CITY OF SANTA CLARITA

INTEROFFICE MEMORANDUM

TO:

Kenneth W. Striplin, City Manager

FROM:

Darren Hernández, Deputy City Manager

DATE:

February 12, 2014

SUBJECT:

SANTA CLARITA PUBLIC LIBRARY STATISTICS – JANUARY 2014

Attached is the statistical report for the Santa Clarita Public Library for January 2014.

Overall statistics for the three Library branches in January 2014 include:

- 72,311 patrons visited the Libraries, 1,558 new Library cards were issued, and 4,478 patrons attended a Library program.
- 123,816 books and materials were circulated by the three branches, and 15,201 holds were filled.
- 19,330 patrons reserved and used a public computer, while 4,374 patrons used the Library's free wireless internet (Wi-Fi).
- The Library's website received 30,384 visits from 10,543 new visitors and 19,841 returning visitors who viewed 58,228 website pages visiting the City's Library website.

JANUARY 2013	CANYON COUNTRY		OLD TOWN NEWHALL		VALENCIA		TOTALS	
	January 2014	January 2013	January 2014	January 2013	January 2014	January 2013	January 2014	January 2013
Patron Traffic	20,259	20,656	28,353	31,258	23,699	24,216	72,311	76,130
Circulation	30,086	30,078	35,382	39,883	58,348	57,215	123,816	127,176
PC Reservations	6,681	6,522	7,992	8,199	4,657	4,993	19,330	19,714
Volunteer Hours	471	279	565	224	269	295	1,305	798
Holds Filled	4,136	3,930	3,821	3,081	7,244	6,912	15,201	13,923
Number of Programs	56	35	87	67	54	38	197	140
Program Attendance	1,214	480	1,573	1,207	1,691	719	4,478	2,406
Library Cards Issued	385	504	772	1,561	401	565	1,558	2,630
Wi-Fi Users	1,141	943	2,046	1,806	1,187	972	4,374	3,721
Website Visits	XXX	xxx	xxx	xxx	xxx	xxx	30,384	31,676

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Santa Clarita Public Library January 2014 Programs and Highlights

The Winter and Spring story times resumed January 13, including, Baby and Toddler Storytime, School Readiness Storytime, and Special Needs Storytime. Other regular programming also resumed, including Homework Helpers, Bring Your Own Device, and Digital Drop In. In addition to regular programming and story times, the following are highlights of special programs that took place during January.

- OverDrive Digital Downloads All three branches of Santa Clarita Public Library (SCPL) offer digital files downloadable to patrons' phones, tablets, Nooks, Kindles, and other digital devices. These digital files are available through OverDrive, a global marketplace for digital eBooks, audiobooks, music, and other digital content. OverDrive has shown phenomenal success since SCPL began using Overdrive in July 2011. During January 2014, SCPL surpassed 100,000 Overdrive downloads, and set a record-high of 6,000 downloads in one month. Library staff have played a significant role in teaching patrons how to use their digital devices to download digital media through the OverDrive App and view it on their personal devices.
- Mocha and More Book Discussion Once a month, Santa Clarita Public Library holds a
 teen book discussion at Barnes and Noble in Valencia. During January, teens met to discuss
 Buried Onions, by Mexican-American author, Gary Soto, who is scheduled to appear at a
 SCPL author event during February. Complimentary books were provided to the teens
 through a grant for the City's Cultural Landscape Program.
- 1st Annual Local Authors Celebration The Friends of the Library hosted their 1st Annual Local Authors Celebration. The new event held at Canyon Country Library was open to the public and featured almost three dozen local authors from a variety of genres. Genres included autobiography, children's literature, local history, cowboy poetry, romance, fiction, and non-fiction. The authors offered book displays, book signings, and copies available for purchase. The event also included moderated panel discussions, question-and-answer sessions, and opportunities to meet the authors.



- Conversational English Class A new program to teach non-English speaking community
 members conversational English began in January at the Newhall Library. The English class
 for adults and seniors is taught by a community member volunteer, Larry Nakutin, who has
 taught conversational English at the Granada Villa Mobile Home Park in Canyon Country for
 the past three years. The class is held twice a week, hosting a class size of 17 students,
 including members of five different native languages, including Spanish, Korean, Polish,
 Arabic, and Chinese.
- Young Authors and Artists Exhibit of 2013 The City of Santa Clarita and Santa Clarita Valley International program hosted the Sister Cities International's 2013 Young Artists and Authors Exhibit at Valencia Library from January 23 February 20. The exhibit features national and international winners and finalists of the literary and arts contest, including an essay written by Ashley Choi, a Valencia High School student, and the artwork from a student in Santa Clarita's Sister City in the Philippines.

A reception was held to welcome the exhibit and to recognize Ashley Choi, the National Grand Prize winner. Speakers at the event included Assistant City Manager, Frank Oviedo; Chair of the Arts Commission, Susan Shapiro; and Deputy Consul, General Panolong from

the Philippine Consulate.





- ARTree Through a partnership with the ARTree, Teens and tweens meet twice a month at Newhall Library to create art pieces to be put on display in the Library. Artree was started by local volunteer artists and continues to offer a variety of art opportunities. In January, children and teens created a giant dragon in celebration of Chinese New Year. The dragon is on display at the Newhall branch.
- Strategies for Successful Living The Santa Clarita Public Library hosted Life Coach, Aja Stanley. Stanley is a Certified Empowerment Life Coach and Strategic Planning Coach who provides coaching for self-esteem, image, procrastination, and motivation issues. Stanley's

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focus for her visits to SCPL is helping adults and seniors increase their overall productivity. The two-part series of classes at the Newhall Library began in January and will be held again in March.

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

DH:EG:VM:hds s/fin/ma/library/statistics-Library/2014 January/Memo Library Stats – January 2014.doc

Attachment

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