

Woodland Public Library 2010/2011

Director's Fourth Quarter Report

Staffing:

With only 4 full-time employees to staff the Library, and the funded but unfilled Librarian position, the Library has had to rely on part-time temporary staff to maintain minimum service levels to the public. In the 2nd quarter, there was an increase in temporary Librarian hours to allow the permanent Librarians time away from the public to catch up with a backlog of pressing issues such as working through problems with Baker & Taylor. In the 3rd quarter, those Librarian temporary hours were cut back to only fill in for vacations and illness. During the 4th quarter, temporary Librarians were used again to allow full-time staff to do collection maintenance (weeding) and a large portion of the hours were used to allow for Summer Reading Club planning and staffing SRC events.

Temporary Employee Usage

Classification	Q1 2008-2009	Q1 2009-2010	Q1 2010-2011
Page Hours	1221	795.25	1012
LTA Hours	1973.5	832.25	1263.5
Librarian Hours	0	101.5	112
Q1	3194.5	1729	2387.5
Page Hours	1115.75	784	1006
LTA Hours	1934	664	1094.5
Librarian Hours	26	70	338
Q2	3075.75	1518	2438.5
Mid Year	6270.25	3247	4826
Page Hours	1121.5	889.5	949
LTA Hours	1953.75	784	1016.5
Librarian Hours	8.5	46	264.25
Q3	3083.75	1719.5	2229.75
Page Hours	1378	1009	1115
LTA Hours	1646	1006	1308
Librarian Hours	49	64.5	452.5
Q4	3073	2079.5	2875.5
YTD	12427	7046	9931.25

Facility:

Thanks to an email to City Hall from one of the Friends of the Library, the Library was power-washed by City Facilities staff on May 13, 2011. While washing, it was

discovered that the drain by the Friends door was almost totally clogged and Roto Rooter was called to unclog it the following Monday. The clog was quite bad and required several hours to fix. The Library was billed \$700 to unclog the drain.

On April 26, 2011, the staff areas and FOL book sale area were affected by a sewer gas smell. Water to a leaking toilet in the men's room was turned off and when it was repaired and the water turned back on, foul smelling sewer gas filled the staff areas. The public area wasn't overly affected – windows to the courtyard were opened – but the staff areas were vacated for an hour or so.

Technology:

The computer lab has been totally converted to “virtualized” computers. This means there is no hard drive or other common hardware that makes up a computer's CPU. Instead the monitor connects to a server that contains the desktop image and applications. Several staff members now also are testing virtual computers. Problems (that are very different from PC problems) do occur but IT staff is responsive and is dedicated to making sure the computers function properly so staff can get work completed. The change was prompted by constant problems experienced by the computer lab PCs.

The Library is also working with the City's IT staff to redesign the front page of the Library's webpage. The entire Library site and all its pages could be given a facelift but the service would have to be contracted with Civica which is the company the City uses for content management. Instead, money can be saved by waiting until the whole City undergoes an update of the website and then redesigning the Library section of the website. Library staff have a draft of what the front page should look like and IT has said they have expertise to complete that part of the update. Library staff is working to make the website headings and verbiage more patron-friendly and usable. It's an ongoing process and the website should be constantly monitored for ease of use.

Public Service:

Visits to Woodland Public Library in the 4th quarter increased 11% from the same period last year. The elevator door counter was not working 6 to 7 days due to a loose connection followed by improper installation. That door is not as highly used as the front door, but visits to the Library are probably slightly higher than the count shows. Yearly visits average approximately 800 per day and 100 per hour.

Visits to Woodland Public Library

	2007	2008	2009	2010	2011
July	16680	20338	24427	19508	17672
August	17878	19225	20564	15674	16554
September	15567	19605	21631	17082	15952
Q1	50125	59168	66622	52264	50178
October	17065	20363	21193	16527	17203
November	15672	19902	18093	12968	14339
December	17009	17567	18867	14457	12709
Q2	49746	57832	58153	43952	44251
Mid Year	99871	117000	124775	96216	94429
January	20531	21527	22455	16175	18586
February	19738	17747	22165	15745	16477
March	20194	21039	24422	18494	21443
Q3	60463	60313	69042	50414	56506
April	20281	22185	26850	17997	18321
May	18514	19362	19500	14481	17375
June	19263	21345	22898	17540	20126
Q4	58058	62892	69248	50018	55822
YTD	218392	240205	263065	196648	206757

Circulation increased from last year's 4th quarter by almost 9.5%. Summer Reading Club started in June and usually helps increase circulation statistics.

Tradition Checkouts and Renewals

	FY 07	FY 08	FY 09	FY 10	FY 11	% Change
Jul	22,262	26,706	32,617	28,598	27,804	-2.78%
Aug	21,852	27,290	27,688	25,299	23,743	-6.15%
Sep	21,149	25,769	28,220	25,697	22,817	-11.21%
Q1	65,263	79,765	88,525	79,594	74,364	-6.57%
Oct	20,098	27,099	29,084	25,317	25,579	1.03%
Nov	20,241	27,033	26,699	21,086	23,675	12.28%
Dec	19,848	26,067	28,307	22,345	19,317	-13.55%
Q2	60,187	80,199	84,090	68,748	68,571	-0.26%
Mid Year	125,450	159,964	172,615	148,342	142,935	-3.64%
Jan	23,409	28,565	29,261	24,079	27,009	12.17%
Feb	21,389	27,541	27,692	23,114	24,462	5.83%
Mar	25,795	29,348	31,535	26,017	29,828	14.65%
Q3	70,593	85,454	88,488	73,210	81,299	11.05%
Apr	24,510	29,157	30,214	25,381	25,576	0.77%
May	24,741	27,585	27,071	21,693	25,420	17.18%
Jun	27,528	31,877	30,750	26,951	30,016	11.37%
Q4	76,779	88,619	88,035	74,025	81,012	9.44%
TYD	272,822	334,037	349,138	295,577	305,246	3.27%

Reference:

Assisting library users in meeting their information needs is the heart of the library profession. It is a service that is expected by the public and one that many professional librarians see as most important and satisfying. The Library is continuing its reduced reference staffing with a reference librarian available 6 hours a day. The Children’s desk is staffed at all times but not always by a Librarian. *It is important to note that reference statistics are generally subjective and are gathered by busy librarians working a desk.*

Reference Activity

	FY10	FY11	% Change
Jul	424	748	76.42%
Aug	730	701	-3.97%
Sep	966	596	-38.30%
Q1	2120	2045	-3.54%
Oct	647	1082	67.23%
Nov	281	885	214.95%
Dec	540	658	21.85%
Q2	1468	2625	78.81%
Mid Year	3588	4670	30.16%
Jan	732	965	31.83%
Feb	699	937	34.05%
Mar	785	890	13.38%
Q3	2216	2792	25.99%
Apr	1030	664	-35.53%
May	739	815	10.28%
Jun	913	538	-41.07%
Q4	2682	2017	-24.79%
YTD	8486	9479	11.70%

Outreach Activities:

Outreach activities continue to be at a minimum as staff is needed in the building to assist customers. Esther Guardado attended Woodland Coalition for Youth monthly meetings and hosted 11 class visits with tours and a brief story time. For outreach about the Summer Reading Program, Esther visited Freeman, Whitehead, Plainfield, Prairie, Zamora and Tafoya elementary schools. Also, Cara Baker visited Tafoya, Gibson and Knights Landing’s charter school to spread the word about Summer Reading Club.

On May 16th, Cara and Heather Muller met with Jaye Shupin from the Woodland Toy Library. The Library was hopeful that the Toy Library would be at some of the Summer

Reading events but so far, the Toy Library has not had volunteers available or provided the Library with flyers to hand out at SRC events.

On May 18th, Heather visited the state capitol and took part of the California Library Association's Library Legislative Day. Heather was able to meet with Assemblymembers Mariko Yamada and Jim Nielsen as well as staff from Senator Lois Wolk's office and keep them up-to-date about the Woodland Public Library.

Patricia Lakie attended the IUG (Innovative Users Group) conference in San Francisco using her dedicated technology education funds. At the conference, she learned many things to do within Millennium.

Programming:

Traditional library programming has suffered from service level reductions. The number of regular programs provided such as story times and book clubs has decreased from previous years and special programs are almost non-existent. What special programs the Library provides are geared toward children and funded by the Friends of the Library.

The Rose Club continues with its monthly clean up Saturdays and also utilizes the Leake Room for their monthly membership events. The Friends of the Library host "Last Thursday of the Month" book sales and occasional sales on Saturdays. In June at their yearly membership meeting, the Friends hosted author M.L. Malcolm.

In April, the Library was proud to host author Jamie Ford in the Leake Center as part of the Woodland Reads series. Over 80 people attended the event – and over 300 attended the day-long celebration of *Hotel on the Corner of Bitter and Sweet*.

Most of the programming that Library staff spends time on is for children/young adults. On June 21st, the Library hosted a kick-off for its Summer Reading Program. Sign-ups included 212 kids (age 0-12) and 27 teens with the help of 21 teen volunteers who filled out paperwork, manned tables, and helped direct people. Also as part of SRC, on June 28th, Wildlife Associates presented an informational program with 4 LIVE animals entitled "Spirit of the Rainforest." SRC events continue into the next fiscal year.

The large increase in school age attendees is probably from the school visits done by staff to help increase awareness of the Summer Reading Program. A school visit is able to reach a lot of young people at one time.

Youth Services Programming

		FY09	FY10	FY11	% Change
Toddlers					
	# programs	31	18	39	116.67%
	# attendees	910	293	535	82.59%
Preschool					
	# programs	83	36	106	194.44%
	# attendees	1483	495	1064	114.95%
School Age					
	# programs	40	43	54	25.58%
	# attendees	1119	1180	5126	334.41%
Teens					
	# programs	24	0	11	n/a
	# attendees	97	0	134	n/a

Collection:

Librarians Patricia Lakie, Carol Davis and Cara Baker continue to monitor the pre-processed materials from Baker & Taylor. Twice monthly conference calls with Baker & Taylor are still occurring but their work is much better than it ever has been. The process of reviewing incoming material can now be streamlined.

Budget

	Budget	Expended	% Expended
General Fund 101	\$24,500	\$30,196	123.2%
Developer Fees 570	\$85,000	\$78,923	92.9%
Trust Fund 917	n/a	\$56,482	n/a
Total		\$165,601	

The expended amounts listed above are not the total for the year as we are still receiving invoices for last year's items. The amount officially budgeted for the 917 fund was of unknown origins and unrealistic, so it has been removed from this report.

The "balance" of the 917 account is not yet known but piecing together information from Kimberly McKinney (the city's Financial Officer), below is an estimated guess based on the amount remaining at the end of FY10, how much as been deposited from CLSA and TBR funds, and how much as been spent to date.

Beginning balance	\$170,490
Revenue	\$88,349
Sub-total	\$258,839
Spent	\$103,119
Ending balance	\$155,720

Library Material Expenditures			
FY 10-11			
4th Quarter	Budget	YTD	% Spent
Graphic Novels	\$ 1,500		
Adult fiction	\$ 26,000	24010	92.3%
Large print	\$ 1,600	446	27.9%
Adult nonfiction	\$ 20,000	18612	93.1%
Adult reference	\$ 3,000	661	22.0%
Adult Spanish	\$ 1,600	0	0.0%
ESL & Language	\$ 1,000	0	0.0%
Adult Print Sub	\$ 54,700	43729	79.9%
Adult Spoken Word	\$ 8,000	3892	48.7%
TEACH	\$ 2,500	25	1.0%
CDs	\$ 5,000	5009	100.2%
DVDs	\$ 32,000	20614	64.4%
Adult AV Subtotal	\$ 47,500	29540	62.2%
Adult Total	\$ 102,200	73269	71.7%
YA--Total	\$ 7,000	6511	93.0%
Children's books	\$ 41,050	25002	60.9%
Children's Spanish	\$ 3,000	2314	77.1%
Children Print Sub	\$ 44,050	27316	62.0%
Child Sp Wd & CD	\$ 1,750	2031	116.1%
J DVDs	\$ 15,000	7824	52.2%
Children's AV Sub	\$ 16,750	9855	58.8%
Children's Total	\$ 60,800	37171	61.1%
Total Print A,YA,J	\$ 105,750	77556	73.3%
Total AV A, J	\$ 64,250	39395	61.3%
Totals	\$ 170,000	116951	68.8%
Actual SO	\$ 40,000	24285	60.7%
Overdrive		1021	
Full Total	\$ 210,000	142257	67.7%

Public Computer Access:

The 3rd quarter had been plagued by continuing computer problems that caused most of the lab to be unavailable for over 6 weeks but during the 4th quarter, most of the problems have been solved (see the Technology section of this report for what the City IT did to fix the problem). Usage rebounded and the public seems happy with the solution.

Public Computer Usage

	2009-2010	Per Hour	2010-2011	Per Hour
Jul	3,031	17.22	2632	15.67
Aug	2,756	16.40	2575	14.63
Sep	2,821	16.79	2474	14.73
Quarter 1	8,608	16.81	7681	15.00
October	2,767	15.72	2759	15.33
November	2,043	17.03	2087	13.73
December	2,237	15.53	1995	14.05
Quarter 2	7,047	16.02	6841	14.43
Mid-Year	15,655	16.44	14522	14.73
January	2,614	17.20	2767	15.72
February	2,470	17.15	1865	11.23
March	2,482	14.77	1698	10.11
Quarter 3	12,518	26.98	9893	19.40
April	2,594	15.44	2297	15.52
May	2,332	15.34	2413	15.77
June	2,702	15.35	2523	15.77
Quarter 4	7,628	15.38	7,233	15.69
YTD	35,801	18.72	31,648	16.17

Literacy:

- Completion of four employment literacy workshops with Career Paths of Davis. Funding was through a grant from LTSA and included not only the workshops, but promotional and print costs. The remaining \$5,000 of the \$10,000 grant is being spent on library collection development.
- Job Computer labs are now being held on Monday and Tuesdays from 1:30 to 3:00 in the Conference room. All eight computers are usually in use. Three new computers, including software, were purchased thanks to a grant Heather secured from Sunrise Rotary for \$2,000. An LTA from the Library often assists with the workshops.

- Three tutor trainings, resulting in six new tutors. We are close to pairing up current students with available tutors.
- United Way: Application completed, site visit on May 3, Presentation on May 12. Very favorable comments. Full funding for the second year in a row. \$8,000. Outreach: Target's campaign began in June and two presentations were given by the Literacy Coordinator.
- CLLS—Lunch with Jacquie Brinkley of the California State Library Literacy Service focused on Woodland's program, followed by an invitation to attend the CLLS Strategic Planning session on budgeting on May 24th. We were one of 16 literacy programs to be invited out of 103, and we are in the top ten of the most effective literacy programs in the state.
- Met with Matt Aquire, as recommended by Fred Teigert, with Patty about a Children's Literacy Program. He will get back to us.
- Met with Katie, the volunteer coordinator, to begin working on Volunteer Match.
- Steps in the Mirror--- a collection of writing from over the last two years as a result of the Wayfarer Journal was published through STEP and a grant through the Unitarian Church, and distributed to funders, local and state officials and other friends of Literacy.
- Literacy Council Newsletter published.

Grant summary:

- United Way: \$8,000
- CDBG :\$8,000
- USBANK: \$4,500
- Kelly foundation: \$5.000

Reports and grant applications filed for Yocha De He, Teigert, Northrup Grumand, Target etc.

Professional Development:

The Director attended the American Library Association conference in June. Some of the most talked about issues were the future of ebooks (which libraries and the publishers don't quite seem what to do with yet), social reading, and cloud computing and services.

Other:

NorthNet:

At a June 9th NorthNet meeting, the members voted on a budget that cut 2 full-time positions (down to 1.5 staff members) and started the process of shutting down/closing NorthNet. Since libraries will not know until December 15th whether there is funding, the group felt it was the only responsible action. If funding is provided by the state, NorthNet will continue to be funded.

NorthNet negotiated a new delivery contract starting July 5. The new company, BeavEx, visited and met with all libraries before service started.

State Budget:

Stacey A. Aldrich, California's State Librarian, sent an email to libraries on July 1, 2011, concerning AB 121 – otherwise known as the "Trigger Bill" attached to the state's budget. Her comments:

"As you know, on December 15, 2011, if the revenue forecast turns out to be less than \$87,452,500,000 then there will be several programs that will be reduced. There are a total of 13 listed for this first trigger and 5 are programs in the State Library.

They include:

- *California Civil Liberties Public Education Program (\$450,000)*
- *California Newspaper Project (\$216,000)*
- *California Library Services Act (\$8,500,000)*
- *California Library Literacy Services (\$3,700,000)*
- *Public Library Fund (\$3,000,000)*

You may be wondering what this means in terms of the State Library being able to use this funding.

We have just verified that there will be no local assistance until Jan. 1.

We will not be able to release any funds until after January 1.

We can continue to send letters or complete other work related to the programs just no release of funds.

We know that there are many issues around this delay and are working on strategies for coping."

The amounts mentioned above are approximately half of the funds available last year.

The Woodland Public Library usually receives quarterly payments from the California Library Services Act (based on the number of items we loan out to other libraries) and a certain amount based on the city's population (from the Public Library Fund). Last fiscal year, the library received approximately \$100,000 throughout the year from these programs. The money was used to purchase books, movies and music as well as used to maintain services that are required to receive these funds (book sharing services such as delivery costs, etc).

As long as state revenues are met, the Library anticipates receiving \$40,000 to \$50,000 this fiscal year but now know we not receive any money until after January 1, 2012.

Last year, the Woodland Public Library Literacy Service received \$58,000 in funds from the state. The Literacy Service usually receives that money as soon as it is possible for the state to release it. This year, the Literacy Service expects \$25,000 to \$30,000 if state revenue forecasts are at least \$87,452,500,000.

eResources:

The Library switched to Ebsco from Gale as a magazine database. Carol Davis worked with Ebsco to save \$1700.

BookFLIX is a great resource made available through the California State Library who utilized Library Services and Technology Act funds to purchase access for every library in the state. It's an online storybook service that pairs classic storybooks with non-fiction ebooks.

Carol Davis, Reference Librarian

4th Quarter, 2010-2011

- Met with the IT Department (w/Heather) to discuss library website upgrade.
- Set up a meeting with Ebsco representative to go over our new database purchases with the librarians.
- Interviewed and hired (w/Patty) a new LTA 1 for the media/computer room.
- Participated in interviewing for a new volunteer coordinator position.
- Wrote and received a grant for \$500 from Omega Nu for large print titles for the general collection.
- Weeded reference down to two stacks from four to make room for the new career/employment collection financed by the "Pitch an Idea" grant with the State.
- Working with the new Rose Club president on the Rose Club (library) website – new material to add and new vision for the site.
- Worked with Huell Howser Productions to obtain the California Gold series and other Huell Howser Production titles at a huge discount for the library – 100 titles (DVDs) for \$700 (down from the original offer of 100 for \$2500).
- Organized the "Read for Fun" adult summer reading program for the library.
- Worked with Norm Callaway on purchasing specific material using funds donated in his name.

Patricia Lakie, Librarian III, Technical Services Librarian

4th Quarter, 2010-2011

- Attended the Innovative Users Group Annual Conference in San Francisco, April 13-16. Participated in several workshops about running various reports in Millennium, maintaining the database, using Innovative's online service center, and learning some pros and cons of RDA (Resource Description and Access), the new cataloging rules.
- Worked with Carol Davis to screen the Temporary LTAI position applications and conduct interviews of the top five candidates. Chose the applicant we felt was most qualified.
- Attended the State Library's Get Involved Symposium on April 21.
- Interviewed and selected an overall Volunteer Coordinator, Katherine Jubelirer, in May.
- For circulating magazines, created records in Millennium (the Library's ILS). Benefits: magazines are now checked out on patron's cards, so we can keep better track of them; and circulation statistics will be available on individual titles to assist with collection development decisions.
- Attended the quarterly Partners meeting in May.
- Performed duties as Acting Director while Heather Muller was on vacation in April and May. Attended the Department Heads meeting, attended a City Council meeting and represented the library at the Woodland Reads events.
- Assisted in planning the Summer Reading program.