

Stockton-San Joaquin County
PUBLIC LIBRARY
Annual Report
2012-13



“To sit alone in the lamplight with a book spread out before you, and hold intimate converse with men of unseen generations—such is a pleasure beyond compare.”

- Kenyo Yoshida

SAN JOAQUIN COUNTY BOARD OF SUPERVISORS

District 1, Carlos Villapudua

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Vice Mayor Paul Canepa, District 3

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District 2, Kathy Miller

District 4, Moses Zapien

District 5, Dyane Burgos

District 6, Michael Tubbs

SSJCPL LIBRARY ADMINISTRATORS

Chris Freeman, City Librarian

Susan Wren, Business Manager

Peaches Ehrich, City of Stockton Supervising Librarian

Debra Furtado, San Joaquin County Supervising Librarian

Susan Johnston, Technical Services Supervising Librarian

LIBRARY FRIENDS ORGANIZATIONS

Friends of the Stockton Library

Friends of the Escalon Library

Friends of the Lathrop Library

Friends of the Linden Library

Friends of the Manteca Library

Friends of the Ripon Memorial Library

Mountain House Friends of the Library

Tracy Friends of the Library



MESSAGE FROM THE CITY LIBRARIAN

Christopher Freeman

The **mission** of the Stockton-San Joaquin County Public Library is to create an environment for connecting people and ideas by providing residents of all ages with resources to pursue their educational, civic, business, and personal interests.



The **vision** of the Stockton-San Joaquin County Public Library is to be a critical and integral community leader that impacts the lives of community members through our services. The Library is a valued community asset that is responsive to the changing needs of residents of San Joaquin County. The Library's leadership, service, and responsiveness make it a role model for California's public libraries serving 500,000+ populations.

SSJCPL is the place to be if a person is in need of a computer or wireless Internet, resources for job searches, research on genealogy, or place to study for exams, improve awareness of cultural diversity, increase literacy skills, or just search out that next great read. We are grateful for the community's ongoing support of what we diligently strive to accomplish. The continued commitment of the public and the dedication of our staff are what make it possible for us to provide the best opportunity for people of every age and background to enjoy reading and pursue knowledge.

This year's annual report provides a snapshot of various accomplishments and statistical data that shows how valuable and well-loved we are by the community. It also shows how we continually live our mission and strive toward the vision set by staff and the community.

"A library is a good place to go when you feel unhappy, for there, in a book, you may find encouragement and comfort. A library is a good place to go when you feel bewildered or undecided, for there, in a book, you may have your question answered. Books are good company, in sad times and happy times, for books are people - people who have managed to stay alive by hiding between the covers of a book."

Elwyn Brooks White

“We wanted to create a virtual space that would be as dynamic and fun to visit as our brick and mortar branches. I think we have seen that goal achieved.”

- Christopher Freeman

A REDESIGNED WEBSITE

In October 2012 SSJCPL launched a fresh, colorful, newly designed website making it a more pleasant and efficient site for visitors.

Bright banners on the homepage lead visitors to upcoming special programs, an event calendar showcases a wide array of activities taking place at all branches throughout San Joaquin County, and the thoughts and knowledge of our library staff are featured on the SSJCPL Blog.



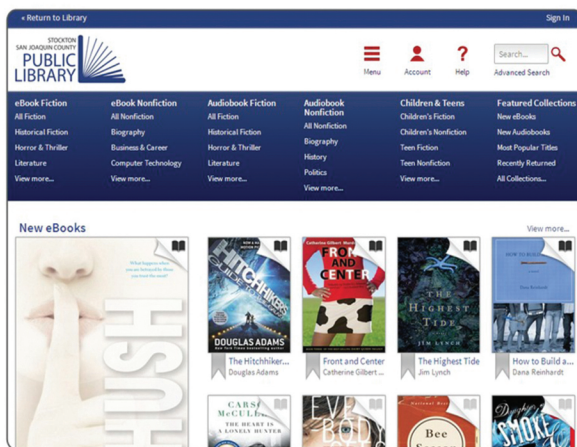
The redesign of the Library website was accomplished in-house. The City of Stockton Information Technology Department, in collaboration with the Library Web Team, are responsible for every aspect of the design. Functionality of the website is continually perfected with the input from library staff and the general public.

DIGITAL BOOK SERVICES

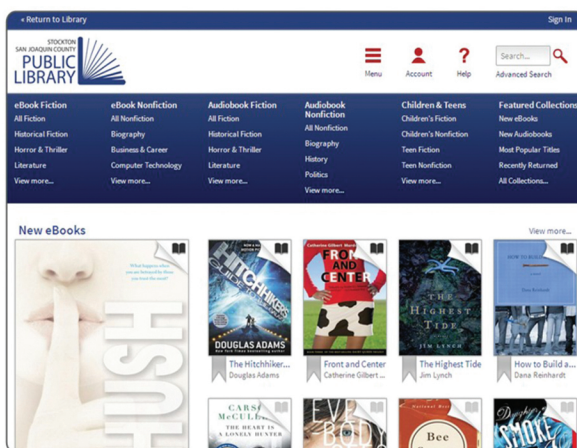
A goal of our Library system is to continually evaluate and improve on the services we offer to our customers. With the increasing popularity of digital media, it was an easy decision to add Nook devices to our collection. Customers are able to rent a Nook device loaded with a variety of titles in several genres from any branch library in the system.

If customers already have a device and are looking for content, the library has that, too! We have been offering downloadable media through Overdrive for over a year, providing our card holders with eBooks and audiobooks that can be stored on any device of their choosing.

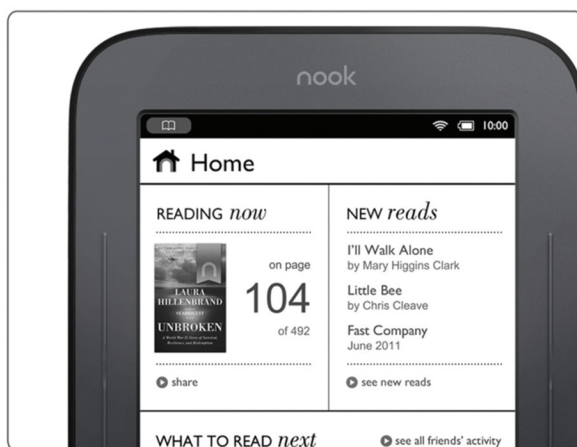
This fiscal year, the library added another digital media provider. Stockton-San Joaquin County Public Library is pleased to now offer Axis360. The success of Overdrive spurred the addition of a second eBook provider, thereby increasing the number of titles we are able to lend to our customers.



OVERDRIVE CONSOLE



AXIS 360 MAGIC WALL OF BOOKS



Digital Media

Circulated in 2012-13



16,849

“Blogging is a powerful tool that allows us to engage with our customers. We want our blog to become a place where people meet, share, and connect.”

- Heather Mompean

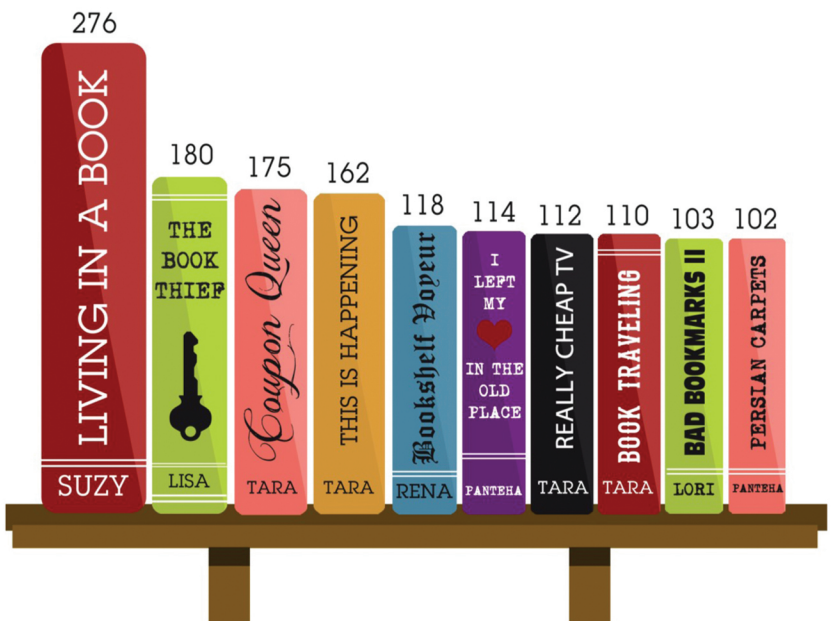
READ ALL ABOUT IT ON THE BLOG

“IT” is just about everything you can imagine, and all of “IT” is written by thirteen of our very own staff on the Stockton-San Joaquin County Public Library Blog. The blog was introduced in October 2012 and has been hugely successful with our library customers and website viewers.

Posts range from changing car oil to choosing the perfect Persian rugs for your home. Every topic is unique, informative, sometimes fun, sometimes poignant, and ALWAYS related to the resources that are available at the Stockton-San Joaquin County Public Library.

The blog can be found at: ssjclibrary.blogspot.com

MOST POPULAR BLOG POSTS BY VIEWS



SAMPLING OF MARKETING FOR SYSTEM-WIDE AND SPECIAL PROGRAMMING

Reading is so Delicious!

KIDS' 2013 SUMMER READING PROGRAM
JUNE 1 - JULY 31, 2013

Name of Child: _____

STOCKTON-SAN JOAQUIN COUNTY PUBLIC LIBRARY

SUMMER READING PROGRAM
Reading is soooooo delicious!

This fun and FREE program is for all ages! Earn prizes and have fun by reading books!

The Summer Reading Program runs from June 1 - July 31, 2013. For more information stop by your local library or visit www.ssjcpl.org

STOCKTON-SAN JOAQUIN COUNTY PUBLIC LIBRARY

READING
my way to see
DISNEY ON ICE
where I will
Dare to Dream

ENTER YOUR PRINCE OR PRINCESS INTO OUR GRAND PRIZE DRAWING!
Entry Deadline: Thursday, January 31, 2013

All entries will be submitted into the SSJCPL Grand Prize Drawing for one lucky winner to receive a VIP Family 4 Pack of Tickets to Disney On Ice presents Dare to Dream, Saturday, February 9, 2013 at 3p.m. performance, and the chance to participate in the Lantern Lighting Release Ceremony in the show! For a complete list of rules, visit www.ssjcpl.org.

ZUMBA®
FITNESS

FREE CLASSES
Weston Ranch Branch Library
Every Friday from 4-5pm!

LIBRARY TOURS

Get to know the Cesar Chavez Branch Library **and** all it has to offer!

Tours are every Wednesday from January 23 through June 26 at 4:00pm. Meet at the first floor Customer Service Desk.

Cesar Chavez is located at 605 N. El Dorado Street, Stockton. www.ssjcpl.org

STOCKTON-SAN JOAQUIN COUNTY PUBLIC LIBRARY

ONE BOOK ONE SAN JOAQUIN

Public Library

www.stocktonlib.ca.us
(209) 937-8221
(866) 605-7323

LIVE FROM CESAR CHAVEZ!

FILM SHOWING & PROFESSOR DISCUSSION

Join the community in the viewing of an HBO Documentary and discussion with Imam Ehsan Younus and Dr. Joel Lohr

www.ssjcpl.org
www.facebook.com/ssjcpl

STOCKTON-SAN JOAQUIN COUNTY PUBLIC LIBRARY

training wheels

www.ssjcpl.org

The Training Wheels is an early literacy vehicle that travels to preschools and daycare centers throughout San Joaquin County serving children ages 0-5. Fill to book your visit 937-8141.

STOCKTON-SAN JOAQUIN COUNTY PUBLIC LIBRARY

National Library Week
April 14 - 20, 2013

We had some fun on Library Workers Day!

LET EVERYONE KNOW YOUR LIBRARY EMPLOYEE IS A STAR!

SUBMIT YOUR STARS

ssjcpl does the harlem shake

STOCKTON-SAN JOAQUIN COUNTY PUBLIC LIBRARY

THE NUMBERS

FACTS AND FIGURES FOR 2012-2013

CIRCULATION	1,673,049
SSJCPL WEB HITS	1,010,852
VISITS TO THE LIBRARY	981,213
ITEMS IN COLLECTION	886,370
ACTIVE LIBRARY CARD HOLDERS	209,983
REFERENCE QUESTIONS ASKED	173,168
NEW LIBRARY CARD SIGN-UPS	19,436
VOLUNTEERS HOURS SERVED	18,279
DIGITAL MEDIA DOWNLOADED	16,849
LINK+ ITEMS LOANED	11,167
DATABASE USE	8,433
PROGRAMS HELD	2,567
SOCIAL MEDIA FANS	1,875

CIRCULATION PERCENTAGE BY BRANCH FOR 2012-2013



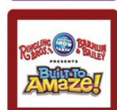
“Sometimes the most ordinary things can be made extraordinary, simply by doing them with the right people.”

- Nicholas Sparks

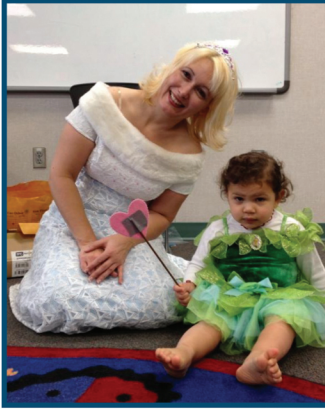
TEAMWORK MAKES A DREAM WORK

Stockton-San Joaquin County Public Library is proud to be an organization with the enduring value of being inclusive. We take pride in making sure our doors are open to every person from every part of our community, and to provide them with an equal opportunity to enrich their lives in any way they choose.

We recognize that our success in being the cornerstone of information and education for the community is made possible by creating a team of people and organizations that share a passion for literacy. It is the hard work of the library's exemplary staff, the funding received by our generous donors, and the dedication of extraordinary volunteers that make us a well-run institution.



THE PEOPLE OF SAN JOAQUIN COUNTY PUBLIC LIBRARY



“When we walk in the doors, whatever library branch, we all walk in as equals: the library doesn't care what color you are; what country you came from; what languages you speak; what gender you are; what your income level is; what your level of education is; or what religion you are (or are not). The library welcomes everyone. And for FREE! I love that!! I LOVE OUR LIBRARIES!!!”

Anntoinnette Backus, Library Customer

THE PEOPLE OF SAN JOAQUIN COUNTY PUBLIC LIBRARY



"I Love the amazing 'All About Baby' storytimes!! My baby can play and interact with other babies and learn awesome social development skills that she would not pick up playing at home with the family."

Emily Whitaker - Manteca Artist Guild President 2013

LIBRARY LOCATIONS

CITY OF STOCKTON LOCATIONS

Cesar Chavez Central Library
Administrative Offices
605 N. El Dorado Street, 95202
(209) 937-8221 (t) / (209) 937-8683 (f)

Margaret Troke Library
502 W. Benjamin Holt Drive, 95207

Maya Angelou Library
2324 Pock Lane, 95205

Weston Ranch Library
1453 W. French Camp Road, 95206

SAN JOAQUIN COUNTY LOCATIONS

Escalon Library
1540 Second Street, 95320

Lathrop Library
15461 7th Street, 95330

Linden Library
19059 E. Main Street, 95236

Manteca Library
320 W. Center Street, 95336

Mountain House Library
579 Wicklund Crossing, 95391

Ripon Memorial Library
333 W. Main Street, 95366

Thornton Library
26341 N. Thornton Road, 95686

Tracy Library
20 E. Eaton Avenue, 95376

WEBSITES

www.ssjcpl.org
www.facebook.com/ssjcpl
www.twitter.com/ssjcpl
www.youtube.com/ssjcpl

