

## 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**

August passed in a total blur. After announcing my retirement in July, it seemed inevitable that I would be involved in several days of flex leave to handle personal issues. However, we managed to have some fun, conduct a lot of business with customers, finish the summer reading program, and start the recruiting process for the new Director. The Arts Commission hosted a successful event thanking Mark and Jan Hilbert for the year-long loan of pieces from their personal collection of California Scene Paintings. Concerts in the Park concluded with great crowds and plans for an extended season in the next fiscal year. Perusing my calendar did not yield the usual results of lots of meetings, but we all managed to stay busy and productive.

### **TIM HETHERTON, LIBRARY SERVICES MGR; TECHNICAL PROCESSING COORD.**

#### **iPads**

The Central Library is now circulating iPads for in-Library use. The 30 iPads Minis are a gift from the Newport Beach Public Library Foundation. iPads are available for two-hour loan inside the Central Library. Borrowers must have a valid NBPL library card. The iPads are loaded with current magazines, Flipboard, Twitter, HBO go, iWork, Slacker and a variety of other apps.

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

#### **Branches**

Summer Reading Program ended at all locations on Friday, August 9. Programs were well attended at every branch during that time and at the conclusion, programming and storytimes went on hiatus for two weeks, resuming again on Monday, August 26.

Andrea Jason, Balboa Branch manager directed the shifting and relocation of several collections at the branch to make better use of existing space and allow for the growth of some collections. This included consolidating New fiction, mystery, biography and science fiction, moving paperbacks to the end of regular fiction and moving the YA book, audiobook and paperback collections. Children's DVDs were also spread out to make more room.

#### **Youth Services**

Summer Reading Program ended well this summer. Based on the California Library Association's program: California Summer Reading Outcomes, it was decided to concentrate on outreach and not just how many finished or collected every prize. Since the gamesheet was an integral part of the SRP flyer, a child with the flyer was considered "registered." After combining the counts of flyers given out on a daily basis at all locations and what materials were given out at school visits, a total of 9521 children received SRP information. At least 1221 of those went on to collect the final prize and be eligible for the grand prize drawing. That was up from 1004 in 2012.

A survey was also done as part of CLA initiative. All children who received the final prize were asked to participate. We found in doing this that girls participating in the program slightly

outnumbered boys and that the 7 – 8 year old age group represented the largest concentration of children. Although many heard about SRP at their schools, many more found out about it at the library. These results will assist the Youth Services staff in planning SRP and SRP programs for the future. Program attendance was also very solid with at least 2957 attending events at all locations for the seven weeks of SRP.

The adult SRP was down in total registrants but there was a higher percentage of finishers (almost half) over the previous year. The SRP wrap-up party was held at Central and enjoyed by the core group that have attended for the past four years.

### **Teen Services**

The final count for teen SRP enrollment was very encouraging. At least 233 enrolled at Central and all locations this summer compared to 162 in 2012. Kudos to Mara and branch staff for getting the word out.

On Wednesday, August 28 a program called *Summer Stories* was held at the Central Library Friends Room and Media Lab. Twenty-one participants worked with two published authors to brainstorm, outline, free-write and ultimately draft a narrative. Some of the stories will eventually be published on the *Kids These Days* local history website. The workshop was well reviewed and proved to be an innovative way to introduce the group to the writing process and new Media Lab.

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

Nothing new to report.

### **NATALIE BASMACIYAN, ADULT SERVICES COORDINATOR**

#### **Media Center**

The new Media Center at the Central library, comprised of the Media Lab and Sound Lab, opened to customers on August 12<sup>th</sup>. Customers may make online reservations for specific computer applications, and may utilize Lynda.com training sessions as well. The room is staffed by the Reference department during the open hours of Monday-Thursday 10:00 am-2:00 pm.

#### **Circulating Nooks**

Six Nooks loaded with eleven new, popular titles began circulating to customers on August 5<sup>th</sup>. Customers may check out the Nooks from the Circulation desk for two weeks, and may place holds on them as well. Titles include Inferno by Dan Brown and The Cuckoo's Calling by Robert Galbraith (J. K. Rowling).

#### **Circulating iPads**

Thirty iPads are now available for customers to check out within the Central Library. The iPads are pre-loaded with Zinio, Overdrive, Axis 360, and many other apps. The iPads may be checked out at the 2<sup>nd</sup> floor Reference desk for two hour sessions.

#### **Senior Services**

Based on a suggestion from a customer, Allen and Rebecca created an online resource center for Senior Citizens, located on the Services page of the website. Local and national resources provide information on a range of topics for the older members of the community.

## STATISTICS

	CIRCULATION		REFERENCE		CUSTOMERS SERVED IN LIBRARY		PROGRAM ATTENDANCE	
	AUG 2013	YTD 13/14	AUG 2013	YTD 13/14	AUG 2013	YTD 13/14	AUG 2013	YTD 13/14
<b>BALBOA</b>	9,291	19,551	736	1,511	5,810	12,527	266	701
<b>CdM</b>	6,363	13,199	814	1,695	4,494	9,139	472	1,313
<b>MARINERS</b>	36,419	74,809	5,309	10,862	22,232	46,802	558	1,607
<b>CENTRAL</b>	92,792	191,956	7,456	18,630	75,693	121,536	2,904	8,874
<b>TOTAL</b>	<b>144,865</b>	<b>299,515</b>	<b>14,315</b>	<b>32,698</b>	<b>108,229</b>	<b>190,004</b>	<b>4,200</b>	<b>12,495</b>
<i>LAST FISCAL YEAR-TO-DATE 2012/13</i>								
<b>YTD 2012/2013</b>		<b>293,557</b>		<b>34,300</b>		<b>219,781</b>		<b>11,969</b>

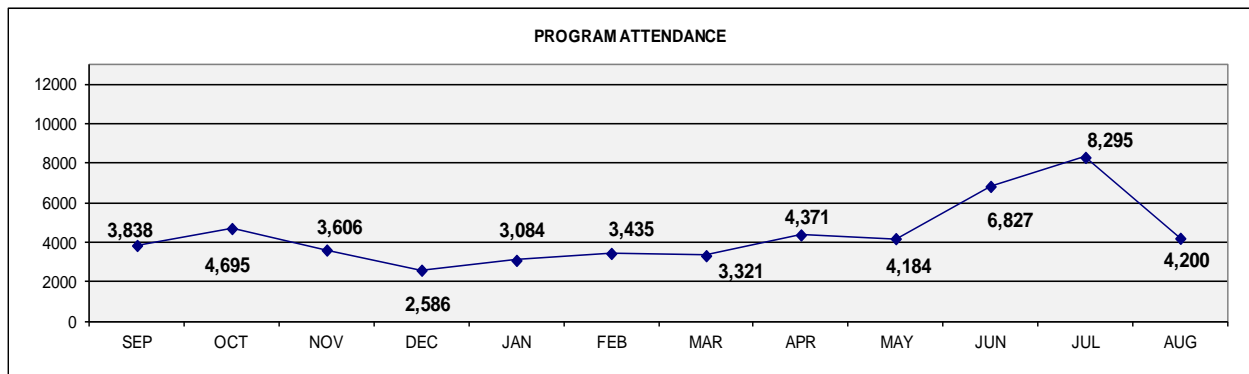
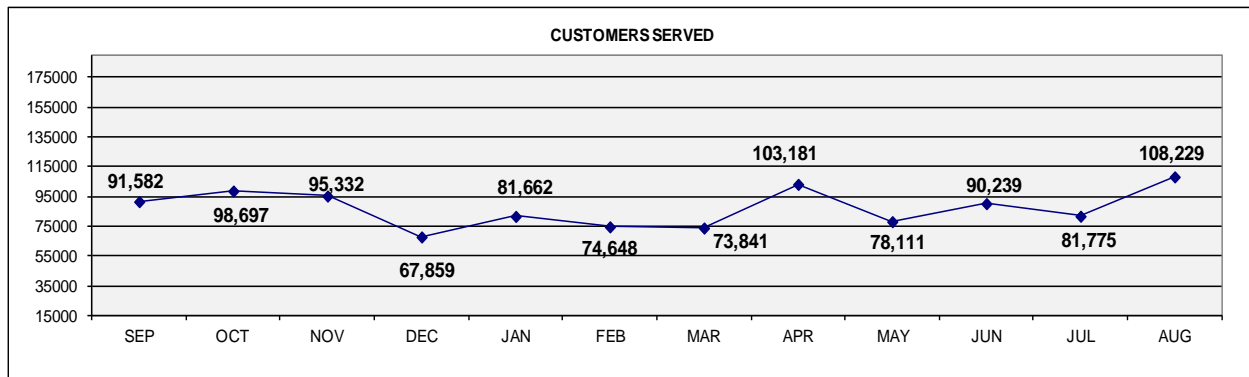
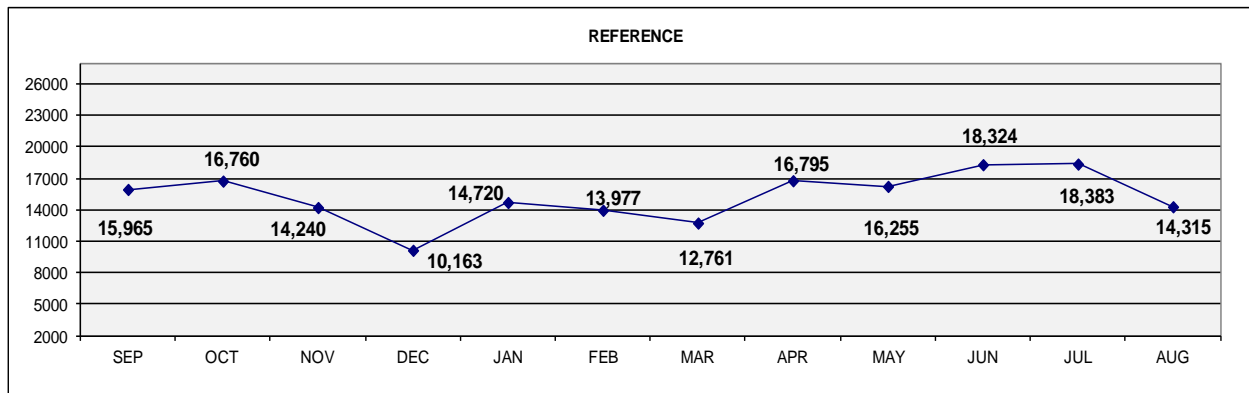
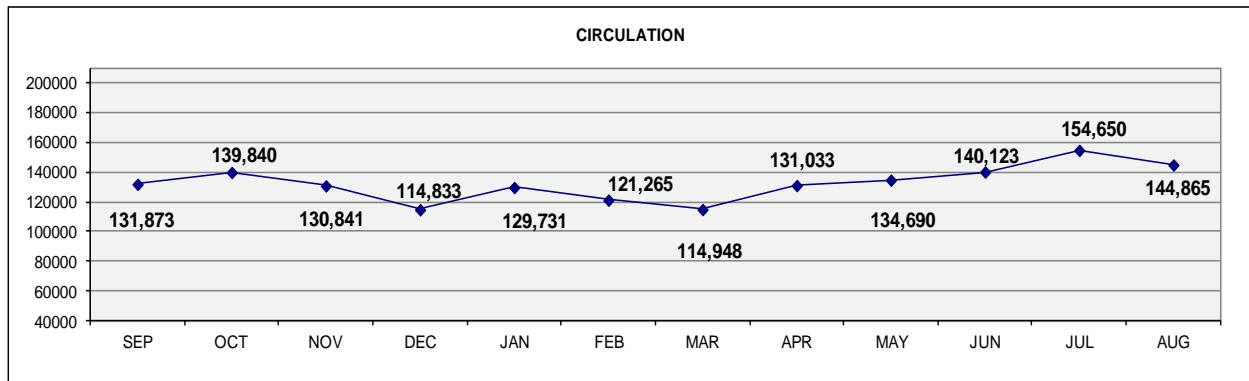
## **PROQUEST ARTICLES RETRIEVED**

	July	Aug	AVG.
Business Databases	623	412	518
Newspapers--Current	1259	1212	1236
Newspapers--Historical	2475	2218	2347
Magazines	61	139	100

## DATABASE STATS – FY 2013 / 2014

Database	Aug-13	Aug-12	Aug-11	YTD 13/14	YTD 12/13	YTD 11/12
<b>Tracked by #searches</b>						
Ancestry	678	999	1834	1743	17966	10355
Career Transitions		7	38		58	168
BioResCtr*	27	25	34	73	1646	1088
FoF Ancient Hist	9	17	18	16	619	279
GDL	9	13	12	49	264	150
GVRL	36	33	37	85	1807	2028
HeritageQuest	1105	169	782	2021	4735	3053
Kids InfoBits	7	8	4	11	326	120
LitResCtr	19	18	44	49	9620	3733
Opposing Vpts*	31	10	3	42	3035	612
Nat Geo	13	10		35	399	N/A
Nat Geo Kids				0	27	N/A
NoveList	185	235	193	464	2722	1873
NoveList K-8	26	20	55	52	544	647
ProQuest	2855	2742	1468	5545	51336	36274
Ref USA Bus.	2937	4131	5448	6906	59879	48151
Ref USA Res.*	165	240	3607	237	2587	8356
World Book Online	25	35	13	25	1156	1033
<b>Tracked by #books viewed/checked out</b>						
Overdrive	4505	3117	1329	8992	59383	20771
Zinio	1642			3272	0	N/A
Axis 360	396			800	0	N/A
Tumblebooks	925	485	1004	1275	10584	7184
<b>Tracked by #sessions</b>						
Cypress Resume	12	22	11	38	226	120
LiveHomework	33	59	56	65	785	1936
Testing & EdRefCtr	76	61	76	96	446	455
Universal Class	84	31	62	135	1055	583
<b>Tracked by #page views</b>						
CultureGrams	85	69	113	133	5973	1848
Morningstar	5706	3235	3339	10059	94256	21493
NetAdvantage	2384	1124	564	4005	30584	7529
RealQuest	4223	742	81	4326	13127	7294
Rocket Languages	129	77	48	154	514	731
Value Line	18565	14465	7010	38087	224744	110089

# MONTHLY LIBRARY SYSTEM STATISTICS



# ANNUAL LIBRARY SYSTEM STATISTICS - FY 2003/2004 thru FY 2012/2013

