

CITY OF SANTA CLARITA

INTEROFFICE MEMORANDUM

TO: Mayor Kellar and Councilmembers

FROM: Kenneth W. Striplin, City Manager

DATE: December 14, 2012

SUBJECT: SANTA CLARITA PUBLIC LIBRARY STATISTICS – NOVEMBER 2012

Attached is the statistical report for the Santa Clarita Public Library for November 2012.

Overall statistics (see attached) for the three branches in November 2012 include:

- 73,198 patrons visited the Libraries, and 135,620 items were circulated by the three branches.
- 18,538 patrons reserved and used a public computer, and 11,806 holds were filled.
- 1,887 patrons attended a Library program, and 3,344 patrons used the Library's wireless internet (Wi-Fi).
- The Library's website received 28,206 visits from 10,508 new visitors and 17,698 returning visitors who viewed a total of 53,882 website pages and spent an average of 2 minutes visiting the City's Library website.

Santa Clarita Public Library November 2012 Programs and Highlights

Regularly scheduled programs for November included: Baby and Toddler Storytime, School Readiness Storytime, Bilingual Storytime, Elementary Storytime, Gaming, Crafty Kids, Read to a Dog, and the Teen Advisory Board.

In addition to the regularly scheduled story times, the following highlights are *some* of the additional programs hosted by the Santa Clarita Public Library in November.

- **Bear Elections** – During November, the Canyon Country Library held Bear Elections allowing patrons to vote for their favorite bear. The bear elections were a fun way to engage children in a variety of bear books and inform and engage young children on the topic of the presidential elections being held nationally. The winner of Canyon Country Library's bear election was Winnie the Pooh.



SANTA CLARITA PUBLIC LIBRARY STATISTICS

December 14, 2012

Page 2

- **Friends on Facebook** – The Friends of Santa Clarita Public Library introduced their own Facebook page, which will allow the Friends to join the social media arena and connect with our community via Facebook.
- **Author Event** – On November 8, award-winning author and screenwriter, Alan Brennert, joined Library patrons for a free author event at the Newhall Library.

During his visit, he shared what inspired this New Jersey native as a young boy to travel to Hawaii and write his books *Honolulu* and *Moloka'i*.

Mr. Brennert also discussed his writings and his new book, *Palisades Park*, which will be published in spring 2013. This successful author event was sponsored by the Friends of the Santa Clarita Public Library.



- **Toot and Puddle** – On November 10, the children at Newhall Library got a special visit from children's book characters, Toot and Puddle, during the children's book reading program. This special visit was a hit with the children, as it brought the stories to life with the Toot and Puddle's visit.
- **Teen Volunteers** – A teen volunteer orientation was held in November with 47 new teens interested in volunteering in attendance. The teen volunteers have been a successful program allowing teens to learn about Library services, assist in the Public Library, and gain service hours. All teens over the age of 14 are welcome to join the Santa Clarita Public Library volunteer team.
- **Mocha and More** – The November Mocha and More (a special book club for teens) held its monthly meeting at the Valencia Barnes and Noble on November 16 to discuss *The Absolutely True Diary of a Part-Time Indian* by Sherman Alexi. There were 16 teens in attendance to discuss this National Book Award-winning novel. Great fun was had by teens!

SANTA CLARITA PUBLIC LIBRARY STATISTICS

December 14, 2012

Page 3

- Native American History Month – In celebration of the Native American History Month, 45 people attended a special event on November 20 at Valencia Library. Rodney Howard, a Maricopa, told background information and danced a Buffalo Dance, Horse Dance, Eagle Dance, and a fascinating Hoop Dance.
- Paperback Book Sales – The week of November 26, the Friends of Santa Clarita Public Library held a big paperback book sale at all three of the branches in the Friends of the Library bookstores. All proceeds from the sale benefit the Santa Clarita Public Library.
- The Hobbit Door - In November, the Santa Clarita Public Library kicked off a variety of programs, activities, and opportunities to win free tickets to a private screening of the December release of the movie *The Hobbit*. *The Hobbit* is a book written by J.R.R. Tolkien and is a prelude to the popular *The Lord of the Rings*. This Hobbit has a large following of people of all ages.



The following article on Santa Clarita Public Library's The Hobbit programming was published on November 26 at GalleyCat the First Word on the Book Publishing Industry. (http://www.mediabistro.com/galleycat/library-paints-hobbit-door-over-entrance_b61342)

Library Paints Hobbit Door Over Entrance

By Jason Boog on November 26, 2012 9:07 AM

With *The Hobbit* hitting theaters soon, the Santa Clarita Library system in California will use the popular movie as a chance to encourage people to return to the Library.

The Friends of Santa Clarita Public Library have sponsored book discussions, lectures, and games for readers of all ages to celebrate the **J.R.R. Tolkien** adaptation. In addition, one branch painted an excellent hobbit door on the Library entrance (photo embedded).



SANTA CLARITA PUBLIC LIBRARY STATISTICS

December 14, 2012

Page 4

Here's more about the events: "To celebrate, we are offering a variety of Hobbit-related programs and activities. At all programs there will be a chance to win tickets to a free private Library screening of the new movie *The Hobbit* on December 15 at 10 a.m. at the Valencia Edwards Stadium 12 Theater. To win tickets, you must be present at a program, have a current Library card, and be at least 13 years of age."

- *The Hobbit* November Book Discussions:
 - On November 28, the Newhall Library staff led a book discussion at the Valencia Barnes and Noble bookstore. This successful book discussion drew in people of all ages, and a drawing for free Hobbit private screening movie tickets was held.
 - On November 29, crowds gathered at Valencia Library to hear Dr. Michael Ward of Oxford University explore the heroism of Bilbo Baggins (*The Hobbit*).

Dr. Michael Ward, C.S. Lewis scholar from Oxford University, spoke to a standing-room-only audience at the Valencia Library. His talk, "Going for Gold in The Hobbit." The Heart of Tolkien's Classic Tale' was enjoyed by all!



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

KWS:EG:hds

s:\fin\ma\library\statistics-Library\2012 November\Memo Library Stats - Nov 2012.doc

Attachment