

SHASTA PUBLIC LIBRARIES

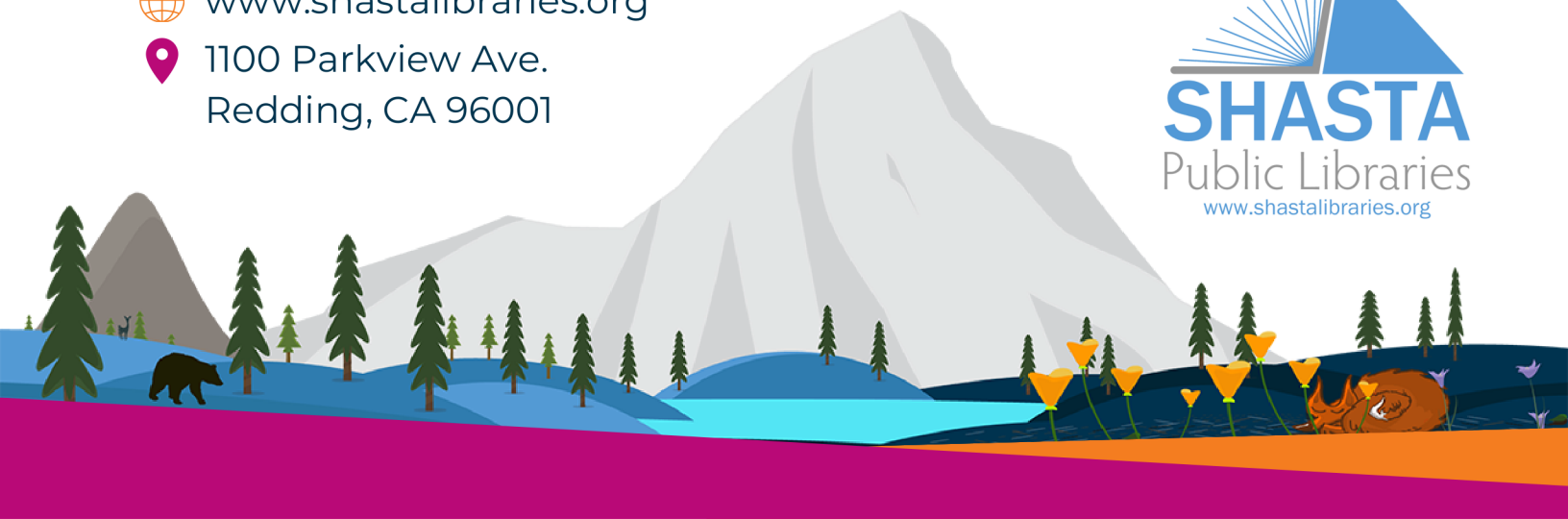
ANNUAL REPORT

2023

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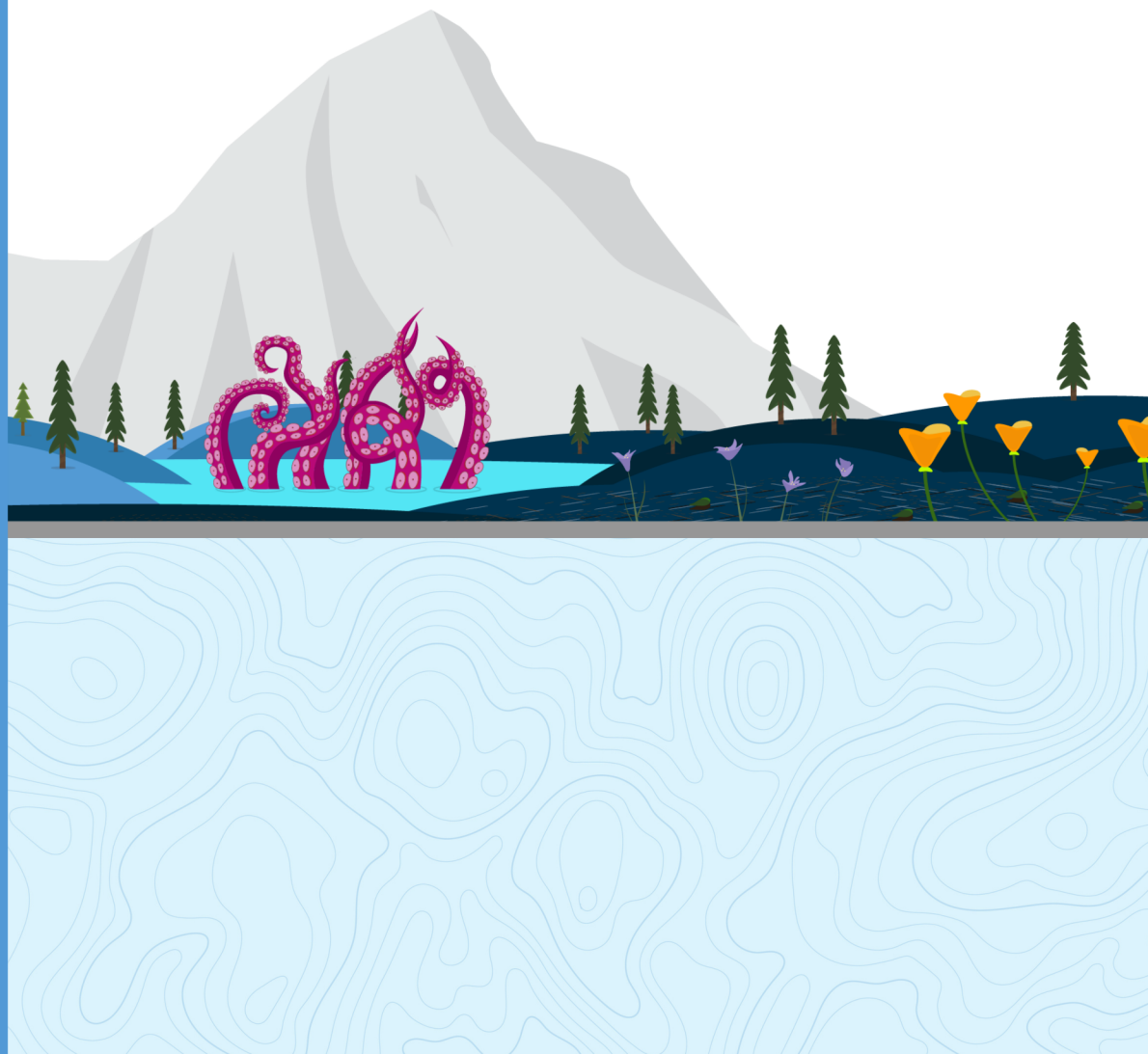
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MESSAGE FROM THE DIRECTOR

A year of enriching programs, quality services, and fun experiences for all Redding and Shasta County residents cemented Shasta Public Libraries' position as a trusted, valuable resource for the community. The past year brought several exciting firsts along with continued favorites to the Libraries.

Shasta Public Libraries are a crucial resource for literacy and education in Redding and Shasta County. Events focused on building reading and learning skills were incredibly popular with nearly 340 people, many of whom were new to the Library. One-of-a-kind opportunities continue to be the hallmark of Shasta Public Libraries and the community responds with enthusiasm to programs such as North State DinoRoar, storytimes, and more. Understanding and providing the specific services residents want is key to Shasta Public Libraries' success. Your Libraries provided effective ways to strengthen early literacy skills, improve the collection of books and other materials, and provide more user-friendly access to library services. As we challenged ourselves to improve in these areas, we saw a corresponding increase in Library use and materials circulation. Burney Access, which provides registered patrons use of the Burney Library Wi-Fi, computers, printing services, and collection before regular operating hours, is an exceptional convenience for early birds, families, remote workers, and all Library lovers.

The Libraries' present and future were an important focus during the past year. A new strategic plan was developed and four strategic goal areas will help inform planning and decision making during the next few years. The plan ensures Shasta Public Libraries will accommodate the needs of our growing community while remaining flexible in a fast-changing world.

The Libraries could not have achieved the success of the past year without the support of our community. Our volunteers, Friends, and Foundation helped us provide services, programs, and resources we could not have offered otherwise. They, along with our staff, truly make Shasta Libraries a community-run institution. We appreciate all they do to make Shasta Libraries a one-of-a-kind asset to the community. We are excited to see what the future holds for Shasta Public Libraries and thank you for your continued support!

Sincerely,

Jared Tolman, MLS | Library Director



SHASTA LIBRARIES

We are proud to share the various new services that best served our community in 2023, many of them available at all our library locations and not restricted to just one branch.

Improved Collection

In 2023, Shasta Libraries began identifying areas of the collection that were worn out and had high and low usage. After adjusting the budget to better reflect the current trends, we began a process of replacing important classics and missing series' titles along with adding additional copies to heavy-use titles and replacing worn items. The numbers speak for themselves:

12%

Increase in Children's
Circulation

3%

Increase in Adult
Circulation

10%

Increase in Adult
Fiction Circulation

These changes made a big difference in library material use. **In July 2023, circulation was higher than circulation in July 2019 - the first increase for Shasta Libraries over pre-Covid numbers.** In August and September, our monthly circulation also topped 2017 and 2018 monthly numbers. At all three branches, we are listening to our patrons, looking at data, and making adjustments to improve our collections and get more books into cardholders' hands. Data shows that these changes have helped more patrons find items of interest and improved our overall circulation.

Big Read



This spring, the Libraries participated in a Big Read along with many organizations around the county. We joined several schools in reading the novel *There There* by Tommy Orange. The Libraries made a number of copies available for free and distributed additional copies to those participating in the Read. In the fall, the Libraries held another Big Read event as part of Deaf Awareness Month; *Deaf Republic*, a book of poems written by a deaf author, was the selected title. The Libraries held several book clubs for the Read including a teen book club discussion surrounding *Give Me a Sign* written by Anna Sortino, a deaf youth.

1,000 Books Before Kindergarten

Launched this past fall at the Libraries, "1,000 Books Before Kindergarten," is a nationwide passive program aimed at preschool-aged children. The program's primary goal is to encourage parents to read to their young children in order to encourage pre-literacy skills and promote kindergarten readiness. Additionally, the program encourages a library habit.

"1,000 Books" is based on a simple but powerful fact: children who are read to at home are better prepared for school and will perform well throughout their academic career. "1,000 Books" has parents track books read to their child and provides them with small incentives like stickers for each book log completed. The program is simple, assessable, and encourages life-long readers and library users.

New Strategic Plan

In 2023, the Libraries wrapped up the 2019-2023 Strategic Plan and worked on developing a new plan with staff. A library survey was conducted and distributed throughout the county to gather information on how people use Shasta Libraries, what they like and dislike, and what they want to see.

The Libraries also held several focus groups to look at specific needs in the community. Educational leaders, government officials, teens, local library users, and library partners were interviewed on how they felt the Libraries could improve and change to better meet the needs of our community.

The information gathered from the survey, focus groups, and data on how most patrons use Shasta Public Libraries provided a view of what the community wants from the Libraries and staff were able to create a new strategic plan focusing on these four areas:



**CREATING A NEW
LIBRARY AWARENESS**



FLEXIBLE SPACES



**COMMUNITY HUB/
CULTURAL CONNECTOR**



**CENTER FOR
LIFETIME LEARNING**

These four areas, along with the objectives and goals set to accomplish growth, will help ensure the Libraries continue to develop and provide significant resources, tools, spaces, and materials for the community.

LIBRARY IMPACT: SHASTA PUBLIC LIBRARIES 2023 STATISTICS

VISITS & CIRCULATION



6,595

Open Hours



135,154

Website Visits



383,418

Library Visits



424,275

Physical Circulation



124,918

Digital Circulation



36,598

Computer Uses

205

Turtle Bay Pass
Circulation

260

Park Pass
Circulation

PROGRAMS

ANDERSON

43

Children's Programs

3,263

Attendance

4

Teen Programs

2

Attendance

19

Adult Programs

84

Attendance

BURNEY

58

Children's Programs

829

Attendance

5

Teen Programs

26

Attendance

54

Adult Programs

214

Attendance

REDDING

240

Children's Programs

8,044

Attendance

98

Teen Programs

743

Attendance

410

Adult Programs

1,756

Attendance

LIBRARY PROGRAMS & SERVICES

Summer Reading



Summer Reading Program is designed to encourage children to read over the summer, helping to reduce summer slide. We were also working on creating fun, engaging, and educational programming to draw families back to the library and help kids feel comfortable coming to the desk and asking staff for help.

1,581

Sign-Ups

2,574

Books Read
(Adult)

795,775

Minutes Read
(Children)

127

Events

Redding

Sip & Paint

The Friends of Shasta County Libraries and Jimm Phillips provided funding to put on a Sip & Paint program at the Redding Library. Local artist Rene Illa led instruction while funds provided the art supplies and Abbey of New Clairvaux donated the wine. A very successful program, Sip & Paint has been requested for next year.





Spooky Night at the Library

Spooky Night at the Library was an important outreach event, an opportunity for the Libraries to attract non-patrons to a fun, open, family-friendly Halloween event. By marketing Spooky Night online, in-house, at different October outreach events, in North State Parent Magazine, and through other resources to reach a wide range of residents, over 250 participants attended Spooky Night. Both long-time patrons and first-time visitors had an opportunity to see the Library, meet staff, and learn more about our other fun and educational library programs for kids all while experiencing a safe, library-filled Halloween.

Silly Seuss Day

On March fourth, the Redding Library held a large program to celebrate Dr. Seuss's birthday. Silly Seuss Day was a drop-in program with Dr. Seuss book displays, Seuss-themed crafts, special readings of his books, and balloons for children to play with and decorate. New copies of many classic Dr. Seuss books were brought in time for the event and Silly Seuss Day brought over 225 users into the Libraries, showcasing it as a big hit with our families.



Reve Rumble and Roar

As part of the Week of the Young Child celebration, the Redding Library put on Rev Rumble and Roar, a program where local organizations brought their vehicles to the Library as part of a learning opportunity for children. From a radio station to other local groups, the Library had around 18 different organizations represented at the event.

Along with the different vehicles, we provided crafts, foam gliders for the children to assemble, a vehicle-themed Storytime, balloons, face painting, and free books distributed by First Five Shasta. This program, attended by around 700 participants, was designed to welcome families with small children and to celebrate the Week of the Young Child as a community.



North State DinoRoar

An exciting addition to this year's Summer Reading Program, North State DinoRoar came to Redding Library for a special program. With a life-size Velociraptor named Blue along with two baby dinosaurs, the company talked to kids about dinosaurs including when they were alive, what they ate, and other fun dinosaur facts; children later enjoyed pictures with Blue.

With over 340 attendees, North State DinoRoar brought in many new patrons as well as users who hadn't been to the Library in a long time. A surprise super success, many of the dinosaur books on display were checked out and staff were thrilled to welcome new and familiar faces to the Library with a fun, educational program.

Anderson



Down on the Farm

During the Week of the Young Child, the Library hosted "Down on the Farm," where local illustrator Amanda Wentz read her book, *Have you Ever Wondered What Happens in the Barnyard at Night?* Children received several goodies including a farm animal book, a choice of a toy or a puzzle, bubbles, a healthy snack, and a sticker project. Local activity booths were provided by Coleman Fish Hatchery, Public Health, City of Anderson, Clean California, and Wic.

Mini Petting Zoo

The Anderson Library partnered with Anderson High School's Future Farmers of America (FFA) Group and presented a mini petting zoo for the kids. The FFA group set up in the Library parking lot and had chickens, lambs, and bunnies for patrons to pet. A continued favorite, the Mini Petting Zoo always enjoys a large crowd.

Summer Bag of Crafts

In preparation for Summer Reading and to keep kids engaged after school let out, the Anderson Library passed out summer bags of crafts, bubbles, and other fun materials for kids to take home.



Library Drive-thru Event

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Sip and Cider

For the holidays, the Anderson Library put a spin on the Redding Library's Sip and Paint and introduced a Sip and Cider paint night for adults. Artist Rene Illa showed patrons how to paint a snowman while patrons sipped cider for the holiday. Registrants came to learn painting skills and created a masterpiece to take home.

Grinch Storytime

The Grinch slithered his way into the Anderson Library and thrilled excited attendees, including many families with young ones, with his un-holly jolly Storytime.

fBURNKEY ACCESS

Burney Access

Early in the year, the Burney Library launched Burney Access allowing the Library to extend its access from four days a week to six days a week. With Burney Access, patrons can gain early access to the Library before it opens to the general public. Burney Access also provides self-service capabilities to patrons who need to quickly stop in and pick up an item.

Mixed Media Art Class

Shasta Head Start partnered with the Burney Library for a story about pumpkins followed by a craft where children decorated construction paper pumpkins. Children also toured the Library and enjoyed free snacks.

Cat in the Hat Storytime

Burney Elementary School enjoyed an invitation to the Burney Library to celebrate Dr. Seuss's Birthday. The celebration began with the Cat in the Hat reading his self-titled book to students. Children were then divided into three groups for three different activity stations before switching to a new activity. In the Community Room, construction paper socks were set for students to decorate to highlight Fox in Socks. In another part of the Library, student volunteers from Burney High School's leadership class led a scavenger hunt where the elementary students identified different parts of the Library by finding the Dr. Seuss item that corresponded to the clue. The third activity involved singing silly songs. With so many student attendees, the Library ended up facilitating two different sessions. Dr. Seuss bookmarks were handed out to each teacher for their class as keepsakes for a great day at the Library.



ACKNOWLEDGEMENTS

The past year's programs were made possible due to the generous donations of our committee to the Library Foundation, Friends of Shasta County Libraries, and Friends of the Intermountain Libraries. We also wish to thank the following partners for supporting Shasta Public Libraries in 2023:

- The Redding Municipal Library Board of Trustees
- Shasta County Board of Supervisors
- City of Redding staff
- Shasta Public Libraries Citizens Advisory Committee

