

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

October is one of my favorite months because it signals the beginning of cooler weather and getting ready for Halloween and the last quarter of the calendar year. Although we are still busy with the library construction project, it did not demand a great deal of my time or attention during the month. On the 2nd, I was privileged to go to Los Angeles on a tour hosted by the Arts Commission to see the Cleopatra exhibit. On the 3rd, the Library Admin Team had farewell lunch with Genesis Hansen who has taken a position in another Library. The 5th was her last work day. On the 4th, the Board of Library Trustees and the Arts Commission had a site tour with the architects and members of the staff from C. W. Driver. On the 11th, I attended the Second Harvest fundraiser with Tracy Keys, both of us as guests of Library Board Chair Jill Johnson-Tucker. Our project architect Peter Bohlin gave a presentation to the public on the 22nd, and on the 24th, I participated in an occupational panel concerned with the City of Newport Beach classification and compensation study. The Mariners staff invited me to a luncheon to celebrate October birthdays on the 29th and later that afternoon, I met with Steve Badum and William Hahn to discuss construction progress and when we would need to surrender the building to tie all of the mechanical systems together. And finally, to round out the month, I was asked to participate in an interview panel for Pasadena Public Library.

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

eBooks

The Library's second eBook platform, Axis 360, went live on October 29th. Axis 360 is a superb complement to the Library's existing eBook service, OverDrive. Built to dynamically showcase the library's digital collection, Axis 360 creates a fast and easy path for customers to check out the digital content they want and download to a full range of devices. The platform offers about 230,000 titles through 198 publishers on a one-book, one-user model. The collection includes popular trade titles from Random House, HarperCollins, and Houghton Mifflin Harcourt. The platform also offers high quality children's content.

Video Games

Holds can now be placed on video games, and games can also be renewed if there are no holds on them.

Circulating eReaders

The Library's Literacy Department launched an exciting new program: circulating Nook eReaders! 6 Nook eReaders, generously donated by the Library Foundation, are now circulating to Literacy learners. The Nooks are preloaded with titles that the learners will use for their book clubs. This venture will serve as a pilot program for circulating eReaders for all customers.

DEBBIE WALKER, BRANCH AND YOUTH SERVICES COORDINATOR

Branches

October was a relatively quiet month at all locations but programs continued to be popular. Kids at CDM had fun with dinosaurs at the "Dinosaur Galore" program on October 10 while at Balboa on October 18 young ladies and gentlemen got to dress up and be glamorous at the Fancy Nancy Soiree. There was no shortage of Halloween fun either. Spooktacular Crafts were created at CDM on October 24 while Mariners hosted their own Halloween Haunt that included stories and craft projects on October 31.

Youth Services

On Saturday, October 6, in cooperation with New York Life Insurance, a program was presented that allowed parents to get a free child identification card. This event attracted over 90 parents and children. The Spooky Craft Club on October 30 gave participants the chance to bring in a pumpkin carved to represent their favorite literary character. Geronimo Stilton, Winnie the Pooh and Tigger were among the pumpkins entered. All locations began participation in the very popular In-n-Out sponsored *Cover-to-Cover* reading program on October 6. This promotion, which awards a certificate for a free hamburger or cheeseburger for every five books read, will end on November 17.

Teen Services

There are currently 18 members of YAAC. On October 30 YAAC hosted a movie screening of Pixar's *Monsters, Inc.* A crowd of almost 50 parents and children enjoyed this family event. On October 10, Mara and Kaplan hosted the follow-up session for the ACT practice test given on September 29. The programs offered by this partnership have proved to be popular with parents and students alike.

MELISSA KELLY, SUPPORT SERVICES COORDINATOR

Facilities

A leaky pipe fitting for the fire sprinklers on the second floor of the Central Library was repaired. Unfortunately this pipe was over the public staircase and we had to re-route all traffic to the elevators for a few hours.

State Report

The annual report of Library activities and expenditures was submitted to the State Library in October. Our circulation figures are a bit lower than the previous year, but that can be attributed to the 2 week closure of the Central Library last October and the on-going construction noise and traffic.

Literacy

Literacy received \$25,000 from State funding in support of the program.

Circulation Services

Three new part-time clerks and three part-time pages went through the Library orientation and training in October. Our new hires filling vacant positions include:

Hannah	Part-Time Clerk @ Central
Yumi	Part-Time Clerk @ Central
Anne	Part-Time Clerk @ Mariners
Leah	Part-Time Page @ Central
Lauren	Part-Time Page @ Mariners
Dean	Part-Time Page @ Mariners

ADULT PROGRAMMING

The October Manuscripts Book Discussion was on Tatjana Soli's *The Lotus Eaters*. The novel followed an American female photojournalist during the Vietnam War. Dr. Tom Staple was the moderator for this month's discussion and there were approximately 45 attendees. This was hosted by the Foundation and was a free event open to the public.

STATISTICS – OCTOBER

	CIRCULATION		REFERENCE		CUSTOMERS SERVED IN LIBRARY		PROGRAM ATTENDANCE	
	OCT	YTD	OCT	YTD	OCT	YTD	OCT	YTD
	2012	12/13	2012	12/13	2012	12/13	2012	12/13
BALBOA	9,577	37,947	853	3,196	5,794	23,526	261	1,092
CdM	6,842	28,717	730	3,280	4,466	18,333	630	2,522
MARINERS	38,657	147,002	5,363	21,547	26,084	96,829	818	3,562
CENTRAL	84,764	351,604	9,814	39,002	62,353	271,372	2,986	13,326
TOTAL	139,840	565,270	16,760	67,025	98,697	410,060	4,695	20,502
LAST FISCAL YEAR-TO-DATE 2011/12								
Total YTD 2011/12		545,696		66,560		415,114		17,457

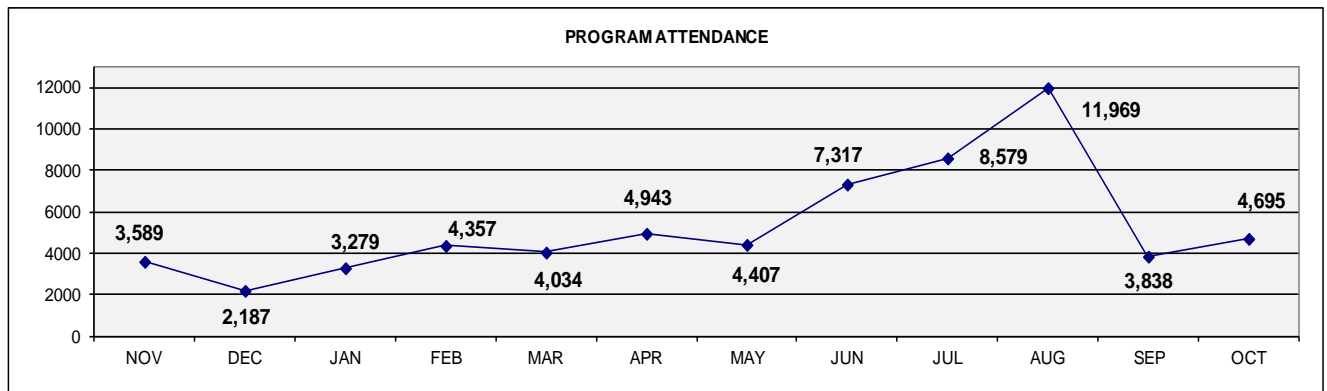
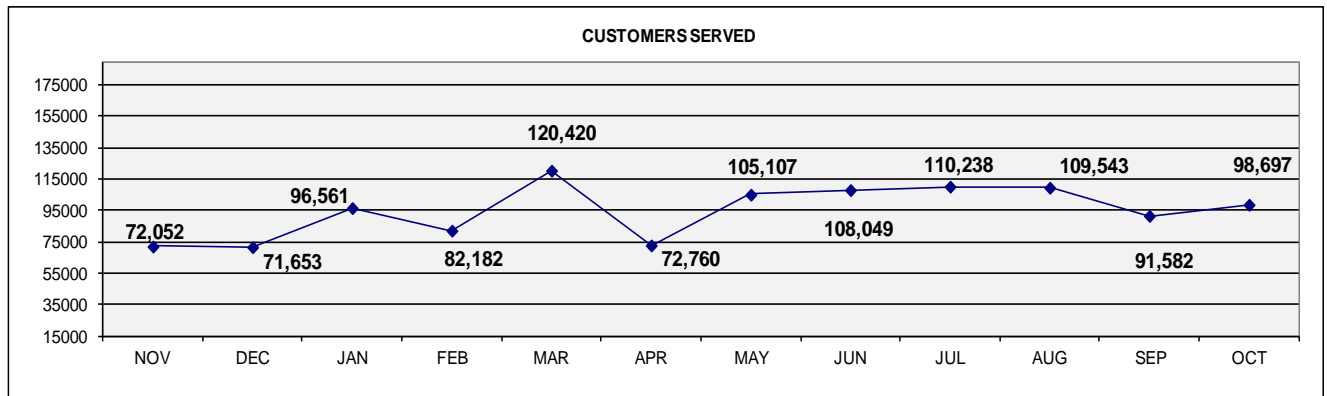
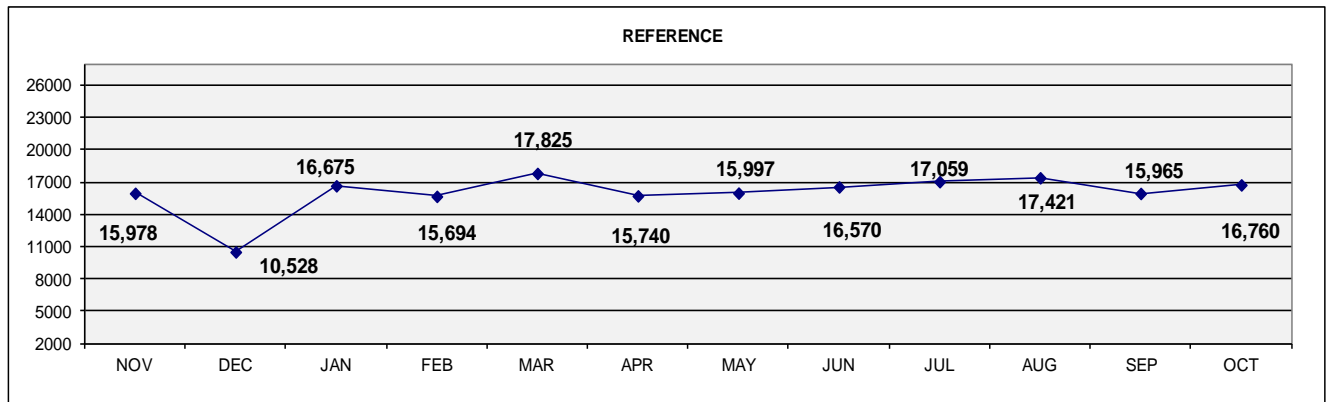
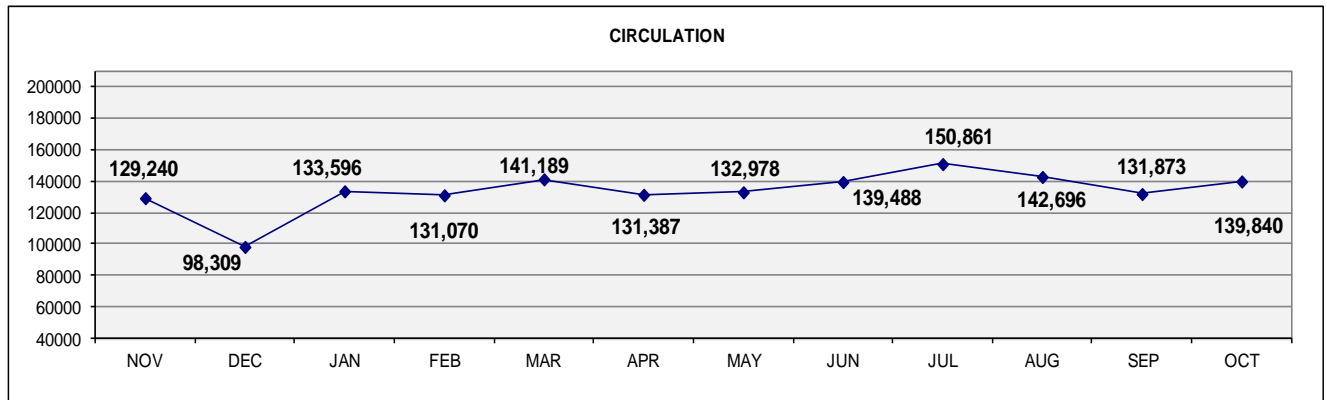
PRO QUEST ARTICLES RETRIEVED

	July	Aug	Sept	Oct	AVG.
Business Databases	354	560	485	657	514
Newspapers--Current	1759	896	1166	1277	1275
Newspapers--Historical	5511	4922	7748	9000	6795
Magazines	51	36	85	75	62

DATABASE STATS – FY 2012 / 2013

Database	Oct-12	Oct-11	Oct-10	YTD 12/13	YTD 11/12	YTD 10/11
Tracked by #searches						
Ancestry	776	750	596	3814	3108	1974
Career Transitions	38	0	51	58	116	625
BioResCtr*	169	260	164	253	261	372
FoF Ancient Hist	102	64	105	168	67	104
GDL	33	28	N/A	80	47	N/A
GVRL	104	244	N/A	209	315	N/A
HeritageQuest	156	86	208	676	1531	1253
Kids InfoBits	30	8	43	62	13	58
LitResCtr	103	146	224	171	244	294
Opposing Vpts*	39	86	79	104	91	96
Nat Geo	69			102	N/A	N/A
Novelist	159	122	163	867	650	621
Novelist K-8	45	128	45	132	254	141
ProQuest	4249	6156	4330	14915	6482	12482
Ref USA Bus.	4835	3735	6278	16848	12756	20724
Ref USA Res.*	213	128	3689	843	7204	9952
World Book Online	81	122	270	168	229	274
Tracked by #books viewed/checked out						
Overdrive	3072	2157	1154	12257	4366	3491
Tumblebooks	707	662	1162	2056	2718	2538
Tracked by #sessions						
Cypress Resume	10	15	N/A	79	40	N/A
LiveHomework		309	148	148	356	227
Testing & EdRefCtr		50	75	90	182	239
Universal Class	68	71	N/A	289	197	N/A
Tracked by #page views						
CultureGrams	51	252	192	368	446	837
Morningstar	5304	2045	3573	10444	7793	8306
NetAdvantage	6198		885	11956	1710	1798
RealQuest	1194	122	56	4137	2085	228
Rocket Languages	10	99	294	144	194	N/A
Value Line		11585	4943	41213	22324	8348

MONTHLY LIBRARY SYSTEM STATISTICS



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

