


CITY OF SANTA CLARITA

INTEROFFICE MEMORANDUM

TO: Kenneth W. Striplin, City Manager

FROM: Darren Hernández, Deputy City Manager 

DATE: September 14, 2016

SUBJECT: SANTA CLARITA PUBLIC LIBRARY STATISTICS – AUGUST 2016

Attached is the statistical report for the Santa Clarita Public Library for August 2016.

Overall statistics for the Santa Clarita Public Library in August 2016 include:

- 71,866 patrons visited the Libraries, 1,734 new Library cards were issued, and 613 patrons attended a Library program.
- 116,460 books and materials were circulated, and 11,525 holds were filled.
- 12,113 patrons reserved and used a public computer, while 5,740 patrons used the Library’s free Wi-Fi.
- The Library’s website received 54,478 visits, comprising 29,146 new visitors and 25,332 returning visitors. Together they viewed 79,479 website pages on the Library website.

AUGUST 2016	CANYON COUNTRY		OLD TOWN NEWHALL		VALENCIA		DIGITAL		TOTALS	
	August 2016	August 2015	August 2016	August 2015	August 2016	August 2015	August 2016	August 2015	August 2016	August 2015
Circulation	28,991	31,687	25,717	28,858	50,283	53,607	11,469	11,607	116,460	125,759
Patron Traffic	20,247	19,835	28,658	27,515	22,961	22,193			71,866	69,543
PC Reservations	4,512	5,615	4,318	7,432	3,283	4,060			12,113	17,107
Volunteer Hours	245	307	279	368	181	144			705	819
Holdings Filled	3,700	3,754	3,099	3,661	4,726	6,125			11,525	13,540
Number of Programs	11	10	24	43	15	8			50	61
Program Attendance	133	70	320	504	160	170			613	744
Library Cards Issued	518	433	650	577	566	512			1,734	1,522
Wi-Fi Users	1,569	1,487	2,723	2,542	1,448	1,470			5,740	5,499
Homework Help: Students Assisted	34	3	19	27	2	3	n/a	n/a	55	33
Databases							24,121	24,425	24,121	24,425
Website Visits									54,478	55,879
Outreach Events									16	
Outreach Attendance									3,189	

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Santa Clarita Public Library August 2016 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 the programs hosted by the Santa Clarita Public Library during August:

- **Michael Hoefflin Event** – The Old Town Newhall Library hosted a special event for pediatric cancer patients and their families. Members of the Michael Hoefflin Foundation participated in a storytime about space, toured the children's area, and participated in a scavenger hunt.
- **Microsoft Class** – On August 20, patrons attended a free computer class at the Old Town Newhall Library. This program covered the feature of mail merge and how to automatically add names and addresses to letter templates and envelopes. Those in attendance had hands-on practice with sample documents.
- **Community Outreach** – Library staff engaged in two outreach efforts in August to increase Library card sign-up and database use among students. The first effort involved eleven librarians and staff members attending nine Hart District registration events. Database information was presented to over 3,000 people, and 550 new Library cards were made for 7th and 9th grade students and parents. The second effort involved making library card classroom sets for each Hart District school library. The digital-use only cards were administered by school librarians for classes interested in using the Library's databases when researching assignments. Using the card classroom sets, up to 37 students can access databases at a time during school sessions.



If you have any questions, please contact me.

DH:RB:hds

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Attachment

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