

Moorpark

CITY LIBRARY

ANNUAL REPORT

FISCAL YEAR 2020-2021



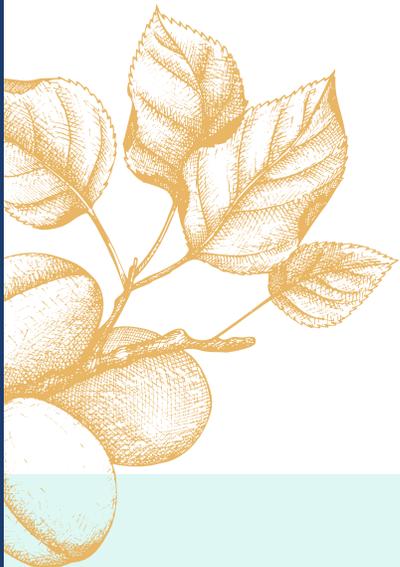
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moorparklibrary.org

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Letter from the Director

Creating the Moorpark City Library's annual report is an opportunity to reflect on the past fiscal year and share accomplishments and moments of pride. In previous years, our report would be filled with descriptions and photos of packed programs, smiling faces, outreach events, and community engagement both in- and outside the Library.

This year is different. When the COVID-19 pandemic struck and world shifted in March 2020, the Library building closed for longer than any of us could have anticipated.

I am proud of the staff's resilience and creativity as they found ways to continue serving the community when traditional services were not available. During this time, the Library provided:

- Phone reference and readers' advisory services
- Curbside Pick-Up
- Virtual programs for all ages, including live storytime sessions
- Take & Make crafts for preschoolers and teens, and STEAM activities for children
- Access to eBooks, eAudiobooks and streaming services through the Library website

April 1, 2021 was a wonderful day as Moorpark residents were welcomed back inside the Library building. Patrons were thankful to browse at their leisure and everyone was excited to see Mrs. T, our children's librarian. By July 1, in-person programming resumed for storytime, Crafty Adults, and the Teen Advisory Group.

Our gratitude for the Moorpark community has never been greater. Thank you for your support as we faced last year's unique challenges together. We hope you'll join us as we turn to a new chapter.

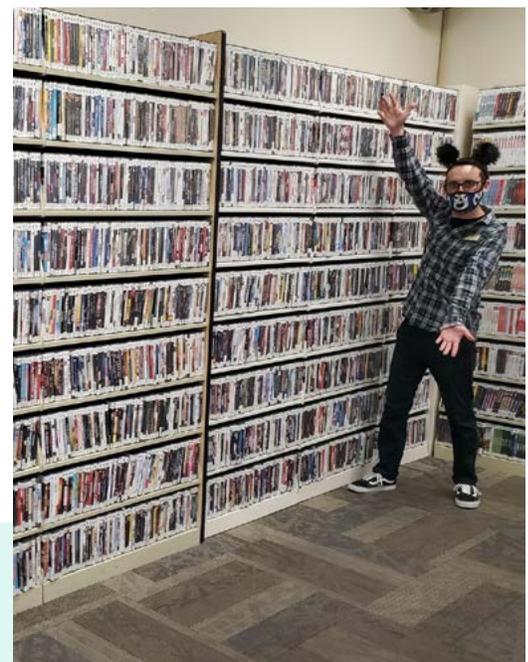
Sincerely,

Christine Conwell | Library Director



A graphic announcement for the library's reopening. At the top, a purple banner reads "THE MOORPARK CITY LIBRARY IS OPENING BACK UP!". Below, a white box contains the following text: "Tomorrow, April 1st, the Library will be open for indoor browsing.", "Face coverings are mandatory." (with a green "WEAR MASK" icon), "Visits are limited to 1 hour and social distancing will be enforced.", "Curbside Services will still be available.", and "Public computers are available for 1 hour appointments." At the bottom, "LIBRARY HOURS" are listed: Monday - Thursday: 10am - 8pm, Friday & Saturday: 10am - 5pm, Sunday: 1pm - 5pm. A small circular logo is in the bottom left corner.

A graphic promoting library cards. The top half features a circular arrangement of colorful school supplies (pencils, markers, paper clips, etc.) surrounding a central image of a library card. The card text includes "SOMETHING FOR EVERYONE", "Moorpark CITY LIBRARY", and "www.moorparklibrary.org". The bottom half has a blue background with the text: "THE BEST TOOL FOR BACK TO SCHOOL? A LIBRARY CARD! GET YOURS TODAY AT MOORPARKLIBRARY.ORG".

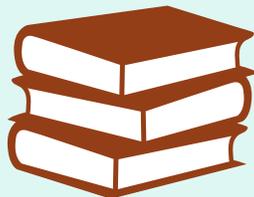


Key Highlights



12,868

**DIGITAL ITEMS
BORROWED**



38,589

**PHYSICAL ITEMS
BORROWED**



921

**VIEWS OF RECORDED
PROGRAMS**



117

VIRTUAL PROGRAMS



22,728

WEBSITE VIEWS



642

NEW CARDHOLDERS



13,191

**LIBRARY VISITS
BETWEEN APRIL 1 - JUNE 30**



9,434

**PEOPLE REACHED THROUGH
SOCIAL MEDIA**

FISCAL YEAR 2020-2021

Expanded Services

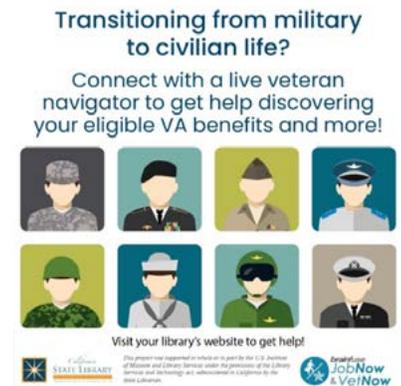


SORA

For students, access to library materials from home was more important than ever during Fiscal Year 2020-2021. In August 2020, the Moorpark City Library teamed up with the Moorpark Unified School District to make checking out books easier for students. The partnership provided SORA, a reading platform (app & website) that allows students to explore a wide assortment of age-appropriate books from their school and the public library whether they're in the classroom or at home. During the 2020-2021 school year, 140 titles were checked-out by SORA users.

JobNow & VetNow

Using CARES (Coronavirus Aid, Relief, and Economic Security) funds, the California State Library purchased the JobNow and VetNow platforms for all public libraries in the state through August 31, 2022. These workforce tools help patrons gain employment, learn new skills, change careers, and prepare for certification testing in a variety of fields.

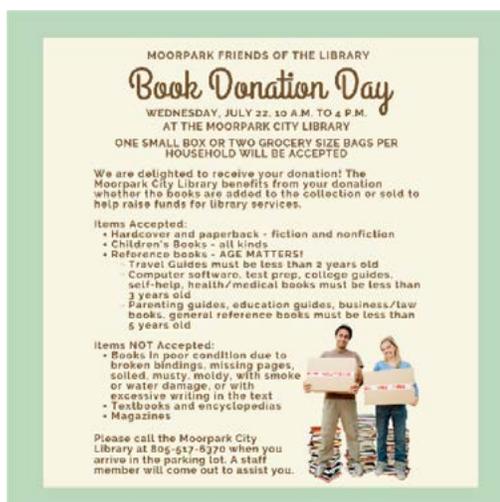


California K-12 Online Content Project

Distance learning means online access to educational content is vital. The California State Library provided public libraries with seven online databases from ProQuest for students in grades K-12. Moorpark patrons can access these resources anytime through the Library's website.

Chromebooks

As a participant in the CARES Act Bridging the Digital Divide project with the California State Library and the Southern California Library Cooperative, the Moorpark City Library received funding for eight Chromebooks for community use. These devices are available for patrons to use in the library and for library programming.



Book Donation Days

Due to space limitations and COVID-19 procedures that limited the number of people in the building, the Moorpark City Library was unable to accept most donations. Staff coordinated with the Moorpark Friends of the Library (MFOTL) to host specific donation days for patrons and sorting/processing days for volunteers.

Curbside Pick-Up

While the building was closed, library staff provided curbside pick-up of materials June 2020 through June 2021. During building closure (July 1, 2020 – March 31, 2021), patrons borrowed 24,391 books, movies and audiobooks. Even after the building re-opened and in-person services resumed April 1, 2021, the popular curbside pick-up continued for four months. This allowed time for patrons to ease back to coming inside the building.

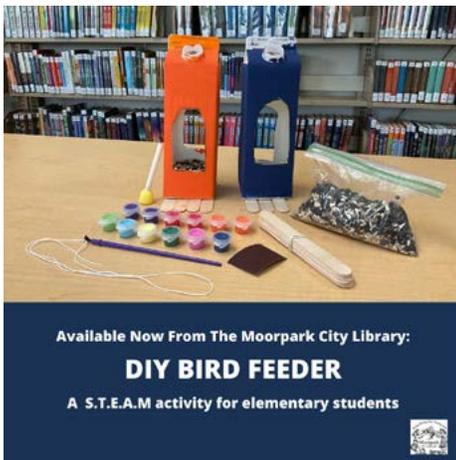
Library Programs

As the COVID-19 pandemic continued, library staff found creative ways to safely adapt Library programming for all ages without placing patrons and staff at risk.



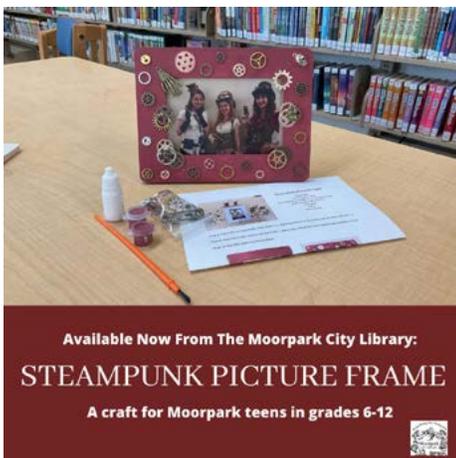
Virtual Storytime & Craft Kits

Storytimes provide caregivers an opportunity to thoughtfully interact with young children and develop school readiness skills through books, songs, and play. It was vital for the Library to continue this service during the pandemic. Staff presented 49 live, virtual storytimes on the Library's YouTube channel and Facebook page. Storytime kits were available for pick-up and contained crafts and activities related to the weekly storytime theme.



STEAM Activities

Monthly science-based crafts and activities are popular among elementary-aged patrons. Staff initially planned to host Zoom meetings where the children could work together in a virtual space. They quickly realized, however, that after Zooming all day for school, students did not want to meet over Zoom for the program. As a result, staff created take home STEAM kits. Each kit contained detailed instructions and a link to a pre-recorded instructional video. Popular activities included: giant bubbles, salt dough haunted houses, DIY speakers, and catapults.



Teen Crafts

Staff stayed in touch with teens during building closure through Take & Make craft kits. Prior to the pandemic, attendance for in-person craft programs was fairly low. By creating take home activities, staff were able to reach more teens, and had to double kit production in order to meet demand. This discovery and resulting changes will result in more engagement with teens in the future.



Crafty Adults

The Crafty Adults program began meeting virtually in September 2020. Staff quickly learned which programs worked well in a virtual environment. The most important takeaway was that the craft itself was not the highlight of the program; rather it was the social interaction and community gathering that were enjoyable for all. One of the participants was so inspired by the program that she created her own crafting business for children modeling it after the library’s program.

Virtual Book Clubs

The Book Club for Adults stayed connected and kept the conversation going while maintaining social distancing by meeting monthly on Zoom. Library staff provide logistical support while group discussion continued to be moderated by Francine Dudenhoeffer, Moorpark Friends of the Library member and volunteer.



Betty Crocker and Her Cookbook that Changed How America Cooks

This fun virtual lecture by historian Leslie Goddard, Ph.D., looked at how the fictional Betty Crocker was invented, why her cookbook has endured and what makes her so iconic. Prior to the event, participants were invited to swap their favorite Betty Crocker recipes during a meeting of Read It & Eat It, the library’s cookbook discussion club.

Dr. Leslie Goddard

The Whys and Whens of Car Maintenance

In this virtual lesson, Chaya Milchtein of Mechanic Shop Femme discussed when (and why) to perform specific maintenance tasks, including changing fluids and filters, belts, air conditioning recharges and much more. Participants became more educated consumers better able to protect their auto investment.



Chaya Milchtein

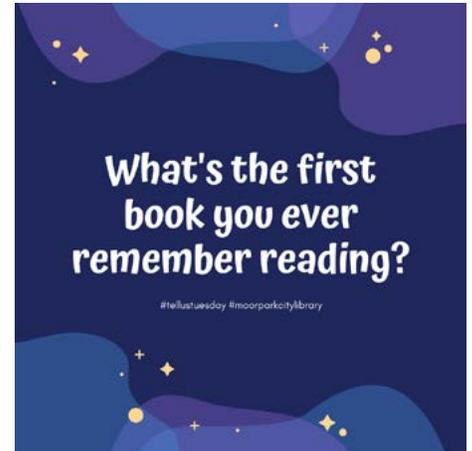
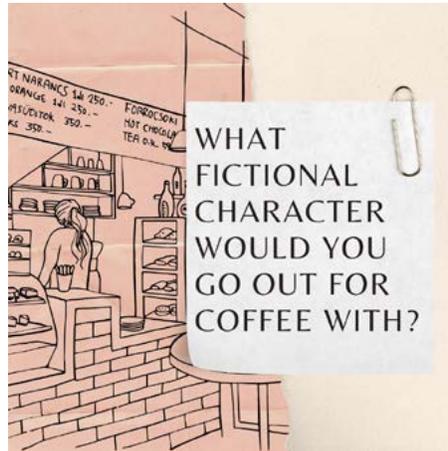
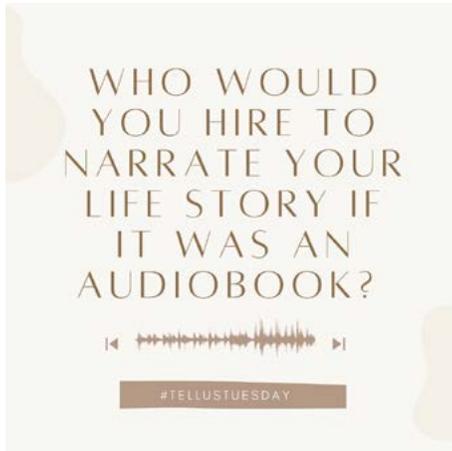


Digital Engagement

With in-person services suspended and most of the population staying at home, staff focused on increasing website and social media activities to engage and connect with patrons. Staff created helpful videos and content that showed patrons how to access Library resources from home, how to craft using simple and common materials, and offered themed reading suggestions.

#TellUsTuesday

Every Tuesday staff posted a question to social media pages and encouraged patrons to respond by making a choice, filling in the blank, voting, or submitting a picture. This has been an easy and fun way to interact with patrons while the building was closed.



Halloween Candy Bracket & Book Madness: A Tournament of Books

During October, the Library offered a virtual Halloween Candy Bracket program to determine which candy was the best of all time. The bracket started with 64 candy varieties, but only one would be named supreme on Halloween. Patrons voted weekly until only one candy remained. Reese's Peanut Butter Cups was the winner.

In March, the Library held a virtual book tournament - Book Madness. The bracket was made up of the top sixteen checked-out books from the library during 2020. Each week patrons voted for their favorite book. *Educated: A Memoir* by Tara Westover was crowned champion.

National Library Week

The Moorpark City Library celebrated National Library Week (April 4 – 10) with a virtual spirit week on social media. Participants were encouraged to share pictures and engage with daily posts for a chance to win a library lover's gift bag. The gift bag included literary tea, a mug, date stamp socks, a bookmark, and booklight. Moorpark City Library tote bags were given to new patrons and current patrons who checked out at least five items during the week. Inside the library, patrons could fill out and display a heart with all the reasons why they love their library.

Digital Highlights



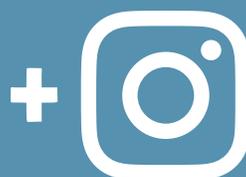
FACEBOOK REACH
INCREASED BY
69%



INSTAGRAM REACH
INCREASED BY
89%



UNIQUE WEBPAGE VIEWS
INCREASED BY
11%



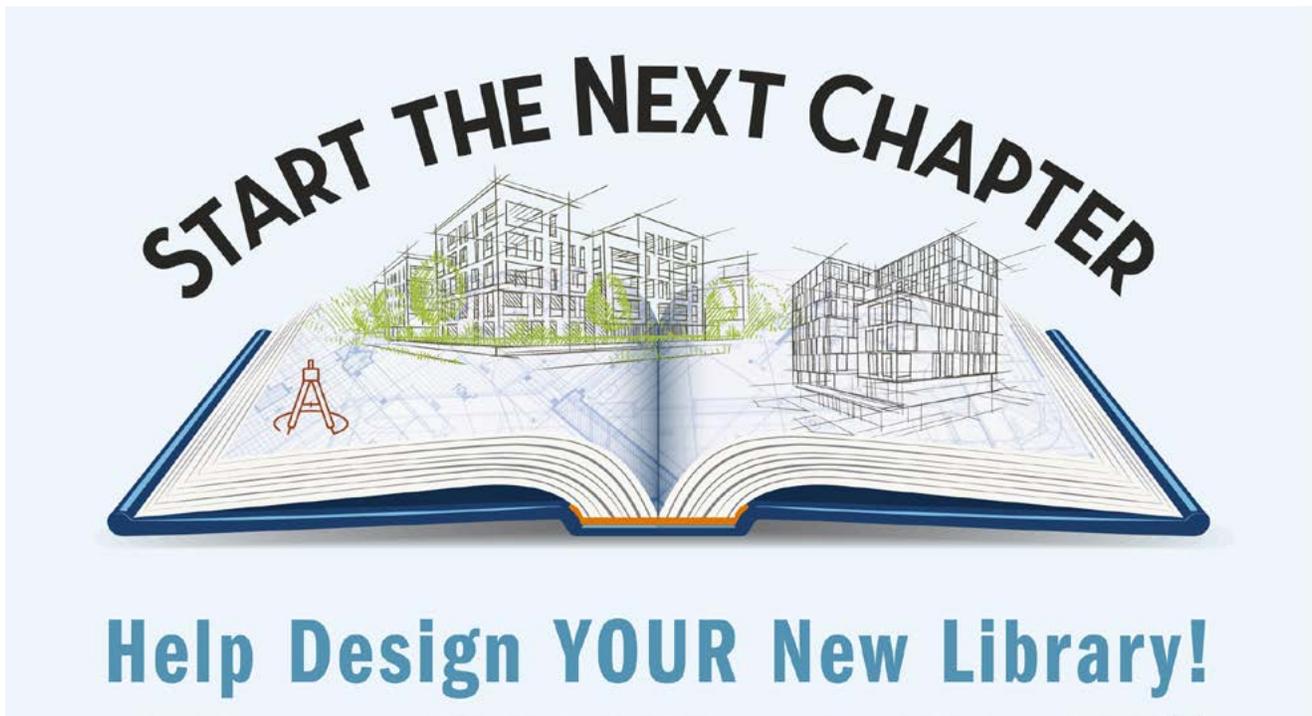
272 NEW
FOLLOWERS GAINED
ON INSTAGRAM

CREATED AND LAUNCHED THE TEEN INSTAGRAM PAGE IN JUNE 2021



New Library Project

Recognizing that the needs of the community have outgrown the capabilities of the City's public library building, the City of Moorpark embarked on a project to construct a new, modern library building to better serve residents.



October 2020

Library Design Process begins

December 2020

The City held the first community workshop for the New City Library. This virtual event provided updates on the development process and collected input on various aspects of the Library.

February 2021

The City held a second community workshop for the New City Library. This virtual event provided updates on the development process and collected input on the children's space, teen space and preliminary architectural considerations.

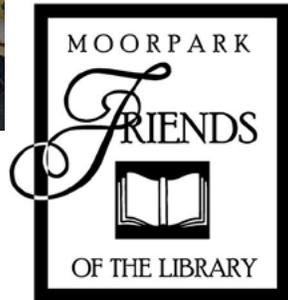
March 2021

The Moorpark Teen Council hosted a discussion with the City's planning team and teens from the Moorpark community to discuss features planned for the teen space in the new Library. The meeting provided lots of good feedback and ideas for the teen area.

March 2021

The City's design team updated the City Council on the progress to date and received guidance on the floorplan layout and exterior design.

Moorpark Friends of the Library



The Friends generously donate funds each year to assist with Library program supplies, Summer Reading and special events. While the COVID-19 pandemic forced the bookstore to temporarily close and interrupted Friends group operations, they continued to support the library with Book Donation Days and Drive Thru Book Sales. If you are interested in joining the Friends of the Library, please visit mfotl.com.

Board Members:

Theresa Tardif | *President*
Diana Fowler | *Vice President*
Rosalie Barili | *Secretary*
Carmen Jerome | *Treasurer*
Lou Langkusch | *Membership*
Teri Glazier | *Publicity*
Dona Pugh | *Parliamentary Consultant*

Moorpark Library Board

The Library Board consists of five citizens who are appointed by the Mayor and City Council for a three-year term. The Board Members are committed to increasing community awareness of the Moorpark City Library, and through their observations and suggestions, provide feedback to the City Librarian.

Board Members:

Linda Goble | *President*
Bernadette McDowell | *President Pro Tem*
Sandra Banks
Laura Burnett
Michael Marshall



Statistics: A Comparison

Fiscal Year	Door Count		Cards Issued		Public Computer Sessions		Tours		Number of Volunteers		Volunteer Hours	
	20-21	19-20	20-21	19-20	20-21	19-20	20-21	19-20	20-21	19-20	20-21	19-20
July	-	7,893	27	95	-	753	-	1	-	33	-	106
August	-	7,475	58	78	-	690	-	-	-	24	-	77
September	-	7,150	46	86	-	719	-	2	-	28	-	100
October	6	7,176	41	65	6	675	-	1	-	28	-	195
November	81	6,035	29	52	81	580	-	-	-	30	-	145
December	4	5,464	32	36	4	601	-	-	-	34	-	140
January	-	6,835	53	69	-	668	-	-	-	36	-	138
February	-	7,137	39	69	-	584	-	-	-	36	-	167
March	36	2,879	44	36	36	283	-	-	-	-	-	-
April	5,902	-	76	42	88	-	-	-	-	-	-	-
May	3,293	-	91	32	135	-	-	-	-	-	-	-
June	3,869	-	68	26	175	-	2	-	8	-	13	-
1 QTR Total	-	22,518	131	259	-	2,162	-	3	-	85	-	283
2 QTR Total	91	18,675	102	153	91	1,856	-	1	-	92	-	480
3 QTR Total	36	16,851	136	174	36	1,535	-	-	-	72	-	305
4 QTR Total	13,064	-	235	100	398	-	2	-	8	-	13	-
Year-to-Date	13,191	58,044	604	686	525	5,553	2	4	8	249	13	1,068

Fiscal Year	Circulation		OverDrive		Kanopy		Total Circulation		Holds Placed		Brainfuse	
	20-21	19-20	20-21	19-20	20-21	19-20	20-21	19-20	20-21	19-20	20-21	19-20
July	1,764	11,481	845	309	175	58	2,784	11,790	1,408	1,572	4	10
August	2,587	9,196	780	228	159	42	3,526	9,424	2,066	1,538	15	13
September	2,837	9,090	643	227	278	45	3,758	9,317	2,523	1,491	123	79
October	3,298	8,536	774	206	356	38	4,428	8,742	2,422	1,322	241	142
November	3,102	7,991	618	186	160	29	3,880	8,177	2,248	1,287	181	74
December	2,908	7,826	687	173	135	64	3,730	7,999	2,212	1,359	320	20
January	2,160	8,855	927	270	164	70	3,251	9,125	1,380	1,802	1,394	60
February	2,748	8,175	867	240	198	203	3,813	8,415	2,124	1,603	129	25
March	2,987	3,885	822	462	149	325	3,958	4,347	2,343	771	61	130
April	5,790	2,209	807	656	201	217	6,798	2,865	1,940	69	59	35
May	7,031	577	673	808	197	220	7,901	1,385	1,683	255	51	38
June	7,967	1,428	676	674	176	163	8,819	2,102	1,743	1,485	37	3
1 QTR Total	7,188	29,767	2,268	764	612	145	10,068	30,531	5,997	4,601	142	102
2 QTR Total	9,308	24,353	2,079	565	651	131	12,038	24,918	6,882	3,968	742	236
3 QTR Total	7,895	20,915	2,616	972	511	598	11,022	21,887	5,847	4,176	1,584	215
4 QTR Total	20,788	4,214	2,156	2,138	574	600	23,518	6,352	5,366	1,809	147	76
Year-to-Date	45,179	79,249	9,119	4,439	2,348	1,474	56,646	83,688	24,092	14,554	2,615	629

Fiscal Year	Total Programs		Total Program Attendance		Views of Live Recording (not live)		Total Recorded Programs (not live)		Total Views of Recorded Programs	
	20-21	19-20	20-21	19-20	20-21	19-20	20-21	19-20	20-21	19-20
July	9	48	23	1,172	16	N/A	15	N/A	78	N/A
August	6	31	49	481	35	N/A	-	N/A	24	N/A
September	6	41	51	393	14	N/A	15	N/A	141	N/A
October	6	47	40	488	15	N/A	5	N/A	110	N/A
November	4	39	26	1,020	11	N/A	4	N/A	121	N/A
December	2	39	16	1,293	4	N/A	6	N/A	64	N/A
January	1	47	10	505	10	N/A	2	N/A	78	N/A
February	4	42	6	797	38	N/A	2	N/A	55	N/A
March	10	18	59	207	87	N/A	2	N/A	28	N/A
April	9	7	26	38	109	174	-	3	33	42
May	9	6	20	20	59	206	-	7	14	184
June	8	10	226	48	189	155	-	6	161	481
1 QTR Total	21	120	123	2,046	65	N/A	30	N/A	243	N/A
2 QTR Total	12	125	82	2,801	30	N/A	15	N/A	295	N/A
3 QTR Total	15	107	75	1,509	135	N/A	6	N/A	161	N/A
4 QTR Total	26	23	272	106	357	535	-	16	208	707
Year-to-Date	74	375	552	6,462	587	535	51	16	907	707

Fiscal Year	Facebook Likes		Facebook Followers		Instagram Followers		YouTube Video Views		YouTube Video Subscribers		Unique Webpage Views	
	20-21	19-20	20-21	19-20	20-21	19-20	20-21	19-20	20-21	19-20	20-21	19-20
July	1,233	1,188	1,344	1,189	747	502	73	N/A	6	N/A	1,579	2,168
August	1,228	1,189	1,349	1,196	772	514	62	N/A	11	N/A	1,793	2,023
September	1,224	1,189	1,352	1,199	799	532	163	N/A	15	N/A	2,156	1,846
October	1,222	1,189	1,356	1,207	832	554	138	N/A	17	N/A	1,873	1,818
November	1,221	1,186	1,356	1,215	849	574	161	N/A	19	N/A	1,592	1,619
December	1,222	1,186	1,358	1,220	869	583	127	N/A	21	N/A	1,451	1,578
January	1,223	1,191	1,366	1,235	883	599	133	N/A	22	N/A	1,505	1,808
February	1,220	1,184	1,371	1,233	901	613	94	N/A	22	N/A	1,904	1,838
March	1,221	1,186	1,375	1,242	933	621	95	N/A	23	N/A	2,226	1,621
April	1,221	1,195	1,385	1,273	954	642	110	N/A	23	N/A	2,275	1,142
May	1,223	1,201	1,391	1,289	966	672	103	25	23	1	2,252	1,215
June	1,225	1,234	1,406	1,336	977	705	31	68	26	4	2,122	1,722
1 QTR Total	1,224	1,189	1,352	1,199	799	532	298	N/A	15	N/A	5,528	6,037
2 QTR Total	1,222	1,186	1,358	1,220	869	583	426	N/A	21	N/A	4,916	5,015
3 QTR Total	1,221	1,186	1,375	1,242	933	621	322	N/A	23	N/A	5,635	5,267
4 QTR Total	1,225	1,234	1,406	1,336	977	705	244	93	4	4	6,649	4,079
Year-to-Date	1,225	1,234	1,406	1,336	977	705	1,290	93	4	4	22,728	20,398

Fiscal Year	Facebook Total Views		Instagram Reach		YouTube Unique Views	
	20-21	19-20	20-21	19-20	20-21	19-20
July	237	260	337	326	9	N/A
August	347	191	334	174	27	N/A
September	307	258	360	239	61	N/A
October	359	190	448	228	63	N/A
November	536	201	413	202	80	N/A
December	477	215	312	19	79	N/A
January	579	175	328	10	105	N/A
February	448	173	300	27	62	N/A
March	556	236	343	26	70	N/A
April	454	337	438	305	68	N/A
May	377	384	412	417	78	10
June	320	331	412	374	40	16
1 QTR Total	891	709	1,031	739	97	N/A
2 QTR Total	1,372	606	1,173	449	222	N/A
3 QTR Total	1,583	584	971	63	237	N/A
4 QTR Total	1,151	1,052	1,262	1,096	186	26
Year-to-Date	4,997	2,951	4,437	2,347	742	26