



SHASTA PUBLIC LIBRARIES

ANNUAL REPORT 2017

A YEAR OF CHANGES

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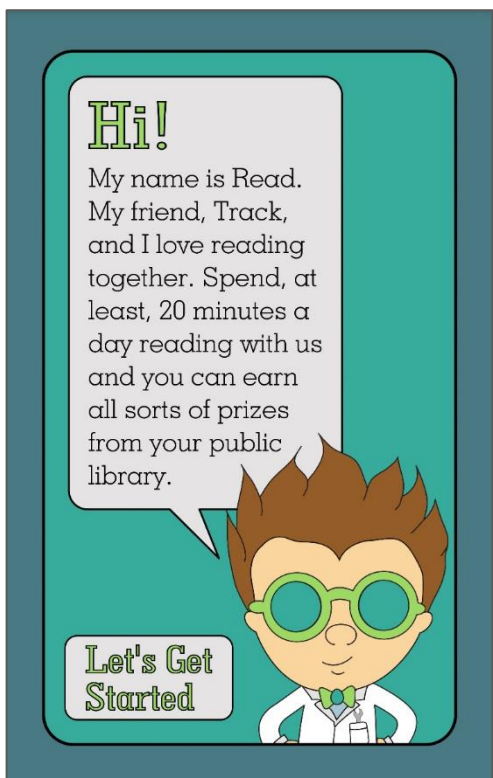
2017 Shasta Public Libraries Year End Annual Report

The year of 2017 was another successful year of library services to our communities. The library system underwent many changes in staffing, building layout and upgrades, as well as library services, programs, and security efforts. All branches continued to serve as sought-after community centers, offering programs and services for all ages. This year, we saw further advancement into unique collections to better serve our community. These specific collection items included Maker Boxes, Cubelets, Squishy Circuits, watt meters, blood pressure kits, board games, puzzles and passes to Turtle Bay Exploration Park. Staff focused their efforts on improving the customer experience through procedural adjustments and physical layout of materials. These changes were researched to ensure multiple benefits to customers and promote an increase in circulation of the overall library collection. New comfortable seating was added to the first and second floor of the Redding Library, replacing the old and worn chairs. In October, the Redding Library was voted as Best of the Northstate "Place to Take the Kids".

Although funding for libraries continues to be a challenge, library staff and the Shasta Library Foundation (SLF) successfully secured grants and donations to support programs at the library. The Friends of the Shasta County Libraries (FOSCL) and the SLF remained significant fiscal supporters. The Friends of the Intermountain Libraries (FOIL) and the Friends of the Anderson Library (FOAL) also contributed needed funding. Approximately \$234,000 in funding was collectively raised by the libraries.

In October, the Redding Municipal Library Board approved changes to three library policies: the Shasta Public Libraries Fines and Fees Schedule, the Shasta Public Libraries Circulation Policy, and the Shasta Public Libraries Meeting Room Policy. The changes included an increase in late fees and fine limits, the addition of an "unclaimed holds" fee, an increase in the checkout limit for multimedia items, and a general fee restructure for meeting rooms.

The following report outlines the accomplishments of the last year as well as some projects that will continue during the upcoming year.



Library Usage

This past year the Shasta Public Libraries have taken steps to improve processes and efficiency as well as customer service and the feeling of security. The adjustments included changes to collection locations, to improve lines of sight throughout libraries as well as browsing capabilities of the collection for community customers. A thoughtful video campaign was developed to showcase the top three demographic users of our libraries and the excellent resources available to our community.

The year began with 90,422 registered borrowers and ended with 80,621, a 10.84% decrease from the prior year. The decrease is most likely due to our increased efforts to weed out old or inactive accounts in the second half of the year to provide a more accurate representation of our library's usage.

In August, the solar eclipse was the hot topic and the Shasta Public Libraries distributed over 400 free solar eclipse glasses. The library answered many reference questions about the eclipse and many astronomy books were checked out.

Collection

The 2017 circulation for the library totaled 490,789. This total depicts a slight decrease from 2016 which could be attributed to significant weeding, over the last year, to ensure the collection maintains relevance to our community and offers the most up to date information available. The library acquired a new tool for collection analysis and development called Edelweiss. It was used by staff to track the performance of the overall collection, collection development and provided a significant improvement in editing processes. Additionally, this software enables us to analyze and purchase materials that are the greatest want or need to the community. Staff looks forward to furthering the implementation of this tool in the coming years, allowing for better collection management.

Available for use in the Fireside Room of the Redding Library, the piano, donated by the Piano Angels, continued to remain a desired item and offered a unique service to library patrons. Users were a nice cross-section of the community and staff heard many positive comments from satisfied piano users and listeners alike. The piano was used 285 times in 2017.

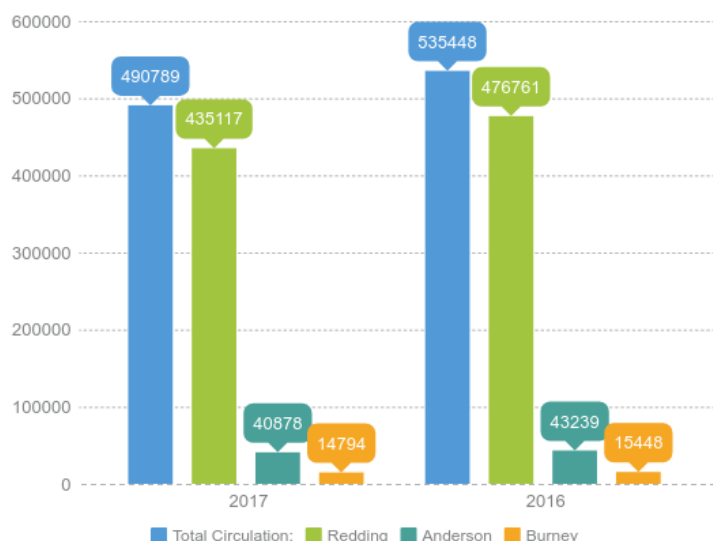
Enjoy Magazine did several articles about the Shasta Public Libraries in 2017 including an article about the Boggs local history collection and the CA Indian Library Collection (CILC) as well as tips and tricks for parents, inspiring early literacy techniques and featured our parenting collection located within the children's department.

Through survey results and anecdotal evidence from patrons, in addition to multiple staff discussions about the issue, management decided to merge adult Fiction titles into one alphabetical collection, arranged A-Z by the author. This project was started in early December and completed just before Christmas. The merge has evened out very tight areas in the collection and cleared all the lower shelves of books, providing a smoother shelving process and allowing materials to return to the shelves quicker for customer browsing and checkout.

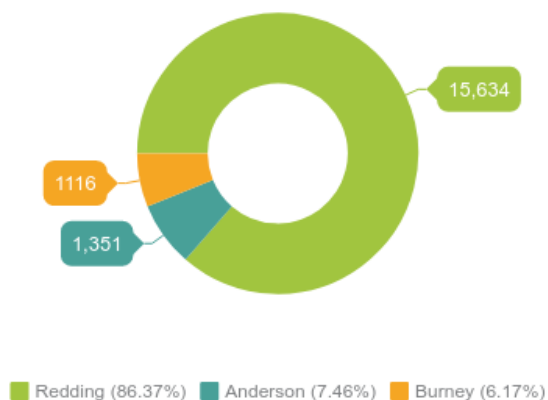
Collaborating with Turtle Bay Exploration Park, the library offered museum passes available for checkout by the public. The passes were incredibly popular and averaged approximately 100 holds at any given time. Due to the popularity of the program, Turtle Bay increased the number of passes from 3 to 4.

Several new collections were added, including Board Games, Puzzles, Maker Boxes, Cubelets, Squishy Circuits, Leap Pads & blood pressure kits. In the effort to be a leader in new technologies as well as reinforcing the STEM & STEAM curriculum of the County, the children's department now offers Cubelet kits for in-house use, Squishy Circuits & Leap Pads for regular 3-week checkout, and Maker Boxes to support education in the home.

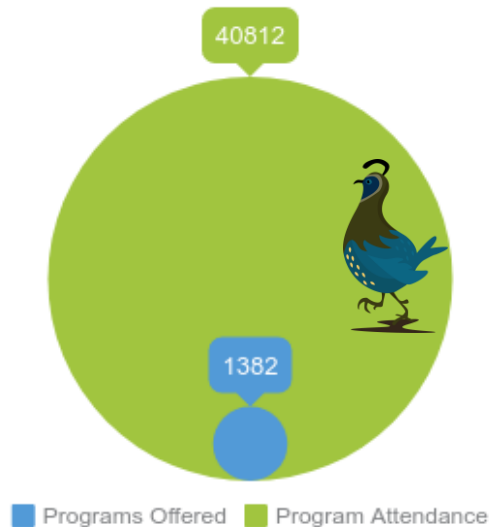
Total Circulation



New Items Added to the Collection



Programs Offered & Total Attendance



Programs

The total number of programs offered at the Shasta Public Libraries was 1,382 with a total attendance of 40,812. Winter Wonderland had a record audience in December with 331 people and the Redding Library's big truck event, Rev, Rumble & Roar, almost doubled the turnout from the previous year. Feedback from attendees, as well as community participants, was overwhelmingly positive. With 2,040 children and their families in attendance, this beloved community event remains the largest library program to date.

In March 2017, Shasta Public Libraries celebrated the 10th anniversary of the opening of the Redding Library. During the month, library staff organized a series of events reflecting on the past ten years and looking ahead. The events began on March 3rd with an early morning reception that welcomed community members involved with the building of the library. March 7th's "Happy Birthday Redding Library!" Story Time invited children to wish the Redding Library a happy birthday during a specially-themed story time that included cake and balloons. The celebration culminated at an open house on March 18th that offered the entire community tours of the library and the Create It! Space, ebook and audiobook help, a story time, and more.

On top of Summer Reading and Wee Read, the Shasta Public Libraries is now offering a year-round reading incentive program through the long-awaited Read-n-Track app. This reading tracking app utilized collaboration between library staff and a hired app developer with funds from the Shasta Early Literacy Partnership through First 5 Shasta. Parents and children can log youth reading time in the app to claim prizes from any of the three branches.

The Redding Library partnered with Shasta Community Health Center for their Community Connections workshops. The monthly gathering will be hosted at the Redding Library beginning in January. Events will feature different organizations in the community with the idea of promoting awareness for the public.

For several years now, the second floor of the Redding Library has hosted puzzles for all to enjoy. This activity has been a very popular amenity, and in 2017 customers completed 172 puzzles.



Adult Services attended several professional development courses and conferences to spark ideas for innovative and relevant programming for adults in our community.

The Zip Books grant from the California State Library and Califa launched the 4th year of funding in September, awarding Shasta Libraries \$8,000 with an additional \$8,000 awarded in March. In July, the California State Library and Califa awarded Shasta Libraries with an additional \$2,500 to carry the program through September 30th, 2017. The Zip Book program provides a cost-effective alternative to inter-library loans, using Amazon to facilitate the purchase, with books returned to the library. The Children's Reference Desk added Zip Book requests to their regular services. This change was made to provide better reference and customer service to the families in our community.

The Shasta Literacy Program was selected by the State of California to host the annual Adult Literacy Learner Institute (ALLI) in May of 2017. ALLI is a statewide training program designed for and by adult learners to improve leadership, communication and advocacy skills. ALLI helps adults learners explore their leadership skills, develop/improve self-esteem



Summer Reading

June 2017 kicked off the *Adventure With Us Through Shasta County* summer reading program running June 12-July 24. Different for this year was an "in-house" theme focusing on Shasta County. Overall, summer reading saw a decrease in attendance from last year, which could be attributed to the Redding library shortening the time frame from eight weeks to six weeks to line up with the branches. Next year adjustments will be made to increase the weeks available for signups and completions in hopes of improving participation.

The 2017 Youth Summer Reading program had strong participation and attendance with 345 preschoolers, 993 children, and 314 teens for a total of 1653 youth participating in the program system-wide. This year, the library offered the opportunity for youth to complete an entire log again, as many times as they liked, for an additional entry into the grand raffle as well as another free book. The new process went over well and helped boost overall completion rates by 24%.

Overall, the adult program had 511 adult registrations with 1,875 books read. One of the most popular adult programs was a special showing of the movie "Contact" with a special visit by Jill Tartar, former director of SETI, who provided an entertaining commentary about the various accuracies and inaccuracies of the film. This program had an attendance of 120 people.



Shasta Literacy Program

The goal of the Shasta Literacy Program (literacy) is to provide literacy tutoring to Shasta County adults, in a one-on-one setting. At the end of 2017, there were 130 active learners, who were tutored exclusively by 102 volunteers. The Literacy Coordinator provided training for the tutors.

The partnership between the Shasta Literacy Program and Shasta Community College renewed in June of 2017. Shasta College contributes \$20,000 annually. The program enrolled eligible learners in a non-credited course through the college, providing a minimum of 90 instructional hours per week, per semester.

In December, local public radio station NSPR aired an interview with Literacy Coordinator Kayla Menne and, Shasta Literacy Program learner, Alonzo Scott as part of the station's "Common Ground for Common Good" series. Adult Literacy also partnered with Successful Transition Out of Parole and Probation (STOPP) to better provide services to individuals returning to Shasta County after being incarcerated.



After-School Tutoring Program

The Redding School District (RSD) and the library continued to partner to provide after-school tutoring services to at-risk students from Cypress and Juniper schools. Both RSD and library staff felt this program was in need of evaluation before continuing again in the Fall. Staff members are working together to improve services to the children of our community by reinforcing curriculum in library programs. This partnership includes the funding for one half-time position in the youth services department to support the work of the Educational Services Librarian with this project.



School Library Card Initiative

The School Library Card Initiative significantly expanded its efforts in Spring of 2017. The initiative's efforts included on-site presentations to schools on the library's educational resources, working with teachers on how to implement services, and the issuing of library cards to students. So far, 13 school districts have been on-boarded, and the Initiative has issued an estimated 13,208 library cards to students. In preparation for the Initiative's future, staff undertook the drafting of a 5-year-strategic plan, including a schedule to reach all 26 Shasta County school districts, ensuring that every student in Shasta County receives a library card.

Technology

The majority of 2017 was spent planning and implementing a long-term project to bring the Shasta Public Library system up to date with current technologies and preparing for the future. The project consisted of 3 parts that will work together to give staff time-saving solutions and patrons a better customer experience.

With the increase in mobile devices using the library's Internet bandwidth and a significant increase in the amount of streaming content from the Internet, the library had to find a financially viable solution to get more bandwidth. The Shasta Public Libraries are now contracted with CENIC, to provide ten times the bandwidth for Redding and twenty times the bandwidth for the branches. This upgrade in bandwidth should take effect in the first quarter of 2018. The library needed to upgrade and refresh the network equipment to handle Internet connections more securely and accommodate the bandwidth increase. The last phase of this project is a complete upgrade to the library's Automated Materials Handling system (AMH). The goal is to replace the existing dated and proprietary equipment with a complete system that utilizes the latest security and is much more customizable. This new system, which includes a new material sorter, self-checkouts, and new multi-function security gates, will use the industry standards of RFID, preventing future complications. This project anticipates a mid-2018 installation schedule.

With the completion of the Create It! Space coming to a close, IT staff also focused their efforts on preparing equipment, including additional virtual reality sets, gifted to the library through VAR Libraries, a California State Library Initiative. This new equipment included an Oculus Rift and a Vive to be housed within the Create It! space.



Outreach Events

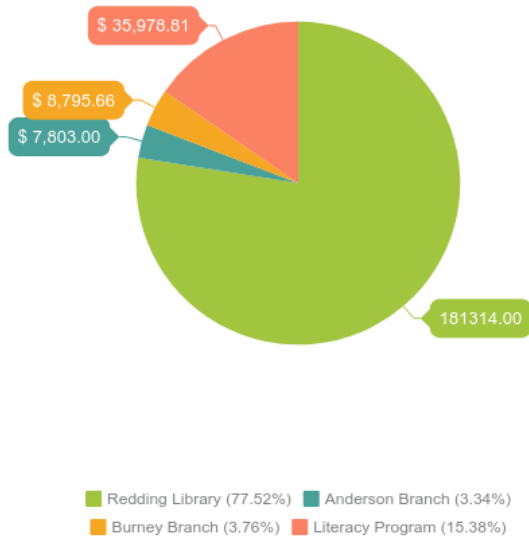
Shasta Public Libraries' outreach efforts continued to strengthen its position in the community as a resource for all ages.

The Public Relations/Marketing Coordinator Tom Ramont, Literacy Coordinator Kayla Menne, Youth Services Supervisor Anna Tracy and the Educational Services Librarian Emily Meehan headed the libraries main outreach efforts in 2017. Sometimes in coordination with community organizations like Shasta Library Foundation and Shasta Early Literacy Partnership, staff members made appearances in local broadcasts and print media. These included radio interviews on KXLR, KQMS, and KCNR, television interviews on KHSL and KRCR and appearances on KIXE public television, and stories in the Redding Record Searchlight newspaper, A News Café (an online news publication), and Enjoy magazine. Each of these enabled staff to detail Library programs and resources.

The fall brought many opportunities to give school tours, attend outreach events, and present to students, parents, and teachers. In September, staff connected teens with the Library's online resources at College Quest at Simpson University. Later in the month, library staff traveled to Fall River Elementary to train the school's teaching staff on the eLibrary as part of the School Library Card Initiative. The largest event occurred in November when SCOE invited the Library to once again participate in its STEM Career Day. Staff spoke to excited students, parents, and teachers about the Redding Library's Create It! Space and gave them the chance to try out the Zspace 3D computer and the Library's collection of robot blocks. Redding Library staff also attended the North Valley Stand Down on October 26 and 27 at the Anderson Fairgrounds as part of the Veterans Connect@the Library. This event provided free services to veterans and their families, particularly those that are homeless. At the event staff issued library cards and promoted library services. Free books were given away to kids and adults. A group formerly known as Yarns@theLibrary also donated 97 hand-knitted hats for distribution.

Shasta Library Foundation's A Novel and Wicked Affair in September gave the Library the opportunity to unveil its latest addition to the Create It! Space, the Oculus Rift Virtual Reality headset. Guests that night were able to explore an immersive virtual world and learn about the Library's tech offerings.

Grants & Donations



Grants and Donations

The library received a variety of grants and donations in 2017. The branches have their respective Friends groups that raise money, primarily for collections and programming. The Shasta Library Foundation (SLF) makes contributions from its growing endowment and also actively seeks to fund from other sources including local service clubs and philanthropic foundations. Library staff obtained grants for adult literacy and children's programs. Redding Rotary Club, Anderson Rotary Club, The Redding Emblem Club, First 5 Shasta, Anderson Garden Club, Califa, Scripps Howard Foundation, Shasta Early Literacy Partnership (SELP), United Way, Redding Breakfast Lions, and the California State Library all contributed to the library.

This summer, Reading 2017 received several grants including \$500 from Shopko for Youth Services and poet and author Susan Wooldridge for a free writing workshop through the Poets & Writers' Readings and Workshops program, in conjunction with California Center for the Book.

Youth Services received a grant, via the Shasta Library Foundation, to fund the planning of a Nature Explore Classroom in the current Redding Library Children's Garden. The planning process was thorough, and a budget has been prepared for continued fundraising to complete the project of our Outdoor Explore Children's Garden. This classroom would reinforce early literacy practices and enhance current library programming, creating more opportunities for community partnership and program expansion.

BOB books are popular as they are designed for early readers to build their skills and confidence to make younger, more successful readers. The library purchased several BOB titles thanks to various funding sources to supplement and increase this collection, including donations from Redding Rotary Club and the Scripps-Howard Foundation.

The Youth Services department also received an Innovation Station Grant, awarding \$6,000 to the Redding branch, to improve STEM technology in the teen area. These upgrades will increase opportunities for expanded coding programming.

Professional Development

Staff from all three branches participated in the 2017 Staff In-Service Day and participated in presentations on senior programming, database exploration, and school library services. Staff also engaged in a Q&A session with LS&S Regional Director Laura Burnett and utilized some of the Library's less traditional services, such as the Lego Wall and Create It! space.

Elizabeth Kelley, Assistant Director, and Bradley Shackleford, Public Services Librarian, were interviewed and filmed for a project sponsored by the CA State Library about librarians working with the mentally ill and homeless. Filming occurred in Los Angeles, San Francisco, and Redding.

Three members of the youth department staff, as well as a branch employee, attended the Brazelton Touchpoints Training put on in Sacramento California. This training specifically catered to libraries in serving youth and their parents. All staff in attendance felt the training was a foundation to better understand not only youth and their parents but a benefit to all relationships.

Three members of staff attended the California Library Association (CLA) 2017 conference to learn about trends in youth programming, serving populations in poverty, and new strides in student library card programs.

The Educational Services Librarian acted as a mentor on a State Library grant called the Student Library Card Initiative where the library worked to help other libraries wanting to start up a student library card program. Shasta Public Libraries was picked as a lead on this project as our program is more complicated than most and further developed in practices than other similar programs in the country.

All staff completed the ALICE Basic Certification Training for Business, provided by LS&S to prepare staff members for security emergencies.



Volunteers

The library utilized volunteers to complete a variety of tasks. In 2017, 170 individuals donated 14,534.25 hours of service. These hours are equivalent to 6.98 full-time positions. Using the pay rate of a Library Associate, the value of this time is \$159,876.75.

Longtime volunteer Janet Phillips received an award from the Chamber of Commerce recognizing her as Volunteer of the Year for her outstanding efforts in supporting the Shasta Public Libraries over the past 20 years.

Parameters for volunteer eligibility were widened during 2017, allowing for community members of all ages to participate in various levels of service. LiveScan fingerprinting and background checks were also implemented, in partnership with the City of Redding personnel department.

Challenges and Projects for Coming Year

The library staff proposes to build on the success of the past year by undertaking the following activities:

1. Develop and implement a new Strategic Plan to guide the direction of the library into the future.
2. Continue to develop the School Library Card Initiative. Continue to create and distribute library cards to all students in Shasta County. Follow up the distribution of cards with strategic, targeted training for staff and students in the schools. Finalize the five-year strategic plan for the School Library Card Initiative.
3. Continue to update the library's technology with the implementation of new internal data management tools, including Edelweiss Collection performance management software and improved network capabilities. For our patrons, we will continue to grow and promote the Create It! Library and the Read-n-Track app.
4. Continue to maintain high levels of materials circulation by ensuring desired materials are available to patrons promptly, regular weeding of the collections, and cross-promotion of materials and programs while utilizing a variety of marketing techniques.
5. Seek additional funds to support library programs, services, and collections through grant opportunities and support of the Shasta Library Foundation and respective Friends groups in their fundraising efforts on behalf of the library.
6. Fundraise to begin construction on the Redding Library's Outdoor Explore Children's Garden project.
7. Continue to work on safety perceptions by taking measures to improve processes, security presence, and clear lines of sight throughout library facilities.



Conclusion

The library saw numerous staffing changes, in Directorship, management, librarians, and customer service staff and remain committed to providing our community the opportunity for a better future through programs, services, and resources that are equally available and accessible to everyone in our service area. The library staff strives to raise the bar for customer service, collection management, reference services, and special programming. The upcoming year will bring challenges and new opportunities that the library will strive to meet to fulfill its mission to provide information, lifelong learning, inspiration, and enjoyment to people of all ages through reading and technology.