

A YEAR OF IMPACT

& Community Learning



SALINAS PUBLIC LIBRARY
ANNUAL REPORT 2018-2019

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

Juan Mendoza Romeo 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



We've made checking out materials easier and faster with **self-checkout kiosks** that are equipped to take cash or credit card payments.



More than 90% of checkouts and renewals are now completed through self-checkout

We now have a website online payment option and notification options for materials by email and SMS/cell phone.

**The new
El Gabilan Library
is slated to open
early 2020.
Learn more
inside!**





Director's Message

Dear Friends,

We believe that the Salinas Public Library is a valuable resource for our community. This annual report

highlights statistics and measurements, as well as testimonials that define our impact of services this past year.

Residents responded positively to our services with a 35% increase in library cards issued last year. Program visits to the Library for children, teens and adults increased by 26% and digital checkouts increased by 43%. Along with providing services, we have been cultivating community partners that are providing programming and financial support. Our momentum keeps building.

Our temporary north Salinas location, the Library Connection @ Northridge Mall, maintained our connection and services in the community while the new library was and is still under construction. The location allowed us to reach new library users and those who were not regular library users. We added programming for small business owners. We celebrated our City's rich history with walking tours of the Oldtown Salinas area. We hosted local artists

with First Friday Art Talks. We continued our focus in expanding services for our youth so every child in Salinas would have access to reading materials and library services. Even when the Library buildings are closed for the night, Salinas students continue to have access to the library's digital resources, which include online live homework help every day.

As we plan to open the new El Gabilan Library in North Salinas in early 2020, we hope you'll join us in a grand opening celebration. With more than five-times the space and many expanded services, we know this new library will favorably impact the community.

We thank you for your continued support and look forward to your visit at our library locations. Follow us on Facebook and Instagram, with #ElGabilanLibrary for the latest updates.

Thanks,

Kristan Lundquist
Director of Library & Community Services
Salinas Public Library (831) 758-7222
www.salinaspubliclibrary.org



one community,
one library system

Preparing small children for future school success has been our focus in 2018-19.

Several of our new programs – **Books & Ballet**, **Preschool Pals**, **Music & Movement** – are aimed at teaching children skills that form the building blocks for school readiness and early literacy.

 **136 programs were offered for preschoolers**

 **Average attendance of 37 children and parents at programs**

 **227 children ages 0-5 and parents participated in our 20-week early literacy playgroups**

12,137
total program
attendance
ages 0-5

Why do we focus on this age group?

Only 51% of Salinas children ages 3-5 are enrolled in preschool or kindergarten, and only 28% enter kindergarten prepared.

**Monterey County Children's Council
2017 study*



Teens and school-aged youth found more to like in the library this past year!

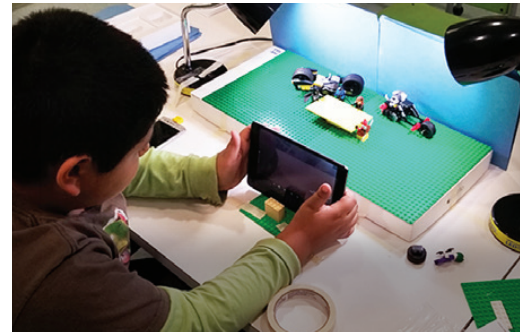


474 programs for school-aged children



124 programs for teens

We raised \$58,000 in grant funds to support youth and technology programs. Youth learned the basics of coding and game design in several new programs, including: **Game On!**, **Tech for Teens**, and **The Hangout!**



Digital NEST 


629
teen program
attendance




Opportunities to explore

We are focused on where we believe we can make the biggest impact: giving school-aged children access to library learning resources.

The **KinderMobile** brings books to children where they are: in the classroom.

 **28 schools are visited every month from September through May**

 **1,790 library cards were issued to kindergarten students**

 **23,155 books were checked out by kindergarten students**

Partnering for success, the Salinas City Elementary School District and the Salinas Public Library launched the **smo⁺rt campaign**. More than 3,000 students now have seamless access to the library's eResources, can reserve books, and get online homework help through Brainfuse.

smo⁺rt
Salinas Makes A+ Readers Together



“

The Salinas Public Library smo⁺rt Card greatly multiplies and amplifies the reading choices and literacy resources that our students can access at school and at home.”

—Everardo Marquez, Principal,
Sherwood Elementary School

Our homework centers help improve student outcomes by providing afterschool homework help and enrichment activities to children who need it the most.

More than 20 local college students and adults are employed in our homework centers.

 **More than 150 students received after-school homework help**

Teachers can now access the Library's website to sign up for class visits or request materials for special projects. www.salinaspubliclibrary.org/learn-explore/teachers-page

 **759 students visited the library with their class**

10,187
total program
attendance
ages 6-18



“

“The best part about being a tutor is working with English language learners. I see myself in these children who are growing up in similar situations as I did.”

—Brenda Renovato, tutor at Los Padres Elementary School



Participants in our adult programs learned a variety of new skills, met new friends, and explored their local community.

New programs included a **Healthy Living** series and a **Small Business Workshop** facilitated by experts in the community. In addition to our **Friday Art Talks**, and **Saturday Morning History Walks**, we also started a book club lending program called the **Book Club Express**.



80% increase in program participation by adults



91 adult programs



First Friday Art Talks



Steinbeck Book Group

The Literacy Center at John Steinbeck Library is a hub for adult learning and personal growth.

Many of the adults who engage in Literacy programs find employment or promotional opportunities, earn high school equivalency certification, pass the citizenship exam, and reach life-time personal goals.

255 of our adult learners also participated with their families in the **Families for Literacy Program**.



11,963 total program attendance



181 computer literacy students



89 volunteer tutors

475
adults
participated in
adult literacy
programs



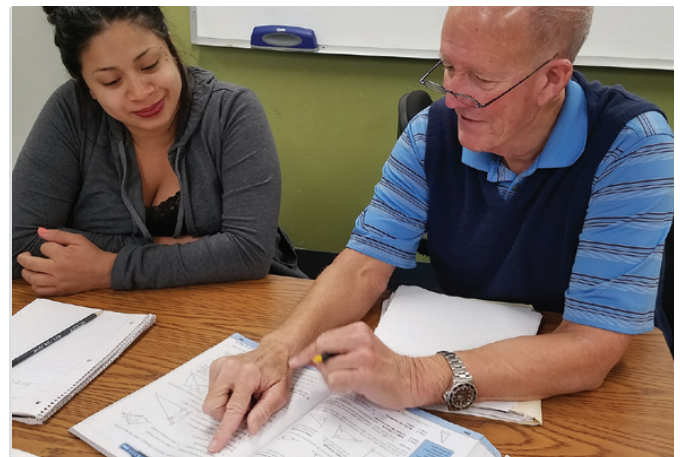
“

**“I found gold
in this place.”**

- Patricia Heywood,
Computer Literacy Student



Computer Literacy Students



Tutor helping a learner with math

Strategic partnerships make it possible for us to offer programs that are of importance to Salinas residents.

Community members participate in programs promoting health, education, after school enrichment, personal finances, small business management, parenting, adult literacy, arts and culture, and much more. A special thanks to these partners:

National Steinbeck Center
Monterey County Department of Health
Hospice Giving Foundation
INTERIM, INC.
FIRST 5 of Monterey County
Asian Cultural Experience

Cal Coastal Small Business Development Center
Monterey County Office of Education
GO KIDS, INC.
SALINAS CITY ELEMENTARY SCHOOL DISTRICT
HIJOS DEL SOL
FIRST FRIDAYS

Alisal Center for the Fine Arts
Goodwill
David & Lucile Packard Salinas Youth Initiative
CSUMB Salinas Center for the Arts

allU.S. Credit Union
PEÑA CULTURAL
ALISAL UNION SCHOOL DISTRICT
Monterey County Free Libraries
Loaves, Fishes & Computers

MONTEREY BAY AQUARIUM



Reaching out to the community

Program Highlights

We co-organized and produced the two-day Salinas Valley Comic Con 2018 with the National Steinbeck Center.



More than 1,000 adults and youth attended Comic Con



Youth from Cesar Chavez Library take a field trip to Comic Con

At the “MY TOWN” pop-up exhibit in June at the CSUMB Salinas Center for the Arts & Culture, we introduced children to the concept of a library and offered a special story time weekly.



More than 5,000 children and adults were introduced to the library at “MY TOWN” pop-up exhibit



Librarian Casandra participating in the My Town activities after story time.

Loaves, Fishes & Computers provided Chromebooks to participants in the computer literacy program during the year. allU.S. Credit Union has hosted our computer classes in their community room while the new El Gabilan Library is under construction.



More than 100 computers were given out to participants throughout the year



Will, a social worker with Interim Inc., providing advice at John Steinbeck Library.

Interim Inc. provided counseling and referrals to more than 150 adults challenged by unemployment and lack of housing.



“It’s not just a building, but an entrance into a new future.”

—Councilmember Gloria de la Rosa

On schedule and on budget, the new 21,000-square-foot El Gabilan Library is scheduled to open its doors in early 2020.

The community can look forward to large spaces for children and teens, an adult reading area, study rooms, a maker space, digital arts/computer room, and beautiful outdoor spaces.

Donate \$100 or more to the El Gabilan Library Opening Day Collection and see your name on the library’s donor wall.

> Go to www.gofundme.com/el-gabilan-library to contribute.

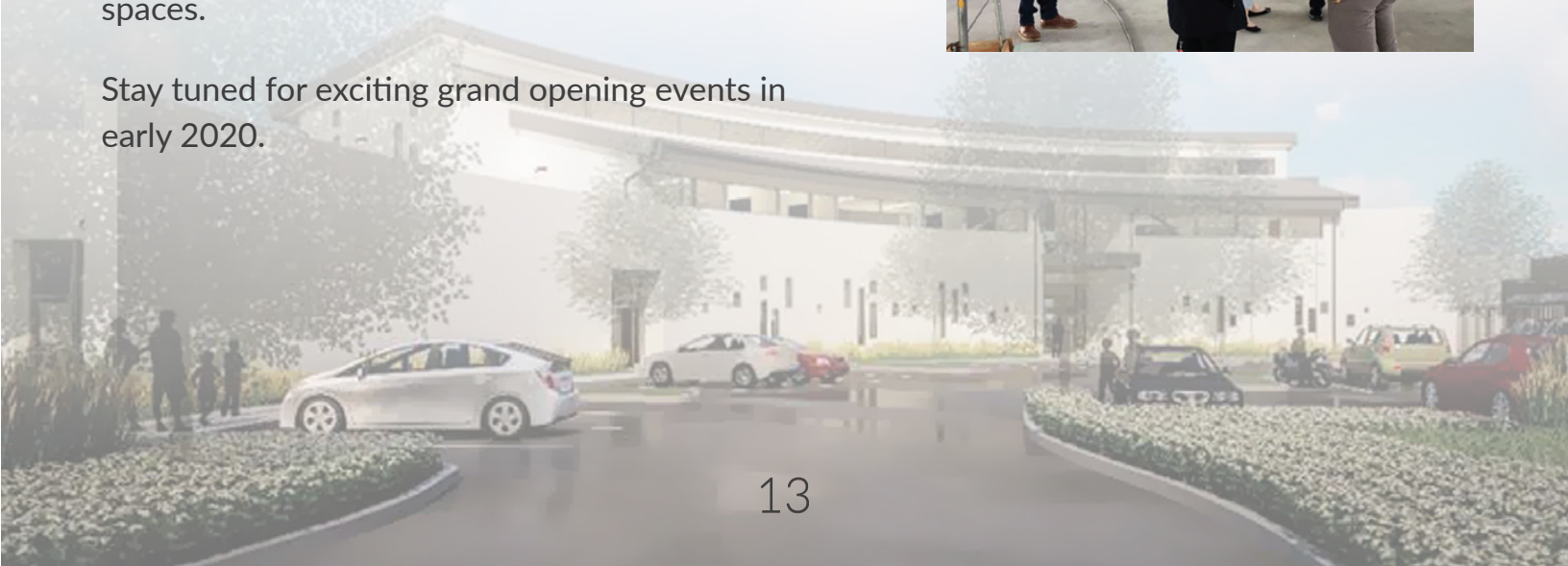
Special thanks to these Foundations and the small businesses and private donations received in support of our managed options and **Outdoor Learning Spaces**.

- Community Foundation for Monterey County
- Harden Foundation
- Monterey Peninsula Foundation
- Sunlight Giving

\$504,333
total funds
raised

The Outdoor Learning Spaces include an outdoor reading deck, an outdoor extension to the community room, and family interactive learning spaces.

Stay tuned for exciting grand opening events in early 2020.

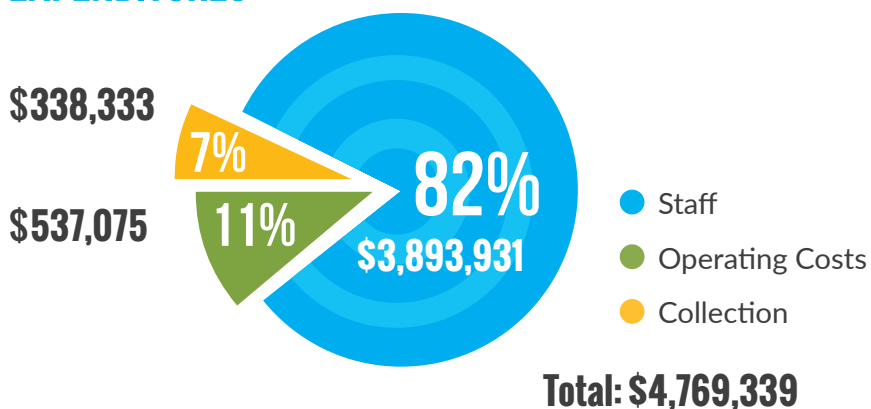


By the NUMBERS FY18-19



Thanks
TO OUR SUPPORTERS!

EXPENDITURES



\$158,382

California State Library Literacy Services

\$68,039

First 5 of Monterey County

\$66,000

Salinas Youth Initiative –
David & Lucile Packard Foundation
Fund of the Community Foundation for
Monterey County

\$14,000

PLP Innovation & Technology Grant

\$6,000

Friends of the Salinas Public Library,
Summer Reading

\$5,000

Pebble Beach Foundation

\$2,000

Dollar General Literacy Foundation

TOTAL CIRCULATION



289,188

books and materials checked out

TOTAL DIGITAL CHECKOUTS



17,269

43% increase over last year

NEW LIBRARY CARDS



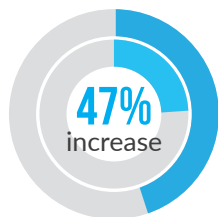
**TOTAL
11,510 cards**

35% increase over last year



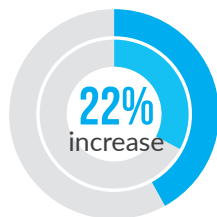
TOTAL VISITORS TO THE LIBRARY: 479,004

27% increase from last year



222,095

Visitors to the
John Steinbeck
Library



208,962

Visitors to the
Cesar Chavez
Library



47,947

Visitors to the
Library Connection
at Northridge



17,934 visitors
to the Library's
Kindermobile

76% increase
from last year

PROGRAM ATTENDANCE



30,100
program visits

26% increase
from last year

SOCIAL MEDIA



7,000 people reached per month
on Facebook



2,000 Cumulative Likes



4,000

people reached with
our weekly e-newsletter

COMPUTER USAGE

83,724 Total customers connected
to Salinas Public Library's WIFI

46,792 sessions
at John Steinbeck
Library

32,595 sessions at
Cesar Chavez Library

4,337 sessions
at the Library Connection
@ Northridge





www.salinaspubliclibrary.org

John Steinbeck Library

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

Cesar Chavez Library

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

El Gabilan Library

1400 N. Main St., Salinas, CA 93906

Opening in Early 2020

LIBRARY HOURS

M, F & Sat 10-6; Tu & Th noon-8; W noon-6; Sun 1-6

Library Connection @ Northridge

1392 Northridge Mall, Salinas, CA 93906 • (831) 206-4905

M-F 10-8; Sat & Sun noon-6