

Escondido Public Library

ANNUAL REPORT 2020

[escondidolibrary.org](https://www.escondidolibrary.org)

239 South Kalmia Street | Escondido, CA 92025

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LETTER FROM THE LIBRARY DIRECTOR

While the pandemic created health worries, economic uncertainty, and distance from friends and family, the staff of the Escondido Public Library came together to continue providing library services to the community. This unprecedented time did not stop the Escondido Public Library staff from providing resources, programs, and services during library closures and times of limited service. When the Library initially closed its doors due to the pandemic, staff immediately adjusted programs and services to virtual formats, reallocated funds for more digital offerings, and continued to make improvements inside the Library.

In January of 2018, LS&S (Library Systems & Services) began operating the Escondido Public Library with the goals of connecting to the community, helping it grow, and inspiring innovation through access and service. To do this successfully, the Library needed a metrics system in place, so a five-year Strategic Plan was created with heavy input from the community to determine the course of action Escondido Public Library should take to best serve the community. A survey is conducted annually to track the success of the Library in meeting its community goals, and to determine areas of improvement.

The 2020 annual survey showed that the majority of community members want to use the library to borrow books and DVDs, download eBooks and eAudiobooks, and attend free events for adults such as classes and cultural programs. The survey also showed that the majority of community members learn about library events from internal library signage, the eNewsletter, and the website. The results of the survey are available on the Library's website at www.escondidolibrary.org/strategicplan

In the face of a global pandemic, Escondido Public Library rose to meet the community needs outlined in the survey. In July of 2020, staff offered curbside pickup services so community members could check out books, DVDs, and books on CD safely. Within a few weeks, the library saw circulation numbers consistent with the same time the previous year. Additionally, to meet the requests for more eBooks and eAudiobooks (as well as to provide materials safely when the library was physically closed and unable to check out these items), the library increased eMaterial holdings in Overdrive, adding CloudLibrary, Hoopla, ComicsPlus, and Biblioboard eBook platforms with more digital content.

Community members also mentioned the importance of events for adults. Escondido Public Library rose to the challenge, transitioning all programs (for adults and children) to online virtual formats. The Strategic Plan's objectives under "connect: support life enrichment with expanded programs" were heartily met in 2020. We launched a very successful virtual author chat program, giving the community a chance to virtually visit with authors and ask them questions. All book clubs were held online via Zoom, and new participants were gained from other states. The Library even co-hosted a Persian Yalda celebration concert with the Persian Cultural Center, a Read Local, Shop Local partner.

With the closure, Escondido Public Library staff was able to meet two of the objectives in the Strategic Plan under "inspire: inspire browsing and participation through welcoming and vibrant spaces." Staff did a comprehensive inventory and weeding project in preparation for making more program and meeting spaces on the first floor. Additionally, new, clearer signage was created and erected to give the community better wayfinding ability in the library.

To better serve our community, the library renovated the website to be more user friendly and adaptive to mobile devices. We also added an additional youth eNewsletter to market programs and offerings specific to children and teens!

After closing to the public in March, staff went to work streaming and recording programs for all ages. While our programming numbers for live virtual programs and attendance were down in 2020, we also featured 289 recordings of program content that got 6,921 views across Facebook, Instagram, and YouTube. Along with online programs, we hosted reading challenges and started craft kits for children, teens, and adults that are very popular. We made over 50 kits for each age group, each month, and they were gone in a matter of days. These kits were available for curbside pickup, so patrons could follow along with the virtual programs from home.

The year was very unpredictable. The Library first closed on March 16, 2020, in response to the California Governor's Stay At Home Order, and began offering curbside pickup services June 1 when the order was lifted. The library then opened with limited capacity and services on September 1, only to be closed again on December 7 due to San Diego reaching the purple tier for COVID-19 transmission. In December, the Library switched seamlessly back to offering curbside pickup services until we were able to reopen in February of 2021. Staff rose to the challenge, changing workflows, adjusting service models and programs to meet community needs on the fly and with little lead-time. Their ingenuity, tenacity, flexibility, and team-oriented spirit acted as a shining beacon in dark times, and proves, repeatedly, how Escondido Public Library is a touchstone for the community and an innovative place to work.

We are excited to see what 2021 brings, and are happy to welcome back our patrons to limited in-person service, while continuing to provide enhanced eMaterial and virtual programming services. Thank you for joining us on this adventure.

Dara Bradds | Director



ESCONDIDO PUBLIC LIBRARY BY THE NUMBERS

LIBRARY



PATRON VISITS (PHYSICAL)

2020: 99,235*¹
2019: 354,445



PATRON VISITS (VIRTUAL)

2020: 211,082
2019: 229,112



PATRON VISITS (TOTAL)

2020: 310,317
2019: 653,557



FREE EVENTS

2020: 374*²
2019: 500



EVENT ATTENDANCE

2020: 11,899*³
2019: 17,314



TOTAL VOLUNTEERS

2020: 100*⁴
2019: 227



TOTAL VOLUNTEER HOURS

2020: 8,957*⁴
2019: 31,725

1 * We were closed March 16-September 1, 2020 and then from December 7, 2020 - January 31, 2021

2 * All programs after March 16 were virtual

3 * Only counts live stream participation | Recorded views of events: 6,921

4 * Volunteers were not able to work in the Library due to COVID-19 beginning March 16, 2020; only 56 Literacy volunteers have been able to conduct virtual services the remainder of the year

TOTAL CHECKOUTS

2020: 305,027

eBook and eAudiobook checkouts comprised 68,575, or **23% of the total circulation**. eMaterial circulation increased by 59% from 2019 to 2020

2019: 493,546

eBook and eAudiobook checkouts comprised 40,502, or **8% of the total circulation**.

LITERACY



TOTAL LEARNERS SERVED

2020: 111
2019: 97

TOTAL INSTRUCTION HOURS

2020: 2,508
2019: 5,107

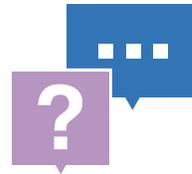
PIONEER ROOM



TOTAL COLLECTIONS USED

2020: 169*
2019: 630

* Pioneer Room was closed March 16, 2020 - April 2, 2021.



TOTAL RESEARCH QUESTIONS ANSWERED

2020: 181*
2019: 398

* Staff answered Pioneer Room questions as they were able with the COVID-19 restrictions in place.

SPECIAL PROJECTS

TURRENTINE ROOM UPGRADE

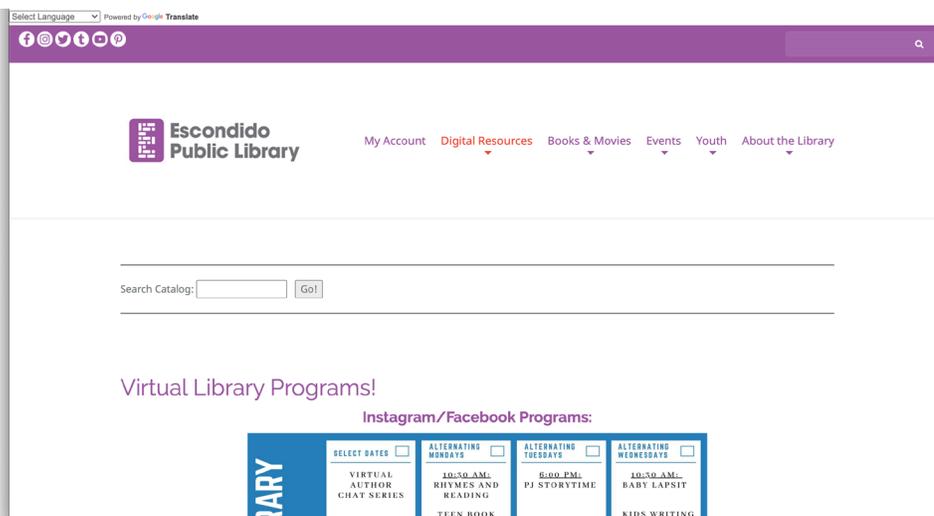
In 2019, the Escondido Library Foundation approved up to \$22,000 to upgrade the projector and audio technology in the Turrentine Room, as the existing equipment was obsolete. Using the City Hall Mitchell Room as a template, the City of Escondido Information Systems Department procured equipment, programmed the user interface, and installed the equipment in the Library's Turrentine Room from May-July 2020 while the library was closed to the public. The new equipment can sync wirelessly to any Apple or Windows device, and most Android devices. It can also be plugged in via HDMI and VGA. New speakers and a new high definition projector round out the package, making for a seamless, user-friendly experience for any Library staff and (in the post-COVID world) renters from the public who use the room.

COMPRISE SYSTEM IMPLEMENTATION

The Library received capital funding from the City of Escondido to upgrade the obsolete public printing system, and provide more self-service options for patrons making room reservations, and paying fines and fees. Using these funds, the Library's separate public PC management system, print management system, room booking system, and all public printers and copiers were replaced with one integrated system. New machines capable of printing and copying in black and white and color, faxing, scanning, and processing double-sided jobs rounded out this upgrade, which was completed in September 2020. Patrons can send prints from anywhere via a web portal or mobile device, and pick them up at the library at one of the four self-service kiosks. They can also pay for prints using cash or credit. The Library was also able to use this funding to replace its outdated event calendar and room reservation system with a new, modern system that will allow patrons to reserve and pay for room rentals online (once COVID restrictions are lifted.) Patrons can also pay their Library fines and fees online with a credit card directly through their Library account in the catalog.

NEW ADAPTIVE WEBSITE DESIGN

In late October 2020, the City's Information Systems Department gave the Escondido Public Library website a facelift. The new, adaptive web design and layout makes the website more user friendly and accessible on computers and a variety of mobile devices.



LIBRARY COLLECTIONS

DIGITAL RESOURCE INCREASE

During the pandemic, Escondido Public Library reallocated budget funding to increase eBook and eAudiobook holdings in the OverDrive platform. Additionally, the Library added four new platforms for accessing digital content: CloudLibrary (an eBook and eAudiobook platform with an inter-library loan feature that allows patrons access to San Diego Public Library's eContent), Hoopla (a simultaneous use digital streaming service for eBooks, eAudiobooks, eComics, eMusic, and video/TV show streaming), Biblioboard (an eBook platform for self-published titles, including integration with the Indie Author Project, as well as access to an ePublishing platform for local authors), and ComicsPlus (a simultaneous use eComics platform for K-12 content.) The addition of these platforms and their content led to a 67% increase in eMaterial circulation from 2019.

UPDATES TO THE STACKS: SHIFTING, SIGNAGE, AND INVENTORY



During the 2020 pandemic, library staff took part in a massive reorganization of the downstairs bookstacks. Previously, the fiction and nonfiction collections weaved between sections “B” and “C.” In order to make the library more user friendly, the nonfiction was shifted to section “C,” and the fiction and biography sections were relocated to section “B.” Section “A” was also adjusted to make more room for the popular, quickly growing mystery and adult graphic novel collections, while the audiobooks were relocated next to the rest of the media. After the shift, library staff took inventory of all the collection items, and updated the catalog accordingly. The inventory resulted in many lost items being found, and several well-loved items being replaced. New easier to read, well-placed signage was created and installed that incorporates updated library branding.

YOUTH SERVICES HIGHLIGHTS

2020 started like any other year for Youth Services: weekly storytimes, library tours, outreach in the community, school nights, planning for future programming including the Summer Reading Challenge, and much more. Then the pandemic and the statewide shutdown hit March 16, 2020. The shutdown forced the library to close its doors to the public, but that did not stop library staff from providing the services needed by the community. Youth Services quickly adapted to the new normal by moving library programming online and offering it virtually to the community.

To make the community feel connected to the library, Youth Services started offering take home craft kits for babies, kids, tweens, teens and inclusive craft kits. The inclusive craft kits complimented the all ages and abilities Inclusive Art Club that promotes sensory learning through art. Youth Services took the lead on creating virtual activity challenges offered in the spring, summer, and winter. These challenges were a mix of reading, crafts, mindfulness, virtual interactive programming, and spending time outdoors. Participants received a completion pack at the end of each program. Packs included food coupons, as well as books for participants to add to their personal at-home libraries.



With the pandemic, the Youth Services team had to get creative with how to continue outreach efforts. Very early success was found when the San Diego Children's Discovery Museum (SDCDM) was approached and asked if the library could continue to provide storytimes on their virtual social media channels. The SDCCDM agreed and this allowed Youth Services not only to reach a larger audience, but also reach folks that might not be aware of everything the library had on offer during the pandemic. Outreach success continued with Youth Services staff offering virtual tours and visits to the local school districts during distanced learning as well as attendance at virtual reading nights.

Youth Services and California State University San Marcos (CSUSM) started a new collaboration that is currently offering once a month programming for tweens after school. The program involves Escondido tweens and CSUSM students that are working towards earning teaching credentials. This partnership allows the CSUSM students to accumulate instructional hours in a virtual environment, allows the library to offer more programming, and the community gets more educational learning opportunities. Win, win, win! The programs focus on tweens looking at real world problems and how they'd solve them. Each session features different technology including making comics, basic programming with Scratch, and take home craft kits to be used during the live sessions.

Overall, Youth Services adapted quickly to the pandemic to continue to offer needed services and programming to the community, providing a form of normalcy during the difficult and uncertain times.

ADULT SERVICES HIGHLIGHTS

Programs designed to enrich, educate, and entertain were the primary focus of Adult Services in 2020. Adult Services was fortunate to be able to offer some popular in-person programs before transitioning to online virtual programming with the pandemic closure in March.

Adult Services kicked off the year with its second annual Wellness Fair in January of 2020. This successful program gathered community partners, including mental health professionals, financial advisors, senior medical care liaisons, essential oil experts, and other service providers to bring their services and advice to the community to help them to start the New Year healthy and happy. Adult Services was also able to offer movie matinees in January and February, as well as a resume strategy workshop, 3D printing class, and board game event before the closure.

After March 16, 2020, Adult Services successfully transitioned programs to virtual formats, conducting book clubs and twice monthly Escondido Writers' Group meetings via Zoom, changing the Artsy Adults crafting program to YouTube recorded videos with an accompanying take-home craft kit experience, and livestreaming 2nd Saturday Concerts and author chats via Facebook. The library had been experimenting with livestreaming concerts during live performances before the pandemic, and had a lot of positive engagement, so this program was especially popular in the livestreaming format. The library was also able to continue reaching Read Local, Shop Local partners in a digital space, advertising take out and online shopping options for retail partners, as well as co-live streaming the Persian Cultural Center's Yalda Celebration online concert on Facebook.

Adult Services held Virtual Activity Challenges in winter, spring, and summer. These challenges were a mix of social media engagement with the library, reading, activities based on library resources used, and digital resource use. Participants received entries into prize raffles, food gift certificates, and Amazon e-gift cards.

VIRTUAL AUTHOR CHAT SERIES
Join authors ALEXIS DARIA
and MIA SOSA
for a live conversation on Facebook!

 Alexis Daria  Mia Sosa

FRIDAY, SEPTEMBER 25 4:00 PM PT/ 7:00 PM ET
www.escondidolibrary.org/register

Escondido Public Library THE RIPPED BODICE



The 3D printer was repurposed during the closure to print face shields that were donated to local hospitals, dental offices, and other health care providers.

In 2020, Adult Services introduced Between the Covers Romance Book Club. Originally intended to have two monthly sessions- one at the library, and one at the Cypress Court retirement community- this book club transitioned to having one monthly Zoom session online. This book club has been a big hit, garnering members from other states (Wisconsin and Indiana) and featuring author visits to some of the book club Zoom meetings.

What started as a lucky happenstance of Adult Services Librarian Jessica Buck's Twitter friendship with several romance authors, cascaded into some of the most successful and popular virtual programming that Escondido Public Library has held to date. It began in March as a few romance authors chatting live on Zoom with Jessica, and being livestreamed on Facebook, under the program title "Romance Chats." The romance chats were so popular, that the library began adding author chats with authors from a variety of genres, such as mystery, thriller, young adult, LGBTQ+, and even some graphic novelists. This has since expanded into two series - Virtual Author Chats (with 2-4 sessions monthly), and Pop Culture Panel (happening quarterly).

Adult Services saw record engagement numbers for online programming during the pandemic, reaching 78% of in-person attendance for livestreams, and doubling that reach in the number of recorded views across Facebook, Instagram, and YouTube. While we miss our in-person events, the flexibility and ubiquity of social media allows for adults to engage with library programs on their own time, and is something the library will continue to offer after the pandemic is done.



Escondido Writers Group
On Zoom!

with special guest Martha Anne Toll



2020 winner of
Regal House
Publishing's
Petrichor Prize
for Finely
Crafted Fiction!

TUESDAY, OCTOBER 6TH AT 1:00 PM
EMAIL AZAR.KATOUZIAN@ESCONDIDOLIBRARY.ORG FOR INFO



Adult Craft Kits Available for Curbside Pickup

Between 11 a.m. - 4 p.m. | Monday - Saturday

STARTING DECEMBER 9TH



Author Chat from August 22, 2020 with Adriana Herrera, author of American Dreamer



ADULT LITERACY SERVICES AND FAMILIES FOR LITERACY

Before the Coronavirus shut down libraries to the public, the Adult Literacy program, in partnership with the Friends of Literacy Services, was able to host its 16th Annual Scrabblethon, which raises funds to help support Adult Literacy and Families for Literacy Learning. **This year we had 140 participants and raised \$4,384.**

Literacy Services quickly adapted to the changes the pandemic brought by creating Literacy Learning Activity and Care Packages, which were mailed to Adult Literacy Learners and Families for Literacy Learners. These packages included News for You, reading activities, books, craft projects, and writing practice. To stay connected, the packages included self-addressed envelopes asking Learners to return activities completed for feedback. Literacy staff received many compliments of thanks for these care packages, which encouraged continued learning during the pandemic and allowed Literacy Learners to feel connected to something during self-isolation and stay at home orders.

While the Literacy Learning Center was closed to in-person learning, that did not stop our one-on-one tutors from engaging with their learners. All of them continued to interact with their Literacy Learners remotely through email, phone calls, Zoom, FaceTime, texting, and even snail mail. In a fun twist on learning, some of our Literacy Learners taught their tutors how to use the technology that was needed to keep learning going. Our tutor and learner numbers have stayed the same going into and continuing through the pandemic.

In July of 2020, Literacy Services received over 1000 children and teen books from the San Diego Council on Literacy to be distributed to the Escondido community. Recipients of these books included the Boys and Girls Club, Solutions for Change, Head Start, Learning Jungle Escondido, and many participants of the Summer Virtual Activity Challenge.



CONTRIBUTORS AND PARTNERS

SUPPORT GROUPS

Escondido Public Library has the support of five amazing groups that donate time, funding, and countless other resources to ensure the Library provides for the community. These groups are:

- Library Board of Trustees
- Friends of the Escondido Public Library
- Escondido Library Foundation
- Friends of Literacy
- Pioneer Room Friends

STAFF

Escondido Public Library has a dedicated and hardworking staff of 29 people who give their all to provide excellent customer service, readers advisory, programs, and so much more to the residents of Escondido and the greater North County area. Our team is made up of seven MLIS-degreed librarians, an Operations Manager/Archivist, two Literacy Services Coordinators, Volunteer Coordinator, Marketing Coordinator, Outreach Coordinator, a Cataloging/Acquisitions Technician, three Library Associates in Adult Services, two Library Associates in Youth Services, and 10 Library Associates in Customer Service. Staff trainings in 2020 focused largely on COVID-19 safety procedures, ways to adapt programs to a virtual setting, and how to use the new Comprise print and PC management system.

COMMUNITY PARTNERS

In 2016, Escondido Public Library launched a community engagement program for local businesses called Read Local, Shop Local. This program is still going strong and facilitates cross promotion of local businesses and the Library through marketing, events and more. Our Read Local, Shop Local partners are listed below:

- ArtHatch Escape
- Battlemage Brewing Company
- Burger Bench
- Clue Avenue
- Cute Cakes Escondido
- EcoVivarium
- The Grand Tea Room
- Jimbo's...Naturally
- Kettle Coffee & Tea
- Mathnasium of South Escondido
- Patio Playhouse
- Persian Cultural Center
- Printing Solutions
- Rock On Pizza
- Shakey's Pizza Parlor
- SIP Wine & Beer
- SoCal Games and Comics
- Stone & Glass
- Sunny Side Kitchen
- Suzy Q's

The Library also worked with the following partners in 2020:

- Boys and Girls Club
- CAFE (Community Alliance For Escondido)
- California State University San Marcos
- Head Start
- Learning Jungle Escondido
- Mysterious Galaxy (bookstore)
- MAGEC (Museums & Arts Growing Escondido Culture)
- One Book, One San Diego
- The Ripped Bodice (bookstore)
- San Diego Children's Discovery Museum
- San Diego Council on Literacy
- Solutions for Change
- Escondido Unified School District
- Escondido Unified High School District

