

NEWPORT BEACH PUBLIC LIBRARY

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

CYNTHIA COWELL, LIBRARY SERVICES DIRECTOR

The fiscal year is winding down and with that, we are always busy trying to make sure we have expended the budget. It's a good exercise for us to organize and complete, and we are usually quite accurate in what we have left to spend, particularly in our materials budget. May is also the month in which we present our "Wish Lists" to the Library Board for approval before delivering them to the Friends of the Library and the Library Foundation. Mission accomplished, and now we wait for approval from these generous groups!

I've had the opportunity this month to meet twice with a resident who is interested in exploring opportunities for sharing pieces from an amazing personal collection. Stay tuned for details as they unfold.

Speaking two meetings, I've also met twice with Jason Sherr who has served for a long and successful term as chair of the Foundation's DSLS selection committee. Jason is interested in creating a series much like DSLS focused on children and families. We expect to have some ideas to roll out to you later in June or July. This is a very interesting and exciting prospect to Library staff, particularly since we believe the Foundation will be successful in supporting it initially through generous donations from two or three interested donors. What a wonderful addition this will be to our already great lineup of programs!

We were able to enjoy fine weather on the 15th for the annual employee picnic where two of our very own were nominated for the prestigious Dorothy Palen Award which is given annually to the employee who best embodies customer service and service to the City of Newport Beach organization. Melissa Kelly and Mara Cota were nominated by their peers and were selected by a committee of past winners to advance to the final nomination stage. Even though neither was chosen as the award winner, they are both certainly winners and our book. Congratulations to both for their nominations and the recognition they received at the picnic.

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

Employee Honors - The annual Employee Service Awards Luncheon took place at Bonita Creek Park on Wednesday, May 18th. Support Services Manager Melissa Kelly and Young Adult Services Library Assistant Mara Cota were nominated for the Dorothy Palen Award, which recognizes the Employee of the Year for the City of Newport Beach. The following staff also received service pins:

5 years: Cherall Weiss; Claire Constantino; Rick Costa; Mara Cota; Claire Crawford; Janet Gavney; Heather Hart; Allen Kesinger; Joanna Ransom; Jeremy Rodriguez; Melody Sawyer; Vanessa Magana.

10 years: Jana Barbier.

15 years: Melissa Hartson; Pat Moon; Debbie Williams-Lopez.

Searching for Democracy: "Stories from an Undeclared War" film - On Tuesday, May 22, the Newport Beach Film Festival presented a special screening of "Stories of an Undeclared War", a feature-length documentary about 150 at-risk students from Long Beach, California, who, encouraged by their teacher, Erin Gruwell, and inspired by the writings of teen authors, including Anne Frank, discovered a new way to express themselves and began to care more about history, humanity, and perhaps most importantly, their futures. Special thanks to Jana Barbier, who organized the program as part of the Library's "Searching for Democracy" series of events, and Allen Kesinger and Rebecca Lightfoot, who assisted with technical matters.

Catalog Scopes - Staff has added new limiting options to the Library catalog searching. Customers can now limit their search to just eBooks or Audience: Adult. Other changes made to the list of scopes include combining Magazines and Newspaper into a search called "periodicals", and changing the words: children's and teen materials to the designation "audience: children" and "audience: Teens".

Checkout limits - In response to customer demand, effective May 8th, 2012, loan limits for CDs, DVDs, Blu-Rays, and BOCs increased from 5 items to 10 items. Loan limits for video games increased from 2 to 5.

DEBBIE WALKER, BRANCH AND YOUTH SERVICES COORDINATOR

Branches - Thanks to a targeted donation made through the Library Foundation, Balboa is now the site of an adult 3D Blu-Ray DVD collection. Currently this collection is unique to the Balboa branch.

On Tuesday, May 1, at least 50 children and adults attended a Dora and Diego program at Mariners. Mariners was also the site for the Imagination Celebration program on Saturday, May 19. Staff at Mariners also recently moved the cookbook collection to a new location to highlight the materials available. If this move is successful, the other branches will follow suit and work on rotating highlighted collections to more visible locations in the library stacks. Heather Hart (Branch Librarian), Joanna Ransom, Claire Constantino and Richard Costa all were recently acknowledged at the Employee Recognition Lunch for working 5 years for the City. Congratulations to all of them!

Youth Services - On Tuesday, May 8, Central Children's staff hosted a Strawberry Shortcake party and craft event. The program was attended by over 70 children and adults. The participants decorated aprons and strawberry cupcakes and had a generally wonderful time. Preparations are continually moving forward for Summer Reading Program which starts on June 23.

Teen Services - Mara visited Harbor Day to do some book-talks and will be visiting Corona del Mar Middle/High School on May 31st, to do her first annual paperback give-away. The give-away events are extremely popular.

MELISSA KELLY, SUPPORT SERVICES COORDINATOR

Construction Update - Jon Wilson from CW Driver sent us a list of the Library expansion work that is scheduled for the summer months. Here are highlights from that list.

June:

- Deliver and install main stair

- Frame the exterior walls of the café and Credit Union area
- Frame interior walls on the 1st floor
- Begin grading and pouring concrete for the walkways on the eastside of the Library

July:

- Remove the exterior scaffolding
- Begin installing the wall frames
- Start hanging drywall
- Preparing the landscaping of the eastside

August:

- Install the wall glass/glazing and sun shades
- Complete the roofing membrane
- Finish drywall and begin to prepare for painting of interior walls

Budget - The Finance Department began presenting the 2012-2013 budgets to the City Council. For the presentation the Library provided the Finance director with the following brief information regarding the Library's priorities and work plan.

Library Service 2012-2013

The Library is the Cultural, Educational and Information Heart of the City

- Core Functions
 - Provide materials and information to meet the needs of the Community.
 - Offer a diverse range of programs for people of every age group.
- Work Plan
 - Realign service points to facilitate customer service at the expanded Central Library.
 - Maintain a full collection to best fill the needs of the Community at each of the individual Library locations.
 - Use up to date technology to provide information and service.
 - Utilize Social Media to communicate with customers.
- Staffing
 - The total number of positions for the Library remained the same as last year.

Literacy - The Gift of Literacy Luncheon was very successful. The group brought in approximately \$12,600 for the Literacy Program.

The International Literacy Day celebration is scheduled for Thursday, September 6, 2012.

GENESIS HANSEN, WEB SERVICES AND REFERENCE SUPERVISOR

RFID – the RFID project is moving ahead. Hardware and software have been ordered, the project kickoff phone call between Bibliotheca (our RFID vendor) and representatives from the library and City IT took place on May 23rd, and training for key staff on tagging the collection is scheduled for June 7th. Our mobile tagging stations and staff workstations have arrived, and tagging will commence as soon as all of our tagging teams have been trained. Teams of two will tag items in the stacks, and new or returned items will be tagged in Circulation or Technical Processing as they enter the building.

Reference Meetings – training meetings were held for Reference Staff on May 17th and 22nd. We talked RFID and other service enhancements that will take place with the new construction, and Piers Brown from the Circulation department did some training for staff. Effective in June we will start issuing library cards as needed from the Reference desk. For example, if someone wants to use a study room and doesn't currently have a card, we will issue them a card at the Reference Desk instead of sending them downstairs to the Customer Service desk. This is one example of how we are working to be more responsive to our customers and save them time and effort. Reference staff were also trained on adding reviews to the Staff Picks page of the library website.

JANA COLVER, ADULT PROGRAMMING

This month's book discussion group discussed Wallace Stegner's novel, **The Spectator Bird**. In the story, Joe Allston and his wife, Ruth, are pushing seventy and have moved to the suburbs in northern California in their retirement. They are dealing with loss in their lives both physically and emotionally. When Joe receives a postcard from an old "friend," Joe agrees to read his wife his journals of a trip they took to Denmark after their son's death/suicide decades earlier. Joe reflects upon these journals and his life and thinks he has been a spectator of his own life. This is a bittersweet story of an enduring marriage and the sad futility of age. Stegner received the US National Book Award for the fiction category in 1977. Fifty-one people attended this event.

STATISTICS – APRIL

	CIRCULATION		REFERENCE		CUSTOMERS SERVED IN LIBRARY		PROGRAM ATTENDANCE		C/L PUBLIC TRAINING ATTENDANCE	
	APR 2012	YTD 11/12	APR 2012	YTD 11/12	APR 2012	YTD 11/12	APR 2012	YTD 11/12	APR 2012	YTD 11/12
	BALBOA	8,860	89,028	699	7,784	5,622	56,103	247	2,277	
CdM	6,086	66,212	634	8,821	4,035	59,577	525	6,452		
MARINERS	33,318	334,410	5,348	54,071	23,732	233,913	761	8,458		
CENTRAL	83,123	820,837	9,059	88,324	39,371	581,149	3,410	22,659	0	0
TOTAL	131,387	1,310,487	15,740	159,000	72,760	930,742	4,943	39,846	0	0
LAST FISCAL YEAR-TO-DATE 2010/11										
Total YTD 2010/11		1,305,951		167,134		1,053,224		41,804		94

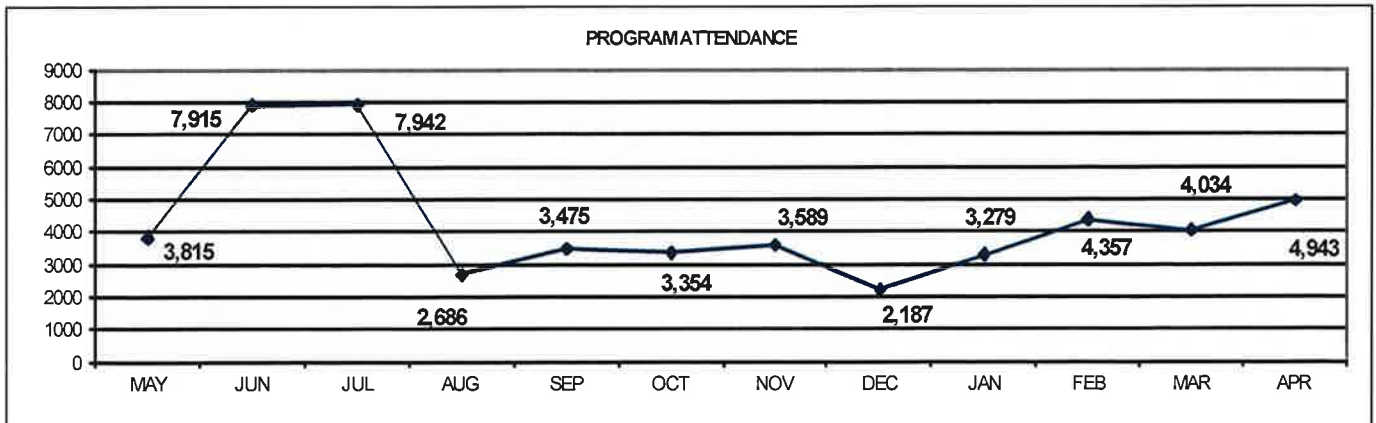
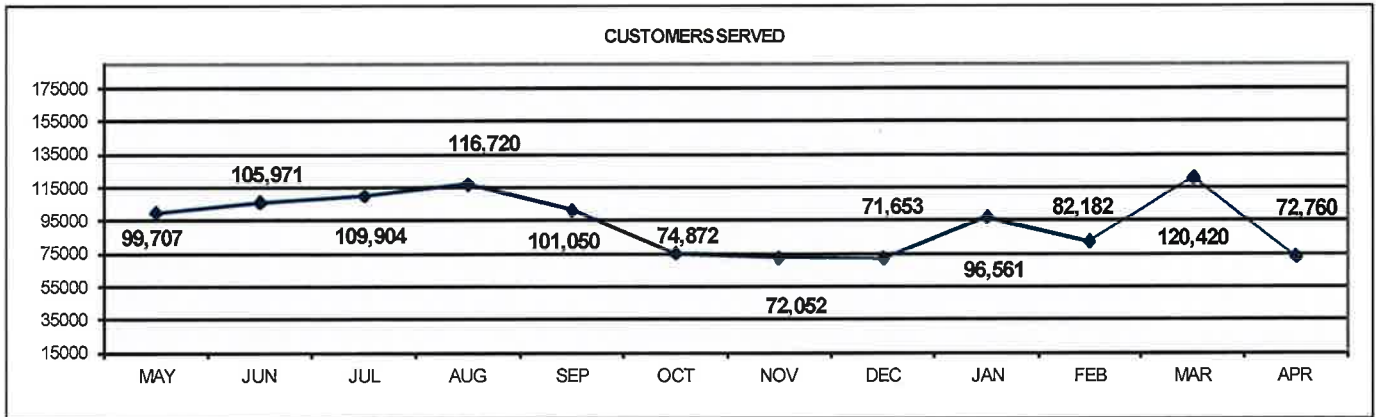
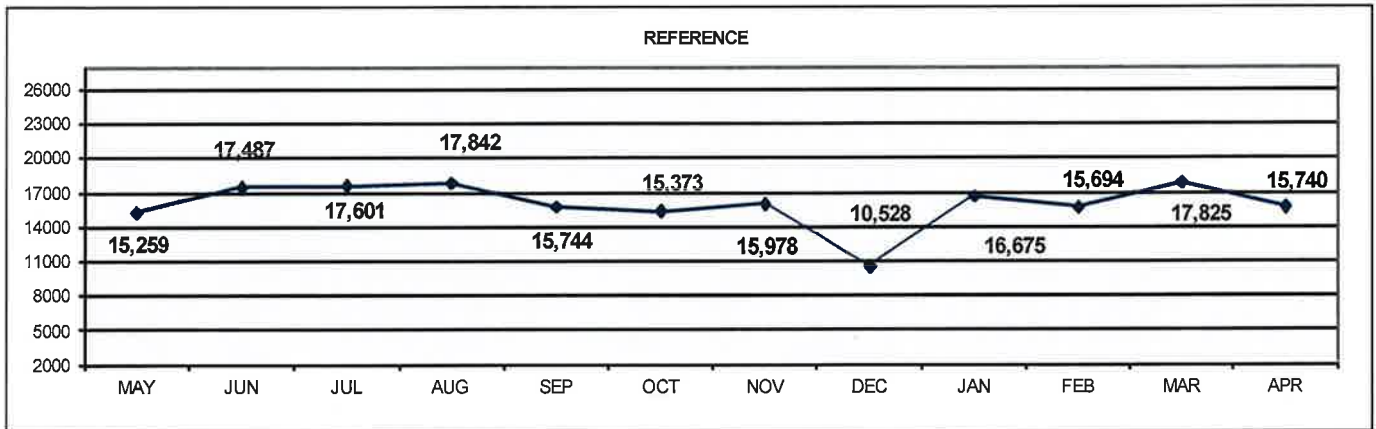
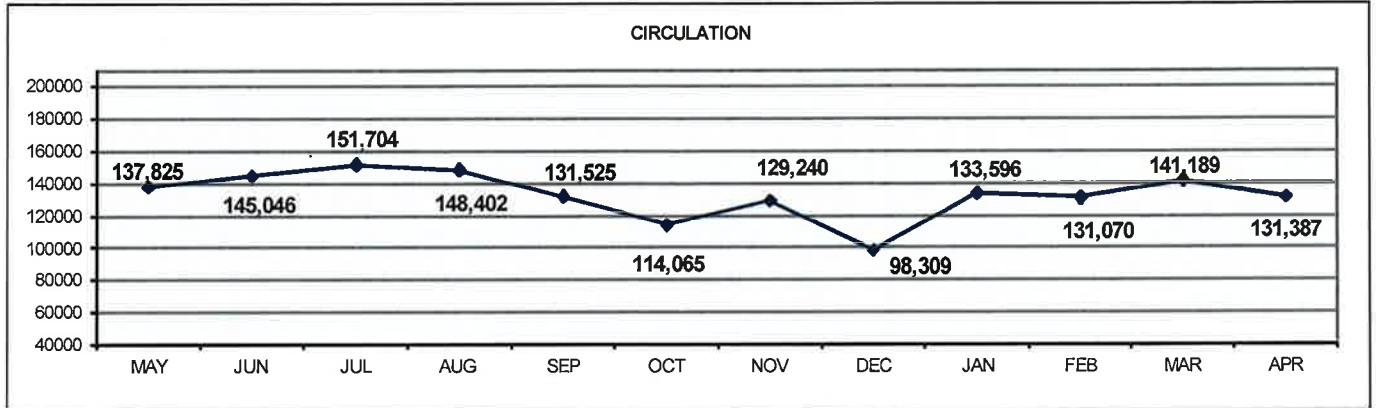
PRO QUEST ARTICLES RETRIEVED

	July	Aug	Sept	Oct	Nov	Dec	Jan	Feb	March	April	AVG.
Business Databases	536	61	1445	1668	337	213	260	520	63	623	573
Newspapers--Current	772	282	618	1245	767	1037	894	2062	199	1329	921
Newspapers--Historical	8313	2993	6739	7024	5532	5471	5523	7354	900	8332	5818
Magazines	172	73	566	616	923	610	252	758	33	104	411

DATABASE STATS – FY 2011 / 2012

Database	Apr-12	Apr-11	Apr-10	YTD 11/12	YTD 10/11	YTD 09/10
Tracked by #searches						
Ancestry	1378	903	1191	13278	4995	N/A
Career Transitions	2	30	N/A	178	914	N/A
BioResCtr*	114	192	622	1263	1356	5159
FoF Ancient Hist	30	188	169	326	601	1033
GDL	13	N/A	N/A	171	0	N/A
GVRL	135	226	N/A	2232	489	N/A
HeritageQuest	239	99	437	3102	2377	N/A
Kids InfoBits	12	31	76	113	231	271
LitResCtr	2794	1116	906	3922	2667	1945
Opposing Vpts*	98	1771	2204	739	3673	11115
NovelList	203	350	182	2132	2128	2176
NovelList K-8	65	56	49	1043	541	720
ProQuest	4413	4938	13648	38096	41646	73257
Ref USA Bus.	6457	4778	5640	44895	53436	29225
Ref USA Res.*	138	731	2597	8371	25001	3265
World Book Online	130	123	187	1076	1133	1138
Tracked by #books viewed/checked out						
Overdrive	2776	1118	1149	22840	10172	9023
Tumblebooks	493	1474	1023	7913	10867	13410
Tracked by #sessions						
Cypress Resume	10	36	N/A	138	N/A	N/A
LiveHomework	311	151	117	2289	1120	856
Testing & EdRefCtr	30	74	117	508	522	625
Universal Class	37	44	N/A	625	N/A	N/A
Tracked by #page views						
CultureGrams	264	1038	893	2052	2463	N/A
Morningstar	2168	2442	3498	23343	24476	26451
NetAdvantage	1446	838	305	6435	6326	3512
RealQuest	2073	81	55	8035	2167	N/A
Rocket Languages	88	97	N/A	756	N/A	N/A
Value Line	14932	10003	3357	109,376	44571	28708

MONTHLY LIBRARY SYSTEM STATISTICS



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

