



SHASTA PUBLIC LIBRARIES

ANNUAL REPORT 2020

library systems  services

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LETTER FROM THE LIBRARY DIRECTOR

What a year to join the Shasta Public Libraries and serve as Director. From the excitement of opening the new library in Burney – an accomplishment the community had worked so long and hard to achieve – to COVID-19-related challenges, the year was one to remember.

It has been a pleasure to get to know the community and see the support the Library enjoys. It has been an honor to watch Library staff collaborate with partner organizations to quickly and effectively adjust services in fluid circumstances and it has been a boost to see the Library continue to meet the goals set in the 2019-2022 Strategic Plan.

August brought the grand opening of the new Burney Library. For more than two decades the Burney community has volunteered to raise funds and generate excitement for a new, larger library building. Their determination and perseverance were rewarded with a large, bright and comfortable space in a convenient and highly visible location. Words cannot contain my appreciation for the volunteers' efforts and the leadership of City of Redding Director of Community Services Kim Niemer.

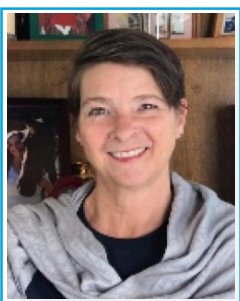
Children's and teen programs were strong with literacy partnerships coming to fruition for high-quality early literacy services. Teen services were expanded to include grab-and-go activities and additional leadership/community service opportunities. Staff collaborated with local school media specialists to provide more access to library books and develop reading kits so children could keep building literacy skills. Work also continued with local homeschool programs.

While the pandemic created health worries, economic uncertainty and distance between family, friends and colleagues, Redding and all of Shasta County came together to support one another. Always the heart of the community, Shasta Public Libraries did the same. As students adapted to remote learning and remote work skyrocketed, Internet access became more important. The Library expanded external Wi-Fi hours in response.

While curbside delivery kept access to physical materials flowing, investment in digital materials including eBooks and eAudiobooks increased. Databases provided patrons the ability to read the news online, research their ancestry and access homework resources. Longtime users and novices alike used the Library website to find, check out and download titles to their personal devices so they could be enjoyed at home, in the car or on a walk. The Library staff ensured access to stories and entertainment was uninterrupted for the community.

Thank you to everyone for making my first year one to remember. I am grateful to the Library leadership, staff and community for their unending dedication and support of the Library. We are looking forward to our next chapter and hope you will join us!

Rochelle Carr | Director



STRATEGIC PLAN IMPLEMENTATION

Continued implementation of 2019-2022 Strategic Plan goals.

INCUBATE | INNOVATE & EDUCATE | ELEVATE

1 INCUBATE:

Increase support for entrepreneurs, startups, and small businesses in order to support economic growth.

- Partnered with Women's Business Center at JEDI and the Shasta Cascade Small Business Development Center (SBDC) to provide Small Business Office Hours weekly at the Redding and Burney Libraries.
- Joined the Chamber of Commerce.
- Hosted online programs for startups and small businesses.
- Opened Studio C, the podcasting studio, at the Redding Library.
- Added business resources to the collection.

2 INNOVATE & EDUCATE:

Modernize materials and ideas to support 21st century access and education.

- Continued school library card project. Staff delivered 9,517 cards to 65 schools.
- Served as a resource for schools and teachers.
- Added new K-12 databases to support online education.
- Applied for two bookmobile grants (did not receive but will continue to seek funding for this service).
- Adapted literacy programs to be hosted online and implemented safe socially-distanced tutoring and events.

3 ELEVATE:

Raise the Library's profile within the community.

- Focused on making the Library's web page easier to use.
- Conducted robust marketing of databases and online resources during pandemic closure.
- Improved quantity and quality of social media posts across all platforms in Fall 2020.
- Increased the Library's presence on radio and television.
- Marketed Summer Reading with a digital kiosk at the Mount Shasta Mall.
- Conducted significant recruiting campaign for literacy volunteers on KIXE.

NEW LIBRARY IN BURNEY

After many years of fundraising, advocacy, and tireless work from the City of Redding and the Friends of the Intermountain Libraries (FOIL), a new library building for the Burney branch opened on Main Street. Without the dedication from wonderful volunteers, local donors, FOIL, volunteer contractors, the City of Redding, and Shasta County, the new Burney Library would have remained a dream. The grand opening was celebrated on August 14, with a gathering of dignitaries; this was followed by a successful open house for the public on Saturday, August 15. Socially-distanced tours were offered for the community, with over 150 people attending.

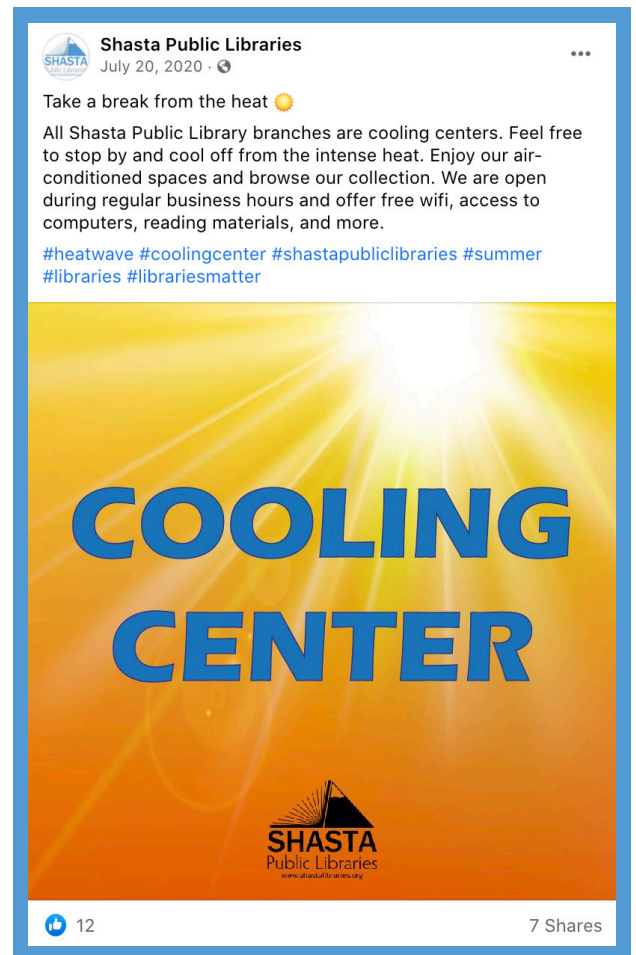
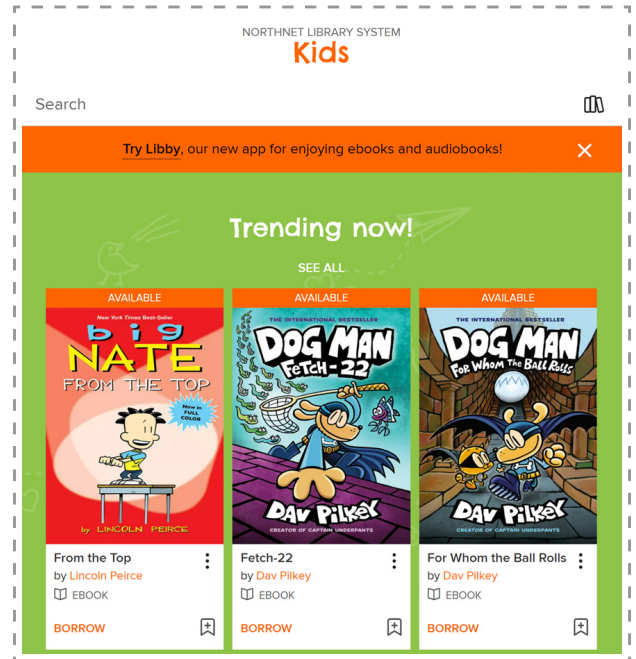
The new Library is more than double the prior space, increasing from 1,749 square feet to 4,284. The new space features a community room, two study rooms, and a beautiful children's area. A local grant, from Community Foundation of the North State, provided state-of-the-art technology for the community room, including teleconferencing equipment. A grant from First 5 Shasta provided updated parenting books, easy readers, and new picture books. In addition, \$25,000 worth of brand new materials was added to the collection. Strong Wi-Fi is available inside and outside the Library.

Since opening the new Library, staff have issued many new cards and have seen the return of older patrons who had not visited the Library in some time. Staff are excited for the end of the pandemic in order to offer face-to-face programming in this beautiful new building and for the community to use the meeting rooms. Meanwhile, staff creatively adapted programming, which included an online tween escape room, Grab & Go take-home crafts for kids and teens, and adult Grab & Go bags. To help assist the community with economic development, the Women's Business Center at JEDI and the SBDC offered Small Business Office Hours, socially-distanced, every other week in the community room. With programs moving to Zoom (for example, the Redding book club), it is exciting to have the ability to bring these online programs to all three branches, including Burney. The intermountain community is enthusiastic about their new library building and is excited to see how this new building will better serve their community. The new library is truly a dream come true and the culmination of years of fundraising, advocacy, and thousands of hours of volunteer service and commitment.



EXPANDED SERVICES

- Use of the digital collection, particularly eBooks and eAudiobooks, increased. The collection budget was shifted to larger investment in digital materials due to increased demand.
- Two crisis collection eResource grants, totaling \$8,000, funded additional eBooks and eAudiobooks.
- The Ancestry Library Edition genealogy database was made available for use both inside and outside the Library. Access was previously available only inside the Library. Use of the database increased tremendously as patrons worked on genealogy from home.
- The California State Library provided seven K-12 online databases for students and access to the JobNow/VetNow (resources for veterans and job seekers) database.
- \$20,000 was awarded from the CA State Library for the 2020-2021 Zip Books program. Zip Books provides patrons with requested items the Library does not already own, which are shipped directly from Amazon to the patron, then returned to the Library.
- The Library provided public computers, Wi-Fi access and device charging during multiple PG&E Public Safety Power Shutoffs (PSPS).
- The Library helped Zogg Fire victims find the information they needed for recovery.
- All branches were used as cooling and warming stations throughout the year.
- Staff participated in NorthNet's Library System's Disaster Preparedness Cohort Program to help update safety materials, network with other libraries, share experiences, and prepare for disasters.



LIBRARY PROGRAMS

Programs and services adapted quickly to impacts of the COVID-19 pandemic.

Creative ways to provide services online or at a safe physical distance included:

- Staff recorded virtual storytimes and posted on social media.
- Take home children's activity kits for the annual Book Harvest and Fantastical Wonderland programs were available at all three Branches.
- Staff participation in Reach Higher Shasta continued online and the Library participated in College Quest on Zoom.
- Grab & Go Craft Bags and community service opportunities for teens were provided online and at all three branches.
- The Library Book Club moved to Zoom.
- Adult Grab & Go Bags were implemented for veterans, Constitution Day, and National Novel Writing Month.
- Small Business programs for adults were offered virtually.
- A take-home letter writing campaign was held to recognize veterans.
- Monthly drive-thru book giveaways and storytime crafts were extremely popular at the Anderson branch.
- A Community Heroes program encouraged children to wear masks in the Library. Every child who wore a mask in the library received a small prize.



Facebook Live **SHASTA** Public Libraries
STORYTIME
WITH SHASTA PUBLIC LIBRARIES!
EVERY WEDNESDAY, THURSDAY, AND FRIDAY AT 10:00 AM

MAKE SURE TO FOLLOW US ON FACEBOOK TO WATCH!
@SHASTAPUBLICLIBRARIES

The *Summer Blast!* *Read, Imagine, Learn* summer reading program was offered May 13-August 8 and attracted 971 registrants. 2020 was the third year registration was available online; this contributed to strong public engagement. Programs, live or recorded, were successfully moved online.

Highlights of the *Summer Blast!* 2020 include:

- Staff created a multitude of take-home kits, including *Messy-ish Paint Day* kits for children, tie-dye kits for teens, and *Smash this Book* for tweens.
- The ever-popular *Ron Giesecke Magic Show* for adults and *Wacky Science with Mr. Fulton* for tweens were offered virtually.
- A poetry workshop was held on Zoom for teens and adults. *Work for Yourself* at 50+ for adults was offered online.
- An in-person tour of the Lake Shasta Caverns was offered.
- *Summer Blast!* came to a close with *Harry Potter Birthday Week*, hosted by the Teen Advisory Board (TAB) online. Each day, Harry Potter themed activities, such as trivia or scavenger hunts, were featured.

SUMMER BLAST
Kids, Tweens, Teens, & Adults
May 13th-August 8th

Read all summer long for prizes with Shasta Public Libraries!

READ
IMAGINE
LEARN

Sign up online at
www.summerblast.fun

Check out our events going on all summer long for all ages!
Prizes include gift cards, free books, a kids kitchen playset, and more!

SHASTA Public Libraries
Friends of Shasta County Libraries



LIBRARY PARTNERS

Thank you to the Library partners who provided strong support despite the challenges caused by the pandemic.

Friends of the Shasta County Libraries (FOSCL), Friends of the Intermountain Library (FOIL), Rotary Club of Redding, Women's Business Center at JEDI, Ron Giesecke, Lake Shasta Caverns, Shasta Literacy Program, Brad Fulton, Poets & Writers, Linda Boyden, AARP Foundation, CA Center for the Book, Susan Wooldridge, U.S. Census, Redding Duplicate Bridge Club, Shasta Cascade Small Business Development Center (SBDC), Community Health Advocates-Shasta County Health and Human Services Agency (HHSA), Redding Chapter of National Novel Writing Month (NaNoWriMo), Shasta Genealogical Society, Shasta County Office of Education, UC Davis CalFresh, YMCA, First 5 Shasta, Shasta Head Start, Redding Emblem Club, Anderson Rotary, and KIXE. A new partner, Peoples' Thrift, will support future children's programming.



SHASTA LITERACY PROGRAM

Shasta Literacy served **121 learners** with the help of **65 tutors** in 2020, with a slight dip in participation due to the pandemic. Literacy staff offered one-on-one tutoring over the phone, Zoom, FaceTime, and other platforms. Family Literacy events were reconfigured to virtual, and staff revised the Ready & Reading book bag program so that bags could be checked out when the Library was open and picked up curbside during closure. When the Library reopened in June, some tutoring pairs resumed in person, while others continued virtually.

Thanks to the program, 10 learners were hired for new jobs, 29 mastered basic reading skills and 8 passed all or part of the GED test.

- 10 HIRED FOR NEW JOBS
- 29 MASTERED BASIC READING SKILLS
- 8 PASSED ALL OR PART OF THE GED TEST

STUDENT LIBRARY CARD INITIATIVE

By the end of 2020, five charter schools, 23 Shasta County School Districts, and the Tehama County School District had participated in the Student Library Card Initiative. Staff delivered 9,517 school cards to 65 schools across Shasta and Tehama Counties. Staff will add private and charter schools in the coming year as well as expand the program to all 26 Shasta County School Districts.

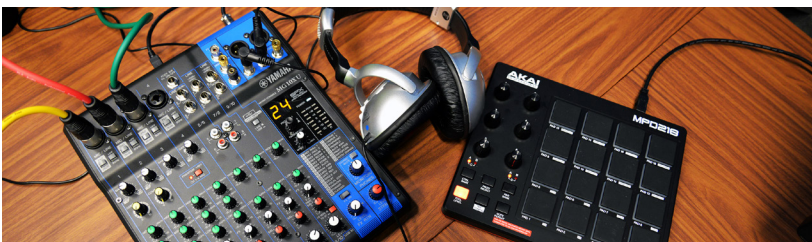
Staff collaborated with many school librarians to provide resources to students across the county during distance learning resulting from pandemic-related school closure. School librarians added resource pages from the Shasta Public Libraries' website to their own websites and the Library partnered to provide additional eBooks to students at Redding School of the Arts. When school closures meant staff could not personally deliver school library cards, they sent a letter to school librarians explaining how the cards work and detailing Library support available for schools and students.

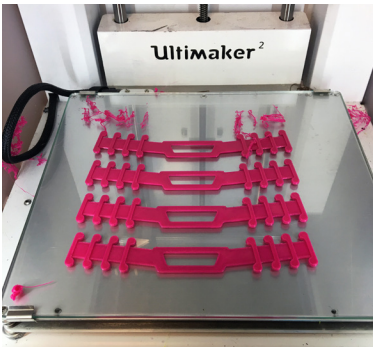
TECHNOLOGY

2020 was an exciting year for technology at all locations. The Redding Library added a new podcasting studio, "Studio C", to the Create-It! Makerspace. "Studio C" has been a popular addition since its debut in February, with individual patrons trying their hand at digital media creation and small businesses looking to extend their online reach. Library staff created their own podcast, Tales from the Stacks, a reading of works by Edgar Allen Poe.

3D printing continued to be the most popular Makerspace offering. Library staff worked with local emergency response staff to print more than 9,500 simple devices designed to relieve pressure on the ears from extended mask wear. Most were delivered to Emergency Room hospital staff and first responders, and the remainder were given to Library patrons. In 2020 the Library used over two miles of biodegradable material to create these devices as well many other patron-designed objects.

Public Wi-Fi access was extended to 12 hours a day, seven days a week in parking lots of all locations.





LIBRARY AND LOCAL EMERGENCY RESPONSE STAFF USED 3D PRINTING EQUIPMENT TO CREATE **9,500** SIMPLE DEVICES THAT RELIEVE PRESSURE ON THE EARS FROM EXTENDED MASK WEAR.

GRANTS AND DONATIONS

In 2020, Shasta Public Libraries received \$123,346 in grants. In addition, Library support groups including the Shasta Library Foundation, Friends of the Shasta County Libraries (FOSCL), Friends of the Intermountain Library (FOIL), and Friends of the Anderson Library (FOAL), donated \$142,152 for materials, marketing, technology, and programming. Through a Facebook campaign organized by community member Gloria Kimbwalu, the Foundation raised \$5,836 for the Read Against Racism collection of materials for all three branches.

* FOIL raised \$380,152 in donations for the Burney Library.

COVID SANITATION WORKERS GRANT

With support from the City of Redding and the SMART Business Resource Center, the Redding Library hosted temporary workers funded through the Disaster Recovery COVID National Dislocated Workers Grant. These workers sanitized surfaces throughout the Library, monitored Library capacity, checked patrons for masks, and completed special projects to help the Library safely serve its community during the pandemic.

VOLUNTEERS

The Library's enthusiastic and deeply appreciated volunteer force was sidelined March 30-June 22, 2020, because of pandemic-related health concerns. These same concerns along with building capacity limits left the Library with a reduced volunteer force. Nevertheless, volunteers continue to be an integral part of the Library. In 2020, 177 volunteers donated 10,153 hours of service to assist staff in providing patron access to materials, virtual programs, and take home kits.

177 VOLUNTEERS DONATED
10,153 HOURS OF SERVICE



PROFESSIONAL DEVELOPMENT

Staff received training in several areas, including marketing, sensitivity to patrons experiencing homelessness, and emerging library trends. Many trainings focused on pandemic-related challenges and how to successfully provide online programming and services. Because the Library was one of the few open in California in June, staff shared their reopening experiences with many libraries across the state.

LOOKING AHEAD

In 2020, one of the most challenging years in memory, Shasta Public Libraries was one of the few to remain open during this pandemic after the stay at home order was lifted. Library staff rose to the occasion and served Shasta County to the best of their ability. Building on the successes and overcoming the obstacles of this unique year, the Shasta Public Libraries is poised for success in 2021. With hope on the horizon for an end to the pandemic, **staff will continue to advance the Library's mission of the Library and strategic goals with flexibility and determination.**

 **Shasta Public Libraries**
October 10, 2020 · 🌐

Happy Staff Pick Saturday! This week, Jean recommends "Notorious RBG: the Life and Times of Ruth Bader Ginsburg" by Irin Carmon and Shana Knizhnik. The book is written by a young lawyer, who was inspired by RBG's story and examines how Notorious RBG came to be.

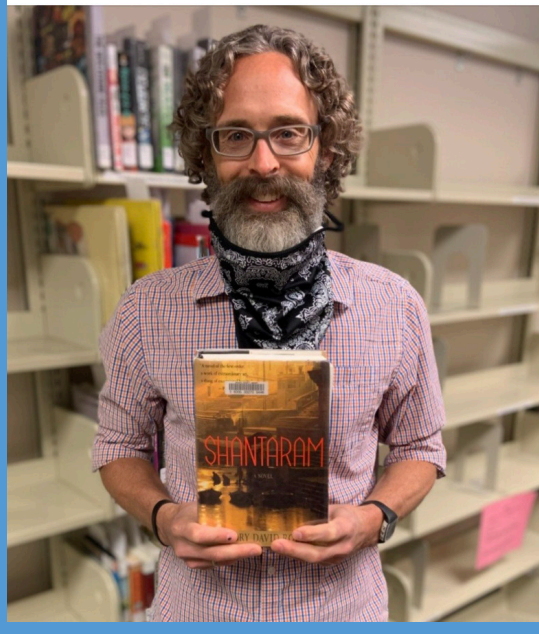
Jean says "There is so much to like about this book, written by millennials, that takes a serious but playful look at Ruth Bader Ginsburg. With short and witty snippets, illustrations and photos, it gives the reader ... [See More](#)



 **Shasta Public Libraries**
December 5, 2020 · 🌐

Happy Staff Pick Saturday!
Bradley chose "Shantaram" by Gregory David Roberts for his staff pick!

"Shantaram" is the sweeping story of Lin, an escaped convict from Australia who finds refuge in modern day Bombay, India. Lin's journey to inner freedom takes him through a tangle of relationships that includes friends, lovers, criminals, and gurus and reveals (among other things) and man capable of profound empathy as he becomes a most improbable slum doctor. ... [See More](#)



2020 STATISTICS

SHASTA PUBLIC LIBRARIES 2020 USAGE AT A GLANCE

4,486	144,905	326,800	28,835
OPEN HOURS	WEBSITE VISITS	LIBRARY VISITS	COMPUTER USES

PROGRAMS AT SHASTA PUBLIC LIBRARIES

Program statistics include live and virtual programs.

CHILDREN'S PROGRAMS	TOTAL PROGRAMS	TOTAL ATTENDANCE
Anderson Library	58	3,144
Burney Library	48	628
Redding Library	102	4,569
TOTAL	208	8,341

YOUNG ADULT'S PROGRAMS	TOTAL PROGRAMS	TOTAL ATTENDANCE
Anderson Library	11	102
Burney Library	12	28
Redding Library	34	832
TOTAL	57	962

ADULT PROGRAMS	TOTAL PROGRAMS	TOTAL ATTENDANCE
Anderson Library	8	88
Burney Library	55	386
Redding Library	390	3,192
TOTAL	453	3,666

TOTAL PHYSICAL CIRC – 247,852 | TOTAL DIGITAL CIRC – 70,894