# Library Department Activity Report
## March 2011

**Gate Count:** Number of customers entering each Library building

| Library | Customers | Open Days | Average # of customers per day |
|---|---|---|---|
| Main Library | **34,890** | | **1,292** |
| Weekes Branch | **21,705** | | **804** |
| Total | **56,595** | **27** | **2,096** |
| **Circulation:** | | | |
| Main Library | **61,370** | | |
| Weekes Branch | **35,919** | | |
| Total* | **113,188** | | |

*includes Web Renewals

**Activities**

**National Library Week, April 10-16, 2011.** Now in its 53rd year, National Library Week is a national observance sponsored by the American Library Association. National Library Week is a time to celebrate the contributions of our nation's libraries and to promote library use and support. Tens of thousands of libraries nationwide of all types – school, public, academic and private libraries – participate in this event each year.

In observance of National Library Week, the California Library Association (CLA) recently released data collected from over 1,100 California libraries – including Hayward Public Library – that participated in CLA's "Snapshot Day" event. On that day, libraries of all types from across the state collected and reported statistics, comments, and photos of library activities in order to create a statistical snapshot of what takes place in California libraries on one typical day.

Library use statewide continues to rise to unprecedented levels, fueled in part by the economic recession but also by the value of libraries to service a wide range of critical community needs in tough economic times. According to the California Library Association, "On a typical day, over 1 million Californians visit their local library to access the internet, search for a job, support their children's educational needs, and enrich the lives of others through volunteer service."

Here is the statistical snapshot of one typical day in Hayward's public library system.

"SNAPSHOT DAY" (One-day statistical data) – Hayward Public Library

| | |
|---|---|
| 2,287 | Visits to the Library |
| 2,976 | Visits to the Library website |
| 3,319 | Items checked out or renewed |
| 522 | People used a Library computer to access the internet |
| 104 | Reference questions were answered |
| 107 | Youth received homework tutoring after school |
| 35 | Adults received literacy tutoring |
| 311 | Active volunteers (total) |
| 89,695 | Registered library card holders (total) |

*Source: California Library Association*

In addition to collecting and compiling this data for 1,100 participating libraries statewide, California Library Association also prepared customized Snapshot Day fact sheets for participating member libraries. Hayward's customized fact sheet is attached to this report.

## Programs / Events

**"Book to Action" Event is a Big Success.** Hayward Public Library recently launched a new, three-part "Book to Action" program series, in which participants discuss a topical book, meet and talk with the author of that book, then volunteer for a local organization that puts the book's ideas into action. The first book to be featured in this new program series is *Farm City: The Education of an Urban Farmer*, by Novella Carpenter. *Farm City* is a memoir about the author's experiences tending an urban farm on an abandoned lot in downtown Oakland. After the book discussion and author talk events, participants will later spend a day volunteering at the Ochoa Middle School Garden. A sample of the promotional material for the event series can be found here.

The author appeared at the Main Library on Saturday, March 26, to talk about her work. The event attracted a standing room-only audience of over 100 people. *The Daily Review* printed a feature article at the top of its Local News section a couple of days later. The article is accessible online here.

Due to the tremendous success of the first two events of the series, a strong turnout is expected at the Ochoa Middle School Garden volunteer event on May 14. Planning for that event is now being expanded to include not only volunteers working in the garden, but a small festival as well, to accommodate and entertain a large group. The Library and Ochoa Middle School are very excited about this new collaboration.

The Book to Action program featuring *Farm City* at Hayward Public Library is supported with major funding from the Transforming Life After 50 initiative of the California State Library. The program is co-sponsored by Friends of the Hayward Public Library, Chabot College Foundation, Project EAT, Alameda County Office of Education, and the American Association of University Women Hayward / Castro Valley branch.

**A Few Other Events in Brief**

- Food Stamp Clinic: Staff from the Alameda County Community Food Bank returned to conduct food stamp eligibility screenings at the Main Library. Seven customers took advantage of this opportunity. This was the second time the food bank provided this opportunity for customers.

- Multigenerational Poetry Slam Workshop. The first in a series of three workshops to help poets prepare for the upcoming Multigenerational Poetry Slam, which is the closing event of this year's Big Read program. An experienced mentor poet from San Francisco's Youth Speaks led the workshop and helped attendees incorporate themes from the featured Big Read book, *In the Time of the Butterflies* in their own original poetry. Two additional workshops are scheduled in April.

- Write Your Story: Writer Workshop with Denise Michelle Harris. On March 12, local author Denise Michelle Harris returned to help aspiring authors craft their stories for publication.

- Green Expo. Library Operations Manager Vincent Ang is a member of Hayward's Green Committee and has been helping to plan the City's first Green Expo at the City Hall rotunda. The Green Expo was held on March 11 from 1–7 PM. Vendors promoting green products were on hand to talk to staff and the general public. The Library was also on hand displaying materials appropriate to the event that is available for the public to check out at the library. A Chevy dealership even displayed a Chevy Volt, the most in demand "green" vehicle being sold at this time.

- Youth Services Recap. The Youth Services department had another busy month in March. The Teen Art Revolution series of programs, sponsored by Target, combined with the regular gaming programs brought over 50 teens to the Main Library to learn how to create jewelry, decorate cupcakes, and enjoy other delicious and fun activities with their friends. Participation in book groups at both the Main and Weekes Branch libraries continues to increase, with over 20 children and teens ranging from third to eighth grade enjoying discussion with their peers this month. Programming for preschool age children continues to flourish, with record-breaking attendance once again at all Learn and Play and storytime sessions.

## Personnel News

Senior Library Page Johnny Masis resigned from the Library staff effective March 5, 2011. Johnny enlisted in the Air Force and left for training immediately after March 5. Johnny was an outstanding employee, always ready and willing to go above and beyond to get the job done, and his sunny demeanor made him an enjoyable person to work with and be around. He will be sorely missed by staff, and we wish him the best of luck in his military career!

## Special Meetings/Training

**California State Library – "Get Involved" Symposia.** Librarians Trudy Toll and Sally Thomas attended this follow-up State-Library sponsored event, which focused on techniques for recruiting and retaining library volunteers, especially "baby boomers." Trudy has begun to apply some of these techniques to recruit adult volunteers for Hayward's Senior Outreach Services program, and other projects. Sally is applying some of the new techniques learned to recruit volunteers of all ages, especially boomer-age residents, to take part in upcoming "Book-to-Action" activities.

# SNAPSHOT: ONE DAY IN THE LIFE OF CALIFORNIA'S LIBRARIES

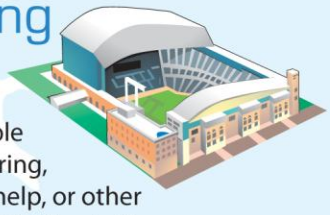
Every day, more than
ONE MILLION
Californians visit a library.

The library is the one community space that sustains democracy, levels the playing field, values the individual, nourishes creativity, opens young minds, builds community, supports families, builds technology skills, and offers sanctuary—all free of charge to the user.[1]

1,012,563 people visited a library on California Library Snapshot Day.[2] That's more people than visit Disneyland in 25 days.

www.disneylandvacationtops.com

## Tutoring and Training



Every day, more than 46,000 people receive tutoring, homework help, or other training in a California library.

That's enough people to fill AT&T Park—home of the 2010 World Series Champions, the San Francisco Giants!

www.ballparks.com

## Online

California libraries provide information via their websites to over 1.3 million people every day.

More than the entire population of San José, California's third largest city.

www.sanjoseca.gov/planning/data/population

## Bridging the Digital Divide

Libraries provide free access to computers and the Internet. On a typical day, more than 169,000 people use a public computer in a California library.

More than one person for each square mile in California.

www.netstate.com

## ¿Qué Pasa?

Libraries offer free access to enrichment activities, cultural events, and public programs that inform, educate, entertain, and bring community members together. On a typical day, more than 60,000 people attend a public program in a California library.

Nearly three times the number of people who ran in the 2011 LA Marathon.

www.lamarathon.com

## "How may I help you?"

Libraries provide free access to timely, unbiased, accurate information every day, helping patrons find jobs, study for degrees, navigate their way through school, become citizens, buy homes, set up businesses and so much more. On a typical day, library staff answer more than 109,000 reference questions from patrons.

That's equal to the number of people who attend the Gilroy Garlic Festival each year.

www.gilroy.kionrightnow.com

## Tickets Please

Libraries provide free access to literature, music, and art that broadens our world view, expands our minds, and makes us laugh, cry, and think. Patrons borrowed more than 770,000 items on Snapshot Day.

If the Hollywood Walk of Fame had that many stars, it would stretch 770 miles!

www.hollywoodchamber.net

[1] See http://americanlibrariesmagazine.org/features/12212010/12-ways-libraries-are-good-country.

[2] Usage figures are based on data captured by 1,140 public, academic, school, and special libraries and library jurisdictions for California Library Snapshot Day in October 2010. California Library Snapshot Day is an initiative of the California Library Association, and part of a national campaign spearheaded by the American Library Association. Some figures are approximate.

## Literacy

In one year:[3]

- Over 22,000 adult learners receive one-on-one or small-group instruction by trained volunteer tutors in California's public libraries.
- Family literacy programs serve more than 3,000 families, including 4,000 at-risk children under 5 and almost 4,000 of their older siblings.
- Mobile library literacy services visit over 32,000 at-risk children aged 0-5 and 14,500 parents and caregivers.

## Interlibrary Loan

In one year:[4]

- Public libraries loaned over 37 million items through direct loans to non-resident borrowers.
- Public libraries shared over 3.5 million items among libraries of all types through interlibrary loan.

## Libraries are the Engines of Our Democracy

No other organizations or agencies provide Californians with everything that libraries provide.

Every day over ONE MILLION Californians prove it!

[3] Figures provided by the California State Library's Library Literacy Services and based on services provided in 2009/10.

[4] Figures provided by the California State Library and based on statistics gathered in 2009/10 through the California Library Services Act's Transaction Based Reimbursements Program.

## Hayward Public Library

http://library.ci.hayward.ca.us/

On California Library Snapshot Day:

- 2,287 people visited the library
- The library's website was accessed 2,976 times
- 3,319 items were checked out or renewed
- 104 reference questions were answered
- 522 people used a library computer
- 78 people attended 5 public programs
- 142 people received tutoring and training

*"Thanks for providing this wonderful space in the community so that people can strive to be citizens and be part of the American Dream."*

*"I know I shouldn't run in the library, but I just can't wait to get to the story."*

*"The after-school tutors are awesome. They have such patience with the children. Awesome job they do."*

*"I do all of my homework in the library! Plenty of reference books, Wi-Fi access for D2L, and if I need it, the tutoring center is right up the hall. Full-text databases make grade-A essays (almost) easy!*

*"The library is important to me because my family can't buy me the books I need, so I come to the library and read here."*

Provided by the
California Library Association
www.cla-net.org