Special Thanks

LIBRARY & COMMUNITY SERVICES
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SALINAS PUBLIC LIBRARY

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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 programing 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
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**

**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

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 smart 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.

“The Salinas Public Library smart 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
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.
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**

“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:
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

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

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

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

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

—Councilmember Gloria de la Rosa

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

> Go to \texttt{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.
Thanks TO OUR SUPPORTERS!

$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

EXPENDITURES

$338,333
$537,075
$3,893,931
82%
11%
7%

TOTAL CIRCULATION

289,188
books and materials checked out

TOTAL DIGITAL CHECKOUTS

17,269
43% increase over last year

NEW LIBRARY CARDS

11,510 cards
35% increase over last year

CUSTOMER SERVICE SATISFACTION

95%

By the NUMBERS FY18-19

Total: $4,769,339
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

7,000 people reached per month on Facebook
2,000 Cumulative Likes
4,000 people reached with our weekly e-newsletter

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

30,100 program visits
26% increase from last year

46,792 sessions at John Steinbeck Library
32,595 sessions at Cesar Chavez Library
4,337 sessions at the Library Connection @ Northridge
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