



STOCKTON-SAN JOAQUIN COUNTY PUBLIC LIBRARY

ANNUAL REPORT



COLLABORATORS

COLLABORATION IS THE KEY

SSJCPL's success is the direct result of the positive relationships formed with community partners and local governmental agencies that fund the library system.

Together we have the common goal of providing all people of San Joaquin County access to the resources that will provide an opportunity to flourish personally and professionally.

SAN JOAQUIN COUNTY BOARD OF SUPERVISORS

District 1, Carlos Villapudua
District 2, Larry Ruhstaller, Chairman
District 3, Steve Bestolarides
District 4, Ken Vogel
District 5, Leroy Ornellas

CITY OF STOCKTON, MAYOR/COUNCILMEMBERS

Mayor Ann Johnston
Vice Mayor Katherine M. Miller, District 2
District 1, Elbert H. Holman Jr.
District 3, Paul Canepa
District 4, Diana Lowery
District 5, Susan Eggman
District 6, Dale Fritchen

SSJCPL LIBRARY ADMINISTRATORS

Chris Freeman, City Librarian
Dessa Chang, Business Manager
Peaches Ehrich, City of Stockton Supervising Librarian
Debra Furtado, San Joaquin County Supervising Librarian
Susan Johnston, Technical Services Supervising Librarian

Please note the use of QR Codes throughout the Annual Report. When scanned with a smart phone equipped with a QR Reader, the QR Code will link to additional information such as video, images, or websites. Recommended QR Application at: www.i-nigma.com

MESSAGE FROM CHRIS FREEMAN, CITY LIBRARIAN

The value of libraries is *priceless*. Access to reading materials, technology, educational programming, homework help, literacy tutors, personal and business financial workshops, cultural programming, and affordable family entertainment are just a sampling of what is available to a library card holder.



All of what the library offers is made possible by the incredible support from the Stockton City Council, the San Joaquin County Board of Supervisors, and the government officials of Escalon, Lathrop, Manteca, Ripon, Tracy, and Mountain House. Additional recognition is given to the taxpayers in all the above cities and the unincorporated areas of Linden and Thornton.



With budgets being more tightly managed than ever, both at home and work, it has become increasingly more important for libraries to step up and provide resources that are rich in content and free to all.

LIBRARY VISION

The Library is a critical and integral community leader that impacts the lives of community members through exemplary 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 excellence, and responsiveness make it a role model for California's public libraries serving 500,000+ populations.

LIBRARY MISSION

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



INNOVATORS

INNOVATION AT SSJCPL IS ABUNDANT

The staff at SSJCPL is continually dreaming up new programs to address the current needs of our community and also dedicates talents to market traditional services and resources.

An example of a newly developed program is the Library's ***Peacekeepers Enhanced***, a project in partnership with the City of Stockton's existing program, Operation Peacekeeper.

The program brings youth to the library to learn about the Library's resources and services that are freely available and also inspires and encourages youth to get excited about books and reading. Thirteen youth are attending the 5-week program working to improve their reading skills. Group book-related activities are held at the Library meetings, and additional goals are set that require youth to make time to read at home.



This program supports the Peacekeepers' mission of providing the resources necessary for at-risk youth to abstain from a gang lifestyle and to become productive members of society. It is also one of Council's strategic initiatives supporting the goal of increasing public safety.

While it is important to create new programs that meet the ever-changing needs of the community, there are programs that continue to stand the test of time and require only a slight shift in topic.

Children's storytimes are extremely popular and have been around for decades. Storytimes are educational, fun, and FREE! Parents get to spend quality time with their children and have an opportunity to explore the library as a resource for encouraging life-long learning.



SPECIAL DISNEY STORYTIME

On February 9, 2011, the Cesar Chavez Central Library Children's room was packed full of babies, children, and adults, many of which were dressed in their princess dresses and favorite Disney attire.



Everyone sat "crisscross applesauce" listening intently as Princess Suzy, SSJCPL Librarian, read aloud to the children some of their favorite Disney stories.

What the kids didn't know, was that in a room not too far away, Mickey and Minnie were preparing for a surprise visit!



Within seconds, a room of children listening to the amazing Princess Suzy ever so quietly and intently would erupt into loud cheering and applauding as Mickey and Minnie made their way to the front of the room for impromptu hand shaking and picture taking.



It wasn't just the children visiting the Library that were enchanted by the famous guests on this special day; staff members were completely excited about the events, and some of them also wore their favorite Disney princess dresses and special Mickey ears.

The Library is excited to continue holding these types of events in partnership with local production companies.



PROGRAMMING

BIG OR SMALL—WE HAVE SOMETHING FOR ALL

For over a century the Stockton-San Joaquin County Public Library has been a place of knowledge and enjoyment for the residents of Stockton and San Joaquin County. Programs are offered every week in every corner of the service area with a common goal of fostering the love of reading.

A few of the “edutaining” programs, campaigns, and events held in 2010/2011:

- Snapshot Day: A nationwide campaign that measured Library use on a single day.
- Library Card Sign-Up Month: Another nationwide campaign encouraging people to apply for and use a Library Card.
- San Joaquin Reads Week: A collaborative project that celebrates young readers throughout our entire service area.
- Dining for Dollars: A fundraising event held at local restaurants in Stockton, Tracy, and Manteca.
- Disney Storytime: A partnered event that included a surprise visit from Mickey and Minnie Mouse at the Cesar Chavez Central Library.
- State of the City 2011: Every year the Library is present at this event with a powerful display that showcases the services and products we freely provide to the community.
- Dr. Seuss Storytime: Tying in to a national celebration, the staff and City Librarian prepared a special storytime that included a theatrical reading of *Cat in the Hat* that had kids and adults belly laughing!
- Summer Reading Dance Event: More commonly known as a Flash Mob, the dance event was a surprise dance routine held at a movie theater in Stockton and a mall in Tracy to gain people’s attention and to advertise the 2011 Summer Reading Program.
- Summer Reading Program 2011: This program has been held every summer for over 50 years! We work hard to keep kids in San Joaquin County reading when schools are out of session, helping to keep the reading skills they honed during the school year.

SAMPLING OF MARKETING FOR SYSTEM-WIDE AND SPECIAL PROGRAMMING



SNAPSHOT:
ONE DAY IN THE LIFE OF CALIFORNIA LIBRARIES

TUESDAY, OCTOBER 5, 2010

SSJCLP and other Libraries across California are participating in *Snapshot: One Day in the Life of California's Libraries* by collecting information, comments, and photographs from events in a typical library day.

The results will offer indisputable proof that libraries consistently provide invaluable services to our community.

WE WANT YOU IN THE PICTURE!
www.stockton.lib.ca.us
www.ca-nsl.org

"The library card is the smartest card in my wallet. Sign up for yours today."

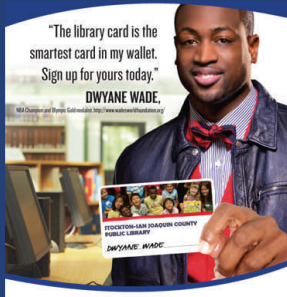


DWYANE WADE.

STOCKTON-SAN JOAQUIN COUNTY PUBLIC LIBRARY

SEPTEMBER IS LIBRARY CARD SIGN-UP MONTH

What your library offers. It's a community full of stories. In high-contrast times, your library card gives you free access to books and computers, homework help, assistance with resumes and job searches, accurate financial information, adult education courses, CDs, DVDs and much more.

For more information, please visit: www.ssjplibrary.org

DINING for DOLLARS

Applebees, Panera Bread, Sbarro, BR

Wednesday August 4, Wednesday August 11, Wednesday August 18, Wednesday August 25

SUPPORT PUBLIC LIBRARIES BY ENJOYING A GREAT MEAL WITH FAMILY AND FRIENDS AT LOCAL RESTAURANTS

Participating Dining for Dollar Locations:

APPLEBEES Stockton: 2650 W. March Ln Merced: 1272 E. Yosemite Ave Tracy: 3560 Yagley Rd	CHILI'S Stockton: 5756 Pacific Ave Merced: 2202 Daniels St Tracy: 2030 W. Grant Lane Rd
PANERA BREAD Stockton: 4803 Pacific Ave/March Ln Merced: 852 N. Main St Tracy: 1892 W. 11th St	SBARRO Stockton: 10742 Trinity Pkwy, Suite B Stockton: 2330 Pacific Ave/Merced Mile Merced: 970 N. Main St

For printable flyers please visit the library website www.stockton.lib.ca.us or visit any library branch within San Joaquin County.
Telephone: (209) 937-8221



Stockton-San Joaquin County Public Library is hosting a special

DISNEY storytime!

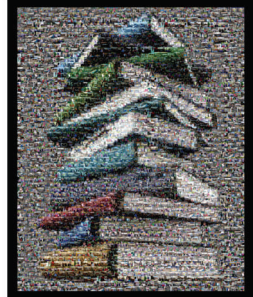

February 9th, 2011 at 10am
Cesar Chavez Library!

Come dressed in a princess dress or your favorite Disney costume to add to the fun!

Limited Quantity of coupons for Disney on Ice will be available



We Are More Than Books

scan the QR Code to see the dance video




HAPPY BIRTHDAY DR. SEUSS

Cesar Chavez
March 3, 2011

Come to the Library for a special Dr. Seuss storytime!

See City Librarian **Chris Freeman** perform in a theatrical reading of *Cat in the Hat!*



SUMMER READING DANCE EVENT

MAY 22, 2011

Shhhhhhh, it's a surprise for the community!

Stockton City Center Stadium 16
Regal Movie Theater - courtyard area
222 El Dorado Street, Downtown Stockton
just a few blocks from Cesar Chavez Library




STOCKTON-SAN JOAQUIN COUNTY PUBLIC LIBRARY PRESENTS


2011 SUMMER READING

The Summer Reading Program is perfect for all ages! Kids, teens and adults are encouraged to register, enjoy the many fun and educational events, and have a chance to win a grand prize!

All SSJCLP branches are participating.



Program runs from June 1 - July 31
For information call (209) 937-8221 or countywide toll-free (866) 805-7323
www.stockton.lib.ca.us





LIFE CHANGERS

THE SSJCPL ADULT LITERACY PROGRAM

One in four adults in San Joaquin County lacks basic literacy skills. However, the Stockton-San Joaquin County Public Library is working diligently to change that statistic.

Through one-on-one tutoring by volunteers in the community, the Adult Literacy program is able to work toward achieving the goal of increasing basic literacy skills of English-speaking adults so they can accomplish personal goals and participate more fully in society as parents, family members, employees, and as community members and citizens. The Literacy program is funded by a California Library Literacy Services grant and supported by the Library & Literacy Foundation for San Joaquin County.

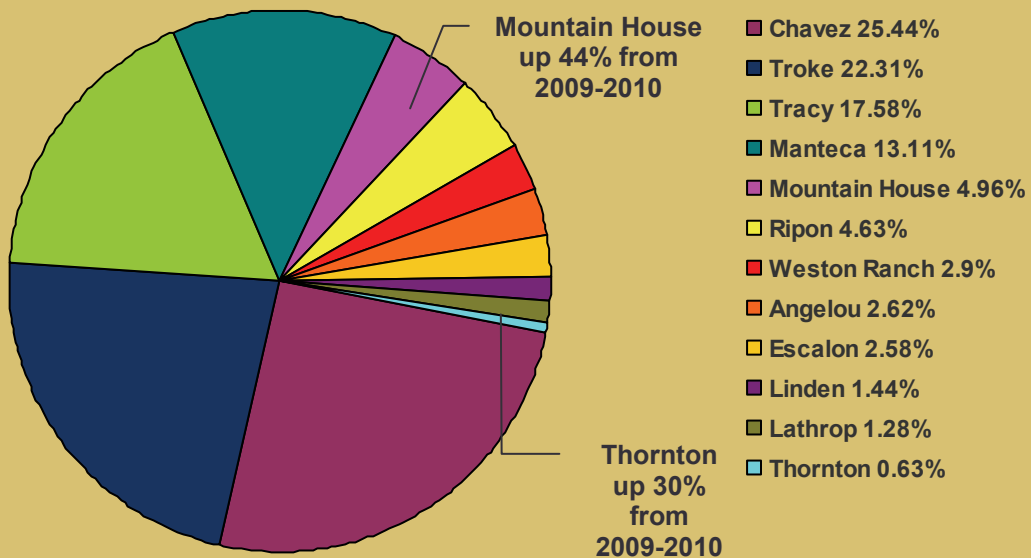
Why become an Adult Literacy Tutor? These people volunteer their time and reading skills in a way that changes people's lives! By agreeing to tutor for just a few hours (or more) a month, a grandparent will soon be able to read to their grandkids, a parent will be able to help their children with homework, an adult will be able to read and apply for a job that may have once been unattainable. We are grateful for all our current tutors and always welcome new volunteers interested in being life changers.



FACTS AND FIGURES FOR 2010-2011

SSJCPL WEB HITS	2,075,631
CIRCULATION	1,686,245
VISITS TO THE LIBRARY	1,078,756
ITEMS IN COLLECTION	1,143,276
ACTIVE LIBRARY CARD HOLDERS	286,498
REFERENCE QUESTIONS ASKED	161,223
NEW LIBRARY CARD SIGN-UPS	19,127
DATABASE USE	19,684
VOLUNTEERS HOURS SERVED	18,189
PROGRAMS HELD	2,200
SOCIAL MEDIA FANS	1,107

CIRCULATION BY BRANCH FOR 2010-2011





FUNDING PARTNERS

WE CANNOT DO *WHAT WE DO ALONE*

Stockton-San Joaquin County Public Library appreciates immensely the hard work, valued funding, and unwavering support that is provided by the Library & Literacy Foundation for San Joaquin County and the dedicated friends groups in most every city we serve (Escalon, Lathrop, Linden, Manteca, Mountain House, Ripon, Stockton, and Tracy).

Special thanks to the Friends of the Stockton Public Library for not only supporting the four branches located in Stockton, but also extending support to the Thornton Branch Library that is currently still seeking a board of community members to advocate for Library Services and literacy in general.

These organizations are continually gifting funds throughout the year for a variety of purposes and projects such as purchasing reading materials, assisting with the cost of programming, aiding in the costs associated with special events which include the Library's Summer Reading Program and One Book, One San Joaquin.

Three main events take place each year to fundraise for these organizations thereby making it possible for them to support the Library and literacy in general.

- The Library & Literacy Foundation holds its annual Trivia Bee that always draws hundreds of people.
- The Friends of the Stockton Library operate a stand alone Book Store that is chock full of great deals (located at 1724 W. Hammer Lane, Stockton).
- All Friends of the Library hold regular book sales within the branches they support.

Library & Literacy Foundation Donated over
\$39,210
Friends of the Stockton Library Donated over
\$57,905

LIBRARY VOLUNTEERS ARE PRICELESS

The Stockton-San Joaquin County Public Library system could not offer the caliber of service currently provided to our customers without the hard work and dedication of our amazing volunteers.

These volunteers give their time and talent and bring a work ethic consisting of commitment, dependability, and flexibility. Every week they arrive at a designated branch and perform a variety of tasks that keep the library operating smoothly and looking fantastic! There is no denying that they are appreciated beyond words by our staff members.

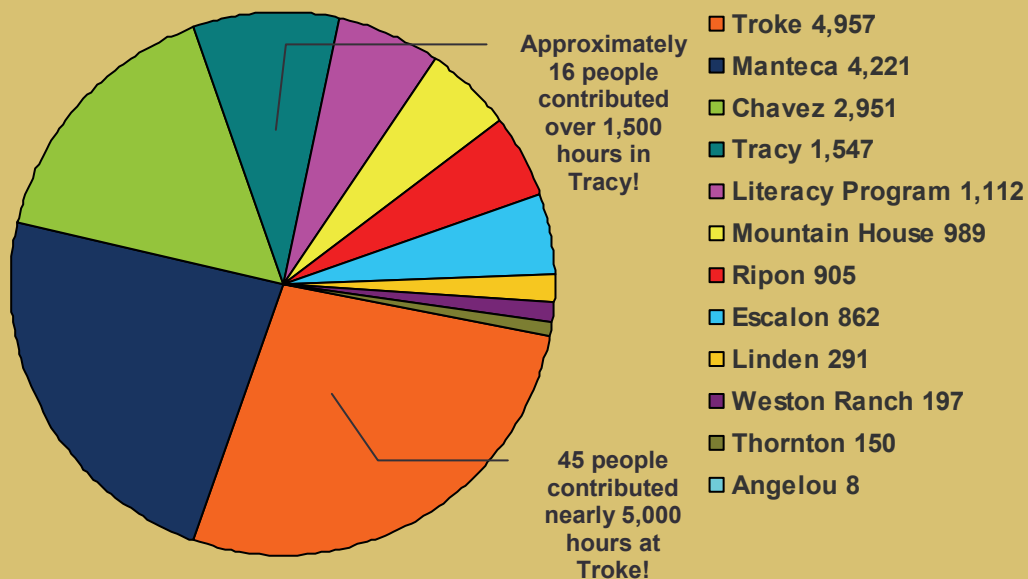
SSJCPL is a public library, and without the public's support in donations of money or time, we would not be able to provide the resources, services, and programs to the communities we serve.

Thank you to the 186 people that provided over 18,000 hours of their time in 2010-2011!

Volunteers provided well over \$145,500 in wages.*

* That's if they were paid minimum wage. Every one of them is worth more than \$8 an hour!

VOLUNTEER HOURS BY BRANCH FOR 2010-2011





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.stockton.lib.ca.us
www.facebook.com/ssjcpl
www.twitter.com/ssjcpl
www.youtube.com/ssjcpl

