

## 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**

A month passes very quickly around here. It simply cannot be time to give you another re-cap of my activities for the month. With almost a full week of vacation and holiday time during the first week of July, it seems that the remainder of the month has been a whirlwind of activity. During the month, I was privileged to have lunch with our new Board member Robyn Grant and also to enjoy a lunch date with Tracy Keys and a member of the Library Foundation. After a very long day at Disneyland (I'm not as young and agile as I used to be!), I came in to work on Tuesday afternoon, the 24<sup>th</sup>, to a flood in the Children's Room. The water source was a broken sprinkler head on the construction side of the temporary wall in Children's. Fortunately, no books or furniture were damaged, thanks largely to supervisors from C W Driver and library staff who worked quickly to get things out of the way or covered with plastic. In the middle of summer reading program, staff adapted quickly and got a temporary selection of materials out and available---just another example of how creative and dedicated they are to making it all happen here at NBPL.

Two notable items on City Council agendas:

Through a public process, a City Charter review committee and the City Council recommended that the section of the City Charter having to do with the Library essentially remain unchanged.

Council Policy I-2 was reviewed and amended to preclude customers from lounging on furniture. It also disallows the parking of bicycles and most other wheeled conveyances anywhere but in bicycle racks provided at each location.

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

#### **AR Enrichment Project**

Over 14,000 bibliographic records in the Library catalog now reflect AR (Accelerated Reading) reading levels. The AR program is used in the NMUSD and many other public school systems. Customers can now search for literature by reading level. The catalog will be updated twice a year to make sure new materials are identified with this designation. This will happen in December and near the end of the fiscal year.

#### **DVD Genre Project**

Feature films on DVD are now shelved by genre at Central Library, with plans to expand this arrangement to the branch libraries in the next few weeks. Genres include Action, Comedy, Drama, Horror, Musical, Science Fiction/Fantasy, and TV Show.

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

### **Branches**

Summer Reading Program was in full swing at all branch locations for the month of July. Attendance for the performers has been especially strong at all locations. The "Great Stuffed Animal Sleepover" proved to be popular with furry friends being left at all locations. A separate web page created by Allen Kesinger provided a link to all of the photographs taken of the animals having fun at the library during their overnight stay.

After finishing at Central, Andy and Erik took their DVD genre labeling project to CDM and Balboa. DVDs were all classified in a particular genre and then stickered accordingly. Branch staff will continue with the project. Labeling and sorting of Mariners DVDs will begin in August.

### **Youth Services**

The big news for Central this month was a construction related mishap on Tuesday, July 24 that resulted in the Children's room being closed to the public for an entire week. A worker accidentally broke off a part of the sprinkler system that leaked down a pillar in the Children's room and very quickly flooded large parts of the floor. Quick action by staff and CW Driver crew members helped to minimize the damage. There was absolutely no loss of library materials but it did take the entire week to dry out the carpet, repair and paint walls and other surfaces that had to be torn out and then make sure that the room was environmentally safe again. During the closure, staff set up shop on a table just outside the entrance to the room and made sure that customers could still sign up for SRP and find the materials they were looking for. Everyone did a great job and really pulled together as a team. Exactly one week later on July 31 at about 3:00 pm, the room "reopened" for business.

### **Teen Services**

Although the number of teen registrants for SRP is down slightly from last year, a larger number of teens are completing reviews and receiving their free paperbacks. A practice PSAT test in July attracted 46 students. The results program was held on August 1.

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

### **Construction Update**

Originally the temporary construction wall on the 2<sup>nd</sup> floor did not go all the way to the ceiling. It stopped below the high clerestory windows on the north side of the Library. It was later determined that those window would have to be replaced, so an addition to the wall was built, eliminating the light that was coming in on that side. The addition to the wall was completed at night and did not disrupt public service.

The concrete around the basement stairs was demolished in mid-July using a jackhammer. This was a day better spent at the tables in the courtyard or at a Branch Library.

On July 24<sup>th</sup> a sub-contractor accidently broke a piece of pipe that carries water to the fire sprinklers on the east side of the first floor. The drop in water triggered the fire alarm and staff immediately began to evacuate the building. Once it was discovered that water was running into the Children's Room, the water to the building was turned off and the contractors quickly began repairing the pipe and cleaning up the water on the floor of the Library. When clean up in the Children's room was in full swing and the water was restored to the building the Library was able to reopen to the public with the exception of the Children's Room and the staircase. Customers were directed to use the elevator for access to the 2<sup>nd</sup> floor.

## **Training**

The public service and administrative staff members were trained on the process of RFID tagging. When the initial training was complete we established 4 teams of 2 people each and scheduled them to begin tagging books in the Adult Fiction collection. These teams were tasked not only with tagging, but with establishing best practices and base line time expectations for the staff. After the teams completed the trial period we met as a group to discuss the work flow methods, scheduling periods and expectations. It was a very lively and enthusiastic meeting. The outcomes were that working in pairs is best, pairs should be scheduled to tag in two hour blocks of time, pairs should be able to tag 4 sections of shelving in two hours and that pizza and chocolate are good motivators. Based on these outcomes we are confident that the Central Library collection will be completed by December.

## **Literacy**

Cherall Weiss, Literacy Coordinator attended workshops sponsored by Wells Fargo Bank for non-profit organizations. The most useful was a session that focused on corporate giving and sponsorships. The Literacy Board will be looking for companies to sponsor the luncheon and/or International Literacy Day.

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

### **Reference**

Staff did a comparative trial of several business and demographics databases to compare with Reference USA: AtoZ Databases, Gale's Demographics Now, and SimplyMap. All of these have similar features to Reference USA, and Demographics Now and SimplyMap add a comprehensive mapping feature as well. While staff members liked some of the additional features, they felt the mapping databases were complicated and confusing, and that customers would be unlikely to take advantage of those features. In addition, none of the databases returned the comprehensive results that Reference USA does – in most of the comparison searches, Reference USA returned both the most results and the most accurate results. Staff did not feel that any of these products would be an acceptable replacement for Reference USA, which is one of our most heavily use databases.

### **RFID**

In the second half of July, we selected a group of staff members from Circulation, Reference and Tech Pro to work in teams of two and help us establish some guidelines, benchmarks and best practices for RFID tagging in the stacks. These teams quickly identified the work flow issues and developed some creative solutions that staff can use to make the tagging process go smoothly. In August, remaining staff members will be scheduled for tagging shifts, and we will be also be scheduling volunteers to help place RFID tags into the books while staff use the software to encode the tags.

## STATISTICS – JULY

	CIRCULATION		REFERENCE		CUSTOMERS SERVED IN LIBRARY		PROGRAM ATTENDANCE		C/L PUBLIC TRAINING ATTENDANCE	
	JUL 2012	YTD 12/13	JUL 2012	YTD 12/13	JUL 2012	YTD 12/13	JUL 2012	YTD 12/13	JUL 2012	YTD 12/13
BALBOA	10,190	10,190	828	828	6,795	6,795	399	399		
CdM	7,907	7,907	875	875	4,962	4,962	765	765		
MARINERS	38,490	38,490	5,265	5,265	24,488	24,488	1,334	1,334		
CENTRAL	94,274	94,274	10,091	10,091	73,993	73,993	6,081	6,081	0	0
<b>TOTAL</b>	<b>150,861</b>	<b>150,861</b>	<b>17,059</b>	<b>17,059</b>	<b>110,238</b>	<b>110,238</b>	<b>8,579</b>	<b>8,579</b>	<b>0</b>	<b>0</b>
<b>LAST FISCAL YEAR-TO-DATE 2011/12</b>										
Total YTD 2011/12		151,704		17,601		109,904		7,942		0

## PRO QUEST ARTICLES RETRIEVED

### Proquest Articles Retrieved

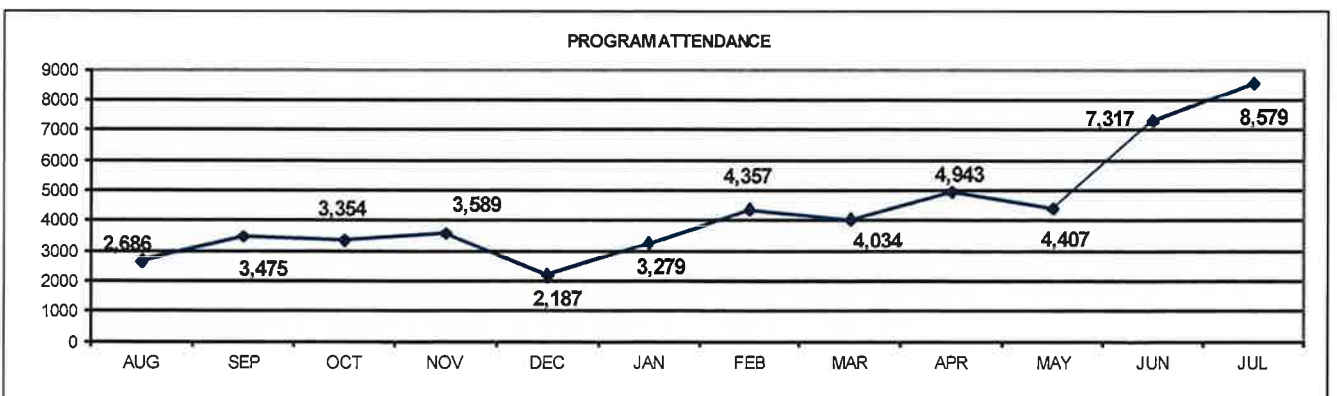
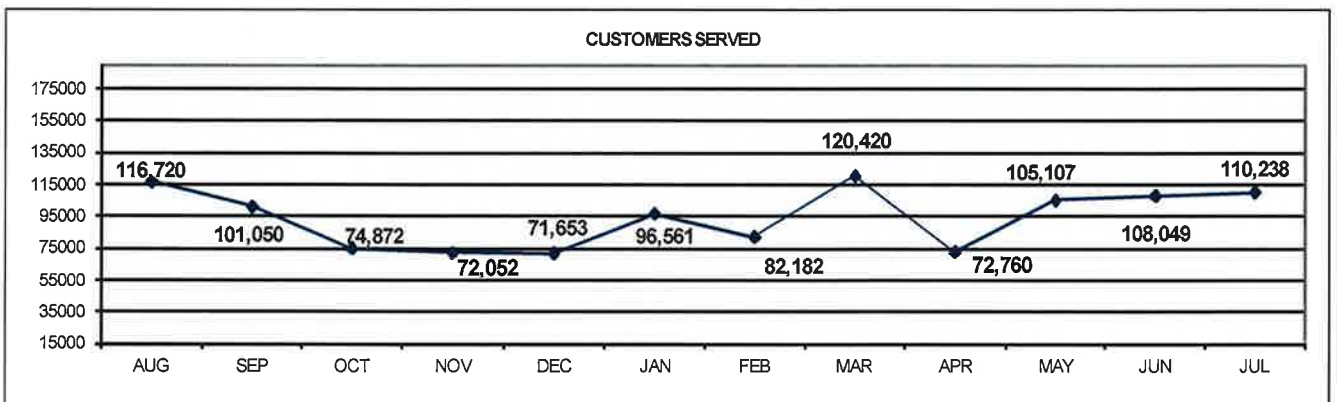
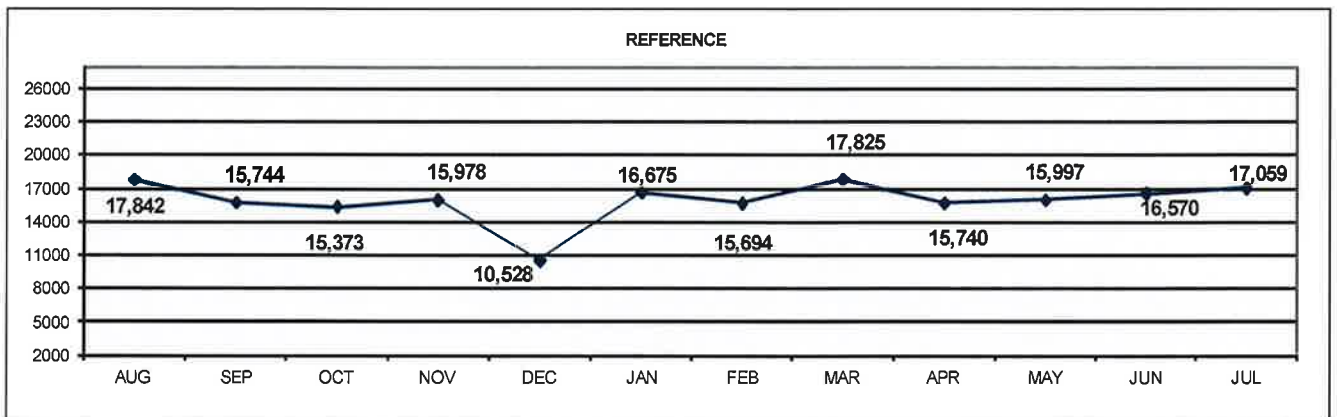
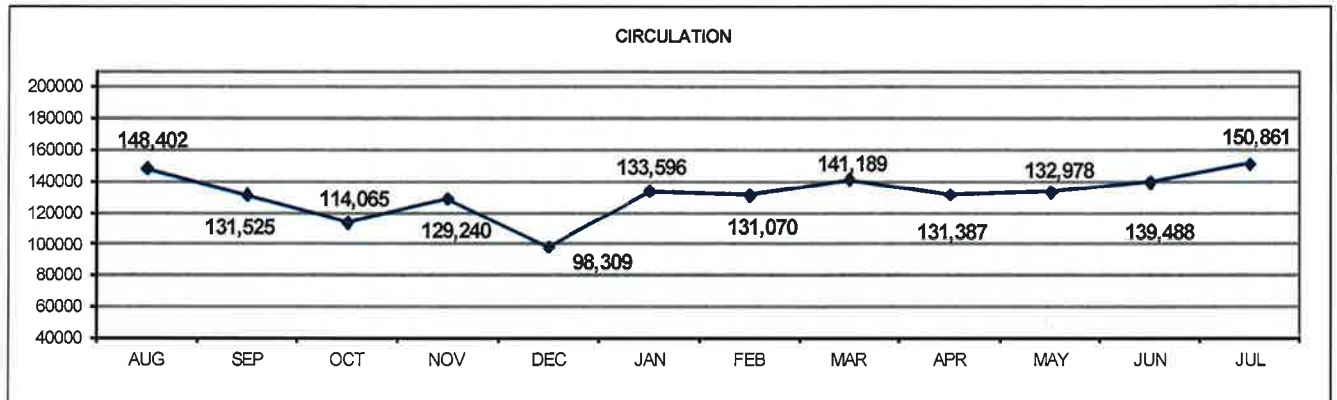
	July	AVG.
Business Databases	354	354
Newspapers--Current	1759	1759
Newspapers--Historical	5511	5511
Magazines	51	51

**DATABASE STATS – FY 2012 / 2013**

<b>Database</b>	<b>Jul-12</b>	<b>Jul-11</b>	<b>Jul-10</b>	<b>YTD 12/13</b>	<b>YTD 11/12</b>	<b>YTD 10/11</b>
<b>Tracked by #searches</b>						
Ancestry	1161	547	591	1161	547	591
Career Transitions	5	69	464	5	69	464
BioResCtr*	18	66	196	18	66	196
FoF Ancient Hist	7	35	15	7	35	15
GDL	26	15	N/A	26	15	N/A
GVRL	37	137	N/A	37	137	N/A
HeritageQuest	159	416	246	159	416	246
Kids InfoBits	4	9	11	4	9	11
LitResCtr	29	117	95	29	117	95
Opposing Vpts*	5	51	41	5	51	41
Nat Geo	11	n/a	n/a	11	N/A	N/A
Novelist	185	218	259	185	218	259
Novelist K-8	19	94	45	19	94	45
ProQuest	3054	5014	4638	3054	5014	4638
Ref USA Bus.	4129	4232	5255	4129	4232	5255
Ref USA Res.*	226	3457	3149	226	3457	3149
World Book Online	12	105	37	12	105	37
<b>Tracked by #books viewed/checked out</b>						
Overdrive	3174	1479	1105	3174	1479	1105
Tumblebooks	365	616	791	365	616	791
<b>Tracked by #sessions</b>						
Cypress Resume	34	22	N/A	34	22	N/A
LiveHomework	29	40	77	29	40	77
Testing & EdRefCtr	15	68	87	15	68	87
Universal Class	138	74	N/A	138	74	N/A
<b>Tracked by #page views</b>						
CultureGrams	116	167	150	116	167	150
Morningstar	1905	2409	2446	1905	2409	2446
NetAdvantage	1097	662	388	1097	662	388
RealQuest	2	1687	53	2	1687	53
Rocket Languages	9	85	N/A	9	85	N/A
Value Line	12622	7232	2675	12622	7232	2675



# MONTHLY LIBRARY SYSTEM STATISTICS



# ANNUAL LIBRARY SYSTEM STATISTICS - FY 2002/2003 thru FY 2011/2012

