

NEWPORT BEACH PUBLIC LIBRARY

To: Board of Library Trustees
From: Tim Hetheron, Library Services Director
Re: Report of Library Activities – March 21, 2016 Meeting

TIM HETHERON, LIBRARY SERVICES DIRECTOR

Admin Retreat, part 2:

In October 2015, the Library Administration team met offsite to discuss the future direction of the Library. Team members were asked to contribute customer-focused goals and objectives in relation to 4 key initiatives:

- 1) Evaluate the customer experience.
- 2) Encourage technological literacy.
- 3) Preserve the memories of the City.
- 4) Let customers define use of public space.

The Admin team has been very responsive in developing projects that satisfy these initiatives. For example, Adult Service Coordinator Natalie Basmacıyan's development of the Tech Toys program encourages technological literacy. Our recent partnerships with the Sherman Gardens Library and the Newport Beach Historical Society are helping to preserve local history and access to historical collections. However, it is my belief that the Library can benefit from a follow up retreat. I have arranged for my executive coaches, Joel Mascitelli and Larry Tucker of the Service Core of Retired Executives (SCORE), to facilitate a second retreat, tentatively scheduled for May. This should provide the opportunity to fine tune and prioritize these initiatives. I have been working with Mr. Mascitelli since 2014 and he has proven to be a valuable asset and mentor.

Customer survey:

The best organizations evaluate their own activities and the best government entities are the ones that respond to the public. Surveys provide our customers with the opportunity to consider Library resources and services and evaluate them. I am in the process of creating a broad survey intended to gauge the customer experience at NBPL. The survey will be disseminated through the Library website, our weekly email blasts, and through various outreach measures. Hopefully, the survey will provide some statistical data that will inform future decisions regarding programming, resources, and facilities. Look for the survey to go live in April.

National Library Week Proclamation:

Mayor Dixon will read a proclamation at the April 12 City Council regular meeting encouraging all residents to take advantage of the resources available in our community through the Library and the special programs planned for National Library Week from April 10 through 16.

DAVE CURTIS, LIBRARY SERVICES MANAGER

Infrastructure work has started on the power and network cabling needs for the new public computing furniture and layout at the Central location. It is anticipated that the new computers, furniture and seating will all be installed in April.

The Friends Room received supplemental performance lighting courtesy of the Newport Beach Public Library Foundation. The new lights will greatly enhance the look in person, and especially on camera of all types of presentations in the Friends Room.

MELISSA KELLY, SUPPORT SERVICES COORDINATOR

Budget

After a crash course in using the new financial software for preparing the 2016-2017 budget, the Library's budget was presented to the Board of Library Trustees at the February meeting. The Board approved the budget to be submitted to the City. The submittal process was completed on February 22.

Tim Hetherton and Melissa Kelly met with the City Manager and Finance Director on February 29 to discuss the allocations and supplemental requests which will be forwarded on to the City Council during the budget process.

Circulation

The Circulation policy was updated to include the new Tech Toys collection. After the proposed policy was adopted by the Board of Library Trustees at the February meeting, staff created a catalog record template and set the circulation rules for these items in the on-line system.

Literacy

The Newport/Mesa ProLiteracy Board elected new officers for 2016. They are:

Farrah Mozaffar	President
Suneel Jaitly	Vice President
Ruth Faer	Secretary
Minhdatt Tran	Treasurer

We truly appreciate the officers and all of the members of the Newport/Mesa ProLiteracy Board for their commitment to our Library community.

DEBBIE WALKER, BRANCH AND YOUTH SERVICES COORDINATOR

Branches

February craft programs included a tribute to the Academy Award winning Pixar film "Inside Out" at Balboa while CDM hosted a fun Leprechaun craft event. At Mariners the Chinese New Year was observed with a "Year of the Monkey" craft related program.

Mariners welcomed Elizabeth Gutierrez to the staff. Elizabeth was hired as a part-time clerk to replace Sabrina Pettrow who had left earlier in the month.

Youth Services

At Central several children enjoyed Valentine crafts on February 11. Well-known Children's author Doreen Cronin (*Click, Clack, Moo* and the popular Chicken Squad series among others) visited the Children's Room on February 17 and delighted a large crowd of children and adults with her readings and discussion of writing, her characters, etc. Her visit was sponsored by the Whale of a Tale Bookshoppe. Several books were sold and signed by Ms. Cronin after her presentation.

Testing and interviews were held for the Children's Librarian position (to replace Joanna Ransom who left on February 1). HR will be working on the process from this point and there is hope that the new candidate will be able to start in late March.

Teen Services

Staff met with YAAC on February 10th. Plans were made for Teen Tech Week (March 6 – 12) which will incorporate the Media Lab and the variety of software and computers it offers. The group also discussed the SAT/ACT test prep courses and what might be done to replace them as Kaplan is no longer supporting the free library program that has been used over the past several years.

NATALIE BASMACIYAN, ADULT SERVICES COORDINATOR

Manuscripts Book Discussion Group

The NBPL Foundation Book discussion group convened on Wednesday, February 10. Over 50 people attended, and the attendees had an informed and in-depth discussion on Barbara Kingsolver's novel Flight Behavior. The March discussion group will be held on Wednesday, March 9. The next selection is David Mitchell's novel Black Swan Green, a semi-autobiographical novel about the year in the life of a boy growing up in a seaside English village. Members from the book group volunteer to lead the discussion, and the group is open to everyone. The group meets every second Wednesday of the month from September to June in the Friends Meeting Room at the Central library. Admission is free.

Passport Services

In January 2016, all Passport Acceptance Agents completed a refresher course and passed a certification process to remain in good standing. In February 2016, NBPL's Passport Services program was recertified through January 2017. 701 passport applications were processed since last year's certification.

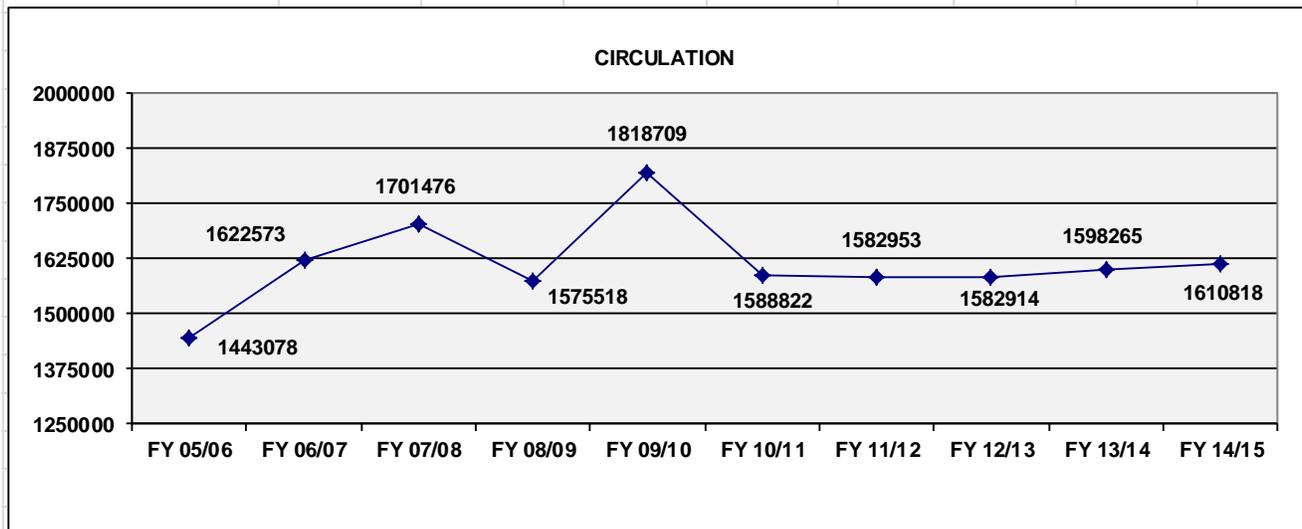
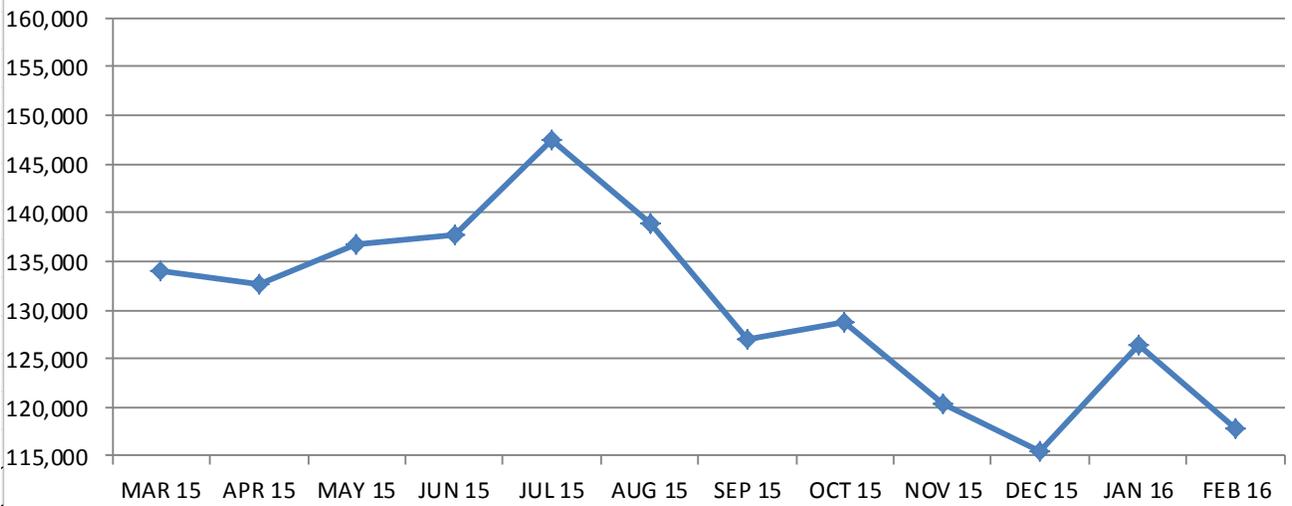
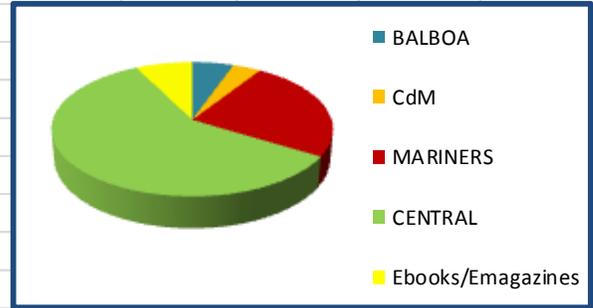
Proquest Articles Retrieved									
	July	Aug	Sept	Oct	Nov	Dec	Jan	Feb	AVG.
Business Databases	195	306	199	250	257	355	301	356	277
Newspapers--Current	690	807	1583	1030	1216	2134	2196	1159	1352
Newspapers--Historical	2275	2621	1938	2044	2018	1696	1885	2507	2123
Magazines	31	26	50	68	170	52	45	53	62

Database FY Comparisons	YTD 15/16	YTD 14/15	JUL 2015	AUG 2015	SEP 2015	OCT 2015	NOV 2015	DEC 2015	JAN 2016	FEB 2016	YTD 15/16
Tracked by #searches											
Ancestry	8658	9730	838	650	850	1173	1300	947	1983	917	8658
A to Z Databases	2636	2165	573	390	546	123	300	186	260	258	2636
AskART	449	26	10	32	70	123	14	5	52	143	449
BioResCtr*	312	637	55	32	34	85	25	25	18	38	312
FoF Ancient Hist	372	322	20	9	69	121	27	42	15	69	372
GDL	87	164	4	12	7	14	27	9	2	12	87
GVRL	887	1118	70	75	100	129	163	212	43	95	887
HeritageQuest	19936	3964	1777	2316	4150	3373	2623	2214	1585	1898	19936
Kids InfoBits	314	105	161	20	0	20	13	1	8	91	314
Lynda.com	26648	1713	372	2313	3156	3895	3222	3842	4363	5485	26648
LitResCtr	613	797	102	30	63	47	145	51	60	115	613
Opposing Vpts*	693	1147	351	5	17	30	43	100	54	93	693
Nat Geo	238	149	3	12	26	56	28	34	24	55	238
Nat Geo Kids	89	20	62	5	0	4	4	8	4	2	89
NoveList Plus	1291	1520	217	115	139	190	284	160	186		1291
NoveList K-8 Plus	496	520	43	66	86	61	182	29	29		496
ProQuest	27197	20831	1030	2903	3605	3475	4110	2848	4813	4413	27197
Oxford Art Online	54	68	1	0	26	13	9	3	2		54
Ref USA Bus.	17031	18214	2038	1833	3688	2622	1552	1421	1337	2540	17031
Ref USA Res.*	867	1163	87	68	138	25	202	102	81	164	867
Tumblebooks	2527	7495	184	265	409	357	234	232	475	371	2527
World Book Online	174	415	14	16	17	18	39	25	45		174
Tracked by #sessions											
Cypress Resume	64	76	7	5	11	5	10	9	8	9	64
LiveHomework	56	145	8	1	18	19	10				56
Testing & EdRefCtr	405	311	74	84	74	49	30	36	20	38	405
Universal Class	1110	431	285	205	177	94	66	41	90	152	1110
Tracked by #page views											
Consumer Reports	15783	964	1398	1884	2187	2090	2587	1720	2182	1735	15783
CultureGrams	2026	1523	336	74	167	107	11	101	162	1068	2026
Morningstar	41882	36409	4896	4881	9022	7452	5631	3825		6175	41882
NetAdvantage	30117	34561	4585	3217	4962	5351	2720	2920	3692	2670	30117
RealQuest	1155	7741	99	64	284	174	99	160	195	80	1155
Rocket Languages	237	437	104	32	63	4	9	5	17	3	237
Value Line	131407	87902	14688	13442	14608	15712	17084	18204	19007	18662	131407

NEWPORT BEACH PUBLIC LIBRARY - FEBRUARY 2016

CIRCULATION

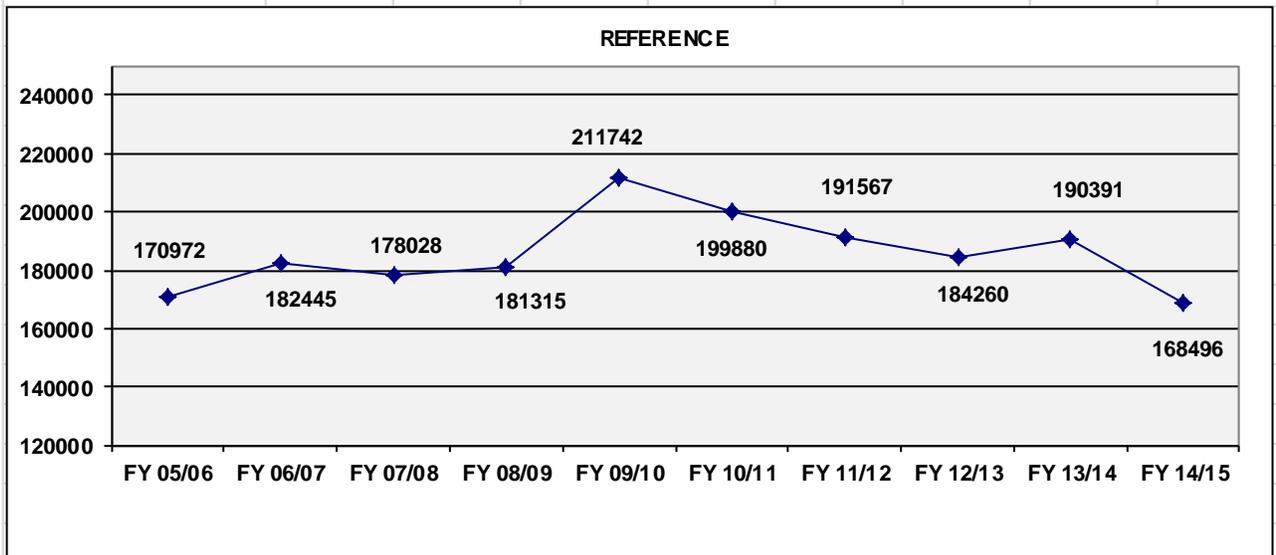
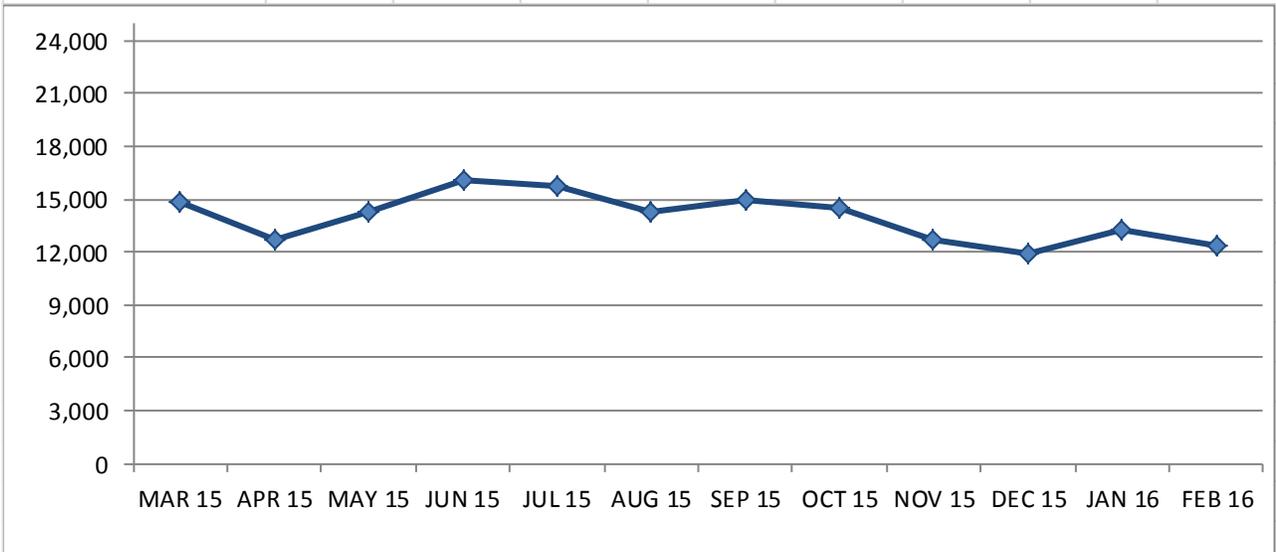
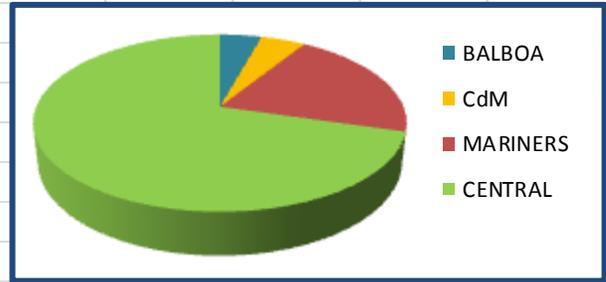
	Feb-16	YTD 15/16	YTD 14/15
BALBOA	6,420	56,636	58,628
CdM	4,385	37,423	40,804
MARINERS	28,906	252,973	271,750
CENTRAL	69,317	601,448	630,605
Ebooks/Emagazines	8,803	73,752	67,742
TOTAL	117,831	1,022,232	1,069,529



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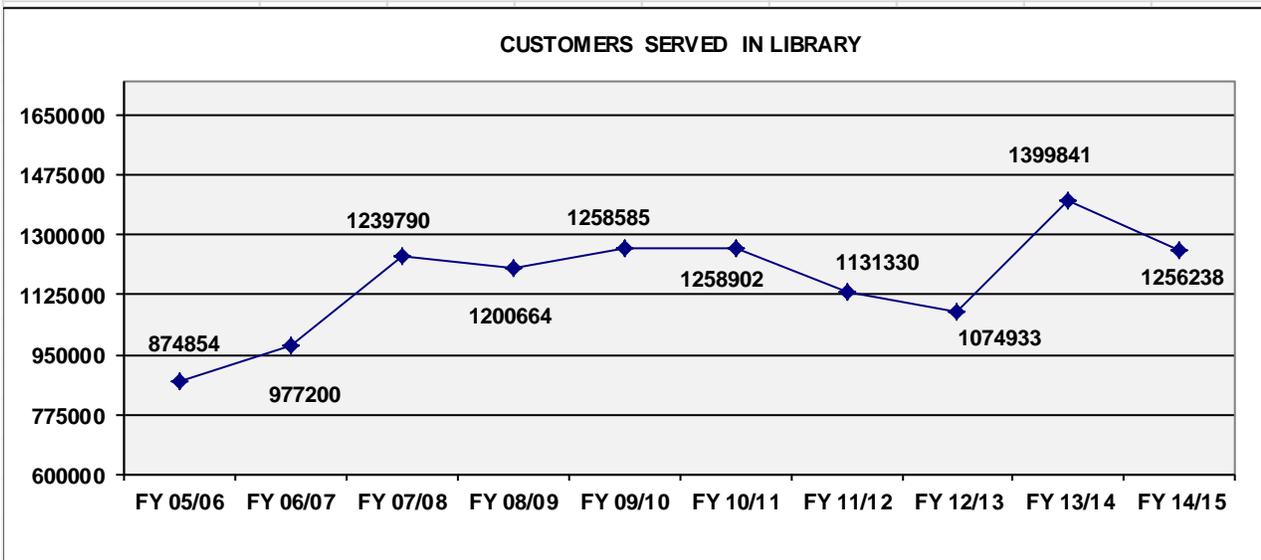
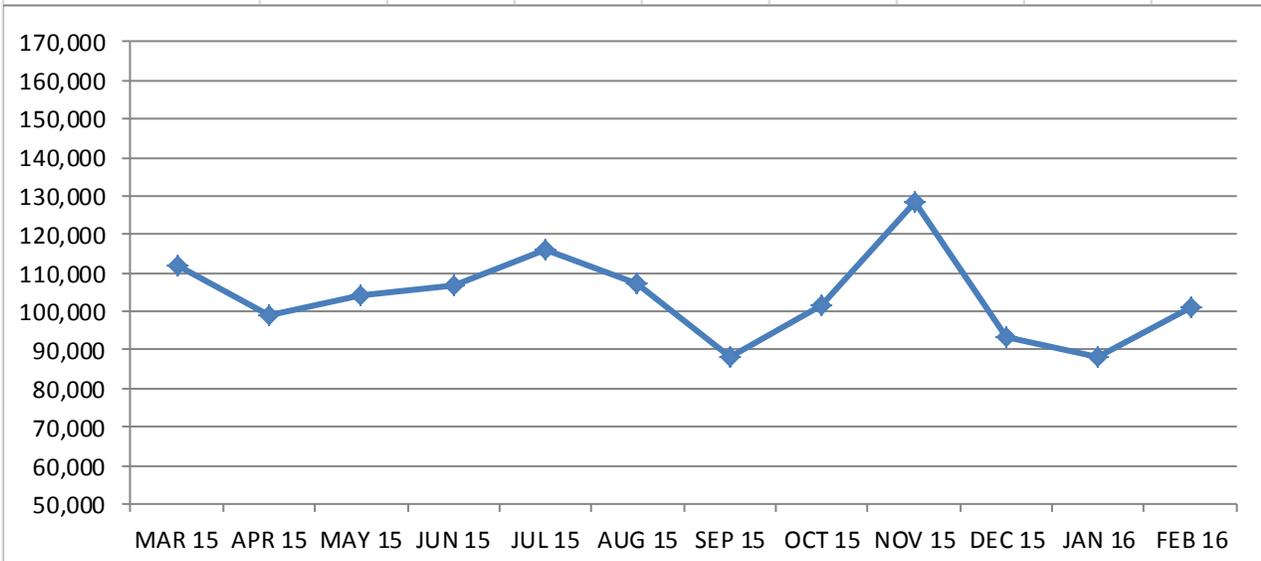
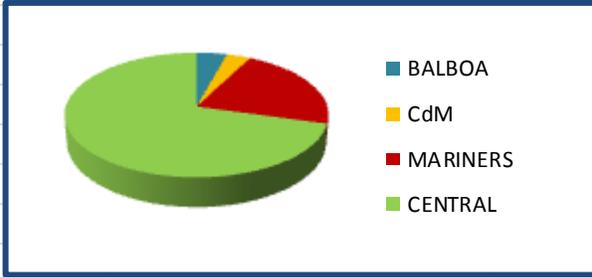
REFERENCE

	Feb-16	YTD 15/16	YTD 14/15
BALBOA	535	5,079	6,315
CdM	571	4,864	5,201
MARINERS	2,537	32,334	39,153
CENTRAL	8,716	67,402	59,876
TOTAL	12,359	109,679	110,545



NEWPORT BEACH PUBLIC LIBRARY - FEBRUARY 2016 CUSTOMERS SERVED IN LIBRARY

	Feb-16	YTD 15/16	YTD 14/15
BALBOA	4,309	34,128	36,666
CdM	3,386	27,178	27,609
MARINERS	22,052	181,544	196,249
CENTRAL	71,529	587,469	574,227
TOTAL	101,276	830,319	834,751



NEWPORT BEACH PUBLIC LIBRARY - FEBRUARY 2016 PROGRAM ATTENDANCE

	Feb-16	YTD 15/16	YTD 14/15
BALBOA	96	972	693
CdM	641	5,128	4,638
MARINERS	934	6,686	6,361
CENTRAL	3,237	30,432	28,866
TOTAL	4,908	43,218	40,558

