



# LIBRARY COLLECTION TRENDS

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SHELLIE COCKING  
CHIEF OF COLLECTIONS AND TECHNICAL SERVICES

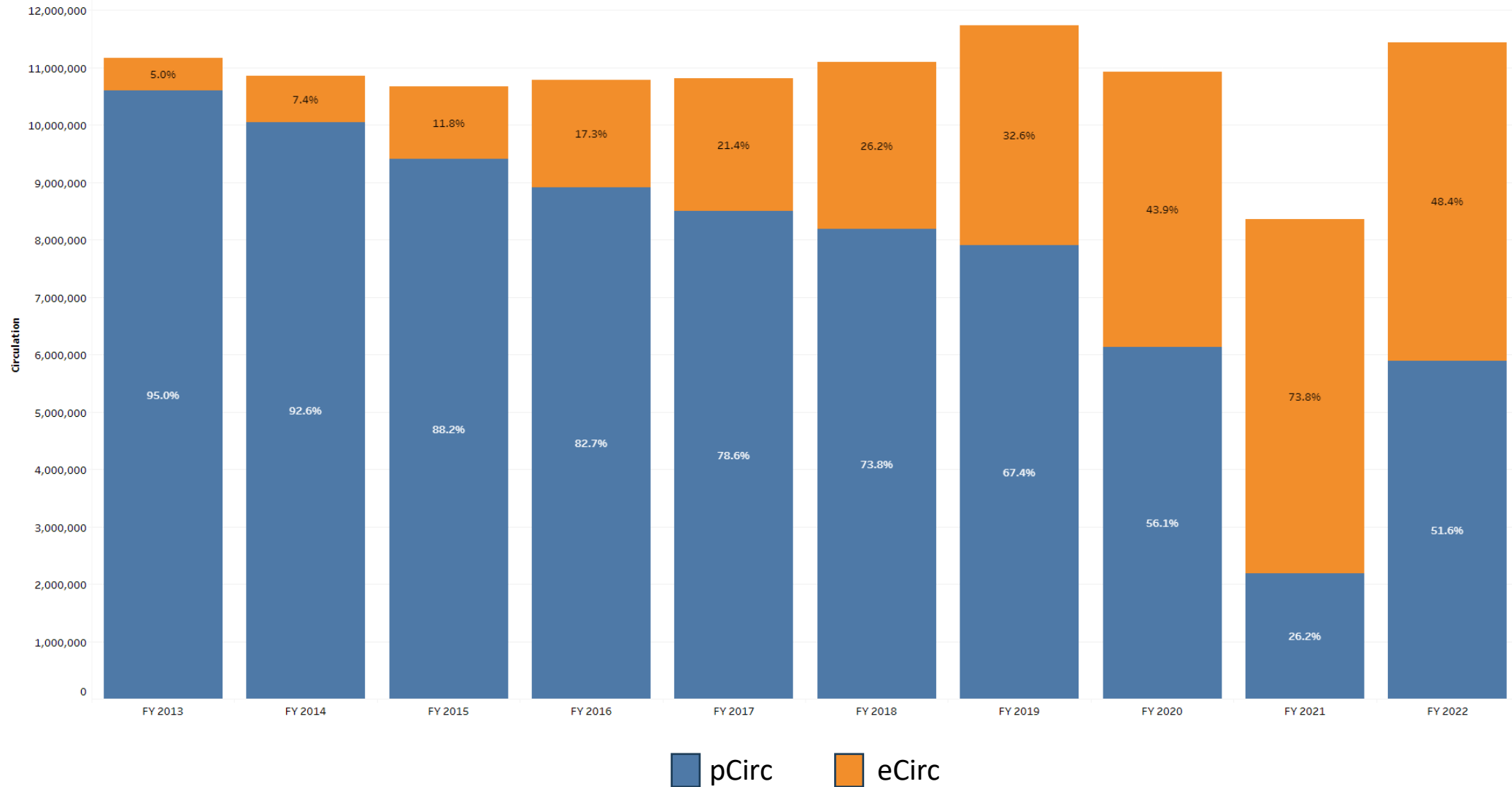
LIBRARY COMMISSION MTG 8.18.2022



**OUR COLLECTION IN ACTION**

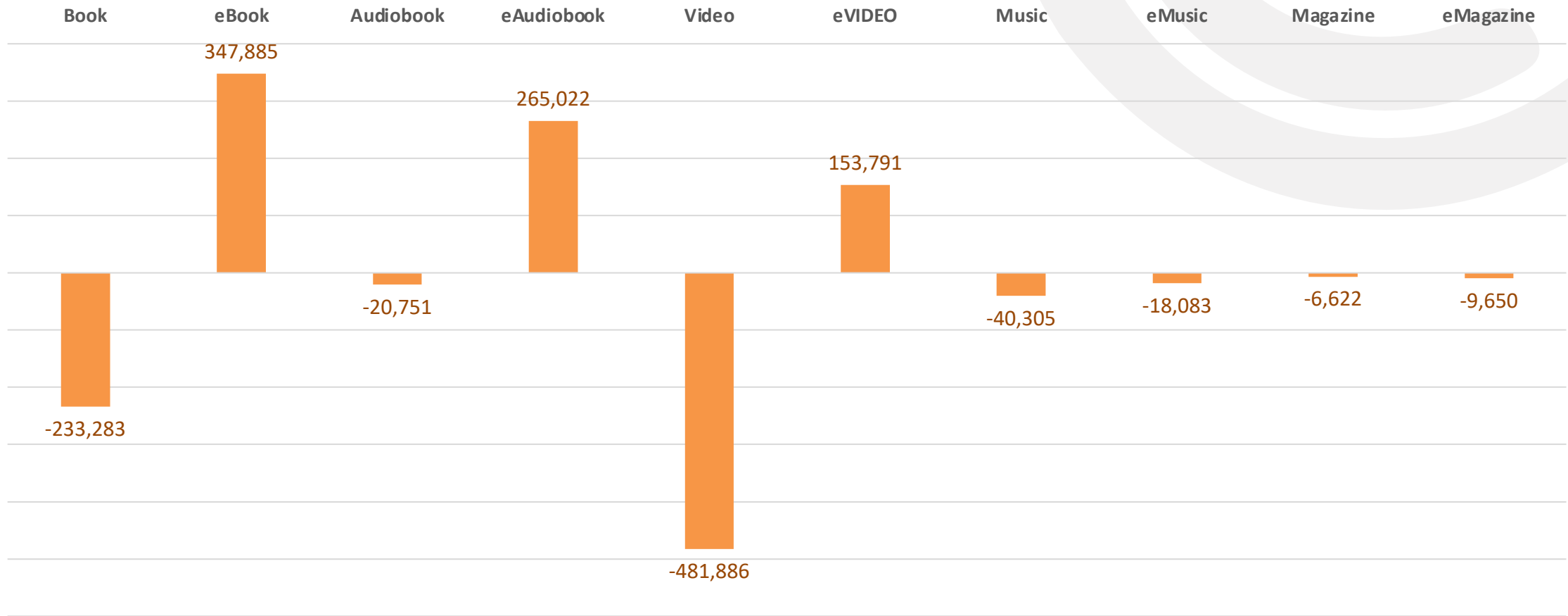


# 10 YEAR CIRCULATION TREND



# HOW CIRCULATION HAS CHANGED

Comparing Jan-Jun 2019 to Jan-Jun 2022 by Format



# TRENDS IN THE PHYSICAL WORLD

- Youth Fiction Circulation is back to 2019 levels
- Adult F down 10% compared to 2019.
- Adult NF publishing has slowed.
- DVDs Circulation is down, but still averaging 6.5 checkouts a year.
- Music CD circ way down, but vinyl is up 33% compared to 2019 levels
- Magazine publishing is shifting more to online only.

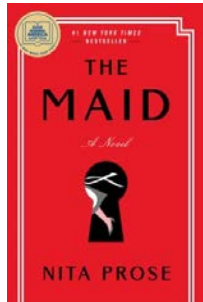
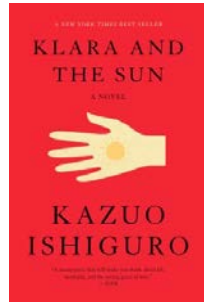
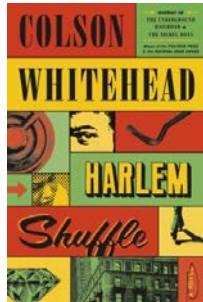
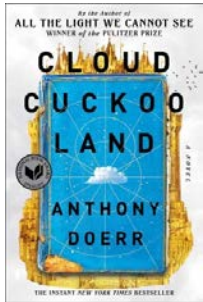
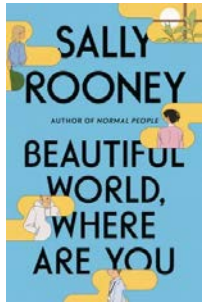


# WHAT'S POPULAR

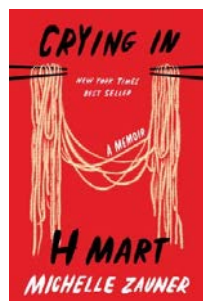
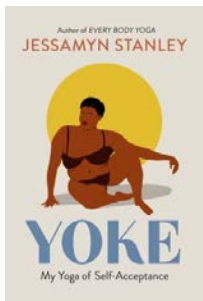
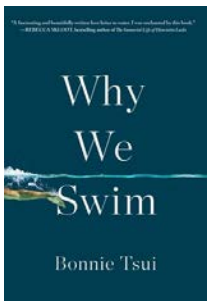
## TOP ADULT TITLES 2022



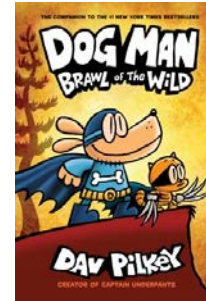
### Top 5 Adult Fiction



### Top 5 Adult Non-Fiction



### Top 5 Youth Fiction



### Top 5 Films



## TOP YOUTH AND AV TITLES

# BUDGET ALLOCATION HIGHLIGHTS



FY22

- Launched Chinese Lucky Day
- Supported City Economic Recovery
- Language Collection Recovery
- Launch Scholar@Home
- Continue to grow personal libraries through Summer Stride Books and with Community Partners



FY23

- Consider Lucky Day For Spanish & Russian
- Diversity Audit
- Mission Opening Day Collections
- JARS eMedia
- Launch Vinyl Collections at Mission Bay and Western Addition
- Launch Book Kiosk Collections

# TRENDS IN EMEDIA

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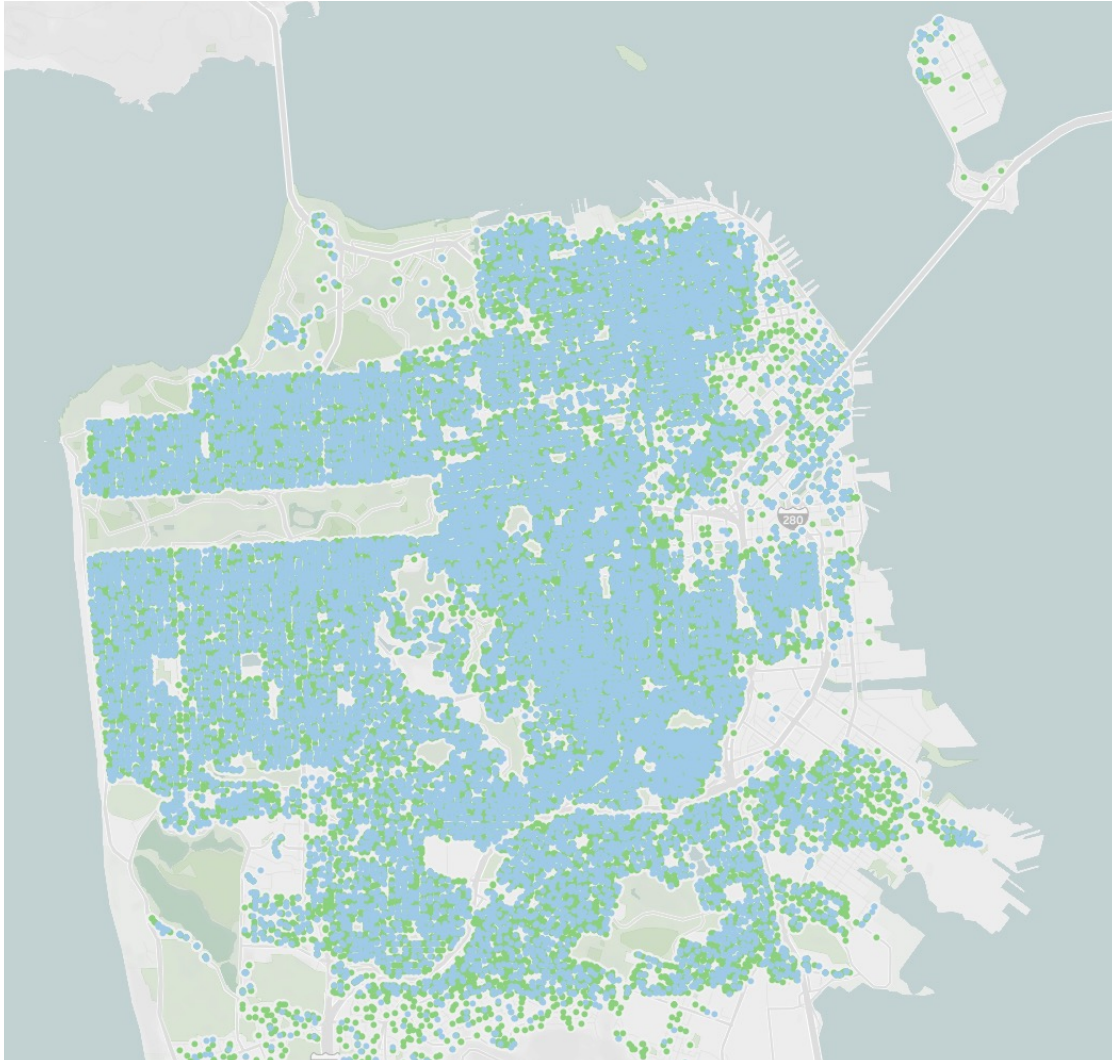
- eMedia circ continues to be strong
- Publishers eliminated library embargos
- Focus on digital literacy with NorthStar Digital
- Increasing access with Pay-per-Circ platforms
- New resources offered:
  - Ethnic Diversity Source
  - Gale's Business Suite
    - Business Plan Builder
    - Entrepreneurship
    - Legal Forms
    - DemographicsNow (coming soon)
  - Legal Info Reference Center



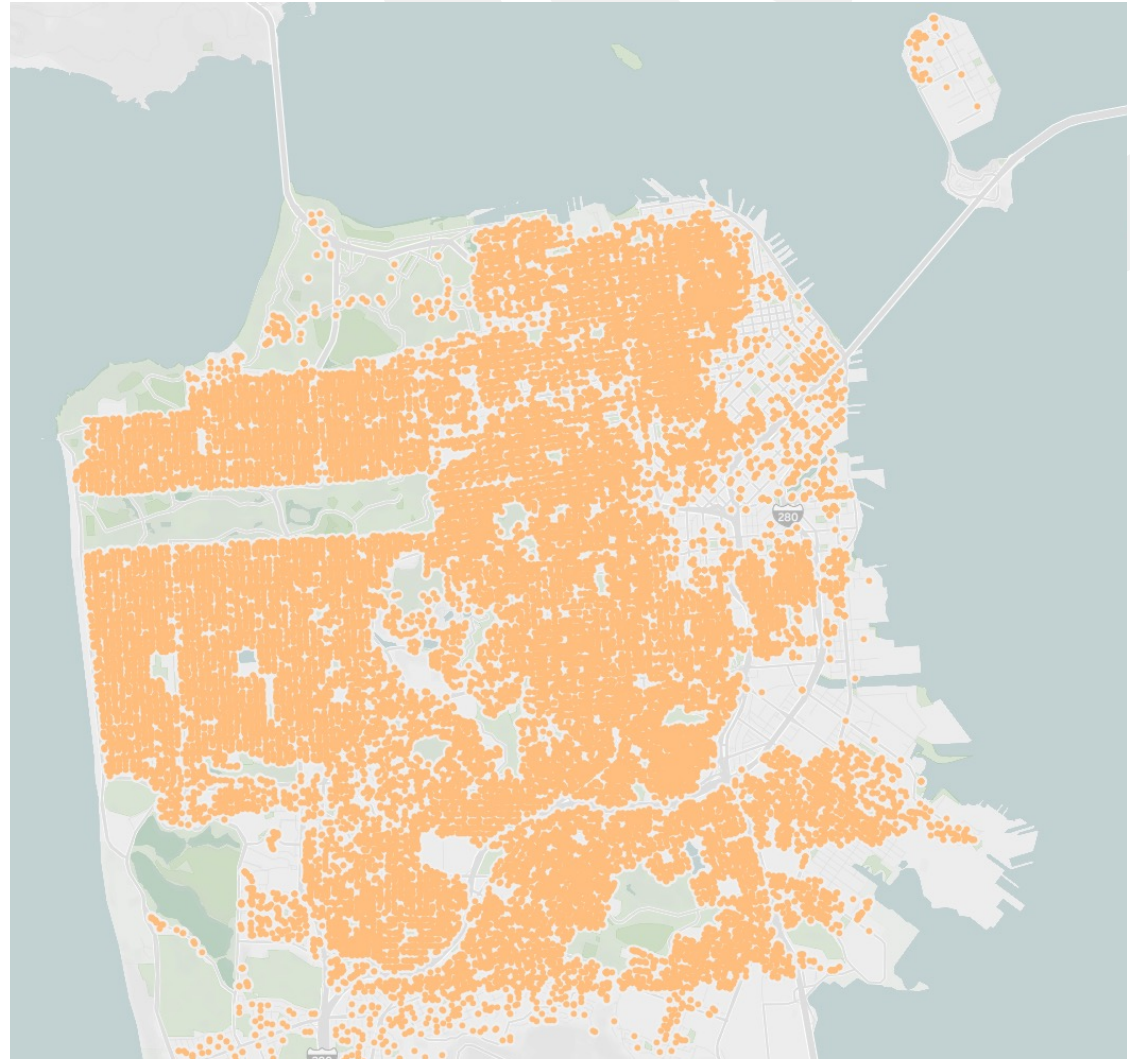
# PATRON CHECKOUTS DURING 2022

Comparing physical circulation to emedia circulation

eCirc



pCirc



# EMEDIA PURCHASING MODELS

PLATFORMS THAT ALLOW  
PURCHASING



O'REILLY®  
for Public Libraries



PLATFORMS THAT OFFER FULL  
CATALOGS (INCLUDING PAY PER USE)

# DIVERSITY & EQUITY GOALS

- Launching Collection Audit
- Increased funding for English language books on DEI topics
- Increased funding for books and AV in languages other than English
- Offering new tools for staff to track the collection
- Training staff on how to ensure diverse collections
- Launching subject heading review



# STARTER LIBRARY KITS

- Branch & Main Programs –
  - Open Houses & Other Programs
  - Sunday Streets
  - Sheriff's Office
- Community Partner Programs
  - Free Little Libraries – Low income housing support
  - Human Rights Commission – Everybody Reads
  - Juneteenth
  - Junior Giant
  - Backpack Giveaways – Back to School programs
- Scholars @ Home – Kits with 10 books
- Summer Stride Free Books
  - SFUSD partnership – one book for every grade schooler
  - @ our libraries





“Thanks again for everything, I hope your team gets some recognition because this is awesome; staff and patients really like these kits. You’re all amazing!”

Maria Vallejo Hower (Pita)  
Perinatal Program Coordinator  
Primary Care Perinatal Partnership

I have been meaning to send you a big GRACIAS! THANK YOU note for all the wonderful bundles that our family child care providers and the families they serve have received from you. As you can see, I distributed 99% of them. They shared some pictures of the families who received them... I just wanted to give you an idea of the impact you have had on the families in our different communities.

Muchas gracias! Thank you and we look forward to the next Summer Stride! next year =)

**Dannhae M. Herrera Wilson**, (she/her/ella)  
Family Child Care Specialist Coach/Guía Especializada en Cuidado Infantil Hogareño





# THANK YOU



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