



Library Board of Trustees

**Rob Stockly, Chair**

**Glenn Putnam, Trustee**

**Barry Ziff, Trustee**

**Rich Procter, Trustee**

**Shannon King, Trustee**

*Sierra Madre Public Library Agenda Report*

## **ANNUAL STATISTICAL REPORT FISCAL YEAR 2013-2014**

---

TO: The Library Board of Trustees  
FROM: Carolyn Thomas, Library Director  
PREPARED BY: Carolyn Thomas  
DATE: July 23, 2014

### **SUMMARY**

The year- end statistical report focuses on Library circulation and program statistics for the 2013-2014 fiscal year. This report assists staff in making decisions on types of materials to collect and programs and services to offer the community. It also offers a brief overview of accomplishments and challenges that have occurred during this time period.

### **ANALYSIS**

The Library is open forty-seven hours per week, six days a week. An average of 263 people visit the library daily, with an average of 6,581 patron visits per month. Annual circulation was 79,673, down from the previous year, primarily due to the decrease in DVD circulation which occurred in July 2012 when we began charging \$1.00 weekly rental fees for DVDs. However, monies generated in rental revenue from DVD circulation and other fines totaled \$28,000; all of which supports the library materials. Circulation of print materials decreased slightly from the previous year with slightly lower circulation of adult materials and children's/young adult materials remaining constant. Again, an increase in eBook circulation occurred due in part from a better selection of materials and our participation in the Advantage program which allow quick access with limited waiting time for new eBook titles. 297 free programs were offered to the community for adults, teens, and children with 7,833 patrons participating. Wi-fi is available in the library, and an average of 800 patrons use public internet computers monthly. Library services in the community are vibrant and well used.

In response to the drop in circulation, our Library Strategic Plan 2014-2015 summary states the following:

*“compared to the state averages, output measures far exceed the state mean. Visits per capita are nearly double the state average. Circulation per capita exceeds the state by more than 50%. Program attendance is close to triple the state average, which is extraordinary for a library that has no public meeting space”.....*

*“a recent downturn in circulation of library materials can be attributed to the implementation of rental fees for dvds. While this policy has added some revenue for the library, it has caused a decrease in circulation by 20,000 the first year”*

When circulation was compared to our peer group and local groups (p. 23) it was stated that: *“circulation per capita is below the benchmark for both groups, substantially below the peer group, again indicating as the turnover rate, that the collection requires assessment”* In other words, the print collection may be outdated, or inadequate for the service population. This is why we implemented a new collection development policy and have begun an aggressive weeding plan. Once our collection is weeded, easier to browse, showcases more up-to-date materials, it is anticipated that our circulation will increase simply because we have fewer books and the circulation will go up (turnover rate equals circulation/ physical materials held).

Our accomplishments this past fiscal year included new programs targeting Teens, families with children, and baby storytimes. We received grant funding to support a successful Teen Docent Program, adopted the Library Strategic Plan, have already met 7 objectives and have set priorities for the next 6 month period. Staff continued offering drop-in eReader and eBook classes which resulted in an increase in eBook circulation of 20%. In addition, we reviewed our database and usage and will continue those that have the most usage. These include Reference USA, Biography Database, Novelist, and Ancestry.com. We dropped General Reference Center Gold, the magazine database and have purchased a newer, less expensive magazine database called MasterFile Complete which offers full text magazines including *Consumer Reports*. BookFlix was also dropped due to low usage and incompatibility with iPads. Special programs for children included the “So Much to See, So Much to Do” art and essay contest, Baby Rhyme Time for infants, Mini Rose Floats, and Harry Potter Party. Target programs for adults included “One Book, One City” events featuring the book *Maisie Dobbs* and the author Jacqueline Winspear. These programs were supported by community groups, and showed an increase in attendance from the previous year. Grant monies to support the Teen Docent Program were received in the amount of \$10,500; this successful program has trained 28 teens who have learned our local history and honed their public speaking skills by providing tours of the digital storyboards located in the Library and the Richardson House. Art racks have been installed in the basement to secure and preserve our extensive art collection, new furniture in the Local History Room has provided a new study and meeting space, and a new people counter has been installed which will more accurately track patron traffic. Additional grants received from the California State Library resulted in \$7,000 of book purchases towards children’s non-fiction and adult fiction materials. Our art work was inventoried, updated collection development policy, revised our Memorandum of Understanding with the SMHPS, and we have instituted new cash handling procedures to ensure accuracy. The City Digitization Project made significant headway as 3,000 City Resolutions dating April 2, 1917 to November 12, 2013 have been scanned, uploaded and will be searchable by resolution number from the City website.

Staffing has again, been a challenge this past year although there was no impact in library hours or services. A new Library Services Manager was appointed, which created a Youth Services Librarian vacancy for 6 months; this position was filled in December. The Electronic Resource Analyst position was vacant for 5 months; this position was filled in January 2014. Existing staff filled in to provide all services, including website maintenance and digitization of city documents. The Electronic Resource Analyst position will become vacant at the end of July 2014 as the staff moves on to a position outside the City in web development. The current staff of 10.5 employees is enthusiastic, providing ongoing programming, seeking grants, purchasing new books and materials, and keeping current with new technology trends.

Sierra Madre Public Library has kept pace with national trends in technology, in how a public library is being utilized, and the ability to market library services. For example, a recent study by Pew Research Center (January 2014) states that “Technology and the internet are changing American’s reading habits and also their relationship with libraries” with one half of Americans now owning an e-Reader or tablet. Still, reading printed books still dominates the reading world. While SMPL offers eBooks for checkouts and iPads for in-library use, printed materials continue to be our highest circulating materials. Here at the SMPL, staff have noticed more patrons using their own laptops within the library (and library garden) where free wi-fi is available. Another example from the study states that “access to books, media, and quiet, safe reading places top the list of favorite library services”. This year we have seen an increase in groups simply using the facility to read, study, and even community groups who gather to meet. Reading Buddies, a new program coordinated with volunteers and students from the Sierra Madre Elementary School, are meeting weekly to continue their reading skills throughout the summer. The local YMCA group, both grade schoolers and teens, come weekly to the library to hear the local history tours, and read in the library. Residents of the British Home have come weekly to attend the local history tours and were so enthusiastic about what they learned, additional tours have been scheduled at the Richardson House, led by the teens. Lastly, the study states that one “challenge libraries face is simply making people aware of all the services they offer” and although SMPL has engaged in an effort to increase the marketing of our services such as banners in front of the library, Read Campaign, partnerships with SMHPS, outreach to schools, increased use of the City’s facebook page and Instagram to post upcoming events, still more effort in advertising our services is needed. Engaging our Board, the Friends, staff, Teen Docents, and volunteers to help promote our programs and services will be necessary to increase visibility and use within the community.

### **STAFF RECOMMENDATION**

Staff recommends the Library Board of Trustees receive and file this report.

### **PUBLIC NOTICE PROCESS**

This item has been noticed through the regular agenda notification process. Copies of this report are available at the Sierra Madre Public Library and on the City of Sierra Madre website.

### **ATTACHMENTS**

Library Statistics June 30, 2014

Annual Library Statistical Report Fiscal Year 2013-14 powerpoint

# Sierra Madre Public Library Statistical Report - June 2014

Categories	July	Aug	Sept	Oct	Nov	Dec**	Jan	Feb	March	April	May	June	Total	FY 13/14 monthly average	FY 12/13 monthly average
<b>Circulation</b>															
Print Circulation	6062	5068	5086	5124	4706	3756	5223	4719	5319	5474	4794	5881	61212	5101	5516
Non-print Circulation	1966	1585	1333	1453	1398	1390	1606	1445	1623	1509	1583	1570	18461	1538	1720
Audiobooks Circulation	521	453	339	384	350	271	386	345	400	365	432	403	4649	387	431
Videos/dvds Circulation**	928	732	547	582	603	496	665	585	698	635	631	688	7790	649	774
Music cds Circulation	256	165	180	210	182	332	253	254	225	211	193	188	2649	221	280
Overdrive	261	235	267	277	263	291	302	261	300	298	327	291	3373	281	235
Total Circulation	8,028	6,653	6,419	6,577	6,104	5,146	6,829	6,164	6,942	6,983	6,377	7,451	79673	6639	7236
<b>Patron Count</b>															
Patron Count - Monthly A	7725	6541	6481	6599	5599	4762	6338	6394	6826	6904	6270	8537	78976	6581	6912
<b>Interlibrary Loans</b>															
Interlibrary Loans Loaned	8	6	5	5	2	2	0	2	2	3	6	3	44	4	13
Interlibrary Loans Borrowed	12	10	7	7	3	6	5	4	4	4	8	4	74	6	6
Reserves - SMPPL Holds	54	60	54	58	65	42	72	69	75	71	47	62	729	61	57
<b>Adult Services</b>															
Circulation Count	4148	3666	3261	3262	2978	2754	3540	3190	3,518	3482	3330	3558	40687	3391	3934
Number of Programs	3	1	3	3	6	3	1	9	3	3	3	2	40	3	6
Attendance - Book Discussions	8	8	7	7	9	0	10	13	11	9	13	10	105	9	6
Attendance - Computer Class - eReader, Ancestry			2	2	6	0	0	5	2	2	2	0	21	2	
Attendance - One Book One City								324					324		
Attendance - other	90	0		2	28	11			9			44	184	15	5
Total Adult Attendance	98	8	9	9	43	11	10	342	13	11	15	54	623	52	37
Use of facilities (Non-departmental) - Me	0	0	25	10	1	1	10	16	10	10	12	10	105	9	
<b>Reference</b>															
Reference Questions - Archives	10	8	3	3	8	5	20	14	16	17	13	11	128	11	10
Reference Questions - email	2	0	0	1	0	1	2	3	1	1	0	1	12	1	1
Reference Questions - Service Desks	281	347	295	300	278	276	362	305	384	316	364	430	3938	328	332
Reference Questions - Children	73	85	118	133	138	117	153	119	235	134	189	191	1685	140	131
Reference Questions - Total	366	440	413	437	424	399	537	441	636	468	566	633	5760	480	472



## Sierra Madre Public Library Statistical Report - June 2014

Categories	FY 13/14												FY 12/13		
	July	Aug	Sept	Oct	Nov	Dec	Jan	Feb	Mar	April	May	June	Total monthly average	monthly average	
I-branch Services	860	879	766	904	768	718	848	741	789	753	736	760	9,522	794	871
Computer Appointments															
<b>Databases</b>															
Gale Biography -(sessions)	4	10	9	10	17	7							57	5	
Gale General Reference - (sessions)	5	4	8	9	23	15							64	5	
Bookflix	55	23	3	18	20	11	15	36	11				192	16	
Ancestry.com	9	15	8	15	10	14	8	14	15	5	42	8	163	14	
Netlibrary - (accesses)	13	28	19	17	16	13	35	8	10				159	13	
Novelist- (sessions)	13	17	17	11	36	12	19	12	19	17	25	15	213	18	
Reference USA - (logins)	45	18	31	21	15	21	22	23	17	20	17	25	275	23	
World Book - (sessions)	9	6	18	7	18	7	26	15	20	20	5	4	155	13	
<b>*Database Statistics will be collected quarterly</b>															
Days Open	26	27	24	26	26	20	25	24	26	26	26	25	301	25	25
Public Service Hours Open	209	208	188	203	173	154	197	179	205	206	199	197	2,318	193	193
<b>Website</b>															
Total Website Visits	18,587	14,707	12,935	14,551	10,983	10,614	13,829	11,782	14,218	15,075	13,580	14,948	165,809	13817	
Total Unique Visitors	12,549	10,013	9,044	10,308	7,968	7,722	9,713	8,405	10,190	10,408	9,663	10,607	116,590	9716	
Website - City Home	8,565	7,277	6,691	7,136	5,736	5,553	7,603	6,253	7,381	8,154	6,694	6,996	84,039	7003	
Website - Library Home	4,065	3,822	3,179	3,455	2,944	3,055	3,612	3,148	3,368	3,250	2,989	3,392	40,279	3357	
Website - Archives	16	74	98	81	77	76	94	66	67	100	60	93	902	75	
Website - Library Catalog	747							634	1,886	1,891	1,667	1,800	8,625		

One Book One City Comparison				
	2011	2012	2013	2014
# of Programs	4	4	4	6
Attendance	359	157	206	324

Summer Reading Program 2014-2015	June	July	Aug
Adult SRC Membership	55		
Saturday Chamber Music	44		
Teen SRC Membership	49		
Programs - Number of SRC Teen Volunteers			
Programs - SRC Teen Volunteers - Hours Volunteered			
Volunteer Party SRC			
Children BEGINNER SRC Membership	176		
Children READER SRC Membership	120		
Children CHALLENGER SRC Membership	136		
SRP Special Program Stuffed Animal Sleepover	115		
SRP Special Program K-9 Unit	125		
SRP Special Program Abbit the Average	103		
SRP Special Program PAWS TO READ Library Fair			
SRP Special Program Eaton Canjoy Storytime 7-14			
SRP Special Program Eaton Canjoy Storytime 7-16			
SRP Special Program Willie the Wolf Puppet Show			
End of Summer Challenger Party			



# SIERRA MADRE PUBLIC LIBRARY

ANNUAL STATISTICAL REPORT  
FISCAL YEAR 2013-2014

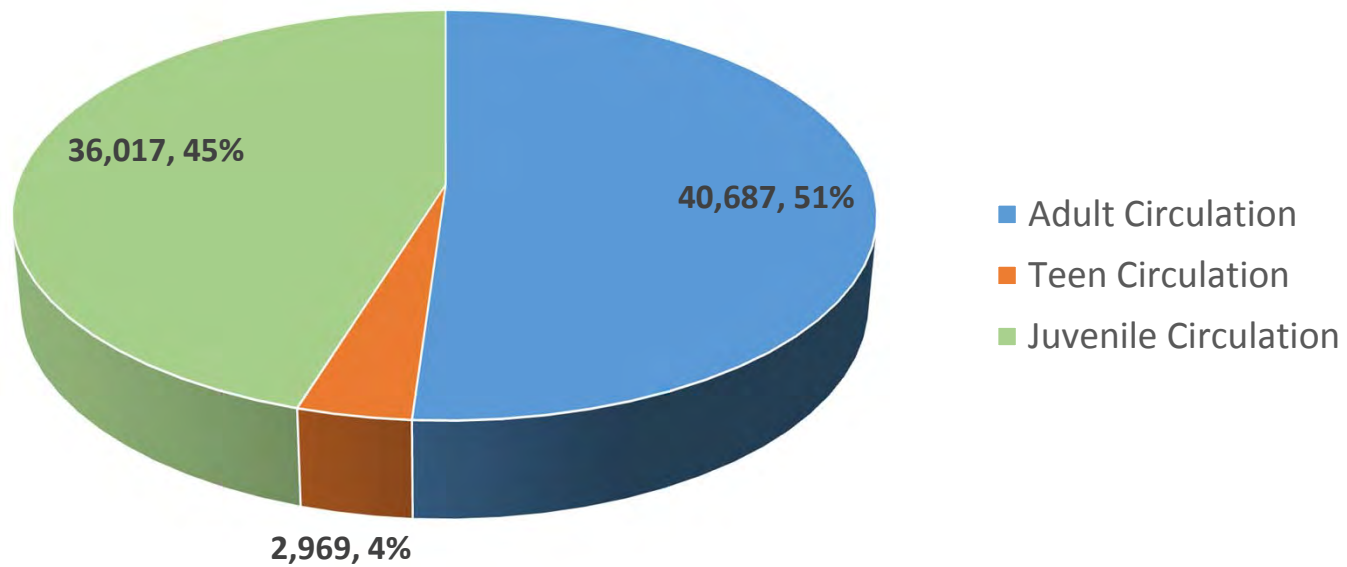
Carolyn Thomas, Library Director July 24, 2014

# ANNUAL CIRCULATION COMPARISON FY 13/14 & FY 12/13

	FY 13/14	FY 12/13
Print Circulation	61,212	66,189
Non-print	18,461	20,640
<b>TOTAL ANNUAL CIRCULATION</b>	<b>79,673</b>	<b>86,829</b>



13/14 CIRCULATION BREAKDOWN  
TOTAL CIRCULATION = 79,673

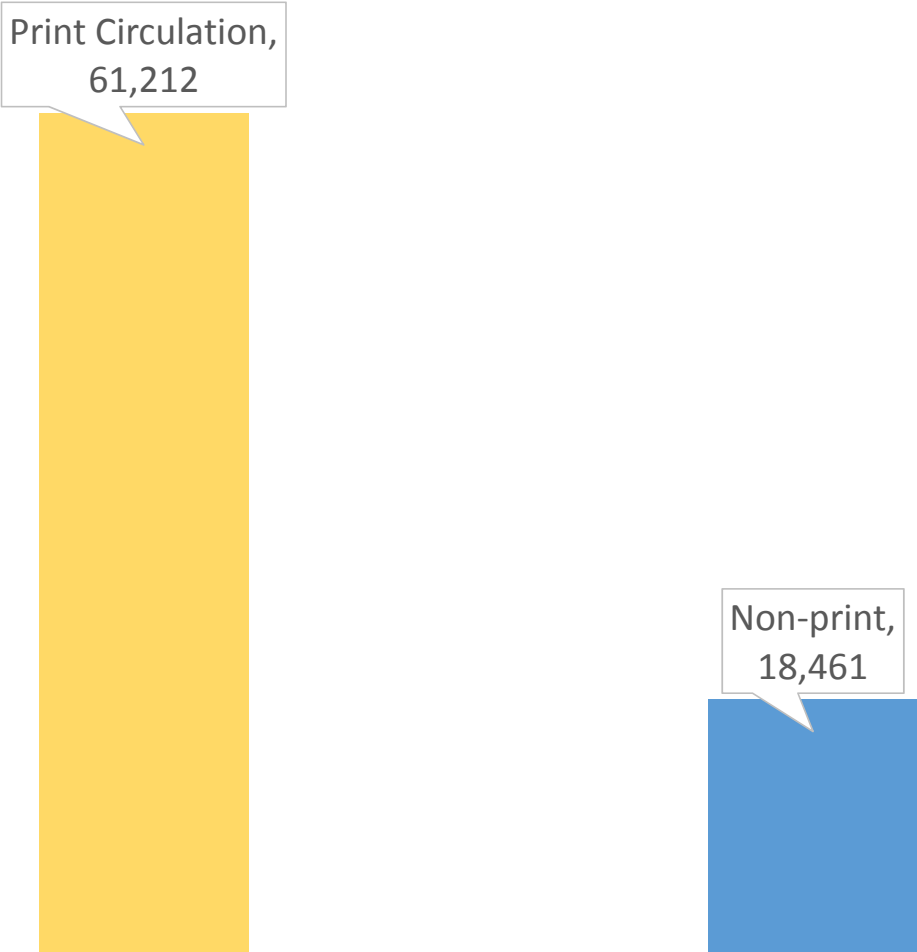
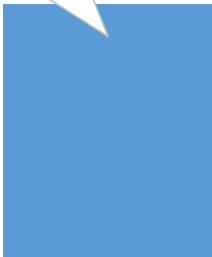


# PRINT & NON-PRINT CIRCULATION

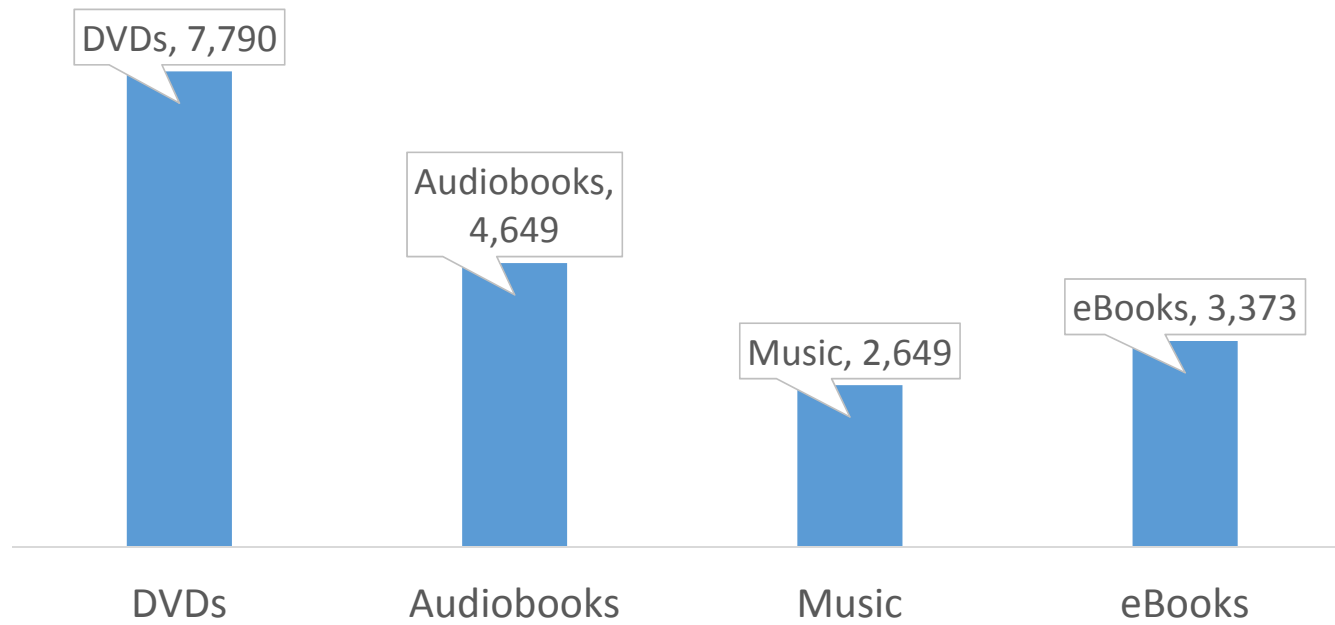
Print Circulation,  
61,212



Non-print,  
18,461



## NON-PRINT CIRCULATION



# LIBRARY PROGRAMS & ATTENDANCE

*attendance at all programs increased*

PROGRAMS	FY 13/14	FY 12/13
Adult Programs	61	68
Teen Programs	43	31
Juvenile Programs	183	140
Family Place Programs	10	10
	297	249
ATTENDANCE AT PROGRAMS		
Adult Attendance	623	441
Teen Attendance	342	239
Juvenile Attendance	6499	4238
Family Place Attendance	369	282
TOTAL	7833	5200

# LIBRARY STAFF

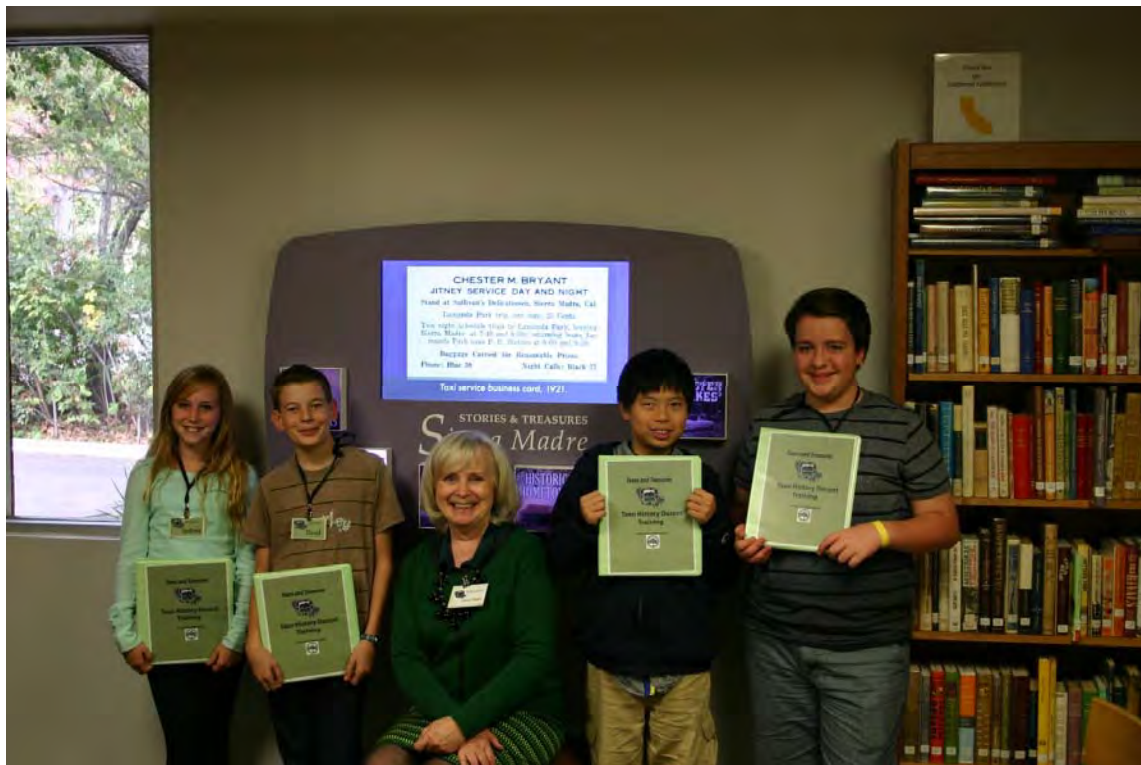
*Maintained all open hours and programs*

STAFF	FY13/14	FY 12/13	FY 11/12
Full Time	5	6	5
Part time	5.4	4.3	7
TOTAL	10.4	10.3	12

# TEEN DOCENTS

In June alone, 23 tours  
Total audience: 208

28 docents trained



# GRANTS

- \$ 10,500 Sierra Madre Teen History Docents
- \$ 4,000 Early Literacy Training for Families; Parenting Workshops, Baby Rhyme Time
- \$ 5,000 Books 4 U grant – purchase materials to support Common Core Curriculum
- \$ 2,000 Books 4 U grant – purchase adult popular fiction materials
- \$21,500 Total grants fy 13/14

# LIBRARY STRATEGIC PLAN 2014-2017

## **OBJECTIVES MET 6/30/14**

- ❖ Marketing campaign
- ❖ Annual budget to Friends/SMHPS
- ❖ Stable funding to maintain staffing
- ❖ Plan for city documents to be digitized
- ❖ Updated collection development policy
- ❖ Programs for all ages

## **NEW PRIORITIES TO BE MET 12/30/14**

- ❖ Ability to pay fees online
- ❖ Seek funding for unfunded library projects
- ❖ Begin review of updated ILS system
- ❖ Technology training for staff; technology programs for public
- ❖ Draft facilities master plan



# ACCOMPLISHMENTS

- TARGETED PROGRAMS HELPED TO INCREASE ATTENDANCE
- EXPANDED VOLUNTEER OPPORTUNITIES FOR TEENS
- UPDATED SMHPS MOU, COLLECTION DEVELOPMENT POLICY
- WEEDING PLAN = 7900+ MATERIALS WEEDED
- OUTREACH TO COMMUNITY GROUPS: BRITISH HOME, YMCA, SMHPS, READING BUDDIES, SCHOOL GROUPS FOR LOCAL HISTORY
- NEW STUDY SPACE IN LOCAL HISTORY ROOM; DIGITAL STORYBOARDS INSTALLED FEATURING SIERRA MADRE STORIES
- ART WORK INVENTORIED AND PRESERVED ON STORAGE RACKS

*The End*

