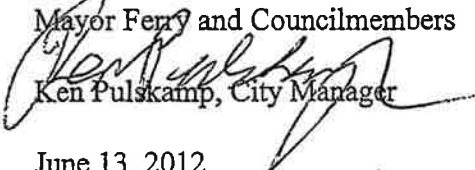


**CITY OF SANTA CLARITA**  
**INTEROFFICE MEMORANDUM**

TO: Mayor Ferry and Councilmembers  
 FROM:   
 Ken Pulskamp, City Manager  
 DATE: June 13, 2012  
 SUBJECT: SANTA CLARITA PUBLIC LIBRARY MAY 2012 STATISTICS

The following summary represents the May 2012 usage statistics for the Santa Clarita Public Library:

Branches	Valencia		Canyon Country		Newhall		TOTALS	
	May	Year-to-Date	May	Year-to-Date	May	Year-to-Date	May	Year-to-Date
Patron Traffic	28,209	356,174	20,767	195,851	9,241	94,034	58,217	646,059
Circulation	50,518	570,966	28,888	282,242	9,572	110,632	88,978	963,840
Website Visits	xxx	xxx	xxx	xxx	xxx	xxx	23,696	268,113
PC Reservations	5,212	58,181	6,956	63,166	624	8,479	12,792	129,826
Volunteer Hours	430.25	3,051.75	110.0	993.00	33.5	285.55	573.75	4,330.30
Holds Filled	5,198	55,832	3,218	30,585	1,293	12,194	9,709	98,611
Number of Programs	27	281	26	252	31	210	84	743
Program Attendance	708	10,864	871	7,523	450	4,165	2,029	22,552
Library Cards Issued	1,042	30,514	653	15,757	172	4,331	1,867	50,602
Wi-Fi Users	969	9,660	807	6,833	135	1,254	1,911	17,747

The May statistics demonstrated the following:

***Valencia Library***

During May, the Valencia Library statistics included the following: 28,209 patrons visited the Valencia Library, circulated 50,518 books/materials, experienced 5,212 patrons reserve and use the public computers, filled 5,198 holds, hosted 708 program attendants, and issued 1,042 Library cards.

***Canyon Country Library***

The statistics for the Canyon Country Library include the following: 20,767 patrons visited the Library, circulated 28,888 books/materials, experienced 6,956 patrons reserve and use the public computers, filled 3,218 holds, hosted 871 program attendants, and issued 653 new Library cards.

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### *Newhall Library*

Noteworthy statistics for May for the Newhall Library include the following: 9,241 patrons visited the Library, circulated 9,572 books/materials, experienced 624 patrons reserve and use the public computers, filled 1,293 holds, hosted 450 program attendants, and issued 172 Library cards.

### *Library Website*

The Santa Clarita Public Library website continues to demonstrate it is a great resource for Library patrons. The analytics for May for the Santa Clarita Public Library website detail the following activity:

- The Library's website received 23,696 visits from 12,781 unique visitors, viewing a total of 42,544 website pages.
- 37 percent of all traffic to the Library website was made up of first-time visitors.
- Visitors to [santaclaritalibrary.com](http://santaclaritalibrary.com) spent an average of 4.16 minutes visiting the City's Library website.

When comparing the May 2012 website statistics to April 2012:

- The number of total site visits increased by 5%.
- The average time on site increased by 12%.
- The number of visitors accessing eBooks and/or electronic media increased by 9%.

The cumulative Fiscal Year-To-Date website statistics include:

- 115,958 Unique Site Visitors
- 525,535 Total Page Views
- 416,749 Total Unique Page Views

### *Overall*

Overall highlights in May include:

- 58,217 patrons visited the Libraries, and 88,978 items were circulated among the three branches.
- 12,792 patrons reserved and used a public computer, and 9,709 holds were filled.
- 2,029 patrons attended a Library program, and 1,867 new Library cards were issued.

We are pleased with the May statistics, because May is generally slower for libraries, due to weather, graduations, and school winding down.

***Santa Clarita Public Library May 2012 Programs***

In addition to the regularly scheduled story times, the following highlights some of the additional programs hosted by the Santa Clarita Public Library in May:

- On May 5, the Santa Clarita Public Library successfully hosted a local history program on the 1928 St. Francis Dam disaster, which included a presentation by Frank Rock and a trip to the St. Francis Dam ruins.
- On May 12, the Valencia Library hosted a Lego Robotics Workshop for children 8 – 12 years old. This fun workshop helped students develop critical thinking skills in the areas of math, science, technology, and engineering.
- On May 16, the Public Library's children science book club learned how images are captured by cameras in the Camera from Daguerre to Digital program.
- The Santa Clarita Public Library hosted the Human Rights Watch Student Task Force event at the Valencia Library on May 17. The Human Rights Watch Student Task Force presented "A Global Lens on Education" at Valencia Library. Local high school students presented artwork featuring children's rights and gave a synopsis of their mobile library project for Darfuri refugees. This student task force was a youth leadership training organization and focused on inspiring students to be the voice for the voiceless.



- On May 19, the Valencia Library held the first Movie Meets and Film Fun program which pairs movies with books. On the 3<sup>rd</sup> Saturday of each month, Library visitors will be able to watch a free movie, then enjoy discussion and snacks.

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- The Friends of the Santa Clarita Public Library hosted their first author event on Wednesday, May 23, 2012, at the Canyon Country Library. The author was Catherine Bybee, the author of *Wife by Wednesday*, which is recognized as a bestselling book by USA Today and The Wall Street Journal. Catherine Bybee is a Santa Clarita resident and a self-published success story!



- The Santa Clarita Public Library's Parent-Teacher (home school) Resource Center was featured in the May 2012 Publication of the Youth Services Interest Group of the California Library Association.

The Parent-Teacher Resource Center is a collection of educational materials which address the particular needs of home educators and all parents and teachers who seek to enrich their students' public or private school experiences.

The materials collection rubric follows state grade level standards, as well as outcomes of needs assessment surveys of home educators. The collection features high-interest materials that enrich Kindergarten through 12th grade students' studies in all subject areas. Materials for parents and teachers include textbook samples, books about differentiated learning, teaching content areas, and educational choices.

- The successful children's storytimes are over for the season. Public Library staff provided 18 weeks of successful storytime. Storytimes will resume the first week after Labor Day. The Public Library staff will now focus on the Summer Reading Program.
- In May, the Santa Clarita Public Library promoted the Summer Reading Program, which began June 11. Public Library staff spoke to over 400 students from different schools and over 15 teachers and staff regarding the upcoming Summer Reading Program. Students and teachers were very excited about the Summer Reading Program and the "Read to Feed" program.

The Themes for this year's Summer Reading Program are:

"Dream Big" Summer Reading Program

"Own the Night" Teen Reading Program

"Noir" Adult Summer Reading Program

- In addition to the personal reading goals of the Summer Reading Program, the Santa Clarita Public Library partnered with the Heifer International's "Read to Feed" program, which provides agricultural assistance and education in several countries resulting in entire communities becoming healthier, more self-reliant, and better educated. The "Read to Feed" program encourages children to connect their summer reading experience with making a difference in the world outside Santa Clarita.

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- In May, five Early Learning Stations were installed in the Children's section of the Valencia Library. These computer stations were an immediate success! The Early Learning Stations assist in addressing the priority of early literacy identified in the Library Strategic Service Plan.

If you have any questions, please contact me at ext. 4905.

KRP:EG:hds

s/fin/me/librarystatistics-Library/memo to Council - May 2012 Library Stats.doc

Attachment

