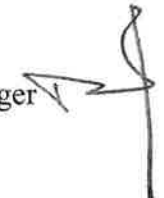


CITY OF SANTA CLARITA
INTEROFFICE MEMORANDUM

TO: Kenneth W. Striplin, City Manager

FROM: Darren Hernández, Deputy City Manager 

DATE: September 11, 2014

SUBJECT: SANTA CLARITA PUBLIC LIBRARY STATISTICS – AUGUST 2014

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

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

- 71,740 patrons visited the Libraries, 1,383 new Library cards were issued, and 790 patrons attended a Library program.
- 123,575 books and materials were circulated by the three branches, and 12,097 holds were filled.
- 19,473 patrons reserved and used a public computer, while 4,883 patrons used the Library's free wireless internet (Wi-Fi).
- The Library's website received 56,956 visits from 26,940 new visitors and 30,016 returning visitors who viewed 102,845 website pages visiting the City's Library website.

Month-to-Date								
August 2014	CANYON COUNTRY		OLD TOWN NEWHALL		VALENCIA		TOTALS	
	August 2014	August 2013	August 2014	August 2013	August 2014	August 2013	August 2014	August 2013
Patron Traffic	19,035	22,690	28,766	29,569	23,939	24,777	71,740	77,036
Circulation	31,395	31,421	33,860	35,571	58,320	57,186	123,575	124,178
PC Reservations	6,166	7,821	8,651	9,158	4,656	4,915	19,473	21,894
Volunteer Hours	276	290	485	328	171	184	932	802
Holdings Filled	3,508	4,142	3,062	4,263	5,527	8,335	12,097	16,740
Number of Programs	11	3	39	1	20	11	70	15
Program Attendance	124	74	558	59	108	355	790	488
Library Cards Issued	337	504	700	933	346	472	1,383	1,909
Wi-Fi Users	1,343	1,264	2,231	2,099	1,309	1,283	4,883	4,646
Website Visits	xxx	xxx	xxx	xxx	xxx	xxx	56,956	30,214

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Santa Clarita Public Library August 2014 Programs and Highlights

During August, there were no regularly scheduled storytimes due to preparation for Fall/Winter programming beginning in September. The following are highlights of programs hosted by the Santa Clarita Public Library during August:

Author Yangsze Choo – The Friends of Santa Clarita Public Library hosted first time author, Yangsze Choo. Choo spoke about her highly acclaimed novel, *The Ghost Bride*, a historical fantasy complete with ghosts, love, mystery, and Chinese émigré culture. Choo's novel has been recognized by Oprah.com as "Book of the Week," Indie Next List pick, Good Housekeeping August Book Pick, Glamour Magazine Beach Read, The Bookseller Editor's Pick, and Library Journal Barbara's Pick. The event was free and open to the public.

Health Classes – During August, SCPL offered three different health classes for adults at the Valencia branch. During these classes, library patrons learned about health via print and electronic resources. Walgreens joined SCPL in a class to improve your health. Additionally, two free fitness programs were offered for adults looking to get in shape.

College Preparation – SCPL offered two college preparation classes during August at the Old Town Newhall branch:

- **Beyond the Books** – C2 Education, a tutoring and test-prep company, met with library patrons to provide insight on what colleges are looking for, beyond getting good grades.
- **PSAT Practice Test** – Teens had the opportunity to take a three-hour practice PSAT test to help prepare them for college entrance exams. A follow-up session of test strategies will be presented by Kaplan in September.

Senior Classes – Senior Citizens had many opportunities to participate in programming at SCPL during August, including BABE Book Club, a monthly Saturday morning book club which meets at the Newhall branch. Seniors were also able to learn computer basics at a hands-on computer training class at Newhall Library. Additionally, free weekly Senior Creative Writing sessions were offered at the Library.

Historical Documentary – The SCPL hosted a documentary showing of "The Harvey Girls: Opportunity Bound," to a standing-room-only crowd of patrons at the Newhall Library. The documentary was followed by a question-and-answer (Q&A) session with film director, Katina Parks.



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If you have any questions, please contact me.

DH:EG:VM:hds

s/fin/ma/library/statistics-Library/2014 August/Memo Library Stats – August 2014.doc

Attachment

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