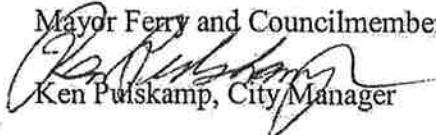


**CITY OF SANTA CLARITA**  
**INTEROFFICE MEMORANDUM**

TO: Mayor Ferry and Councilmembers

FROM:  Ken Puskamp, City Manager

DATE: August 17, 2012

SUBJECT: SANTA CLARITA PUBLIC LIBRARY STATISTICS - JULY 2012

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Attached is a statistical report for the Santa Clarita Public Library for July 2012. The City has been collecting a variety of statistical data over the past year; thus, our monthly statistical report now demonstrates the following:

- A monthly comparison looking at the statistics from the current month and year to the previous month and year.
- A statistical view of the previous year by month.
- A statistical view by Fiscal Year year-to-date.

***Overall***

Overall statistics for the three branches in **July 2012** include:

- 66,215 patrons visited the Libraries, and 102,917 items were circulated by the three branches.
- 11,796 patrons reserved and used a public computer, and 8,753 holds were filled.
- 3,258 patrons attended a Library program, and 971 new Library cards were issued.
- The Library's website received 27,538 visits from 10,327 new visitors and 17,211 returning visitors, who viewed a total of 55,368 website pages, and spent an average of 3.25 minutes visiting the City's Library website.

***Santa Clarita Public Library July 2012 Programs and Highlights***

The following highlights some of the special programs hosted by the Santa Clarita Public Library in July:

- The 2012 Summer Reading Program was a main focus during July. Themes for this year's Summer Reading Program were: "*Dream Big*" Children Summer Reading Program, "*Own the Night*" Teen Reading Program, and "*Noir*" Adult Summer Reading Program.

## SANTA CLARITA PUBLIC LIBRARY STATISTICS

August 17, 2012

Page 2

This program was a huge success at the Santa Clarita Public Library. The following is a breakdown of our 2012 Summer Reading Program:

492 babies, toddlers, and preschoolers used early learning activity logs and earned weekly gifts.

1,816 kindergarten – 6<sup>th</sup> graders read and reviewed 5,371 books and received weekly gifts.

171 teens read and reviewed 345 books.

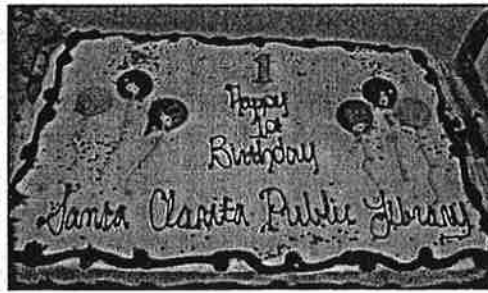
145 adults read and reviewed 334 books.

5,184 people attended 67 events at the Libraries and outreach sites.

63 volunteers donated 1,223 hours.

\$3,000 was donated for the Heifer International “Read to Feed” program, which funded gifts of 9 goats, 63 flocks of chicks, and 22 beehives.

- The Friends of the Library assisted in supporting the 2012 Summer Reading program by purchasing book bags for the children and teen participants and scholastic books for prizes for the children.
- On July 1, 2012, the Santa Clarita Public Library marked their 1<sup>st</sup> birthday. To celebrate the one-year anniversary, the Santa Clarita Public Library hosted special “birthday activities” from July 9 – July 14 for the community. All three branches offered free, fun festivities, including storytimes, a cake walk, and other fun activities for readers of all ages. The birthday celebration culminated with free birthday cake and lemonade and special visits from Mayor Pro Tem Bob Kellar and Councilmember Marsha McLean.



## SANTA CLARITA PUBLIC LIBRARY STATISTICS

August 17, 2012

Page 3

- Free tutoring with math and reading was offered at the Canyon Country Library. The tutoring was hosted on Tuesdays through July 30, with Saugus Union School District teachers volunteering their time for the tutoring. This program was a success with an average of 40 students participating. The free tutoring was geared for students who had finished kindergarten through 6<sup>th</sup> grade
- A new Library Catalog system was implemented on July 12. The benefits to our Library patrons from the new online Library catalog system include the ability to:
  - Search the online catalog with more user-friendly search options and better results.
  - Take advantage of new notification options such as text messaging.
  - Keep a list of all materials you check out, if you choose this option.
  - Make a wish list to keep track of titles you are interested in.
  - Search the materials owned by all 100 libraries in our borrowing system.
  - Log onto the catalog with your Library card or through a unique username and password that you set.
  - Browse items the Library has just ordered, and place a hold on them before they arrive.
  - Use the new Kids' Catalog with visual icons and large lettering to lead the way to different topics that give kids an easy way to search and find what they are looking for and to discover something new.

I am pleased with the success of the first year of operation of the Santa Clarita Public Library and am looking forward to another successful year in providing Library services to our community. If you have any questions, please contact me at ext. 4905.

KRP:EG:hds

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Attachment