

MOORPARK CITY LIBRARY ANNUAL REPORT 2018-2019



library systems  services

JULY 2019

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DIRECTOR'S MESSAGE

The Moorpark City Library takes pride in the accomplishments of the last fiscal year. Library staff continued their commitment to bringing people, information, and ideas together to enrich lives and improve the community. This dedication to service means the Library is building tomorrow's leaders through programs and services that support early literacy, academic achievement, and school readiness. As a center for civic discourse, we bring individuals together to learn about and discuss important issues of our time. The Library is a great equalizer in our community, making the latest technology and resources available to all.

I look forward to another exciting year and am so proud to be a part of this engaged community.

Sincerely,

Christine Conwell
Director, Moorpark City Library



Christine Conwell, Library Director

2018 - 2019 HIGHLIGHTS

BUILDING TOMORROW'S LEADERS

Learning is a lifelong activity and the Moorpark City Library is committed to supplying the community with tools that inform, educate, and connect people. Early literacy is a predictor of success in school and in life. By promoting literacy and fostering a lifelong love of learning – from birth to high school and beyond – Library staff are helping build tomorrow's leaders.

- Family centered programs helped build literacy. 2,305 babies, toddlers, parents and caregivers participated in Family Storytime, Little Bilinguals Storytime, Storytime in the Parks, and Preschool



One of our patrons captured this picture of his little one reading to her dolly in the children's area.

Learning Time. Storytime is followed by a craft and free play. These programs prepare young children for school success.

- Teen patrons created two new programs: Slime Club and Guitar Club. Leadership development is a key program outcome; teens are responsible for leading the club through the slime making process and teaching basic guitar chords and songs. Staff work with the teens to help them develop time management, group management, and public speaking skills.
- Children who don't read during the summer can lose up to two months of learning by the time they return to school in the fall. The popular Summer Reading Program provided hours of fun and learning while reducing "summer slide" in learning. During Summer 2018, 460 children and 154 teens participated. Summer 2019 saw many changes to the program, beginning with eliminating the reading log and creating a BINGO Challenge. The goal was to make reading less of a chore and increase interest and positive attitudes toward recreational reading.



The proud winners of the Mad Scientist Grand Prize Basket.

The BINGO Challenge encouraged participants to try different genres as well as different library programs and activities. Participants chose how to complete the challenge, working from left to right or completing squares at random. Another change was a free book at the beginning rather than requiring participants to earn the book. Small prizes were given for BINGO's one through four and eight larger grand prize baskets were on display in the library all summer to encourage readers to complete the whole BINGO Challenge. Library Board President Heather McGregor said, "The BINGO Challenge felt like a treasure hunt that exposed and introduced children to new collections they might not otherwise try."

- Teens became leaders and earned community service hours by volunteering. In FY 2018-2019, teens provided 796 hours of volunteer work. They helped promote the Library at Country Days and Haunted High Street and assisted younger children and families during programs. Members of the Teen Advisory Group, lovingly called TAG, helped decorate the Library for special events, provided collection feedback and facilitated collaboration between the Library and high school.
- Family-friendly resources Included books and movies for every member to enjoy. Free access to information for all is a Moorpark value, from the most to the least advantaged, and opportunities are provided for future leaders to thrive. In February 2019, the Library began



One of the Children's BINGO squares is to read aloud in the library. Check!

offering Kanopy, an award-winning video streaming service providing access to more than 30,000 independent and documentary films — titles of unique social and cultural value – from The Criterion Collection, The Great Courses, Media Education Foundation, and thousands of independent filmmakers.

- In July 2018, several volunteers were trained by the Laubach Literacy Group of Ventura County to provide ESL tutoring services at the Moorpark City Library. This service was officially launched In October 2018; nine requests for tutoring were received in the first week! Staff temporarily stopped accepting new applications until new tutors could be recruited and trained. Today, seven tutors work regularly with 12 students.



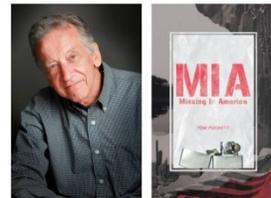
Our ESL tutors holding their certificates after completing training through the Laubach Literacy Group of Ventura.

CENTER FOR PUBLIC DISCOURSE

The Moorpark City Library offers opportunities for personal, academic, and cultural enrichment.

- Moorpark Writes, a new program introduced in January 2019, presents authors sharing thoughtful and wide-ranging perspectives. Participants discover how to write to the best of their ability, edit their work to near-perfection, get published and then repeat the process.
- Library events are often presented in partnership with local organizations. FY 2018-2019 partners included:
 - CSU Channel Islands - College Readiness
 - Ventura County Credit Union - Adulting 101: Budgeting
 - California Lutheran University Speaker Bureau - Immigrants, Immigration, & Politics
 - Painted Rocks of Moorpark - Reading Rocks Paint Party
 - Children’s Craniofacial Association - We're All Wonders
 - Simi at the Garden & Ventura County Organics Club - Seed Swap
 - First 5 Ventura Moorpark/Simi Valley Neighborhood for Learning - weekly Little Bilinguals Storytime, El día de los niños/El día de los libros (Children's Day/Book Day) and Holiday PJ Event
 - Ventura County Library Systems - Bookmobile
 - Ventura County Astronomical Society - Star Gazing at the Holiday Party
- Many local residents volunteered their expertise to lead programs:
 - Jessica Chambers - Daddy Daughter Hairstyling

Moorpark City Library Author Event



Saturday, March 2 at 11am

Join us as local author, Tom Puckett discusses his new novel, "MIA." The book, which travels in time between Vietnam in the 1960s and the U.S. in the early 2000s, follows three Vietnam veterans as they search for a fellow soldier who went missing in action.

Nov/Nov: 10 am to 9 pm | 1885 Moorpark Avenue
 Friday: 10 am to 5 pm | Moorpark, CA 93021
 Sunday: 10 am to 5 pm | (805) 917-4010

- Whitney Pagan - Essential Oils Workshop
- Diana Fowler - Scrapbooking Basics
- Kathy Storie - Save Organize Share
- Ms. Sylvia - Children's Art Series
- The Library is committed to providing opportunities for creative development and personal enrichment. 20 participants learned to detangle their little one's hair and form a simple ponytail, bun, and braid during Daddy Daughter Hairstyling. Children and their families learned how to code and design their own online games. Patrons learned to make soap and play Magic the Gathering, discussed and sampled recipes and discussed books at our teen and adult book clubs. There truly is something for everyone at the Moorpark City Library!



"This is the sweetest thing I've ever seen! Look at those proud Dad's!" - Kristen F. on Facebook

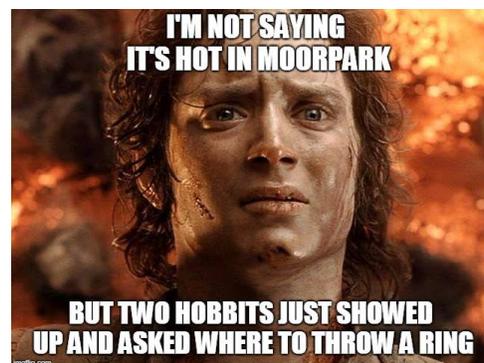
THE LATEST TECHNOLOGY

The Moorpark City Library offers access to new and emerging technologies to inspire interest in creation and collaboration.

- With an Internet connection, patrons have 24/7 access to the Library's website resources. They can browse databases, reserve and renew books, view the events calendar, check out eBooks and eAudiobooks and email questions to librarians. Overdrive circulation is up 31% this fiscal year and the number of videos streamed through Kanopy continues to grow each month.
- In August 2018, the Library received two Oculus Go headsets from the Oculus Rift Team. Since these devices do not require a connection to the Internet or a PC, we are able to take them with us to outreach events such as Country Days and Haunted High Street.
- Social Media was a top priority. More than 1,500 people follow and interact with the Library through Facebook and Instagram. Facebook followers increased 40%, raising the Library's profile in the community. The City Librarian is active in several community groups, resulting in better promotion for programs and services as well as ability to address any issues or complaints. Beginning in April 2019, Facebook's publishing tools are used to schedule and create daily/weekly posts. Wednesday patron



A teen volunteer tries out the Oculus Go at Moorpark Country Days and is surprised when a T-Rex attacks!



Our most popular Facebook post was this meme posted on July 6, 2018. It received 467 reactions and was shared over 40 times.

suggestions posts are very popular! Due to low usage and interactions, the Twitter account was deleted in the spring.

- For patrons without access to Internet at home, the Library offers free WIFI and 16 public use computers. They can apply for jobs, find help with homework and research papers and stay connected to others. While the number of patrons using the public computers continues to decrease, WIFI use is increasing as patrons use personal devices to connect to the Internet. Residents often access Library WIFI after hours in the parking lot or on outside benches. Because the Library shares WIFI with the Community Center and other government buildings, Library WIFI usage statistics are not available.

COMMUNITY ENGAGEMENT & OUTREACH

The Moorpark City Librarians are relationship builders and recognize the value of essential, foundational community relationships.

- In FY 2018-2019 staff participated in the following events:
 - Summer Camp Out at Arroyo Vista Park - the City Librarian taught a lightning bug craft and read some spooky and not so spooky stories.
 - Country Days - 600 pairs of branded sunglasses were given away and 24 participants used the Oculus Go for the first time.
 - Haunted High Street - the Moorpark City Library took over both of the High Street Art Center's courtyards and provided pumpkin decorating, crafts, a photo booth and storytimes
 - Easter Egg Hunt - when parents and children needed a break from the bounce houses and egg hunts, the Library provided quiet place where they could lay out on blankets and listen to or read stories.
 - Moorpark Earth Festival & Community Yard Sale - staff built bird feeders with 40 families and provided books about Earth Day and recycling.
 - Multicultural Arts Festival - The Ventura County Library System lent their Bookmobile to create new library cards, check out books, and even pass out free books. The Library provided two crafts - rock painting to take home and quilt square decorating to create a community quilt now on display at the Library.



Our librarians having fun before Haunted High Street.



The Community Quilt on display in the library.

- Kindergarten Round Up at First 5 - the Children's Librarian helped young children and their parents sign up for their first library card, passed out our events calendar, and provided information on valuable library resources such as Reading Buddies and Golden Grades Tutoring.
- Literacy Nights and School Assemblies - librarians attended literacy night at each elementary school in Moorpark and end-of-year assemblies. The Summer Reading Program, renamed Summer Learning Club in 2019, was promoted during the assemblies.
- The Moorpark City Library hosted the following community events:
 - Remarkable Women of Moorpark - in honor of Women's History Month, the Library recognized six women who were nominated by their peers for outstanding community work.
 - Community Seed Swap
 - Holiday PJ Party
 - Harry Potter Birthday Party
 - Big Truck Big Read
 - El día de los niños/El día de los libros (Children's Day/Book Day)



Whether or not you brought seeds to swap, Simi at the Garden brought plenty to give away.

- In November 2018, Moorpark dealt with the dual traumas of a deadly mass shooting and destructive wildfires. In the midst of the fires, many people were left without cable, Internet, and/or cell service. Without these resources, residents had no access to news and information to stay safe. As a result, the community flocked to the library to obtain emergency information. Although WIFI was down, Internet access was available through public use computers. For the first time computer use had to be limited to one hour due to high demand. Staff worked hard to answer all questions and provide information in person and over the phone.

ACHIEVEMENTS

The Moorpark City Library was nominated for Service Organization of the Year and City Librarian Christine Conwell was nominated for Woman of the Year at the 2019 Community Awards Luncheon hosted by the Moorpark Chamber of Commerce. Christine and all staff were deeply honored to be recognized for dedication to the Moorpark Community.

The Library was also a 2018 winner of Nextdoor's Neighborhood Favorites in seven neighborhoods. Neighborhood Favorites is an annual awards program celebrating and recognizing the best businesses in local communities across the United States.



City Librarian, Christine Conwell, and our certificates from the Community Awards Luncheon on May 21.

NEW LIBRARY PROJECT TIMELINE

- 2007 – Construction of a new library is included in the City Hall Master Planning process, upon the City's takeover of the County Library
- 2007-2011 – Civic Center Master Plan process is on-going, however the recession and dissolution of the city's redevelopment agency halted the process
- December 2016 – Due to funding concerns, City separates library from the Civic Center master plan and moves forward. A 2-acre lot on the north side of High Street is approved for the facility
- April 2017 – Oakridge Geoscience, Inc. hired to study the soil conditions at the proposed site.
- Summer 2017 – Soil study determined that the ground beneath the building needs to be reinforced to prevent earthquake damage.
- December 2017 – Linda Demmers is hired as a Library Consultant on the project
- December 2017 - Mayor Janice Parvin and Councilmember Ken Simons appointed to ad hoc committee for the library to assist in the selection of the architect
- April 2018 – Moorpark City Council approves RFP for the library's design.
- May 2018 – Online survey regarding the new library is published in English and Spanish. The survey will be available until the mid-August.
- August 2018 – Ad Hoc Committee Identifies Architect for Project.
- September 2018 – City Council approved selected Architect, CWA.
- December 2018 – City Council decides that a Civic Center Master Plan Process should be conducted before Library design completed.
- January 2019 – Master Plan Process kicks off.

- September 2019 – Master Plan Process expected to be completed.
- October 2019 - Library Design Process begins

MOORPARK FRIENDS OF THE LIBRARY

The Moorpark Friends of the Library (MFOTL) is a non-profit organization whose mission is to promote the Library as an essential institution of the community. The volunteer board and Friends’ members advocate, educate, and raise funds on behalf of the Library.

In FY 2018-2019, the Moorpark Friends of the Library provided \$12,500 to support the following programs:

- Adult and Teen Book Club
- Craft/Program Supplies
- Guest Speakers/Performers
- Summer Reading Club
- Holiday PJ Party
- Harry Potter Festival



OFFICERS OF THE MFOTL

- Diana Fowler, president
- Theresa Tardif, vice president
- Rosalie Barili, secretary
- Arianna Kha, treasurer
- Madison Kha, assistant treasurer



MOORPARK LIBRARY BOARD

Moorpark Library Board Members are committed to increasing community awareness of the Moorpark City Library, and through their observations and suggestions, advise the City Librarian about Library successes and opportunities.

MEMBERS OF THE BOARD

- Heather McGregor, President
- David Landry, President Pro Tem
- Jose Rios, Board Member
- Candice Sunseri, Board Member
- Linda Goble, Board Member



MOORPARK CITY LIBRARY

2016 - 2019 ANNUAL REPORT SUMMARY



Library Statistics - Fiscal Year 2018-2019 and Historical Comparison Part 1

Month	Patron Count	Circulation	Cards Issued	Holds Placed	Overdrive Circulation	Brainfuse Sessions	Kanopy	Public Computer log-ins
July	7,618	9,148	119	1,533	214	229	n/a	712
Aug	6,660	7,923	116	1,497	209	92	n/a	806
Sept	5,902	7,515	144	1,341	156	264	n/a	727
Oct	6,970	7,807	79	1,482	170	130	n/a	925
Nov	5,780	7,625	92	1,328	141	195	n/a	714
Dec	5,390	7,348	66	1,341	236	47	n/a	617
Jan	6,807	8,458	79	1,858	204	118	n/a	710
Feb	6,131	7,205	72	1,398	276	183	25	715
Mar	6,071	7,676	93	1,453	294	183	43	749
Apr	6,564	7,573	76	1,497	209	28	42	710
May	5,882	9,369	110	1,473	220	59	64	736
June	6,359	10,197	139	1,463	277	6	104	715
YTD	76,134	97,844	1,185	17,664	2,606	1,534	278	8,836
Mo. Avg.	6,345	8,154	99	1,472	217	128	56	736
FY 2017-2018	91,999	100,925	1,214	15,921	1,988	2,472	N/A	10,789
Mo. Avg.	7,667	8,410	101	1,327	166	206	N/A	899
FY 2016-2017	109,695	107,834	1,416	15,908	1,419	6,416	N/A	12,070
Mo. Avg.	5,141	8,986	118	1,126	118	535	N/A	1,006

Library Statistics - Fiscal Year 2018-2019 and Historical Comparison Part 2

Month	# of Events	# of Event Attendees	Volunteers	Volunteer Hours	Unique Webpage Views	Facebook Page Likes	Facebook Follows	Instagram Followers
July	33	890	52	211	1,976	1,072	1,040	N/A
Aug	31	749	25	86	1,984	1,093	1,062	N/A
Sept	33	668	29	82	1,736	1,095	1,066	N/A
Oct	53	2,347	49	158	1,794	1,111	1,082	N/A
Nov	35	459	32	93	1,667	1,113	1,086	N/A
Dec	37	812	33	118	1,601	1,117	1,091	N/A
Jan	45	804	28	115	2,011	1,129	1,104	N/A
Feb	53	704	29	99	1,706	1,142	1,117	N/A
Mar	49	578	31	83	1,809	1,151	1,127	N/A
Apr	50	927	31	110	1,914	1,159	1,135	448
May	46	1,037	38	129	2,085	1,177	1,157	456
June	36	1,091	42	174	2,191	1,186	1,180	483
YTD	501	11,066	419	1,456	22,474	1,186	1,180	483
Mo. Avg.	42	922	35	121	1,872	N/A	N/A	N/A
FY 2017-2018	460	12,010	525	1,859	23,699	1,050	842	N/A
Mo. Avg.	38	1,001	44	155	1,974	N/A	N/A	N/A
FY 2016-2017	483	12,615	480	2,054	23,634	N/A	N/A	N/A
Mo. Avg.	40	1,051	40	171	1,970	N/A	N/A	N/A