

City of
SANTA CLARITA
PUBLIC LIBRARY

Annual Report

Fiscal Year 2012-2013

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Letter from the City Manager and City Librarian

We are proud to present the Annual Report for the Santa Clarita Public Library for the year ended June 30, 2013. Our journey continues as we complete our second year of operation and provide library services and programs to benefit the Santa Clarita community.

One of our major highlights of the past year is the grand opening of the Old Town Newhall Library on September 29, 2012. Over 4,000 members of the community attended the grand opening and were able to tour the facility throughout the day. This new Library is a state-of-the-art, 30,000-square-foot facility with dedicated spaces for children, teens, and adults. In addition to a variety of books, magazines and other media, the new Library provides public-use computers, laptops for patron check-out, children's computers loaded with early learning software, a technology center, community meeting room, reading lounge, study rooms, and a Friends of the Library used-book store. This new Library also offers many special architectural features and elements that acknowledge the community's history.

During Fiscal Year 2012-13, the Santa Clarita Public Library received 888,880 Library patron visits to the Library branches, circulated 1,480,527 books and materials, welcomed 214,788 patrons who reserved and used the public computers, hosted 40,735 patrons at a library program, filled 145,502 hold requests by patrons, issued 28,099 new Library cards, and had 42,013 patrons use the Library's free wireless internet (Wi-Fi) on their personal technology.

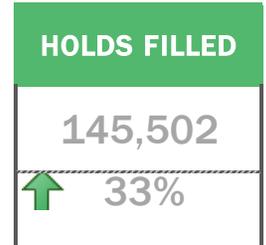
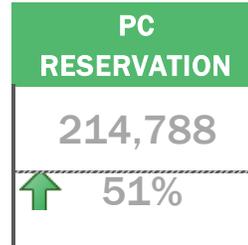
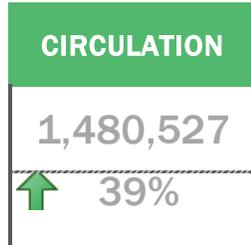
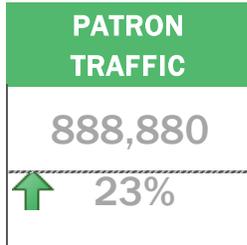
We invite you to review this Annual Report for additional highlights that made our Fiscal Year 2012-13 journey a remarkable year. We are grateful for the support of our customers, volunteers, partners, advocates, and employees. It is an honor to provide the community with quality Library services and programs; we look forward to continuing the journey.

Kenneth W. Striplin
City Manager

Ed Kieczkowski
City Librarian

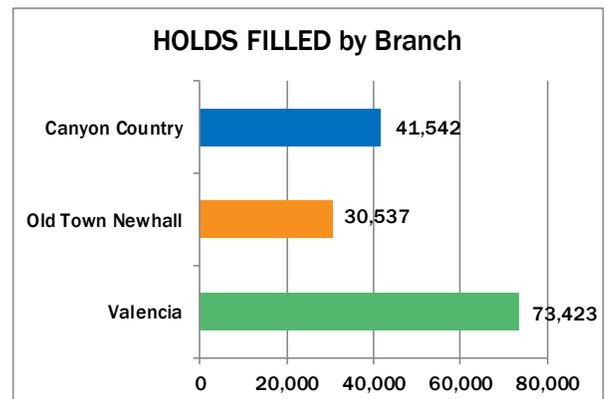
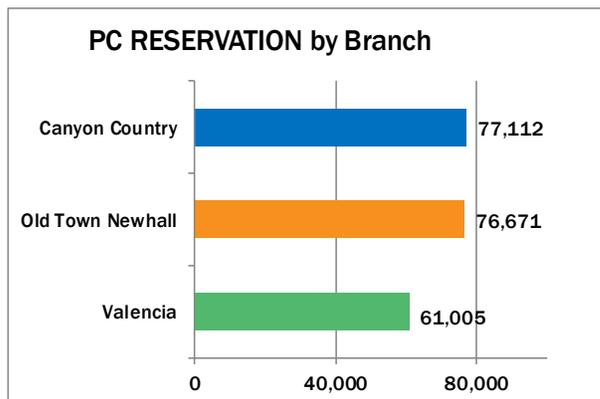
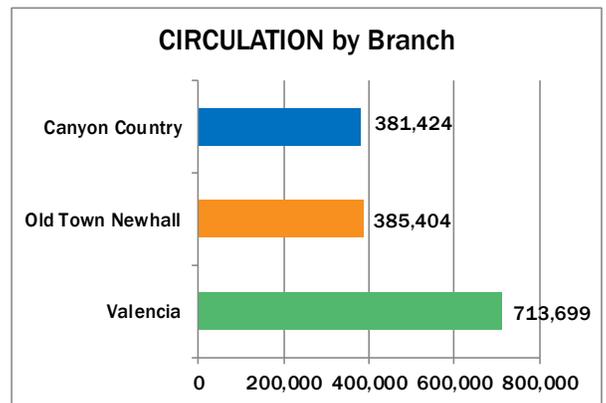
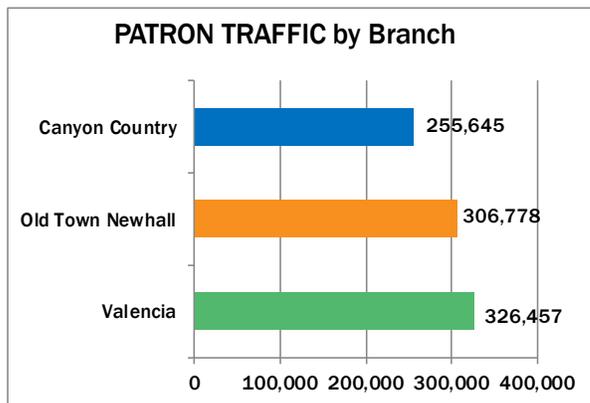
SANTA CLARITA PUBLIC LIBRARY STATISTICS

KEY METRICS



METRIC	THIS YEAR (2013)	LAST YEAR (2012)	% CHANGE
PATRON TRAFFIC	888,880	722,691	↑ 23%
CIRCULATION	1,480,527	1,063,739	↑ 39%
PC RESERVATION	214,788	142,636	↑ 51%
HOLDS FILLED	145,502	109,279	↑ 33%

METRICS BY BRANCH



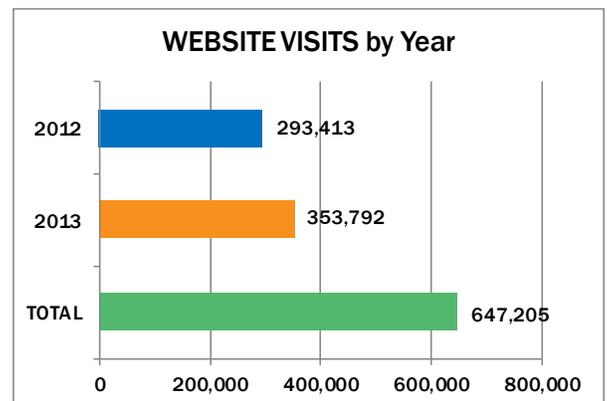
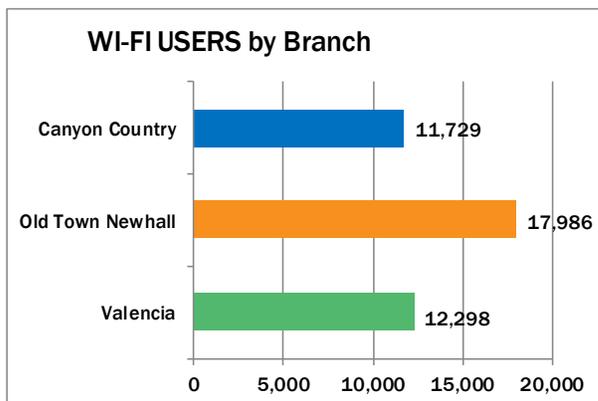
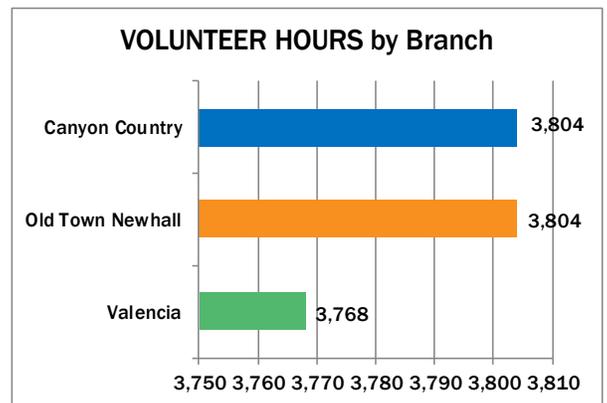
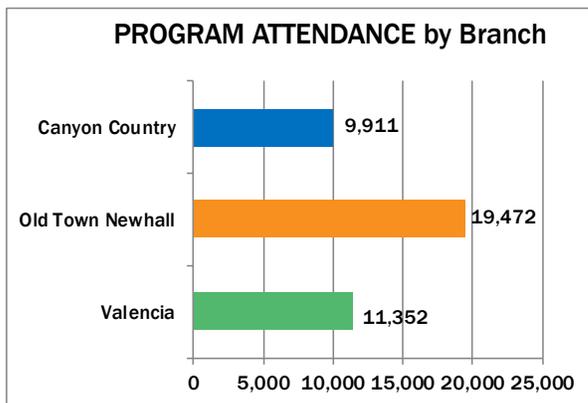
SANTA CLARITA PUBLIC LIBRARY STATISTICS

KEY METRICS



METRIC	THIS YEAR (2013)	LAST YEAR (2012)	% CHANGE
PROGRAM ATTENDANCE	40,735	25,872	↑ 57%
VOLUNTEER HOURS	11,376	4,941	↑ 130%
WI-FI USERS	42,013	19,584	↑ 115%
WEBSITE VISITS	353,792	293,413	↑ 21%

METRICS BY BRANCH



FY 2012-13 Highlights

July 2012

July 1, 2012 marked the Santa Clarita Public Library's first birthday. The **one-year anniversary** was celebrated by patrons with special birthday activities.

The **2012 Summer Reading Program** was a success! Themes for 2012 were: "*Dream Big*" (children), "*Own the Night*" (Teens), and "*Noir*" (adults). This program was a huge success at the Santa Clarita Public Library. The following is a breakdown of our 2012 Summer Reading Program:

492 babies, toddlers, and preschoolers used early learning activity logs and earned weekly gifts.

1,816 kindergarten – 6th graders read and reviewed 5,371 books and received weekly gifts.

171 teens read and reviewed 345 books.

145 adults read and reviewed 334 books.

5,184 people attended 67 events at the Libraries and outreach sites.

63 volunteers donated 1,223 hours.

\$3,000 was donated for the Heifer International "Read to Feed" program, which funded gifts of 9 goats, 63 flocks of chicks, and 22 beehives.

In partnership with teachers from the Saugus Union School District, a free **Tutoring Program** with math and reading was offered at Canyon Country Library throughout July. This successful program averaged 40 students participating in the free tutoring.

A new **Library Catalog system** was implemented in July 2012. The benefits to our Library patrons from the new online Library catalog system include more user-friendly search options, new notification options (text messaging), the ability to keep a list of all materials checked out, a wish list to track titles of interest, search for materials within all 100 libraries in our borrowing system, ability to create unique username and passwords, browse the catalog for items the Library just ordered and place a hold on them, and use the Kids' Catalog with visual icons and larger fonts, resulting in easier searches.



August 2012

After decades of service, the **old Newhall Library** closed its doors on August 23, 2012, for relocation to the new Old Town Newhall Library.

The main focus of the Santa Clarita Public Library in August was the preparation of the **upcoming opening** of the new 30,000-square-foot Old Town Newhall Library, which included planning and preparing for the transition from the old Newhall Library to the new Library.

As a part of the grand opening of the new Old Town Newhall Library, the Friends of Santa Clarita Public Library offered community members the opportunity to be a part of the new Library with **sponsorship naming opportunities** for areas in the new Library with all proceeds going to the Friends of Santa Clarita Public Library.



September 2012

The **Old Town Newhall Library Grand Opening** was held on September 29 for the new state-of-the-art, 30,000-square-foot Library, with a grand opening ceremony and Street Fair on Main Street. Approximately 4,000 people were in attendance to experience the new Library. In celebration of the grand opening of the new Old Town Newhall Library, the following events took place:

- The **Old Town Newhall Library Gala Reception** was held, which provided attendees an opportunity to preview the new Library prior to the grand opening, enjoy dinner, and benefit the Friends of Santa Clarita Public Library.
- All Santa Clarita educators were invited to preview the new Old Town Newhall Library and learn about the valuable resources available to educators and students at an **Educators' Reception**.
- A City-wide art and poetry contest, entitled **On the Wings of Books!** was held for youth from kindergarten to high school to celebrate the grand opening of the new Library.



September 2012 - continued



Autumn programming at the Santa Clarita Public Library began on September 4, with regularly scheduled programs including: Baby and Toddler Storytime, School Readiness Storytime, Bilingual Storytime, Read to a Dog, Elementary Storytime, Gaming, and Crafty Kids.

The **Teen Advisory Board** was established as a place for teens to have their voice be heard on teen Library programs, as well as books, magazines, movies, exercise leadership, have an impact on teen Library services, and meet teens from other schools.

A specialized **Science in September Series** focusing on biology took place in September. The free science program covered concepts and principles such as the scientific method, science measurement, microscopy, ecology, species preservation, and animal biology. The sessions were taught by Dr. Joe Francis, a biologist and teacher at The Master's College.

October 2012

A specialized **Art in October Series** was provided to teens through free educational programs covering the history of western art, renaissance art, and art history in Europe. The instructor was Grant Horner, a professor at The Master's College and in Europe, as well as the author of a bestseller titled, *Meaning at the Movies*.

The Santa Clarita Public Library was the recipient of a personal **Cookbook Collection** of over 1,000 titles, which were made available to Library patrons. The generous donation was made by Ed Engoron, who is an author, chef, chocolatier, award-winning Hollywood art director and co-founder of Chocolatique, and his partner, Joan Vieweger, who were present to launch the collection.



The new **Mocha and More** (a special book club for teens) was established with its monthly meetings held at the Valencia Barnes and Noble. Teens are able to participate in the book club to read and discuss books throughout the year.

A new **Dudes and Dads** program was launched at Old Town Newhall Library providing an opportunity for dads to bring their children to the Library. The dads and dudes read stories together and work on craft activities.

November 2012

The Santa Clarita Public Library held a variety of fun and successful events based on “*The Hobbit*” theme, which began in November and culminated with the December release of the movie *The Hobbit*. The November events included a **book discussion** which drew in people of all ages. Crowds also gathered at Valencia Library to hear **Dr. Michael Ward of Oxford University** explore the heroism of Bilbo Baggins (*The Hobbit*). Dr. Ward, a C.S. Lewis scholar from Oxford University, spoke to a standing-room-only audience.



In celebration of the **Native American History Month**, Library patrons attended a special event featuring Rodney Howard, a Maricopa, who shared background information on Native Americans and performed various dances. The teens also discussed Sherman Alexie’s National Book Award-Winning *The Absolutely True Diary of a Part-Time Indian*, and adults and teens were welcomed to view the movie *Smoke Signals*.

The **Citizen’s Public Library Advisory Committee (CPLAC)**, whose role is to advise the Santa Clarita Public Library on issues of local interest and concern for the benefit of the community and our Libraries, resumed meeting.

December 2012

The **Santa Clarita Valley Literacy and Arts Festival** was held at Old Town Newhall Library. This community festival provided a variety of activities for families including music, storytelling, poetry, story time, drama, art projects, digital animation, drawing, and story-time characters.

The Santa Clarita Public Library’s **Hobbit-related programs and activities** continued throughout December, which allowed Library patrons to engage in films, author, and book discussions including a Tolkien scholar, and also win tickets to a private screening of the new movie “The Hobbit” at the Valencia Edwards Theater sponsored by the Friends of Santa Clarita Public Library. The private screening included breakfast hosted by the Santa Clarita Sunrise Rotary and the Friends of the Library. The event was topped off with a visit from Gandalf the Grey.



In celebration of the City of Santa Clarita’s anniversary, the Santa Clarita Public Library partnered with the Historical Society to hold an event showcasing **Santa Clarita Valley’s Legendary Locals**, telling tales of the colorful cast of characters found throughout the region’s past and the “legendary locals” who still make history today.

January 2013

Winter – Spring programming at the Santa Clarita Public Library began on January 14, with regularly scheduled programs including: Baby and Toddler Storytime, School Readiness Storytime, Bilingual Storytime, Pajama Storytime, Elementary Storytime, Storybook Character Visits, Homework Help, Lego Club for Families, Read to a Dog, and Lego Robotics.



A partnership was established with **The ARTree** to provide free art classes to children at Old Town Newhall Library on the first and second Friday of each month.

Technology Classes including eReader classes were available to the community. These free classes were offered at all three branches and benefited patrons of all ages, especially those that received a new eReader, iPad, and laptop during the holidays.



Old Town Newhall Library hosted a free four-week **Art Series for children**. The art workshops included oil pastel drawings of Chinese zodiacs, paintings of traditional designs on Amate paper, symbols from Eskimos, and Japanese fish rubbings on rice paper. A reception hosted by the Friends of Santa Clarita Public Library culminated the Art Series to celebrate the young artists and their artwork.

February 2013

A new **Special-Needs Library Day Program** for children with special needs was established at Canyon Country Library. This new program provides the opportunity for children with special needs and their families to use Canyon Country Library on specific Saturdays prior to opening hours, followed by story and activity-time programs.



A new **Film and Video Club** was established for teens from February through May. The club was led by a Cal Arts Film School graduate. Teens learned different film and video styles and techniques as they created movie trailers for books. The trailers were premiered during the Summer Reading Program.

The City of Santa Clarita conducted **Environmental Workshops**, at all three Library branches, designed to educate students in kindergarten through 12th grade on how to prevent pollution and protect the environment.

March 2013

The Santa Clarita Public Library was a presence at many of the **open houses** at the junior highs and high schools in the Wm. S. Hart School District, meeting and greeting patrons, promoting databases, and issuing Library cards.



The Santa Clarita Public Library invited school-age girls to join NASA's Erika Podest and Michela Muñoz Fernandez first-ever **NASA Google+ Hangout in Spanish**. Earth Research Scientist Podest and Principal Investigator and Systems Engineer Fernandez from NASA's Jet Propulsion Laboratory in Pasadena, California, shared their stories to inspire girls to pursue careers in science, technology, engineering, and math (STEM).

The **STAR (Story-Telling and Reading)** program was launched as a pilot program at the Valencia Library. *STAR* is Santa Clarita Public Library's first intergenerational reading program, geared towards giving individual children positive personal connections with adults who will read to them on a regular basis. Because of the success of the *STAR* program, it will be expanded to include Canyon Country Library and Old Town Newhall Library.



April 2013

Mayor Bob Kellar presented a Proclamation for **National Library Week** to the Santa Clarita Public Library at the April 9 City Council Meeting.



In appreciation of all the Library volunteers, the Santa Clarita Public Library held a **volunteer recognition** luncheon to thank the many Library volunteers who helped and made a difference in our Libraries during the past year.

The Santa Clarita Public Library participated in the City's Earth Arbor Day with the **Read for Trees** program, which encouraged readers of all ages to read and help the environment. For every 100 books read, a tree was planted during the Earth Arbor Day Festival.



The Santa Clarita Public Library was **engaged in the community** at the Newhall School carnival with a booth and provided students with information on Library services and programs, and by attending numerous school open houses at various middle and high schools over the past couple of months focusing on teen outreach.

Canyon Country Library and Old Town Newhall Library hosted a free event with a variety of activities celebrating **El Día de los Niños/Día de los Libros** for residents of all ages.

May 2013



The Canyon Country Library and Newhall Library held “**May the 4th be with you**” events celebrating Star Wars Day. These popular events included crafts and activities centered on the popular Star Wars books for readers of all ages.

The Santa Clarita Public Library partnered with the **Santa Clarita Valley Latino Chamber of Commerce** who presented a free presentation to businesses. This program was designed to help business owners to better understand and embrace the Latino marketplace.

During May, the Santa Clarita Public Library visited numerous local schools and publicized the **Summer Reading Program – Reading is so Delicious!** to the community.

June 2013



Kicked off the **2013 Summer Reading Program – Reading is so Delicious!** for readers of all ages. The “Reading is So Delicious” program encourages Library patrons to explore food through books. The summer reading program has special age-appropriate food-themed programs planned through July for readers of all ages, including cooking classes, craft projects, movie screenings, storytelling sessions, magicians, jugglers, and group discussions.

Throughout the year, children at the Santa Clarita Public Library received special children’s **book characters visits** during the children’s book-reading program. Special visits were made from characters such as Toot and Puddle, Mouse, Clifford, and Maisy, which brought the children stories to life.

The Santa Clarita Public Library provided schools the opportunity to **tour and visit the Libraries** to learn about the valuable resources available for students at the local Public Libraries.



Throughout the year, **teen and adult volunteers** assisted the Santa Clarita Public Library in a variety of programs and services serving 11,376 volunteer hours during the fiscal year.

This year, the Santa Clarita Public Library partnered with the **Santa Clarita Valley Education Foundation’s Read With Me program**, allowing the services to expand to off-site tutoring within the Libraries. Tutors trained by the SCV Education Foundation meet their students in the Libraries on a weekly basis.

Friends of Santa Clarita Public Library



The Friends of Santa Clarita Public Library (Friends) **sponsored special programming** such as supporting the 2012 Summer Reading program with book bags and books for prizes. They also sponsored prizes for the Library's Hobbit event and provided 1,000 commemorative backpacks at Old Town Newhall Library Grand Opening. Eighteen Nooks were purchased for a pilot early literacy program, and the Friends sponsored various holiday and special programming throughout the year.

The Friends of Santa Clarita Public Library sponsored free **Author Events** and book signings at the various Libraries throughout the Fiscal Year including the following authors:

- Ed Engoron, author, chef, chocolatier, award-winning Hollywood art director, and co-founder of Chocolatique, with a book discussed and a chocolate tasting.
- Alan Brennert, a New York Times best-selling author.
- New York Times best-selling author Dustin Thomason with his newest novel *12.21*.
- Tess Rafferty, a comedy writer and new author, with her new memoir, *Recipes for Disaster*, which includes recipes, life tips, and an approach to culinary excellence.
- Attica Locke, an award-winning author and successful screenwriter, spoke on her first two books, *Black Water Rising* and *The Cutting Season*.
- Christopher Reich, known for his high-octane espionage thrillers and a New York Times Best Selling Author.
- Laurel Corona, a historical fiction author with her new novel, *Finding Emilie*.
- Hank Phillippi Ryan, is an investigative reporter for Boston's NBC affiliate, and has won 30 Emmys and 12 Edward R. Murrow awards. Ryan is also an award winning author, her newest thriller *The Other Woman* is her latest award winning novel.



The Friends of Santa Clarita Public Library held their **First Anniversary** on December 6, 2012, and finished the fiscal year with a membership of 130 Friends and a 30 member Board.



Through a variety of **fundraising** activities, including Old Town Newhall Library naming rights, three used-book stores located in each of the Libraries, and used-book auctions and bag sales The Friends of Santa Clarita Public Library raised \$43,852, which is used to support Library materials and activities.

Contact Information

By Phone

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