



"I think the health of our civilization, the depth of our awareness about the underpinnings of our culture, and our concern for the future, can all be tested by how well we support our libraries."

Carl Sagan, Astrophysicist, Cosmologist, and Author

"There are many ways to enlarge your child's world. Love of books is the best of all."

Jacqueline Kennedy, Former First Lady of the USA

STOCKTON-SAN JOAQUIN COUNTY
PUBLIC LIBRARY
2011-2012 Annual Report

“There is no limit to what a man can do so long as he does not care a straw who gets the credit for it.”

Charles Edward Montague, *Disenchantment* (1922)

SAN JOAQUIN COUNTY BOARD OF SUPERVISORS

District 1, Carlos Villapudua
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District 3, Steve Bestolarides
District 4, Ken Vogel
District 5, Leroy Ornellas

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Vice Mayor Katherine M. Miller, District 2
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District 3, Paul Canepa
District 4, Diana Lowery
District 5, Susan Eggman
District 6, Dale Fritchen

SSJCPL LIBRARY ADMINISTRATORS

Chris Freeman, City Librarian
Susan Wren, Business Manager
Peaches Ehrich, City of Stockton Supervising Librarian
Debra Furtado, San Joaquin County Supervising Librarian
Susan Johnston, Technical Services Supervising Librarian

LIBRARY FRIENDS ORGANIZATIONS

Friends of the Stockton Library
Friends of the Escalon Library
Friends of the Lathrop Library
Friends of the Linden Library
Friends of the Manteca Library
Friends of the Ripon Memorial Library
Tracy Friends of the Library



LIBRARY VISION

The Library is a critical and integral community leader that impacts the lives of community members through exemplary services. The Library is a valued community asset that is responsive to the changing needs of residents of San Joaquin County. The Library's leadership, service excellence, and responsiveness make it a role model for California's public libraries serving 500,000+ populations.

LIBRARY MISSION

The Stockton-San Joaquin County Public Library creates an environment for connecting people and ideas by providing residents of all ages with resources to pursue their educational, civic, business, and personal interests.



MENTOR. HELPER. TEACHER. EXPLORER. GUIDE.

Library buildings are chock full of books, music, movies, computers, and so much more. All of these things are useful to the community, but it is the librarians who assist with pairing a young reader with the perfect book, showing a customer to the exact right song, and helping a job seeker to a resourceful employment website that make the true difference. Mentors, helpers, teachers, explorers, guides... and life changers! Library staff make a difference everyday not because it is their job, but because they *want to*.

“Librarianship to me is a job that allows me to continually learn, grow, adapt, and improve while helping people and making a difference in their lives and the community.”

Melinda Kopp, Ripon Branch Librarian

“The great thing about my job is the joy I see on children's faces as I read a book aloud, do a crazy song, or have craft time. Most of all, though, the smile on their faces when I find them *the* book! It doesn't get much better than that.”

Merrilee Chapman, Tracy Branch Librarian

“People of all ages and ethnicities come to the library for a myriad of purposes. We are here to help them with whatever they are seeking, and that's fun! And the reference questions we get keep things interesting!”

Bill Walker, Troke Branch Librarian



A YEAR OF NEW SERVICES AND PRODUCTS

This year was full of new offerings for our customers. All branches were equipped with self-check stations, much like grocery stores, that allow customers to scan their books for easy check-out. In addition to a fully automated system for checking out materials, these machines also allow customers to pay their fines with credit cards versus the “cash-only” method we previously had.

The Library’s digital download service was improved this year as we switched our contract to Overdrive. The new system offers more titles, easier downloading instructions, and a variety of formats for most any eBook or audiobook device.

In October 2012, the Library joined Link+, a consortial library borrowing system. Link+ spans California and Nevada and includes 51 public and academic member libraries whose combined collections provide customers with free access to an incredibly diverse wealth of materials. Now Stockton-San Joaquin County Public Library customers have access to over 9 million unique titles from a single online portal.

The Library is excited to continue working on bringing our customers excellent services and products and staying current with the needs of our community.



STUDENT. PROFESSIONAL. KNOWLEDGE SEEKER.

Libraries stay in business because the public wants us to. Everyday people from all walks of life come to the library to find something they want or need that will better their lives. It is our customers that librarians love most. They keep us learning new things, appreciate the work we do, and watching them develop and nurture a love of reading is inspiring. Students, professionals, knowledge seekers... our heroes. We appreciate our Library customers for loving the library and making reading and learning a priority.

“I love the joy and smiles I get from my daughter when we get to the library and she starts reading to me and sounding out the words in a book. It is the most rewarding and awesome feeling in the world.”

Nichole Freitas, *Library Customer*

“I love SSJCPL and all the Librarians and the books and the people who go to the library and bring their kids and grand kids. I just love that the Library provides us with all we need to know and can take us places we may only dream of!”

Chris Gunn, *Library Customer*

“The library is the driving factor in closing the reading and knowledge gap between socio-economic classes. It's super important to a fair society and enables people to break the cycle of poverty by providing them with the tools to do so.”

Justin Buchanan, *Library Customer*

SAMPLING OF MARKETING FOR SYSTEM-WIDE AND SPECIAL PROGRAMMING

Farmstead Chef
 Authors John Ivanko and Lisa Kivirist will present at 5 library branches recipes that provide a delicious roadmat to restore the planet and revitalize our lives.

Stockton-San Joaquin County Public Library

"The library card is the smartest card in my wallet. Sign up for yours today."
DWYANE WADE
MSJ Chairman and Prince of Wales High School Board Member

SEPTEMBER IS LIBRARY CARD SIGN-UP MONTH
 Visit your library today. It's a community full of activity. It's high-impact. It's free. Your library card gives you free access to books and computers, homework help, assistance with resumes and job searches, accurate financial information, adult education courses, CDs, DVDs and much more.
 For more information, please visit: www.ssjcpl.org

ALA American Library Association
 Public Library

TEENS OWN the NIGHT

SUMMER READING 2012

WWW.STOCKTON-LIB.CA.US
 T: (209) 937-8221
 T: (866) 825-7323

Public Library
 connecting people & ideas

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Public Library
 connecting people & ideas

LINK+

LINK+ is a combined catalog of over 9 million unique books from participating libraries throughout California and Nevada.

Customers can now electronically request an item not available at SSJCPL and it is delivered to their home branch for checkout.

Public Library
 connecting people & ideas

LIVE FROM CESAR CHAVEZ!

AUTHOR VISIT
CESAR CHAVEZ CENTRAL LIBRARY

Join author Amy Smith as she speaks about her new book, *All Roads Lead to Austen: A Year-long Journey with Jane*

Public Library
 connecting people & ideas
www.stockton.lib.ca.us

STOCKTON-SAN JOAQUIN COUNTY PUBLIC LIBRARY

Disney
 storytime at the Library!

Thursday, February 9, 2012 at 10am
 Cesar Chavez Central Library

Come Dressed as your favorite Disney character!

Produced by Feld Entertainment
 Disney ON ICE
 Disney • PIXAR
 TOY STORY 3

STOCKTON-SAN JOAQUIN COUNTY PUBLIC LIBRARY

CALIFORNIA YOUNG READER MEDAL

Enjoy the fund, read the books, cast your vote and be a part of choosing the books that win the California Young Reader Medal

YOUNG READER
 Multiple Contribution to Librarians for Young People

STOCKTON-SAN JOAQUIN COUNTY PUBLIC LIBRARY

THE SSJCPL ADULT LITERACY PROGRAM

Stockton-San Joaquin County Public Library is working diligently to increase literacy rates in our service area and beyond.

Through one-on-one tutoring by volunteers in the community, the Adult Literacy program is able to work toward achieving the goal of increasing basic literacy skills of English-speaking adults so they can accomplish personal goals and participate more fully in society as parents, family members, employees, and as community members and citizens. The Literacy program is funded by a California Library Literacy Services grant and supported by the Library & Literacy Foundation for San Joaquin County.

SSJCPL also recognizes the need to work together with adults that primarily speak other languages but want to become stronger at speaking English.

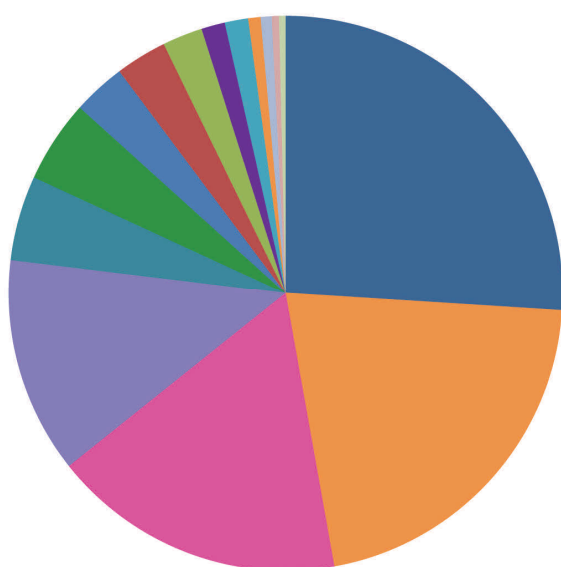
To create an environment that is best suited to “practice” English, the Library began an English Conversation Club and kicked off their “Let’s Chat” program. English as a Second Language (ESL) adult learners are invited to come to an evening event in which they can simply socialize and chat as a way to better their understanding and delivery of the English language. Each session includes a topic of the day, shared reading, and a fun evening among a diverse group of people.



FACTS AND FIGURES FOR 2011-2012

SSJCPL WEB HITS	2,440,120
CIRCULATION	1,707,788
VISITS TO THE LIBRARY	1,020,536
ITEMS IN COLLECTION	893,661
ACTIVE LIBRARY CARD HOLDERS	222,251
REFERENCE QUESTIONS ASKED	220,343
NEW LIBRARY CARD SIGN-UPS	19,074
DATABASE USE	15,703
VOLUNTEERS HOURS SERVED	16,281
PROGRAMS HELD	2,325
SOCIAL MEDIA FANS	1,412

CIRCULATION BY BRANCH FOR 2011-2012



CHECKOUTS

■ Chavez	26.00%
■ Troke	21.18%
■ Tracy	17.11%
■ Manteca	12.63%
■ Mountain House	4.95%
■ Ripon	4.80%
■ Weston Ranch	3.09%
■ Angelou	2.99%
■ Escalon	2.34%
■ Lathrop	1.38%
■ Linden	1.37%
■ Thornton	0.72%
■ Mobile Library	0.64%

LET'S ALL GO TO THE LIBRARY

Stockton-San Joaquin County Public Library appreciates the hard work, valued funding, and unwavering support that is provided by the Library & Literacy Foundation for San Joaquin County and the dedicated friends groups in most every city we serve (Escalon, Lathrop, Linden, Manteca, Mountain House, Ripon, Stockton, and Tracy).

Special thanks also to all our community advocates and volunteers that understand the value of the library and all that we offer to the communities we serve. Together we provide a safe place for children and adults to learn, grow, and educate themselves.

Much gratitude for our everyday customers that find their way to the library and the hundreds of thousands of materials that are available to them. This year, in an effort to thank the community, staff and library customers created a fun video. The video was recognized locally and nationally via the Public Library Association. To view this video, go online (www.youtube.com/ssjcpl) or simply use your smart phone to scan the QR Code that can link you directly to the video in an instant!



THE PEOPLE OF SAN JOAQUIN COUNTY PUBLIC LIBRARY



LIBRARY LOCATIONS

CITY OF STOCKTON LOCATIONS

Cesar Chavez Central Library
Administrative Offices
605 N. El Dorado Street, 95202
(209) 937-8221 (t) / (209) 937-8683 (f)

Margaret Troke Library
502 W. Benjamin Holt Drive, 95207

Maya Angelou Library
2324 Pock Lane, 95205

Weston Ranch Library
1453 W. French Camp Road, 95206

SAN JOAQUIN COUNTY LOCATIONS

Escalon Library
1540 Second Street, 95320

Lathrop Library
15461 7th Street, 95330

Linden Library
19059 E. Main Street, 95236

Manteca Library
320 W. Center Street, 95336

Mountain House Library
579 Wicklund Crossing, 95391

Ripon Memorial Library
333 W. Main Street, 95366

Thornton Library
26341 N. Thornton Road, 95686

Tracy Library
20 E. Eaton Avenue, 95376

WEBSITES

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www.twitter.com/ssjcpl

www.youtube.com/ssjcpl

