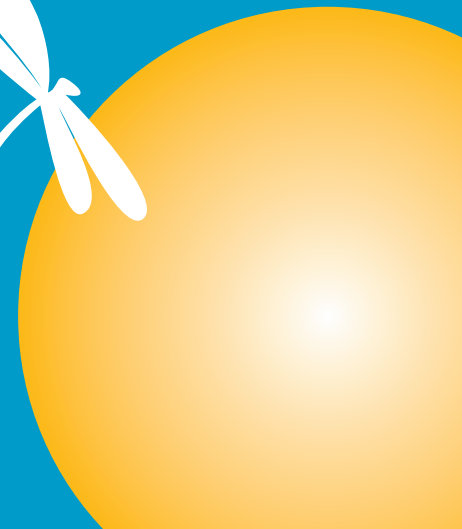


Annual Report 2004-2006



enlighten *the mind*
entertain *all ages*
experience *lifelong learning*
explore *the possibilities*



Fresno County Public
LIBRARY

Annual Report 2004-2006



LIBRARY ADMINISTRATION

County Librarian: Karen Bosch Cobb; *Associate County Librarian:* Patricia Pondexter; *Business Manager:* Steve Nitta;
Reference Services Manager: Marie Stanley; *Youth Services Manager:* Cynthia MacDonald;
Manager of Collections and Services to Institutions: Jeanne Johnson; *Support Services Manager:* Deborah Janzen;
Community Libraries West: Rebecca Matli; *Community Libraries East:* Terry Sterling.

BOARD OF SUPERVISORS

District 1: Phil Larson
District 2: Susan Anderson
District 3: Henry Perea
District 4: Judy Case
District 5: Bob Waterston



FROM THE COUNTY LIBRARIAN

The future is now. The world around us continues to change at an amazing pace each and every year. Amidst all of this exhilarating change, the Fresno County Public Library remains a trusted, reliable institution poised to meet the challenges of the 21st century.

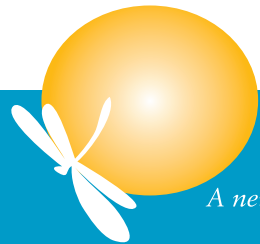
A major milestone was the extension of Measure B, the sales tax initiative to primarily provide revenues for improved services with some revenues for facilities. In a strong show of support, voters extended the measure through 2013 by a wide margin. This was a wonderful validation of library service to date as well as a clear indicator that residents will continue to value libraries well into the future.

As we embarked on the next exciting phase of library service, it was important to take a fresh look at our mission and vision. During this process, a more meaningful, contemporary brand identity was developed to better align the value of library services with the mission and vision. Our new brand of *Enlighten Entertain Experience Explore* also serves as the backdrop for the milestones shared in this annual report.

Our master facilities plan was another area where significant progress was made. Groundbreaking activities signaled the beginning of a new library in Mendota, while staff worked diligently to expedite construction of new libraries in Tranquillity, Orange Cove, and Fowler. Implementation of our first capital campaign was launched with the creation of the first-ever Library Development division. This function will play a critical role in the facilities plan, including a new Central Library, through establishment of a foundation to administer planned giving and major gift opportunities.

While much of our work focused on planning for the future, it was also important to celebrate our past. The Library joined local government and community organizations to celebrate Fresno County's Sesquicentennial with special programs highlighting the heritage and history of our Valley. Festivities culminated with the performance of our own Library Book Cart Drill Team in the Sesquicentennial Parade.

It has been a busy and satisfying time for staff, volunteers, and our community partners. As the end of the first decade of 21st century library service draws near, we can all look forward to limitless opportunities to *enlighten* and *entertain* all ages as they *experience* and *explore* the world around them through their public libraries.



explore, entertain, enlighten, experience
A new library brand

Karen Bosd Cobb



ENLIGHTEN *the mind*

While some services leveled out, there were a number of increases in key categories. Public service hours climbed to over 77,000 hours annually. Borrowers with library cards increased to nearly 348,000. Items checked out increased to nearly 3 million. Books and other materials, especially CDs, DVDs, and videos, grew to more than 1.2 million. Librarians answered over 874,000 questions. Public computer use averaged more than 746,000 sessions. An important milestone in Fresno County was registration of the one millionth person to sign up for a library card offered by the San Joaquin Valley Library System.

New technologies were implemented to enhance delivery of services and programs. This included introduction of the CybraryN™ computer reservation system offering timed use sessions and self-service options that give staff more time to answer questions and meet other customer needs. Radio Frequency Identification (RFID) for books and other materials was phased in at additional branch locations following a successful pilot period. E-mail notification of reserved, overdue, and lost items was initiated through the Library website.

Technology was further enhanced with a grant from the Bill & Melinda Gates Foundation to upgrade computers previously granted by the foundation. The funding allows the Library to sustain free, high quality access to computers and the Internet as part of the foundation's U.S. Library Program, which supports the efforts of public libraries to bridge the "digital divide" in communities throughout the United States.



ENTERTAIN *all ages*

The Library was awarded multiple grants to participate in a variety of regional and national initiatives. Programming, materials, publicity, and other resources were made possible through these grants.

The Big Read inspired communities across the country to read and discuss one book. In Fresno County, residents discussed the themes in Harper Lee's *To Kill a Mockingbird* as their community read. Racial intolerance, justice, and family values were explored at more than 50 countywide programs, including a highly anticipated visit from Mary Badham, the actress who played the role of Scout in the film version of the book. By the conclusion of the initiative, more items had been checked out during *The Big Read* than during any other one-month period in the Library's history. The National Endowment for the Arts in partnership with Arts Midwest provided funding for this highly successful program.

Branching Out: Poetry for the 21st Century featured distinguished poets and scholars speaking on contemporary and classic poets. Intended to enrich public understanding of poetry as an art form, the first two programs of the multi-year initiative featured Vijay Seshadri speaking on Elizabeth Bishop and Eavan Boland discussing W.B. Yeats. Funding was provided by the National Endowment for the Humanities in partnership with Poets House and the Poetry Society of America.

Cultural Crossroads was a thought-provoking series of programs celebrating the rich heritage of farmworkers in the Central Valley. From mariachi performances to original plays to field sculptures and photography exhibits, the Library joined with Arté Americas to bring to life the challenges and contributions of individuals and their families working the fields. The Institute of Museum and Library Services provided funding.

Thousands of young readers participated in the annual Summer Reading Program. Children were engaged with themes of *Super Heroes*, *Super Readers* and *Paws, Claws, Scales, and Tales*, while teens were attracted to themes of *Unleash Your Power. Read.* and *Creature Feature.*



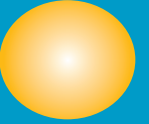
ENTERTAIN

EXPERIENCE

EXPERIENCE *lifelong learning*

Efforts to extend services beyond Library walls continued through more online resources made accessible from homes and offices. Patrons with valid Library cards can access over 30 research databases at branches and from outside the Library. These include full-text magazine articles, newspaper articles (including *The Fresno Bee*), auto repair data, and job and academic practice tests. New additions include Morningstar, an investment database with information on over 20,000 securities, and Consulta, a Spanish language resource of articles, pictures, maps, and timelines. Another addition is Newspaper Archive, a wealth of digitized, keyword-searchable newspapers from across the United States, dating from 1759 to the present.

Library services for youth were brought to thousands of students and parents. Through recently launched Find It! @ Your Library, students and school staff are introduced to the rich resources available on the Library website, including databases and websites related to the curriculum, homework help, and great books. Live Homework Help offers 4th-12th grade and first year college students live online assistance from qualified tutors in core subjects. Parent education workshops provide information about reading to children, choosing good books, and materials and services at the Library. Workshops can be customized for teen parents to include interactive storytimes as well.



Implementation of an LSTA Global Languages Materials grant funded further purchase of materials in the native languages of local underserved immigrant communities to assist them in more fully participating in society. Through census research and public input, it was determined that grant purchases would focus primarily on Russian materials. The Woodward Park Regional Library also developed its first Chinese collection, and new separate Spanish language reference collections were created at multiple branch locations. All branch locations offer materials in a variety of languages, including Armenian, French, German, Hindi, Italian, Japanese, Korean, Laotian, Punjabi, Spanish, and Vietnamese. In fact, the Kerman Branch Library features the largest collection of Punjabi materials in the United States.

Outreach was the emphasis in a partnership with Univision Channel 21 and the United States Citizenship and Immigration Services (USCIS) to offer information about the USCIS InfoPass program and Library services for Spanish speakers. Univision participated with live and pre-taped interviews from various branch locations which were broadcast during the evening news. Hundreds of residents came to the Library that evening to go online for InfoPass appointments and browse Spanish-language and other materials. In fact, 36 percent more materials were checked out compared to the same time during the previous week.

In its second year, Career Day during California Career Month drew another favorable response from the community. Hundreds of participants learned from keynote speaker and motivational coach Lynda Jean Groh how to find that perfect job, and then visited with employers and career training agencies at a job fair. The Fresno County WIB Workforce Connection joined the Library in presenting the event, which was sponsored by nearly 30 local businesses and organizations.

The Library collaborated with other County agencies to launch “Get Fit Fresno County” to encourage residents to eat locally-grown fruits and vegetables and exercise more often. A different fruit or vegetable along with an exercise activity were highlighted on a series of monthly fact sheets distributed at all branch locations and available online. In support of the countywide initiative, the Library offered pedometers to check out with books and other materials related to healthy lifestyle choices.



EXPERIENCE



EXPLORE *the possibilities*

Community and staff efforts to secure state funding for new libraries in outlying communities were mostly successful. In late 2004, the California State Library approved Library Bond Act funding for new libraries in Orange Cove and Tranquillity. The two Fresno County projects were among only 12 applications funded in the final cycle of State matching grants. Library officials continued to work with community members in Fowler to explore alternative funding for a new library there.

Planning for a new Central Library moved forward with several components completed or underway. Arthur Dyson and Associates Architects was selected as the lead architectural firm. Following studies identifying a site in the proposed cultural district in downtown Fresno as the preferred location, County Supervisors authorized staff to hire a realtor to begin property negotiations. Public feedback activities also continued with focus groups, interviews with key community leaders, and a telephone survey of residents which determined the highest level of support for a diversified package that combines branch projects with the Central Library project. During the planning process, improvements were made to the existing Central Library to enhance current service delivery, including a new handicapped-accessible ramp and additional handicapped parking spaces, resurfacing of the loading dock area, repainting of exterior surfaces, more visible signage, and restriping of the parking lot.

Branch renovations continued too. Bear Mountain and San Joaquin were recarpeted and structural upgrades completed. A “quiet area” was created at Cedar-Clinton, new furnishings were purchased, and shelving and other interior signage was upgraded. Clovis underwent a major transformation, including rearrangement of shelving and furniture to create a separate teen area and more efficient, convenient spaces for all customers. The Mosqueda branch was renovated with new shelving, carpeting, and other upgrades.

A stronger presence in the senior community was established with the opening of a new branch at the Senior Resource Center. This specialized branch features materials and services for popular reading and independent learning, including an enhanced large print collection, audiovisual materials, and computers. Programs of interest to seniors and caregivers are offered throughout the year.

Advocacy and fundraising support from the Friends of the Fresno County Library and branch Friends groups was significant, generating revenues for services and programs through Dinner in the Library, a bookfair with Barnes & Noble Booksellers, and other events. A portion of this gift will be used to complete construction and furnishing of new teen areas at the Central Library and other locations. Teen areas were launched in Caruthers, Clovis, Kerman, and Laton, with projects underway at the Cedar-Clinton, Central, Fig Garden, Reedley, Riverdale, and Woodward Park libraries. The Friends hosted the annual Volunteer Reception to honor 626 Library volunteers contributing 27,968 hours of community service.



Fresno County Public Library
2004-2006 Annual Report



statistical highlights

LIBRARY OPERATIONS

	2004-2005	2005-2006
Population Served	856,667	872,204
Public Service Hours	77,646	77,698
Staff	402	399
Volunteer Hours	36,178	21,174
Borrowers	319,001	347,908
Books Added	98,100	101,497
Books, Total Held	1,112,241	1,121,296
Magazine/Newspaper Subscriptions	1,903	1,883
Audiovisual Materials	152,216	170,725
Databases	2,677	2,156
Government Documents	1,091,254	1,098,118
Materials Checked Out	2,991,108	2,992,108
In-Library Use of Materials	570,928	518,718
Questions Answered	831,696	874,269
Public Computer Sessions	752,903	739,778

PROGRAMS

	2004-2005	2005-2006
Children in Fresno County ages 0 - 14	204,507	204,247
Library Group Programs for Children	3,601	4,219
Attendance at Children's Programs	91,957	91,764
Summer Reading Program Participants	12,376	11,784
School Visits to/by Library	735	661
Dial-A-Story Calls	4,552	9,913
Adult/Teen Programs	2,078	2,132
Attendance at Adult/Teen Programs	55,234	32,129

Fresno County Public Library
2004-2006 Annual Report



financial summary

REVENUES

	2004-2005	2005-2006
Property and Other Taxes	\$6,177,788	\$8,030,362
Measure 'B' Sales Tax	9,252,395	8,815,808
Revenues From Use of Money and Property	267,792	434,892
State Assistance	404,192	406,346
Fines & Fees	722,716	689,375
Miscellaneous	9,261	19,564
Operating Transfers In - From Trust Funds	128,964	97,746
General Fund Contribution	269,784	312,618
Fund Balance	6,313,790	6,313,790
TOTAL REVENUES	\$23,546,682	\$23,117,501
Income not available-shifted to Education		
Revenue Augmentation Fund (ERAF)	\$975,670	\$1,075,938
REVENUES FOR CAPITAL OUTLAY		
Measure 'B' Sales Tax	\$3,216,686	\$5,317,160
Other	15,000	\$0
TOTAL REVENUES FOR CAPITAL OUTLAY	\$3,231,686	\$5,317,160

EXPENDITURES

	2004-2005	2005-2006
Personnel (<i>salaries & benefits</i>)	\$11,977,733	\$12,997,757
Services and Supplies	3,558,815	3,574,780
Library Collections (<i>materials</i>)	2,339,494	2,411,848
Furniture & Equipment	86,878	203,107
TOTAL EXPENDITURES	\$17,962,920	\$19,187,492
EXPENDITURES FOR CAPITAL OUTLAY	\$891,353	\$1,339,868



trust fund accounts

LIBRARY SERVICE FUNDS

Beginning Balance		
Gifts and Donations Revenue		
Interest Revenue		
Operating Transfers Out - Pre-Measure B		
Operating Transfers Out - To Library Fund		
Ending Balance		

2004-2005

\$757,207
119,125
16,160
(75,737)
(118,360)
\$698,395

2005-2006

\$698,395
100,018
19,884
0
(152,267)
\$666,030

INVESTMENT FUND

Beginning Balance		
Interest Revenue		
Operating Transfers Out - To Library Service Fund		
Ending Balance		

2004-2005

\$66,257
1,411
0
\$67,668

2005-2006

\$67,668
1,984
(3,595)
\$66,057

HYGUS ADAMS CAPITAL FUND

Beginning Balance		
Interest Revenue		
Ending Balance		

2004-2005

\$116,720
2,486
\$119,206

2005-2006

\$119,206
3,542
\$122,748



trust fund accounts

EDWARD ERIC HILDEBRAND, M.D., AND ANN PALMER HILDEBRAND FUND

Beginning Balance
Gifts and Donations Revenue
Interest Revenue
Operating Transfers Out - Measure 'B' Fund
Ending Balance

2004-2005

\$8,568
0
172
0
\$8,740

2005-2006

\$8,740
7,594
411
0
\$16,745

FRIENDS OF THE LIBRARY FUND

Beginning Balance
Gifts and Donations Revenue
Interest Revenue
Operating Transfers Out - Measure 'B' Fund
Ending Balance

2004-2005

\$919
36,056
18
(36,056)
\$937

2005-2006

\$937
0
27
0
\$964

Fresno County Public Library
2004-2006 Annual Report



state & federal grants

EXPENDITURES

Public Library Services
for People with Disabilities (*Federal*)
Reach Out and Read (*Federal*)
Aprendo Van Project (*State*)
Global Materials Grant
California Stories Uncovered - Auberry
California Stories Uncovered - Politi
Cultural Crossroads
Poetry for the 21st Century
Public Library Staff Education
The Big Read

2004-2005

17,859
1,255
1,721
5,535
549
946
18,725
1,577
0
0

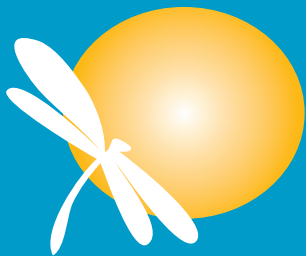
\$48,167

2005-2006

0
0
69,385
17,151
0
0
0
1,367
1,290
26,257

\$115,450

TOTAL



enlighten
entertain
experience
explore

Fresno County Public
LIBRARY

EXPLORE

“This I believe, that the free, exploring mind of the individual human is the most valuable thing in the world.” ~ JOHN STEINBECK

EXPERIENCE

“The important thing is not to stop questioning.” ~ ALBERT EINSTEIN

ENTERTAIN

“No entertainment is so cheap as reading, nor any pleasure so lasting.” ~ LADY MARY WORTLEY MONTAGU

ENLIGHTEN

“A love affair with knowledge will never end.” ~ MICHAEL GARRETT MARINO



FRESNO COUNTY PUBLIC LIBRARY

Administrative Headquarters
Resource Library |559| 488.3195
2420 Mariposa Street
Fresno, CA 93721

California History and Genealogy *press 5*
Circulation *press 6*
Doris Gates Children's Room *press 4*
Reader's Service *press 3*
Reference *press 1*

BRANCH LOCATIONS

Auberry |559| 855.8523
Bear Mountain |559| 332.2528
Big Creek |559| 893.6614
Caruthers |559| 864.8766
Cedar-Clinton |559| 442-1770
Clovis |559| 299.9531
Easton |559| 237.3929
Fig Garden |559| 438.4071
Firebaugh |559| 659-2820
Fowler |559| 834.3114
Gillis |559| 225.0140
Ivy Center |559| 264.6119
Kerman |559| 846.8804
Kingsburg |559| 897.3710
Laton |559| 923.4554
Mendota |559| 655.3391
Mosqueda |559| 453-4072
Orange Cove |559| 626.7942

Parlier |559| 646.3835
Piedra |559| 787.3266
Pinedale |559| 439.0486
Politi |559| 431.6450
Reedley |559| 638-2818
Riverdale |559| 867.3381
San Joaquin |559| 693.2171
Sanger |559| 875.2435
Selma |559| 896.3393
Shaver Lake |559| 841.3330
Sunnyside |559| 255.6594
Tranquillity |559| 698.5158
Woodward Park |559| 433.3135

Regional Services
Community Bookmobile |559| 458.7323
Daycare Bookmobile |559| 488.3205
AprendoVan |559| 224.1534
Career Services |559| 488.3628
Senior Resource Center |559| 488.3856
Dial-A-Story |559| 896.8253
or ... |559| 332.2220
Literacy Services Center |559| 224.7094
Talking Book Library for the Blind |559| 488.3217
TTY Service for the Deaf and Persons with Hearing Impairments |559| 488.1642
Volunteer Services |559| 252.8657

WEBSITE www.fresnolibrary.org

IN SPANISH *click on "Español"* • CHILDREN'S HOME PAGE *click on "Children"* • TEENS HOME PAGE *click on "Teens"*
PLANNED GIVING *click on "Help the Library"* • ONLINE CATALOG *click on "Catalog"*

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