



# CITY OF NEWPORT BEACH BOARD OF LIBRARY TRUSTEES STAFF REPORT

July 15, 2024  
Agenda Item No. 4

**TO:** BOARD OF LIBRARY TRUSTEES

**FROM:** Library Services Department  
Melissa Hartson, Library Services Director  
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**PREPARED BY:** Melissa Hartson, Library Services Director

**TITLE:** Report of June Library Activities – July 15, 2024 Meeting

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## **MELISSA HARTSON, LIBRARY SERVICES DIRECTOR**

### **Employee Service Recognition**

The City hosted the 64th Annual Employee Appreciation Luncheon at the end of June. I had the privilege of serving on this year’s event committee and co-chairing with John Pope, the City’s Public Information Manager. Library Clerk Bella Marler-Mulvenna, Librarian Jeremy Rodriguez, and Administrative Support Specialist Francine Jacome also joined me in serving on the committee. This annual event is an opportunity to recognize the contributions of all City staff and present years of service awards for staff that have reached specific milestones. Several of our Library staff members were acknowledged at this event. Congratulations to the following employees:

#### **10 Years of Service**

Leah Duffy  
Alexander Johnkins

#### **15 Years of Service**

Rebecca Lightfoot  
Shelley Pricer

#### **20 Years of Service**

Julie Duncan  
Stuart Sherman

#### **25 Years of Service**

Emily Chiu

#### **30 Years of Service**

Erin Finnen

#### **35 Years of Service**

Michael Payne

## **WHEELHOUSE LIST FOR LIBRARY TRUSTEES**

- Concert on the Green: Radio Rebels  
Sunday, July 21, 6 – 7:30 p.m.  
Civic Center Lawn
- Concert on the Green: Wilbury Super Group  
Sunday, August 11, 6 – 7:30 p.m.  
Civic Center Lawn
- Last Day of Summer Reading Program  
Saturday, July 27  
All locations
- Board of Library Trustees Meeting  
Monday, August 19, 5 p.m.  
City Council Chambers, Civic Center

**REBECCA LIGHTFOOT, LIBRARY SERVICES MANAGER**

**Outreach**

Librarian II Jeremy Rodriguez and Librarian I Rosemary Hammock visited Atria Newport Beach, a senior living facility. It was a productive outreach event where staff did a tremendous job answering the many questions from residents. Staff issued library cards, helped residents install Libby, and discussed all that the Library has to offer.

**Programs**

Adult Summer Reading started on June 8. Staff has been busy promoting the program and passing out prizes.

**Training**

Library staff participated in numerous required online City training in July, including Security Awareness and Workplace Violence Prevention.

**ANNIKA HELMUTH, BRANCH AND YOUTH SERVICES COORDINATOR**

**Branch Activities**

The Summer Reading Program kicked off at the branches on June 8, with many well-attended and fun opening day activities including popcorn, temporary tattoos, bubbles, seashell and chalk art, and water buckets full of toys, which were enjoyed by children and adults alike. Crafts, games, and coloring pages were also enjoyed throughout the day.

**Youth Services**

The Summer Reading Program began at the Central Library with a very busy and fun-filled Opening Day. Many visiting patrons were excited for the Summer Reading Program to begin. Some highlights from the day include one parent sharing that they heard about the program from their school and would not have known about it otherwise. Another parent said that they make a point to come out to our library because they love our facility and all that we do. And as always caregivers and readers are so impressed with the selection of prize books to choose from for registering.

**Special Programs**

*Powerhouse*, a nationally recognized dance group, kicked off Summer Reading Program events performing a high-energy show with great audience participation. Many upper elementary participants were thrilled to enjoy a program that inspired their own dance passions. All were thankful as they exited the program. Other Summer Reading Program events in June included a *Doodlebugs* live animal show, desert-themed crafts, and an entertaining puppet show, *Dig Dug and the Dino-mites*, which had children laughing throughout and having a great time.

**Class Visits**

With the end of the school year also came the end of class visits. Field trips to the library will resume once school begins in August.

**Teen Services**

The final Young Adult Advisory Council (YAAC) meeting of the 2023-24 session was held in June. The teens helped pick plenty of books for the YAAC display upstairs, shared their summer plans, and discussed their favorite activities of the year. Some favorites from the year include the book exchange, “you've been boo'd” bags, holiday cards for seniors/veterans, and participating in the YAAC book displays.

The first Teen Summer Reading Book Club was also held in June with an eager group of mostly incoming seventh and eighth graders. The teens discussed their favorite books and then worked on their own designs for a theme park based on their favorite book(s). The teens had lots of fun and bonded over their roller coaster designs.

**Outreach**

On Saturday, June 1, Branch and Youth services staff attended the 42nd Annual CdM Scenic 5k. This was the Library's first year as a vendor. Many race participants and spectators commented on the Library being a new participant and thanked us for being there. A total of 375 community members and event participants stopped by the Library's table for a chance to spin the prize wheel, learn more about library services including the Summer Reading Program, and ask questions. It was a wonderful event and a great opportunity to promote summer reading to all ages.

**ANDREW KACHATURIAN, CIRCULATION AND TECHNICAL PROCESSING COORDINATOR****Staffing**

Kaderina Guizar was hired as a part-time Library Clerk at the Central Library and Laurel Smith started as Library Page also at the Central Library in June. Sully Jacome was promoted from Library Page to Library Clerk and will begin her training at the Mariners branch. This leaves three vacant Library Page positions with one candidate in background.

**Passport Services**

At the end of June, the Library launched a Microsoft Bookings page that allows for patrons to schedule passport appointments through the library website, an enhancement that has been desired for some time. Patrons are catching on and making use of this streamlined service.

**Facilities**

The Central Library and Mariners Branch have entered a contract with a new HVAC vendor after many years with an existing vendor. We are working to familiarize the new staff with the buildings and equipment. The transition has been a smooth one.

**Proquest Articles Retrieved 2023-2024**

	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	AVG.
Business Databases	1322	943	1235	1568	1498	1756	2099	1719	1600	1425	1274	998	1453
Newspapers--Current	656	1022	919	941	580	805	1578	1518	1077	956	1583	1302	1078
Newspapers--Historical	1966	3410	1962	2116	2144	2078	1914	1523	1922	1966	2181	1609	2066
Magazines	19	22	12	36	49	25	38	23	18	2	18	16	23

Database FY Comparisons	JUL 2023	AUG 2023	SEP 2023	OCT 2023	NOV 2023	DEC 2023	JAN 2024	FEB 2024	MAR 2024	APR 2024	MAY 2024	JUN 2024	YTD 23/24
<b>Tracked by #searches</b>													
A to Z Databases	1740	1695	1229	2435	1137	878	864	814	1035	2025	1328	806	15986
Alexander Street	**	**	**	**	**	82	37	119	559	238	***	***	1035
Ancestry	976	937	881	451	789	91	183	296	290	168	152	55	5269
AskART	55	22	71	17	18	9	17	16	12	7	12	19	275
Brainfuse JobNow/VetNow	82	48	43	21	37	20	21	25	94	281	160	64	896
Britannica School Edition	23	4	126	613	50	357	49	23	103	395	4344	3	6090
Exploring Race in Society	2	0	14	7	2	0	10	10	10	5	6	4	70
Gale Archives Unbound	1977	7446	1971	2410	7450	2190	3506	1318	1533	2409	13359	1314	46883
Gale Directory Library	17	2	0	77	9	17	5	52	33	10	16	20	258
Gale in Context: Biography	9	7	21	64	18	4	23	7	43	22	106	18	342
Gale in Context: Elementary	10	23	10	30	12	5	2	11	10	4	0	2	119
Gale in Context: Environmental	*	*	*	12	21	1	8	6	2	0	0	1	51
Gale in Context: Opposing View	8	1	33	54	1078	76	129	68	27	34	62	18	1588
Gale Interactive: Science	*	*	*	1	0	0	2	0	1	0	13	0	17
Gale Literature Resource Center	8	2	14	53	15	8	42	1306	1330	291	38	47	3154
Gale Virtual Reference Library	46	28	12	33	209	21	33	34	65	58	56	25	620
HeritageQuest	224	241	140	92	233	95	118	50	284	368	34	53	1932
Legal Information Ref Center	72	65	25	28	33	23	75	118	80	108	54	97	778
National Geographic	24	14	62	38	28	21	32	26	46	24	298	14	627
National Geographic Kids	23	13	45	53	21	3	17	20	28	14	150	11	398
NewsBank	1292	1211	1634	1190	1092	1084	1992	1250	1048	1350	1254	***	14397
NoveList Plus	48	84	37	423	225	112	65	150	63	50	40	39	1336
NoveList K-8 Plus	22	44	22	72	36	0	8	24	14	8	10	30	290
ProQuest	2587	2605	2748	3262	3259	3073	5157	3937	3188	2696	3463	2833	38808
Proquest eLibrary	2	4	1	7	1	0	18	5	10	24	4	4	80
Reference Solutions Business	1883	614	389	481	337	159	202	445	470	530	480	536	6526
Reference Solutions Residential	91	32	34	866	19	156	14	17	30	25	26	27	1337
SIRS Discoverer	0	3	15	260	454	0	83	99	1620	921	276	67	3798
SIRS Issues Researcher	192	3	4	675	2331	1692	5034	6284	7920	6194	2244	225	32798
World Book Online	4	8	99	225	49	6	11	261	22	13	126	12	836
<b>Tracked by #page views</b>													
Artist Works	4	3	3	1	6	5	3	4	8	3	6	7	53
Consumer Reports	3496	2508	2216	2099	3030	2099	3005	1826	1774	2051	2104	2279	28487
CultureGrams	26	45	22	224	30	34	32	22	11	52	215	39	752
Morningstar	5899	5543	3825	4267	4883	4093	3998	3894	3115	3239	3616	5913	52285
RealQuest	11	0	403	5	2	0	0	43	130	825	1	42	1462
Tumblebooks	12	24	16	89	19	13	5	27	10	5	19	66	305
Value Line	13295	11823	13609	15082	16193	12548	9703	11421	13572	14804	16133	13428	161611
<b>Tracked by courses</b>													
LinkedIn Learning	349	190	200	235	162	151	264	185	191	200	172	221	2520
<b>Tracked by books logged</b>													
Beanstack	10374	4111	3584	3762	3903	1765	3535	2548	2720	2822	2525	8760	50409
<b>Tracked by Hours Used</b>													
ABC Mouse	27.68	30.40	18.77	20.53	25.83	43.01	56.18	52.95	19.83	13.42	9.53	18.70	336.83
Beanstack	4603	199	103	153	142	119	129	108.5	161	116	830	4218	10882
Rosetta Stone	16.12	47.18	23.15	37.60	24.80	17.23	25.51	21.68	32.80	42.30	49.05	51.15	388.57

Notes:

\* Began October 2023

\*\* Began December 2023

\*\*\* Information unavailable at this time.

**NBPL Website Usage 2023-24**

Metric	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Average	Total
Total Users	23559	23192	20322	20852	19689	19396	22873	21750	21802	23637	31515	28695	23107	277282
New Users	22806	22634	19381	19876	18796	18098	21385	20253	19617	19584	26452	21188	20839	250070
Sessions	44852	41809	38321	39420	36151	35900	43569	41485	40363	42232	57911	48927	42578	510940
Pageviews	97997	72390	67543	67569	62349	57142	74055	71726	70921	82803	89557	104099	76513	918151
Sessions Per User	2	2	2	2	2	2	2	2	2	2	2	2	2	--
Pages Per Session	2	2	2	2	2	2	2	2	2	2	2	2	2	--
Avg. Session Dur. (min)	3	3	3	3	3	2	3	3	3	4	5	5	3	--
Bounce Rate (%)	54	58	56	58	57	60	58	58	57	57	52	57	57	--

**Today's Business Solutions Wireless (TBS): Total Data Transferred (GB) 2023-24**

Location	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Average	Total
Balboa	240	157	342	257	478	206	503	594	165	152	146	190	286	3429
CdM	220	242	144	153	108	124	175	163	170	139	99	121	155	1858
Mariners	1710	1500	1660	1900	1830	2810	2380	2070	1890	1960	1480	2100	1941	23290
Central	11410	12170	12450	11900	10690	10040	11170	10640	11450	11090	13060	12860	11578	138930
<b>Total</b>	13580	14069	14596	14210	13106	13180	14228	13467	13675	13341	14786	15272	13959	167508

**Today's Business Solutions Wireless (TBS): Total Unique Patrons 2023-24**

Location	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Average	Total
Balboa	518	445	401	377	331	333	284	293	303	270	293	365	351	4213
CdM	470	449	392	409	330	322	321	329	375	335	296	348	365	4376
Mariners	1575	1578	1679	1789	1541	1279	1267	1209	1388	1288	1258	1260	1426	17111
Central	8775	9524	9451	9593	8811	8795	8136	7983	8929	8715	9220	9265	8933	107197
<b>Total</b>	11338	11996	11923	12168	11013	10729	10008	9814	10995	10608	11067	11238	11075	132897

**Today's Business Solutions Wireless (TBS): Average Number of Patrons Per Day 2023-24**

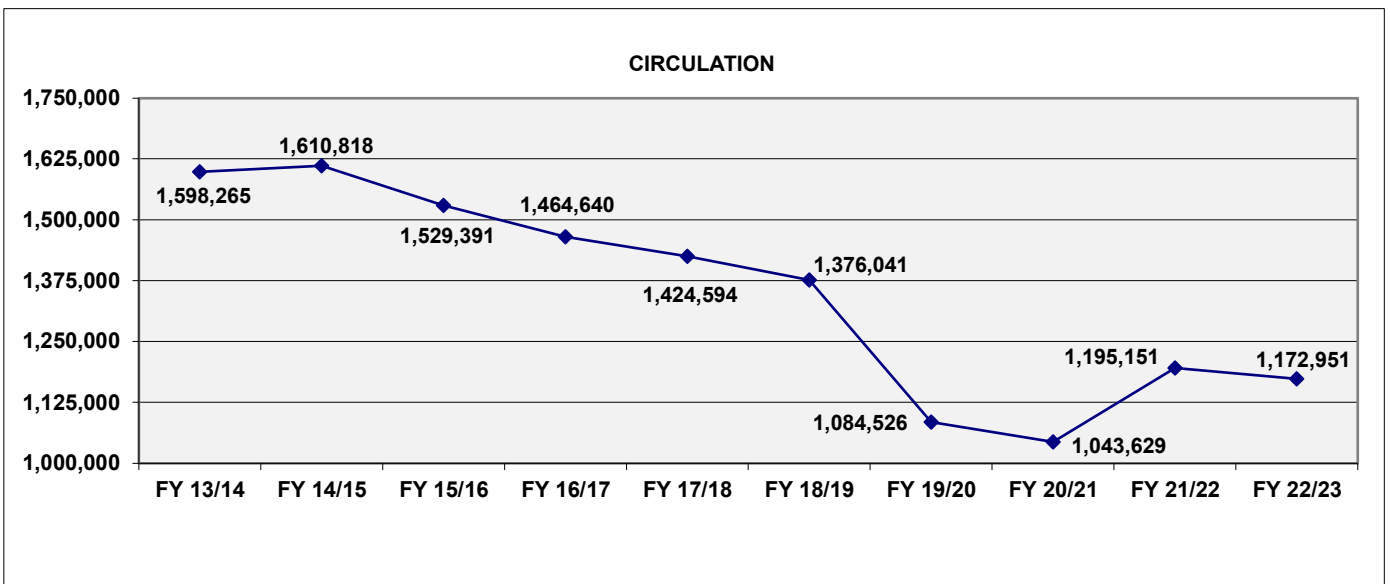
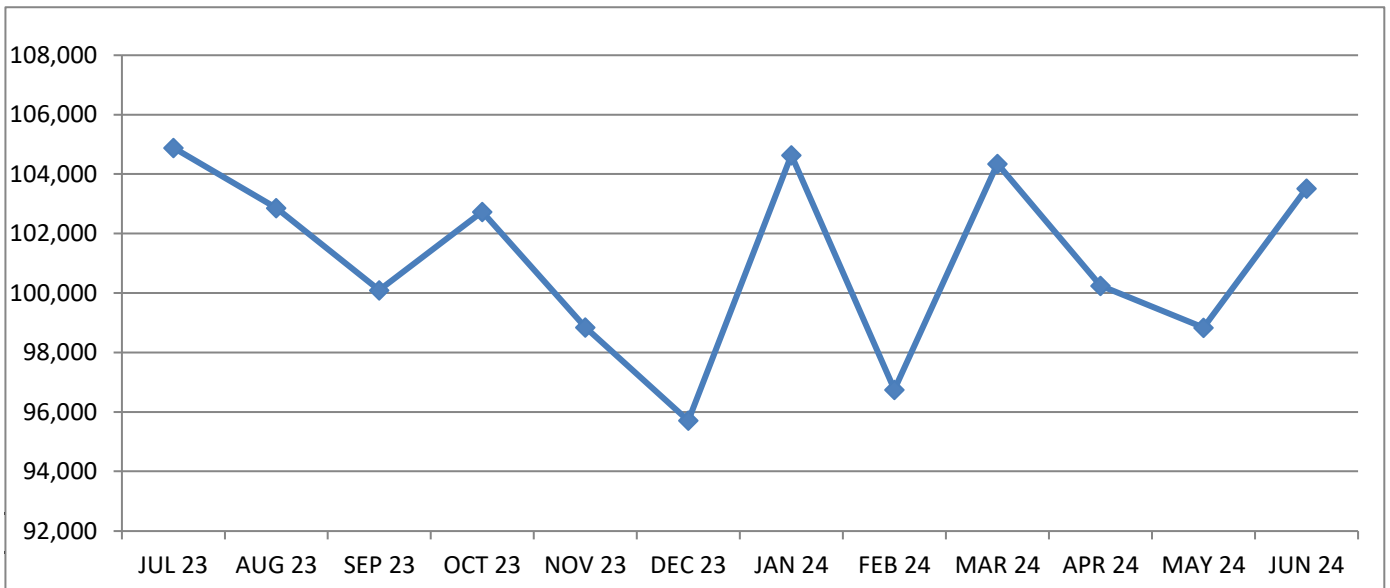
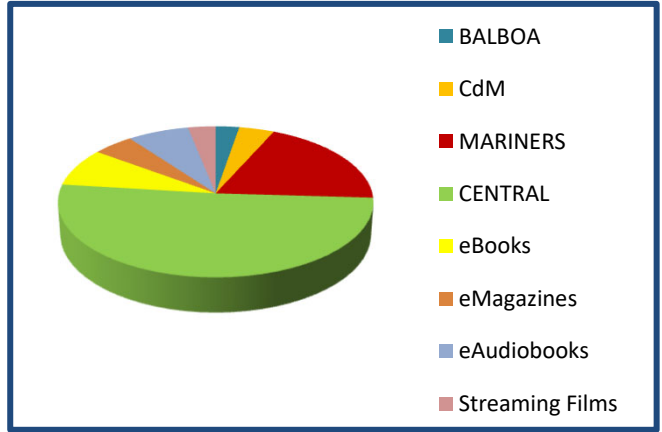
Location	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Average	Total
Balboa	44	41	40	37	33	31	31	28	26	27	29	32	33	399
CdM	30	30	26	25	21	21	22	23	25	20	17	21	23	281
Mariners	124	125	139	151	128	109	112	112	122	121	104	109	121	1456
Central	654	661	651	684	604	583	563	608	599	641	641	638	627	7527
<b>Total</b>	852	857	856	897	786	744	728	771	772	809	791	800	805	9663

**Today's Business Solutions Wireless (TBS): Average Usage Per Patron (MB) 2023-24**

Location	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Average	Total
Balboa	474	361	874	698	1440	632	1770	2030	558	576	511	534	871	10458
CdM	480	552	376	382	336	394	558	509	463	424	344	357	431	5174
Mariners	1110	999	1010	1090	1210	2250	1920	1750	1390	1560	1210	1700	1433	17199
Central	1330	1310	1350	1270	1240	1170	1410	1360	1310	1300	1450	1420	1327	15920
<b>Total</b>	3394	3222	3610	3440	4226	4446	5658	5649	3721	3860	3515	4011	4063	48751

## NEWPORT BEACH PUBLIC LIBRARY - JUNE 2024 CIRCULATION

	JUN 24	YTD 23/24	YTD 22/23
<b>BALBOA</b>	2,781	28,851	30,248
<b>CdM</b>	4,168	45,655	39,017
<b>MARINERS</b>	19,880	253,445	245,611
<b>CENTRAL</b>	52,791	622,426	664,291
<b>eBooks</b>	8,457	95,273	87,661
<b>eMagazines</b>	4,888	56,820	23,975
<b>eAudiobooks</b>	7,287	79,344	72,956
<b>Streaming Films</b>	3,264	31,672	9,192
<b>TOTAL</b>	<b>103,516</b>	<b>1,213,486</b>	<b>1,172,951</b>

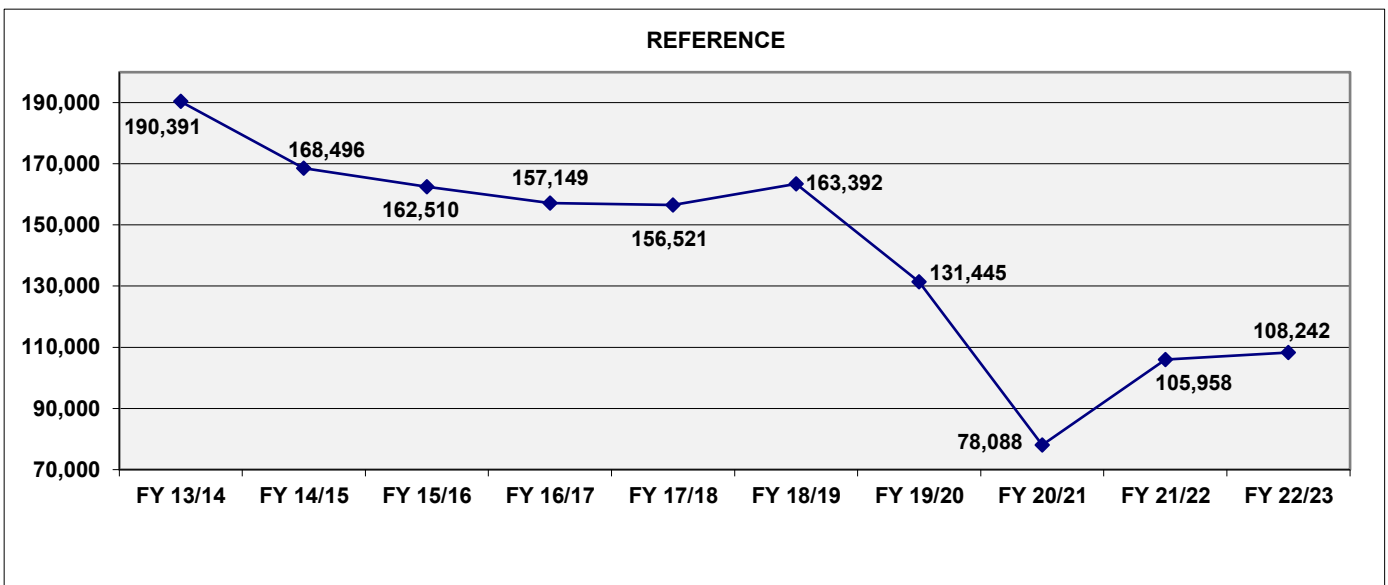
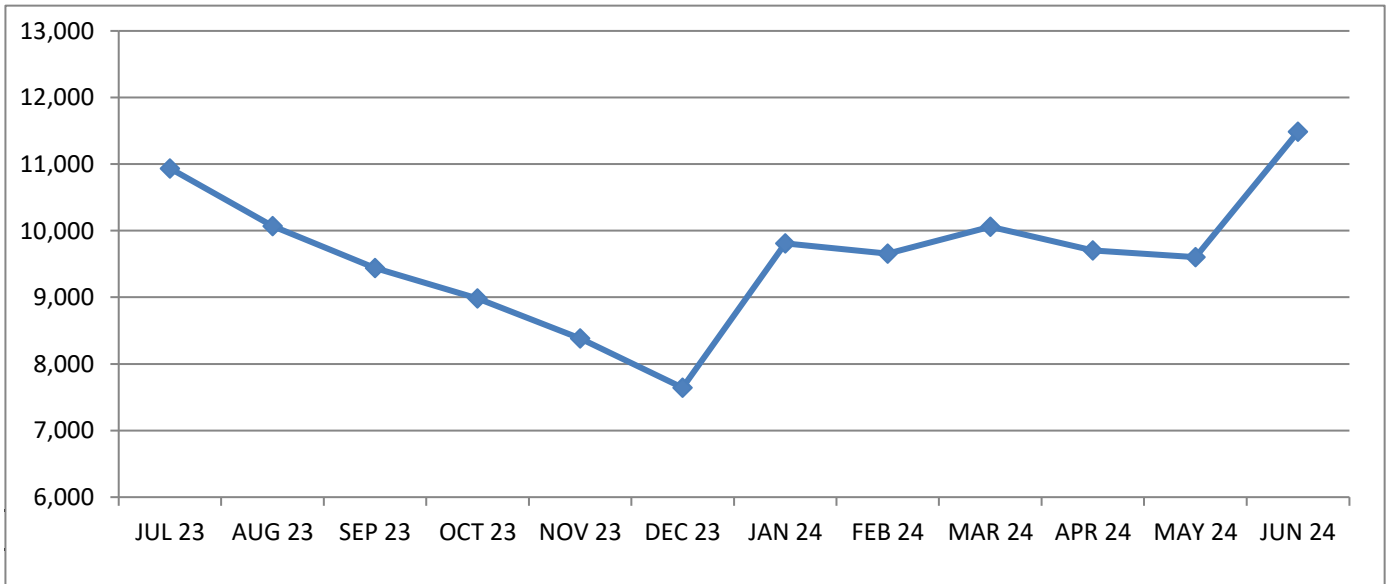
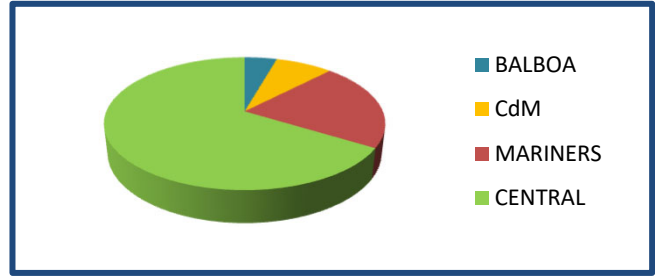


## NEWPORT BEACH PUBLIC LIBRARY - JUNE 2024 REFERENCE

**BALBOA**  
**CdM**  
**MARINERS**  
**CENTRAL**

**TOTAL**

	<b>JUN 24</b>	<b>YTD 23/24</b>	<b>YTD 22/23</b>
BALBOA	510	4,703	4,006
CdM	903	7,047	8,078
MARINERS	2,456	24,379	22,289
CENTRAL	7,616	79,636	73,869
<b>TOTAL</b>	<b>11,485</b>	<b>115,765</b>	<b>108,242</b>

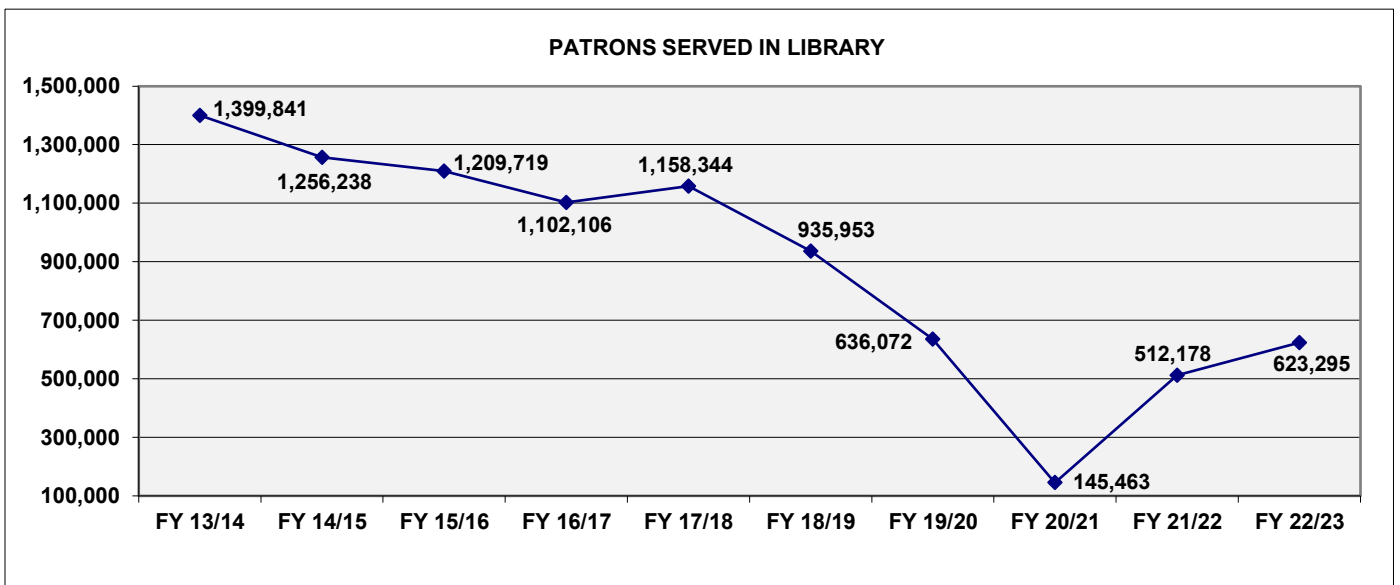
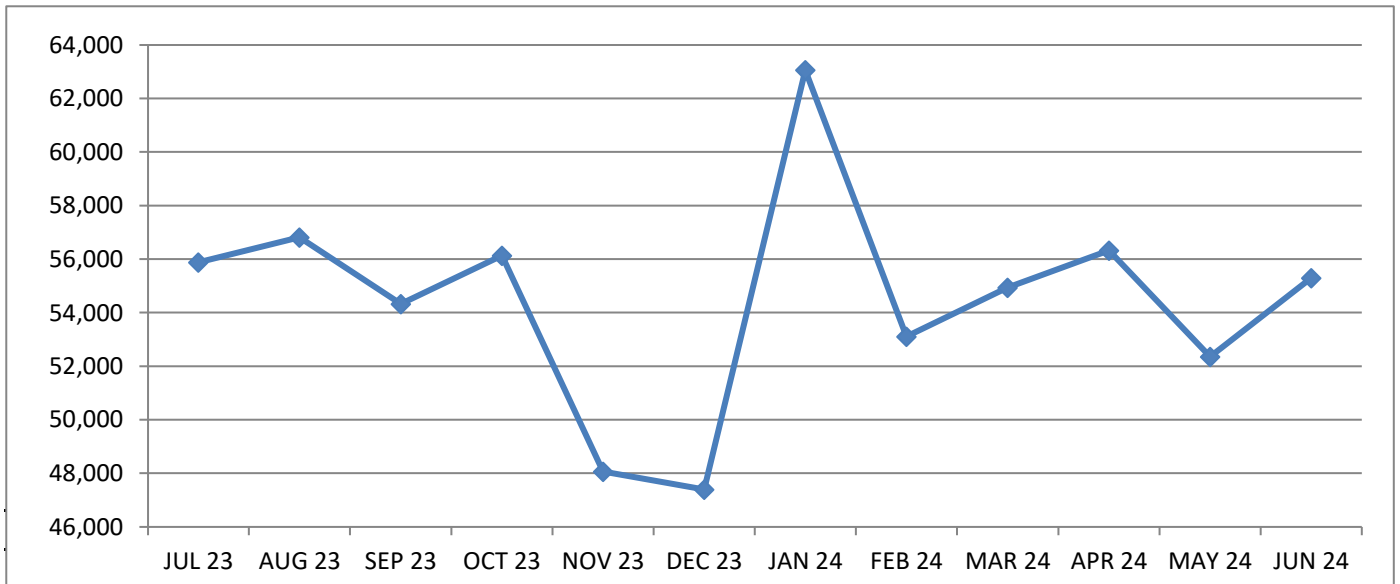
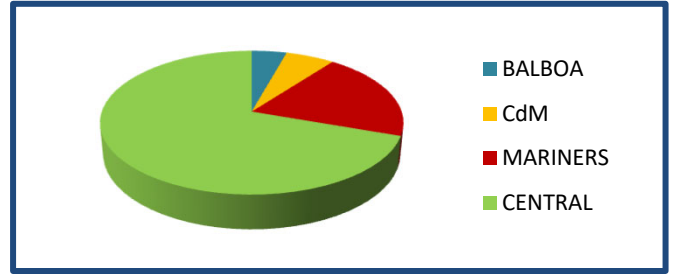


## NEWPORT BEACH PUBLIC LIBRARY - JUNE 2024 PATRONS SERVED

**BALBOA**  
**CdM**  
**MARINERS**  
**CENTRAL**

**TOTAL**

	<b>JUN 24</b>	<b>YTD 23/24</b>	<b>YTD 22/23</b>
BALBOA	2,390	25,091	25,644
CdM	3,335	35,957	31,867
MARINERS	11,058	156,554	140,660
CENTRAL	38,511	436,065	425,124
<b>TOTAL</b>	<b>55,294</b>	<b>653,667</b>	<b>623,295</b>





## NEWPORT BEACH PUBLIC LIBRARY - JUNE 2024 PROGRAM ATTENDANCE

**BALBOA**  
**CdM**  
**MARINERS**  
**CENTRAL**

**TOTAL**

	JUN 24	YTD 23/24	YTD 22/23
BALBOA	351	3,333	2,542
CdM	1,502	12,998	8,188
MARINERS	1,998	17,848	10,612
CENTRAL	6,695	75,550	56,951
<b>TOTAL</b>	<b>10,546</b>	<b>109,729</b>	<b>78,293</b>

