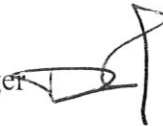


CITY OF SANTA CLARITA
INTEROFFICE MEMORANDUM

TO: Kenneth W. Striplin, City Manager

FROM: Darren Hernández, Deputy City Manager



DATE: November 19, 2013

SUBJECT: SANTA CLARITA PUBLIC LIBRARY STATISTICS – OCTOBER 2013

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

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

- 80,931 patrons visited the Libraries; 1,687 new Library cards were issued, and 5,497 patrons attended a Library program.
- 123,887 books and materials were circulated by the three branches, and 16,927 holds were filled.
- 21,584 patrons reserved and used a public computer, while 4,741 patrons used the Library's free wireless internet (Wi-Fi).
- The Library's website received 27,183 visits from 9,161 new visitors and 18,022 returning visitors who viewed a total of 48,148 website pages visiting the City's Library website.

OCTOBER 2013	CANYON COUNTRY		OLD TOWN NEWHALL		VALENCIA		TOTALS	
	October 2013	October 2012	October 2013	October 2012	October 2013	October 2012	October 2013	October 2012
Patron Traffic	22,679	22,614	33,154	31,267	25,098	27,121	80,931	81,002
Circulation	29,998	32,892	36,517	50,877	57,372	59,685	123,887	143,454
PC Reservations	7,243	7,577	9,328	9,035	5,013	4,958	21,584	21,570
Volunteer Hours	510	256	759	237	299	325	1,568	818
Holdings Filled	4,455	3,988	4,269	2,785	8,203	6,854	16,927	13,627
Number of Programs	85	57	98	58	64	38	247	153
Program Attendance	1,680	946	2,207	1,814	1,610	1,190	5,497	3,950
Library Cards Issued	406	630	856	3,533	425	683	1,687	4,846
Wi-Fi Users	1,211	931	2,256	2,036	1,274	929	4,741	3,896
Website Visits	xxx	xxx	xxx	xxx	xxx	xxx	27,183	33,969

Santa Clarita Public Library October 2013 Programs and Highlights

Regularly scheduled Autumn Storytime programs during October include: School Readiness Storytime, Bilingual Storytime, Elementary Storytime, Pajama Storytime, Special Needs Storytime, Lego Club for Families, Science Club, Read to a Dog, and Baby & Toddler Storytime.

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

Author Visit – At the Valencia branch, Friends of Santa Clarita Public Library welcomed New York Times Best Selling author, Christina Schwarz. She spoke about her latest adult novel, “The Edge of the Earth,” which is a mystery novel in a historical setting of Big Sur, California. Schwarz has written novels in a variety of genres, including mystery, satire, and drama. Christina Schwarz is also author of New York Times Best Seller, “Drowning Ruth.”



Friends of Santa Clarita Public Library Book Auction – The Friends of the Library held a book auction at all three branches. The October book auction offered Library patrons the chance to purchase either spooky books for Halloween or to think ahead for the Holiday season.

National Teen Read Week – The Santa Clarita Public Library participated in National Teen Read Week, which is a national adolescent literacy initiative. The 2013 theme was “Seek the Unknown @ Your Library.” Teen Read Week events included the viewing of the science-fiction movie, “Stardust,” based on the Neil Gaiman book about a fallen star, a quest, witches, and adventure at the Newhall branch. Teens at the Canyon Country branch created their own glowing galaxy or constellation in a jar, and the Valencia branch had a Dr. Who party, featuring games and discussions related to the science-fiction British television show.

Superhero Day – On October 8, Superhero Day was held at the Valencia Branch for children in Kindergarten – Third grade. Attendees were invited to dress up in superhero capes and costumes and participated in book readings followed by a superhero obstacle course and activities.



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Old Town Writers - The Newhall Library Branch hosted a writing program for adults and seniors. The program, "Old Town Writers – New Ideas," was held on Tuesday evenings throughout October. This successful program allowed writers to bring their written work for a critique session and to share ideas. A senior writing class is also offered at Newhall Library on Wednesday evenings.

College Preparation – The Valencia branch partnered with experts from Kaplan Inc. to host a free college prep program to help prepare 11th and 12th graders for college by discussing and assisting with college application essays and providing resources for test materials.

Science Club – The Science Club continues to meet on the last Wednesday of every month at the Canyon Country branch, as part of the Autumn Programming. School-aged children have a chance to do hands-on science-related activities, with emphasis on physics, astronomy, architecture, and problem-solving. October's Science Club meeting featured a session about robots and what it takes to design a working machine.

Halloween at the Library - In the spirit of Halloween, the Valencia branch hosted a "Pumpkin Project," where 30 school-age children, teens, and adults came to carve and decorate pumpkins with creative and crafty materials. The Canyon Country branch hosted a Monster Slime-making activity for teens and tweens, and Newhall Library held a Jar-o-Lantern event providing patrons the opportunity to create their own Halloween-themed glass lanterns.

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

DH:EG:VM:hds

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Attachment

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