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Among
Libraries

The Mystery of Libraries --
in Plain English

1.3
Million
Library
Visits A
Year

LIBRARIES FOR SMARTIES

Contains
the
1998-99
Annual
Report

A Reference for
ALL of Us!

by the Stockton-San Joaquin
County Public Library

Serving Stockton and San Joaquin
County since 1880



*The Authoritative Review
of Another Great Year*

*New Directions and New
Services Explained*

All the Facts at your Finger Tips

*Impress your Friends with your
Library Expertise*

www.stockton.lib.ca.us

About this Report

Running a library in today's world of limited funding, technologies that seem to become obsolete overnight, and ever-increasing demands for new and more services and resources is not easy. *Using* a library has become complicated too, in many ways – learning to navigate on the Internet, remembering a PIN code, or simply finding a time your branch is open. Definitely, libraries are not for “dummies,” In fact, people who use and support public libraries are “smarties” in every sense of the word: Libraries have a key role in providing resources and services that contribute to personal development and achievement [**libraries help make people smart**]; and people who recognize the value of the library in our communities have a stake in ensuring quality library services [**it's smart to support libraries**].

This 1998/99 Annual Report was designed to provide a summary of Library operations and activities over the past fiscal year, to recognize those who have helped to strengthen and support the Library, and to highlight some of the essential services provided to residents.

The “smarties” theme, by the way, ties in nicely with the new Library motto adopted this year:

“Your Library – connecting people and ideas”

Colleen Foster

Director of Library Services



Executive Summary

Fiscal year 1998/99 began on a high note, with the news that State appropriations for the Public Library Fund (PLF) were increased by \$20 million. For the Library, this meant an augmentation of almost \$290,000 in State PLF revenue, approximately half of which was allocated to County library service. Unfortunately, the additional revenue for the County was set aside towards repayment of a debt incurred from underpayment to the Educational Revenue Augmentation Fund (ERAF) for prior years.

For library services in the City of Stockton, on the other hand, the PLF augmentation meant a coordinator for the new Reach Out and Read program (ROR), funds to hire a space planner to submit plans for remodeling the Chavez Central and Troke Branch Libraries, new computers, an enhanced book budget, and consulting services from OCLC (Online Computer Library Center). Based on recommendations from OCLC, the former Acquisitions and Cataloging/Processing units were merged into a Technical Services unit under one manager. Other OCLC recommendations aimed at streamlining processes, enhancing productivity, and reducing costs are also being implemented.

County branch library hours were again expanded with supplemental funding or personnel provided by the cities of Escalon, Lathrop, Manteca, Ripon and Tracy; the Escalon and Manteca Unified School Districts; and the Friends groups from Escalon and Manteca. In addition, three of the Cities matched funds from the County for new books.



The Linden branch library, without other sources of support, doubled its hours with the assistance of 30 volunteers. For their efforts, the Linden volunteers were named the Volunteer Team of the Year by the City of Stockton.

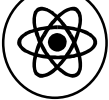
Note This



In 1998/99, local jurisdictions and Friends groups supported 42% of the open hours of the County branch libraries.

The Library was pleased to assist both the City of Stockton and the 49-99 Cooperative Library System by being the site of their servers – for the City’s website and the 49-99’s virtual catalog. And while the cooperative venture with San Joaquin Delta College ended when Delta installed its own stand-alone circulation system, a new agreement with Amador County enabled that library to share our circulation and inventory software.

Technical Stuff



The year both began and ended with football! Upon moving its summer training camp to Stockton, the San Francisco 49ers teamed up with the 49er Foundation to sponsor the annual Summer Reading Program. For the 1998 program, the 49ers provided souvenirs and invited qualifying readers from the Stockton libraries to a night scrimmage with the San Diego Chargers. In 1999 the program was expanded to include the County branches. Souvenirs were given to every child registering for Summer Reading, and qualifying readers were feted at a giant tail-gate party and night practice. Kids were delighted to get autographs from players, including Jerry Rice.

Happy New Year!



And, what a way to begin a new year! And a new millennium!

It's Smart to Get Advice

New This Year



The revised contract for library services between San Joaquin County and the City of Stockton states that the “City agrees to obtain input from local communities on the issue of local level of library services.” To achieve such input, in November 1998 the County Board of Supervisors authorized the creation of local advisory boards in the Cities of Escalon, Lathrop, Manteca, Ripon and Tracy. The purpose of local advisory boards is to provide a mechanism for the exchange of information about community library operations in an effort to make the Library more responsive to the community’s needs. In December, the separate cities were invited to appoint advisory boards, and the following members have been appointed:

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LIBRARIES FOR SMARTIES

Important List

1. ~
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- **Escalon Library Advisory Board:** Marty Van Houten, Chair; Wendy Krumeich; David Ennis; Audrey Gillispie; Barbara Willis; Michelle Green, City staff
- **Manteca/Lathrop Library Advisory Board:** Cecelia Drake, Chair; Betty Christy; Brian Gookins; Barbara Hildebrand; Max Moller; Leroy Griffith; Shelly Wilson; Ron Higby, Lathrop City staff; Steve Houx, Manteca City staff
- **Tracy Library Advisory Board:** Lisa R. Davis, Chair; Annette K. Hoyle; David F. Aldis; Phillip G. Jackson; Joseph A. "Gus" Saar; Mike Carter, City staff

The Library is pleased to have the opportunity to work with local residents and is looking forward to a continuing, productive relationship.

Reading Is Smart for Babies, Too!

New This Year



Smart people know that reading is a key to success in life. And doctors say that early experiences with books and stories are critically linked to a child's success in learning to read. Reach Out and Read San Joaquin, a pediatric literacy program, was launched in August 1998. Doctors at participating health care sites distribute free books to children at their well-baby checkups, they discuss the importance of reading with parents, and Library Reach Out and Read volunteers bring the whole program together by sharing books and stories with children while they wait to be seen by the pediatrician. Reach Out and Read incorporates literacy and literacy education into regular preventive health care, promotes the value of reading in the home, and encourages parents to read to their children to instill in them a love of books.

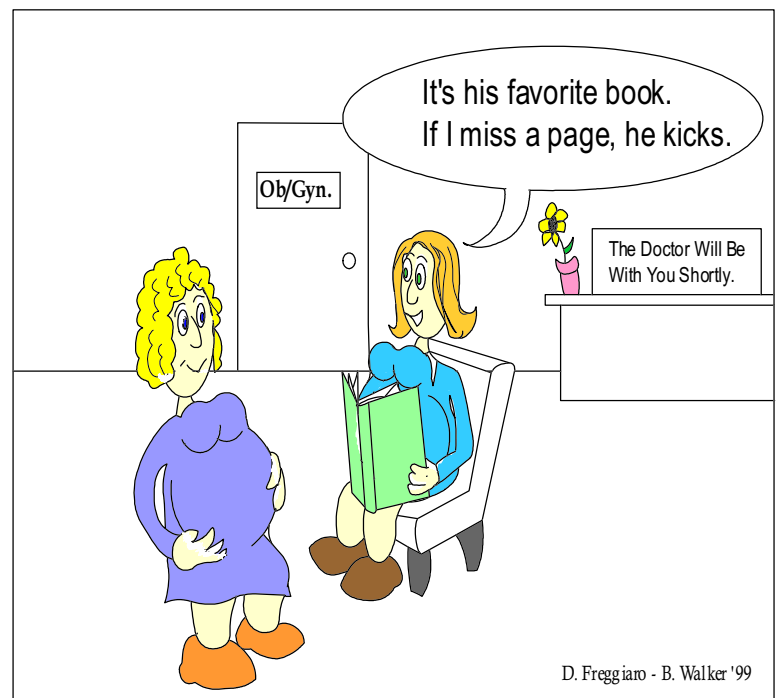
The program is carried out in partnership by the Library, San Joaquin Health Care Services, and the Health Plan of San Joaquin.

Note This



Based on a model developed at Boston City Hospital, Reach Out and Read programs have spread throughout the County. Yet, ours is the only program that includes a public library as the lead organization!

In the first year of its operation, Reach Out and Read expanded from 2 sites to 4, 3 of them clinics and 1 a private doctor's practice: Children's Health Services; Channel Medical Center; 5th Street Medical Center; and the office of Dr. Kwabena Adubofour. The response has been overwhelming, and the Library is struggling to raise enough funds from private sources to expand the program even more.



A key component of the program is giving books to the families involved; and the Library is responsible for selecting and purchasing the books. In 1998/99, 6,379 books were given away to participating families.

Stockton, Health Plan of San Joaquin, Stockton Delta Rotary, and the Friends of the Stockton Public Library. In addition, the Library and Literacy Foundation of San Joaquin County provided funds for approximately half of the salary and benefit costs of a new Reach Out and Reach program coordinator.



To volunteer for any of the Library's literacy or reading programs, call 937-7778.

Get Smart: Use Library "Cliff Notes"

Even smarties occasionally use "cheat sheets," so we've provided the following. Wow your family, friends and colleagues with your knowledge about the Stockton-San Joaquin County Public Library!

Figure 99 - 1

Compared to last year, nearly 30,000 more people used their library card.

<u>Library Facts, 1998/99</u>	
Population Served:	489,575
Active Borrowers:	166,713
Volumes in Collection:	1,869,633
Periodical Subscriptions:	1,661
Number of Outlets:	Chavez Central Library and 9 branches
Mobile Units:	Bookmobile and Bookvan
Full-time Staff:	102
Total Public Service Hours/Week:	266.5
Family Literacy Program:	
Safe Youth	121 volunteers; 1,941 participants
Reach Out and Read	20 volunteers; 1,050 children at clinic sites
Adult Literacy	111 tutors; 176 students
Total Volunteers (FY 1998):	774 volunteers; 26,942 volunteer hours
Operating Expenditures:	\$7,744, 685**
<i>** Est. 8/27/99; does not include expenditures of donations, grant funds, or for additional hours paid for by an other jurisdiction.</i>	
Items Loaned	1,564,526
Items Used In-House	599,223
Questions Answered	207,819
Attendance in Library	1,028,866
Program Attendance	30,894
Titles Catalogued	13,558
Volumes Received	48,582

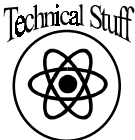
Figure 99 - 2

This year more than 4,000 more questions were answered and 4,000 more children attended programs.

E-Rate and Technology Upgrades: A Smart Move



Like other libraries across the country, we struggled to understand and then take advantage of the Schools and Libraries Universal Service Program, which is referred to far and wide as “e-rate.” Funded as part of the Telecommunications Act of 1996, it had the express purpose of providing affordable access to telecommunications services and the Internet to schools and libraries, particularly those in rural and inner-city areas.

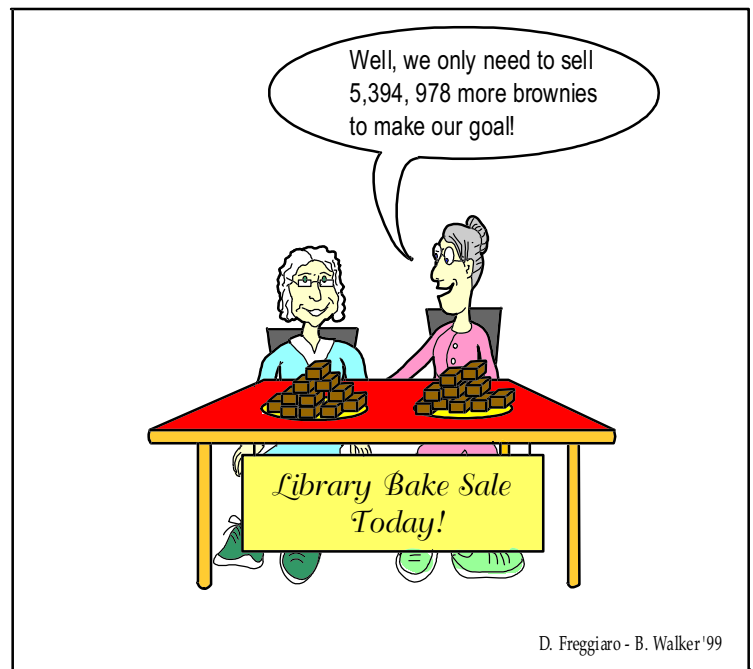


AND WE FIGURED IT OUT! For the 1998/99 fiscal year, the Library received e-rate funding (in the form of rebates from Pacific Bell, Data Research Associates, and Compaq) totaling nearly \$90,000. The money will be used to help purchase and install an upgraded network (WAN) that will move us in 1999/2000 to Web2, a web-based computer catalog, and to improved speed and responsiveness. The 1998/99 fiscal year was one of extensive planning for the move from a dumb-terminal environment to a PC-based one.

We Didn't Learn this in Library School! (Fundraising 101)

No longer can public libraries sit and wait for tax money each year – a lesson we’ve all learned far too well. More and more, our Friends of the Library groups have been asked to support basic library services – like staff and books and equipment and children's programming. And in 1998/99, our Friends truly became best friends.

- Escalon Friends -- \$2,500 for books; \$5,000 for books and/or additional hours; \$1,500 for children’s programs
- Linden Friends -- \$1,000 for books
- Manteca Friends -- \$15,787 for books and materials; \$1,150 for additional hours; \$435 for children’s programs, \$2,865 for meeting room draperies; \$721 for miscellaneous items
- Ripon Friends -- \$2,750 for books (\$750 in memory of Robert Visser)
- Stockton Friends -- \$53,875 for bestsellers; \$6,000 for books on tape; \$1,000 for a pilot contract processing project; \$6,550 for children’s programs and bookbags; \$10,000 to the various literacy and reading programs; \$12,000 for a networked printer; \$1,500 for children’s furnishings at the Fair Oaks Library; and over \$7,000 for miscellaneous items
- Tracy Friends -- \$15,000 for books; \$600 for programming



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State and Federal Grants

▶ California Library Services Literacy Matching Grant	\$30,424
▶ California Civil Liberties Education Program Grant	16,000
▶ Families for Literacy Grant	4,775
▶ InfoPeople Targeted Rural Program Grant (Thornton Library)	1,000 plus interconnectivity
▶ LSTA Non-English Materials (Filipino languages)	10,000

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- ▶ Tracy Friends -- \$15,000 for books; \$600 for programming
Fundraising is still a relatively new venture for the Library. Although we didn't have a Call for Books telethon this year, the Library and Literacy Foundation of San Joaquin County's 8th Annual Trivia Bee raised \$24,682. The Library also participated in a number of local fundraising events: the Asparagus Festival (\$2,060); Wings Over Stockton (almost \$1,000); and a Reach Out and Read fundraiser at Barnes and Noble (nearly \$700).

It Takes Books to Make Folks Smart



A major initiative of the San Joaquin County Administrator and Board of Supervisors resulted this year in a book budget of \$87,500 for five of the six County branch libraries, the first such appropriation since 1994/95. The Intergovernmental Partnership Program (IPP) gave local jurisdictions the opportunity to match, on a dollar-for-dollar basis, up to \$50,000 in county General Fund monies for new library materials. The Cities of

It Takes Books to Make Folks Smart

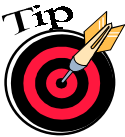
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Manteca, Ripon and Tracy participated in the matching program, with the Linden and Thornton Branch Libraries gaining the balance of the County appropriation.

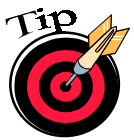
Figure 99 - 3

Compared to 1997/98, public funds for books and materials increased nearly 22%.

Sources of Funds for Books and Materials		
	<u>1997/98</u>	<u>1998/99</u>
City of Stockton	\$691,598	\$727,639
Fees for Lost Books	45,000	40,500
San Joaquin County	0	50,000
City of Manteca	0	15,000
City of Ripon	0	7,500
City of Tracy	0	15,000
State PLF	0	40,977
Stockton Friends Group	37,713	53,875
Telethon/Other Donations	<u>87,574</u>	<u>45,371</u>
	\$861,885	\$995,862



Call your local library to join a Friends of the Library group or to make a donation.

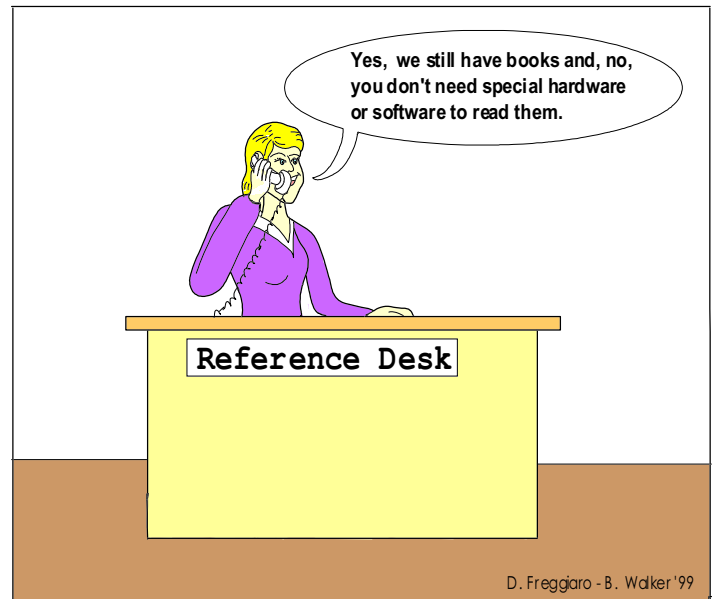


Are you #158 on the list for a new bestseller? The Chavez Central and Troke Branch Libraries offer Rental Books, funded by the Friends of the Stockton Public Library. Rental Books cost \$2/week.

Smart Libraries Constantly Improve



Taking a page from the many books on "total quality management," the City of Stockton has encouraged the formation of Quality Service Program (QSP) teams to recommend and implement improvements in processes and operations. A key element of the QSP team concept is the participation of employees who are actually involved in the process under examination; thus, recommendations come from front-line staff, not administrators or managers.



D. Freggiaro - B. Walker '99

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During the 1998/99 fiscal year, three Library QSP teams were actively engaged in studying and improving key aspects of library operations.



The Circulation Policies and Guidelines team kicked off the year by starting to implement a substantive and wide-ranging overhaul of the way we issue library cards, handle the loan and return of library books and materials, and assess and collect fines and fees. With the goal of enhancing customer service, the new policies and guidelines placed greater decision-making power in the hands of staff who directly serve the public, giving staff greater flexibility in meeting the needs of library customers. Procedures were streamlined, simplified, and made more consistent and “customer friendly.” For example, people can now renew materials over the telephone or be given options (like bringing in a replacement copy of a missing book) to full payment of fines and fees. The Library is committed to treating all customers with complete trust and respect and granting them the benefit of the doubt in all transactions; further, staff are empowered to resolve issues where and when they occur in order to achieve complete customer satisfaction.



If you want notices from the Library as fast as possible, give us your e-mail address.

A second QSP team, “Library Resources on Videocassettes,” made its recommendations in May 1999, with implementation beginning immediately and carried forward into the new fiscal year. Again, the goal was customer satisfaction. As a result of the team’s work, there is now a \$5 Family Video Pass that provides a very low-cost option to the \$1/item loan fee. The video budget has more than doubled; branches are now establishing their own videocassette collections; and customers have longer loan periods, lower overdue fines, the ability to renew videos, and no limitations on the number that can be borrowed. A “fun” recommendation is growing in popu-

Acknowledgments for the 1998/99 Edition

Library Management:

Colleen Foster, Director of Library Services
Nicky Stanke, Deputy Director of Library Services
Lydia Tinder, Library Division Manager, Branch Services
Ken Yamasita, Library Division Manager, Central Services
Diane Freggiaro, Senior Administrative Analyst and Editor



Smart libraries have award-winning managers: Colleen Foster has received the California Library Association’s Award for Excellence In Management.



Local Officials

City of Stockton:

Gary Podesto, Mayor; Councilmembers: Ann Johnston, District 1; Richard F. Nickerson, District 2; Victor Mow, District 3; Frank “Larry” Ruhstaller, District 4; Gary S. Giovanetti, District 5; Gloria C. Nomura, District 6; Dwane Milnes, City Manager

San Joaquin County:

Supervisors: Steve Gutierrez, 1st District; Dario Marengo, 2nd District; Edward A. Simas, 3rd District; Jack Siegflock, 4th District; Robert J. Cabral, 5th District; David Baker, County

City of Escalon:

Ed Alves, Mayor;
Thom Clark, City Manager

City of Lathrop:

Steve McKee, Mayor;
John Bingham, City Manager

City of Manteca:

Carlton Perry, Mayor;
Robert Adams, City Manager

City of Ripon:

Mike Restuccia, Mayor;
Leon Compton, City Administrator

City of Tracy:

Dan Bilbrey, Mayor;
Fred Diaz, City Manager