

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

As each month passes during this calendar year, the Library seems to be busy, and the construction outside seems to be clipping along at a good pace. I met several times with our architects, once in San Francisco, and then here in the Library. Great progress is being made on the furniture selections, fabric selections, and design of some of the custom millwork. I took a few days off to attend a family wedding in Texas, and on a much more somber note, bid farewell to two colleagues. Assistant City Manager Dana Smith retired and Finance Director Tracy McCraner left the City to take a job in San Diego County.

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

Axis 360 eBook Library

The Library is preparing to launch Axis 360, Baker & Taylor's cloud-based digital media library platform. Axis 360 provides libraries with a state-of-the-art system for circulating eBooks, and will serve as a nice complement to our OverDrive eBook service. This new service has been made possible by a generous donation from the Newport Public Library Foundation.

Built to dynamically showcase the library's digital collection, Axis 360 creates a fast and easy path for library users to check out eBooks and download to a full range of devices, including:

- All Microsoft devices;
- All Apple mobile devices (iPod, iPad, iPhone);
- All Android devices (tablets and phones);
- Kindle Fire;
- Nook, and Sony e-reader.

Part time Library Clerk I and Library Page Recruitment

After a successful recruitment and round of interviews, the Library will have our 3 new part-time clerks and 3 new pages deployed in mid-September.

DEBBIE WALKER, BRANCH AND YOUTH SERVICES COORDINATOR

Branches

Summer Reading Program wound down at all locations with well attended programs and lots of prize distribution as readers of all ages raced to finish by the August 10th deadline. Mariners Branch and staff acted as host for the annual Adult SRP wrap-up party on Thursday, August 9. Those in attendance enjoyed refreshments and the chance to discuss the books they had read and enjoyed over the summer.

Thanks to the hard work of Erik Gunderson, Andy Kachaturian and branch staff, all locations have had their DVD collections sorted and stickered by genre. This is proving very popular with customers.

Youth Services

Although Teen sign-ups for SRP took a slight dip (162 for 2012 down from 177 in 2011), when the final numbers were tallied for the Children's and Adult programs, totals for 2012 were 2,673 for Children (2,396 in 2011) and 133 for Adults (86 for 2011). Almost 40% of those who signed up for the Children's program finished which was good news for staff. All locations took their annual two week post SRP storytime break from August 13 – August 25. A pizza party to thank teen SRP volunteers that worked at all locations was held at Central in the Friends room on Tuesday, August 14.

Teen Services

August was fairly quiet for Teens, mostly seeing the wrap-up of SRP. At least 46 parents and teens attended the PSAT results program on August 1. These programs continue to be popular and well attended.

MELISSA KELLY, SUPPORT SERVICES COORDINATOR

Construction Update

I met with the contractors and architects to discuss security issues and keying of new doors inside the Library. We will be upgrading the current security cameras and recording equipment at the Central Library while cameras are being installed in the new areas of the building.

Literacy

The Library received State funding for the Literacy program in the amount of \$24,631. In the past State funding was fairly consistent, but with the recent budget shortages, the funding for Literacy was on the early cut list. Fortunately the Legislature decided to re-establish funding for these programs.

The Literacy program has also received a grant from Allergan in the amount of \$10,000. Allergan has been a supporter for a number of years, but the annual amount is generally in the range of \$2,500, so this was a significant increase.

GENESIS HANSEN, WEB SERVICES AND REFERENCE SUPERVISOR

RFID

Tagging continues and we are making good progress. The Fiction section was completed at the end of August and staff have started on the Mystery section. The first training session for volunteers was held on August 28th, and the second scheduled for September 4th. Volunteers will start to help place RFID stickers in books during the month of September.

Web Services

Genesis is working with Boopsie to update the library's mobile app – we are adding some new features, including a direct link from the app to our Overdrive collection, and the ability to scan the UPC barcode of any book and find out if it's in the library's collection (e.g. if a customer is at a bookstore and wants to find out if the library carries a book before they buy it, they can scan the barcode through the app and the app will search our collection for that item).

Facebook

We've been testing some different types of Facebook posts (mostly image-based) with great success! Posting images with a question or invitation to comment significantly increases the amount of interaction (likes, comments, shares) we get on our posts. We'll continue to experiment and track the usage to find the posts that are most engaging to our customers.

STATISTICS – AUGUST

	CIRCULATION		REFERENCE		CUSTOMERS SERVED IN LIBRARY		PROGRAM ATTENDANCE		C/L PUBLIC TRAINING ATTENDANCE	
	AUG	YTD	AUG	YTD	AUG	YTD	AUG	YTD	AUG	YTD
	2012	12/13	2012	12/13	2012	12/13	2012	12/13	2012	12/13
BALBOA	9,735	19,925	816	1,644	6,253	13,048	179	578		
CdM	7,359	15,266	949	1,824	4,898	9,860	524	1,289		
MARINERS	35,231	73,721	5,590	10,855	23,539	48,027	696	2,030		
CENTRAL	90,371	184,645	9,886	19,977	74,853	148,846	1,991	8,072	0	0
TOTAL	142,696	293,557	17,241	34,300	109,543	219,781	3,390	11,969	0	0
<i>LAST FISCAL YEAR-TO-DATE 2011/12</i>										
Total YTD 2011/12		300,106		35,443		239,192		10,628		0

PRO QUEST ARTICLES RETRIEVED

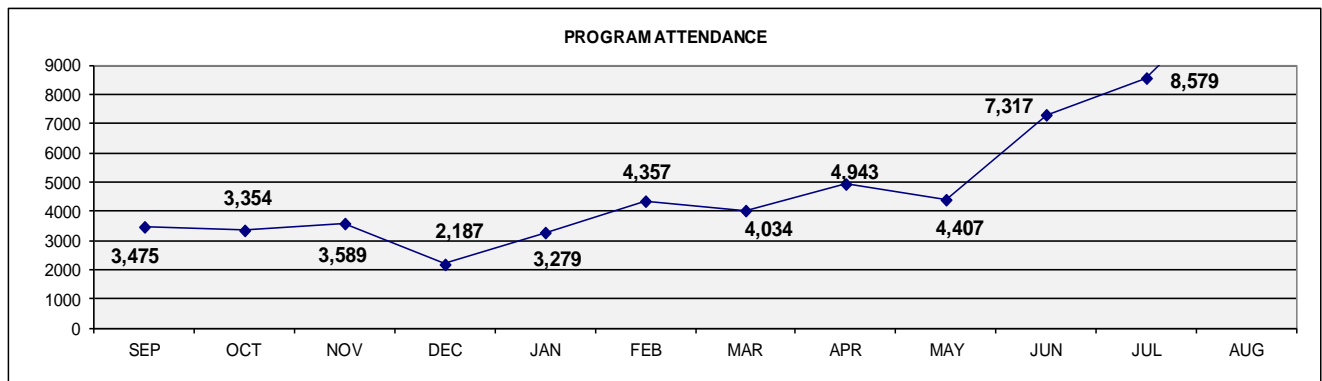
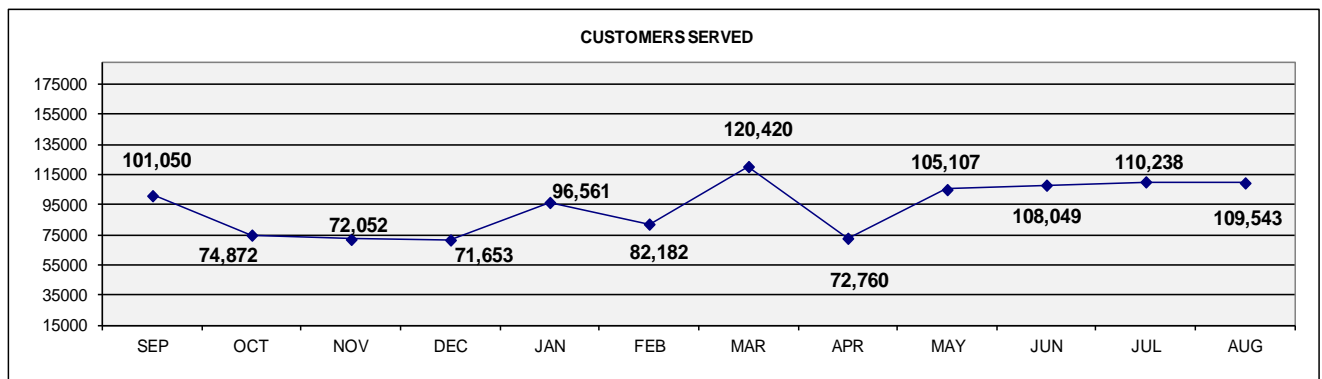
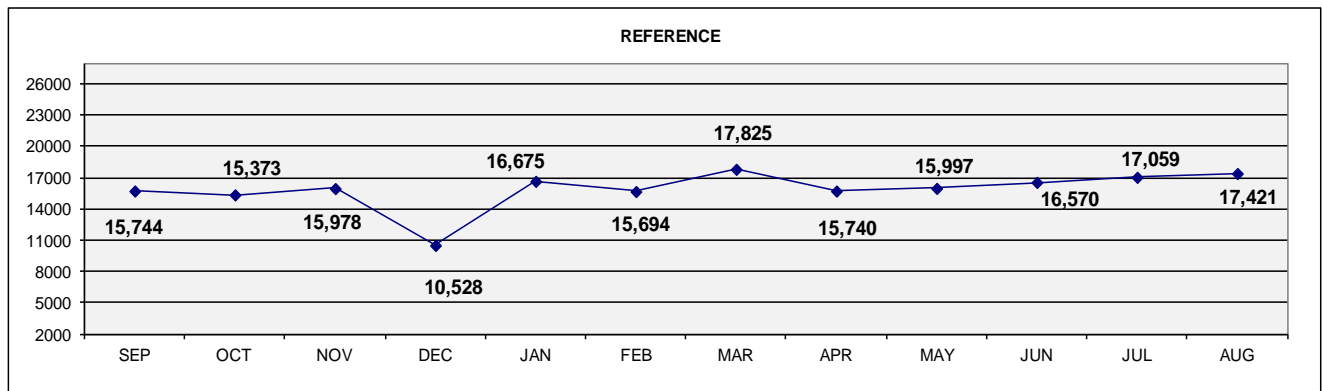
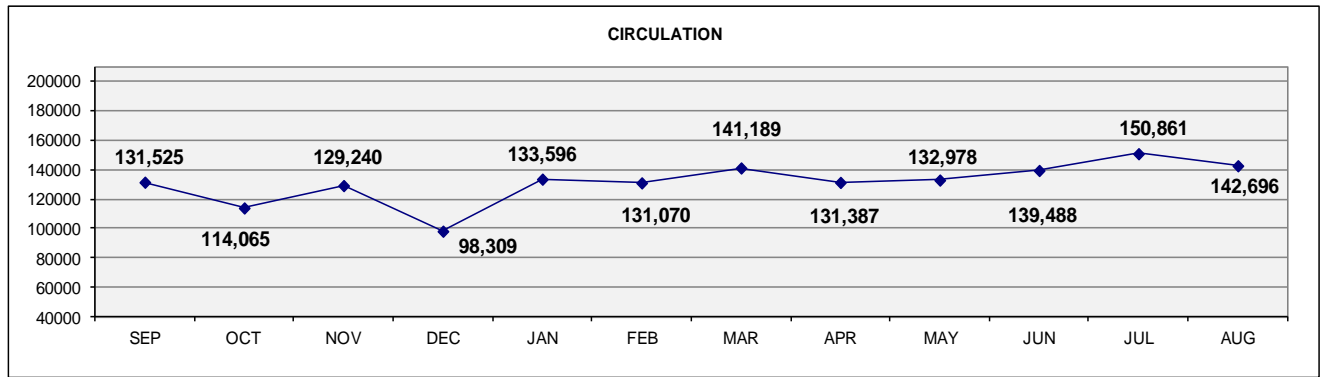
Proquest Articles Retrieved

	July	Aug	AVG.
Business Databases	354	560	457
Newspapers--Current	1759	896	1328
Newspapers--Historical	5511	4922	5217
Magazines	51	36	44

DATABASE STATS – FY 2012 / 2013

Database	Aug-12	Aug-11	Aug-10	YTD 12/13	YTD 11/12	YTD 10/11
Tracked by #searches						
Ancestry	999	1834	324	2160	2381	915
Career Transitions	7	38	47	12	107	511
BioResCtr*	25	34	86	43	100	282
FoF Ancient Hist	17	18	1	24	53	16
GDL	13	12	N/A	39	27	N/A
GVRL	33	37	N/A	70	174	N/A
HeritageQuest	169	782	612	328	1198	858
Kids InfoBits	8	4	29	12	13	40
LitResCtr	18	44	48	47	161	143
Opposing Vpts*	10	3	38	15	54	79
Nat Geo	10			21	N/A	N/A
NoveList	235	193	179	420	411	438
NoveList K-8	20	55	43	39	149	88
ProQuest	2742	1468	4024	5796	6482	8662
Ref USA Bus.	4131	5448	7931	8260	9680	13186
Ref USA Res.*	240	3607	3064	466	7064	6213
World Book Online	35	13	90	47	118	127
Tracked by #books viewed/checked out						
Overdrive	3117	1329	1241	6291	2808	2346
Tumblebooks	485	1004	802	850	1620	1593
Tracked by #sessions						
Cypress Resume	22	11	N/A	34	33	N/A
LiveHomework	59	56	43	29	96	120
Testing & EdRefCtr	61	76	86	15	144	173
Universal Class	31	62	N/A	138	136	N/A
Tracked by #page views						
CultureGrams	69	113	489	185	280	639
Morningstar	3235	3339	2893	5140	5748	5339
NetAdvantage	1124	564	614	2221	1226	1002
RealQuest	742	81	162	744	1768	215
Rocket Languages	77	48	N/A	86	133	N/A
Value Line	14465	7010	2942	27087	14242	5617

MONTHLY LIBRARY SYSTEM STATISTICS



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

