

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

We seemed to breeze through September, even with a spate of hot weather and the start of the school year. A good portion of the month was spent in meetings with architects on the furnishings and finishes for the Library addition. I was able to accomplish a great deal with them at the San Francisco office meeting on September 17. A highlight of the month was to be asked to speak briefly at the International Literacy Day event on the 6th, and I was fortunate to take a wonderful vacation during the week of October 10 in beautiful Yellowstone National Park. I met during the month with Robert Smith, chair of the Arts Commission and with Nancy Thompson, president of the Literacy Board. And finally, my last working day of the month I was privileged to serve on an interview panel for the City of Pasadena.

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

Boopsie App

We are making some changes to our Boopsie app. Boopsie is an app downloadable to all mobile devices that provides Library customers with real-time access to our catalog, databases, and all of the features of our website. New features to be added will allow customers to scan the UPC code from a book in a bookstore or other location to see if the library has it. And the app will also include a link to OverDrive, our downloadable eBook resource which will allow customers to check out downloadable books through the Boopsie app. We will also be removing some of the menu items that are not getting used in the app (link to databases, Facebook, Twitter, and bestsellers).

Facebook Page Updates

The social media team is experimenting with posting different types of content on our Facebook page, with great success! Posting images with questions for customers is generating much more interaction on the page (likes, comments, shares, etc.). We will continue to look for ways to increase interaction with our customers through social media. We will also be looking at other social media options, particularly Pinterest.

Wi-Fi authentication

In order to improve network security and reserve bandwidth for the use of our Library customers, the Library plans to require that customers provide a library card number to log in to our wireless network. This new requirement is tentatively scheduled for on Monday, October 1.

Video Game Holds

Library customers are now able to place holds on video games. The games may be transferred to another branch if the customer wishes to pick it up at a location other than Central.

DEBBIE WALKER, BRANCH AND YOUTH SERVICES COORDINATOR

Branches

With school back in session we are seeing the slow return of homework assignments and reading lists. Mariners staff presented an Alice in Wonderland program on Saturday, September 15 and Balboa hosted its eighth annual *Talk Like a Pirate Day* festivities on September 20. At least 105 “young’uns and old salts” enjoyed the pirate magic of the Rafael and Katia show. After the performance there were a chest load of pirate crafts to make and take home.

At CDM, Janice changed the focus of her Friday storytime to “Songs and Stories.” The emphasis is on music and movement as well as the stories that are shared. This has been a very popular program.

Youth Services

On September 11, Central Library, along with the Whale of a Tale book store, hosted a program presented by author and ESPN sports commentator Mike Lupica. Mr. Lupica talked about his writing career, the value of friendship and loyalty, and the importance of these themes in his writing for both adults and children. He fielded questions and signed books at the end. The second annual Craft-o-Rama program held on September 12 proved as popular as ever, giving participants a wide variety of projects and crafts to choose from and the staff a chance to “clean house” and make room for new materials.

Teen Services

On September 29 teen services hosted another of its ever popular ACT practice test sessions co-hosted by Kaplan. The follow-up results program will be held on October 12. The first YAAC meeting of the school year was held in September with three new members joining the eleven that are returning. The group will host its first event of the year on October 30th with a screening of the film *Monsters, Inc.*

MELISSA KELLY, SUPPORT SERVICES COORDINATOR

Facilities

After meeting with engineers from the Public Works Department and from our HVAC contractor, the decision was made to replace the air conditioning system for the Central Library in the coming year rather than just repair bits and pieces of it. The Public Works Department is putting together a Bid Package and they expect to have it out to the vendors in October.

The Library was the venue for a couple of large groups this month, the special meeting of the Bicycle Safety Committee on 9/17 and the City Employee Health Fair on 9/26. Both of these programs caused an over-fill of the parking lot. We are looking forward to having additional spaces when the new structure opens.

Literacy

International Literacy Day was celebrated at the Central Library on September 6th. The room was packed for the moving and inspirational program coordinated by Cherall Weiss to honor the learners and tutors of the Library Literacy program. As part of the event, adult learner, Isabel Sevilla, was presented with the Rochelle Hoffman Memorial Award, an annual award given to a learner that exemplifies the spirit of the program with their hard work and dedication to acquiring literacy skills. Isabel and others were recognized for their hard work and contributions to the community, with five learners receiving certificates from Representative John Campbell’s office honoring their achievement of becoming U.S. citizens.

Many of the students in the literacy program also contributed to *In Our Own Words*, a collection of inspiring and interesting essays that was presented to attendees.

Circulation Services

Interviews for part-time clerks and part-time library pages were conducted. We have hired three new clerks who will begin their training in early October. We will also be hiring three pages to start later in the month. These new staff members are replace people who left over the summer.

ADULT PROGRAMMING

The Manuscript book group met on Wednesday, September 12th. This event featured a lively discussion of Erik Larson's "**In the Garden of Beasts**," a nonfiction account of life in Berlin during the 1930s as experienced by William Dodd, the first American ambassador to Hitler's Germany, and his family. Tom Staple acted as moderator. There were 56 people in attendance, many of whom participated in the discussion. This free program was sponsored by the Newport Beach Public Library Foundation.

STATISTICS – SEPTEMBER

	CIRCULATION		REFERENCE		CUSTOMERS SERVED IN LIBRARY		PROGRAM ATTENDANCE		C/L PUBLIC TRAINING ATTENDANCE	
	SEP	YTD	SEP	YTD	SEP	YTD	SEP	YTD	SEP	YTD
	2012	12/13	2012	12/13	2012	12/13	2012	12/13	2012	12/13
BALBOA	8,445	28,370	699	2,343	4,684	17,732	253	831		
CdM	6,609	21,875	726	2,550	4,007	13,867	603	1,892		
MARINERS	34,624	108,345	5,329	16,184	22,718	70,745	714	2,744		
CENTRAL	82,195	266,840	9,211	29,188	60,173	209,019	2,268	10,340	0	0
TOTAL	131,873	425,430	15,965	50,265	91,582	311,363	3,838	15,807	0	0
<i>LAST FISCAL YEAR-TO-DATE 2011/12</i>										
Total YTD 2011/12		431,631		51,187		340,242		14,103		0

PRO QUEST ARTICLES RETRIEVED

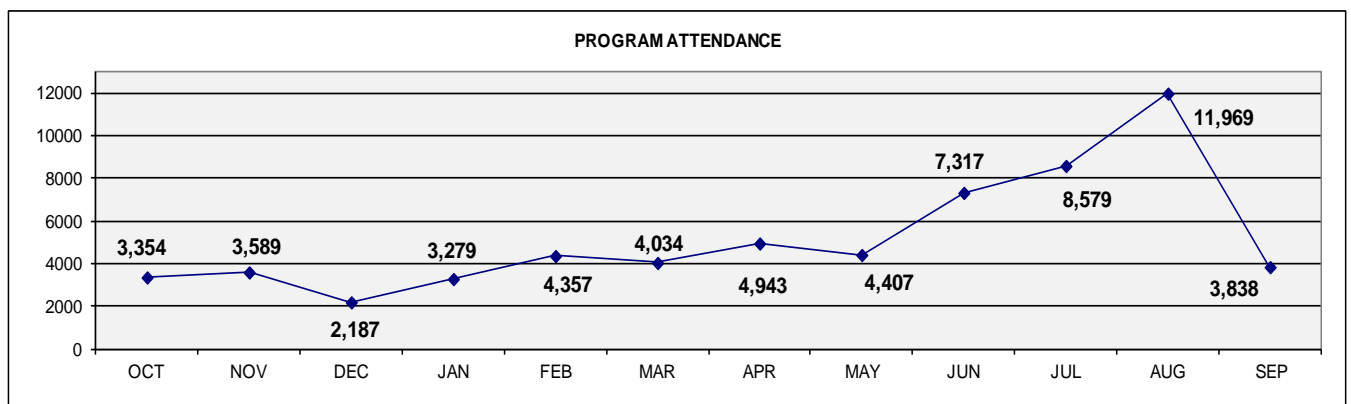
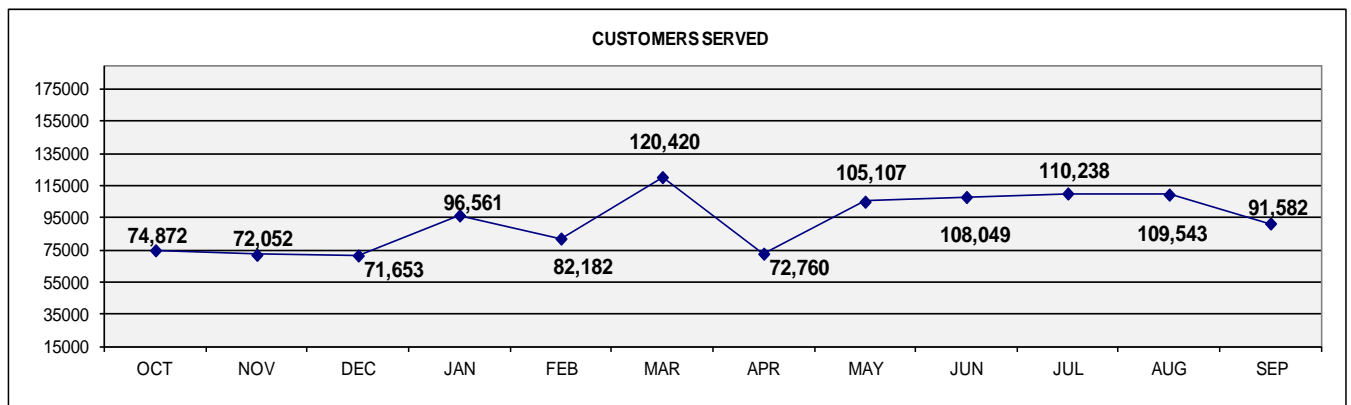
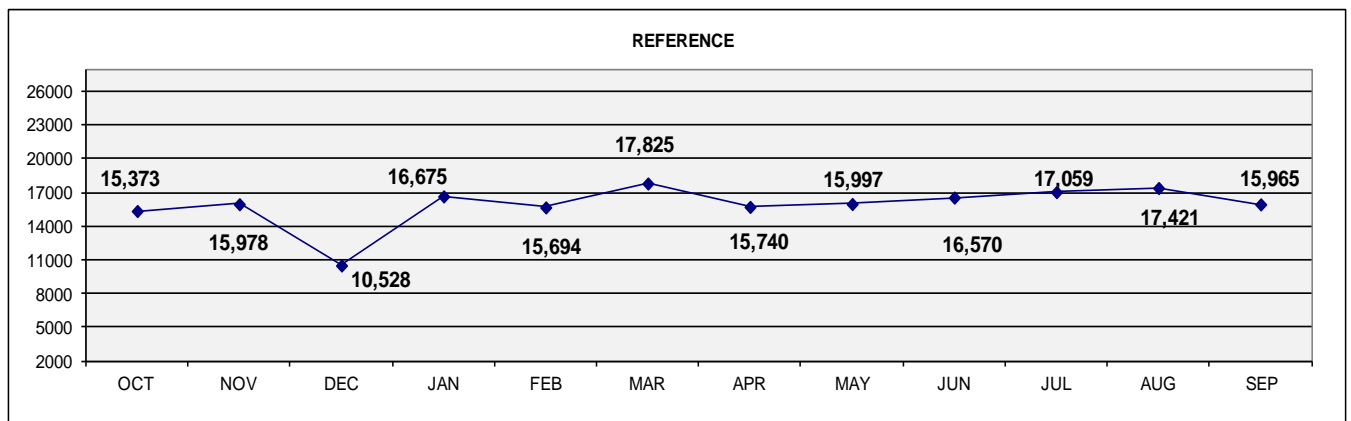
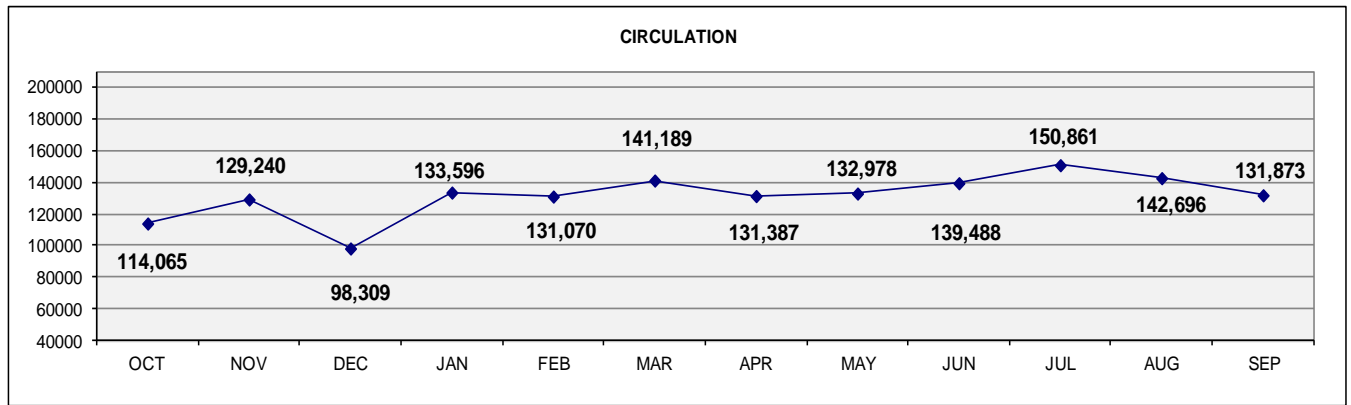
Proquest Articles Retrieved

	July	Aug	Sept	AVG.
Business Databases	354	560	485	466
Newspapers--Current	1759	896	1166	1274
Newspapers--Historical	5511	4922	7748	6060
Magazines	51	36	85	57

DATABASE STATS – FY 2012 / 2013

Database	Sep-12	Sep-11	Sep-10	YTD 12/13	YTD 11/12	YTD 10/11
Tracked by #searches						
Ancestry	878	727	1059	3038	3108	1974
Career Transitions	8	9	114	20	116	625
BioResCtr*	41	161	90	84	261	372
FoF Ancient Hist	42	14	88	66	67	104
GDL	8	20	N/A	47	47	N/A
GURL	35	141	N/A	105	315	N/A
HeritageQuest	192	333	395	520	1531	1253
Kids InfoBits	20	0	18	32	13	58
LitResCtr	21	83	151	68	244	294
Opposing Vpts*	50	37	17	65	91	96
Nat Geo	12			33	N/A	N/A
NoveList	288	239	183	708	650	621
NoveList K-8	48	105	53	87	254	141
ProQuest	4870		3820	10666	6482	12482
Ref USA Bus.	3753	3076	7538	12013	12756	20724
Ref USA Res.*	164	140	3739	630	7204	9952
World Book Online	40	111	147	87	229	274
Tracked by #books viewed/checked out						
Overdrive	2894	1558	1145	9185	4366	3491
Tumblebooks	499	1098	945	1349	2718	2538
Tracked by #sessions						
Cypress Resume	13	7	N/A	69	40	N/A
LiveHomework	60	260	107	148	356	227
Testing & EdRefCtr	14	38	66	90	182	239
Universal Class	52	61	N/A	221	197	N/A
Tracked by #page views						
CultureGrams	132	166	198	317	446	837
Morningstar		2045	2967	5140	7793	8306
NetAdvantage	3537	484	796	5758	1710	1798
RealQuest	2199	317	13	2943	2085	228
Rocket Languages	48	61	N/A	134	194	N/A
Value Line	14126	8082	2731	41213	22324	8348

MONTHLY LIBRARY SYSTEM STATISTICS



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

