



PATRON BORROWING TRENDS

SHELLIE COCKING

COLLECTIONS AND TECHNICAL SERVICES

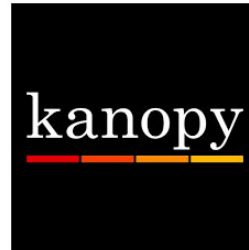


SERVING OUR PATRONS DURING THE PANDEMIC

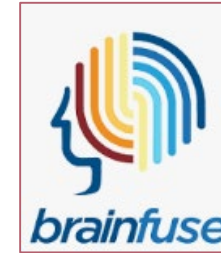
OUR TRADITIONAL MISSION CHANGES TO MEET
NEW NEEDS

MEETING THE NEEDS OF THE COMMUNITY DURING SHELTER IN PLACE

MEETING DEMAND FOR IMMEDIATE ACCESS



- Holds to holding ratio – reduced to 2 to 1
- Increased frequency of ordering
- Digital Access Card
- Vendors helped – free titles
- Publishers helped – reduced prices & eliminated embargos



SUPPORTING AT HOME LEARNING

SERVING YOUTH DURING THE DISTANCE LEARNING

SCHOLAR CARDS - 20/21 SCHOOL YEAR



	# of Schools	Total Students
Public	122	54,684
Private	6	2,942
Charter	1	286
Grand Total	129	57,912

	Books	Toys & Craft Kits	Grand Total
Department of Children, Youth and Their Families	14,780		14,780
Human Rights Commission	5,000		5,000
Human Services Agency	1,870	570	2,440
Mayor's Office of Housing and Community Development	4,500	370	4,870
Charities	17,300		17,300
Bookmobile Stops @ SFUSD	11,510	2,740	14,250
Summer Together	43,000		43,000
	97,960	3,680	101,640

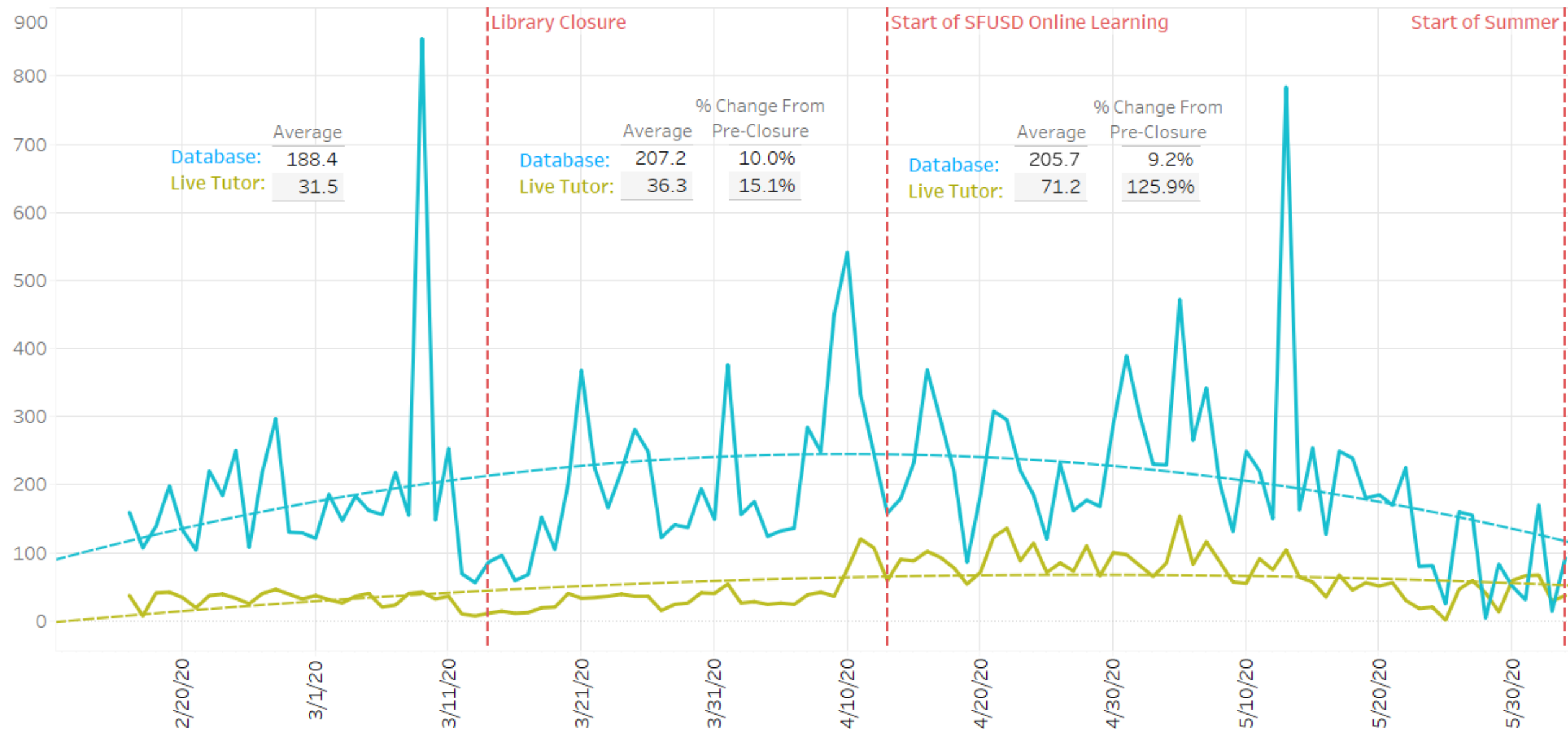


GIVEAWAYS

- database usage refers to a page view; i.e. flashcards, SkillsSurfer, tests, etc.

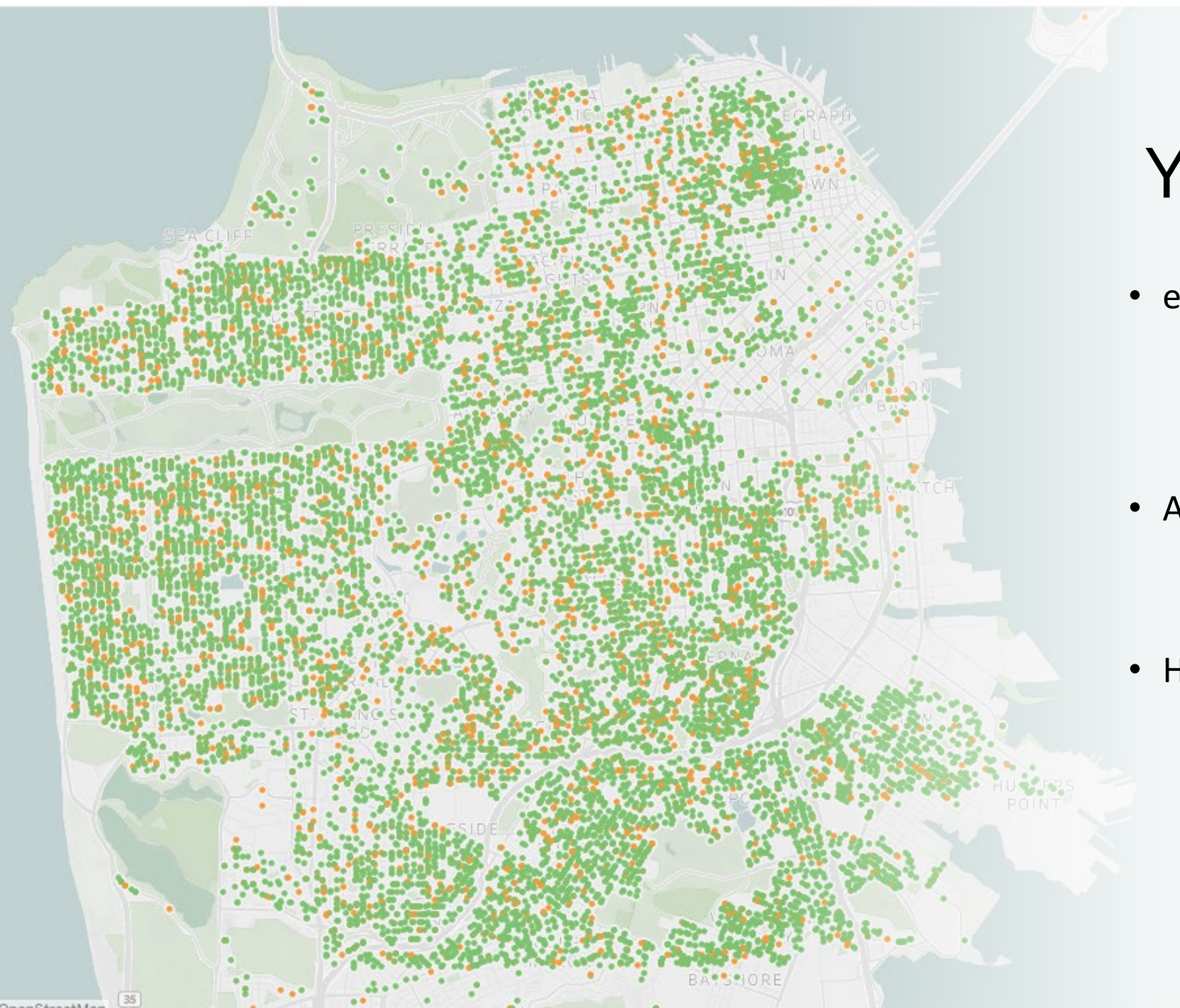
- live tutor interaction is when a patron either connects with a live tutor or uses the writing lab/send question

■ Database Usage
■ Live Tutor Interaction



Youth Circulation

- eCirculation youth 0-12: 205.5% increase
 - FY19 – 347,452
 - FY20 – 544,379
 - FY21 – 1,061,447
- Accessed throughout the City
 - eCirc
 - pCirc
- Hoopla served as school library



MEETING THE DEMAND FOR NON-ENGLISH MATERIAL

ECOLLECTIONS



Overdrive Circ – FY19 vs. FY21

Overall circ

- Chinese circ – up 84%
- Spanish circ – up 40%

Youth circ

- Chinese circ – up 274%
- Spanish circ – up 123%

Hoopla Circ – FY19 vs. FY21

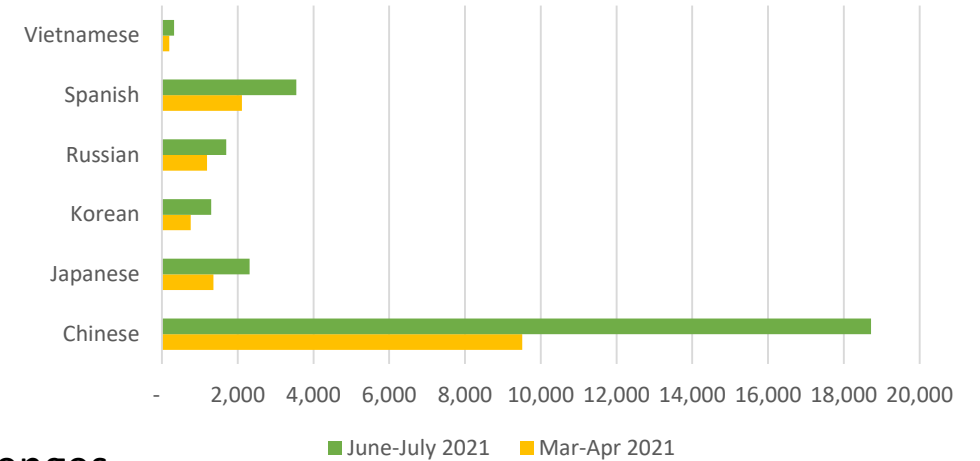
- Spanish circ – up 85%



GENERAL RECOMMENDATIONS

中國電影推薦 Chinese Films for Instant Streaming

Staff-created list



Challenges

- Vendors impacted by the pandemic
- Selectors deployed as DSW
- Patrons often browse and ask staff suggestions.



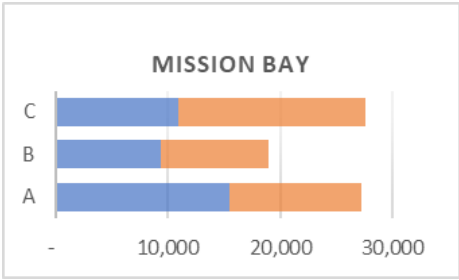
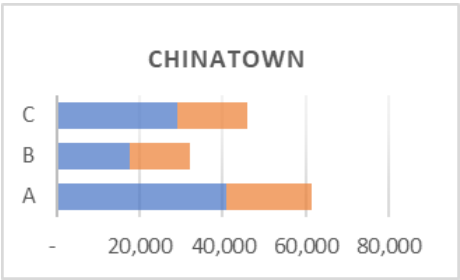
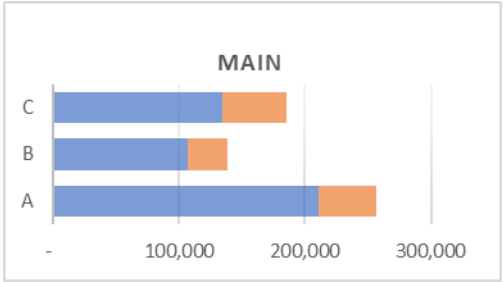
PHYSICAL COLLECTIONS

WELCOMING OUR PATRONS BACK IN

SFPL TO GO



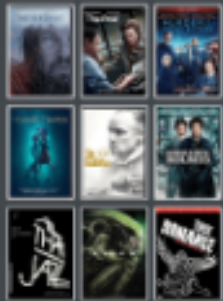
- Refreshed the Collections
- Relaunched Lucky Day
- Piloted Chinese Lucky Day
- Newspapers Resume



Samples
A: 9-10/2019
B: 3-4/2021
C: 6-7/2021

Adult Collections

Youth Collections



GENERAL RECOMMENDATIONS

Films you can't Stream

Staff-created list

Check out these fantastic features on DVD and Blu-Ray at SFPL you won't find currently on Netflix, Hulu, Disney Plus or Prime.



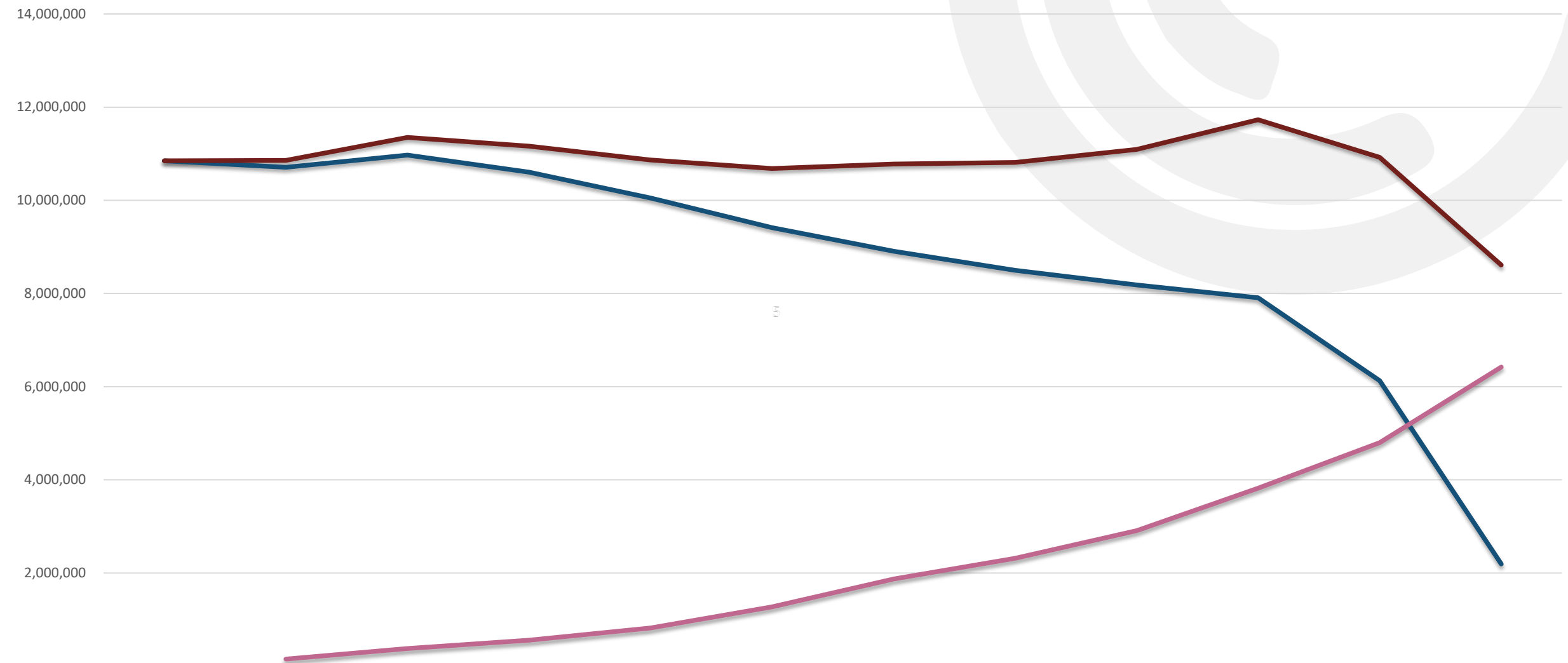
BIBLIO BOUTIQUE

5 More to Read



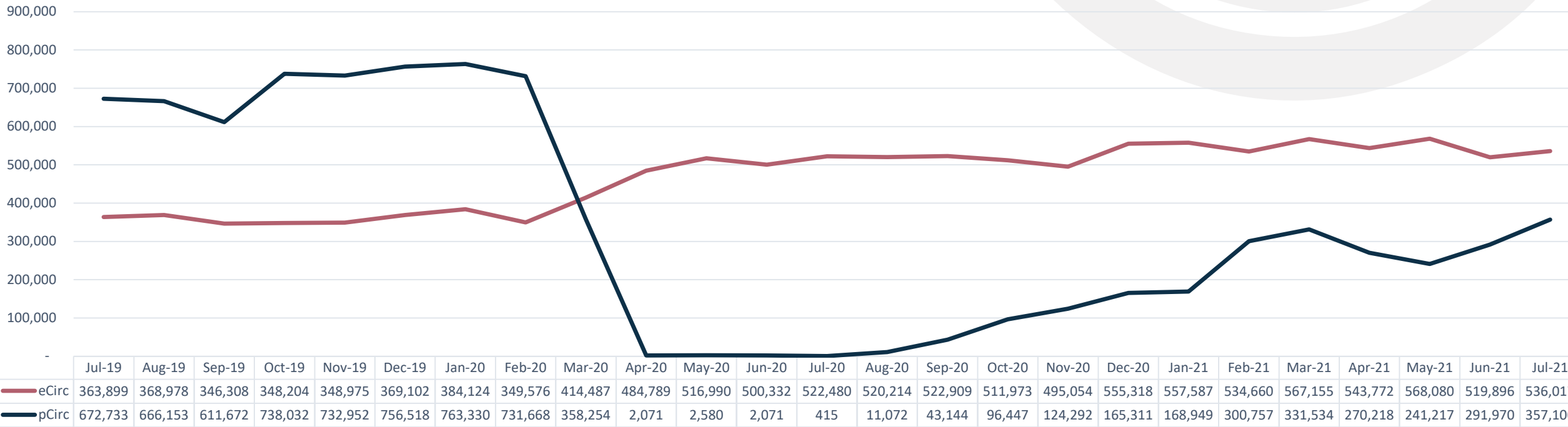
IN PERSON BROWSING

10 YEAR CIRCULATION TREND - FY11 TO FY21



	FY10	FY11	FY12	FY13	FY14	FY15	FY16	FY17	FY18	FY19	FY20	FY21
pCirc	10,849,582	10,707,477	10,971,974	10,604,636	10,049,467	9,411,331	8,908,625	8,495,266	8,183,863	7,909,721	6,128,298	2,190,327
eCirc		148,634	376,359	556,694	816,631	1,273,429	1,869,658	2,316,509	2,908,543	3,820,903	4,795,764	6,419,098
Total Circ	10,849,582	10,856,111	11,348,333	11,161,330	10,866,098	10,684,760	10,778,283	10,811,775	11,092,406	11,730,624	10,924,062	8,609,425

2 YEAR VIEW OF CIRCULATION





THANK YOU



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