

SHASTA PUBLIC LIBRARIES

ANNUAL

REPORT 2021

Shasta Public Libraries proudly continued to serve the residents of Shasta County throughout 2021. Despite changing requirements due to the pandemic, and a fire that displaced many residents, the Library kept its doors open and continued to offer both virtual and in-person services. There was much to celebrate this year as staff settled in at the new Burney Library, rose to meet the needs through the Create It! Space at Redding Library, and imagined new and innovative ways to serve the public at Anderson Library. The summer saw families engaged with the summer reading program in order to keep kids learning over the summer. The Library moved to a fine free model for Children's and Teen materials in the fall, eliminating barriers to access for many. And the year ended with a new website, an online virtual branch designed with the end user in mind. Staff look forward to continuing to provide great library services for Shasta County in 2022.

📞 530.245.7250

🌐 www.shastalibraries.org

📍 1100 Parkview Ave.
Redding, CA 96001



LIBRARY PROGRAMS

2021 featured a return to a full schedule of events, both in-person and virtual. Program attendance increased as patrons were excited to return to the Library. The Library deployed its first ever virtual Rev, Rumble, & Roar event, which was well received by the community, and Summer Reading saw participation similar to pre-pandemic years.

266

Children
Programs

81

Teen
Programs

458

Adult
Programs

11,137

Attendance

873

Attendance

2,498

Attendance



SUMMER READING read, create, learn

Kids and families enjoyed reading incentives and library programs to keep literacy education strong during summer months and prevent the "summer slide."

1,495

Sign-Ups

15,380

Books Read

2,356

Prizes Awarded

49

Events



SHASTA LITERACY

138

Learners

2,892

Learning Hours

59

Group Sessions

17 COMPUTER CLASSES

57

Volunteers

2,473

Volunteer Hours

241

Hrs each month

2021 included a variety of one-on-one tutoring, group sessions, and classes in following areas:

- ESL & GED
- Computer & Cell Phone
- Citizenship
- Conversation
- Financial Literacy
- Reading & Writing
- Math
- Family Literacy

FINE FREE INITIATIVE

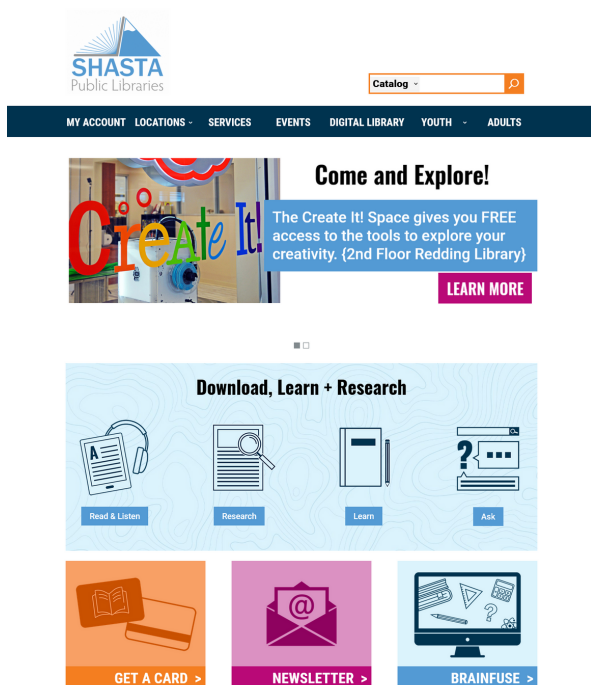
On Monday, August 16, 2021, the Redding Municipal Library Board of Trustees approved the forgiveness of all outstanding fines and fees as of September 1, 2020, for Shasta Public Libraries cardholders. The Board also approved eliminating overdue fines permanently on all Children's and Young Adult materials. These changes eliminate barriers to accessing library resources and encourage the use of the library.



IMPLEMENTATION IMPACT (SEPT-DEC 2021)

- 38,193** Patron accounts had older fines and fees removed.
- 1,158** Patrons used their card after the fines and fees were waived.
- 100** Patrons renewed expired accounts within the first month of the program.
- 954** People interacted with social media posts during the amnesty month.
- 15,770** People reached on social media through organic posts.

TECHNOLOGY



WWW.SHASTALIBRARIES.ORG

The library system finished out the year with a brand new website. The new website is mobile friendly and modern, designed to assist patrons in finding what they need quickly in an intuitive way.



STRATEGIC PLAN IMPLEMENTATION

The Library continued to implement the three goals set forth in the 2019-2023 strategic plan.

INCUBATE

Increase support for entrepreneurs, startups, and small businesses in order to support economic growth.

- Continued partnership with Women's Business Center at JEDI and the Small Business Development Center (SBDC) to provide Small Business Office Hours weekly at the Redding and Burney Libraries.
- Offered "Podcasting 101: Learn How Podcasting Can Support Your Business Growth" workshop, presented and recorded in Studio C at the Redding Library by Women's Business Center at JEDI.
- Offered "How to Start Your Own Business" workshop, presented by SBDC in the Redding Library's Computer Center.
- Renewed membership to the Chamber of Commerce and attended events.
- Enhanced business related materials online and in the libraries.

INNOVATE & EDUCATE

Modernize materials and ideas to support 21st century access and education.

- Continued partnership with Shasta Genealogical Society to offer free genealogy assistance, adding email as well as face-to-face assistance.
- Presented Library services and online databases to the Shasta County Office of Education, which included Shasta County school librarians in attendance.
- Pivoted to a virtual Rev, Rumble, & Roar event during the pandemic, which allowed the community to still experience partner vehicles. Partners were thus able to present National Park Ranger boats, which are usually unable to be shown.
- Hosted Beginner Cyber Security workshops for young adults as part of Summer programming.

ELEVATE

Raise the Library's profile within the community.

- Redesigned and launched a new and modern Library website.
- Increased the Library's presence on social media, tagging partners and influential figures to extend reach.
- Removed late fines on youth materials and waived past fees in order to raise awareness and increase access for the community.
- Uploaded recorded storytimes to social media platforms in order to reach patrons during the pandemic.
- Installed a large art cabinet on the 2nd floor of the Redding Library to house the art collection of Jim Phillips. Partnered with Jim Phillips to bring art programs and displays to the Library.
- Collaborated with Prescription Pets Therapy Dogs to facilitate their return to in-person reading at the Library and increased their schedule with additional weekly visits.
- Attended various community and city events to hand out goodie bags and informational materials.

2021 STATISTICS – LIBRARY IMPACT



6,313

Open Hours

134,027

Website Visits

304,599

Library Visits

332,881

Physical Circulation

89,710

Digital Circulation

33,941

Computer Uses

ANDERSON

70 Children Programs

4,665 Attendance

9 Teen Programs

120 Attendance

4 Adult Programs

106 Attendance



BURNEY

56 Children Programs

988 Attendance

9 Teen Programs

65 Attendance

25 Adult Programs

106 Attendance



REDDING

140 Children Programs

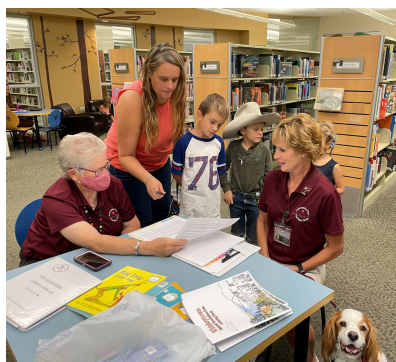
5,484 Attendance

63 Teen Programs

688 Attendance

429 Adult Programs

2,286 Attendance



Thank you to the following for supporting
Shasta Public Libraries in 2021:

City of Redding staff, Friends of Shasta County Libraries, Friends of the Intermountain Libraries, Shasta Library Foundation, Shasta Public Library Citizens Advisory Committee, and the Redding Municipal Library Board of Trustees

