

SHASTA PUBLIC LIBRARIES

ANNUAL REPORT

2024

 530.245.7250

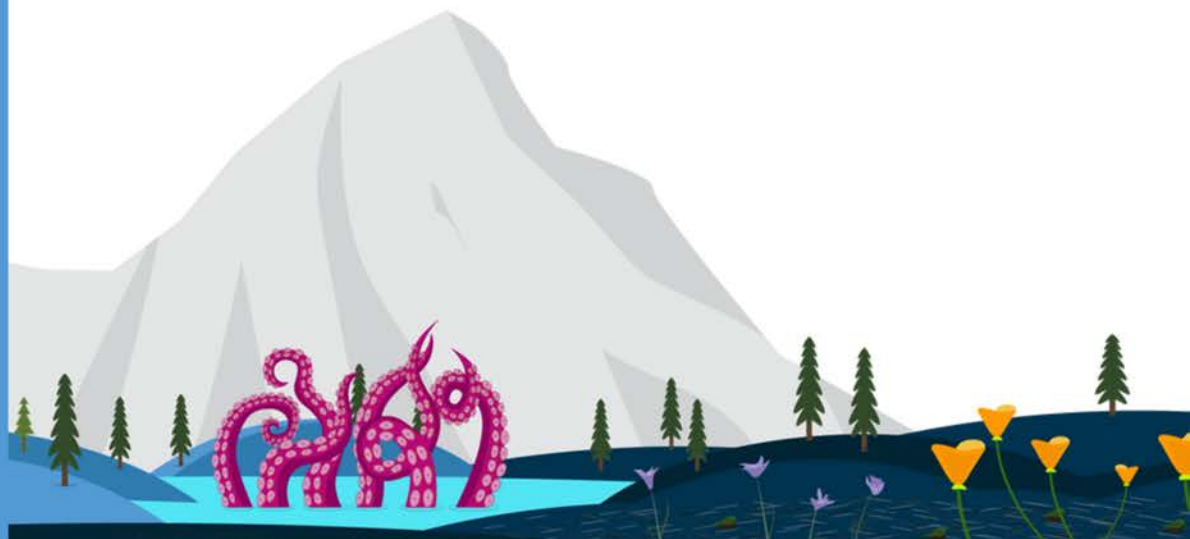
 www.shastalibraries.org

 1100 Parkview Ave.
Redding, CA 96001



CONTENTS

- 3** Message from the Shasta Libraries Team
- 4** Shasta Libraries
- 8** Library Programs & Services
- 13** Acknowledgements



MESSAGE FROM THE SHASTA LIBRARIES TEAM

In 2024, the Shasta Public Libraries continued to evolve as vital community hubs, providing access to knowledge, culture, and connection across Shasta County. The year saw significant growth in programming, resource usage, and community involvement, ensuring the Library remained a trusted learning, leisure, and innovation space.



A standout initiative from 2024 was the launch of the Lunch at the Library program. Aimed at combating food insecurity and fostering community engagement, this program offered free, nutritious meals to children in the area while reaching hundreds of residents. In addition to providing food, Lunch at the Library served as a platform for promoting other Library resources, including tutoring, literacy programs, and Summer Reading activities.



Library programs in 2024 were more varied than ever. For children, themed storytimes, STEAM workshops, and hands-on activities kept younger audiences engaged in fun, educational pursuits. For teens and adults, the Library offered workshops on job skills, financial and digital literacy, and even personal wellness. One of our most popular offerings was the Tech Tuesdays series, where patrons learned about emerging technologies, coding, and digital tools. The Library also continued offering author talks, film screenings, and community meetups, attracting diverse participants.

The Library's commitment to accessibility and inclusivity remained a core value in 2024. A growing number of events were held in multiple languages as part of a concerted effort to bring more resources to non-English speakers and underrepresented communities. These initiatives helped build a Library experience as diverse and inclusive as the people it serves.

2024 was a year of growth and transformation for Shasta Public Libraries, which are indispensable community resources. The year reminded us that libraries are not just places to borrow books but vibrant centers of learning, support, and connection for all.

Warmly,

Heidi Dolamore, MLIS | Vice President, West Coast Operations

SHASTA LIBRARIES

Shasta Libraries experienced significant growth in 2024, including increases in books borrowed and attendance at programs and events.

Overall Growth

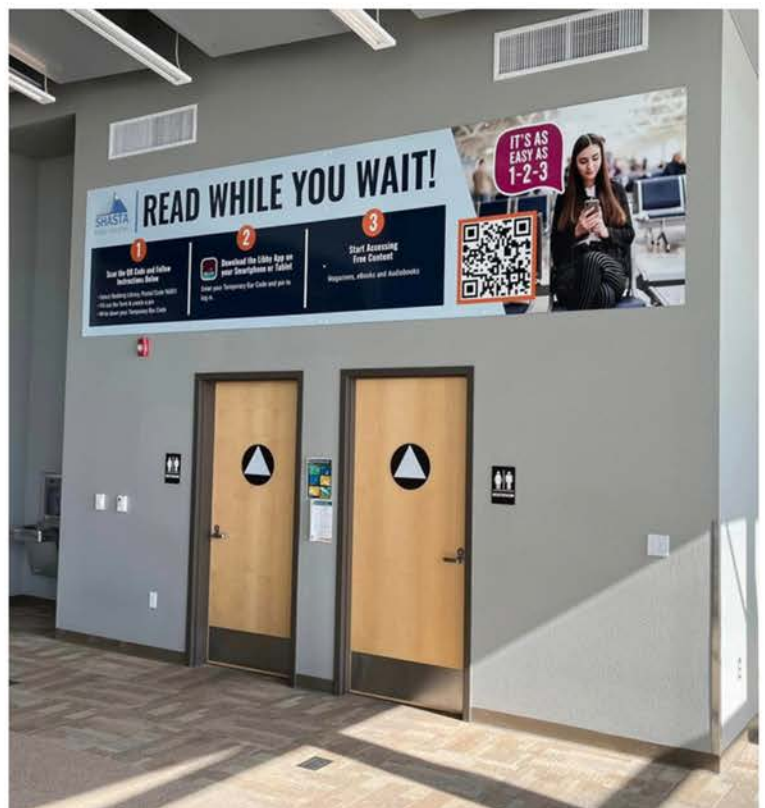
The numbers speak for themselves and are part of the Library's overarching strategic goals to make all Shasta Libraries inviting and safe places. The Library also focused on marketing available resources and getting the word out about valuable offerings.

This year, we brought in resources and tools that patrons wanted and honed in on community needs. We provided meals to children, Hiking Backpacks to help families discover the outdoors, new language learning resources, and we marketed our digital collection for on-the-go usage.

Read While You Wait Campaign

The Shasta Public Libraries launched the **Read While You Wait** campaign as one of its strategic plan goals. The Library created a marketing tool with three simple steps: showing patrons how to access free Library materials and encouraging them to read while they wait at busy locations throughout the community. Shasta Public Libraries worked with several local organizations to hang signs in local facilities to help users access our free online services.

Partners included the Redding Regional Airport, the Redding Area Bus Authority, Mercy Medical Center & Shasta Regional Medical Center, and the Shasta County Superior Court.



Lunch At the Library

The Library partnered with the Redding School District to provide summer meals during the Summer Reading Program as part of Lunch at the Library (LATL), a program designed to offer food to students who may not have meals at home with school out of session. LATL also served to encourage families and kids to stay and play at the Library, participate in Summer Reading, and attend Library activities throughout the summer.

Most mornings after the Library opened at ten o'clock, a flood of families visited to check out books and attend the morning's activity, followed shortly by lunch. Specific activities were set up for LATL, including Energy is Everything, which taught kids about energy and how to use it, and a storytime with PBS Kids. Our literacy group also set up storytimes and provided literacy help and math tutoring during lunch. Many families also took advantage of our math and early literacy help along with a number of games and activities also provided during the program. The Library also offered paid internships for youth to support Lunch at the Library.



Mango Languages



MANGO

In August, Shasta Libraries launched Mango Languages, a new, free language-learning database offering access to over 70 world language courses. Each language course comes with a clear outline, guiding learners through their personalized learning path.

Mango Languages is designed to engage users through interactive lessons. Comprehensive testing methods build confidence in language comprehension. **With Mango Languages, the Library supports patrons in their language-learning journey and empowers them to communicate more effectively, especially those taking advantage of our literacy office to learn English as a second language.**

Library Room Reservation System

In 2024, the Libraries introduced a new study room reservation system that streamlined the process of booking rooms at all three library locations. As a result, the use of our study rooms increased by over 30%.

Library Hiking Backpacks

Last year, Shasta Public Libraries' introduced Hiking Backpacks, offering outdoor enthusiasts a unique way to explore the natural beauty of the region. Patrons can borrow backpacks filled with essential hiking gear and resources, from trail maps and first-aid kits to birdwatching binoculars and educational materials exploring local flora and fauna. The ongoing program encourages outdoor activity, promotes environmental awareness, and provides individuals and families with the tools they need to enjoy safe and enriching hiking experiences. Whether you're a seasoned hiker or just starting to explore the trails, our Hiking Backpacks makes it easier for everyone to get outside and enjoy the great outdoors.

Literacy Center

In 2024, Shasta Public Libraries Literacy Center continued to make a significant impact by providing essential educational services to the community. The Center offered free tutoring for adults in reading, writing, and basic math, helping individuals achieve personal and professional goals. The Center expanded its English as a Second Language (ESL) programs, hosting conversation groups and one-on-one language instruction to help non-native speakers improve their fluency. The Literacy Center also partnered with local schools and organizations to offer family literacy workshops, encouraging parents and children to read together and build foundational skills. With the introduction of digital literacy classes, the Center addressed the growing need for technology skills, teaching participants how to navigate online resources, create resumes, and use essential software.



In total, the Center served over 500 individuals, promoting lifelong learning and strengthening the community's educational foundation.

TAB Presents

This year, we introduced TAB Presents as an exciting new element of our Teen Advisory Board (TAB) program. TAB Presents is a teen-led initiative where TAB members design and run Library programs of their choosing. Examples include a Back-to-School Party, Dungeons & Dragons Night, and Arcade Night. Teen volunteers collaborate to create promotional materials, like flyers, which they distribute among friends, classmates, and at school.

The Library supports these efforts by providing the necessary supplies and space for the programs. This initiative has empowered teens to take ownership of Library events and simultaneously introduce their peers to the Library. Their enthusiasm for creating and sharing these programs has fostered stronger connections within the teen community.

TAB Presents not only enhances the Library's engagement with teens but also supports the development of essential life skills, including social interaction, creativity, teamwork, and project management.

LIBRARY PROGRAMS & SERVICES

Summer Reading

Our Summer Reading Program is designed to encourage children to read over the summer, helping to reduce children's literacy skills from sliding during school break. Last year, we created fun, engaging, and educational programming to draw families to the Library and help kids feel comfortable asking staff for assistance. Attendance at Summer Reading programs increased this year, thanks in part to Lunch at the Library.



Redding

Seed Library

In February, the Redding Library officially launched a Seed Library. To celebrate the opening, Shasta Master Gardeners from Shasta College hosted a Seed Swap Party and held two Q&A sessions, attracting 45 attendees. Over 1,000 seed packets were distributed during the event.

The Seed Library makes gardening easier and more accessible to everyone. This initiative ensures the continued circulation of a wide variety of seeds, fostering sustainability and enriching local gardening practices.

SEED SWAP PARTY

45

Attendees

+1,000

Seed Packets

Spooky Night at The Library

This new fall event engaged the community in a fun, family-friendly Halloween celebration. By promoting the event through various channels—online, October outreach events, North State Parent Magazine, and other local resources—the Library successfully attracted over 250 participants.

Both long-time patrons and first-time visitors had the opportunity to explore the Library and discover the wide range of educational and entertaining programs available to children. Spooky Night provided a safe, festive, and Library-filled Halloween experience that highlighted Redding Library as a vibrant community hub.



Bluey Party

The Redding Library hosted a Bluey-themed event to delight young patrons. Children enjoyed a variety of engaging activities, including selecting Bluey character masks, decorating crowns inspired by the beloved show, posing for photos in front of a themed backdrop, and borrowing Bluey books.

The event offered kids a fun and interactive way to celebrate their love for Bluey; 131 enthusiastic participants joined in the memorable experience.



Kid's Glow Party

The Redding Library hosted a vibrant, sensory-filled Glow Party for children. Activities included neon and glow-in-the-dark temporary tattoos, face paint crayons, and more. A total of 105 participants helped make the Glow Party a glowing success and a memorable opportunity for young attendees to play with peers and engage with staff.

Shasta Scholastic Chess Tournament

The Redding Library hosted its inaugural Shasta Scholastic Chess Tournament, inviting middle and high school students to showcase their skills using Swedish tournament rules. The event attracted 40 participants.

Three winners were crowned from high school and middle school, celebrating their strategic mastery and sportsmanship. This engaging tournament highlighted the Library's commitment to fostering intellectual growth and providing meaningful opportunities for youth to connect and compete.



Anderson

Week of the Young Child

Anderson Library celebrated the Week of the Young Child with a mini petting zoo event presented by Anderson High School teacher George Wold and Future Farmers of America (FFA) students. Each child received a farm animal-themed book, toy or puzzle, a sticker project, and a healthy snack, generously provided by First 5 Shasta.

Clifford the Big Red Dog made a special appearance, courtesy of KIXE, delighting young attendees. Activity booths were hosted by the Women, Infants, and Children Program (WIC), Coleman Fish Hatchery, Public Health, the City of Anderson, Clean California, and the Shasta County Department of Agriculture/Weights & Measures.

This community-driven event, attended by 299 children and 228 adults, was sponsored by First 5 Shasta, Anderson Rotary, and Friends of the Shasta County Libraries, making it a fun and educational celebration for all.

Paint Night

The Anderson Library partnered with local artist Rene Illa to host a relaxing Paint Night for Adults. Attendees had the opportunity to learn new painting techniques, explore their artistic expression, socialize with others, and enjoy a stress-relieving activity—all for free. As a rewarding takeaway, each participant created a unique piece of art.



Candy Bingo

Last year, the Anderson Library introduced Candy Bingo, another engaging adult socializing event designed to foster cognitive development by enhancing skills like memory retention, pattern recognition, and attention to detail. This activity has gained popularity among both younger and older participants, making it a beloved addition to the Library's programs. As an added incentive, attendees have the chance to win a free candy bar.

Burney

Teen Art Days

The Teen Summer Reading events at Burney Library featured engaging activities such as Messy Art Day, Magnet Making, and Painting with Alcohol Ink. Teens who had not previously attended library events visited the Summer Reading events.

Most of the attendees were either homeschooled or enrolled in charter schools, making the events an important social opportunity. Following the final session, participating teens expressed enthusiasm for a regular weekly teen event, highlighting the success of the program in sparking participant creativity and connection.

Silly Seuss Day

Local attendees came together to celebrate Silly Seuss Day in two engaging sessions. Student volunteers from Burney High School Leadership enriched the experience by reading the classic Dr. Seuss books, *Green Eggs and Ham* and *Oh, the Places You'll Go*. The event welcomed TK–2nd grade classes from Burney Elementary School and children from Shasta Head Start. A total of 182 students, 25 adults, and 20 teen leaders participated in this lively celebration.

182

Students in
Attendance

25

Adults in
Attendance

20

Teen Leaders

As part of Silly Seuss Day's activities, children participated in a fun-filled Scavenger Hunt and enjoyed crafting paper plate hot air balloons. As a keepsake, students received bookmarks and "Silly Seuss" pins.



ACKNOWLEDGEMENTS

The past year's programs were made possible due to the generous donations made by 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 2024:

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

