

THE BOARD OF SUPERVISORS OF THE COUNTY OF STANISLAUS
ACTION AGENDA SUMMARY

DEPT: Library *RC*

BOARD AGENDA # B-14

Urgent Routine

AGENDA DATE April 14, 2009

CEO Concurs with Recommendation YES NO
(Information Attached)

4/5 Vote Required YES NO

SUBJECT:

Consideration of the Fiscal Year 2007-2008 Library Annual Report

STAFF RECOMMENDATIONS:

Accept the fiscal year 2007-2008 Library Annual Report.

FISCAL IMPACT:

The budget for the Library for Fiscal Year 2007-2008 was \$12.4 million; 84% of the revenues were from a 1/8 cent dedicated sales tax. There is no direct fiscal impact associated with the acceptance of this report.

BOARD ACTION AS FOLLOWS:

No. 2009-233

On motion of Supervisor Monteith, Seconded by Supervisor Grover
and approved by the following vote,

Ayes: Supervisors: O'Brien, Chiesa, Grover, Monteith, and Chairman DeMartini

Noes: Supervisors: None

Excused or Absent: Supervisors: None

Abstaining: Supervisor: None

1) Approved as recommended

2) Denied

3) Approved as amended

4) Other:

MOTION:

ATTEST:

Christine Ferraro
CHRISTINE FERRARO TALLMAN, Clerk

File No.

DISCUSSION:

A strong local economy is essential to the quality of life for residents in Stanislaus County. The Library plays a key role in creating an attractive regional environment by fostering the love of reading and opening the door to knowledge. It operates 13 branches in communities large and small throughout the county for educational and recreational purposes, and provides equal access to all.

The Library is a family place, offering programs, materials and diverse services for children, teens, and their families. Those seeking to increase and enhance their workforce preparation skills can take advantage of Internet access, 24/7 reference services, computer classes and basic adult literacy classes or one-on-one tutoring. The Library, supported primarily by a 1/8-cent earmarked sales tax, is a great value to the community. All residents of the county contribute through regular consumer purchasing. The average Stanislaus County household contributes \$20 per year through its purchases.

The Fiscal Year 2007-2008 Library annual report contains information about the services provided by the Library and its value to the citizens in our community.

POLICY ISSUES:

Acceptance of this report addresses the Board of Supervisors' priorities of a strong local economy, efficient delivery of public services, and of effective partnerships.

STAFFING IMPACTS:

There are no staffing impacts associated with this item.



Stanislaus County Library

transform children's your life @ the library



2007-08 ANNUAL REPORT

Family @ the Library

- **StoryTime** Preschool StoryTime, designed for children ages 3-6, continues to be popular with parents and kids. Last year, 40,346 children in Stanislaus County attended 1,116 StoryTime sessions offered in all 13 branches.
- **WiggleWorms** This year, the Children's Department introduced WiggleWorms, an interactive early literacy storytime for children age 2 and under. WiggleWorms, which is a blend of ToddlerTime and BookBabies, uses books, music, and interaction to encourage brain development and stimulation.
- **Children's Summer Reading Club** Every summer, the Stanislaus County Library offers themed reading clubs for children age 12 and under. Last year, more than 7,000 children in Stanislaus County participated in "Catch the Reading Bug," chalking up more than 28,000 hours of summer reading.

“This is where I teach my grandchildren the importance and joy of reading.”

- **Teen Summer Reading Club** Last year, more than 1,400 teens participated in the Teen Summer Reading Club. As part of the summer program, teens submitted 65 online book reviews and 461 teens attended special summer programs such as the George the Giant performances.
- **Traveling Tales** Traveling Tales, a free program which consists of 210 themed storytelling kits and in-depth training, is available to childcare providers who work with children 0-5 years old in Stanislaus County. This program was initially created through a grant from the Stanislaus County Children & Families Commission.

For Children & Teens

Local Celebrities Jumpstart Reading

The 2nd annual Read for the Record event drew more than 8,500 children who heard local celebrities read "The Story of Ferdinand" at Stanislaus County Libraries. Modesto Mayor Jim Ridenour, Modesto Police Department Assistant Police Chief Mike Harden, Modesto Fire Chief Jim Miguel, Stanislaus County Office of Education Superintendent Tom Changnon, and Stanislaus County Supervisors Dick Monteith and Jeff Grover read the story to eager children throughout the day at the Modesto Library, Salida Library, Turlock Library, and other locations.

Family Programs @ the Library

In addition to weekly StoryTimes, the Stanislaus County Library presents special programs for children and their families. In 2007-2008, the library offered 216 programs to delight, educate, and enrich more than 10,000 children and their families. Professional performers included Activated Storytellers, Magician Bob Kann, storyteller Tamaka, and interactive theater company Opera Piccola. Most programs are sponsored by Friends of the Library groups and the Stanislaus County Library Foundation.

Ryan's Tree Starts to Grow in Children's Library

The family and friends of Ryan Dickerson, in partnership with the Stanislaus County Library Foundation, launched an effort to build a steel art tree in his honor. Ryan, an avid reader and library supporter, died at age 18 on July 29, 2007. Ryan's Reading Tree will add beauty to the library and create a magical place for children to explore the wonders of books. Installation of the tree is slated for December 2008.

Teen Events @ the Library

During Teen Tech Week, teens were invited to Tune In @ the Library, a web-based activity to encourage them to take advantage of the library's media resources. During Teen Read Week, teens were invited to "Laugh Out Loud" at the library to encourage exploration of comedy and related library resources. The Modesto Library hosted an Open Mic Comedy Night, as well as Teen Movie Night and book discussions.

“The children’s programs are outstanding and the librarians are knowledgeable and enthusiastic. There are fun discoveries to be made at every visit!”



Building Community

- In November 2007, Stanislaus County Library was one of five libraries to host a live videoconference with award-winning filmmaker Ken Burns, creator of the PBS World War II documentary series "The War." Library audiences had the opportunity to interact with Burns to address the war's tremendous impact on California and to learn about the making of the film.
- Last year, volunteers with the Home Delivery Service delivered 2,669 books to homebound residents in homes and facilities throughout Stanislaus County. Home Delivery Service is available to any Stanislaus County resident who is prevented from going to the library due to advanced age or disabling illness. For more information, call 209.558.7817.

Lifelong Learning

- In cooperation with the Stanislaus Literacy Center, the library offers ReadingWorks, an adult literacy program that utilizes volunteers from the community to help other adults improve their reading, spelling, and basic math skills. Last year, 117 volunteer tutors provided one-on-one tutoring to 128 students; 36 new tutors were trained. To learn more about volunteering as a tutor or getting help with reading, call 209.558.4505.
- The library offers a computer skills training program, Bridges to Technology, which last year trained a total of 794 students during 235 small group classes on Basic Computer Skills, MS Publisher, Word, and more. For more information on classes or to volunteer as a trainer, contact the Reference Department at 209.558.7814 or visit www.stanislauslibrary.org/about_bridges.shtml.

“The library is my extended education. It has taught me many things about people and places.”

Reference/Information

- Need answers in the middle of the night? Try AskNow, the library's 24/7 information chat service. AskNow is available for free at www.stanislauslibrary.org under *Answering Your Questions*.
- Library cardholders can access even more premium online resources from outside the library, 24 hours a day, seven days a week, such as full-text articles from almost 2,000 periodicals for adults and especially for children, Auto Repair Reference Center, Social Studies Fact Cards, Health & Wellness Resource Center, Testing and Education Reference Center, and more.
- The Modesto Library's Foundation Center database is a searchable resource of grant listings for teachers, students, or nonprofit groups searching for funding. Using this resource, Friends for Sophia's Dog Park—a local organization—was able to secure thousands in grant funding for a dog park in Patterson.
- Need reliable answers? Reference librarians are professional information specialists who can quickly help you track down what you need. Telephone reference is available Monday through Saturday at 209.558.7814. You can also e-mail questions to refquest@scfl.lib.ca.us.

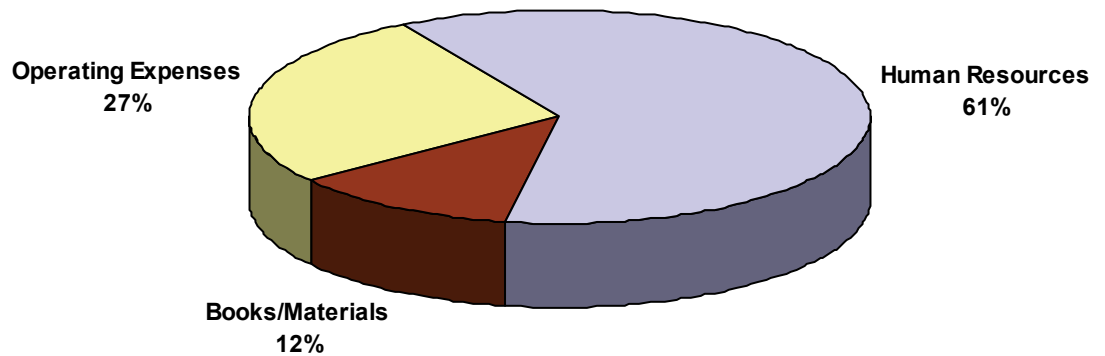




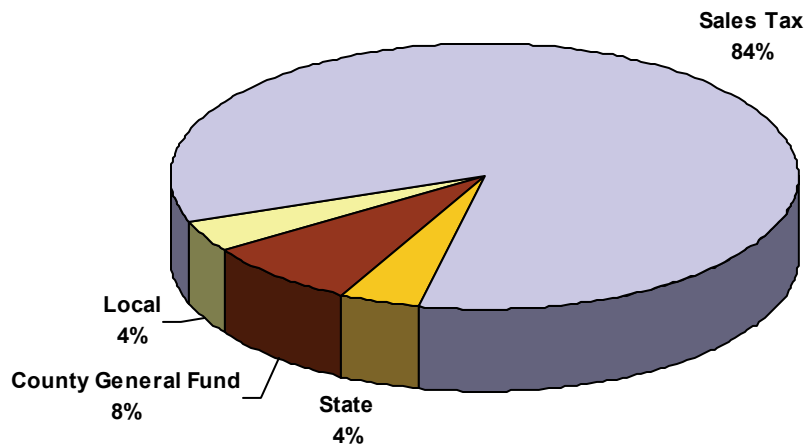
“Home Delivery Service is a lifeline to the world for homebound residents...”

Financial

Library Expenses 2007-2008



Library Revenue 2007-2008



DID YOU KNOW?

- Population Served: 525,903 **1% increase from 2006-07**
- Library Cards Issued: 25,091 **15% increase from 2006-07**
- Items Checked Out: 2,302,778 **1.5% increase from 2006-07**
- Computer Sessions: 264,303 **3% increase from 2006-07**

Calculate the Value of Your Library!

Your library is a great value! The Stanislaus County Library, which is funded primarily through a 1/8-cent county sales tax, is a community treasure.

It's one of the only places where you can find free family entertainment, build literacy skills, improve résumé and career skills, get career and school information, and more.

The average Stanislaus County household contributes \$1.66 per month (or \$20.00 per year) to the library budget through its taxable purchases. What do you receive in return?

To find out your personal return on investment, the library's Web site offers a Library Value Calculator where you can enter the number of library items you use or borrow.

For example, if you check out one book and DVD each, and attend one children's program per year, you have more than recaptured your annual investment.

Discover your investment in the Stanislaus County Library. Access the Library Value Calculator at www.stanislauslibrary.org.

Services

Hours & General Information	209.558.7800
Adult Literacy/ReadingWorks	209.558.4505
Bridges to Technology	209.558.7814
Home Delivery Service	209.558.7817
Traveling Tales	209.558.7835
Information/Reference	209.558.7814
Children's Department	209.558.7810
Circulation/Check-Out	209.558.7808
Volunteer Opportunities	209.558.8949
TDD	209.558.7821

Service for the Deaf and Persons
with Hearing Impairments

WEBSITE

www.stanislauslibrary.org

LIBRARY ADMINISTRATION

1500 I Street | Modesto CA 95354 | 209.558.7801

County Librarian

Vanessa Czopek

Supporters

Stanislaus County Library Foundation

Judy Jensen, President
Dick Hagerty, Immediate Past President
Denise Nordell, Vice President
Maree Hawkins, Secretary
Hank Barrett, Treasurer
Mark Heinzinger
Derald Lahti
Bernice Odell
Joan Patterson
Moya Semone
Carol Shour
Paul Zagaris

The Stanislaus County Library Foundation raises funds through individual gifts, corporate donations, planned giving/bequests, and special events like the annual Adult Spelling Bee. For more information about the Stanislaus County Library Foundation, please visit www.stanislauslibraryfoundation.org, call 209.522.0500 or e-mail info@stanislauslibraryfoundation.org.

Friends of the Library

Friends of the Library support their local branches through advocacy and fundraising. Anyone may join the Friends. To contact your local Friends of the Library group, go to www.stanislauslibrary.org and select *About the Library*, then *Friends*.

2008 Stanislaus County Board of Supervisors

District 1 William O'Brien
District 2 Thomas W. Mayfield
District 3 Jeff Grover
District 4 Dick Monteith
District 5 Jim DeMartini

Library Advisory Board

Sheridan Beuving, Chair
Margaret Bowen
Nadine Dunker
Pamela Floyd
Sue Henderson
Laura Jensen
Sandy McDowell
Josh Vander Veen

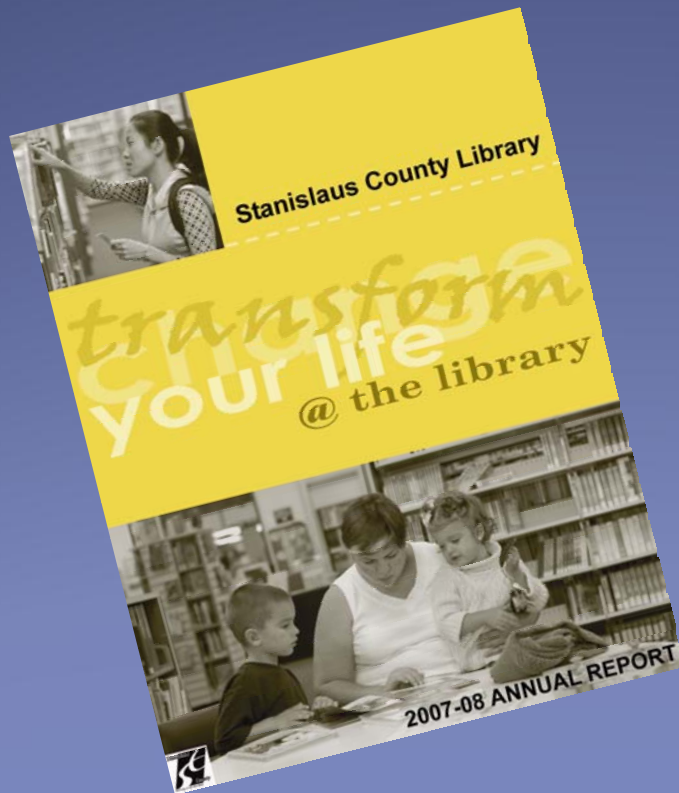
49-99 Library Cooperative

Eric Hirst
Mark Heinzinger (alternate)

Mom reading with her son during baby and toddler StoryTime at the Modesto Library.



Library Annual Report 2007-2008



From Information to Transformation



Benefits to the Community



- Levels the playing field
- Makes a difference in people's lives
- Serves all areas of the county
- Improving services through technology
- Library is never closed



Statistics in Annual Report



- Library cards
- Circulation
- Finance
- Children's programs
- Literacy / Home Delivery Service



Value to the community



- Reasonable cost 1/8-cent sales tax
- Entire community supports through purchases
- \$1.66 per month /
\$20 annually per household



Current tax sunsets June

2003

- Library Advisory Board studying funding models
- Economic engine for the community
- Services are there to meet the needs of the people of the cities and towns in this county



Your Library is.

- A Learning Place
- A Family Place
- A Partner
- Alive, Vibrant, Necessary



Check it out....



www.stanislauslibrary.org

558-7800

