance was the United States Forest Service Hot Shot Crew that brought their buggy and allowed children to inspect their vehicle, as well as shoot the fire hose.

The Teen Advisory Board hosted a myriad of movie nights for summer reading as well as hosting, with adult services, the first annual library Comic-Con event. It was met with a roar of excitement and support with 397 people in attendance.

June 2016 kicked off the *Exercise Your Mind* themed summer reading program. The program had just begun by the end of FY15-16, but had already surpassed all expectations in regards to attendance and community response.

In September 2015, the Anderson Branch joined the Redding Library in starting a Teen Advisory Board (T.A.B.), which in turn started *Teen Tech Talk* and a movie/book club. Teens in the community enjoyed having programming specific to their interests.

The Anderson Branch also hosted events such as *Take 10* in October, a local veterans story time in November where each children received a flag, and the annual *Week of the Young Child* event in April where local author Linda Boyden read stories to children and had a petting zoo. Approximately 130 children enjoyed the event and were given a free book, puzzle, and healthy food. New Anderson programming in collaboration with the Redding Library included The Grinch, Mrs. Claus and Santa making appearances leading up to Anderson's first *Crafty Christmas*, and a promising beginning to a Dr. Seuss Day annual program.

The Burney Branch partnered with Burney Elementary School PTA for the sixth annual *Read & Ride* summer reading promotion. For each visit with checkouts to the Burney Library from June 9 – August 14 2015, the registered child (K – 6th grade) received a ticket for a drawing for a bracelet allowing free rides at the Intermountain Fair. 75 children participated, visiting 351 times with 935 checkouts. 29 bracelets were handed out. The Burney Branch Manager drew the winning tickets at Burney Elementary school's *Back-to-School-Eve*.

The Shasta Genealogical Society provided free, drop-in family history assistance three times a week at the Redding Library. The Society assisted 188 patrons with family history research. This was a drop, as compared to 345 people for the previous year, most likely due to increased available resources online. To help attract users, the Society offered free Saturday workshops on such topics as DNA, passenger lists, "Who Do You Think You Are", and social media. These workshops were well received and had high

attendance. Access to the library's Ancestry Library Edition database continued to also be a draw.

Best of the West, the adult book discussion group, continued to meet at the Redding Library each month. The attendance for the year was 261 adults. The group read a variety of different books throughout the year and participated in the 2015 adult summer reading program, *Every Hero Has a Story*, by reading *I am Malala* by Malala Yousafzai. This program was sponsored by Friends of the Shasta County Libraries (FOSCL).

World of Film, featuring quality films from around the world, was offered at the Redding Library twice a month. 263 adults attended. In October, the library collaborated with One Safe Place to show the film *Private Violence*, a documentary about domestic violence, followed by a panel discussion by One Safe Place and law enforcement.

Authors Frank Romano, Bob Rowan, and Donald Crandell presented their books at author events at the Redding Library, sponsored by Friends of the Shasta County Libraries (FOSCL).

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

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

The Veterans Resource Center (VRC), also known as *Veterans Connect @ the Library* established at the Redding Library in November 2012, continued to offer services and referrals to local veterans. A total of 202 veterans and family members visited the VRC. Funding for the VRC was provided via LSTA funding administered by the CA 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), Veterans Affairs (VA), Veterans Resource Center, and CalVets. In October, the library participated in the annual *North Valley Stand Down*, an event that provides resources for homeless veterans.

Free computer classes were continued in the Redding Library's Computer Center. 67 computer classes were taught by volunteers and 484 students attended. Free duplicate bridge lessons, sponsored by the Redding Duplicate Bridge Club, were also offered at the Redding Library. 24 people learned how to play bridge in this 10-week class. *AARP Tax Assistance*, a very popular program, made its annual return as well. AARP assisted 540 people with their state and federal taxes. Rite Aid offered free flu shots in the Community Room of the Redding Library in August.

The most successful new adult program for the year was the addition of puzzles and board games to the 2nd floor of the Redding Library. These have proven to be very popular. It was exciting for staff to see the variety of people huddled around a table, working together, to assemble a puzzle. Chess and Monopoly were the most popular board games.

For fun and to coincide with Animal Planet's November visit to Redding's Old City Hall for a filming of "Finding Bigfoot," the Redding Library created a display of Bigfoot materials and offered an

opportunity for the public to share their favorite Bigfoot stories.

In November 2015, the library sponsored its seventh *Food for Fines* campaign, allowing patrons 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 – Sierra Center (837 cans), Anderson Cottonwood Christian Assistance (84 cans), and the Burney Food Co-op (14 cans). Overall, \$933.90 in fines were waived in exchange for food donations. Many people who did not have fines donated canned goods.

For the hot summer months, the Redding Library and the Anderson branch were advertised as local cooling stations for people to get out of the heat.

The Redding youth department offered special programming throughout the year highlighted by *Take 10/Read for the Record*, *Day of Literacy and Play*, *Crafty Christmas*, *Silly Seuss Day*, and *Rev, Rumble & Roar*. The *Day of Literacy & Play*, a Fall festival, saw a 37% increase in attendance from 2014 serving 416 people. The second annual *Rev, Rumble & Roar* event was the largest attended event the Shasta Public Libraries has hosted to date with 1,191 people in attendance. At this event, local businesses as well as city departments came together and brought their large vehicles. Children and their parents were invited inside to explore and learn how they work. There were long lines the entire duration of the event for the Veterans Helicopter and the Redding Fire Truck. Particular activity stations of note were the First Five Van and *Story Time on a School Bus*. Feedback from attendees as well as community participants was overwhelmingly positive. It has become a favorite event of the youth department.

A positive alteration in programming was the change of venue from the Redding Library Community Room to the Redding Library children's department for other special events. It brings patrons directly around materials and offers a more stimulating environment for the theme of different events. For the first time, *Seuss Day* and *Crafty Christmas* were hosted at the Anderson Branch in addition to the Redding Library. The attendance was steady and feedback from the community specifically noted that it was nice to have more specialty programming at the Anderson Branch.

The *In-N-Out Cover to Cover* program remains popular with children ages 4-12 reading 5 books to earn a free hamburger.

A new story time calendar for the Redding Library began on January 1, 2016. The schedule was designed for varying times and subject matters based on the importance of reading, singing, and playing in early literacy, as well as an inclusion method of all ages, and sensory specific activities to branch out to those with special needs. The new schedule began as follows: Mondays at 10:30 is *Babies, Books & Play*. This is a baby play where board book collections are made available, with music and toys out for parents to have a lap-sit or play time together. Tuesdays at 10:30 is *Read & Sing*. This volunteer-led story time focuses on adding music and musical themes. Wednesdays at 3:30 is *Read & Play*. This story time is designed for all, but is meant to be welcoming to those with special needs and their families by the incorporation of sensory techniques. Thursdays at 3:30 is *Read & Create*. Art themes are the main focus of this story time, with topics including, but not limited to traditional painting, dance, music, and exploration. Fridays at 10:30 is *Read & Discover*. Science, exploration and math are the themes to this story time designed to engage participants in non-fiction materials and

subjects in activity based programming. The latter four include stories, songs, and an activity and/or craft component.

The Burney and Anderson Branches also provided story times throughout the year with good participation, including holiday themed story times for Veteran's Day and Independence Day.

Previously, all program signups and tracking in the youth services department were done manually, on paper. The department moved to auto calculating spreadsheets and began with a simple spreadsheet designed by the Youth Services Supervisor for the *Wee Read* program. *Wee Read* was designed as an all year round incentive program for parents and their 0-5 children to attend story times and continue reading at home. To limit confusion and simplify the process, all tracking was moved to said spreadsheet. Every ten story times the child attends, they get to select a free book from the book cabinet. Most of these titles are provided by First Five Shasta. This program continues to have solid attendance.

Going into the seventh year of participation, *Reading Educational Assistance Dogs (R.E.A.D.)* continues to be a beloved program. The dogs played a significant role at the Redding Library in FY15-16 with 421 children participating. 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. Children eagerly anticipate this monthly program.

Outreach events:

The Redding Library offered 36 tours to local schools and groups during FY15-16. An impressive 1,095 students enjoyed a sneak peek at the staff areas of the library and services that are available. Many were treated to Createlt! Library demonstrations, special story times, and lunch in the Children's Garden. The library also offered catalog and database training for older students and teachers in line with the *School Library Card Initiative*.

Outreach for children's services included: *Healthy Shasta Walk this Way* event at Turtle Bay, seven different WOYC events, WIC, and KIXE pledge drives. Redding Staff made special visits to schools and preschools such as KinderCollege and Munchkin University, where staff gave a special sensory story time and talked about library services, and many more.

Anderson Branch staff visited Anderson Middle School and Happy Valley Primary School to pass out library card applications in August 2015, and hosted 2 field trip tours. The Anderson Branch Manager was asked to judge homecoming floats for Anderson High School and presented a story time each day of the Shasta District Fair. In June 2016, the Anderson Branch Manager and Shasta Library's Marketing Coordinator were guests on local television station KIXE where they presented upcoming summer library programs.

The *School Library Card Initiative* significantly expanded outreach to local schools and teachers with more than 15 presentations made to students and teachers in the City of Redding. While some schools were able to do automated importing of patron record data, the schools that had not yet been set up were still receiving cards on a class by class basis via manual entry and processing.

In addition to these outreach events and services, the library was active in Shasta Early Literacy Project (SELP) meetings at the Steering Committee level and Sub Committee level to expand their activities in the community and promote early literacy in Shasta County. SELP is looking to make the library the central hub around which the partnership is moving due to its resources and unrestricted access to all.

Automation

2015 saw the arrival and installation of new computers and servers for all three branches. This upgrade created a much better user experience for staff and patrons alike. Many enhancements were available to the software packages used to manage library networks, and all software was brought up to current versions.

IT was instrumental in putting together the next evolution of the Teen Tech center. After working with staff on the grant and presentation to the State Library, the library awarded a grant to expand the Teen Tech center into the Create It! Library. This area is open to all ages. A new room addition was provided by the City of Redding and phase one was completed in May of 2016.

Staff

Staff training emphasized safety and strong customer service. Bi-weekly staff meetings at the Redding Library continued to help improve communication. The daily “huddle” continued to help keep staff abreast of daily changes. Staff took advantage of the many free webcasts offered by LS&S, OverDrive, and Infopeople, the training division of the California State Library.

All managers and lead associates received Cardiopulmonary Resuscitation (CPR), First Aid, Automated External Defibrillator (AED) and Blood Borne Pathogen (BBP) training offered through the City of Redding. All other staff received AED training before the updated AED was delivered in May 2016. All staff attended ALICE (Alert, Lockdown, Inform, Counter and Evacuate) Certification Training for Business offered by LS&S. The Customer Service Supervisor and the Adult Services Librarian attended WESTPAS Protecting Cultural Collections, Disaster Prevention, Preparedness, Response, and Recovery training sponsored by the CA State Library. This training started the process of creating a disaster and emergency plan for the library. Evacuation plans at all three branches were updated, and staff and volunteer safety training was implemented.

All supervisors completed Diversity and Inclusion Employee Essentials training provided by LS&S. Staff was trained to be able to assist patrons with digital download questions and to make sure that staff were familiar working with all types of download devices (Kindles, Nooks, Samsung, iPads, etc.)

Staff completed several trainings offered by InfoPeople, including: Finding the Right People and Helping Them Grow, Communication Is More Than Words, Basic Cataloging and Classification (3 staff members), and Supervisory Success: Interpersonal Skills for Supervisors (3 staff members). Other online classes included Mastering Tough Customer Service Situations, Beyond Cataloging-RDA, Communication Is More Than Words, Curated Collections: Help Patrons Find Their Next Favorite Read

(Overdrive), and Maker-Centered Learning in the Library. With a change in AV vendors, collection development staff received training on how to order from Midwest Tapes, the library's new vendor.

Library staff focused on building a strong relationship with the Good News Rescue Mission. Many staff toured their facilities in an effort to better understand the services that they offer. Staff were able to feel more confident when referring library patrons to the Mission. Several staff also toured One Safe Place's new Sierra Center, which opened in October, to become familiar with the services that One Safe Place offers.

The Library Director attended the 2015 California Library Association (CLA) Conference, the 2015 American Library Association (ALA) Conference, the 2015 Literacy Pre-conference, and the 2016 Public Library Association (PLA) Conference. The Adult Services Librarian and the Youth Services Supervisor attended the CLA and ALA conferences. Attendance for the ALA Conference also included the library's Operation Manager, former Teen Librarian, and a Lead Associate.

The Adult Services Librarian attended a two day preconference hosted by the CA State Library for all 39 libraries that participate in the *Veterans Connect@the Library*, of which the Redding Library is a participant. She was trained by the Library of Congress on how to collect oral histories for the *Library of Congress Veterans Oral History Project*. She also learned and shared experiences regarding programming and community outreach for veterans.

Grants and Donations

The library received a variety of grants and donations in FY15-16. The branches have their respective Friends groups that raise money, primarily for collections and programming. The Shasta Library Foundation (SLF) contributes from its growing endowment and also actively seeks funding from other sources including local service clubs and philanthropic foundations. Library staff obtained grants for adult literacy, children's programs, and adult programs. Individuals and groups continued to make contributions to the library. Shasta College, Redding Rotary Club, The Redding Emblem Club, First 5 Shasta, California Library Association, and the California State Library all contributed to the library.

Shasta Public Libraries continued to participate in *Zip Books* for Rural Libraries, a statewide project of the CA State Library and Califa. The library was awarded \$15,000 for the 2015-2016 fiscal year and the program continued through May of 2016, when funds were exhausted. Able to utilize *Zip Books* as a replacement for more traditional ILL programs, Shasta Public Libraries took requests from 372 library patrons at the three branches and ordered a total of 1,016 *Zip Books* titles to be delivered directly to their homes. Shasta Public Libraries has been granted funding to continue *Zip Books* in September of 2016 for the 2016-2017 year.

The library received a 2015 Library Systems and Technology Act (LSTA) grant in the amount of \$24,300 to fund a Create It! Library. The grant served to provide equipment, materials and resources to enhance the creative opportunities available at the library. The new equipment included two new 3D printers, a ZSpace Virtual Reality computer, and sound recording and editing equipment. This new equipment was placed in a new space built on the second floor of the Redding Library, as well as the

original equipment acquired with the prior Teen Tech LSTA grant. The grant also purchased equipment housed in the Children’s Department, including an interactive 3D projector, a Lego Wall, and a Q-Ba Maze Table.

Literacy funding came from varied sources including a California Library Literacy Services Grant in the amount of \$33,889 for the 2015-2016 year, a United Way Grant in the amount of \$3,679.12, a Rotary Club Grant in the amount of \$7,000, and a donation from the Shasta Young Ladies Institute of \$15. Additionally, \$3,420 was raised at the *Taste of Greece* event, sponsored by the Shasta Library Foundation (SLF) and given directly to Literacy for material purchases.

The *Teen Advisory Board*, along with the former Teen Librarian, worked hard on a Book-to-Action grant from the California Library Association (CLA). They chose a title and planned programming around the theme of the story. *Some Assembly Required* was the chosen title, and the programming focused on LGBTQ acceptance via a day of silence, a panel discussion, and other peaceful programming. The week long program was met with overwhelming support as well as disapproval.

Known as the Crises Collection Development Grant, the library received \$10,000 from the California State Library to purchase materials for residents seeking help to rebuild and cope with property and personal loss from the devastating Fork Complex Wildfire. \$2,000 was given for materials to the Anderson Branch, \$1,000 was given to the Burney Branch, \$6,000 was given to the Redding Library, and \$1,000 was used to purchase Overdrive digital titles. Up-to-date materials were purchased on the subjects of natural disasters, building and construction, fire safety, firefighting, smoke jumping, wildfire survival stories, animal rescue, landscaping, home renovation and remodeling, PTSD, stress, and emotional recovery from natural disasters. Both adult and children’s books were purchased.

The Anderson Branch received an invitation to dinner by the Redding Emblem Club where they were presented with a donation of \$100.00. The Branch also received a donation of six books from the Anderson High Spanish Club. Friends of the Anderson Library provided \$2,792.00 for the purchase of new Hot Off the Press titles.

\$215,952.04 was received through grants and donations system wide, as follows:

Redding Library	\$ 150,829.92
Anderson Branch	\$ 6,892
Burney Branch	\$ 10,227
Literacy Program	\$ 48,003.12
System-wide	\$ 215,952.04

Volunteers

The library utilized volunteers to complete a variety of tasks. In 2015-2016, 225 individuals donated 18,072 hours of service. These hours are equivalent to 8.5 full-time positions. Using the pay rate of a Library Associate, the value of this time is in excess of \$180,720.

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 doing preparation work for events, assisting with decorations for departments, and organizing programs for their peers.

Challenges and Projects for Coming Year

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

1. Develop and implement a new Strategic Plan to guide the direction of the library into the future.
2. 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 new internal data management tools including Edelweiss Collection performance management software and Counting Opinions data management software, and for our patrons with the launch of the reading tracker app, and continued growth and promotion of the Create It! Library.
4. Continue to maintain high levels of materials circulation by ensuring popular materials are available to patrons 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. Support the Friends of Intermountain Libraries with their capital campaign to relocate the Burney Library into a larger, more up to date facility.
6. Plan and execute a celebration in honor of the Redding Library's 10th anniversary and the successes that the Shasta Public Libraries have accomplished in that time.

Conclusion

The library is committed to providing our community the opportunity for a better future through programs, services, and resources that are equally available and accessible to everyone in our service area. The library staff strives to raise the bar for customer service, collection 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.