

## NEWPORT BEACH PUBLIC LIBRARY

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

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### **CYNTHIA COWELL, LIBRARY SERVICES DIRECTOR**

June is always an interesting month at the Library. It heralds the end of the school year, vacations, conferences, and the end of the City's fiscal year. Add to that, the building project, and you find a busy month, mostly of meetings and very enjoyable luncheon meetings.

On June 6, the day began with a meeting to discuss ideas and preliminary planning for a family series that will likely be hosted by the Library Foundation. Later that morning, thanks to technology, the Admin Staff was able to travel virtually to Charlotte, NC to participate in a webinar on Library security. Immediately after "getting home from Charlotte" the Admin Staff traveled (for real) over to Mariners Branch Library to join the Branch staff for lunch and to have our weekly Admin Team meeting out on the Mariners patio. It was a busy but interesting day.

Other dates of interest: June 7 meeting with Arts Commissioners and Mike Henn to discuss possible art exhibits at the new City Hall; also on the 7<sup>th</sup>, the final slab pour for the first floor of the library expansion; Friends of the Library annual luncheon featuring Tatjana Soli, author of the Vietnam War era book, *The Lotus Eaters*; lunch with County Librarian Helen Fried on the 18<sup>th</sup>; and on June 20, a reception for the Urban Libraries Council conference attendees held in the Bamboo Courtyard.

On the 21<sup>st</sup>, I was privileged to attend the Urban Libraries Council annual meeting and training, the central topic of which was leadership and telling the library story. Featured speaker at the morning event was TV Journalist Donna Brazile, and the afternoon was headlined by Andy Stefanovich who spoke about motivating change.

On the 22<sup>nd</sup>, Tim Hetheron and I attended a pre-conference of the American Library Association on providing service the Disneyland way.

On the 23<sup>rd</sup> and 24<sup>th</sup>, several staff members, including me, went to the ALA conference in Anaheim where all attended the exhibits, training sessions, and meetings with vendors.

To round out the month, I spent June 15<sup>th</sup> and 26<sup>th</sup> with our architects and served on an interview panel on June 29.

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

#### **Staffing**

The library has arranged recruitments for part-time Clerks and Pages.

#### **DVDs by Genre**

Staff worked hard to re-catalog and stage the DVD collection at the Central Library. Feature films are now shelved by the following categories: Action, Comedy, Drama, Horror, Musical, Sci-Fi/Fantasy, and TV Show. This new arrangement should facilitate browsing. Look for the same genre shelving at the Branches in the next few months.

## **Accelerated Reader**

In response to customer demand, the Library has enriched catalog records in our database to reflect Accelerated Reader (AR) data. Accelerated Reader is a curriculum-based assessment tool that provides a summary and analysis of a student's test results to enable teachers to monitor both the quantity and quality of reading engaged in by their students. This new catalog enhancement means that juvenile customers, as well as their parents and guardians, can search the Library catalog for books that fit their particular AR reading level.

## **DEBBIE WALKER, BRANCH AND YOUTH SERVICES COORDINATOR**

### **Branches**

All locations spent most of the month getting ready for the Summer Reading Program kick-off on Saturday, June 23. Storytimes at all locations went on hiatus two weeks prior to the kick-off and staff at all locations participated in school visits to promote the program. The kick-off event was very successful at all locations and in addition to sign-ups included face-painting, games and crafts.

Two staff members at Mariners resigned in June. The branch lost Carolyn Canaday, a part-time library clerk, and Gena Wueste, part-time page. There will be recruitment for both positions. Mariners also received a big boost to customer service when City IT staff oversaw an upgrade in the service providing Internet to the branch. As Internet speed has noticeably increased, customer complaints have decreased.

### **Youth Services**

Central staff finished the last of their school visits on June 20. The opening day SRP kick-off was held in the Friends Room and was a big success. In addition to the crafts, face-painting, spinning for prizes and sign-ups, hula hoops and beanbag toss were very popular. Evelyn conducted two volunteer training sessions in the week prior to the SRP kick-off. By June 27 well over 1,000 participants system-wide had signed up for either the children's, teen or adult versions of SRP.

### **Teen Services**

YAAC had their last meeting of the 2011 – 2012 session on June 13<sup>th</sup>. On June 6<sup>th</sup>, Mara held another paperback give-away at Ensign Intermediate School. She was able to give away about 60 new paperbacks purchased with a generous donation from the Friends of the Library.

Debbie Walker (Branch and Youth Services Coordinator), Heather Hart and Mara were all able to participate in the American Library Association's (ALA) Annual Conference over the weekend of June 23<sup>rd</sup>. The conference provides a great opportunity for professional development through the various workshops offered, exhibits and panel sessions on many library related topics.

## **MELISSA KELLY, SUPPORT SERVICES COORDINATOR**

### **Training**

I attended the ALA Conference in Anaheim on Saturday, 6/23 and Sunday, 6/24. I attended workshops on Library space planning, staff development, eReading and trend watching. Attending the conference is a very energizing experience and fills us with ideas that we can bring back and try here. One of those "why didn't I think of that" ideas that I think we will adopt is to send a "Welcome" email to new card holders. I was glad that I took the time to attend the Conference.

RFID Training began in June. A core group of staff received online training on the placement and programming of RFID tags in our books. This was followed by training sessions for the majority of the Circulation staff members. Circulation was then tasked with creating an effective workflow by which all returned books could be tagged before being re-shelved. In July more staff members will be trained.

The first week of June we took part in a webinar entitled 12 Essentials for a Safe and Secure Library. This webinar had some good reminders such as making sure that we have clear and concise rules and reminding us to be vigilant and not complacent.

I felt that much of the content was geared towards larger libraries with security guards and larger issues.

### **Budget**

The City Council passed the 2012-2013 budget at their meeting on June 12<sup>th</sup>. This was earlier than usual and is helpful in starting the new fiscal year on July 1<sup>st</sup>. The Library has some invoices that are still coming in for goods and services purchased before June 30, 2012, but we should have everything cleared by the end of July.

### **Literacy**

Cherall Weiss, Literacy Coordinator was invited to participate on a panel of "veteran" Literacy Coordinators to speak to new program Coordinators and Library Directors sponsored by the California Library Literacy Services Orientation in June.

Please join the Literacy group at their International Literacy Day celebration on Thursday, September 6, 2012 at 10:00am.

## **GENESIS HANSEN, WEB SERVICES AND REFERENCE SUPERVISOR**

### **Databases**

Staff participated in trials of a couple of new databases products in June: the National Geographic archive, as well as several new modules for the World Book Online subscription. In both cases, we were able to get some great new content for our website at significant sale prices. The National Geographic Archive contains every article, image and cover from the magazine from 1888-1994 (more recent content will be made available in stages). This product has a nice, usable interface and allows us to free shelf space taken up by an extensive collection of back issues in paper form. The new World Book modules are three Digital Libraries (Early Peoples; Inventions and Discoveries; and Living Green) which offer great curriculum support, and a Crafts module with fun projects for all ages. Staff approved of all of the trial products and they will be available on the website in the month of July.

### **Passport Processing**

We have submitted forms to become an authorized Passport Acceptance facility, and 4 staff members attended Passport Training on June 29<sup>th</sup>: Allen Kesinger, Melissa Hartson, Erik Gunderson and Julie Duncan. Additional staff will attend online training once the facility approval is finalized. Once approved, we will process passports by appointment only until we get a sense of demand and staffing needs. Passports can be an excellent revenue generator for libraries, and we will be adding some evening and weekend hours for processing as soon as we are able.

**ALA Conference**

I attended the ALA conference on June 23<sup>rd</sup> and 25<sup>th</sup> – as always I came away with some interesting ideas and inspiration from the sessions and exhibit hall. I attended sessions on managing ebook collections, future service strategies, and library labs, among other things.

**RFID**

In addition to mobile tagging units, staff tagging stations, are being set up in Tech Pro and Circulation work areas to maximize our tagging capabilities once all staff has been trained. We expect to launch the full tagging project in mid-July.

**JANA COLVER, ADULT PROGRAMMING**

Mary Karr is known for her memoirs, and this one is the third one she has written about her life. In **Lit: A Memoir**, she captures her experiences struggling with alcoholism and getting sober, becoming a mother by letting go of a mother, and processing her writing skills. Mary struggled with her long self-destructive slide into alcoholism, much like her parents, but through her brutal honesty and humor she also shares her struggles with recovery. Thirty- one people attended this discussion and enjoyed her story, the heart of which is about family.

**STATISTICS – JUNE**

	CIRCULATION		REFERENCE		CUSTOMERS SERVED IN LIBRARY		PROGRAM ATTENDANCE		C/I PUBLIC TRAINING ATTENDANCE	
	JUN 2012	FY 11/12	JUN 2012	FY 11/12	JUN 2012	FY 11/12	JUN 2012	FY 11/12	JUN 2012	FY 11/12
BALBOA	9,606	107,974	733	9,157	5,790	67,439	611	3,268		
CdM	7,309	80,359	715	10,297	4,620	67,749	706	7,856		
MARINERS	35,053	404,291	5,775	65,612	23,950	282,752	1,485	10,934		
CENTRAL	87,520	990,329	9,347	106,501	73,689	725,958	4,493	29,490	0	0
<b>TOTAL</b>	<b>139,488</b>	<b>1,582,953</b>	<b>16,570</b>	<b>191,567</b>	<b>108,049</b>	<b>1,143,898</b>	<b>7,295</b>	<b>51,548</b>	<b>0</b>	<b>0</b>
<i>LAST FISCAL YEAR-TO-DATE 2010/11</i>										
Total YTD 2010/11		1,588,822		199,880		1,258,902		53,534		98

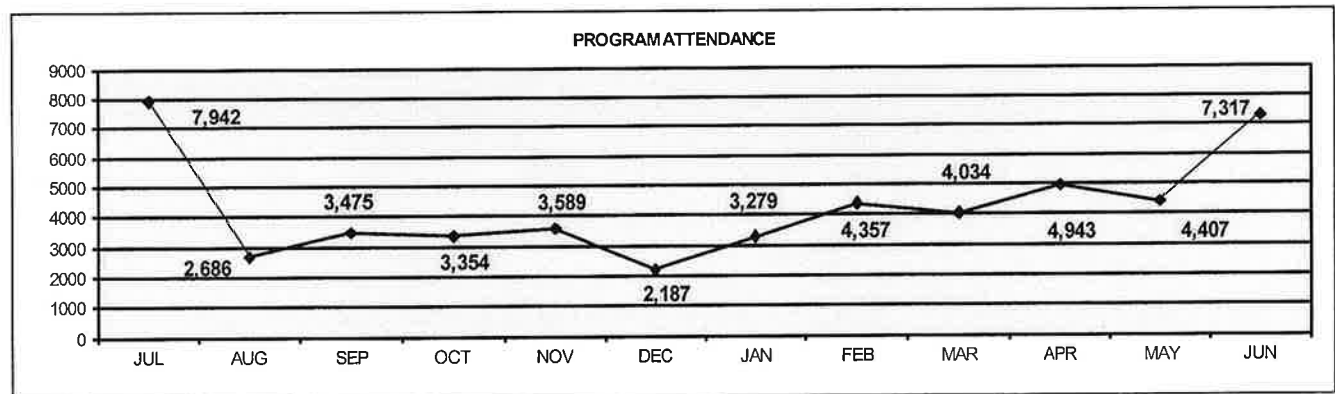
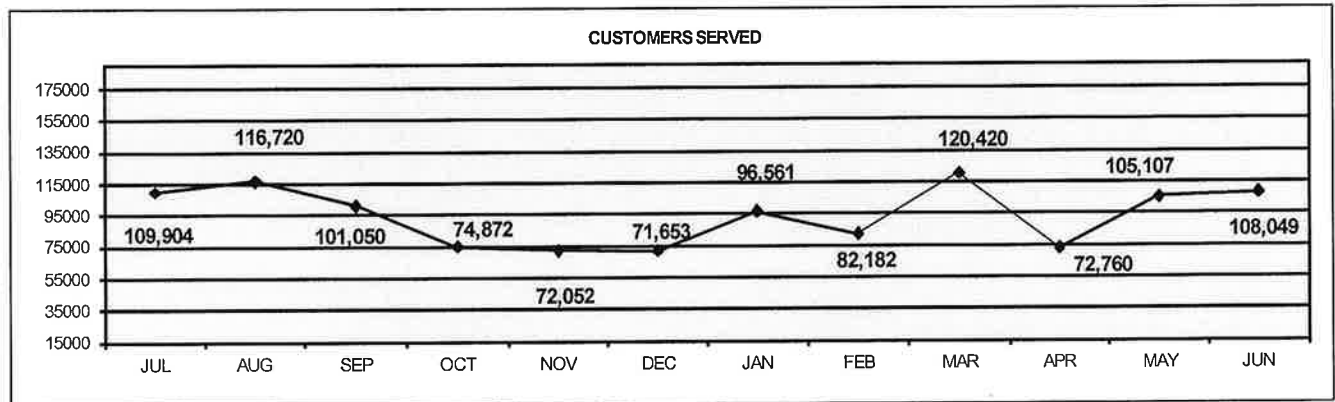
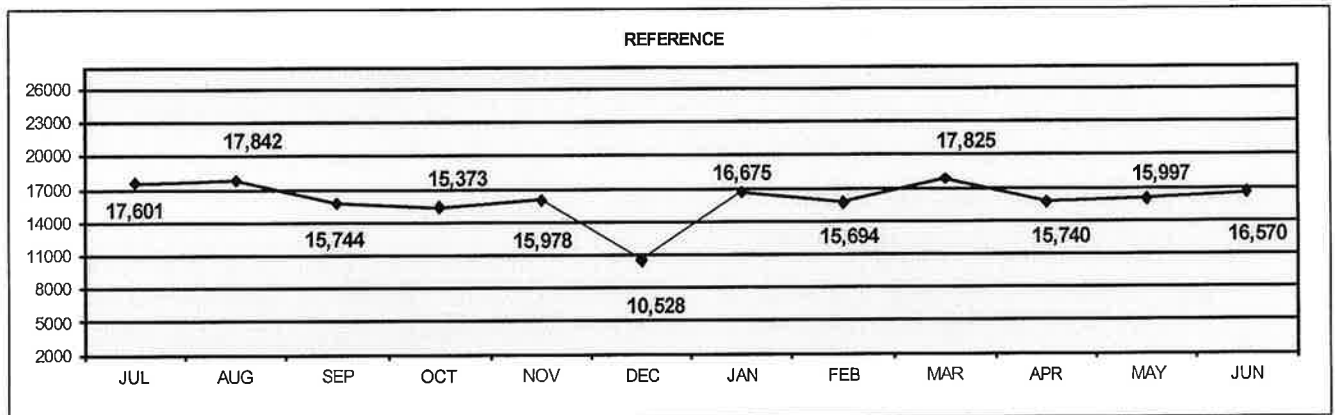
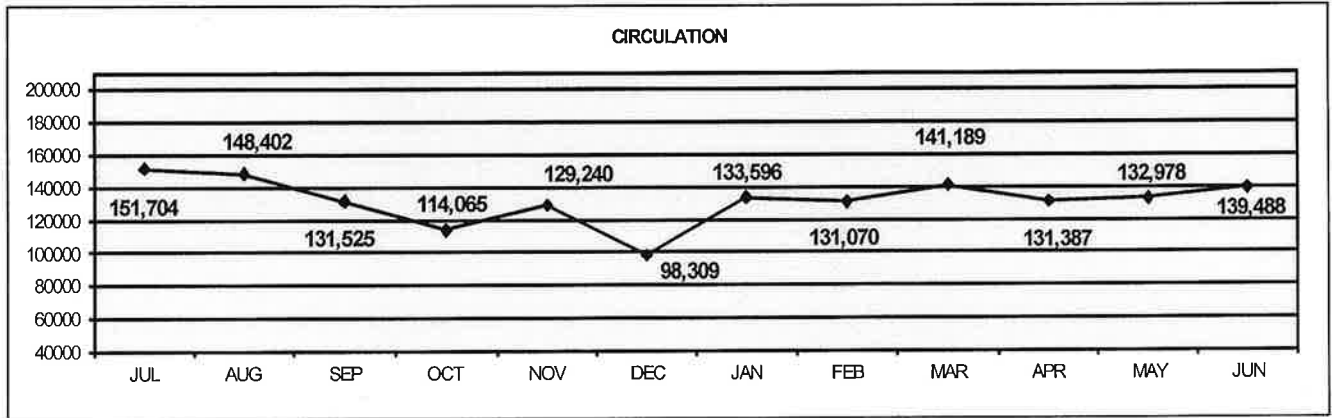
**PRO QUEST ARTICLES RETRIEVED**

	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	AVG.
Business Databases	536	61	1445	1668	337	213	260	520	63	623	708	443	573
Newspapers--Current	772	282	618	1245	767	1037	894	2062	199	1329	1685	1068	997
Newspapers--Historical	8313	2993	6739	7024	5532	5471	5523	7354	900	8332	6720	5509	5868
Magazines	172	73	566	616	923	610	252	758	33	104	104	60	356

**DATABASE STATS – FY 2011 / 2012**

<b>Database</b>	<b>12-Jun</b>	<b>Jun-11</b>	<b>Jun-10</b>	<b>YTD 11/12</b>	<b>YTD 10/11</b>	<b>YTD 09/10</b>
<b>Tracked by #searches</b>						
Ancestry	2587	585	341	17376	6634	N/A
Career Transitions	2	156	N/A	181	1187	N/A
BioResCtr*	20	88	255	1336	1605	5159
FoF Ancient Hist	20	22	121	358	658	1033
GDL	14	N/A	N/A	200	0	N/A
GVRL	38	185	N/A	2337	858	N/A
HeritageQuest	138	464	N/A	3494	3629	N/A
Kids InfoBits	11	18	18	145	293	271
LitResCtr	23	108	85	4034	2932	1945
Opposing Vpts*	14	210	338	841	5569	11115
NoveList	71	154	291	2351	2429	2176
NoveList K-8	12	65	56	1110	634	720
ProQuest	3453	5769	5013	46976	54520	73257
Ref USA Bus.	5094	6353	4265	58159	64441	29225
Ref USA Res.*	609	647	186	9181	26175	3265
World Book Online	29	96	122	1222	1389	1138
<b>Tracked by #books viewed/checked out</b>						
Overdrive	2825	1325	1098	28526	12788	9023
Tumblebooks	537	1005	1029	9107	13259	13410
<b>Tracked by #sessions</b>						
Cypress Resume	18	26	N/A	168	102	N/A
LiveHomework	75	158	56	2502	1572	856
Testing & EdRefCtr	23	48	96	552	630	625
Universal Class	1036	123	N/A	1711	266	N/A
<b>Tracked by #page views</b>						
CultureGrams	150	975	110	2413	3751	N/A
Morningstar	1925	3617	2079	27174	29971	26451
NetAdvantage	1755	660	190	9960	7723	3512
RealQuest	1423	2421	2193	9458	6728	N/A
Rocket Languages	38	167	N/A	832	N/A	N/A
Value Line	16580	7870	2851	142874	60391	28708

# MONTHLY LIBRARY SYSTEM STATISTICS



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

