CITY OF SANTA CLARITA

INTEROFFICE MEMORANDUM

TO:

Kenneth W. Striplin, City Manager

FROM:

Darren Hernández, Deputy City Manager

DATE:

October 8, 2013

SUBJECT:

SANTA CLARITA PUBLIC LIBRARY STATISTICS - SEPTEMBER 2013

Attached is the statistical report for the Santa Clarita Public Library for September 2013.

Overall statistics for the three Library branches in September 2013 include:

- 79,361 patrons visited the Libraries; 1,842 new Library cards were issued, and 4,629 patrons attended a Library program.
- 124,478 books and materials were circulated by the three branches, and 15,392 holds were filled.
- 20,065 patrons reserved and used a public computer, while 4,797 patrons used the Library's free wireless internet (Wi-Fi).
- The Library's website received 29,457 visits from 9,956 new visitors and 19,501 returning visitors who viewed a total of 52,381 website pages visiting the City's Library website.

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SEPTEMBER 2013	CANYON COUNTRY		OLD TOWN NEWHALL		VALENCIA		TOTALS	
	September 2013	September 2012	September 2013	September 2012	September 2013	September 2012	September 2013	September 2012
Patron Traffic	21,984	22,837	32,588	5,160	24,789	38,825	79,361	66,822
Circulation	30,825	33,040	35,824	6,021	57,829	69,643	124,478	108,704
PC Reservations	6,960	7,153	8,248	460	4,857	5,959	20,065	13,572
Volunteer Hours	373	62	533	0	208	314	1,114	376
Holds Filled	4,038	3,018	3,910	176	7,444	5,989	15,392	9,183
Number of Programs	43	41	80	0	29	32	152	73
Program Attendance	1,062	746	2,780	0	787	1,246	4,629	1,992
Library Cards Issued	466	668	945	813	431	1,070	1,842	2,551
Wi-Fi Users	1,289	991	2,240	336	1,268	1,159	4,797	2,486
Website Visits	xxx	XXX	XXX	XXX	XXX	XXX	29,457	30,631

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Santa Clarita Public Library September 2013 Programs and Highlights

Autumn programming for Santa Clarita Public Library began in September. Regularly scheduled programs for Fall include: Digital Drop In, A Special Needs Storytime, Baby Toddler Storytime, School Readiness Storytime, Watercolor Class, and Cuenta Cuentos para la Familia/Bilingual Storytime.

In addition to the regularly scheduled story times, the following highlights are some of the additional Fall and Special Programs hosted by the Santa Clarita Public Library in September:

- Science in September The Valencia Library branch hosted the 2nd Annual Science in September series, "Wild-Life! Predators, Parasites and Partners," a program designed for homeschooled 5th-12th graders who are interested in learning more about science. The four free classes were taught by Dr. Joe Francis, the Chair of Departments of Biological and Physical Sciences, and Mathematics at Master's College. Dr. Francis let students observe a shark dissection, trained them how to use a professional microscope, and taught them to make observation sketches and notes made from specimen and microscopy images.
- Newhall Library 1st Birthday Celebration On Saturday, September 28, Old Town Newhall Library celebrated its First Birthday. There was a celebration held in the Community room, including a magic and comedy show, special raffle drawing, birthday cake, birthday story time, and birthday crafts and activities.
- Author Visit Friends of Santa Clarita Public Library presented author Peggy Hesketh at Old Town Newhall Library. Hesketh is a longtime journalist and full-time teacher at the University of California, Irvine. She spoke about her latest novel "Telling the Bees," a novel about murder and the power of truth to both maim and heal.
- Friends of Santa Clarita Public Library Book Bag Sale Friends of Santa Clarita Public Library featured a three-day book sale, where patrons could purchase a bag for \$7 and fill it with books from the Friends of the Library Book Stores. The sale occurred at all three branches of the Library, with all proceeds benefitting the Library system. The Friends of Santa Clarita Public Library increased their book sales during September by \$1,106, selling 158 bags of books.







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- College 101 The Old Town Newhall branch featured the program College 101, where
 College Application Specialists from Pegasus2edu gave an overview of the California State
 and University of California systems, provided information on the pros and cons of going to
 a private university, and explained the differences between the ACT and SAT tests. A
 College 101 session was also presented in Spanish for the first time.
- Old Town Newhall Library Book Display of Vietnam War The Newhall Library branch provided a special book display of the Vietnam War. The display was specifically made to supplement the Traveling Vietnam Memorial Wall by offering Library patrons educational and topic-related books. The traveling memorial was at Westfield Valencia Town Center from Thursday, September 26, through Sunday, September 29.
- **LEGO Club for Families** On the first and third Saturdays of the month, Santa Clarita Public Library hosted a LEGO club where school-age children could make LEGO creations and have them displayed in the Library. The LEGO Club alternates between the Valencia and Canyon Country branches. The LEGOS were provided by a donation from a Library employee, a few patrons, and purchases from LEGO websites.
- Stuffed Animal Sleepover Preschool and school-age children had the chance to drop off their favorite stuffed animal on Saturday, September 14, for a sleepover at Valencia Library. Children could return to pick up their stuffed animals on Sunday or Monday afternoon, and came back to find their stuffed friends reading books with other stuffed animals.
- Watercolor Class On September 21, the Santa Clarita Public Library kicked off the
 successful Watercolor Class for adults and seniors. Attendees observe several watercolor
 techniques and apply the techniques to a landscape or still life picture of their choice. The
 ten-week program held at the Canyon Country branch has already reached registration
 capacity.

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

DH:EG:VM:hds

s/fin/ma/library/statistics-Library/2013 September/Memo Library Stats - September 2013.doc

Attachment

cc: Ed Kieczykowski, City Librarian Executive Team Citizens Public Library Advisory Committee Friends of Santa Clarita Public Library