

NEWPORT BEACH PUBLIC LIBRARY

To: Board of Library Trustees
From: Cynthia Cowell, Library Services Director
Re: Report of Library Activities

AGENDA POSTING

The meeting agenda for the Monday, May 7, 2012 Board of Library Trustees Meeting was posted Thursday, May 3 at City Hall.

CYNTHIA COWELL, LIBRARY SERVICES DIRECTOR

Where did April go? I blinked and it's already May! Aside from the normal meetings that roll around every week, I made a one-day trip to Sacramento to talk with Stacy Aldrich, our State Librarian, to gain a better understanding of the budget and its implications for individual libraries and library systems, particularly, of course, Newport Beach and Orange County. OCPL Director Helen Fried and I met with Stacy and talked about our need to continue materials sharing and to possibly disengage ourselves from the Southern California Library Cooperative. No substantive decisions were reached as things are on hold until the May budget revision comes out.

Tim Hetheron and I attended the Corona del Mar Town Hall Meeting on the 18th where we met with residents of CDM at our table. On the 24th, we hosted the kick-off event of our Constitutional series with a lecture on the US Constitution. The lecture was funded by donations from the California Arts Commission and our very own Library Foundation. Finally, on the 26th, in honor of Administrative Assistants Day, Elaine McMillion and I enjoyed a beautiful lunch at Pelican Hill and felt quite righteous when, on the way back to the Library, we assisted in the capture of two canine residents who had decided to go out on the town at the intersection of PCH and Cameo Shores.

Life is never dull at the Library!

TIM HETHERTON, LIBRARY SERVICES MGR / CIRC & TECH PROCESSING COORD.

Searching for Democracy: On April 24, the Library kicked off our year-long "Searching for Democracy" initiative, a grant-funded program developed by Cal Humanities in collaboration with California Center for the Book. A special presentation featuring Richard Beeman, author of *The Penguin Guide to the United States Constitution: A Fully Annotated Declaration of Independence, U.S. Constitution and Amendments, and Selections from The Federalist Papers*, was a resounding success. Every seat in the Friends Meeting Room was filled as Beeman and interviewer, Mary Menzel, Director of the California Center for the Book, discussed the Constitution and its framers. Many of the attendees purchased a copy of Beeman's book and had it signed following the questions and answer segment. Additionally, most of the library's 50 copies of the *The Penguin Guide to the United States Constitution* were checked out – a good sign the residents of Newport Beach are actively participating in "Searching for Democracy" and reading this most important document. This was just the first of several events that will take place over the next few months, culminating with the Presidential election in November. A

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special thank you goes to Jana Barbier for her hard work in obtaining the grant and planning the events for this successful project. A job well done!

AR Data: Tech Pro and Children's Services are working on a project to make Accelerated Reader data searchable in the library catalog. This is a nice enhancement for our younger customers and their parents and guardians. Accelerated Reader (AR) is a software assessment in wide use by primary and secondary schools for monitoring reading comprehension. The software provides additional information to students regarding their reading level and ability to retain what they have read.

Promotions and new hires in Circulation: Lana Balotsina, who worked at Central Library as a Page, successfully interviewed for the part-time Clerk I position. Lana started her new position on April 21st. The Library also hired Lauren Hutain and Kelly Farmer as Pages.

DEBBIE WALKER, BRANCH AND YOUTH SERVICES COORDINATOR

Branches: All locations celebrated National Library Week in April beginning Sunday, April 8 through Saturday, April 14. Special programs were held at all locations. Wednesday, the 11th was a busy day at CDM as Mayor Nancy Gardner presented Preschool Storytime in the morning and in the afternoon children and parents participated in "Storytime with a Twist," a blending of yoga and storytelling. Balboa had an interactive music and sign language event while Mariners hosted "the Sunshine Storyteller" on Saturday the 14th.

Balboa staff shifted part of the children's collection to make the board, picture and special interest books more accessible.

Youth Services: At Central Library, as part of the NLW festivities, over 100 children and parents enjoyed a "Mad Science" show on Tuesday, April 10. City Manager Dave Kiff visited the Pajama Storytime on Monday evening, April 9 and Councilman Ed Selich joined the Toddler storytime on Wednesday, April 11. As always, their enthusiasm and willingness to participate was greatly appreciated.

Teen Services: Several teen and adults attended the ACT results program on April 3. After discussing the results, the Kaplan representative took the time to answer several questions from the parents in attendance.

The PSA video created by a few YAAC members for the Searching for Democracy program was completed. It is currently on the front page of the website and the main Teen's page. Take a look!

MELISSA KELLY, SUPPORT SERVICES COORDINATOR

Construction Update - Construction noise continues to be heard behind the "wall", but the progress is easily seen as you drive down Avocado and look over the fence. This month they worked on grading for curbs and asphalt for the driveway on the east side of the building that leads to the parking structure. They are pouring the concrete for the second floor and configuring the channel that houses power and cabling for the new Library security gates.

Building Issues - The City contracted with a firm to do an access audit of the facilities. This included a complete survey of the restrooms, parking lots, doors, elevators, aisles, signs, etc. to ensure that the buildings met ADA requirements. All 4 of the Libraries were included in the audit. We have not seen any results as yet.

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The Public Works Department in conjunction with Southern California Edison arrange for an energy audit to be conducted at the Central Library in April. Representatives from Lincus Energy surveyed the lights, computers and HVAC components of the building. Their evaluation for Energy Efficiency measures and Demand Reduction measures will be submitted to the City in May.

Kevin Pekar from the City's Landscape division met with Cynthia, Tracy Keys and myself to discuss alternative plantings for the courtyard. Tracy offered to pay to have some new plants installed in the four large pots. The decision was made to install small Phoenix Roebelenii palms and golden Lantana.

The Irvine Company had the Corona del Mar Plaza parking lot seal coated at the end of April. TIC was proactive in finding alternate parking areas for the CDM Plaza employees to prevent them from using Library parking. They also had security people on site and directing traffic as needed. The days when that the Library felt the biggest impact were those when they sealed the entrance/exit lanes. Prior to the start of the project, the Library posted notice on the website of the upcoming inconvenience and we received few complaints.

Literacy - KOCI 101.5 FM radio played a PSA to help promote the Literacy fundraising luncheon.

GENESIS HANSEN, WEB SERVICES AND REFERENCE SUPERVISOR

eReader Training – we held two eReader training classes during National Library Week, one for iPads and one for Kindles. Customers learned how to use their devices to download ebooks from the library's Overdrive service. The iPad class drew 30 attendees, and an additional 22 attended the Kindle class. This was the first time we have offered evening classes for the eReaders and the response was very positive. An evening class for the Barnes & Noble Nook eReader will take place in May.

New Product Demos and Trials – our sales representative from Gale was here to showcase some new products. We are very interested in their online archive of National Geographic, which contains every article, photo and map from 1888-1994 in a convenient, searchable online format. This would allow us to replace print back issues which currently take up a lot of space and are difficult to use. We are also interested in a new business and demographics database from Gale called Demographics Now. We've requested price quotes and trials for these products. We are also taking a look at a new subscription model for One Click Digital downloadable audio books. The advantage of this model is that it allows for simultaneous checkout of titles by multiple users. Staff will be trying this service out in May to determine the usability of the service.

JANA COLVER, ADULT PROGRAMMING

This month's book discussion pick was, *Man in the Woods*, by Scott Spencer. Forty five people attended this event. The meeting was facilitated by Dr. Tom Staple and provoked a lively discussion dealing with a lot of different viewpoints such as themes of character, guilt, a man's tendency to violence, and what it means to be a "good person."

The novel is set in a small town in upstate New York town and chronicles the life of Paul Phillips, a master carpenter, who confronts the consequences of doing wrong for all the right reasons. When Paul is coming home one day, he encounters a man savagely beating his dog in a park, an act Paul cannot tolerate. Impulsively, Paul acts in a way that changes his life

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forever when he kills this person in a rage. Paul returns to his home with the dog and is unable for quite some time to tell his girlfriend, Kate Ellis, what deed he has committed. Paul lives with Kate, the heroine, and her daughter Ruby. Kate is a recovering alcoholic and has recently achieved fame by writing her memoirs about her recovery from alcoholism. Ruby, her daughter, is a sweet girl who is very affectionate with Paul, although he does not treat her like a father. It becomes a long and arduous struggle for Paul to admit to Kate what he has done and come to terms with his feelings of guilt, and how “civilized” he is or isn’t. – This is a modern look at good vs. evil that allows the reader to answer questions and make personal judgments about the characters.

STATISTICS – MARCH

	CIRCULATION		REFERENCE		CUSTOMERS SERVED IN LIBRARY		PROGRAM ATTENDANCE		C/L PUBLIC TRAINING ATTENDANCE	
	MAR 2012	YTD 11/12	MAR 2012	YTD 11/12	MAR 2012	YTD 11/12	MAR 2012	YTD 11/12	MAR 2012	YTD 11/12
BALBOA	9,910	80,168	823	7,085	6,249	50,481	232	2,030		
CdM	6,943	60,126	853	8,187	5,285	55,542	687	5,927		
MARINERS	35,900	301,092	6,169	48,723	25,154	210,181	952	7,697		
CENTRAL	88,436	737,714	9,980	79,265	83,732	541,778	2,163	19,249	0	0
TOTAL	141,189	1,179,100	17,825	143,260	120,420	857,982	4,034	34,903	0	0
<i>LAST FISCAL YEAR-TO-DATE 2010/11</i>										
Total YTD 2010/11		1,168,069		151,276		941,351		36,927		92

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Proquest Articles Retrieved										
	July	Aug	Sept	Oct	Nov	Dec	Jan	Feb	March	AVG.
Business Databases	536	61	1445	1668	337	213	260	520	63	567
Newspapers--Current	772	282	618	1245	767	1037	894	2062	199	875
Newspapers--Historical	8313	2993	6739	7024	5532	5471	5523	7354	900	5539
Magazines	172	73	566	616	923	610	252	758	33	445

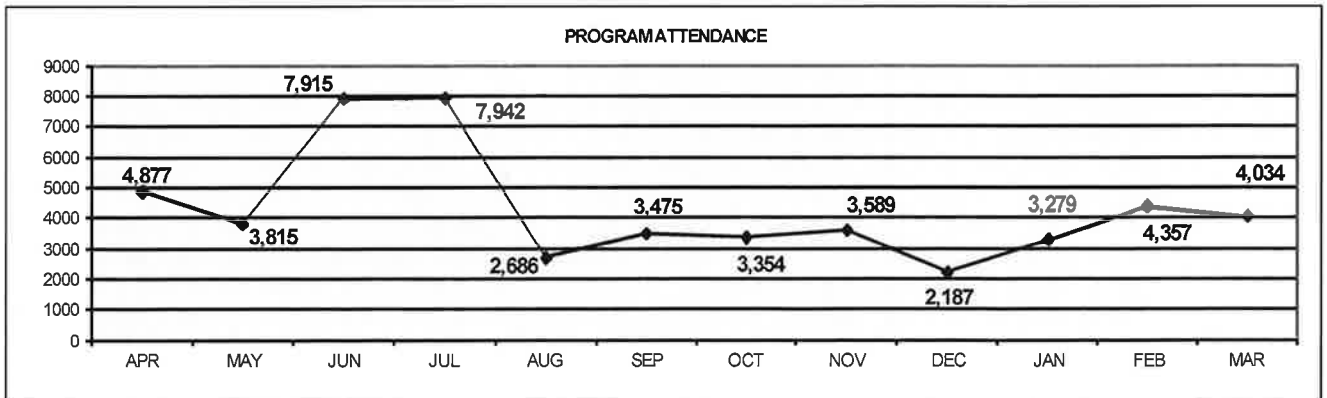
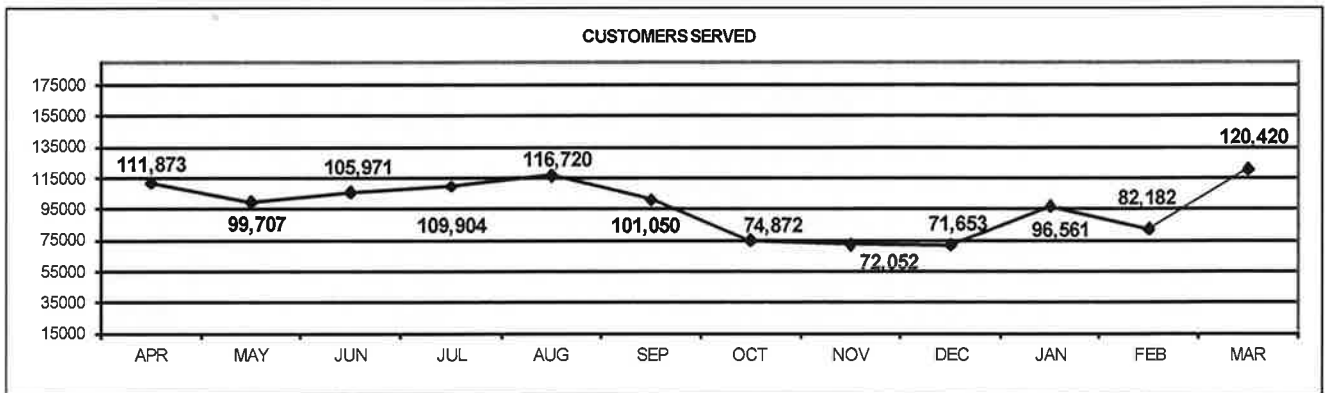
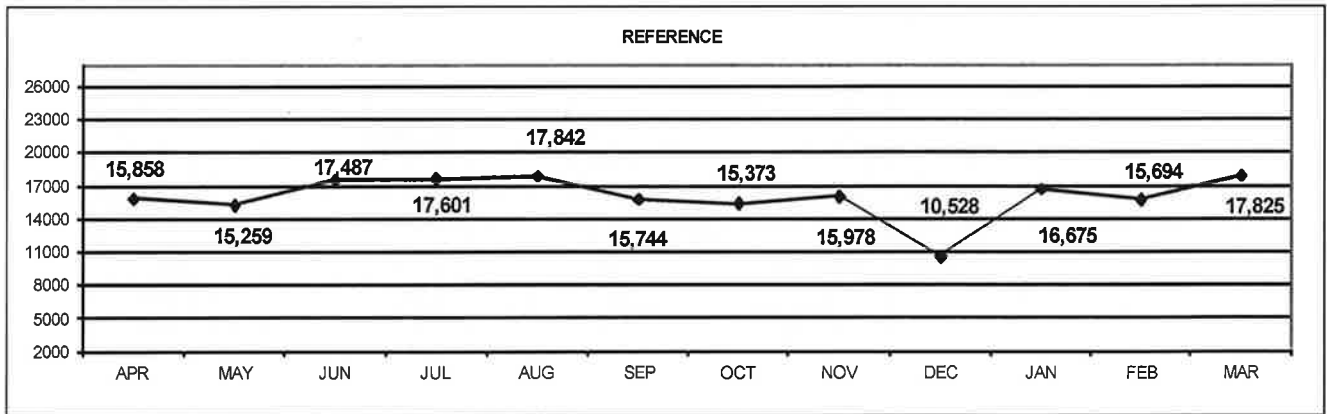
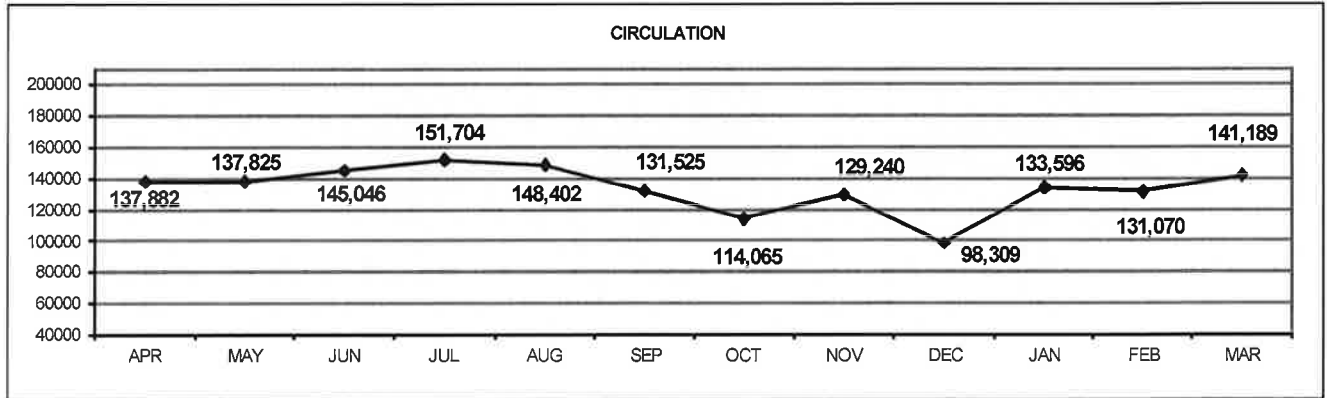
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DATABASE STATS – FY 2011 / 2012

Database	Mar-12	Mar-11	Mar-10	YTD 11/12	YTD 10/11	YTD 09/10
Tracked by #searches						
Ancestry	1438	622	1328	11900	4714	N/A
Career Transitions	15	67	N/A	176	951	N/A
BioResCtr*	49	515	753	1149	1679	5290
FoF Ancient Hist	37	71	128	296	484	992
GDL	7	N/A	N/A	158	N/A	N/A
GVRL	76	425	N/A	2097	N/A	N/A
HeritageQuest	325	264	1075	2863	2542	N/A
Kids InfoBits	17	61	20	101	261	215
LitResCtr	166	5528	1041	1128	7079	2080
Opposing Vpts*	80	1226	1172	641	3128	10083
Novelist	190	434	223	1929	2212	2217
Novelist K-8	43	146	63	978	631	734
ProQuest	5579	6346	17689	33683	43054	77298
Ref USA Bus.	8184	5757	3351	38438	54415	26936
Ref USA Res.*	376	837	291	8233	25107	959
World Book Online	156	379	320	946	1389	1271
Tracked by #books viewed/checked out						
Overdrive	2885	1146	1190	20064	10200	9064
Tumblebooks	449	1710	1669	7420	11103	14056
Tracked by #sessions						
Cypress Resume	18	19	N/A	128	N/A	N/A
LiveHomework	270	202	143	1978	1171	882
Testing & EdRefCtr	30	71	76	478	519	584
Universal Class	59	41	N/A	588	N/A	N/A
Tracked by #page views						
CultureGrams	427	1545	398	1788	2970	N/A
Morningstar	2168	2098	3541	21175	24132	26494
NetAdvantage	1528	675	382	4989	6163	3589
RealQuest	2587	863	655	5962	2949	N/A
Rocket Languages	78	54	N/A	668	N/A	N/A
Value Line	19,058	7861	3949	94444	42429	29300

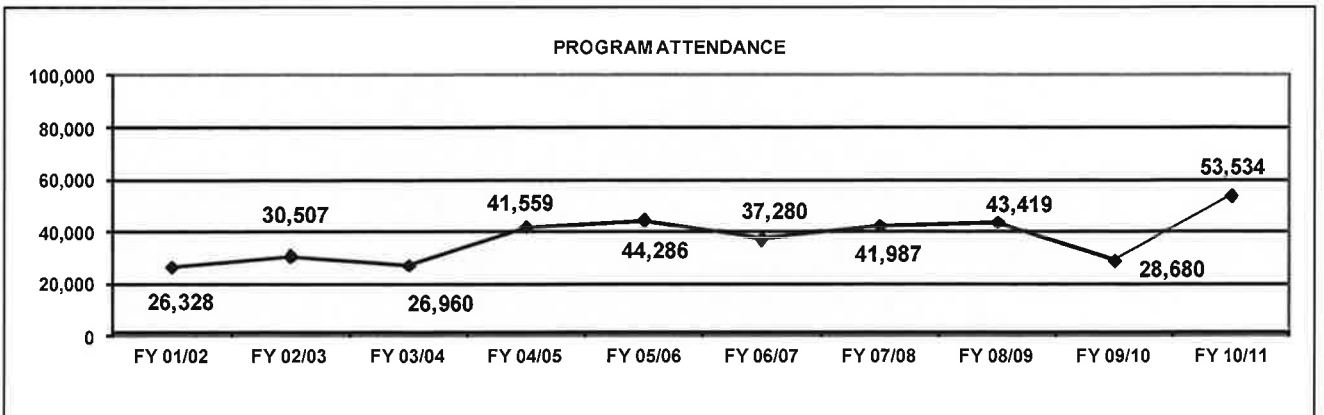
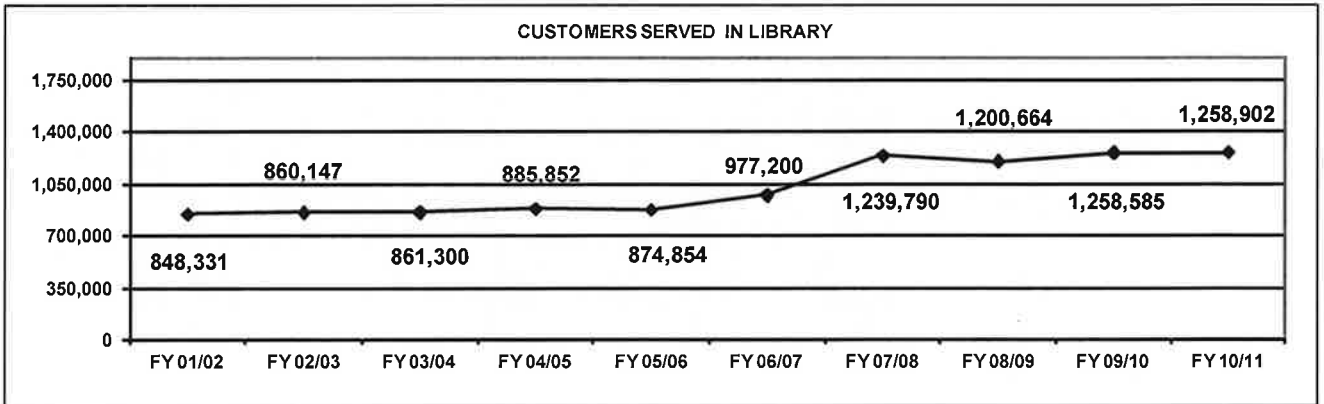
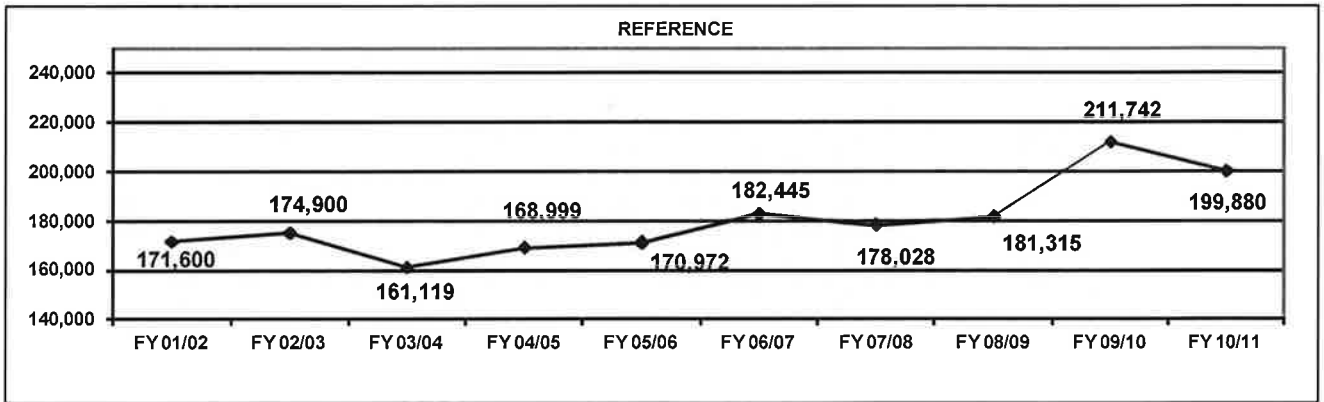
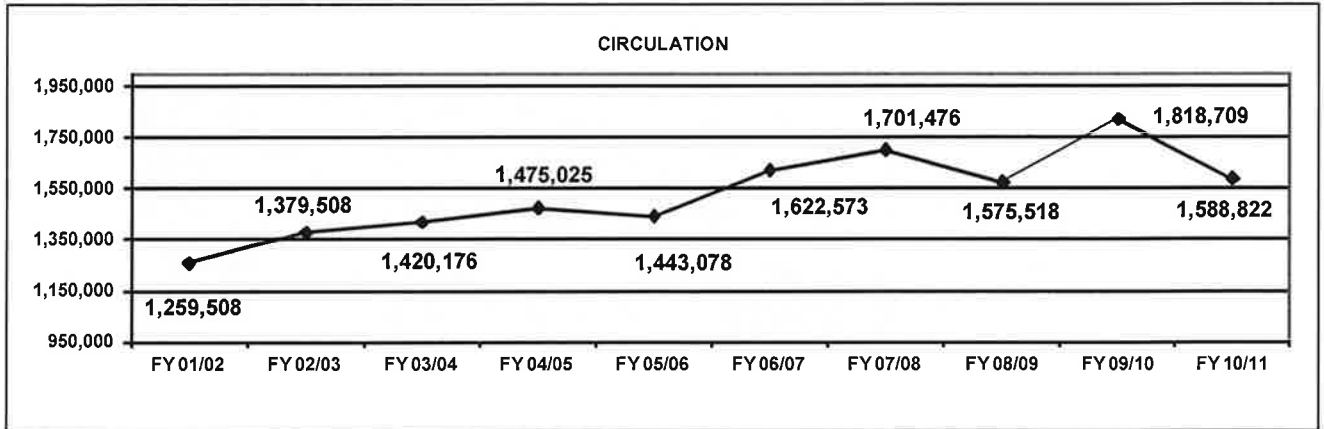
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MONTHLY LIBRARY SYSTEM STATISTICS



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ANNUAL LIBRARY SYSTEM STATISTICS - FY 2004/2005 thru FY 2010/2011



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