

STOCKTON-SAN JOAQUIN COUNTY PUBLIC LIBRARY

2009-2010 ANNUAL REPORT



LIBRARY ADVOCACY



Library advocates play a key role in educating our communities about why libraries and librarians are essential in an information society. The voices heard from our advocates make the difference in the success or failure of legislation.

SSJCPL is pleased to have a strong group of library advocates which includes the many Friends in addition to the Library & Literacy Foundation for San Joaquin County. These non-profit organizations continue to be a tremendous support to Stockton-San Joaquin County Public Library.

We also have a variety of families, individuals, and volunteers that have supported the Library in a multitude of ways, and we are grateful for every single one of them. SSJCPL is the public's library. Without the public's support, we would not be able to provide the resources, services, and programs to the communities that we serve.

COLLABORATORS

BOARD OF SUPERVISORS

District 1: Carlos Villapudua, Chairman
District 2: Larry Ruhstaller
District 3: Steve Bestolarides
District 4: Ken Vogel
District 5: Leroy Ornellas

MAYOR/COUNCIL MEMBERS

Mayor Ann Johnston
Vice Mayor Katherine M. Miller, District 2
District 1: Elbert H. Holman Jr.
District 3: Leslie Baranco Martin
District 4: Diana Lowery
District 5: Susan Talamantes Eggman
District 6: Dale Fritchen

LIBRARY ADMINISTRATORS

Community Services Director: Pamela Sloan
City Librarian: Chris Freeman
Senior Administrative Analyst: Dessa Chang

LIBRARY PARTNERS

Library & Literacy Foundation for San Joaquin County
Friends of the Stockton Public Library
Friends of the Escalon Library
Friends of the Lathrop Library
Friends of the Linden Library
Friends of the Manteca Library
Friends of the Mountain House Library
Friends of the Ripon Memorial Library
Friends of the Tracy Library

LIBRARY LOCATIONS

CITY OF STOCKTON LOCATIONS

Cesar Chavez Central Library
605 N. El Dorado Street, 95202
Margaret K. Troke Library
502 W. Benjamin Holt Drive, 95207
Maya Angelou Library
2324 Pock Lane, 95205
Weston Ranch Library
1453 W. French Camp, 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 Library
333 W. Main Street, 95366
Thornton Library
26341 N. Thornton Road, 95686
Tracy Library
20 E. Eaton Avenue, 95376



MESSAGE FROM PAMELA SLOAN, DIRECTOR OF COMMUNITY SERVICES

As Stockton-San Joaquin County Public Library ushers in a new era, we are excited about continuing our commitment to being a leader in the provision of library services to our communities. This past year has been extraordinary with many exciting changes taking place as we adjust to an economic environment that challenges the Library to find innovative ways of expanding services.

With incredible support from the Stockton City Council, the San Joaquin County Board of Supervisors, the governments of the cities of Escalon, Lathrop, Manteca, Ripon, and Tracy, the community of Mountain House, the Library & Literacy Foundation for San Joaquin County, each and every SSJCPL Friends group, as well as the support of taxpayers throughout the County, the Library has continued to thrive. It has become clear to everyone at the Library that, during times like these, our communities need libraries more than ever. We have been both excited and gratified to see community use of our libraries increase over past years.



Library Vision

The Library is a critical and integral community leader that impacts the lives of all community members through exemplary services. The Library is a valued community asset that is responsive to the changing needs 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.

Library Internal Core Values

- All employees, including part-time staff and unpaid staff (volunteers), know what is expected from them on the job.
- Adequate resources—time, equipment, materials, supplies—are provided to all employees so that they can work effectively and to the best of their abilities.
- Each employee has the continual opportunity to utilize and develop fully his/her skills, talents, and expertise.
- Employees are acknowledged for their good work, accomplishments, and successes.
- Each employee takes personal responsibility for his/her interactions with others, including working out differences if they should occur.
- Employees are encouraged to use good judgment and flexibility in their interactions with the public and coworkers.
- Employees are encouraged to be creative and innovative and to share their ideas, opinions, and input.
- Administrators and supervisors provide appropriate and timely information to employees in order to strengthen the feeling of being “connected” to and a part of the organization as a whole.
- Every individual in the Library operates from a basic position of mutual respect and trust towards all others in the organization.



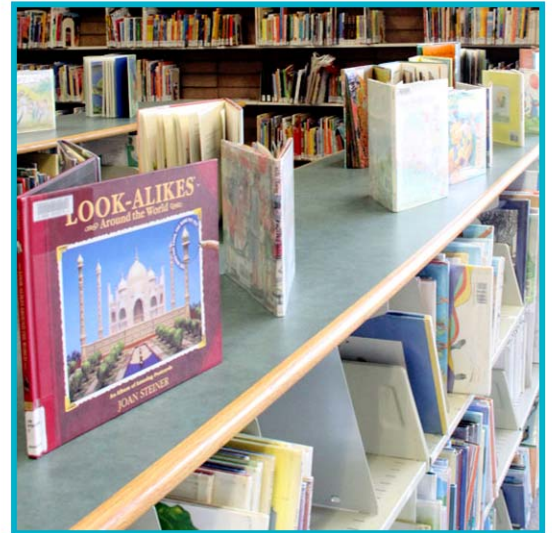
MEET YOUR LIBRARY

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

The City of Stockton established public library service in 1880. In 1910, the County of San Joaquin contracted for library services with the City to provide library services outside of Stockton, broadening the service area to the entire County.

Today, 130 years from when library services were first offered to the area, the SSJCPL system consists of twelve branches. Four of the branches are within the City of Stockton, and the remaining eight branches serve Escalon, Lathrop, Linden, Manteca, Mountain House, Ripon, Thornton, and Tracy.

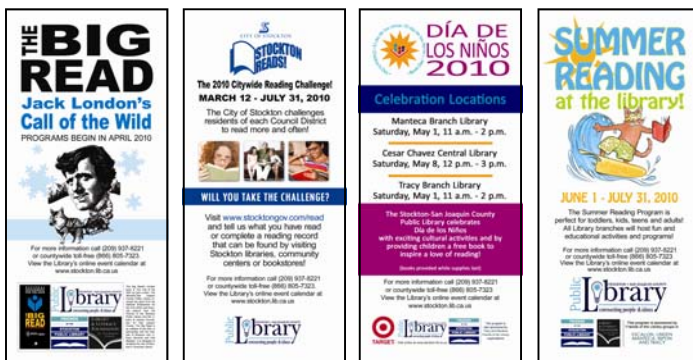
Each of these libraries plays a crucial role in providing quality services and resources to the communities they serve. However, the main effort of SSJCPL is to instill a love for reading and to improve the overall literacy of the public that we serve.



PROGRAMS - HOLD THEM AND THEY WILL COME

For 130 years the Stockton-San Joaquin County Public Library has been a place of knowledge and enjoyment for the residents of Stockton and San Joaquin County. Programs are offered throughout the year to foster the love of reading for all people.

Our biggest annual programs, The Big Read, Stockton Reads, Día De Los Niños, and the Summer Reading Program could not have been accomplished without the continued financial support of organizations that are dedicated to supporting the Library's mission.



A sample of the flyers that are distributed across our service area promoting key annual programs offered by SSJCPL.

TOTAL PROGRAMS HELD IN 2009-10

1,189

TOTAL ATTENDANCE IN 2009-10

55,883



MY...WHAT BIG NUMBERS WE HAVE



Studies have shown over and over that library use increases during tough economic times. Stockton and San Joaquin County have had their share of challenging times during the 2009-2010 fiscal year.

As a result, people have become more and more conscientious of their own budgets and are looking for the best bang for their bucks. A SSJCPL library card offers one of the best returns for our hard earned dollars.



TOTALS FOR 2009-2010



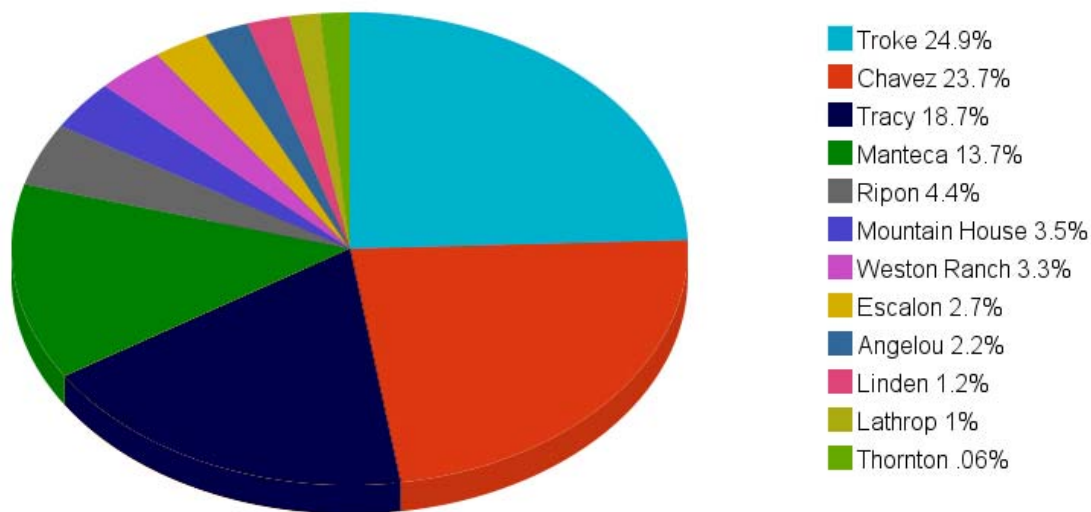
WEB HITS FOR SSJCPL	2,525,848
CIRCULATION	1,729,192
VISITS TO THE LIBRARY	1,140,806
ITEMS IN COLLECTION	890,000
ACTIVE LIBRARY CARD HOLDERS	269,017
REFERENCE QUESTIONS ASKED	177,666
NEW LIBRARY CARD SIGN-UPS	23,385
DATABASE USE	23,021
VOLUNTEER HOURS SERVED	18,823
FACEBOOK FANS	345
SUBSCRIBERS TO "LET'S CONNECT" NEWSLETTER	265



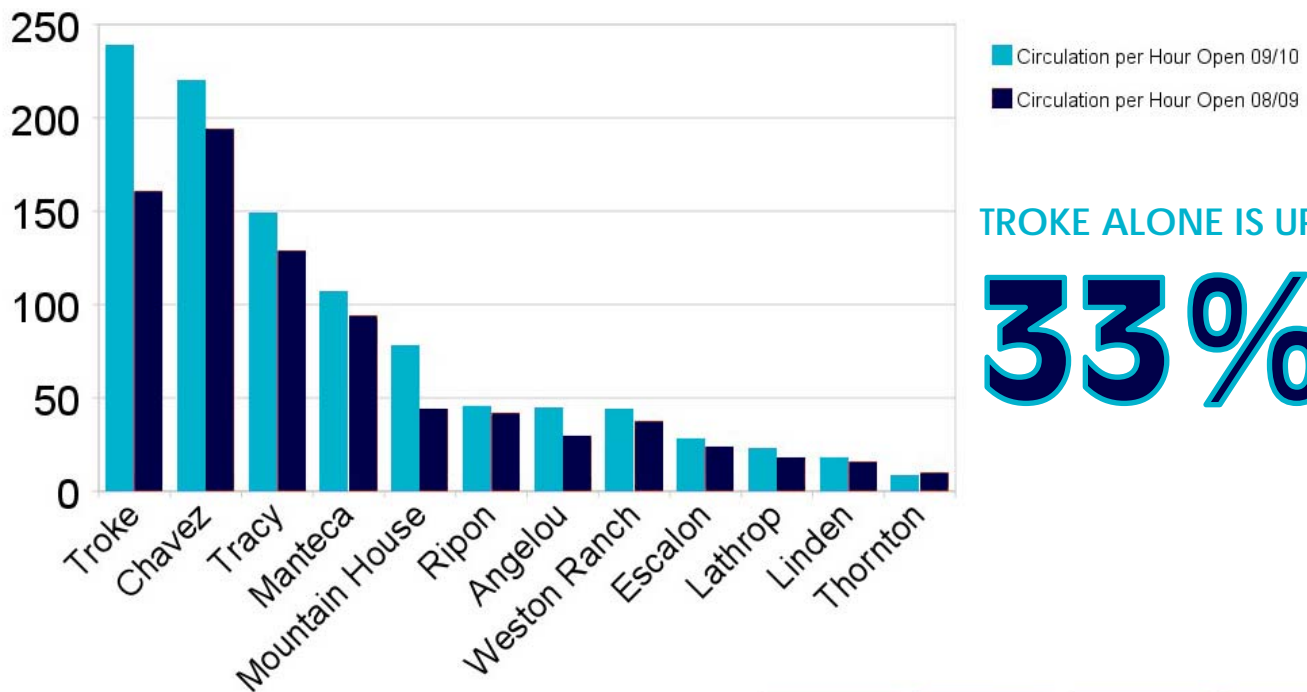
THE COMMUNITY IS CHECKING US OUT

Stockton-San Joaquin County Public Library has what people want—access to free books, DVDs, CDs, and more. Thanks to our Acquisition Librarians, we do our best with the funds that are available to keep our shelves full of the books that adults, teens, parents, and teachers want and need. Every branch has a busy circulation counter lined with customers checking out the materials that bring them entertainment, education, knowledge, and enjoyment.

CIRCULATION BY BRANCH - FISCAL YEAR 2009/10



CIRCULATION PER HOUR - FISCAL YEAR COMPARISON

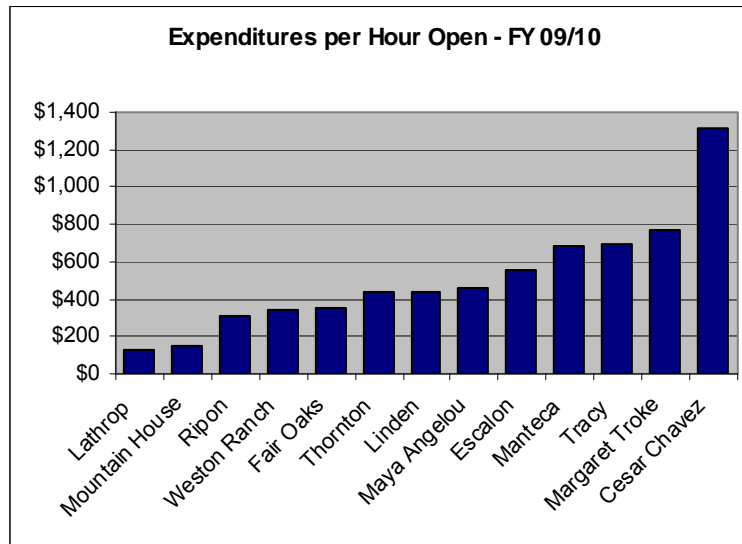


TROKE ALONE IS UP
33%

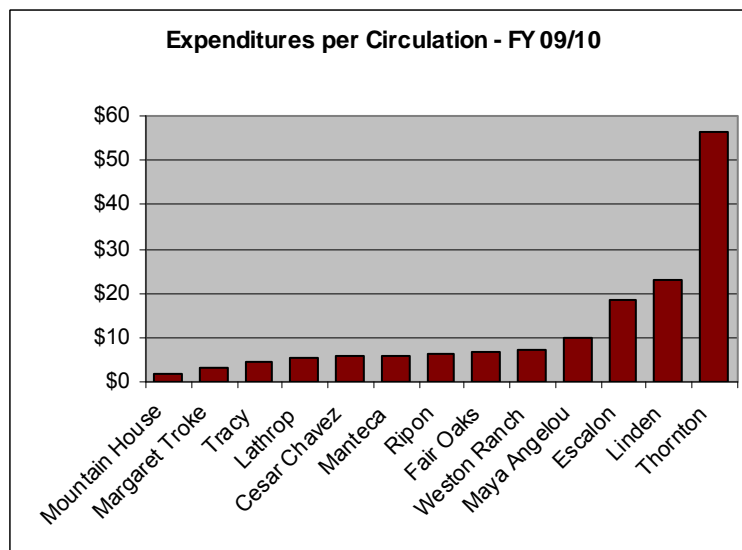


THE LIBRARY PROVIDES MORE THAN A BANG FOR YOUR BUCK

As a responsible steward of the taxpayer's dollar, the Library is always monitoring how far we can stretch our operating budget. We consider several measures on a branch-by-branch basis to determine where we can do better and where we can bring greater value to each of the communities for which we provide library service. The following charts provide some examples of the creative ways the Library evaluates our fiscal efficiency.

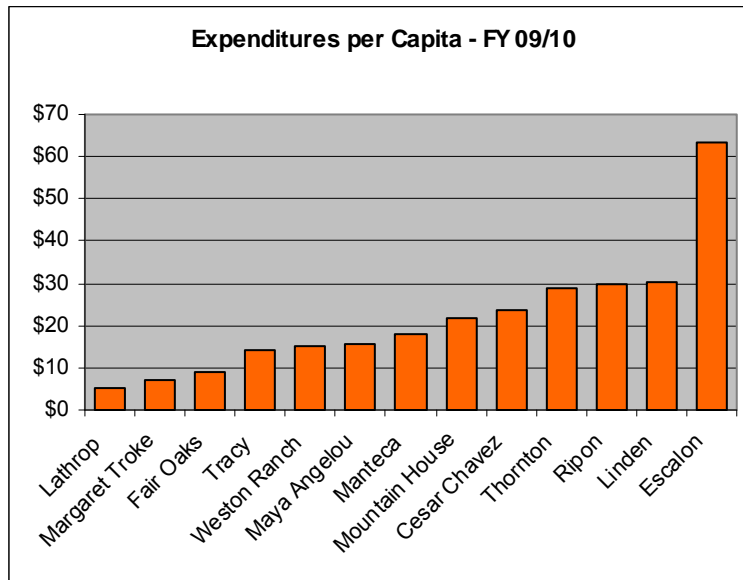


Lathrop demonstrates the best value between the hours open to the cost of operations.

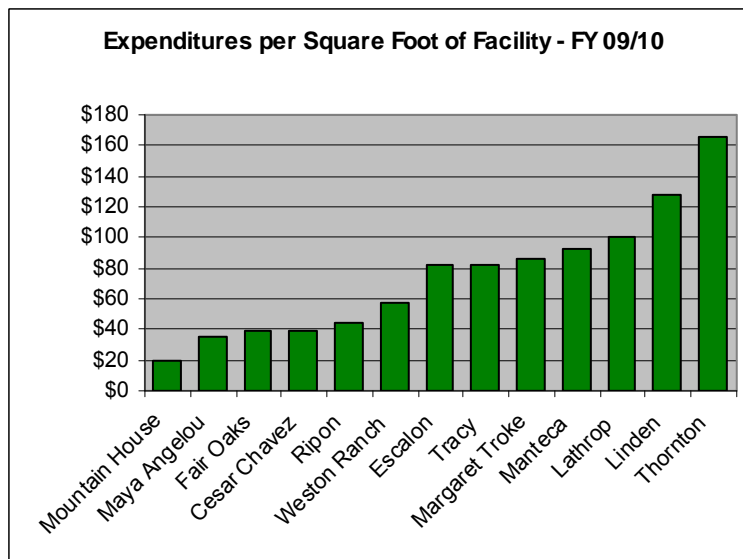


Mountain House demonstrates the best value between the amount of material circulated to the cost of operations.





Lathrop demonstrates the best value between the population of the city and the cost of operations.



Mountain House shows the best value between the size of the facility and the cost of operations.

Increased Marketing and Fundraising Efforts—Getting the Word Out

The Library has become increasingly aware of the need to market its value and fundraise for the future in an effort to continue providing the needed services and resources to the communities we serve. Typically, libraries have been seen as facilities that provide expected services to the communities they serve. However, more and more it is becoming imperative that Libraries view themselves as a business, and any business can tell you that to continue being successful, they must invest in the marketing of their product and their brand. The Library is no exception.

The Library is a business. While we aren't revenue generating, we still need to sell ourselves to the communities and the people we serve. In addition, we need to be more vigilant about pursuing the necessary funding needed to offer the variety of services and resources that are invaluable to our community.



FRIENDS, FANS, AND FOLLOWERS

Social media marketing is a newly implemented way for SSJCPL to market the value of the services and products that we offer to our community. In order to be financially responsible and to operate within the reduced budget for 2009-10, social media continues to be used to successfully promote our programs and to increase the library's visibility within the community, for free!

Social Media, Facebook, Twitter, YouTube, Flickr and more are ways in which SSJCPL is able to share out information quickly, efficiently, and personally!

- Sharing photos and videos of Library events, programs, activities
- Reference help for customers
- Soliciting patron feedback
- Sharing news about Library events and news such as computer training
- Sharing news about community events, campaigns and resources such as health fairs
- Publicizing newly acquired library materials—demonstrating how taxpayer dollars are being used
- Spreading news about Library advocacy such as Snapshot Day
- Volunteer recruitment, a great tool to seek tutors, mentors, presenters and more
- Enhancing our visibility in the public as a valuable resource to the community

The ways social media has benefited and will continue to benefit the Library continues to grow daily. We are delighted to have staff excited and sharing new ideas on how to use our social media connections to engage the public and to meet their needs.



376 people "Like" us and the number keeps growing every day.

EMPOWERING OUR CUSTOMERS

While the Library continues to grow our own knowledge of the power of social media, we also teach our public how to be a part of the ever-popular phenomenon. With our program "Computer in a Box", we are able to hold computer classes at all our library sites. The range of topics is vast and is in direct response to what our customers want to learn. We teach people the basics of email, word processing, and spreadsheet creation but also include more advanced or special topics like managing digital photos, navigating eBay, and mastering Facebook and Twitter.



THE FUTURE IS BRIGHT

While the Library and other City of Stockton Departments have faced a difficult year as a result of economic hardships, we continue to look toward the future which, from our viewpoint, is looking bright! We have projects in the works, teams of knowledgeable staff members and community supporters gathered, and a checklist that is sure to make Stockton-San Joaquin County Public Library an even more integral community resource for our service area.

Implementing a Strategic Plan

The Library has a team of individuals that, among their regularly assigned duties, will be identifying action items and developing plans for implementing the Library's Strategic Plan. This strategic plan helps the Library continually assess how we are meeting customers' needs as we grow into the future.

Website Redesign

SSJCPL has an Internet presence, but it is long overdue for a makeover. A website redesign team has been formed to help shift the focus of SSCJPL online from simply providing information to becoming an interactive and dynamic digital branch that will host a community of people. This is an exciting project that has been deemed important not only by Library staff, but by the public as well.

New Self-Check Machines

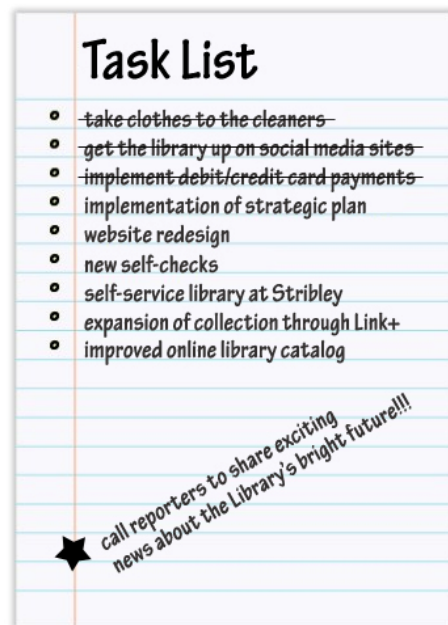
Self-check machines are a valuable asset to the Library as they allow our customers to be more self-sufficient and allow our staff to assist people that need other services such as renewing or applying for library cards, paying fines and fees, checking out special materials, etc. However, as efficient as we currently are, there is still much room for improvement as we seek to upgrade our equipment and technology. These new machines will be even faster and allow the Library to provide additional services to our self-sufficient customers—like the ability to pay with debit and credit cards.

Self-Service Library at Stribley Community Center

With this year's closure of the Fair Oaks Branch located in South Stockton, it became a priority for the Library to come up with a solution to continue providing services to the residents in the area. Before the doors were closed, a viable option was being discussed -- opening a self-service library at City of Stockton's Stribley Community Center. The goal is to have two combined rooms, totaling 1200 square feet, converted into a library that will house a small collection of books and provide wireless Internet access for those who want to sit in a quiet area to do online reading. In addition to these services, there will be an effort to provide Library programs such as storytimes and literacy-based puppet shows on scheduled days.

Expansion of the Library Collection via Link+

Link+ is a direct consortial library borrowing system driven by Innovative's INN-Reach solution. The goal is to have SSJCPL be a part of the borrowing system so that we can increase our collection, make resource sharing faster for our customers, and expand our collection in a cost-effective way for the City and our taxpayers. The traditional system of interlibrary loans will still exist, but with Link+, the amount of time customers wait for their books to arrive could be significantly reduced. In addition to faster service, a larger amount and a wider variety of material will be available to accommodate most any reading preference. SSJCPL is pleased to be pursuing the ability to provide a webbased, unmediated requesting service. It's just another way we are working to empower our customers and giving them the tools they need to use their library.



LIBRARY & LITERACY FOUNDATION FOR SAN JOAQUIN COUNTY

The Foundation is a non-profit, tax-exempt organization founded to support the Stockton-San Joaquin County Public Library, particularly its literacy programs. The purpose of the Foundation is to provide financial support for and increase awareness of Library programs and needs.

Stockton-San Joaquin County Public Library appreciates immensely the work and support of the Foundation and looks forward to a continuing relationship for years to come.



The Annual Trivia Bee hosted by the Foundation is one of the largest fundraisers held each year, raising money that continues to support the Library's literacy programs throughout the year. This event is not only fun for all that attend, but incredibly successful in promoting literacy to the communities we serve.

FRIENDS OF THE LIBRARY ORGANIZATIONS

Friends of the Library groups are non-profit organizations operated by dedicated volunteers that advocate for libraries, raise much needed funds, sponsor programs and special events, and host popular used-book sales.

In addition to their daily operations, Friends groups form effective advocacy campaigns waging community support to keep libraries open and to expand existing libraries to meet the needs of growing communities.

The support of the Stockton-San Joaquin County Public Library's Friends groups has been strong and impressive and the Library is grateful for every amount of time and money that each of them have dedicated to the success of the Library. Hundreds of thousands of dollars has been raised and awareness of the value of our public libraries amplified because of their advocacy.



On June 16, 2010, the Friends of the Stockton Public Library hosted an event celebrating the 100-year anniversary of the San Joaquin County and City of Stockton partnership to provide residents throughout the County access to reading materials and other resources that enlighten their lives personally and professionally.



"Without libraries what have we?
We have no past and no future."

Author Ray Bradbury (American science-fiction short stories and novels writer, 1920)

Stockton-San Joaquin County Public Library is dedicated to providing the communities we serve with libraries that will always be here as a resource to learn, grow and be connected to both the past and the future.



605 N. El Dorado Street
Stockton, CA 95202