



MOORPARK CITY LIBRARY

ANNUAL REPORT

Fiscal Year 2019-2020

library systems  services

2600 Tower Oaks Blvd. | Suite #510 | Rockville, MD 20852

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DIRECTOR'S MESSAGE

After a strong start, Fiscal Year 2019-2020 brought the COVID-19 pandemic that transformed our world, presenting unexpected challenges to the Moorpark City Library. As schools moved to online learning and daily life altered dramatically in mid-March, Library staff quickly understood it was essential to adapt services to meet changing needs.

When it became necessary to suspend in-person services at the building, due dates for all materials were extended and fines and fees accrued during closure were waived. Procedures were updated and returned items are isolated for up to one week before they are checked back in, and staff is required to wear masks and gloves when handling all materials.

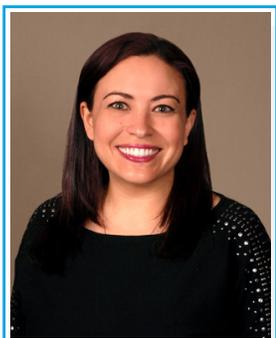
The Library met families' needs for assistance with distance learning and all patrons' need for information with determination and innovation. Staff continued to engage with the community through the Library's website and social media and created tutorials for library card registration and digital resources. Programs shifted to virtual delivery, and activity ideas using common household items were shared on social media. Library staff is available by phone to help with access and reference issues and curbside pick-up of materials is offered Monday-Friday, 10:00 a.m. – 5:00 p.m.

Fortunately, COVID-19 did not occupy the entire year. In December, the Moorpark City Library was awarded \$3,400 in federal Library Services, and Technology Act (LSTA) funds to support the creation of Discovery Kits. These kits provide parents and caregivers instruction and materials to create an entertaining and engaging learning environment.

As always, the Library helped children learn to read and helped adults find their next great read in FY2019-2020. Staff helped patrons navigate the Internet and look for a job. Patrons and staff swapped recipes, shared stories, and made new friends while the Library helped children learn to code and provided teens with a safe space to hang out after school. Two Moorpark City Library English as a Second Language (ESL) students passed their citizenship test.

We appreciate the community's continued support and are proud to serve the City of Moorpark.

Christine Conwell | Director



2019-2020 HIGHLIGHTS

686 MOORPARK RESIDENTS REGISTERED FOR LIBRARY CARDS, BRINGING THE NUMBER OF ACTIVE CARDHOLDERS TO 4,674

6,356 PEOPLE ATTENDED 352 IN-PERSON PROGRAMS AND OFFSITE EVENTS

106 PEOPLE ATTENDED 23 “LIVE” VIRTUAL PROGRAMS BETWEEN APRIL 6, 2020 AND JUNE 30, 2020

LIBRARY PATRONS **DOWNLOADED 5,913 EBOOKS, EAUDIOBOOKS AND MOVIES**, A **105 PERCENT INCREASE** OVER LAST YEAR

LIBRARY PATRONS **BORROWED 85,162 ITEMS**

PUBLIC COMPUTERS WERE **USED 5,553 TIMES**

WEBSITE HAD **20,398 VIEWS**

FACEBOOK PAGE RECEIVED **48 NEW LIKES & 156 NEW FOLLOWERS**

INSTAGRAM PAGE RECEIVED **222 NEW FOLLOWERS**

YOUTUBE CHANNEL **RECEIVED 93 VIDEO VIEWS** BETWEEN MAY AND JUNE 2020

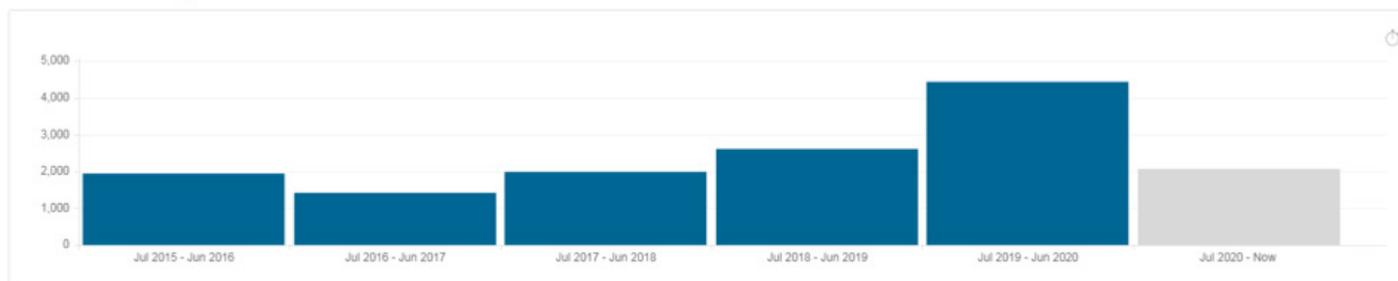
249 VOLUNTEERS PROVIDED **1,068 HOURS** TO SUPPORT LIBRARY PROGRAMS AND SERVICES

58,044 PEOPLE VISITED THE LIBRARY BETWEEN JULY 1, 2019 AND MARCH 12, 2020

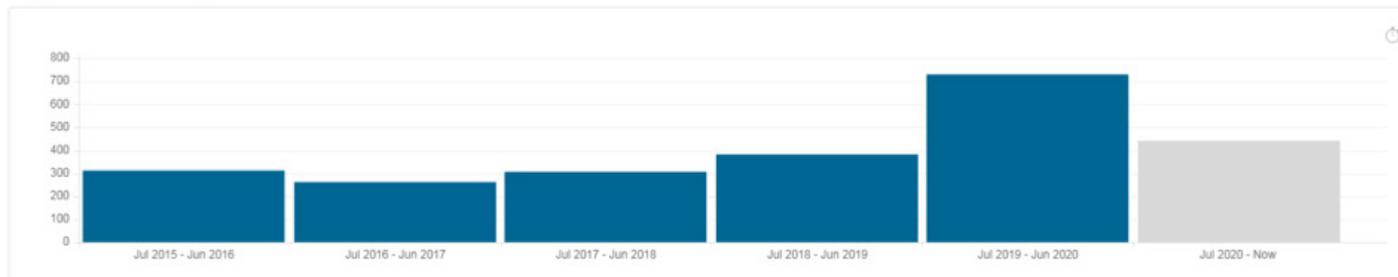
EXPANDING DIGITAL SERVICES

Circulation of digital materials (eBooks, eAudiobooks, databases and etc.) is strong. These materials were the fastest growing part of the Library's collection before the pandemic and this continues. Downloads of ebooks and audiobooks through OverDrive grew 70 percent from 2,606 to 4,439 checkouts during FY 2018-2019 to 4,439 in FY 2019-2020. In an effort to increase patron access to materials while the building was closed, the Moorpark City Library entered into a reciprocal lending arrangement (RLA) with Camarillo, San Bernardino, and Beaumont Libraries through OverDrive. This program allows users with an eligible card at one library to borrow digital titles from other libraries participating in the same RLA group.

Checkouts: Year over year



Unique users: Year over year



This was the first full year Kanopy (a video streaming service providing access to more than 30,000 independent and documentary films) was available to Moorpark patrons and received 1,474 views. During pandemic-mandated building closure, the average number of videos viewed each month on Kanopy increased 361 percent from 49 to 226. From March 19-May 30, Kanopy offered all films from the Kanopy Kids collection films from 16 studios at no cost.

PROGRAMS FOR EDUCATION AND ENTERTAINMENT

ESL tutoring has grown from 12 to 25 students since its beginning in October 2018. To address an important community need for additional practice, one of the Library's volunteer ESL tutors began a weekly conversation group that attracts five-10 adult students each week. Since the building closed to the public, several tutors have continued to meet with their students by phone. To support the group, the Library is expanding its collection of Spanish language learning materials. The Laubach Literacy Group of Ventura County continues to provide tutors with free training and resources.



The Golden Grades Tutoring program (high school honors students who volunteer to help K-12 students) is in high demand and expanded services to 4-6 p.m. four days each week. Between October 2019 and March 12, 2020, Golden Grades Tutoring provided homework help to 658 students, a 115 percent increase over the previous fiscal year!

The Library is a great place for local artists and authors to share their talent with the community. *Old Country Grass Band*, a local musical group, performed at the Library in celebration of Library Card Sign-Up Month in September 2019. They performed traditional country, bluegrass, and gospel songs to a group of 40 participants. Local authors Pam Hoffman and Carol Knowles spoke about their books and answered questions from attendees at Moorpark Writes, a group for budding authors.

The Hygge (pronounced hue-guh) Hangout on January 18 was an all-day event during which all ages enjoyed the Danish experience of “cozy togetherness.” Participants enjoyed crafting, playing games and listening to soothing music.

STEM PROGRAMMING

2019 was a big year for STEM (Science, Technology, Engineering, and Math) programming. A monthly Robot Experience program was launched to teach children – and adults – the basics of coding. Three Sphero robots and equipment were purchased with funds donated by the Moorpark Women’s Fortnightly Club. Participation was exceptionally strong with 101 successfully navigating their robot through an obstacle course under the control of an iPad. The teen librarian expanded the program by asking teens to create objects for the obstacle course using the 3D printer.



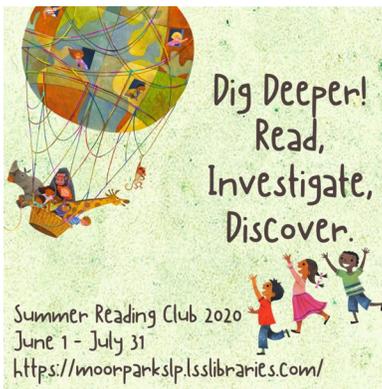
Pictured above: children of all ages learn the basics of coding during Robot Experience

SUMMER READING

The 2019 summer reading program, It's Showtime at Your Library, celebrated all the ways that reading puts patrons in the front row for drama, comedy, and adventure. It was a great success with over 900 participants of all ages who completed reading challenges or activities and earned prizes. Caregivers of pre-readers were encouraged to read to their little ones as a way of participating. Each participant received a book when they registered and prizes were generously funded by the Moorpark Friends of the Library.



In summer 2019, the children's librarian also partnered with Moorpark's Recreation Department to provide library services to summer camps at Arroyo Vista Recreation Center. The librarian brought books for camp leaders and summer reading prizes for those children who could not make it to the library to claim prizes. Every other week, the campers took the bus to visit the Library for Storytime.



The 2020 summer reading program was completely revamped to a virtual format. Participants were encouraged to read a minimum of 20 minutes a day and earned a ticket for the weekly drawing if they read 140 minutes. The Moorpark Friends of the Library provided gift cards to local businesses as the weekly prize. Participants were much more engaged than previous summer reading programs (registration was somewhat lower), illustrating the efficacy of virtual programs.

OUTREACH



Above: a teen library volunteer helps a little one with the prize wheel at Country Days

To increase public awareness of Library resources, staff attended community events including Country Days, Holiday on High Street, Holiday Movie Marathon, Summer Camp Out at Arroyo Vista Park, and school literacy nights. During Holiday on High Street, library staff and volunteers helped 500 children write letters to Santa!

During Read Across America week, children's and teen librarians attended Literacy Night at Flory, Peach Hill, and Campus Canyon elementary schools where they helped over 300 families create Dr. Seuss inspired buttons and shared library resources with parents.

LIBRARY SERVICES CONTINUE DURING PANDEMIC

The Library closed to the public on Friday, March 13, 2020 in response to the rising number of COVID-19 cases in Ventura County. Staff worked in the building for an additional week, cleaning and disinfecting all surfaces, until the Governor of California's Stay at Home Order. With physical schools closed and patrons staying at home, the need to assist families with distance learning is a significant need. Library services ceased for just two weeks before some staff returned to the building to provide virtual reference and support by phone, email, and social media.

Beginning in April, the Library began posting a weekly live Storytime, STEM/STEAM activities, simple crafts, and how-to videos for accessing e-resources on its Facebook page. During the first two months of virtual programming, these programs were viewed 7,687 times! The number of monthly engaged users on the Facebook page grew over 400 percent from 432 in 2019 to 2,289 in 2020.

In May, the Library received several requests from teachers asking for videos to be shared on a platform other than Facebook. They wanted to share these resources (especially Storytime) with their students but did not feel comfortable directing children to Facebook. To meet the need the Library created a YouTube channel.

On June 1, the Library began offering curbside pick-up and reopened the outside drop box for returned items. Patrons were very positive to have this service restored and checked out 1,428 items. This number will increase as soon as courier and inter-library borrowing is restored.

Curbside Pick Up

AT THE MOORPARK CITY LIBRARY

Curbside Pick Up allows patrons to pick up physical library materials that have been placed on hold.

It is available Monday through Friday from 10 a.m. to 5 p.m.



How Does It Work?

- 1 Place items on hold using the Library website catalog or by calling us at 805-517-6370
- 2 You will be notified by the Library when your items are available for pick
- 3 Call us at 805-517-6370 to let us know when you are on your way
- 4 Library staff will prepare your items for pickup and deliver them to the table outside
- 5 Please stay in your vehicle until library staff has returned to the gates.

★ Social distancing procedures are strictly followed.

 **Contact Us** 

Staff is available Monday through Friday between 10 a.m. and 5 p.m. to answer your questions and help place holds.

Call us at 805-517-6370 or send an email to askus@moorparklibrary.org



JUNE 12
7:00 PM

PLEASE RSVP
SEND AN EMAIL TO
CCONWELL@MOORPARKLIBRARY.ORG
TO RECEIVE A ZOOM LINK TO THE
EVENT

Storytime Craft to Go

Call the Moorpark City Library at 805-517-6370 to reserve your Crawling Spider craft kit for our next Storytime on July 8.

Supplies are limited!



MOORPARK CITY LIBRARY STATISTICS

FISCAL YEAR 2019-2020

Fiscal Year	Door Count		Cards Issued		Public Computer Sessions		Number of Volunteers		Volunteer Hours	
	19-20	18-19	19-20	18-19	19-20	18-19	19-20	18-19	19-20	18-19
July	7,893	7,618	95	119	753	712	33	52	106	211
August	7,475	6,660	78	116	690	806	24	25	77	86
September	7,150	5,902	86	144	719	727	28	29	100	82
October	7,176	6,970	65	79	675	925	28	49	195	158
November	6,035	5,780	52	92	580	714	30	32	145	93
December	5,464	5,390	36	66	601	617	34	33	140	118
January	6,835	6,807	69	79	668	710	36	28	138	115
February	7,137	6,131	69	72	584	715	36	29	167	99
March	2,879	6,071	36	93	283	749	-	31	-	83
April	-	6,564	42	76	-	710	-	31	-	110
May	-	5,882	32	110	-	736	-	38	-	129
June	-	6,359	26	139	-	715	-	42	-	174
1 QTR Total	22,518	20,180	259	379	2,162	2,245	85	106	283	379
2 QTR Total	18,675	18,140	153	237	1,856	2,256	92	114	480	368
3 QTR Total	16,851	19,009	174	244	1,535	2,174	72	88	305	297
4 QTR Total	-	18,805	100	325	-	2,161	-	111	-	413
Year-to-Date	58,044	76,134	686	1,185	5,553	8,836	249	419	1,068	1,456

Fiscal Year	Print Circulation		OverDrive		Kanopy		Total Circulation		Holds Placed		Brainfuse	
	19-20	18-19	19-20	18-19	19-20	18-19	19-20	18-19	19-20	18-19	19-20	18-19
July	11,481	9,148	309	214	58	N/A	11,848	9,362	1,572	1,533	10	229
August	9,196	7,923	228	209	42	N/A	9,466	8,132	1,538	1,497	13	92
September	9,090	7,515	227	156	45	N/A	9,362	7,671	1,491	1,341	79	264
October	8,536	7,807	206	170	38	N/A	8,780	7,977	1,322	1,482	142	130
November	7,991	7,625	186	141	29	N/A	8,206	7,766	1,287	1,328	74	195
December	7,826	7,348	173	236	64	N/A	8,063	7,584	1,359	1,341	20	47
January	8,855	8,458	270	204	70	N/A	9,195	8,662	1,802	1,858	60	118
February	8,175	7,205	240	276	203	25	8,618	7,506	1,603	1,398	25	183
March	3,885	7,676	462	294	325	43	4,672	8,013	771	1,453	130	183
April	2,209	7,573	656	209	217	42	3,082	7,824	69	1,497	35	28
May	577	9,369	808	220	220	64	1,605	9,653	255	1,473	38	59
June	1,428	10,197	674	277	163	104	2,265	10,578	1,485	1,463	3	6
1 QTR Total	29,767	24,586	764	579	145	N/A	30,676	25,165	4,601	4,371	102	585
2 QTR Total	24,353	22,780	565	547	131	N/A	25,049	23,327	3,968	4,151	236	372
3 QTR Total	20,915	23,339	972	774	598	68	22,485	24,181	4,176	4,709	215	484
4 QTR Total	4,214	27,139	2,138	706	600	210	6,952	28,055	1,809	4,433	76	93
Year-to-Date	79,249	97,844	4,439	2,606	1,474	278	85,162	100,728	14,554	17,664	629	1,534

Fiscal Year	Total Programs		Total Program Attendance		One Mintue Views of Live Virtual Programs		Viewers of Live Recording (not live)		Total Recorded Programs (not live)		Total Views of Recorded Programs (not live)	
	19-20	18-19	19-20	18-19	19-20	18-19	19-20	18-19	19-20	18-19	19-20	18-19
July	48	33	1,172	890	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A
August	31	31	481	749	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A
September	41	33	393	668	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A
October	47	53	488	2,347	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A
November	39	35	1,020	459	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A
December	39	37	1,293	812	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A
January	47	45	505	804	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A
February	42	53	797	704	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A
March	18	49	207	578	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A
April	7	50	38	927	38	N/A	174	N/A	3	N/A	42	N/A
May	6	46	20	1,037	20	N/A	206	N/A	7	N/A	184	N/A
June	10	36	48	1,091	48	N/A	155	N/A	6	N/A	481	N/A
1 QTR Total	120	97	2,046	2,307	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A
2 QTR Total	125	125	2,801	3,618	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A
3 QTR Total	107	147	1,509	2,086	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A
4 QTR Total	23	132	106	3,055	106	N/A	535	N/A	16	N/A	707	N/A
Year-to-Date	375	501	6,462	11,066	106	N/A	535	N/A	16	N/A	707	N/A

Fiscal Year	Facebook Likes		Facebook Followers		Instagram Followers		YouTube Video Views		Unique Webpage Views	
	19-20	18-19	19-20	18-19	19-20	18-19	19-20	18-19	19-20	18-19
July	1,188	1,072	1,189	1,040	502	N/A	N/A	N/A	2,168	1,976
August	1,189	1,093	1,196	1,062	514	N/A	N/A	N/A	2,023	1,984
September	1,189	1,095	1,199	1,066	532	N/A	N/A	N/A	1,846	1,736
October	1,189	1,111	1,207	1,082	554	N/A	N/A	N/A	1,818	1,794
November	1,186	1,113	1,215	1,086	574	N/A	N/A	N/A	1,619	1,667
December	1,186	1,117	1,220	1,091	583	N/A	N/A	N/A	1,578	1,601
January	1,191	1,129	1,235	1,104	599	N/A	N/A	N/A	1,808	2,011
February	1,184	1,142	1,233	1,117	613	N/A	N/A	N/A	1,838	1,706
March	1,186	1,151	1,242	1,127	621	N/A	N/A	N/A	1,621	1,809
April	1,195	1,159	1,273	1,135	642	448	N/A	N/A	1,142	1,914
May	1,201	1,177	1,289	1,157	672	456	25	N/A	1,215	2,085
June	1,234	1,186	1,336	1,180	705	483	68	N/A	1,722	2,191
1 QTR Total	1,189	1,095	1,199	1,066	532	N/A	N/A	N/A	6,037	5,696
2 QTR Total	1,186	1,117	1,220	1,091	583	N/A	N/A	N/A	5,015	5,062
3 QTR Total	1,186	1,151	1,242	1,127	621	N/A	N/A	N/A	5,267	5,526
4 QTR Total	1,234	1,186	1,336	1,180	705	483	93	N/A	4,079	6,190
Year-to-Date	1,234	1,186	1,336	1,180	705	483	93	N/A	20,398	22,474