

CITY OF
Camarillo
PUBLIC LIBRARY

ANNUAL REPORT

Fiscal Year 2020-2021



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Letter from the Library Director

It was quite a year to join the City of Camarillo Public Library and serve as Director. From the excitement of joining the team and witnessing its commitment to the community to COVID-19 related challenges, the year was one to remember.

Getting to know the community and see the support the Library enjoys has been a pleasure. While the pandemic created health worries, economic uncertainty and distance between family, friends and colleagues, the City of Camarillo Public Library focused on providing core services to help ease the anxiety many in the community faced.

The Library's popular curbside delivery kept access to physical materials flowing with service five days each week. Patrons expressed much gratitude for this safe and easy way to check out materials, calling curbside service "the best thing ever" and Camarillo Public Library "the best library in Ventura County."

Investment in digital materials including eBooks and eAudiobooks increased. Databases provided patrons the ability to read the news online, research their ancestry and access homework resources. Longtime users and novices alike used the Library website to find, check out and download titles to their personal devices so they could be enjoyed at home, in the car or on a walk. The Library staff ensured access to stories and entertainment was uninterrupted for the community.

While the COVID-19 pandemic altered traditional services for most of the year, patrons and staff connected through telephone and online reference with Ask Us chat service. The Russell Fischer Business Collection Coordinator hosted a variety of online business programming and workshops to support local businesses recovery and the Adult Literacy Coordinator continued to engage adult learners with online meetings and discussions.

On April 27 the library opened its doors to the public for the first time since March 2020 and welcomed 536 visitors. Virtual programming expanded soon after, along with Take & Make crafts for children, teens and adults. Fiscal Year 2020-2021 ended on a positive note with the opening of the Pirate Ship, study rooms and other shared spaces.



The Friends of the Camarillo Library generously donated \$85,000 for FY20-21, helping fund materials, programs and services. This report provides a summary of the past fiscal year and shows how resilient the library is, flexible and open to new changes, and that we remain a haven to the people who live and work in this dynamic city.

Thank you to everyone for welcoming me as your new Library Director. I am grateful to the Library and City leadership, staff and community for their unending dedication and support of the Library. We are looking forward to our next chapter and hope you will join us!

Mandy Nasr | Library Director



“Our City employees have found new, creative ways to guide our community through this pandemic, including new communication tools to keep our community informed and updated. Let’s continue to work together to get through these tough times, and keep our community safe and thriving.”

– Tony Trembley, Mayor (11-17-2020)

Curbside Service

Camarillo Public Library presents

Curbside Services



- 1 Place hold
- 2 Wait minimum of 1 business day for notification
- 3 Call when you are outside the library to pick up holds within 1 business week

City of **Camarillo**
PUBLIC LIBRARY

Curbside was the Library's primary method of circulating materials until reopening on April 27, 2021. Between July 1, 2020 and April 24, 2021, The City of Camarillo Public Library circulated 85,025 items and facilitated 30,397 pickups. Simplicity and ease of access were the keys to success and robust customer engagement and circulation. The process was carefully designed to remove barriers to Library service.

JULY 1, 2020 - APRIL 24, 2021



85,025
ITEMS CIRCULATED

30,397
PICKUPS

Patrons deeply appreciated being able to access Library materials during an unsettling time. Statements from patrons including "Thank you so much to the staff for all you continue to do. We value your service" and "You guys rock! I really appreciate this service!" were commonly heard and heartening for staff.

In the spring, the Library added Book Bundles to curbside service. Staff curated "bundles" of books and learning materials on popular topics so that parents and children could continue reading and learning at home. Library staff created 64 different book bundles ranging from Ancient Egypt to Cars. Patrons were elated about this new service, commenting "I'm beyond thrilled that you're doing this. We've missed browsing so much. Thank you."

The Camarillo community was clearly delighted with the reopening of the Library building. Circulation jumped significantly with 67,752 items circulated between April 27 and June 30. In May the Library welcomed an average of 457 visitors each day and in June average daily visits increased again to an average of 543.

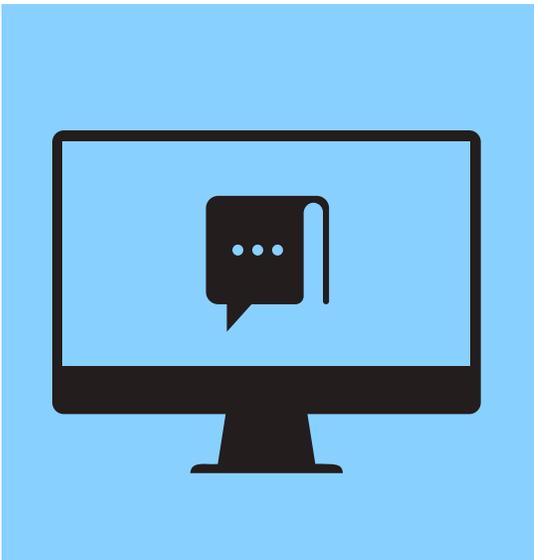
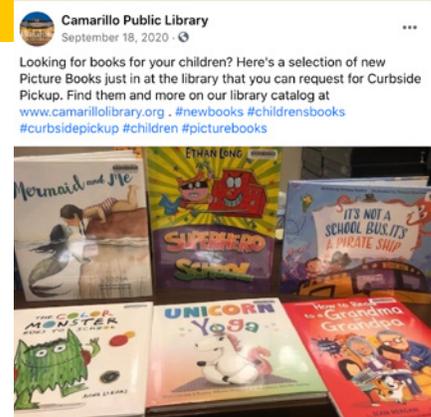
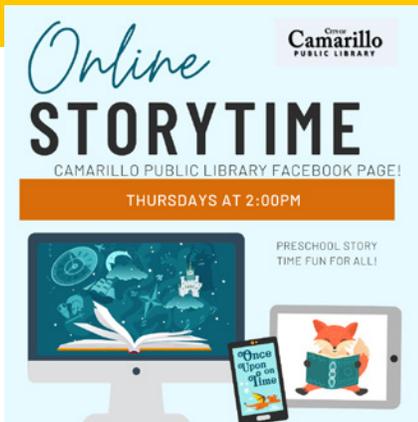
LIBRARY REOPENING

| | | |
|--|---|--|
| <p>67,752 ITEMS CIRCULATED APRIL 27, 2021 - JUNE 30, 2021</p> | <p>457 AVERAGE DAILY VISITS IN MAY</p> | <p>543 AVERAGE DAILY VISITS IN JUNE</p> |
|--|---|--|



Virtual Engagement

Library staff found creative ways to engage the community virtually – and these new methods continue to enhance communication with patrons. On social media, staff reached out to Camarillo residents on social media with questions such as “What’s your favorite childhood book?” or “Name a book with a color on its cover.” When patrons commented that they missed browsing new materials, staff responded by showcasing a collection of books and featuring it on social media so patrons could easily see what was new and access the titles through curbside service.



Teen Book Club

The Library’s Youth Services Librarian kept Camarillo teens busy and reading by starting a virtual Teen Book Club. The Club made good use of the Library’s digital Hoopla service, which provides the opportunity for multiple patrons to read the same book without the need to purchase additional copies. The Teen Book Club provided a crucial way for teens to connect socially during a time of distancing as well as a forum to discuss popular teen topics.





Adult Literacy Center

In November 2020, the Library welcomed a new Adult Literacy Coordinator who works closely with adult literacy tutors and learners.

The Adult Literacy Center is a valuable Library service and helps adult learners build and reinforce reading and writing skills in English. Learners are paired with volunteer tutors; together these one-on-one pairs meet online, create goals and cover topics such as high school diploma equivalency tests, citizenship applications and vocational training. Once a month, the Literacy Coordinator hosted adult literacy group meetings during which literacy tutors and students shared ideas and experiences. During Fiscal Year 2020-2021, 13 pairs of learners and tutors spent a total of 2,295 hours improving literacy skills. These skills are key contributors to growth in education and employment, benefitting the entire Camarillo community.

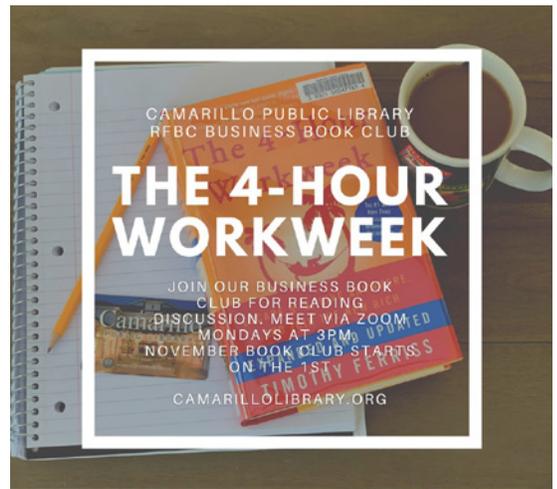
The learners' and tutors' hard work paid off. One adult literacy learner set and achieved a goal to obtain a pesticide license and a Class A driver's license, quickly resulting in a job promotion. Another literacy learner took and passed the U.S. Citizenship Exam.



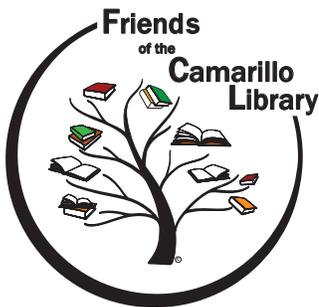
Russell Fischer Business Collection (RFBC)

In one of the most unpredictable years in memory, full of adaptation and challenges, The Library's Business Services Coordinator focused on virtually assisting Camarillo businesses with entrepreneurial development and workforce development tools. In a fast-changing economic environment, RFBC provided weekly and monthly seminars and training sessions so patrons and entrepreneurs alike could improve skills and find resources to adapt and thrive.

LinkedIn Learning and the 35,000+ training videos in its database library was the most requested and used RFBC resource. The Coordinator worked diligently to keep the community informed about city, county, state and federal pandemic relief resources offered to small businesses. The Coordinator stepped up to make sure Library resources including technology and her expertise were available for patrons that needed assistance applying for grants or filling out paperwork. She provided training and instruction in the Library's Brainfuse JobNow database and helped job seekers prepare résumés, connect with mentors and use the database for job searching. This extra effort illustrates the strong return on investment the City of Camarillo Library provides the community.



Friends of the Camarillo Library



The Friends of the Camarillo Library generously donated \$85,000 in FY20-21, supporting purchase of books and materials, programs and services. During building closure, the Friends of the Camarillo Library raised funds with Community Giving Programs and launched an online storefront for book sales. The Friends of the Library bookstore reopened to an enthusiastic public on April 27, 2021; a line of eager shoppers was waiting at 10 a.m. The Friends of the Library are always looking for new members. The Friends believe that when the Library thrives, the community thrives. If you are interested in joining, please email membership@friendshipcamarillolibrary.org.



The commitment and service of so many Friends members is truly astonishing and deeply appreciated.

City of Camarillo Library Use At A Glance



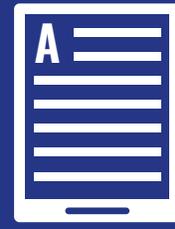
180,683

PHYSICAL ITEMS CHECKED
OUT BY PATRONS



2,495

NEW LIBRARY
CARDS ISSUED



124,633

ELECTRONIC ITEMS
CHECKED OUT BY PATRONS



23,448

PATRON VISITS



15,299

ADULT & YOUTH
REFERENCE QUESTIONS
ANSWERED



38,500

WI-FI SESSIONS



113,291

LIBRARY WEBSITE
VISITS



5,842

FACEBOOK FOLLOWERS



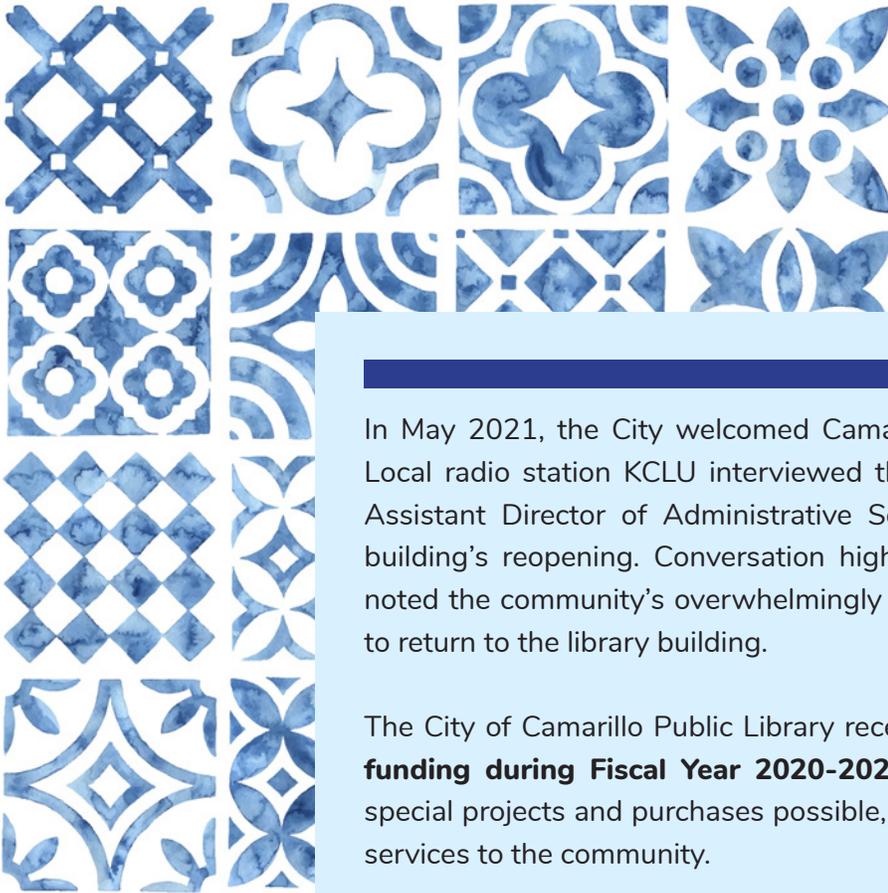
525

ASK US CHATS

FISCAL YEAR 2020-2021

camarillolibrary.org

Special Projects and Additional Funding



In May 2021, the City welcomed Camarillo Public Library's new Director. Local radio station KCLU interviewed the Library Director and Camarillo's Assistant Director of Administrative Services and discussed the Library building's reopening. Conversation highlighted new safety measures and noted the community's overwhelmingly positive response about being able to return to the library building.

The City of Camarillo Public Library received **more than \$40,000 in grant funding during Fiscal Year 2020-2021**. This funding made a variety of special projects and purchases possible, all of which enhanced the Library's services to the community.

Adult Literacy Center:

\$25,150 to support improved reading and writing skills for adults.

Grantor: California Library Literacy Services

Zip Books:

\$11,500 to support purchase of patron-requested books.

Grantor: California State Library in partnership with the NorthNet Library System

Lunch at the Library:

\$4,000 to support pop-up Library programming. Youth Services staff distributed books and promoted library resources to students attending summer lunch programs in the Pleasant Valley School District and at the Boys & Girls Club in Camarillo.

Grantor: California State Library in partnership with the Pacific Library Partnership



Partnerships



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- Califa
 - California State Library
 - California State University Channel Islands
 - Camarillo Chamber of Commerce
 - Economic Development Collaborative of Ventura County
 - First 5 Ventura County
 - Friends of the Camarillo Library
 - kidSTREAM
 - Laubach Literacy
 - Love on a Leash
 - NorthNet Library System
 - Oxnard Adult School
 - Pleasant Valley School District
 - SCORE (Ventura County Chapter)
 - Small Business Administration
 - Small Business Development Center
 - Southern California Library Cooperative
 - Ventura County Genealogical Society
 - Villa Esperanza Services
 - Women's Economic Ventures

