


CITY OF SANTA CLARITA
INTEROFFICE MEMORANDUM

TO: Kenneth W. Striplin, City Manager

FROM: Darren Hernández, Deputy City Manager 

DATE: May 22, 2018

SUBJECT: SANTA CLARITA PUBLIC LIBRARY STATISTICS – APRIL 2018

APRIL STATISTICS SUMMARY

62,469
visitors



Canyon Country Branch: 17,103 visitors
Newhall Branch: 27,161 visitors
Valencia Branch: 18,205 visitors



93,867

books and materials circulated
Canyon Country: 23,272
Newhall: 20,635
Valencia: 38,846
Digital: 11,114

43,679
website visits



20,180 returning visitors
and 23,499 new visitors
64,151 website pages viewed

10,931 patrons reserved
and used a public computer
4,230 at Canyon Country
3,841 at Newhall
2,860 at Valencia



4,531 patrons used the Library's Wi-Fi
1,299 at Canyon Country
2,115 at Newhall
1,117 at Valencia



5,217
holds filled
1,659 in Canyon
Country
1,483 in Newhall
2,075 in Valencia

5,388 attendees
participated in a library program



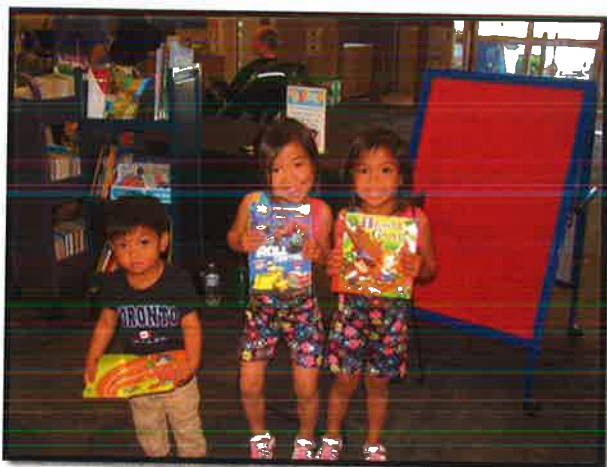
2,222 at Canyon Country
1,531 at Newhall
1,635 at Valencia



1,081
library cards issued
318 at Canyon
Country
450 at Newhall
313 at Valencia

PROGRAMS AND HIGHLIGHTS

Regularly scheduled programs for April included: Baby/Toddler Storytime, Homework Help, Unwind and Color for Adults, Digital Drop-In, and Mystery Monday. In addition, the following programs took place in April:



- **Día de los Niños** – The Canyon Country Library had a great turnout for the Día de los Niños event on April 28, with 450 patrons attending. Event festivities included a special visit by Curious George, a dance party, crafts and activities, and much more. Every child received a free book for attending. Councilmember Bill Miranda also made a special appearance, reading a book and singing “Itsy Bitsy Spider” with the children. This has become Canyon Country’s biggest event of the year, and was immensely successful.

- **OverDrive Big Library Read** – The Santa Clarita Public Library partnered with Overdrive to present Big Library Read, a program where library customers can borrow and download Jennifer McGaha’s *Flat Broke with Two Goats* on their computer or tablet. This is an international reading program that allows readers to connect with other readers online, with a discussion board available through their website, BigLibraryRead.com.

An advertisement for the Big Library Read promotion. It features a green oval with the text "WIN A KOBO Aura ONE" and a Kobo e-reader icon with "BIG LIBRARY READ April 2-16, 2018". Below this, it says "Use #BigLibraryRead on social media for a chance to win a Kobo Aura ONE from OverDrive. Visit biglibraryread.com for the official rules." At the bottom, there is an image of a tablet displaying the book cover for "Flat Broke With Two Goats" by Jennifer McGaha.

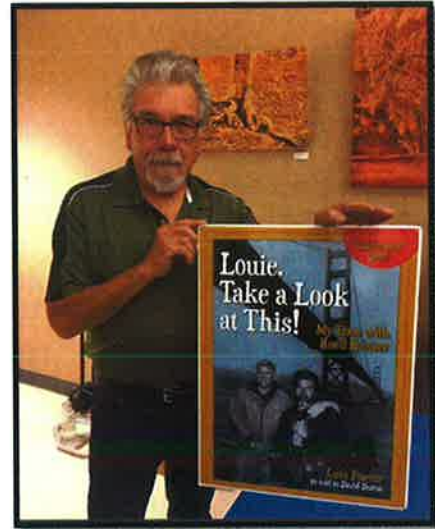
- **The Promise – A Genocide Awareness Screening & Discussion** – On Tuesday, April 17, the Canyon Country Library screened *The Promise*, a historical fiction film that covers the stories of families fleeing violence in Turkey during the Armenian Genocide of 1914. After the film was shown, the Human Rights Student Task Force engaged in a thoughtful discussion about the definition of genocide and modern day conflict.

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- **Author Event, Luis Fuerte** – The Friends of the Library hosted author and five-time Emmy-award winning former cameraman, Luis Fuerte, on Saturday, April 14, at the Valencia Library. Fuerte discussed his novel, *Louie, Take a Look at This! My Time with Huell Howser*, covering his experiences working as the cameraman for Huell Howser’s “California Gold,” that included his adventures exploring California and showcasing Howser’s love for California. Over 100 guests attended and were invited to purchase a copy of the book and have it signed by the author.



- **Astronomy Day** – The Local Group Astronomy Club, in partnership with the Santa Clarita Public Library, held the annual Family Astronomy Day on Saturday, April 21, at the Valencia Library. Special guest Professor Teresa Ciardi presented “How Far is Our Closest Neighbor?” a program geared to encourage all ages to learn and participate in science.



Children had an opportunity to make sundials, learn facts about the sun, and see how a 3D printer works, as demonstrated by the MakerSpace Team. In addition, a large, walk-in Planetarium tour was available. The evening concluded with a nightly view of the moon, stars, and planets in the parking lot of the Valencia Library using the Library’s professional telescopes. Books, DVDs, magazines, and other resources were on display and provided by the Local Group Astronomy Club for guests.

DH:RW:PR:AL:cjp

S:\NSL\library Operations & Maintenance\FY 17-18 Library Stats\April 2018\Memo Library Stats – April 2018

Attachment

Cc: Shannon Vonnegut, City Librarian
Leadership Team

May



2018



Main Events

Afternoon at the Movies - Old Town Newhall Library will have a free showing of *Thor Ragnarok* on Monday, May 21.

Toastmasters Speakers Series Presents...Be a Better Speaker - The Valencia Library will host Toastmasters "Be a Better Speaker". On Thursday, May 24, experts at the event will teach attendees pertinent skills in public speaking.

WordPress Workshop: Photos, Videos, and Social Media - This workshop will be held at the Old Town Newhall Library on Saturday, May 26. Topics include adding visuals to your website, plugin, and tools available for your WordPress project.

| MONDAY | TUESDAY | WEDNESDAY | THURSDAY | FRIDAY | SATURDAY | SUNDAY |
|---|---------|---|---|--------|---|--------|
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| | | | | | 19 Hooks and Needles 1:00 PM-2:30 PM Canyon Country | |
| 21 Afternoon @ the Movies - <i>Thor: Ragnarok</i> 1:00PM- 3:30PM Old Town Newhall | | | 24 Toastmasters "Be a Better Speaker" 5:30 PM- 6:30 PM Valencia | | 26 WordPress Site Build Workshop: Photos, Videos and Social Media 1:00PM- 3:00PM Old Town Newhall | |
| 28 Library Closed All Day | | 30 Finals Café 4:00 PM- 7:00 PM Canyon Country | | | | |