

City of Woodland

REPORT TO MAYOR AND CITY COUNCIL

AGENDA ITEM

TO: THE HONORABLE MAYOR
AND CITY COUNCIL

DATE: September 16, 2008

SUBJECT: Annual Report from Library Board

Report in Brief

The library report will highlight the continuing dramatic increase in library use, the vital roles of the library for community health, and plans for the future. Staff recommends that City Council accept the Library Board's annual report.

Background

In September of each year, the Woodland Library Board of Trustees issues its annual report to the City Council. This report reviews major developments in the library during the past year and presents a current snapshot of library activities and use.

Discussion

The library report will focus on the recent renovations, the importance of reading/literacy and the library's contributions, the health of the collections, the success of the 2008 Summer Reading Program, the value of programming for building community and plans for the future.

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Library Board President

Submitted by: Sandy Briggs
Library Services Director

Mark G. Deven
City Manager

Attachment: PowerPoint Handouts

Woodland Public Library 2008 Annual Report



Library as Place—Destination Point

- Established in 1892
- Built in 1905 as a classic Mission Revival style
- Oldest operational Carnegie Library in CA
- Featured building in 2005 Stroll Through History
- Over 20,000 visitors per month



Current Exterior Renovation



\$137,488 Project Funded by Measure E

Repair

- Window Frames
- Stucco

Replace

- Roof tiles
- Roof ladders

Repaint

The Library as Place

The Community's Living Room

Interior Renovation in 2005



New Paint and New Carpet
Provided by Library Fund

New Furniture Provided by
Friends of the Library

Encouraging Reading and Lifelong Learning—Why

National Endowment for the Arts “To Read or Not to Read: A Question of National Consequence”
(November 2007)

Americans are spending less time reading
Reading comprehension skills are eroding
These declines have serious civic, social, cultural,
and economic implications.

Encouraging Reading and Lifelong Learning—Why?

Documented Implications—Deficient Readers:

- more likely to be high school dropouts
- more likely to be out of the workforce.
- have lower earnings when employed
- have fewer opportunities for career growth when employed.
- have a disproportionate representation in the prison system.

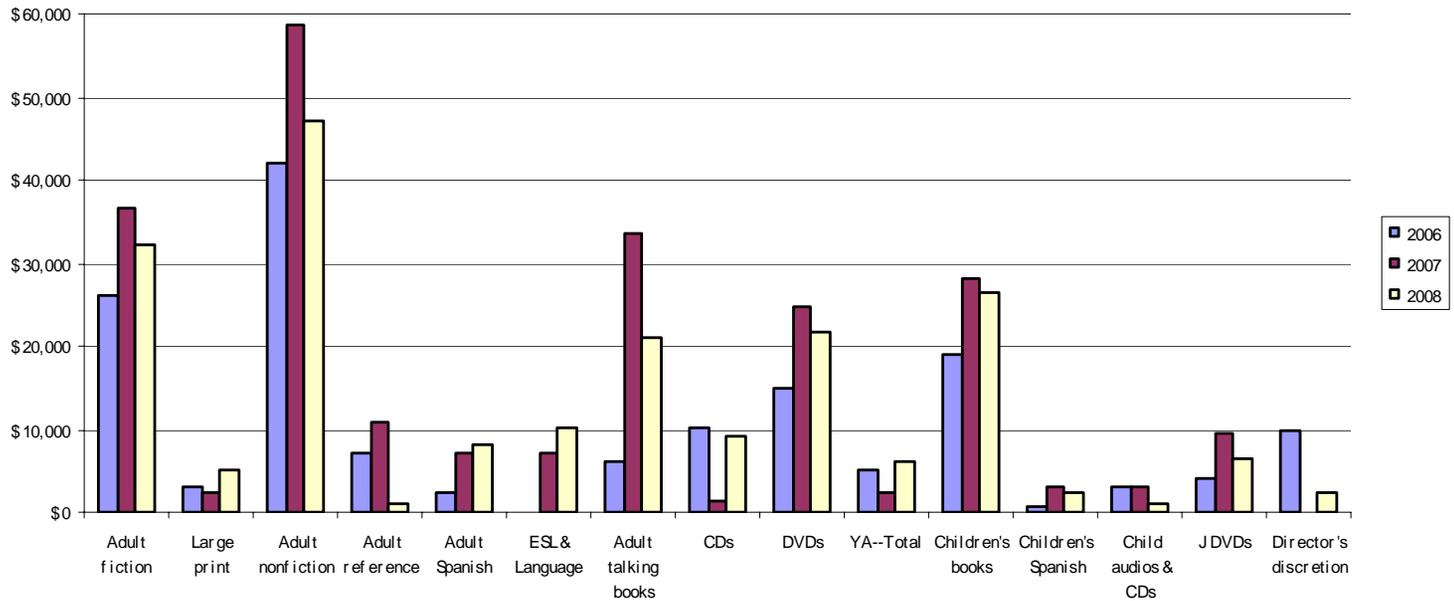
Encouraging Reading and Lifelong Learning—Why?

Documented Implications:
Good Readers Make Good Citizens

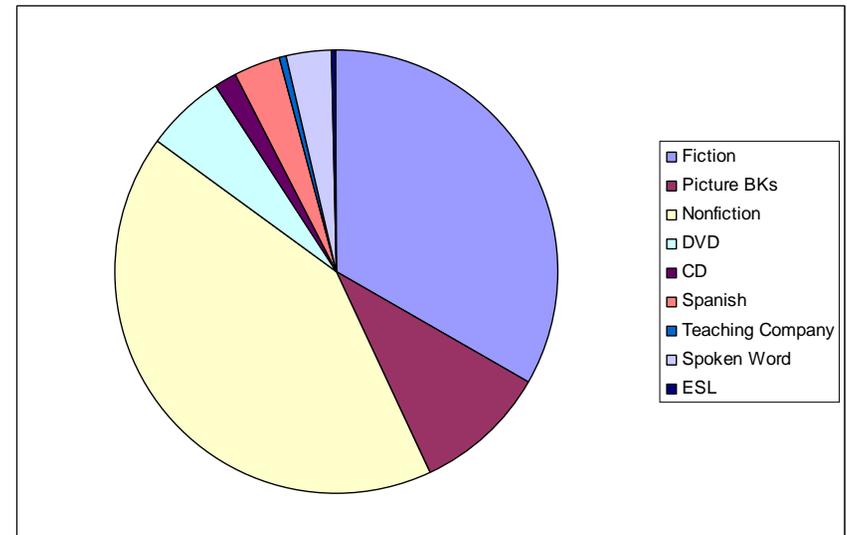
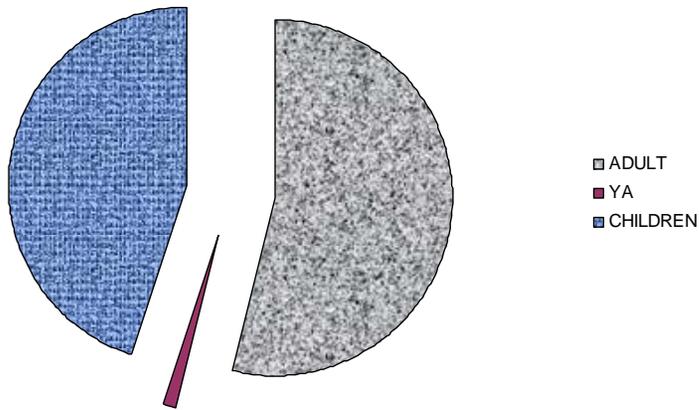
- More than twice as likely as non-readers to volunteer or do charity work.
- Much more likely to vote (85% vs. 53%)

Completely Refreshed Collections

Material Spending by Year



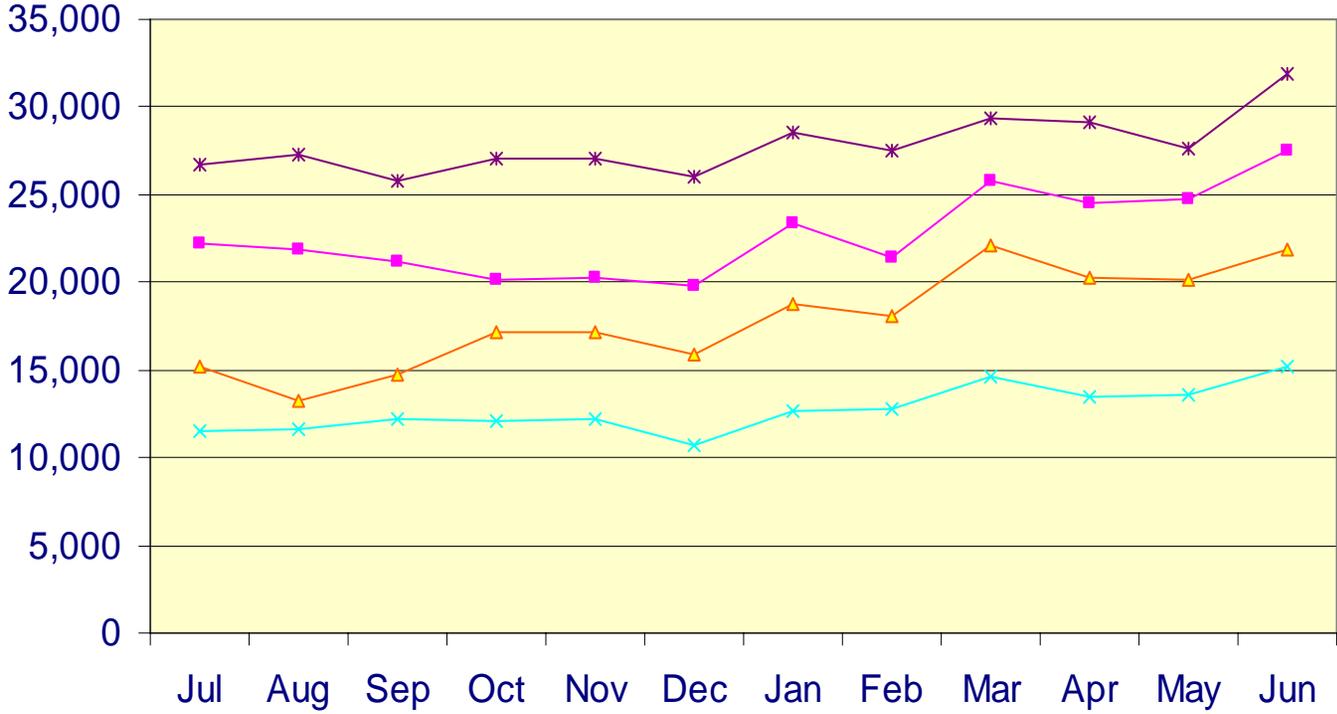
Holdings: 96,542 Items



Dramatically Increased Circulation

2005-2008

Woodland Public Library Checkouts&Renewals Month-by-Month



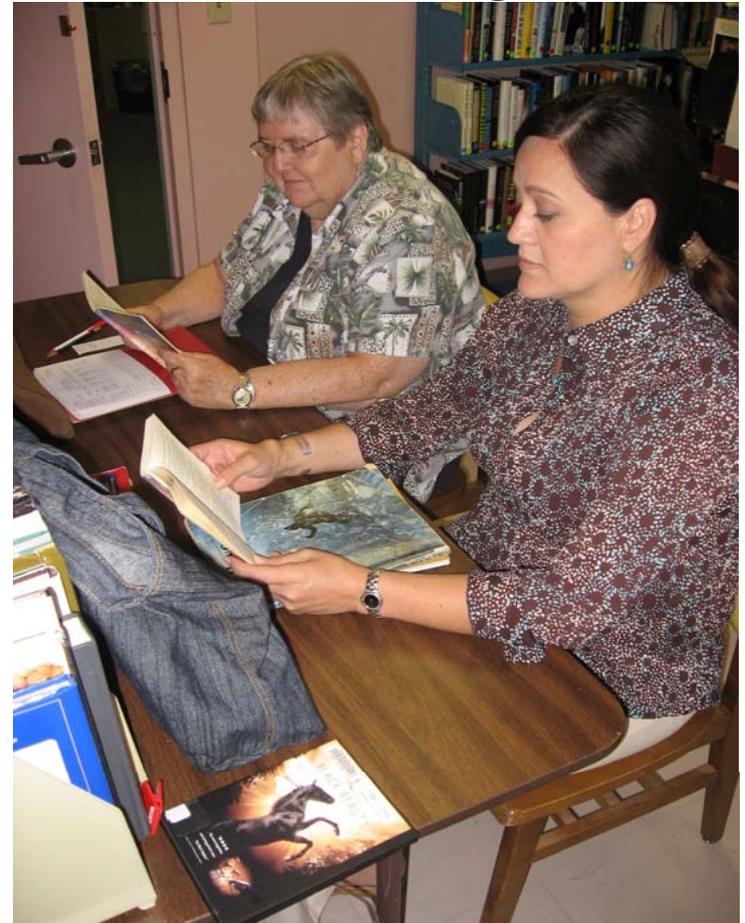
Loans to Other Libraries

74,696 Items Loaned in 2007-2008

- Indication of health & currency of collection
- Income generating = approximately \$172,000 in reimbursement to support collection development

Woodland Literacy Program

88 tutors working with 123 adults
3,482 hours; 87% learners met goals



Woodland Literacy Program

- Inmate Tutoring—Monroe Detention Center and Juvenile Hall (30)
- No Barriers—Developmentally Disabled Adults (15 student/tutor pairs)
- STEP (Strength Through Education Program)—Wayfarer Center

Annual Summer Reading Program

- Fun
- Exciting Programs
- Snacks
- Crafts
- Social
- Library Tradition
- Prevents erosion of reading skills
- Builds vocabulary
- Improves reading
- Fosters social skills
- Promotes literacy

Summer Reading 2008

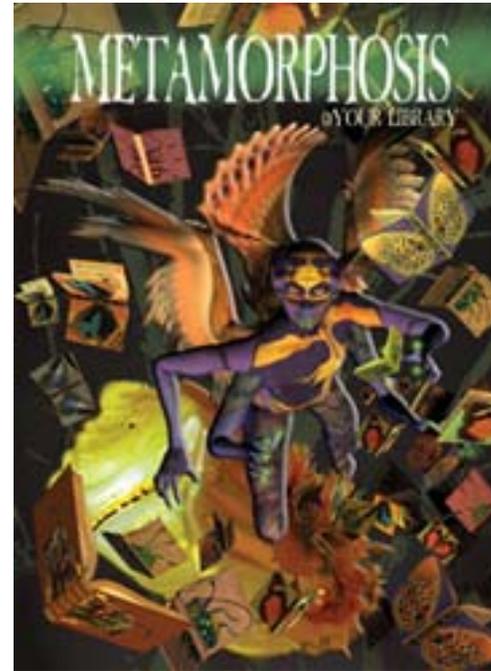
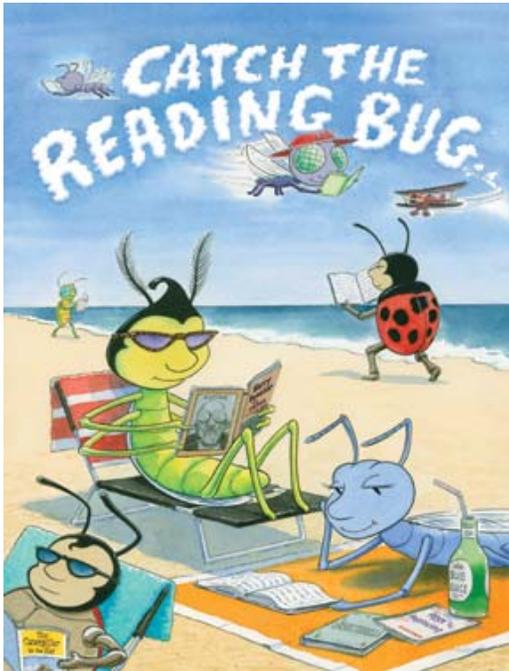
Kickoff Monday, June 16, 2008

354 Sign Ups in 2 hours



Summer Reading 2008

Over 700 children and teens registered and logged reading time for stickers, prizes and recognition.

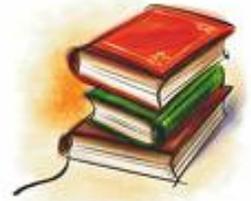


Youth Summer Reading Performance Indicators

	2007	2008	% Change
Initial Sign Up (2 hour Kick Off)	84	354	+321%
Total Participation	475	751	+58%
Toddlers (<3 years)	52	79	+52%
Children (ages 3-12)	374	609	+63%
Teens (12-17)	49	63	+29%
Program Attendance	601	1,632	+172%
# Minutes Logged by Children	68,460	121,050	+77%
# Book Reviews Submitted by Teens	213	352	+65%



Adult Summer Reading



Brown Bag Book Club

WHAT: Informal lunchtime book discussion group at the library.

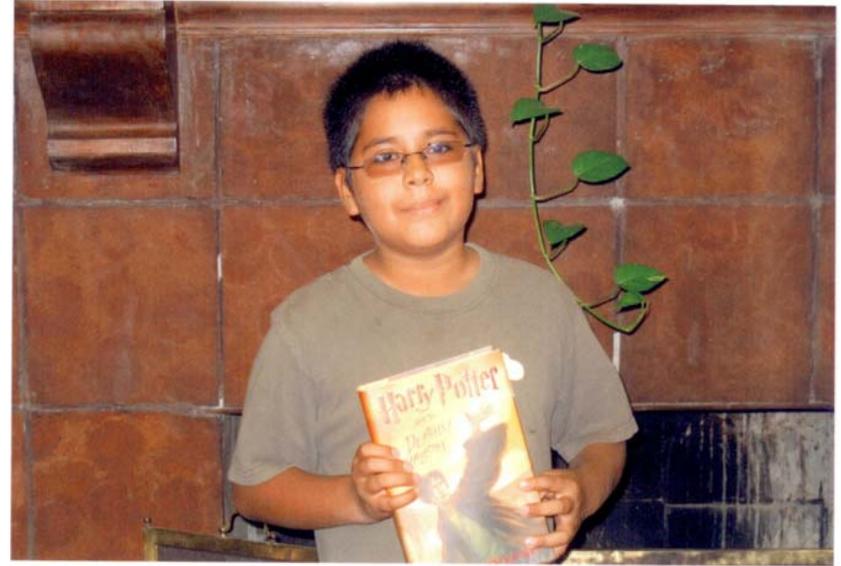
- WHEN: 1st and 3rd Wednesday of each month from 12-1pm, starting in June, 2008.
- WHERE: In the Leake Conference Room at the Woodland Public Library.

“Read for Fun”

93 entries; 301 books

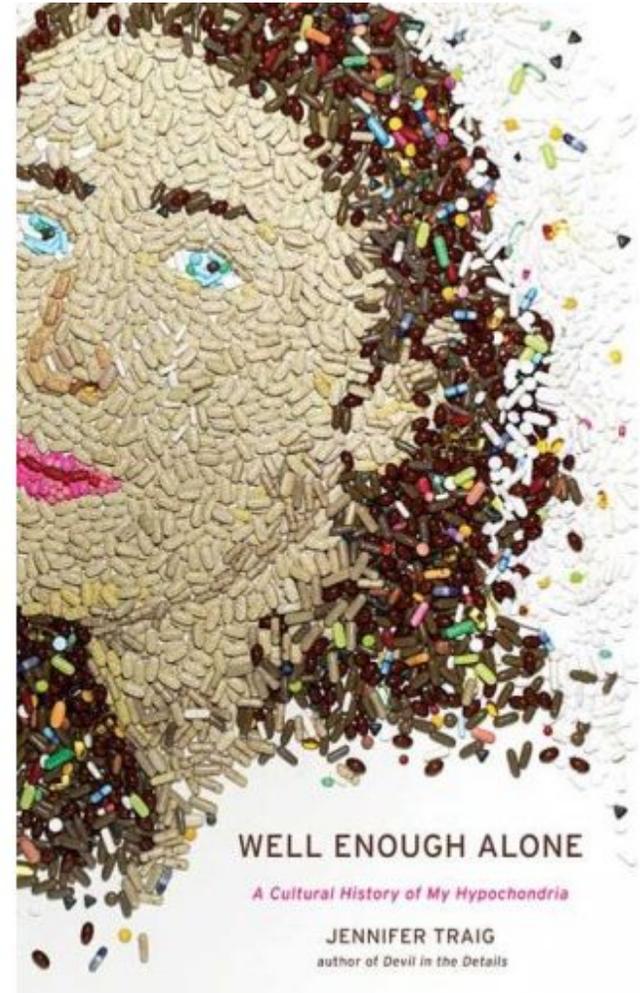
A drawing was held on August 26, and seven prizes (gift certificates to downtown merchants) were awarded. The Friends of the Library funded prizes, and donations were made by Morrison’s and The Opera House.

Programming Builds Community





Jennifer Traig 7/22/08 drew a crowd of almost 100



Building Community



What's Next? Looking Ahead

Strategic Planning 7/08

1. Maximize Staff Resources
 - Streamline, Automate, Outsource Repetitive Processes
 - Focus on Direct Customer Service
2. Collect and Analyze Data for Fact-Based Decision-Making in Material Expenditures
3. Identify Tangible Value Added (Return on Investment)
4. Explore Alternatives to Relieve Overcrowded and/or Under-served Areas of the Library