

2023



ANNUAL REPORT

Moorpark
CITY LIBRARY



699 Moorpark Ave., Moorpark, CA 93021 | (805) 517-6370

City Council Members and Executive Staff

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Letter from the Director

Throughout 2023, the Moorpark City Library's commitment to fostering community engagement and providing enriching experiences for all ages remained steadfast. Our fall Solar Eclipse Celebration was a standout event where patrons of all ages gathered at the Library to experience the rare celestial phenomenon together. A truly unforgettable experience, the Celebration showcased the power of science to unite us and ignite curiosity within our community.

Our Local Author Showcase, another highlight for the year, provided a platform for talented writers within our community to share their works and connect with fellow book enthusiasts. The event recognized local literary talent while encouraging a love of reading and storytelling among attendees. The Showcase built a sense of camaraderie and support for authors and readers alike.

None of these accomplishments would have been possible without the unwavering support of our dedicated staff, volunteers, and community partners. Their passion, creativity, and tireless dedication have been instrumental in shaping the success of our Library while ensuring that we continue to fulfill our mission of serving as a cornerstone of our community.

Looking ahead to the future, we are excited to build upon the momentum of the past year and continue to innovate and evolve in order to meet the ever-changing needs of our patrons. Whether through the expansion of our programming offerings, the cultivation of new community partnerships, or the introduction of innovative technologies, we remain committed to fostering a culture of lifelong learning and exploration within our community.

In closing, I would like to extend my heartfelt gratitude to each and every individual who has contributed to the success of our Library over the past year. Your support enables us to continue our community work, and we are deeply grateful for the opportunity to serve you.

Sincerely,
Christine Conwell



2023 By the Numbers



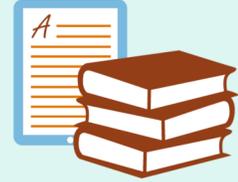
56,288
VISITORS

(2022: 54,214)



1,294
NEW CARDHOLDERS

(2022: 1,291)



91,509
ITEMS BORROWED

(2022: 94,697)



129,559
UNIQUE WEBSITE VISITS

(2022: 95,422)



984
REFERENCE QUESTIONS ANSWERED

(2022: 846)



4,043
PUBLIC COMPUTER SESSIONS

(2022: 3,781)



191
VOLUNTEERS

(2022: 181)



424
VOLUNTEER HOURS

(2022: 417)



344
PROGRAMS AND EVENTS

(2022: 335)



8,183
PROGRAM AND EVENT ATTENDANCE

(2022: 5,796)

Moorpark
CITY LIBRARY

moorparklibrary.org

Programming Highlights

Kids Fest & Community Resource Fair

The Moorpark City Library hosted its inaugural Kids Fest Celebration and Resource Fair on April 29 to commemorate Día de los Niños. A cornerstone of Kids Fest was the Resource Fair, where caregivers were connected with a plethora of resources available in the community. Local organizations, educational institutions, and service providers came together to showcase their offerings, ranging from early childhood education programs to parenting support services. This interactive fair facilitated meaningful connections between caregivers and the resources they need to support their children's growth and development.

Kids Fest celebrated cultural diversity through enriching activities, from multicultural storytelling sessions to arts and crafts workshops inspired by global traditions. By exposing children to different cultures and perspectives, Kids Fest fostered a sense of inclusivity and appreciation for diversity within Moorpark.

The activities offered at Kids Fest were thoughtfully designed to support early childhood development. Children enhanced their cognitive, social, and emotional skills through hands-on learning experiences, creative expression, and interactive play. Caregivers were provided valuable insights and resources to facilitate their children's holistic development during these formative years.

Summer Reading Program

In 2023, the Summer Reading Program was simplified for a more straightforward challenge where participants were urged to read daily for four weeks. This streamlined approach resulted in a remarkable increase in engagement and completion rates soared from 10% to an impressive 50%. The program tapped into a wider audience by removing complexities, emphasizing consistency, and encouraging sustained participation. The simplified format proved highly effective in promoting literacy and generating a love for reading within the community.



In addition to simplifying the Summer Reading Program, the Library made another significant event change by moving Touch a Truck from September to the kickoff event in June. This alteration proved immensely successful: the event's highest attendance included 600 participants. Kickoff attendees also enjoyed the Mayor announcing the Summer Reading Bookmark Contest winners. Additionally, First5 provided sensory activities for families, adding a dynamic element to the event and fostering inclusivity.



Solar Eclipse Celebration

The Solar Eclipse Viewing Party on Saturday, October 14 brought together 100 enthusiastic attendees of all ages, backgrounds, and levels of astronomical knowledge to witness a rare celestial spectacle. The event featured an array of telescopes and solar filters available for use, allowing attendees to get up close and personal with the eclipse and experience breathtaking views of the sun's gradual transformation. The awe and excitement on participants' faces as they peered through the telescopes, some for the first time, added to the already amazing experience. Pam Hoffman, founder of Everyday Spacer and member of the Ventura County Astronomical Society, was ready and willing to answer questions, explain the science behind the eclipse, and offer guidance on safe viewing. Pam's interactions enriched our understanding of the eclipse and provided an opportunity for attendees to connect with fellow astronomy enthusiasts, share experiences, and make new friends. The Library distributed 500 free eclipse-viewing glasses to Moorpark residents leading up to the event.





Tiny Art Show & Reception

The 3rd Annual Tiny Art Show saw significant growth this year. Registered participants increased by 163%, totaling 245 contributors. Out of the registered participants, 117 pieces of artwork were displayed, showcasing the dedication and artistry of the individuals involved.

The Tiny Reception on November 1 had 111 individuals, marking the pinnacle of the event. Refreshments including sparkling cider and assorted snacks added to the charm and overall experience for attendees

Local Author Showcase & Book Sale

The Local Author Showcase provided a platform for the literary achievements of 27 writers residing in Ventura County, forging a deeper connection between authors and readers while highlighting the rich tapestry of voices within Moorpark. The Showcase featured a diverse array of genres spanning from fiction to poetry and memoirs to children's literature, reflecting the multifaceted interests and talents of our local authors. Attendees had the opportunity to engage with writers and participated in meaningful dialogue and connections that transcended the boundaries of the written word.



The Local Author Showcase not only celebrated the literary accomplishments of our community, but also served as a catalyst for collaboration and creativity. By nurturing a supportive ecosystem for local writers at the Showcase, the Library cultivated a vibrant literary culture based on inclusivity, innovation, and the shared love of storytelling.



Triple P Workshops

In the fall of 2023, the Library partnered with Interface Children & Family Services to offer a series of workshops to caregivers in the community called Positive Parenting Program, better known as Triple P.

Triple P provided evidence-based strategies and techniques to promote positive parent-child relationships, manage challenging behaviors, and foster healthy child development. These workshops provided caregivers invaluable insights, practical strategies, and a supportive community to share experiences and learn from one another. The positive feedback and participation we received underscored the importance and relevance of such initiatives within our community.

Aventuras en Lecturas/Bitty Bilinguals

Recognizing the diverse linguistic needs of our community, we transformed our bilingual storytime, previously facilitated by First5, into Aventuras en Lecturas, a unique Spanish Storytime program led by our dedicated library staff. This transition highlights our commitment to adapting and expanding our services independently, ensuring we continue to meet the diverse needs of our community.



Aventuras en Lecturas was a collaborative effort developed by our proficient Spanish-speaking staff and our dedicated children's librarian. The program's launch was met with enthusiasm from the community, with families expressing gratitude for the opportunity to engage with Spanish literature and culture. This initiative facilitates interactions between library staff and Spanish-speaking families and increased awareness of our Library's resources and services.

LEGO Robotics Club

In 2023, the Library continued its proud tradition of fostering innovative learning experiences through the LEGO Robotics Club. This club serves as a catalyst for collaboration, creativity, and technological exploration within our community. One of the most remarkable aspects of the LEGO Robotics Club is its student-led nature, a testament to the passion and ingenuity of our young leader, Gohith Chittajallu.

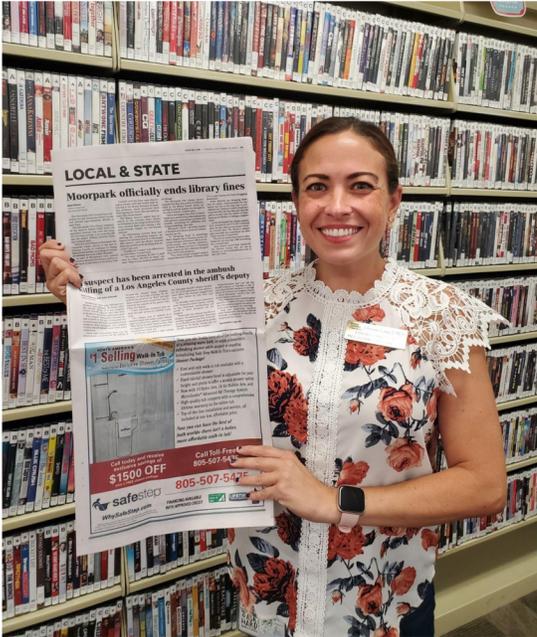
Under Gohith's guidance, participants are led to design, build, and program robots using LEGO Mindstorms kits. As they delve into engineering and programming, students are not merely passive recipients of knowledge; they become active creators and innovators.



Art for All

In 2023, the Library continued to generate inclusivity and creativity through its Art for All program. This initiative, aimed at children in grades 3-8 with physical and/or developmental disabilities, is facilitated by enthusiastic and empathetic volunteers from the Teen Advisory Group. These young leaders bring their artistic talents and serve as mentors and role models for the participating children. By promoting inclusivity and celebrating diversity through art, the program enriches the lives of its participants, challenges societal perceptions, and fosters a more compassionate and inclusive society.

Library Collections



Ensuring Equity

Incurring fines can be a significant burden, especially for low-income families, fixed-income seniors, and individuals facing financial challenges. These fines often act as barriers that prevent people from accessing critical information and resources available at the Library. To enhance accessibility and inclusivity, the Moorpark City Library has implemented a fine-free policy and has waived all outstanding late fines. This initiative relieves patrons burdened by fines and will encourage more people to use the Library's resources, borrow materials, and participate in programs and services. By removing the financial obstacles associated with fines, the Library hopes to increase utilization and be more accessible to everyone in the community via its resources, materials, and programs and services.



Library of Things

The Library of Things continues to thrive in its ongoing commitment to provide diverse and enriching resources to the community. This innovative program offers patrons access to many items beyond traditional books, fostering learning, creativity, and exploration.

PARENTING PACKS:

With 90 circulations over the past year, the Parenting Packs have proven to be invaluable resources for families in our community looking for assistance in their parenting journey. These kits are carefully curated to support parents in various stages, offering guidance, tools, and activities to enhance parenting skills and promote child development.

MUSICAL INSTRUMENTS:

The collection of musical instruments has been a hit, circulating 95 times in the past year! From guitars to keyboards, these instruments have helped patrons explore their musical talents, sparked new creative endeavors, and brought the joy of making music to Moorpark.

PARKS PASSES:

Nature offers boundless opportunities for exploration and rejuvenation. The Parks Passes were circulated an impressive 178 times over the past year. These passes provide access to state parks, allowing patrons to connect with the outdoors, enjoy recreational activities, and appreciate the beauty of nature.

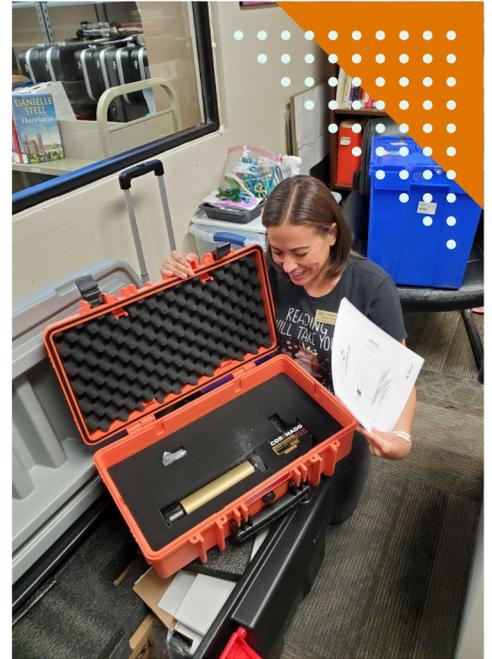
Grants & Special Projects

Solar Science Kit

The Library received a Solar Science Kit from NASA@My Library to support the October 2023 eclipse and other astronomy/solar activities. The project was funded by the Space Science Institute's STAR Net team thanks to a grant from the Gordon and Betty Moore Foundation and a supplement to the NASA@My Library Project.

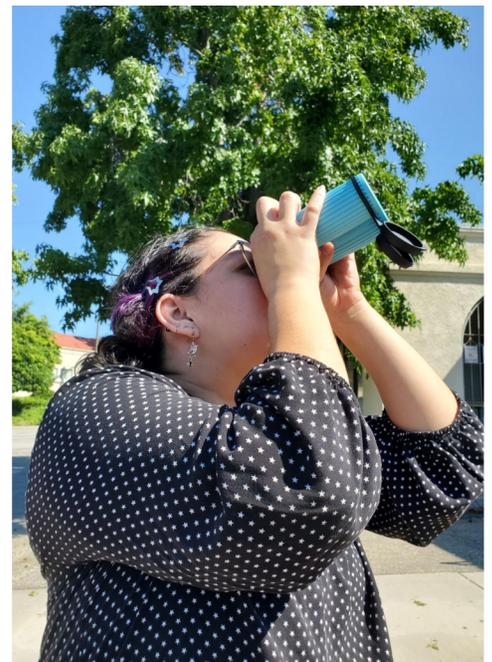
The kit includes:

- a Sunspotter: Safer Solar Telescope
- a Coronado Personal Solar Telescope & Tripod
- 2 Mini SUNoculars
- 2 SUNoculars
- Materials for "Moon Bear's Shadow" Activity
- "Sorting Games" Activity
- "Eclipse Soundscapes" Citizen Science Tools and Activities



Congresswoman Julia Brownley

Congresswoman Julia Brownley stopped by the Moorpark City Library in January to present the City with a \$750,000 check for the new library building. The funding for the project is part of the federal omnibus bill passed in December 2022. "Public libraries are made for people of all ages and walks of life to enjoy," Brownley said. "They are a critical center point for the culture of any city."



ZipBooks

The Library was awarded \$2,648 in California Library Services Act funds for the ZipBooks grant project in FY 2022-2023 and \$3,645 for FY 2023-2024. ZipBooks is a statewide project of the California State Library and bridges the gaps between a library's patron request service, normal acquisitions process, and outreach/home delivery service. Materials are ordered through Amazon and shipped directly to patrons. When patrons finish with the materials, they return them to the Library to potentially be added to the collection.



Friends of the Library & Moorpark City Library Board

With immense gratitude, we extend our thanks to each and every member of the Moorpark Friends of the Library for their generous support throughout the year. Your dedication makes the Moorpark City Library not just a building, but a vibrant intellectual and cultural hub that enriches the lives of all who walk through our doors.

BOARD MEMBERS:

Rosalie Barili, President
Diana Fowler, Vice President & Book Sales
Carmen Jerome, Treasurer
Bernadette McDowell, Secretary
Lou Langkusch, Membership
Eleanor Villanueva, Membership Assistant
Dona Pugh, Parliamentary Consultant
Teri Glazier, Publicity
Lori Preciado, Member
Jo Ellen Hilliard, Member
Larissa Gurrola, Grant Writer/Social Media
Grace Hernandez, Website Editor
Eleanor LaBarbera, Newsletter Editor

The Moorpark City Library Board consists of five citizens appointed by the Mayor and City Council for a three-year term. The Board may recommend to the City Council all rules, regulations, and bylaws necessary for the administration, government, and protection of the Moorpark City Library.

- Sandra Banks
- Laura Burnett
- Michelle Barrett
- Linda Goble
- Chaya Turrow

Partners

We express our heartfelt appreciation to each of our esteemed community partners for their invaluable contributions, whether through financial support, volunteer efforts, expertise sharing, or advocacy. Their partnership has not only enhanced the impact of our initiatives but has also fostered stronger bonds within our communities.

- 211 Ventura/Interface
- Alison Kindig
- Anna Derriger
- Boys & Girls Club of Moorpark & Simi Valley
- Child Development Resources
- Coaches Ice Cream
- Community Action Ventura County
- Dr. Christine White
- First 5 Ventura County
- Fix-It-Fast Plumbing
- Gohith Chittajallu
- Kumon Math & Reading Center
- Level 3 Martial Arts Performance
- Lisa Igraszek
- Mathnasium
- Moorpark College Outreach
- Moorpark Karate & Krav Maga
- Moorpark Recreation
- Pam Hoffman
- Patty Krieger
- Rainbow Connections
- Riya Agrawal
- Ruben Castro Charities
- Sue Clouse
- Susan Nicoletti
- Tri-Counties Regional Center
- Ventura County Department of Child Support Services
- Westminster Free Clinic



Statistics - A Comparison

	Door Count		New Borrowers		Public Computer Sessions		Reference Transactions	
	2023	2022	2023	2022	2023	2022	2023	2022
January	4,780	3,717	138	85	158	250	116	18
February	4,523	3,643	74	99	350	266	81	24
March	4,873	4,904	100	127	378	336	69	24
April	4,632	4,642	83	77	333	351	59	29
May	4,126	4,249	95	86	367	327	80	51
June	5,414	5,427	127	161	366	322	102	-
July	5,188	4,890	101	118	316	316	77	127
August	4,919	4,513	139	146	464	340	104	128
September	4,506	4,117	157	156	397	371	112	130
October	5,189	5,782	111	78	357	337	46	105
November	4,284	4,014	87	88	298	283	79	118
December	3,854	4,316	82	70	259	282	59	92
1 QTR Total	14,176	12,264	312	311	886	852	266	66
2 QTR Total	14,172	14,318	305	324	1,066	1,000	241	80
3 QTR Total	14,613	13,520	397	420	1,177	1,027	293	385
4 QTR Total	13,327	14,112	280	236	914	902	184	315
Year-to-Date	56,288	54,214	1,294	1,291	4,043	3,781	984	846

	Physical Circulation		Electronic Circulation		Total Circulation	
	2023	2022	2023	2022	2023	2022
January	7,079	6,295	1,108		8,187	6,295
February	5,814	6,231	1,063		6,877	6,231
March	6,975	7,343	875		7,850	7,343
April	6,296	6,623	851		7,147	6,623
May	6,311	6,664	961		7,272	6,664
June	7,372	7,391	890		8,262	7,391
July	7,541	7,614	1,011		8,552	7,614
August	7,240	7,129	950		8,190	7,129
September	6,779	7,527	1,027		7,806	7,527
October	6,728	7,672	1,020		7,748	7,672
November	6,464	6,623	959		7,423	6,623
December	5,351	6,467	844		6,195	6,467
1 QTR Total	19,868	19,869	3,046	-	22,914	19,869
2 QTR Total	19,979	20,678	2,789	-	22,681	20,678
3 QTR Total	21,560	22,270	2,687	-	24,548	22,270
4 QTR Total	18,543	20,762	2,702	-	21,366	20,762
Year-to-Date	79,950	83,579	11,559	-	91,509	83,579

	Number of Volunteers		Volunteer Hours		Unique Webpage Views	
	2023	2022	2023	2022	2023	2022
January	15	17	32	31	9,183	1,493
February	16	29	40	56	8,981	1,470
March	14	27	26	54	10,819	7,419
April	17	12	43	43	10,352	11,806
May	15	14	43	25	10,316	8,913
June	10	4	22	12	10,435	8,994
July	11	-	26	-	10,243	9,532
August	14	18	25	32	10,955	9,381
September	30	16	70	58	11,124	9,272
October	20	16	40	38	11,598	9,047
November	7	13	14	30	10,318	8,432
December	22	15	43	38	15,235	9,663
1 QTR Total	45	73	98	141	28,983	10,382
2 QTR Total	42	30	108	80	31,103	29,713
3 QTR Total	55	34	121	90	32,322	28,185
4 QTR Total	49	44	97	106	37,151	27,142
Year-to-Date	191	181	424	417	129,559	95,422

	Children Programs		Children Program Attendance		Young Adult Programs		Young Adult Program Attendance	
	2023	2022	2023	2022	2023	2022	2023	2022
January	19	17	358	269	3	3	14	12
February	17	19	305	317	3	5	-	24
March	21	22	414	380	3	5	12	24
April	18	16	291	181	2	4	6	21
May	27	12	560	223	3	4	19	41
June	16	10	1,015	256	6	12	36	41
July	17	11	421	310	6	18	40	48
August	17	16	378	306	4	9	24	38
September	13	17	276	504	2	2	-	17
October	12	18	213	799	3	1	18	5
November	7	13	159	227	2	3	3	6
December	10	12	504	208	3	3	22	18
1 QTR Total	57	58	1,077	966	9	13	26	60
2 QTR Total	61	38	1,866	660	11	20	61	103
3 QTR Total	47	44	1,075	1,120	12	29	64	103
4 QTR Total	29	43	876	1,234	8	7	43	29
Year-to-Date	194	183	4,894	3,980	40	69	194	295

	Adult Programs		Adult Program Attendance		All Ages Programs		All Ages Program Attendance	
	2023	2022	2023	2022	2023	2022	2023	2022
January	9	1	79	7	2	-	70	-
February	5	4	45	41	2	-	57	-
March	6	6	58	57	2	-	19	-
April	5	5	42	42	2	-	170	-
May	5	5	42	44	-	-	-	-
June	5	8	42	47	1	-	19	-
July	5	8	39	46	1	-	34	-
August	5	6	44	48	1	1	26	39
September	5	6	38	55	1	1	88	19
October	5	7	35	104	5	1	571	21
November	5	6	49	71	2	1	211	21
December	5	5	54	38	1	3	15	230
1 QTR Total	20	11	182	105	6	-	146	-
2 QTR Total	15	18	126	133	3	-	189	-
3 QTR Total	15	20	121	149	3	2	148	58
4 QTR Total	15	18	138	213	8	5	797	272
Year-to-Date	65	67	567	600	20	7	1,280	330

	Total Programs		Total Program Attendance		Self-Directed Programs		Self-Directed Program Attendance	
	2023	2022	2023	2022	2023	2022	2023	2022
January	33	21	521	288	2	3	41	36
February	27	28	407	382	2	1	30	12
March	32	33	503	461	4	1	813	20
April	27	25	509	244	3	1	87	21
May	35	21	621	308	2	1	59	15
June	28	30	1,112	344	2	1	63	10
July	29	37	534	404	3	2	65	21
August	27	32	472	431	3	1	83	18
September	21	26	402	595	1	2	4	39
October	25	27	837	929	-	3	-	204
November	16	23	422	325	2	2	2	38
December	19	23	595	494	1	4	1	92
1 QTR Total	92	82	1,431	1,131	8	5	884	68
2 QTR Total	90	76	2,242	896	7	3	209	46
3 QTR Total	77	95	1,408	1,430	7	5	152	78
4 QTR Total	60	73	1,854	1,748	3	9	3	334
Year-to-Date	319	326	6,935	5,205	25	22	1,248	526