CITY OF SANTA CLARITA

INTEROFFICE MEMORANDUM

TO:

Kenneth W. Striplin, City Manager

FROM:

Darren Hernández, Deputy City Manager

DATE:

December 12, 2016

SUBJECT:

SANTA CLARITA PUBLIC LIBRARY STATISTICS – NOVEMBER 2016

Attached is the statistical report for the Santa Clarita Public Library for November 2016.

Overall statistics for the Santa Clarita Public Library in November 2016 include:

- 59,768 patrons visited the Libraries, 931 new Library cards were issued, and 7,055 patrons attended a Library program.
- 100,967 books and materials were circulated, and 10,474 holds were filled.
- 9,735 patrons reserved and used a public computer, while 5,095 patrons used the Library's free Wi-Fi.
- The Library's website received 43,983 visits, comprising 22,915 new visitors and 21,068 returning visitors. Together they viewed 64,147 website pages on the Library website.

NOVEMBER 2016	CANYON COUNTRY		OLD TOWN NEWHALL		VALENCIA		DIGITAL		TOTALS	
	Nov. 2016	Nov. 2015	Nov. 2016	Nov. 2015	Nov. 2016	Nov. 2015	Nov. 2016	Nov. 2015	Nov. 2016	Nov. 2015
Circulation	25,483	27,094	21,845	25,672	43,448	46,595	10,191	10,959	100,967	110,320
Patron Traffic	16,264	16,853	25,743	26,857	17,761	16,847			59,768	60,557
PC Reservations	3,489	4,530	3,755	5,659	2,491	3,075			9,735	13,264
Volunteer Hours	459	370	673	775	217	278			1,349	1,423
Holds Filled	3,060	3,329	2,600	2,824	4,814	6,140			10,474	12,293
Number of Programs	103	66	78	79	51	52			232	197
Program Attendance	1,848	1,201	3,887	4,243	1,320	1,112			7,055	6,556
Library Cards Issued	305	309	407	504	219	274			931	1,087
Wi-Fi Users	1,360	1,318	2,573	2,414	1,162	1,180			5,095	4,912
Homework Help: Students Assisted	143	153	132	209	19	21	n/a	n/a	294	383
Databases							19,709	22,001	19,709	22,001
Website Visits									43,983	46,779
Outreach Events									8	13
Outreach Attendance									336	615

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Santa Clarita Public Library November 2016 Programs and Highlights

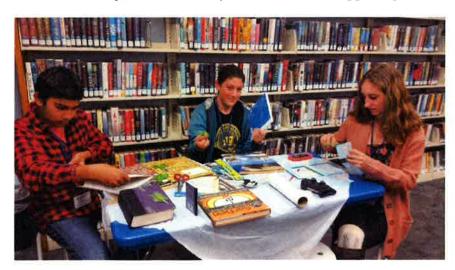
Autumn programming for Santa Clarita Public Library continued in November. Regularly scheduled programs for Fall included: Storytimes for Baby and Toddler, Just 2s and 3s, School Readiness, Bilingual/Cuenta Cuentos. Pajama, and Elementary, Youth Chess Club, Lego Days, Read to Dogs, and Homework Help.

In addition to the regularly scheduled storytimes and programs, the following Fall programs took place:

November 12, families celebrated the 10th
Annual Literacy Festival at the Old Town
Newhall Library. This event gave children of
all ages the opportunity to explore science,
technology, engineering, art, and mathematics
in a variety of interactive activities. Also,
children constructed and launched their own
rockets, had fun with bubble science, met
native Californian wildlife, learned computer
coding, navigated with robots, raced marbles
on their own marble run creations and even
learned how to crochet. In addition,
performers, food trucks and free books were
included in this fun-filled festival.

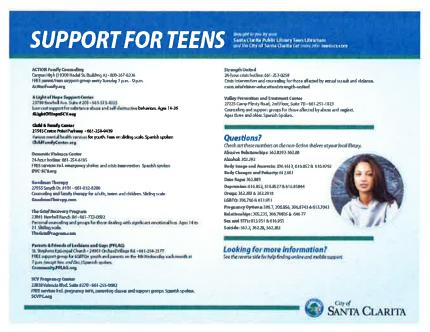


• Fandom Friday Program – At the Canyon Country branch, teens exercised their creativity in celebration of literacy. Utilizing an assortment of supplies, they created "Novelty Notebooks" during this month's Fandom Friday program. In the spirit of the upcoming holiday season, several teens created notebooks to give as gifts. Notebook covers included images from a medley of books the teens are passionate about, to where they came from and where they envision themselves going in the future. This program garners newcomers each month who are excited to join in when they notice an event happening in the Teen Space.



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Teen Resource Guide - The teen librarians from the Santa Clarita Public Library compiled a comprehensive list of valuable mental health resources for teens in the Santa Clarita Valley. In addition to names and contact information for local support organizations, the guide offers a list of free online and mobile support resources available to youth in crisis or in need of mental health assistance. The two-sided guide also contains a list of relevant search information that will assist teens in locating resources related to sensitive



topics at the library. The teen resource guide is available at all three library branches and online at SantaClaritaLibrary.com and teensev.com.

SCPL Outreach

- The Library participated in the 3rd Annual Dia De Los Muertos celebration by reading bilingual books and Day of the Dead tales to families, in addition to a hosting a craft for all ages, on November 5 at Eternal Valley Memorial Park. This event is hosted by the De Mis Sueños Cultural Arts Program and Eternal Valley Memorial Park and Mortuary.
- On the first Saturday of every month, children's librarians from the Old Town Newhall Library provide a storytelling event at the Newhall Farmers Market.

If you have any questions, please contact me.

DH:RW:cjp

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Attachment

cc: Kelly Behle, City Librarian
City Leadership Team
Citizens Public Library Advisory Committee
Friends of Santa Clarita Public Library

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