Sacramento Public Library Authority

January 23, 2014 **Agenda Item 5.0: Director's Report**

TO: **Sacramento Public Library Authority Board**

FROM: **Rivkah K. Sass, Library Director**

RE: **Director's Report**

RECOMMENDED ACTION: None - Information only.

Punk Rock Aerobics Go Around the World

Arcade Library Supervisor Jessica Zaker wrote an article for Library Journal on the Punk Rock Aerobics offered at the Library, "I've Never Been So Sweaty in a Library," touted as the first installment of a new monthly column in which librarians explain how they have run an innovative program that has been successful at their library. (Attachment B)

Library Director Rivkah Sass received a call from a consultant who does work with the Bill & Melinda Gates Foundation in developing library leaders around the world. The consultant posted a link to the article to 40 participants from around the world. Librarians from Alice Springs, Australia, and the National Library of Namibia have indicated that they will be starting their own Punk Rock Aerobics programs.

Punk Rock Aerobics isn't the only fitness program offered in the Library. Certificed Zumba® instructor Lexie Kalbach is offering programs at the Southgate Library.

GED Services

Staff reported in December on the GED drop-in services that were implemented to help people complete the test before the significant changes went into effect January 1, 2014. Activities include:

Individual tutoring to prepare for GED exam

Weekly GED prep classes in the GED Services Center on the second floor of the Central Library

GED computer skills classes to prepare for 2014 computer-based exam

Individual Tutoring

- 28 learners since July 2013
- 3 successful students who received GED certificates in December 2013
- 18 students currently waiting to be matched with a tutor

Weekly GED classes at Central Library Since November 2013

- English & Math GED prep classes, taught by qualified instructors

- Two students who passed the GED primarily attended classes only, but met a few times with a tutor.

On January 7, Kenneth Baker stopped by the Administrative offices to thank staff for helping him successfully complete the GED before the December 31 deadline. His photo is a very real reminder of the difference the Library can make.

Services to Veterans

Sacramento Public Library opened its first Veterans Resource Station at the Southgate Library as part of a grant administered by the California State Library. To introduce the community to the programs and services offered, Branch Supervisor Christy Aguirre organized a brunch on December 18. Forty-eight veterans (and one baby) attended and enjoyed good food, conversation and an introduction to the services that the Library would be offering to veterans in the South Sacramento community. The event was generously co-sponsored by the Sacramento Veterans Resource Center and the Friends of the Southgate Library.

Fair Oaks Teen Space

Staff reported a few months ago that the Fair Oaks Rotary was so impressed with the refresh of the Early Literacy Space at the Fair Oaks Library that additional funding for the teen area would be provided. The Rotary group has designated $7,000 for the teen project, with supplemental funding coming from the Friends of Fair Oaks Library in the amount of $4,900, and an additional $16,000 from the Library. These additional funds allow for slatwall shelving in the library, replacement of the Community Room floor and other updates to the building.

The library will be closed for approximately three weeks beginning February 24 while these changes are taking place.

Author Programs

The Library is working hard to develop strong working relationships with publishers. As a result, more authors are making stops in Sacramento on their tours. On January 28, Sacramento Public Library is delighted to host Patricia Schultz, author of the #1 **New York Times bestseller**, ***1,000 Places to See Before You Die.*** This is one of many programs planned over the next several months, including one featuring Diana Gabaldon, author of the ultimate-bestselling ***Outlander*** series, and SXSW speaker Austin Kleon, author of ***Steal Like an Artist***, who will be talking about his new book, ***Show Your Work***.

Library Newsletter Revamp

In January, the Library launched a new look to its newsletter that features cleaner lines, briefer articles with links to read more, and a fresher look.

Valentine for Library Patrons

Local author Renee Thompson is making a Valentine's Day gift to users of the Sacramento Public Library. She is donating 1,500 copies of her book ***A Bridge at Valentine***, a retelling of the Romeo and Juliet story, to the Library to give to patrons in celebration of Valentine's Day. We are grateful for her support.

ATTACHMENT(S):

Attachment A: Public Services Statistics – November 2013
Attachment B: Punk Rock Aerobics article, "I've Never Been So Sweaty in a Library"

SACRAMENTO PUBLIC LIBRARY

MONTHLY PUBLIC SERVICES STATISTICS

NOVEMBER 2013

Key Points:

- Branches with the highest percentage of circulation that is from self-check include:
  - Franklin (79.4%)
  - North Natomas (78.3%)
  - Elk Grove (74.0%)
  - North Highlands (72.5%)
  - Martin Luther King (68.5%)

- In November 2013, the Library offered 628 free programs to the public, a 26.1% increase over November 2012.

- FY 2013-14 year to date program attendance is 78,631 a 13.6 % increase from FY 2012-13.

- FY 2013-14 year to date branch volunteer hours total 29,754 a 11.4% increase from FY 2012-13.

Sacramento Public Library Monthly Report

Summary

NOVEMBER 2013	Nov 2012	Nov 2013	Change N	Change %	YTD 2012-13	YTD 2013-14	Change N	Change %
Customers & Circulation								
Items Circulated	580,414	549,888	-30,526	-5.3%	3,152,340	3,002,610	-149,730	-4.7%
Interlibrary Loan								
Loaned to Client Libraries	10,332	9,838	-494	-4.8%	59,080	57,386	-1,694	-2.9%
Borrowed from Client Libraries	8,656	8,881	225	2.6%	48,863	49,868	1,005	2.1%
Loaned to LINKPlus Libraries	3,447	3,015	-432	-12.5%	18,440	17,415	-1,025	-5.6%
Borrowed from LINKPlus Libraries	2,798	2,470	-328	-11.7%	14,851	14,251	-600	-4.0%
All Other Loans	74	1	-73	-98.6%	377	115	-262	-69.5%
New Customers Registered	4,429	4,570	141	3.2%	29,020	30,057	1,037	3.6%
Total Customers	678,731	738,142	59,411	8.8%	na	na	na	na
Adult	445,161	481,513	36,352	8.2%	na	na	na	na
Teen	na	91,081	na	na	na	na	na	na
Juvenile	181,494	103,977	-77,517	-42.7%	na	na	na	na
E-card Only	51,026	60,549	9,523	18.7%	na	na	na	na
Other	1,049	1,022	-27	-2.6%	na	na	na	na
Total Customers as % of Total Population[1]	49.9%	53.7%	3.9%	7.8%	na	na	na	na
Library Visits	308,317	305,008	-3,309	-1.1%	1,662,187	1,730,073	67,886	4.1%
Programs								
TOTAL PROGRAMS - #	498	628	130	26.1%	2,684	3,023	339	12.6%
TOTAL ATTENDANCE	11,128	13,065	1,937	17.4%	69,191	78,631	9,440	13.6%
Family Programs - #	62	74	12	19.4%	324	344	20	6.2%
Family Programs - Attendance	2,261	2,747	486	21.5%	16,070	19,102	3,032	18.9%
Toddler Programs - #	104	112	8	7.7%	544	533	-11	-2.0%
Toddler Programs - Attendance	3,394	3,271	-123	-3.6%	17,699	16,898	-801	-4.5%
Preschool Programs - #	83	86	3	3.6%	455	413	-42	-9.2%
Preschool Programs - Attendance	1,962	2,271	309	15.7%	11,392	13,305	1,913	16.8%
School Age Programs - #	50	106	56	112.0%	341	513	172	50.4%
School Age Programs - Attendance	1,071	2,153	1,082	101.0%	10,253	15,403	5,150	50.2%
Teen Programs - #	70	73	3	4.3%	342	310	-32	-9.4%
Teen Programs - Attendance	801	825	24	3.0%	4,790	4,041	-749	-15.6%
Adult Programs - #	122	168	46	37.7%	657	877	220	33.5%
Adult Programs - Attendance	1,463	1,695	232	15.9%	8,604	9,379	775	9.0%
Senior Programs - #	7	9	2	28.6%	21	33	12	57.1%
Senior Programs - Attendance	176	103	-73	-41.5%	383	503	120	31.3%
Community								
Community Meeting/Meeting Room Use - #	301	419	118	39.2%	1,540	1,562	22	1.4%
Hours Used	1,757	2,009	252	14.3%	5,756	5,616	-140	-2.4%
Attendance	6,380	9,242	2,862	44.9%	31,842	35,043	3,201	10.1%
Community Meetings - # presentations by staff	53	57	4	7.5%	258	317	59	22.9%
Total Attendance	2,305	2,462	157	6.8%	18,244	23,062	4,818	26.4%
Attendance - Adults	1,260	1,006	-254	-20.2%	7,517	8,225	708	9.4%
Attendance - Youth	1,045	1,456	411	39.3%	9,891	14,837	4,946	50.0%
Community Group Visits to Library - #	57	112	55	96.5%	357	569	212	59.4%
Total Attendance	1,617	2,895	1,278	79.0%	12,626	14,992	2,366	18.7%
Attendance - Adults	436	394	-42	-9.6%	4,433	2,824	-1,609	-36.3%
Attendance - Youth	1,181	2,501	1,320	111.8%	8,193	12,168	3,975	48.5%
Internet Access Totals								
Total Reservations	58,712	53,733	-4,979	-8%	318,932	297,878	-21,054	-7%
Total Time (Hours)	51,969	50,474	-1,495	-3%	282,755	276,137	-6,618	-2%
Customer Self-Service								
Self-Check Circulation	258,069	232,871	-25,198	-9.8%	1,409,058	753,144	-655,914	-46.5%
% of All Circulation for System	44.5%	42.3%	-2.1%	-4.8%	44.7%	25.1%	-19.6%	-43.9%
Total Customer-Completed Renewals	122,146	113,093	-9,053	-7.4%	526,225	602,280	76,055	14.5%
Computer Renewal - External	114,649	107,587	-7,062	-6.2%	491,163	351,444	-139,719	-28.4%
Computer Renewal - Internal	4,317	3,092	-1,225	-28.4%	17,435	16,370	-1,065	-6.1%
Telephone Renewal	3,180	2,414	-766	-24.1%	17,627	8,507	-9,120	-51.7%

Sacramento Public Library Monthly Report

Summary

NOVEMBER 2013	Nov 2012	Nov 2013	Change N	Change %	YTD 2012-13	YTD 2013-14	Change N	Change %
% of All Circulation for System	0.5%	0.4%	-0.1%	-19.9%	0.6%	0.3%	-0.3%	-49.3%
Total Holds Placed	127,175	117,286	-9,889	-7.8%	630,071	624,528	-5,543	-0.9%
Customer-Placed Holds	114,075	104,747	-9,328	-8.2%	554,743	335,337	-219,406	-39.6%
% of All Holds Placed	89.7%	89.3%	-0.4%	-0.4%	88.0%	53.7%	-34.4%	-39.0%
Total Library Catalog Searches[2]	984,411	1,433,901	449,490	45.7%	5,632,696	6,278,222	645,526	11.5%
Searches during open hours	567,525	891,307	323,782	57.1%	3,289,415	3,870,678	581,263	17.7%
Searches during closed hours	416,886	542,594	125,708	30.2%	2,343,281	1,561,379	-781,902	-33.4%
% of Total Searches	42.35%	37.8%	-4.5%	-10.6%	41.60%	24.9%	-16.7%	-40.2%
Subscription Database Searches[3]	22,805	24,114	1,309	5.7%	2,951,201	549,249	-2,401,952	-81.4%
Web Page Visits	283,554	203,487	-80,067	-28.2%	1,744,580	662,175	-1,082,405	-62.0%
Digital Checkouts	24,732	35,210	10,478	42.4%	120,723	106,358	-14,365	-11.9%
Notices Sent for Holds and Overdues - Total	83,843	80,420	-3,423	-4.1%	490,134	254,997	-235,137	-48.0%
Delivered via E-mail	59,725	57,852	-1,873	-3.1%	350,810	183,941	-166,869	-47.6%
% of Total	71.2%	71.9%	1%	1.0%	71.6%	72.1%	0.6%	0.8%
Delivered via Automated Telephone System	24,118	22,568	-1,550	-6.4%	139,324	71,056	-68,268	-49.0%
% of Total	28.8%	28.1%	-0.7%	-2.4%	28.4%	27.9%	-0.6%	-2.0%
Resources								
Open Hours	3,878	3,890	12	0.3%	20,904	13,112	-7,792	-37.3%
Closed Hours	575	586	11	1.9%	1,788	1,151	-637	-35.6%
Staff FTE	186	185.5	0.0	0.0%	na	na	na	na
Extra Help Staff Total Hours Used	23,413	14,707	-8,706	-37.2%	32,326	157,148	124,822	386.1%
Oncall Hours	105	216	111	105.7%	879	32,794	31,915	3630.8%
Oncall Wages	$16,946.00	$8,344.00	-$8,602	-50.8%	$28,171.00	$16,299.00	-11,872	-42.1%
Shelver Hours	6,362	6,147	-215	-3.4%	31,447	124,354	92,907	295.4%
Shelver Wages	80,732.00	$76,648.00	-$4,084	-5.1%	$136,822.00	$129,805.00	-7,017	-5.1%
Volunteers - #	735	884	149	20.3%	na	na	na	na
Volunteers - Hours	5,222	6,061	839	16.1%	26,721	29,754	3,033	11.4%
Items - Total	1,736,424	1,659,002	-77,422	-4.5%	na	na	na	na
Items Added	9,013	13,053	4,040	44.8%	42,116	67,596	25,480	60.5%
Titles - Total	492,519	486,391	-6,128	-1.2%	na	na	na	na
Titles Added	1,176	1,970	794	67.5%	6,569	5,993	-576	-8.8%
Ebook Copies - Total	na	41,532	na	na	na	na	na	na
Copies Added	na	1,225	na	na	na	7,288	na	na
Ebook Titles - Total	na	27,402	na	na	na	na	na	na
Titles Added	na	1,145	na	na	na	4,207	na	na

Notes:

[1] The population estimates used are from the California Department of Finance.

Last year = 1,360,874

This year = 1,373,512

[2] The catalog search data was updated July 2011 to reflect searches performed during and outside of regular library hours

[3] The subscription database searches refer to totals for the previous month. Starting May 2013, the total number of sessions no longer include databases automatically searched during a catalog search.

[4] Starting March 2013, this number represents the number of unique pageviews.
A unique **pageview** aggregates pageviews that are generated by the same user during the same session.

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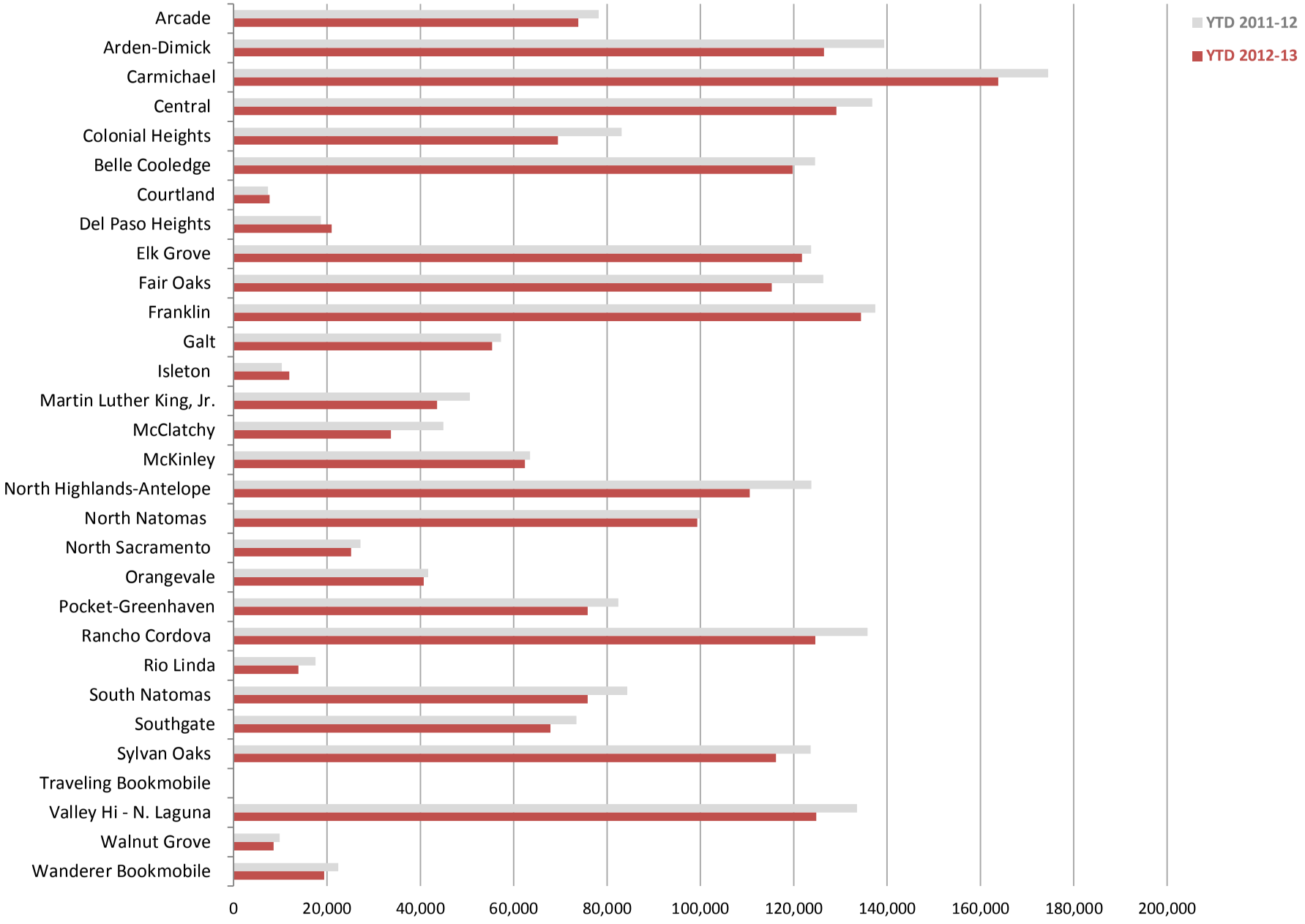
Sacramento Public Library Monthly Report
Customers

NOVEMBER 2013	Monthly New Customers			Cumulative New Customers				Total Customers			
Branches	Nov 2012	Nov 2013	% Change	YTD 2012-13	YTD 2013-14	Change N	Change %	2012-13	2013-14	Change N	Change %
Totals	**4,429**	**4,570**	**3.2%**	**29,020**	**30,057**	**1,037**	**3.6%**	**678,731**	**738,142**	**59,411**	**8.8%**
Arcade	151	101	-33.1%	753	748	-5	-0.7%	21,876	23,303	1,427	6.5%
Arden-Dimick	148	147	-0.7%	895	949	54	6.0%	27,096	29,108	2,012	7.4%
Carmichael	165	173	4.8%	1,102	1,051	-51	-4.6%	34,460	37,304	2,844	8.3%
Central	308	262	-14.9%	1,718	1,561	-157	-9.1%	52,798	55,479	2,681	5.1%
Colonial Heights	159	150	-5.7%	1,072	955	-117	-10.9%	26,648	28,593	1,945	7.3%
Belle Cooledge	136	118	-13.2%	779	705	-74	-9.5%	27,408	28,580	1,172	4.3%
Courtland	3	5	66.7%	55	32	-23	-41.8%	928	998	70	7.5%
Del Paso Heights	70	85	21.4%	364	467	103	28.3%	9,294	10,413	1,119	12.0%
Elk Grove	209	204	-2.4%	1,422	1,460	38	2.7%	43,167	46,038	2,871	6.7%
Fair Oaks	119	104	-12.6%	787	792	5	0.6%	27,773	29,582	1,809	6.5%
Franklin	105	84	-20.0%	1,706	1,824	118	6.9%	29,623	31,911	2,288	7.7%
Galt	74	66	-10.8%	487	403	-84	-17.2%	15,128	16,317	1,189	7.9%
Isleton	12	11	-8.3%	66	85	19	28.8%	1,085	1,216	131	12.1%
Martin Luther King, Jr.	124	119	-4.0%	779	836	57	7.3%	21,945	23,496	1,551	7.1%
McClatchy	40	32	-20.0%	275	238	-37	-13.5%	4,081	4,583	502	12.3%
McKinley	118	72	-39.0%	568	425	-143	-25.2%	14,691	15,506	815	5.5%
North Highlands-Antelope	211	193	-8.5%	1,261	1,294	33	2.6%	45,555	48,432	2,877	6.3%
North Natomas	191	355	85.9%	1,788	2,211	423	23.7%	22,600	26,694	4,094	18.1%
North Sacramento	51	55	7.8%	300	275	-25	-8.3%	8,258	8,958	700	8.5%
Orangevale	83	76	-8.4%	438	452	14	3.2%	10,013	11,026	1,013	10.1%
Pocket-Greenhaven	90	103	14.4%	727	600	-127	-17.5%	6,899	8,582	1,683	24.4%
Rancho Cordova	180	193	7.2%	1,368	1,248	-120	-8.8%	34,357	37,315	2,958	8.6%
Rio Linda	37	57	54.1%	150	373	223	148.7%	6,131	6,901	770	12.6%
South Natomas	187	209	11.8%	1,365	1,119	-246	-18.0%	34,925	37,140	2,215	6.3%
Southgate	155	127	-18.1%	757	765	8	1.1%	23,709	25,491	1,782	7.5%
Sylvan Oaks	178	218	22.5%	1,223	1,392	169	13.8%	36,844	39,672	2,828	7.7%
Traveling Bookmobile	0	0	0.0%	0	0	0	0.0%	725	0	-725	-100.0%
Valley Hi - N. Laguna	266	295	10.9%	2,085	1,839	-246	-11.8%	35,094	39,628	4,534	12.9%
Walnut Grove	5	5	0.0%	57	47	-10	-17.5%	1,514	1,574	60	4.0%
Wanderer Bookmobile	9	9	0.0%	51	55	4	7.8%	1,686	2,544	858	50.9%
Other Circulating Entities											
Books by Mail	0	0	0.0%	0	0	0	0.0%	0	0	0	0.0%
ILL	1	0	-100.0%	7	6	-1	-14.3%	575	585	10	1.7%
Misc Circ	844	942	11.6%	4,615	5,850	1,235	26.8%	51,845	61,173	9,328	18.0%

Sacramento Public Library Monthly Report
Circulation Comparison



Sacramento Public Library Monthly Report

Circulation

NOVEMBER 2013	Monthly Circulation			Monthly Circ. per Open Hour			Cumulative Circulation			
Branch	Nov 2012	Nov 2013	% Change	Nov 2012	Nov 2013	% Change	YTD 2012-13	YTD 2013-14	Change N	Change %
Totals	**580,414**	**549,888**	**-5.3%**	**3,229**	**2,914**	**-9.7%**	**3,152,340**	**3,002,610**	**-149,730**	**-4.7%**
Arcade	13,953	14,931	7.0%	92	100	7.7%	78,193	73,824	-4,369	-5.6%
Arden-Dimick	26,037	22,408	-13.9%	172	149	-13.4%	139,397	126,462	-12,935	-9.3%
Carmichael	31,978	30,494	-4.6%	193	179	-6.9%	174,520	163,831	-10,689	-6.1%
Central	26,462	23,309	-11.9%	149	139	-6.7%	136,811	129,147	-7,664	-5.6%
Colonial Heights	15,130	12,246	-19.1%	110	90	-18.5%	83,151	69,459	-13,692	-16.5%
Belle Cooledge	23,152	23,162	0.0%	169	170	0.8%	124,560	119,758	-4,802	-3.9%
Courtland	1,679	1,591	-5.2%	18	17	-5.2%	7,363	7,731	368	5.0%
Del Paso Heights	3,435	3,435	0.0%	25	25	0.7%	18,695	20,986	2,291	12.3%
Elk Grove	23,032	21,369	-7.2%	153	141	-7.8%	123,705	121,779	-1,926	-1.6%
Fair Oaks	23,350	21,365	-8.5%	153	142	-6.7%	126,346	115,292	-11,054	-8.7%
Franklin	24,467	24,577	0.4%	160	164	2.5%	137,497	134,417	-3,080	-2.2%
Galt	10,127	10,502	3.7%	74	77	4.5%	57,304	55,356	-1,948	-3.4%
Isleton	2,203	2,638	19.7%	29	28	-2.9%	10,338	11,941	1,603	15.5%
Martin Luther King, Jr.	9,197	7,996	-13.1%	67	59	-12.4%	50,606	43,564	-7,042	-13.9%
McClatchy	8,608	4,158	-51.7%	64	39	-39.6%	44,947	33,687	-11,260	-25.1%
McKinley	11,818	12,167	3.0%	86	89	3.7%	63,495	62,426	-1,069	-1.7%
North Highlands-Antelope	21,940	18,322	-16.5%	143	122	-14.8%	123,781	110,595	-13,186	-10.7%
North Natomas	18,265	18,045	-1.2%	133	134	0.3%	99,904	99,351	-553	-0.6%
North Sacramento	4,854	4,550	-6.3%	41	37	-8.6%	27,189	25,163	-2,026	-7.5%
Orangevale	7,986	7,345	-8.0%	67	54	-19.5%	41,666	40,728	-938	-2.3%
Pocket-Greenhaven	14,927	13,597	-8.9%	132	91	-30.9%	82,443	75,839	-6,604	-8.0%
Rancho Cordova	24,359	22,234	-8.7%	216	149	-30.8%	135,841	124,618	-11,223	-8.3%
Rio Linda	3,498	4,192	19.8%	29	31	6.6%	17,541	13,894	-3,647	-20.8%
South Natomas	14,948	13,532	-9.5%	129	100	-22.8%	84,311	75,871	-8,440	-10.0%
Southgate	12,490	11,725	-6.1%	107	78	-26.8%	73,418	67,881	-5,537	-7.5%
Sylvan Oaks	22,129	20,824	-5.9%	192	133	-30.6%	123,617	116,179	-7,438	-6.0%
Traveling Bookmobile	0	0	0.0%	na	na	na	0	0	0	0.0%
Valley Hi - N. Laguna	23,407	22,364	-4.5%	202	235	16.7%	133,537	124,828	-8,709	-6.5%
Walnut Grove	2,097	2,113	0.8%	17	50	197.5%	9,850	8,560	-1,290	-13.1%
Wanderer Bookmobile	4,320	3,825	-11.5%	108	91	-15.7%	22,423	19,415	-3,008	-13.4%
Other Circulating Entities										
Books by Mail	0	0	0.0%	na	na	na	0	0	0	0.0%
Borrower's Help Desk	0	0	0.0%	na	na	na	0	0	0	0.0%
ILL	2	0	-100.0%	na	na	na	21	33	12	57.1%
Misc Circ	879	773	-12.1%	na	na	na	4,680	4,251	-429	-9.2%
Telis	2,766	1,752	-36.7%	na	na	na	10,787	12,576	1,789	16.6%
Customer										
Online	119,007	110,723	-7.0%	na	na	na	646,053	601,315	-44,738	-6.9%
Telephone	3,180	2,414	-24.1%	na	na	na	17,627	14,423	-3,204	-18.2%
Digital Checkouts	24,732	35,210	42.4%	na	na	na	120,723	177,430	56,707	47.0%

Sacramento Public Library Monthly Report

Program Totals

NOVEMBER 2013	Monthly Program Totals			Cumulative Program Totals				Monthly Attendance					Cumulative Attendance					
Branch	Nov 2012	Nov 2013	% Change	YTD 2012-13	YTD 2013-14	Change N	Change %	Nov 2012	Nov 2013	% Change	Avg. 2009-10	Avg. 2010-11	YTD 2012-13	YTD 2013-14	Change N	Change %	Avg. 2012-13	Avg. 2013-14
Totals	**498**	**628**	**26.1%**	**2,684**	**3,023**	**339**	**12.6%**	**11,127**	**13,065**	**17.4%**	**22.3**	**20.8**	**71,730**	**78,631**	**6,901**	**9.6%**	**26.7**	**26.0**
Arcade	17	14	-17.6%	85	94	9	10.6%	319	232	-27.3%	18.8	16.6	1,746	1,668	-78	-4.5%	20.5	17.7
Arden-Dimick	30	22	-26.7%	109	115	6	5.5%	810	406	-49.9%	27.0	18.5	3,258	3,135	-123	-3.8%	29.9	27.3
Carmichael	33	35	6.1%	192	159	-33	-17.2%	894	997	11.5%	27.1	28.5	5,747	4,044	-1,703	-29.6%	29.9	25.4
Central	28	33	17.9%	177	176	-1	-0.6%	529	466	-11.9%	18.9	14.1	4,836	3,708	-1,128	-23.3%	27.3	21.1
Colonial Heights	16	18	12.5%	98	87	-11	-11.2%	267	305	14.2%	16.7	16.9	2,362	2,327	-35	-1.5%	24.1	26.7
Belle Cooledge	36	28	-22.2%	170	138	-32	-18.8%	1,242	1,072	-13.7%	34.5	38.3	7,033	6,439	-594	-8.4%	41.4	46.7
Courtland	8	10	25.0%	67	56	-11	-16.4%	104	357	243.3%	13.0	35.7	1,368	1,444	76	5.6%	20.4	25.8
Del Paso Heights	10	14	40.0%	69	70	1	1.4%	135	256	89.6%	13.5	18.3	1,342	1,342	0	0.0%	19.4	19.2
Elk Grove	10	24	140.0%	75	142	67	89.3%	324	631	94.8%	32.4	26.3	2,122	3,418	1,296	61.1%	28.3	24.1
Fair Oaks	17	26	52.9%	83	124	41	49.4%	728	584	-19.8%	42.8	22.5	3,037	3,587	550	18.1%	36.6	28.9
Franklin	31	37	19.4%	142	165	23	16.2%	661	691	4.5%	21.3	18.7	5,022	3,939	-1,083	-21.6%	35.4	23.9
Galt	15	29	93.3%	101	105	4	4.0%	264	421	59.5%	17.6	14.5	2,110	1,811	-299	-14.2%	20.9	17.2
Isleton	10	19	90.0%	61	93	32	52.5%	169	269	59.2%	16.9	14.2	1,047	1,601	554	52.9%	17.2	17.2
Martin Luther King, Jr.	11	11	0.0%	74	91	17	23.0%	215	176	-18.1%	19.5	16.0	1,572	1,518	-54	-3.4%	21.2	16.7
McClatchy	8	9	12.5%	67	36	-31	-46.3%	145	221	52.4%	18.1	24.6	1,335	636	-699	-52.4%	19.9	17.7
McKinley	22	25	13.6%	105	103	-2	-1.9%	534	553	3.6%	24.3	22.1	2,657	2,560	-97	-3.7%	25.3	24.9
North Highlands-Antelope	31	32	3.2%	146	145	-1	-0.7%	334	349	4.5%	10.8	10.9	2,252	1,772	-480	-21.3%	15.4	12.2
North Natomas	17	10	-41.2%	100	98	-2	-2.0%	381	355	-6.8%	22.4	35.5	2,020	4,592	2,572	127.3%	20.2	46.9
North Sacramento	7	10	42.9%	29	33	4	13.8%	64	94	46.9%	9.1	9.4	570	475	-95	-16.7%	19.7	14.4
Orangevale	7	11	57.1%	37	63	26	70.3%	95	87	-8.4%	13.6	7.9	1,308	1,572	264	20.2%	35.4	25.0
Pocket-Greenhaven	25	43	72.0%	155	169	14	9.0%	726	1,126	55.1%	29.0	26.2	5,017	4,813	-204	-4.1%	32.4	28.5
Rancho Cordova	23	28	21.7%	130	158	28	21.5%	496	1,029	107.5%	21.6	36.8	3,500	4,124	624	17.8%	26.9	26.1
Rio Linda	17	15	-11.8%	56	50	-6	-10.7%	92	268	191.3%	5.4	17.9	546	1,582	1,036	189.7%	9.8	31.6
South Natomas	14	24	71.4%	98	81	-17	-17.3%	290	361	24.5%	20.7	15.0	2,130	1,962	-168	-7.9%	21.7	24.2
Southgate	25	20	-20.0%	105	100	-5	-4.8%	422	676	60.2%	16.9	33.8	3,156	4,128	972	30.8%	30.1	41.3
Sylvan Oaks	14	46	228.6%	60	191	131	218.3%	403	548	36.0%	28.8	11.9	1,900	3,426	1,526	80.3%	31.7	17.9
Valley Hi - N. Laguna	8	14	75.0%	52	130	78	150.0%	428	236	-44.9%	53.5	16.9	2,326	5,898	3,572	153.6%	44.7	45.4
Walnut Grove	8	21	162.5%	41	51	10	24.4%	56	299	433.9%	7.0	14.2	411	1,110	699	170.1%	10.0	21.8

Sacramento Public Library Monthly Report

Self-Check

NOVEMBER 2013	Monthly Circulation					Cumulative Circulation					
Branch	Nov 2012	Nov 2013	Change N	Change %	% of Branch Circulation	YTD 2012-13	YTD 2013-14	Change N	Change %	% of Circulation 2012-13	% of Circulation 2013-14
Totals	**258,069**	**232,871**	**-25,198**	**-9.8%**	**42.3%**	**1,409,058**	**1,307,969**	**-101,089**	**-7.2%**	**44.7%**	**43.6%**
Arcade	6,991	5,952	-1,039	-14.9%	39.9%	39,341	35,121	-4,220	-10.7%	50.3%	47.6%
Arden-Dimick	15,733	13,429	-2,304	-14.6%	59.9%	83,089	75,856	-7,233	-8.7%	59.6%	60.0%
Carmichael	19,831	19,066	-765	-3.9%	62.5%	109,135	103,399	-5,736	-5.3%	62.5%	63.1%
Central	10,051	9,429	-622	-6.2%	40.5%	54,248	52,184	-2,064	-3.8%	39.7%	40.4%
Colonial Heights	10,235	8,200	-2,035	-19.9%	67.0%	58,401	49,067	-9,334	-16.0%	70.2%	70.6%
Belle Cooledge	12,495	12,619	124	1.0%	54.5%	67,914	66,063	-1,851	-2.7%	54.5%	55.2%
Courtland	782	957	175	22.4%	60.2%	3,203	4,250	1,047	32.7%	43.5%	55.0%
Del Paso Heights	1,039	884	-155	-14.9%	25.7%	5,424	6,269	845	15.6%	29.0%	29.9%
Elk Grove	18,195	15,813	-2,382	-13.1%	74.0%	96,788	91,460	-5,328	-5.5%	78.2%	75.1%
Fair Oaks	12,742	11,672	-1,070	-8.4%	54.6%	67,721	63,041	-4,680	-6.9%	53.6%	54.7%
Franklin	19,656	19,505	-151	-0.8%	79.4%	109,599	107,904	-1,695	-1.5%	79.7%	80.3%
Galt	3,831	4,443	612	16.0%	42.3%	21,066	22,377	1,311	6.2%	36.8%	40.4%
Isleton	775	1,134	359	46.3%	43.0%	3,320	4,941	1,621	48.8%	32.1%	41.4%
Martin Luther King, Jr.	6,584	5,475	-1,109	-16.8%	68.5%	35,271	30,641	-4,630	-13.1%	69.7%	70.3%
McClatchy	4,832	2,353	-2,479	-51.3%	56.6%	25,623	20,647	-4,976	-19.4%	57.0%	61.3%
McKinley	7,658	7,417	-241	-3.1%	61.0%	40,772	38,450	-2,322	-5.7%	64.2%	61.6%
North Highlands	17,066	13,279	-3,787	-22.2%	72.5%	94,400	81,348	-13,052	-13.8%	76.3%	73.6%
North Natomas	14,579	14,134	-445	-3.1%	78.3%	77,297	80,255	2,958	3.8%	77.4%	80.8%
North Sacramento	1,729	1,569	-160	-9.3%	34.5%	12,476	8,784	-3,692	-29.6%	45.9%	34.9%
Orangevale	3,184	2,875	-309	-9.7%	39.1%	17,657	15,684	-1,973	-11.2%	42.4%	38.5%
Pocket-Greenhaven	8,944	8,048	-896	-10.0%	59.2%	49,160	44,781	-4,379	-8.9%	59.6%	59.0%
Rancho Cordova	14,727	12,617	-2,110	-14.3%	56.7%	75,189	70,801	-4,388	-5.8%	55.4%	56.8%
Rio Linda	1,342	1,972	630	46.9%	47.0%	6,365	6,507	142	2.2%	36.3%	46.8%
South Natomas	10,461	9,125	-1,336	-12.8%	67.4%	60,269	52,086	-8,183	-13.6%	71.5%	68.7%
Southgate	6,560	5,836	-724	-11.0%	49.8%	40,938	33,942	-6,996	-17.1%	55.8%	50.0%
Sylvan Oaks	11,847	10,623	-1,224	-10.3%	51.0%	64,360	59,417	-4,943	-7.7%	52.1%	51.1%
Valley Hi-North Laguna	15,930	14,445	-1,485	-9.3%	64.6%	88,802	81,444	-7,358	-8.3%	66.5%	65.2%
Walnut Grove	270	198	-72	-26.7%	9.4%	1,230	1,250	20	1.6%	12.5%	14.6%

Sacramento Public Library Monthly Report
Virtual Self-Service

NOVEMBER 2013

	Nov 2012	Nov 2013	Change N	Change %	YTD 2012-13	YTD 2013-14	Change N	Change %
Total Renewals	**122,146**	**113,093**	**-9,053**	**-7.4%**	**526,225**	**615,534**	**89,309**	**17.0%**
External	114,649	107,587	-7,062	-6.2%	491,163	583,319	92,156	18.8%
Internal	4,317	3,092	-1,225	-28.4%	17,435	17,792	357	2.0%
Telephone	3,180	2,414	-766	-24.1%	17,627	14,423	-3,204	-18.2%
% of All Circulation	21.0%	20.6%	-0.5%	-2.3%	16.7%	20.5%	3.8%	22.8%
All Holds	**174,144**	**117,286**	**-56,858**	**-32.6%**	**346,253**	**1,083,668**	**737,415**	**213.0%**
Self-Placed	114,075	104,747	-9,328	-8.2%	554,743	582,041	27,298	4.9%
% of All Holds	65.5%	89.3%	23.8%	36.3%	160.2%	53.7%	-106.5%	-66.5%
Total Electronic Access	**306,359**	**227,601**	**-78,758**	**-25.7%**	**10,449,200**	**8,854,970**	**-1,594,230**	**-15.3%**
Catalog Searches	984,411	**1,433,901**	449,490	45.7%	5,632,696	7,425,408	1,792,712	31.8%
Subscription Database Use[1]	22,805	24,114	1,309	5.7%	2,951,201	111,263	-2,839,938	-96.2%
Library Web Site Visits[2]	283,554	203,487	-80,067	-28.2%	1,744,580	1,140,869	-603,711	-34.6%
Download	24,732	35,210	10,478	42.4%	120,723	177,430	56,707	47.0%

Notes:

[1] The subscription database searches refer to totals for the previous month. Starting May 2013, the total number of sessions no longer include databases automatically searched during a catalog search.

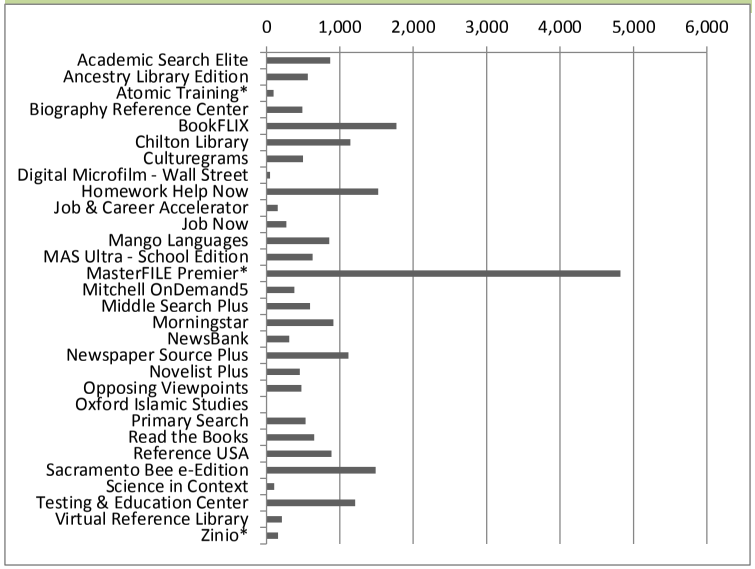
[2] Starting March 2013, this number represents the number of unique pageviews.
A unique **pageview** aggregates pageviews that are generated by the same user during the same session.

Databases

November 2013

Usage Rank	Databases	Monthly Sessions	This Month, Last Year Sessions	Percent Change	Page Views or Titles	Annual Cost	Cost/ Session
10	Academic Search Elite	870	1,654	-47%	3,086	4,000	0.38
15	Ancestry Library Edition	566	454	25%	19,609	11,953	1.76
28	Atomic Training*	98			1,224	20,000	17.01
18	Biography Reference Center	489	452	8%	1,434	4,000	0.68
2	BookFLIX	1,773	573	209%	1,790	15,955	0.75
6	Chilton Library	1,142	1,095	4%		15,978	1.17
17	Culturegrams	499	639	-22%	7,286	19,230	3.21
29	Digital Microfilm - Wall Street	51	52	-2%		4,050	6.62
3	Homework Help Now	1,524	1,708	-11%		62,000	3.39
26	Job & Career Accelerator	153	73	110%	480	4,000	2.18
23	Job Now	272	197	38%		36,322	11.13
11	Mango Languages	855	502	70%		29,664	2.89
13	MAS Ultra - School Edition	631	479	32%	1,748	1,000	0.13
1	MasterFILE Premier*	4,821	4,912	-2%	4,208	9,459	0.16
21	Mitchell OnDemand5	380	357	6%	3,036	16,838	3.69
14	Middle Search Plus	593	438	35%	1,744	1,000	0.14
8	Morningstar	913	836	9%	5,367	14,000	1.28
22	NewsBank	311	325	-4%	1,482	22,500	6.03
7	Newspaper Source Plus	1,118	1,427	-22%	3,538	1,000	0.07
20	Novelist Plus	456	477	-4%	1,580	31,500	5.76
19	Opposing Viewpoints	475	436	9%	1,519	17,500	3.07
30	Oxford Islamic Studies	3			16	grant funded	
16	Primary Search	534	555	-4%	1,489	1,000	0.16
12	Read the Books	652	715	-9%	2,934	3,670	0.47
9	Reference USA	885	1,078	-18%	6,359	30,000	2.82
4	Sacramento Bee e-Edition	1,489	976	53%	4,829	1,360	0.08
27	Science in Context	108			235		
5	Testing & Education Center	1,211	897	35%		11,316	0.78
24	Virtual Reference Library	211	200	6%	377	600	0.24
25	Zinio*	160	603	-73%	2,100	23,620	12.30
27	**Total**	**23,240**	**22,110**		**77,470**	**413,515**	**1.48**

Database Monthly Sessions



Sessions - Number of logins to database, website
Page Views - Number of full text articles accessed
Titles - Number of tests, courses, songs, or forms accessed
Note: Masterfile stats are no longer inflated by catalog integration.
Zinio and Atomic Training track unique users.

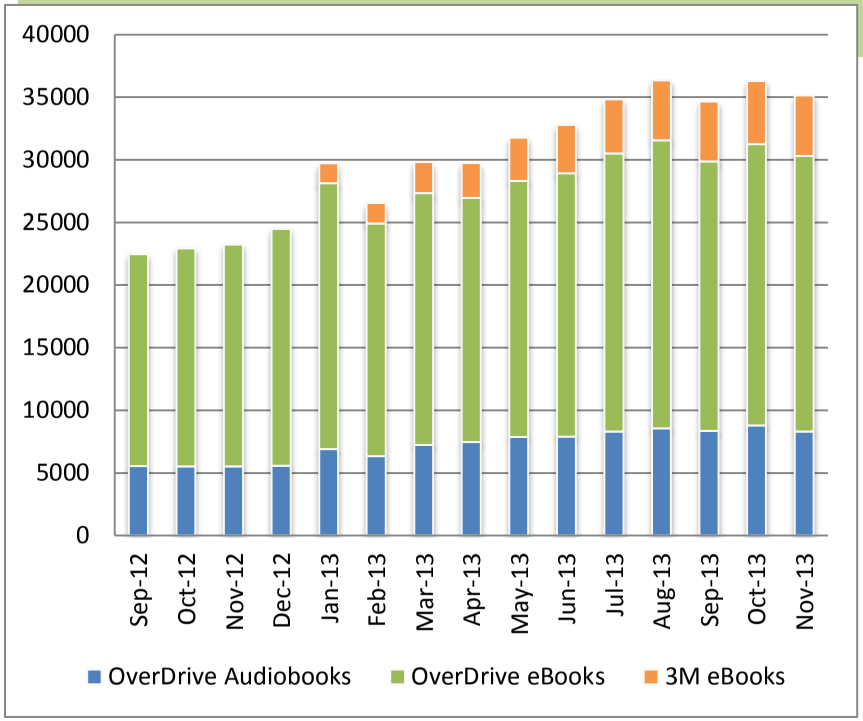
eBooks - Overdrive and 3M Cloud Library

November 2013

Format	Monthly check outs	This month, last year	Percent Change
OverDrive			
EPUB	10,438	8,548	22%
Kindle Book	9,683	8,521	14%
PDF	509	597	-15%
Other	110	40	175%
OverDrive Read	1262		
Total eBooks	**22,002**	**17,706**	**24%**
WMA audiobook	1,679	2,798	-40%
MP3 audiobook	6,636	2,724	144%
Total audiobooks	**8,315**	**5,522**	**51%**
Video	40	64	-38%
Music	28	64	-56%
3M Cloud Library			
Total eBooks	4,825		
Total	**35,210**	**23,356**	**51%**

Patrons	Monthly Visits	This month, last year	Percent change
OverDrive			
New Registrations*	989	1,284	-23%
Total Unique Patrons w/ Checkouts	6,352	5,427	17%
3M Cloud Library			
New Registrations	589		

Overdrive and 3M Cloud Library Checkouts



“I’ve Never Been So Sweaty in a Library” | Programs That Pop

lj.libraryjournal.com/2014/01/opinion/programs-that-pop/ive-never-been-so-sweaty-in-a-library-programs-that-pop/

This is the first installment of a new monthly column in which librarians explain how they have run an innovative program that has been successful at their library.

Hearing this from a patron’s mouth after completing one of my Punk Rock Aerobics workouts made me beam like Iggy Pop was signing autographs and I was next in line. Having worked in the programming department of Sacramento Public Library, CA, where we were encouraged to innovate in order to create programs that would draw in nonusers, I became accustomed to bringing my own passions to my job. As a roller derby skater (Lipstick Librarian of the Sac City Rollers) and fitness fanatic, this led to the genesis of Punk Rock Aerobics.

Inspired by Maura Jasper and Hilken Mancini’s book *Punk Rock Aerobics*, I figured that ten years of workouts had to be good for something. Under the guise of alt+library—which offers programs for people in their 20s and 30s—I decided to make a library fitness program happen. I developed an online playlist, combined different strength and cardio moves, and did the requisite publicity. Then, boom: I had eight to 35 people, twenty- and thirty somethings, stretching, bending, and flexing in the library. This is a completely free program that only requires the time and willingness to get red-faced and panting in front of colleagues and patrons.

How to make it happen

Here are the steps to take to make it happen.

1. **Liability waivers.** Make sure you have every participant sign one. I also like to add a tagline (that I say aloud at the event) about my not being a fitness professional, that the routine is just for fun, and participants need not push anything that doesn’t feel right. Ask your system’s legal counsel or use reputable online legal forms databases.

2. **Playlist**. I love punk. I met Jello Biafra recently and tried not to drool on my Converse when I was introduced. So naturally I created a playlist of classic 1970s punk that ran about 55 minutes long. I used Grooveshark.com, but there are a variety of options. Aim for about 53 to 59 minutes of music. You could choose just a single CD if so inclined. I like to listen to Pandora to find new bands in the genre I’m considering. To date, I’ve hosted several Punk Rock Aerobics, Alterna-Pilates (all that 1990s Pacific Northwest music), Brutal Yoga (black/death metal), Holidaze Yoga (rock covers of holiday songs), Zombie Survival Aerobics, Glam Metal Yoga, Hair-obics (rocking that Poison and G ’n’ R), Bollyrobics (I have a fondness for Aishwarya Rai), Partner Yoga (all duets!), and

Come Out for Aerobics (part of an LGBT programming series). I'm working on Riot Grrrl Plyo for women's history month and Industrial Strength with some wumpscut: and Skinny Puppy.

3. **Routine**. Check out a variety of DVDs from your branch and watch them, noting what looks easy to demonstrate to someone else. Check out books on fitness to get suggestions for what to look for in form. There are also websites, YouTube videos, blogs, and more, but using your own collection means that you can have those items available to drive circulation after your program. Match the moves to the songs, and put the songs together for a logical flow, with different tempos for warm-up, cool down, and cardio bursts. Practice the routine with the music to get the timing right.

4. **Publicity.** Go into local gyms and introduce yourself to trainers—I was lucky enough to form a lasting relationship with a local fitness community that ended up providing a whole year of free monthly programs in the library, and they brought their members with them! For alt+library programs, we have found that online publicity is our best and cheapest way to promote. Most of our attendees found us via social media tools such as Twitter and Facebook and other virtual resources like WordPress and Meetup.com. If you decide to do print materials, make sure the graphics are eye-catching and appeal to the right audience. Make sure that you publicize in non-library venues; programs like these will attract nonusers. Also, be shameless in forcing your friends to attend; they'll likely bring someone else along and increase your numbers.

5. **Make it happen.** Empty out your community room so no flailing limb will whack into a stray chair. Set up your laptop and speakers and be sure you are able to stream your music, the Wi-Fi is connected, and the music is loud enough to hear but soft enough that the group can hear you. Dress the part. Wear your theme gear—I have an autographed (by Jerry Only of the Misfits!) denim vest with punk pins all over it that I wear for Punk Rock Aerobics. Provide water. If you don't have a drinking fountain nearby, buy mini bottles.

Finally, have fun. Library fitness programs are a great, free, fun way to get your community engaged, upend traditional notions of library service, highlight an often-missed portion of your collection, and get your heart rate going at the same time. Enjoy!

Jessica Zaker is Supervisor, Sacramento Public Library's Arcade branch, CA; co-creator of alt+library; and head coach/skater for Sac City Rollers as "Lipstick Librarian"