

A year of new beginnings



SALINAS PUBLIC LIBRARY 2017-2018

Annual Report 

Special thanks

Library & Community Services Commission Appointees

Albert Fong, Mayor's Appointee

Dominic Dursa District 1

Ernesto Yzquierdo District 2

Joey Martinez District 3

Elmer Dolera District 4

Stacey Wilson District 5

Elva Arellano District 6

Friends of the Salinas Public Library

Executive Board Members:

Ken Allen, President

Paula Herrera, Vice President

Brenda Orr, Secretary

Robin Young, Treasurer

Liz Nolan, At Large

Mary Alicia McRae, At Large

www.friendsofsalinaspl.org

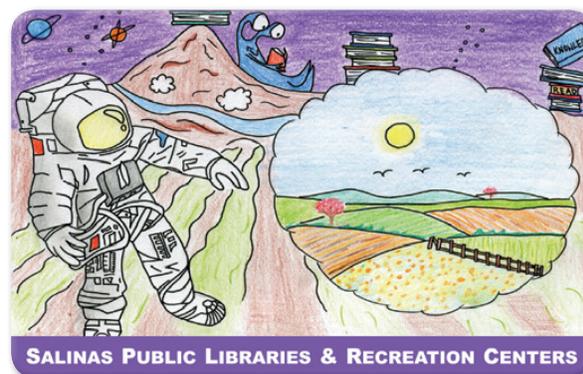


Martin Aguirre

Winner, Teen Category, Library Card Design Contest, September, 2017

“We all have to start somewhere.”

“ There are many people who start their lives like me in small towns with not much to do but they aspire for more. The astronaut represents the fact that you can do something greater for the future, no matter where you start. ”



From the Management Team

Dear Friends,

Fiscal year 2017/18 has been a year of many new beginnings at the Salinas Public Library. While some of our stories are well known to the community, we're still writing the first chapters for many more and we look forward to working with our residents to watch the next chapters unfold!



There are few (if any) institutions in our country today that offer the range of opportunities that public libraries provide to users for free. From basic computer literacy, to advanced computer classes, ESL, GED, job readiness, early and basic literacy, play groups for toddlers, STEAM programming for elementary students and much, much more – our Libraries seek to foster curiosity, support learning and provide a resource for exploring our past, present and future as a community.

While it's essential for our stakeholders to understand the numbers justifying the investment that the City of Salinas makes in its public library services, the numbers alone don't represent everything we do. Yes, it's important for you to know that 32,976 people attended our programs last year, but it's just as vital to read that Angela and Alberto bring their son Leo to Toddler Tales every week and that they've noticed the difference it has made in their family life, and to understand the sense of accomplishment that Asa felt in conquering Excel and getting the job that he wanted.

So within this annual report, you'll hear directly from members of the Salinas community about how they've made the Salinas Public Library an important part of their own stories. We look forward to the next chapter and we hope that you'll keep reading along with us!

(l to r) Ernesto Lizaola,
Community Education
Manager

Cary Ann Siegfried,
Director of Library &
Community Services

Eric Howard, Deputy Librarian

Mila Rianto, Technical Services
Manager

Salinas Public Library
350 Lincoln Avenue
Salinas, CA 93901



Cary Ann Siegfried
Director of Library & Community Services





20-30
families
participated in our
Toddler Tales
every week.

520
children (0-5yr old)
participated
in library
playgroups.



Angela, Alberto and Leo

“ We started attending **Toddler Tales** when Leo was 4 months old. He is now 1 year and 5 months. During this past year, Leo’s development while coming to Toddler Tales has definitely grown. He is excited about books. He sits and listens. He also participates in all the songs and is happy about it. This program has also helped him learn how to positively interact with other kids. Overall, we love and highly recommend Toddler Tales! ”



Claudia Morales

Principal, Los Padres Elementary

“ The students look forward to the **Kindermobile** coming, and radiate joy and excitement when it arrives. They are happy to choose books that they can take home, and are becoming the ones to encourage their parents to take them to the library. They are also learning responsibility and how to care for books. We want children to have a love of books and reading early on in their lives, and this program is making a difference. ”

60
children
attended our
Kinder Boot
camps.

Kindermobile visited
120 classrooms in
30 elementary schools
on a monthly basis and
13,908
books were borrowed.

7,641
early literacy
program
attendees.

1,969
kindergarten
children signed up
for a Library card
during our Kinder
Campaign.



Over **100** students received help each day in one of our homework centers.

Our Homework Centers are open after school at Cesar Chavez Library, Sherwood, Los Padres and Roosevelt Elementary schools.

Hilda Huerta

“ The after school **Homework Center** proved to be highly effective for each of Roosevelt’s students last year. Data reflects that the students who attended the Library’s homework club grew significantly in their confidence and their desire to learn. In addition, many achievement gaps were closed because the one-to-one and small-group attention they received allowed students to take risks and receive immediate feedback. The tutors were reliable and fully invested in every one of the students, genuinely, as if they were their own children. The parents were highly appreciative because their children received academic assistance that they could not provide themselves due to their lack of understanding of the material. Thank you for everything! ”

— Principal, Roosevelt School

.....lending a helping hand



Digital Nest had
226
memberships!

Digital NEST
provides youth ages
14 to 24, with free access
to computers, software,
Wi-Fi, and a full range of
state-of-the-art digital
tools and classes.

Zoe Mendez

“ Being a part of the **Digital Nest** has helped me step out of my comfort zone. I’m more of an introvert, so at first it was a bit hard but I’m glad I stayed with it, and have even learned that I am a natural leader. After a couple of months, I became part of the TeC-E group, and committed to learning the basics of electronics and computing. As part of this group, I help organize activities and field trips. We might even plan a trip to Google. I want everyone to know that the people at the NEST are friendly, open & helpful. ”



Asa Chimzozaki

“It had been a while since I had used Excel, and I needed a refresher. When I went to my second interview, they gave me a series of numbers and told me to add them up. Because of my training with formulas in the **Literacy Center**, I knew just what to do. Your program got me the job!”

176 adults benefited from computer literacy classes this year!

395 adults learned how to use a computer, prepared for citizenship exam, practice their English, or planned for the High School Equivalency exam!

lifelong learning

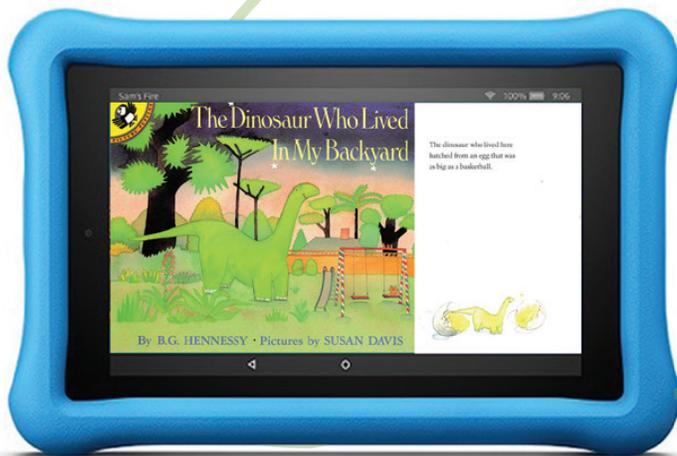
162
Library
volunteers.

Volunteers gave
4,763 hours
of their time to
support Literacy
Services.



Jisella Duarte

“ I came back home after graduating from Stanford hoping to give back to the community where I was born and raised. Becoming an AmeriCorps VISTA **volunteer** and working as an Education Volunteer Coordinator has been an eye-opening experience. I've learned the integral role city government plays in addressing community needs and the transformative power library programs have on individual's lives. This is a city brimming with young people dedicating their time and effort to community service. Over 70% of our volunteers are high school students. I am very grateful I had this opportunity to serve my hometown community this past year! ”



Many patrons become big fans of **reading online** once they give it a try. Some like the convenience of being able to read an entire series from start to finish, while others like to read newly published books without having to wait for a print copy.



Lynda.com offers **6,930** courses on business, technology and creative skills.

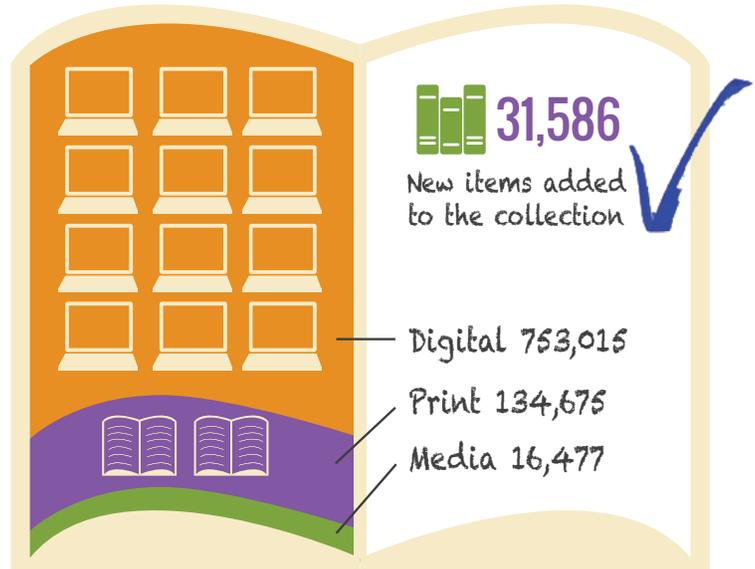




12,072
DIGITAL
CHECKOUTS



What's in our collection?



hoopla

The
New York
Times

More than
300 users access
books, magazines,
music and videos
online each
month.

lynda.com

LearningExpress
LIBRARY™

El Gabilan Library

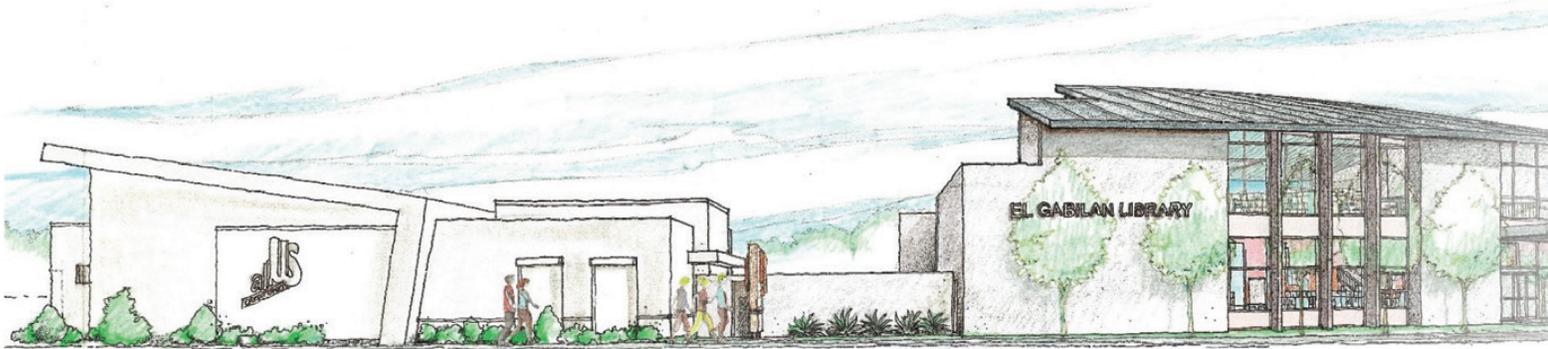
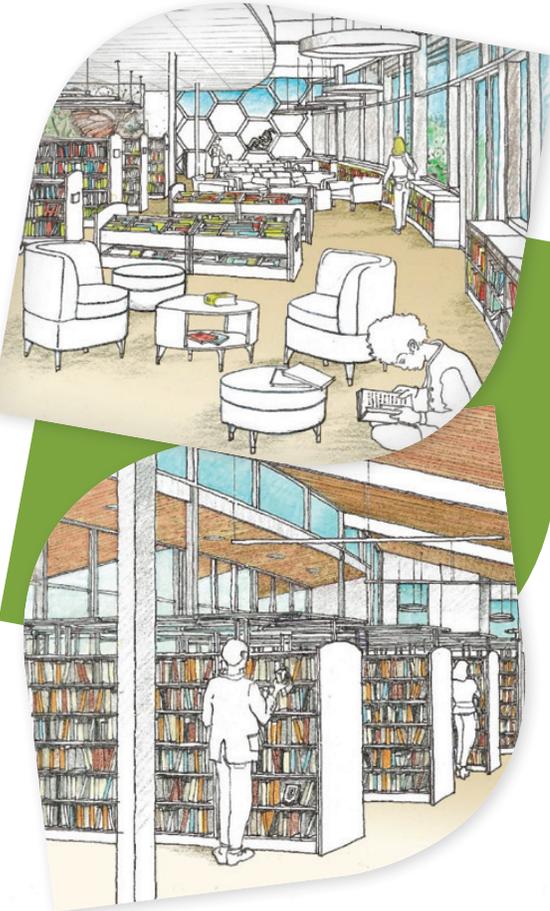


The City Council on May 15th approved the funding plan to build a 21,000 square-foot library in North Salinas. After more than a year of public feedback and analysis, the Council's vote ushered in a new chapter for the Salinas Public Library.

For adults, the new 21,000 square-foot library will provide an experience unlike any other in the area to connect with community members, discover a new book, attend a class or find a quiet place. For children and teens, the new library will provide an experience designed to capture the imagination and inspire a love of life-long learning.

The new library will include a new tech maker space, a digital studio, homework center, Internet café, reading deck, outdoor learning spaces and much more.

While the new library is under construction, ***The Library Connection@Northridge*** will offer limited library service to North Salinas residents. New books for children and adults are available for checkout, as well as DVDs, music CDs, and audiobooks.



Architects: Anderson Brulé Architects, Inc

El Gabilan Mission Statement



During the visioning process for the new El Gabilan Library, forum attendees participated in the development of a mission statement for the new library that has been embraced by both staff and the community:

The El Gabilan Branch Library will be a safe, accessible and inclusive community place for all ages. It will promote curiosity and provide limitless possibilities with an innovative approach to life-long learning.

CONSTRUCTION TIMELINE

August 2018	September 2018	Late 2019/ Early 2020
Demolition of existing library	Groundbreaking ceremony	Grand Opening of new library



1,025
community members
participated in the
community forums,
focus groups and
pop-ups for the
reconstruction of
El Gabilan Library.

Thanks to our supporters!

\$80,806

California State Library Literacy Services

\$68,039

First Five of Monterey County

\$61,000

Salinas Youth Initiative - Packard Foundation

\$35,000

Claire Giannini Fund

\$29,930

Southern California Libraries Cooperative (SCLC)
Libraries Illuminated

\$15,000

PLP Innovation Grant

\$10,000

California State Library - Bilingual Books

\$6,000

Friends of the Salinas Public Library - Summer Reading

\$5,000

Nancy Buck Ransom

\$3,500

Arts Council for Monterey County

\$3,461

Monterey County Gives

\$3,000

Lois Lenski Covey Fund

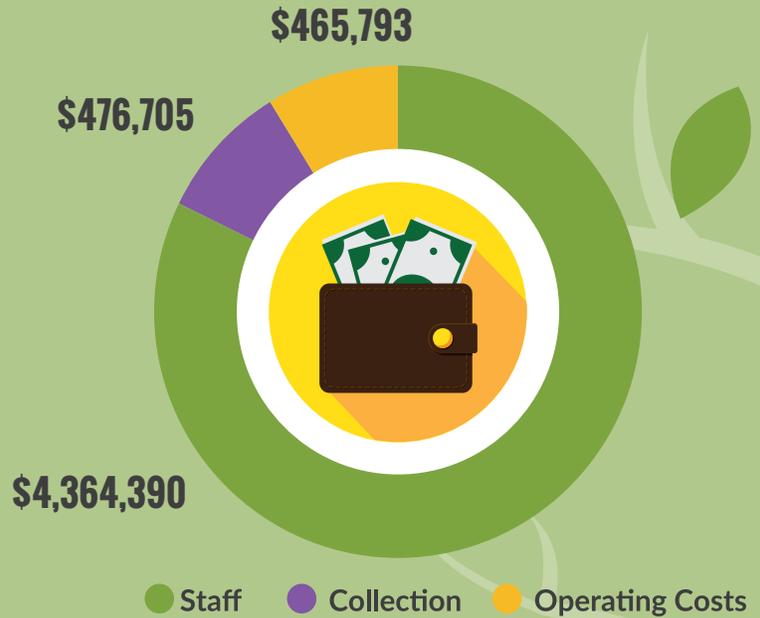
\$2,000

Dollar General

\$322,736 TOTAL GRANTS

By the numbers

Expenditures



93%

of our customers
rate our service
as **Good** or
Excellent.

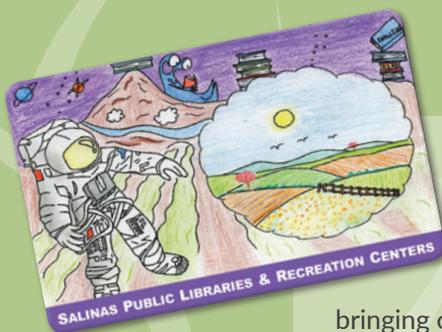
ers

The success of a year can be measured in many ways, one of which is by the number of people who utilized library programs, services and resources.

1,989
Program Sessions



32,976
Program Attendance



New Members

Salinas Public Library issued

8,502 NEW LIBRARY CARDS

bringing our total number of cardholders to **58,672.**

Visitors to the Library

John Steinbeck Library



150,602

Cesar Chavez Library



174,182

El Gabilan Library



60,696

Kindermobile



10,190

Reference and Databases

Our Librarians answered **5,132** research and technology questions.



Social Media

We reach over 6,000 people per month on Facebook.



More than 3,000 patrons open our weekly newsletter!

Computer Usage



39,008 customers connected to Salinas Public Library WiFi.

John Steinbeck Library
45,054 Sessions

Cesar Chavez Library
34,798 Sessions

El Gabilan Library
15,191 Sessions



John Steinbeck Library

350 Lincoln Avenue, Salinas CA 93901 • (831) 758-7311

Cesar Chavez Library

615 Williams Road, Salinas CA 93905 • (831) 758-7345

El Gabilan Library

1400 North Main, Salinas, CA 93906

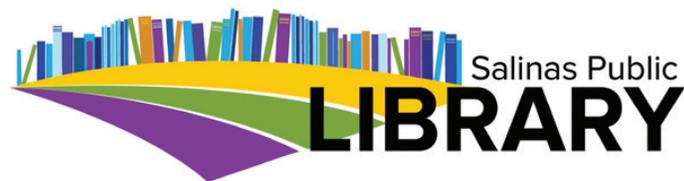
Library Connection @ Northridge

1392 Northridge Mall

LIBRARY HOURS

M, F, SAT: 10-6, Tu & Th: 12-8, Wed: 12-6, Sun: 1-6

Library Connection @ Northridge: M - F: 10-8, Sat. - Sun. 12-6



www.salinaspubliclibrary.org