

NEWPORT BEACH PUBLIC LIBRARY

To: Board of Library Trustees
From: Tim Hetheron, Acting Library Services Director
Re: Report of Library Activities

TIM HETHERTON, LIBRARY SERVICES DIRECTOR (ACTING)/TECHNICAL PROC. COORD.

Lucille Kuehn

Former Mayor, Councilwoman, and Library Trustee Lucille Kuehn passed away last week. Mrs. Kuehn was a strong supporter of the Library and we are forever indebted to her determined efforts to benefit the community with a first class Central Library.

Staffing

The Library has hired new staff for some key positions. Leah Duffy began training in her new role as a part-time clerk on Monday, October 21. Leah has been working as a Page for the last year. On November 2, Annika Helmuth also joined the Circulation team as a part-time Clerk. Pages Julie McCarthy and David Kong also started their positions earlier in November. We are also in the process of recruiting two part-time Library Assistants for the Mariners Branch Library.

Lynda.com

The Library offers a great service for self-directed learning in the Media Suite called Lynda.com. Lynda.com is an online training resource that utilizes video tutorials. It allows Library users to both refresh their skills or learn something new. The databases include 2,263 courses and more are added every week. The tutorials are conducted by industry experts carefully selected for their background and expertise. The newest course offerings in Lynda.com include:

- Blogging Strategies for Musicians and Bands
- Content Marketing Fundamentals
- Data-Driven Presentations with Excel and PowerPoint
- Increasing Your Creativity at Work
- Motivating and Engaging Employees
- Rescuing Troubled Projects
- Revit MEP 2014 Essential Training
- Foundations of Layout and Composition
- Foundations of Typography: Color, Contrast, and Scale
- Print Production Essentials: Packaging
- Architectural Photography: Exteriors
- Photographing Jewelry
- Video Production Techniques: Location Lighting
- JavaScript for Web Designers
- Up and Running with Bootstrap 3

DEBBIE WALKER, BRANCH AND YOUTH SERVICES COORDINATOR

Branches

October was steadily busy at all locations. Special children's related programs included "Monster Madness" at Mariners, a "Spooktacular" event at Balboa and "Not-too-Spooky Crafts" for the CDM craft club.

Additional shelves were added to the DVD and Children's kit areas at Balboa which allowed them to shift and better display those collections. On the personnel side, part-time Library Assistant Jason Bensley gave his notice and left employment at Mariners on October 29th. Recruitment to fill Jason and Christine Chapel's positions will take place in November. In the meantime, staffing for Mariners to fill scheduling holes has been supplied by Central Adult Reference and Children's services staff.

CDM was closed for the day on Thursday, October 17 due to a planned power outage by Southern California Edison. Staff was deployed to Central and Mariners.

Kristin, the Library Assistant at Balboa, presented a "Groovin with Pete the Cat" program this month. What made the program unique was the incorporation of iPads as part of the planned activities. Traditional crafts and book reading were part of the afternoon but the iPads and the story video they offered added an extra dimension to the event. Youth services staff at the other branch locations will work with Kristin to help plan future events that incorporate this technology.

The School Book Fair at Mariners Elementary was held on November 18 – 22 and just yesterday the PTA presented the library with \$3000. This is about four times the amount they have given the library in the recent past. Heather Hart, Branch Librarian at Mariners will use it to purchase fiction and non-fiction materials for the Children's collection.

Youth Services

The Craft Club theme at Central was "Boo Blast Craft Club." Forty-two adults and children enjoyed Halloween stories and crafts. On Saturday, October 19, in conjunction with the special Syd Hoff exhibit, Carol Edmonston, Syd Hoff's niece, was a special guest at the Family Storytime. Carol talked about her uncle, his artwork and his legacy of children's materials, including *Danny and the Dinosaur*. After Carol spoke and fielded questions, a costumed dinosaur made a surprise visit to round out the special event. The children in attendance were delighted and most posed with the dinosaur to have their pictures taken.

Storytimes at Central continue to attract larger numbers. This may be in response to the room expansion but we are very happy to welcome the larger crowds. On November 3 well-known children's author Cornelia Funke presented visited the library to talk about her writing process, answer questions and sign books for excited readers and fans. David Shannon, well-known picture book author (the No David! series and many others), read his latest book *Bugs in My Hair!*, made drawings and talked about his process and writings on November 17. This program was held in the Children's room and attracted over 160 attendees. Both events were part of the Making Memories Series that is sponsored by the Library Foundation. Youth Services staff, with funding from the Friends, hosted a Princess Tea Party on Wednesday, November 13. Cinderella came in costume to the delight of the 112 people in attendance. She read her story, sang songs and posed for pictures with adoring fans. Crafts and refreshments rounded out the special afternoon event.

Teen Services

YAAC met on October 9. In addition to brainstorming about potential programming, special guests from a local high school spoke to the group about TEDxYouth events. These are independently organized groups and events, licensed by the TED conference and designed along the same lines as the annual TED events.

On November 6 the library presented “The Whole Package College Planning Workshop.” This program was done in conjunction with Kaplan. YAAC met in November to work on Teen booklists and brainstorm on names that would be appealing to readers. The council members also spent a large portion of the meeting time in the Media Lab improvising some pictures and video clips that might possibly be used for advertising. The YAAC members were impressed with the lab and what it had to offer.

MELISSA KELLY, SUPPORT SERVICES COORDINATOR

Photographs

The architects were back during the first week of November to take more pictures of the Civic Center Plaza at various times of the day and night.

HVAC Repairs

The repairs were completed and staff received training on the new monitoring software. So far everything seems to be working well.

Exterior Lighting

We had a couple of the lights in the Bamboo Courtyard converted over to work on a photocell rather than a timer. This is help illuminate the area in the morning so staff is not arriving in the dark. We have one staff member starting work at 6:00am on week days to open the building for the Bistro staff.

Circulation

In November Annika Helmuth started in the position of Part-Tim Library Clerk at the Central Library. We also have two new Library Pages, David and Julie. They will be filling open positions at the Central Library and Mariners.

Literacy

The Literacy program will have the annual Holiday Potluck lunch on Saturday, December 7th at the Central Library. This is a fun event for the learners, tutors and volunteers in the program. This is also an annual business meeting for Newport Mesa Pro Literacy. The new officers of the NMPL Board will be elected and one of the tutors will be honored as “Volunteer of the Year” for the group. The slate of officers for Newport Mesa Pro Literacy is:

Jason Brady	President
Kate Besch	Vice President
Karen Letterman	Secretary
Reginald Peterson	Treasurer

NATALIE BASMACIYAN, ADULT SERVICES COORDINATOR

What's Cooking? Event

Chef Geeta Bansal from Irvine's Clay Oven restaurant demonstrated classic Indian cooking techniques and shared samples of her dishes. 70 people enjoyed the program.

Manuscripts Book Discussion Group

40 people attended the book group to discuss NW by Zadie Smith. NW delves into the lives and challenges of a group of friends from an impoverished section of London.

Sunday Musicale

The Sunday Musicale featured Duo Ondine, consisting of flutist Boglarka Kiss and harpist Alison Bjorkedal. Recently selected by the Beverly Hills Auditions as one of the top chamber groups in Los Angeles, the duo played some music by Bach as well as some of early twentieth century as well as modern selections. Interesting and personable, they spoke about the pieces they were playing as well as their instruments. One hundred four people enjoyed the afternoon concert which was free and open to the public and sponsored by the Friends of the Library.

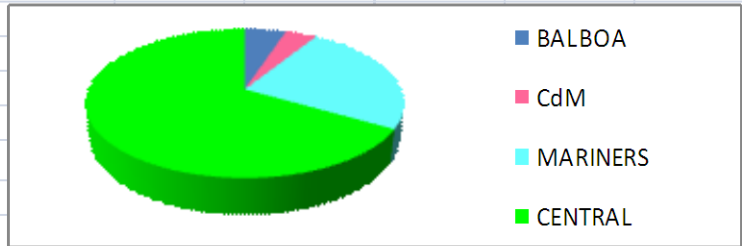
Database	Oct-13	Oct-12	Oct-11	YTD 13/14	YTD 12/13	YTD 11/12
Tracked by #searches						
Ancestry	1386	776	750	4691	17966	10355
Career Transitions		38	0		58	168
BioResCtr*	42	169	260	177	1646	1088
FoF Ancient Hist	29	102	64	86	619	279
GDL	65	33	28	124	264	150
GVRL	85	104	244	235	1807	2028
HeritageQuest	958	156	86	3856	4735	3053
Kids InfoBits	3	30	8	28	326	120
LitResCtr	83	103	146	161	9620	3733
Opposing Vpts*	100	39	86	159	3035	612
Nat Geo	27	69		76	399	N/A
Nat Geo Kids	18			22	27	N/A
Novelist	188	159	122	787	2722	1873
Novelist K-8	35	45	128	124	544	647
ProQuest	2453	4249	6156	10850	51336	36274
Ref USA Bus.		4835	3735	10630	59879	48151
Ref USA Res.*		213	128	330	2587	8356
Tumblebooks	1861	707	662	4482	10584	7184
World Book Online	78	81	122	168	1156	1033
Tracked by #sessions						
Cypress Resume	13	10	15	59	226	120
LiveHomework	44		309	140	785	1936
Testing & EdRefCtr	22		50	200	446	455
Universal Class	104	68	71	268	1055	583
Tracked by #page views						
CultureGrams	70	51	252	324	5973	1848
Morningstar	5395	5304	2045	18652	100148	21493
NetAdvantage	1827	6198		8341	30584	7529
RealQuest	203	1194	122	4667	13127	7294
Rocket Languages	62	10	99	258	514	731
Value Line	22134		11585	86721	224744	110089

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CUSTOMERS SERVED IN THE LIBRARY

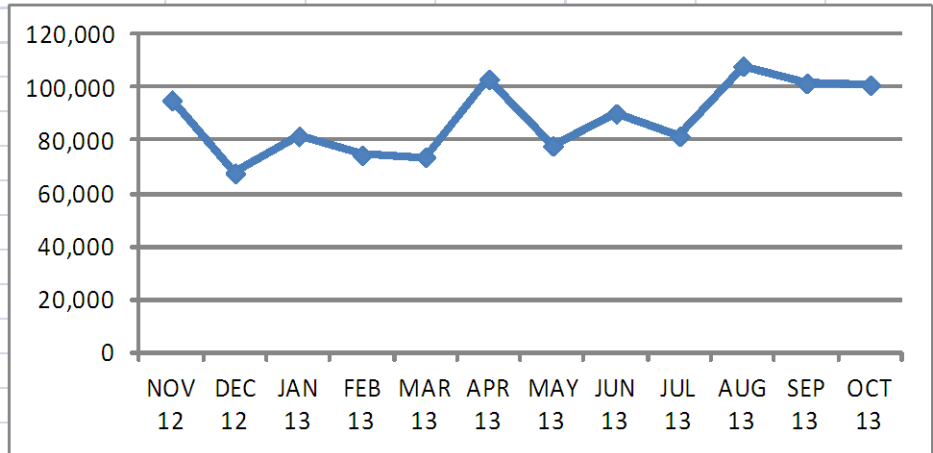
CURRENT

	Oct-13	YTD 13/14
BALBOA	5,095	22,813
CdM	3,850	16,605
MARINERS	24,774	96,308
CENTRAL	67,353	257,062
TOTAL	101,072	392,788



12 Month Comparison

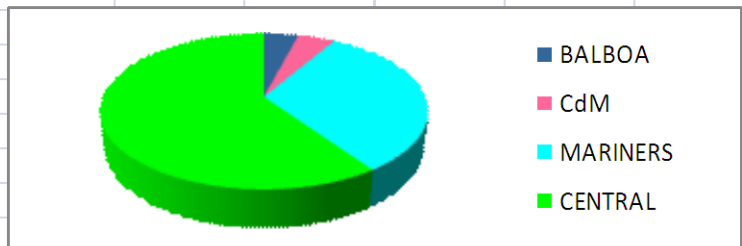
NOV 12	95,332
DEC 12	67,859
JAN 13	81,662
FEB 13	74,648
MAR 13	73,841
APR 13	103,181
MAY 13	78,111
JUN 13	90,239
JUL 13	81,775
AUG 13	108,229
SEP 13	101,712
OCT 13	101,072
TOTAL	1,057,661



REFERENCE

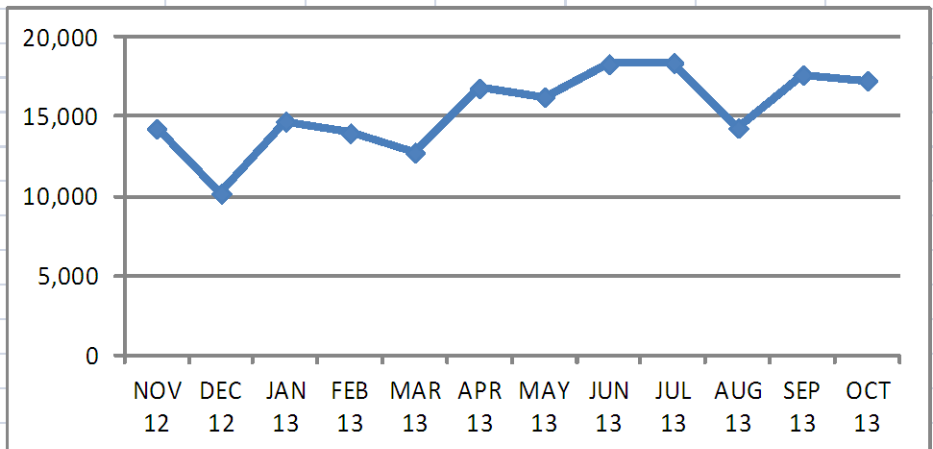
CURRENT

	Oct-13	YTD 13/14
BALBOA	706	2,909
CdM	756	3,133
MARINERS	5,507	21,823
CENTRAL	10,312	39,740
TOTAL	17,281	67,605



12 Month Comparison

NOV 12	14,240
DEC 12	10,163
JAN 13	14,720
FEB 13	13,977
MAR 13	12,761
APR 13	16,795
MAY 13	16,255
JUN 13	18,324
JUL 13	18,383
AUG 13	14,315
SEP 13	17,626
OCT 13	17,281
TOTAL	184,840

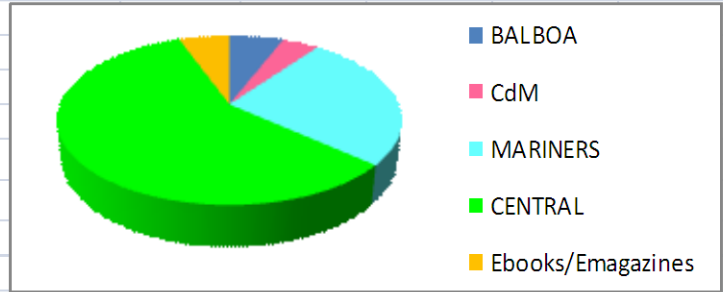


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CIRCULATION

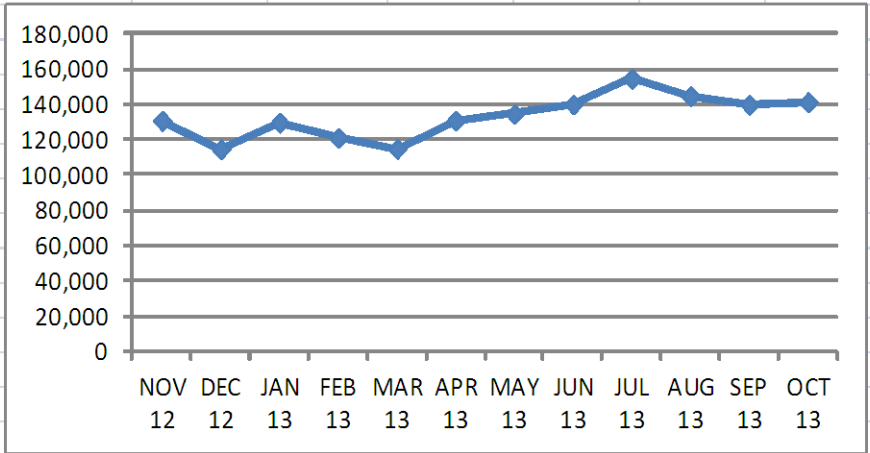
CURRENT

	Oct-13	YTD 13/14
BALBOA	8,846	36,416
CdM	5,975	24,797
MARINERS	37,977	148,672
CENTRAL	84,126	360,194
Ebooks/Emagazines	8,266	27,689
TOTAL	145,190	597,768



12 Month Comparison

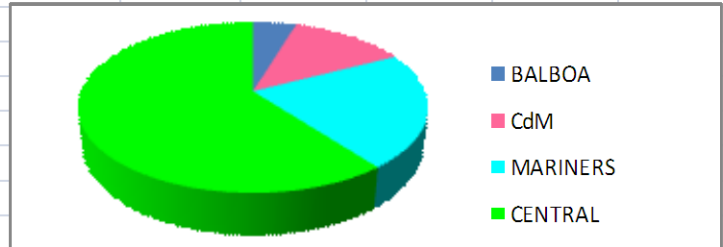
NOV 12	130,841
DEC 12	114,833
JAN 13	129,731
FEB 13	121,265
MAR 13	114,948
APR 13	131,033
MAY 13	134,690
JUN 13	140,123
JUL 13	154,650
AUG 13	144,865
SEP 13	139,999
OCT 13	141,472
TOTAL	1,598,450



PROGRAM ATTENDANCE

CURRENT

	Oct-13	YTD 13/14
BALBOA	206	1,160
CdM	545	2,451
MARINERS	935	3,265
CENTRAL	2,594	13,625
TOTAL	4,280	20,501



12 Month Comparison

NOV 12	3,606
DEC 12	2,586
JAN 13	3,084
FEB 13	3,435
MAR 13	3,321
APR 13	4,371
MAY 13	4,184
JUN 13	6,827
JUL 13	8,295
AUG 13	4,200
SEP 13	3,726
OCT 13	4,280
TOTAL	51,915

