



San Diego Public Library

*Annual Report*  
2000/01



The Mission of San Diego Public Library is to . . .



Respond to the information needs of San Diego's diverse communities.

Ensure equal access to local, national and global resources.

Anticipate and address the educational, cultural, business and recreational interests of the public.

Develop and provide welcoming environments.

## DIRECTOR'S MESSAGE

Looking back on the past two years reminds me of the many accomplishments we've achieved for the San Diego Public Library.

We moved forward on three capital improvement projects, beginning construction on the Mission Valley Branch Library and receiving generous donations from community members to expand both the Point Loma and the La Jolla/Florence Riford Branch Libraries. We held a variety of popular cultural events, from author presentations to concerts; welcomed children to our libraries and inspired their love of reading and learning; and reached out to the public through community events and media partnerships. Additionally, extended weekday hours were added at seven branches and Sunday hours were added at four. All were significant advancements for the Library as we entered the new millennium.

These achievements make us even more excited for the year to come. The new fiscal year also brought great news for the Library system. The new City Council, led by the efforts of Mayor Dick Murphy and Councilmember Jim Madaffer, showed great support for the library system on July 30, 2001, by unanimously voting to transfer \$1 million to the newly formed Foundation for San Diego Central and Branch Library System as seed money for fundraising efforts.

The Council also voted to reaffirm the Park-to-Bay site for the new Main Library and agreed to move forward with detailed plans prepared by architect Rob Wellington Quigley and the firm of Tucker Sadler Noble Castro Architects Inc.

A series of City Council committee meetings, held by the Natural Resources and Culture Committee, will continue to look at specific branch improvement needs, and a financing plan will be completed next year for creating a library system worthy of our affection.

As we reflect on our achievements and look to what the future will bring, I want to thank our dedicated Library staff for their fine efforts which are highlighted on the following pages. We could not do all of this without the wonderful contributions from our Friends of the Library, community partners, volunteers, private donors and public and private granting agencies which help provide services and funding to make all of this happen. Thank you all very much.

Finally, I would like to express our appreciation to the Board of Library Commissioners who guide and support the ongoing work of the Library.



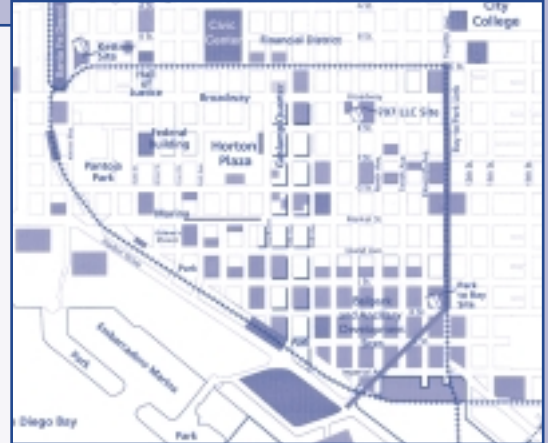
*Anna Tatár*

Anna Tatár, Library Director  
San Diego Public Library

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## HIGHLIGHTS

*I*n Fiscal Year 2000, then Mayor Susan Golding and the San Diego City Council voted to move forward on building a new Main Library between 11th and 12th Avenues and J and K Streets. The new Main Library will be a shining jewel in the 26-block ballpark redevelopment area and one of the key cultural elements of the coming park-to-bay link, which will connect Balboa Park and San Diego Bay through this area. New Mayor Dick Murphy, in his January 2001 "State of the City" address, spoke about an idea from former Indianapolis Mayor William Hudnut that the aim of a city should be "to create places worthy of our affection". He then outlined a bold agenda consisting of 10 major goals for the next four years. Goal #7 is to Build a Library System That Will Serve the Needs of All San Diegans and that includes both a new main library and a great branch system.



*S*an Diego Public library welcomed award-winning poets David Lee and Primus St. John for a week of poetry readings and workshops in November 2000. The American Library Association partnered with Copper Canyon Press and the Lila Wallace Readers Digest Fund to bring poets to library venues across the country. Readings at the City Heights, Pacific Beach, and Scripps Miramar Ranch Branch Libraries featured dynamic and introspective readings by the poets as well as question and answer sessions with the audiences. As part of the project, the poets' books were given to both audience members and the library system.

*B*usiness Resources & Technology Link, a dynamic outreach and resource program dedicated to serving the small business community, was launched in spring 2000 thanks to a \$155,365 Library Services & Technology Act grant. This project was conceived as a way to spread the word about the extensive business resources available at the Central Library and to expand services to meet the needs of business patrons. Headquartered in the Social Sciences Section and administered by the Business Services Librarian, this project involves partnering with other local agencies serving small businesses, offering new electronic databases, conducting extensive outreach, hiring staff dedicated to the project, and conducting free workshops. The workshops cover topics of interest to small businesses, such as: legal issues in cyberspace, e-commerce, web site design, how to start and grow a business in San Diego, and patents and trademarks. The additional staff provide assistance in finding and utilizing resources more effectively. A new web site explains the project's services. Partnerships provide opportunities for referrals, outreach, and access to additional services. A second year of funding was approved, making the effort a model demonstration project for libraries statewide.

*I*n Fiscal Year 2000, the Library engaged in a strategic planning effort with input from Friends of the Library, the Library Commission, members of the public and library staff. The outcome is a statement of the Library's values, a vision for the future and a focus for the next three to five years on three broad areas most in need of development and most likely to bring the library to the level of excellence that the citizens of San Diego deserve. These areas include:

**Collections:** the basis of any library's claim to excellence, reflecting the unique informational and knowledge needs of the people of San Diego.

**Technology:** linking the past and providing a gateway to the future.

**Buildings:** neighborhood libraries that provide welcoming environments and a new Main library that functions as the knowledge resource for the entire City.

*T*he Library continued to partner with the City Club to present the Great American Writers Series at various venues. Authors included Paul Theroux, Arthur Schlesinger Jr., Debra J. Dickerson, and Peter Matthiessen. The events drew large crowds, eager to hear the noted figures speak during interviews with City Club President George Mitrovich. Question and answer sessions following each event were very lively and informative.



*T*hanks to a major grant from the Bill and Melinda Gates Foundation of \$35,650 and an additional amount of \$22,770 from the California State Library, a new regional computer lab at the Central Library opened in the summer of 2000. Fourteen branch libraries and the Central Library's Children's Room benefited from a second Gates Foundation grant of \$213,350 which funded the installation of eighty-four new computers equipped with Internet access, Microsoft Word and Microsoft Excel programs. The computers are connected to the Internet via cable modem provided by Time Warner Cable of San Diego and Cox Communications. This increase in computer access has been very positive for patrons. The libraries receiving the funds were selected based on economic conditions of the communities served, with the goal of bridging the "digital divide" that separates underserved communities from those with greater access to computer technology.

*T*he Performance Annex at the Weingart City Heights Branch Library produced a full slate of exciting cultural events, including dance, theater, and musical performances. As word of the quality of the productions has spread, the audiences have increased and now come from all over the region. In June 2001, the Performance Annex presented "The Land of DiverCity," an enchanting theatrical production co-created with children from the City Heights community and schools and professional artists from the Institute for Arts Education. The production, which explored diversity issues in an imaginary place, nurtured the talents of local students and shared their visions with a capacity audience of 140 at each performance.

*T*he Library received \$42,388.50 from the Albertson's Best Neighbor Policy Grant Initiative. The funds purchased health and nutrition-related books and videos and underwrote a lecture series featuring local experts on health and nutrition. The four-part lecture series was presented in October and November 2000 by Candy Cumming of Sharp Healthcare's Center for Health Promotion and Jeanne Jones, syndicated newspaper columnist and author.

*T*he Library partnered with Sammy's Woodfired Pizza restaurants to hold a book drive to benefit READ/San Diego's Families for Literacy programs. On National Literacy Day, September 8, and on Sept. 9, 2000, people donated children's books in exchange for a free ice cream sundae at Sammy's. More than 2000 books were collected each day and given directly to participating families.

*O*n September and October 2000, the library hosted a traveling exhibit, *The Great Experiment: George Washington and the American Republic*. The exhibit was a 1,000-square-foot, 30-panel exhibition based on a major exhibition of original manuscripts, rare books, prints, engravings, and artifacts from the collections of the Huntington and Pierpont Morgan Libraries and the Gilder Lehrman Institute of American History. The exhibit was made possible in part through a major grant from the National Endowment for the Humanities, with additional support from the Gilder Lehrman Institute of American History and Mr. and Mrs., Charles T. Munger.



*O*n December 7 and 14, 2000, the Central Library held two popular writing workshops in conjunction with the screening of the documentary "First Person Plural," the story of Deann Borshay Liem, one of the tens of thousands of South Korean children adopted by white American families after the Korean war, which explored issues of adoption and cultural differences. Twenty-five writers at each session presented ideas about identity, race, and culture through poetry, fiction, and personal narratives. The workshops were made possible in part by a grant from the California Council for the Humanities.

*T*he public can now make online, tax-deductible donations to the Library's Matching Book and Equipment Fund by logging on to <http://sandiego.gov/donationfund/index.shtml>. Donations to the Book and Equipment Fund will increase the number of books, reference materials, audio/videotapes, and computer programs available at City libraries. Donations will be matched by the City.

*I*n 2001, Jack Winer, president of the Friends of San Diego Public Library, was selected as a Daily Point of Light, a national award which recognizes the contributions made by individuals and organizations toward solving serious social problems. Winer was nominated for his volunteer efforts on behalf of the Library, including overseeing an annual student essay contest and recruiting other volunteers to help with library programs.

*W*omen of Mystery: Three Writers Who Forever Changed Detective Fiction, a film, reading and discussion program was presented at the Central Library in June 2001. The program was based on the film by award-winning filmmakers Pamela Beere Briggs and Bill McDonald. The film and book discussions explored popular mystery writers Sue Grafton, Sara Paretsky and Marcia Muller. The book discussions were lead by a local scholar. The program was made possible by California Center for the Book.

*T*he Library hosted a breakfast on May 20, 2001, for members of the Library League, a group of generous donors. The event featured Dr. Richard Lederer, wordsmith and radio personality, who entertained guests with a talk entitled "In Celebration of Libraries." The 70 guests enjoyed a tour led by librarians that included a visit to the basements of the Central Library.

*T*he California State Library launched the California Campaign for Libraries, with San Diego selected as the first media market for the promotional campaign. The campaign, utilizing the slogan "The Library - Check It Out," is a series of 13-week media programming packages that is airing in the state's seven major media markets from July 2001 through March 2003. The pilot program of this campaign was tested in San Diego in 2000 and received a very positive response. The campaign includes network, cable and Spanish TV, teen and Spanish radio, and bilingual billboards and bus shelters, all with the "Check It Out theme." The TV spots feature celebrities, such as Trevor Hoffman, Audrey Geisel, Shannon MacMillan and Bill Walton.



*T*he Public Information Office completed a 7-minute video, "Building a Dream," highlighting the great work of the library system, explaining how libraries help to build communities and looking to the future of the library system. A professional production company, the Ayres Group, worked with the Library to create the video, complete with special effects. San Diego Data Processing Corporation, which provides computer services and technical support to City departments, created the first computer-animated video footage of the new Main Library model; and Elena Moreno, a student at the San Diego School for Creative and Performing Arts, was the featured narrator/actress. The video includes examples of several newer branch libraries which have improved the quality of life in their communities and detailed how new library facilities breathe life into neighborhoods. It also featured special guests Mayor Dick Murphy, Councilmember Jim Madaffer, basketball star Bill Walton and community leader William Jones, as well as numerous library staff members. The video premiered at the July 30, 2001, City Council meeting about the future of the Library, and will be used for fundraising, informational, and promotional events and efforts.



**Central Library** is the heart of the San Diego Public Library system. It is an important regional reference center, housing the Serra Cooperative Library System staff, who use its collections to answer questions for patrons of member libraries. The professional staff at the Central Library selects and shapes the collections, providing advice on the development of branch system resources. It also provides a centralized operating system for 33 branches throughout the City. The Central Library's in-depth collections make it the largest public resource center and the only U.S. Patent and Trademark Depository south of Los Angeles.

The Central Library is organized into six subject sections, a Children's Room, I CAN! Center and an adult literacy program, READ/San Diego.



**Art, Music and Recreation:** Collections and services of the Art, Music & Recreation section were enhanced through partnerships developed with the local Ted Williams Chapter of the Society for American Baseball Research (SABR), the Ruocco Fund at The San Diego Foundation (Architecture and Design), and the San Diego Museum of Art. The Library's collection of research level baseball materials was strengthened with a grant from SABR to purchase *The Sporting News* from 1886 to 1969 as well as *The Sporting Life* from 1883 to 1917 and other 19th century sports newspapers. A generous grant from the Ruocco Fund enabled the Library to purchase a number of architecture and design books and magazine subscriptions that have been heavily used. Preparing reading lists and pathfinders (research aids) in support of major exhibitions at the San Diego Museum of Art resulted in increased awareness of the Library's fine arts collections. Art work displayed throughout the Central Library is the result of the Library's new Visual Arts Program, which originated at the Taylor Pacific Beach Branch Library. The popular Sunday Afternoon Concert series and San Diego Opera Previews continued to draw enthusiastic music lovers to the Central Library where they also made use of a large collection of printed and recorded music.

**Children's Room:** The Children's Room offers programs for the children and teens of San Diego. During this time, 18,630 children and teens took part in storytimes, tours, book talks, library skills, research and special programs and events. Library service to teens was expanded; a special area called

Teen Space was created; and books, magazines, and multimedia for teens were purchased with grant funds. Teen Space will be relocated to a larger space at the Central Library in 2002. The Children's Room serves 4 elementary schools, 9 high schools/alternative schools, 5 private schools, 13 preschools and childcare centers and 7 satellite homework centers in the downtown community. Library staff regularly visits these facilities, building strong community partnerships. Classes from these local schools and schools around the city pay regular visits to the Children's Room and utilize its many resources.

**Circulation:** The Circulation section checked out more than 610,000 items, in addition to processing returned books and handling late fees. The Access Services Librarian organized an interactive exhibit during January and March 2001 entitled, "This is Woman's Hour," examining the life of Mary Baker Eddy. In April and July 2001, two popular poetry writing workshops were taught by local poet Steve Kowitz, winner of the Library's Lifetime of Learning Achievement award. In 2000 and 2001, the Local Author's exhibit and awards event were very well-attended, drawing attention to local literary talents.



**Computer Lab:** In the summer of 2000, a new computer lab opened at the Central Library. It features 20 computers with Internet access and a variety of software programs. From the beginning the lab was a huge hit with the public and a great asset to staff for training sessions. Various computer classes are offered for the public, from basic Microsoft Word instruction to specialty subject classes.

**Environmental Library:** The Environmental Library is a partnership branch of the Environmental Services and Library departments and is located in the Environmental Services Ridgehaven "Green Building." The branch kicked off its Environmental Education program in 2001 with EarthCamp, a pilot environmental sustainability curriculum targeted for K-5th grade. More than 250 students were immersed in environmental topics covering land, air and water. The Environmental Library also participated in PowerPaLooza, a summer 2001 education fair, which drew about 1,200 people to the Ridgehaven Complex to learn about energy and raise funds for Summer Breeze (a City/County collaboration).

**History:** The History Section was awarded a grant through a national competition entitled the Millennium Project for Public Libraries. From this project, funded by the Carnegie Corporation of New York, the library received a 50-volume Library of America set published between 1992 and 2000. The Millennium Project is a partnership of the National Endowment for the Humanities, The Library of America, and the American Library Association. The History section organized a number of special programs, including films, book discussions, and current events, which drew large numbers of people. (See Highlights.)

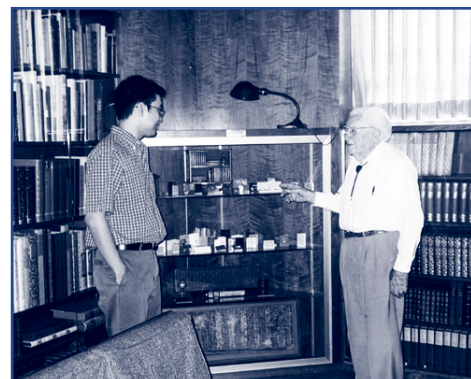
**Literature:** Special funds from the State of California enabled the Literature Section to add many valuable reference books in psychology, philosophy, religion, and literature. The section also acquired many new fiction titles in special areas, such as African-American, Asian-American, Hispanic, Christian, and gay and lesbian, all of which have been especially popular. Worn copies of much-used classics were replaced. The section purchased double the number of Spanish language materials and was also able to meet the growing demand for Russian and Chinese books. The section sponsored three book discussion groups, focusing on multiple titles in the subjects of Latino literature and the new millennium. Group discussions were led by local scholars.

**Science:** The Science Section added a helpful new database, AllData, which contains repair information for American and foreign cars, small trucks, and sports utility vehicles dating from 1982. Local expert Karl Steins continued to conduct monthly patent and trademark question-and-answer workshops as well as two half-day workshops, one of which is regularly replayed on City Access TV. On behalf of the Library, the Science Section hosted the United States Patent and Trademark Office in Fall 2000 for a series of three workshops dealing with recent changes in patent and trademark legislation. Two workshops were aimed at patent professionals; one was for independent inventors. More than 200 people attended, some from as far away as Texas. The section received a \$10,000 federal grant for cataloging government documents from the War, Navy, and Interior Departments and the Smithsonian Institution. These vintage items, dating back to 1892, make San Diego Public Library's document collection unique to the area.

**Social Science:** The Social Science Section sponsored two "Law Days," with professional attorneys providing free legal advice to the community. The events drew a total of 800 people. In addition, Mark Miller, the attorney who coordinates Law Day, presented monthly seminars about bankruptcy and wills and trusts. The section produced five business newsletters and four "pathfinders," which direct patrons to resources on specific topics. Section staff partnered with the San Diego County Public

Health Department in fulfilling a grant that resulted in the library receiving \$25,000 worth of books and videos about the harmful effects of tobacco use.

**Special Collections:** Noted local historian, Pat Schaelchlin, volunteered 301 hours to organize more than 460 sets of Historic Site Board papers in the California Room. These



papers are used to trace the history of local houses and buildings. John Peabody Harrington's papers for 1907-1957, which are owned by the Smithsonian Institution and include Native American history, language, and culture of Southern California/Basin, were purchased on microfilm. The Genealogy Room acquired the California 1890 Great Register of Voters Index to further assist patrons in research. Thanks to a grant from The San Diego Foundation, the Balboa Park Collection is being preserved and catalogued. The collection includes business records and architectural drawings of the two expositions in Balboa Park. When completed, all the records will be fully indexed by keyword making it user-friendly for researchers. The Hewlett-Packard Company donated a computer, a printer, and a scanner for the purpose of cataloging the California Room's photograph collection. Thanks to the efforts of volunteer docents, the Wangenheim Room is open more hours, providing patrons with an opportunity to view rare books and access information on the history of books.

**Technical Services:** Behind the scenes, the Technical Services Section works to get library materials from the publisher to the patron as quickly as possible. Each year, orders for over 171,000 items were placed; and as these materials were received, they were cataloged and processed. As well-used library materials needed repair, staff mended, covered, or had bound nearly 12,000 items. Periodicals are always popular items, and approximately 31,000 magazines were checked in and distributed, along with more than 37,000 pieces of mail for the Central Library alone. Our catalog allows users from throughout the City to request items from the Central Library and all 33 branches. To insure prompt delivery, our able Delivery crew transported in excess of 106,000 totes and other items between Library agencies each year.



## THE LIBRARY REACHES OUT



READ/San Diego tutor Ethel Slayen works with student, Delores Moya.

### To Children...

The Summer Reading Program has been going strong at San Diego Public Library for 76 years encouraging children and teens to read, learn, and improve their reading skills and stretch their imaginations during the summer months. Reading as a fun and recreational activity is also emphasized. Approximately 20,000 children and 3,000 teens participated in this program each summer, and more than 32,000 children and teens attended 500 special programs at the Central Library's Children's Room and the 33 branches. The Central Children's Room held a variety of craft programs and special events, including musical performances, animal education programs, and cultural events.



### To Adults with Limited Literacy Skills and Their Children...

READ/San Diego, the nationally acclaimed adult literacy program of the San Diego Public Library, served the basic literacy needs of over 800 adult learners last year in City and County libraries and other community sites with the help of more than 800 volunteers. The tutoring in reading and writing provided by volunteers is one-on-one or small group. In addition to the two existing Families for Literacy (FFL) programs at Malcolm X Library and Weingart/City Heights Branch Library, three new FFL programs emerged in the County at the Campo Community Center, El Cajon Branch Library and Vista Branch Library.

The goals of the FFL programs are to help low-literate parents become their child's first and most important teacher, teach the families to create a literacy-rich environment at home, build an at-home library of children's books and introduce families to the library. READ/San Diego also assists adults in the workplace with basic literacy skills at Sea World, Solar Turbines and the City of San Diego's Water Department. The workforce literacy program at the Water Department is READ/San Diego's newest partnership venture. The program, known as Club 70, assists workers as they prepare for state mandated certification examinations. READ/San Diego became a field-test research site for the National Institute for Literacy, the U.S. Department of Education, Reading Upgrade and Southern Methodist University.



### To Persons with Disabilities...

In 2000, under the direction of the I CAN! Center at Central Library, Taylor Pacific Beach Branch Library became the system's fourth Regional Center for Disabled Services, with specialized equipment to help patrons with disabilities. With the addition of a CCTV (print magnifier), a Reading Edge print reader, and Talking Book machines, patrons with vision impairment have new access to printed materials. Two other branch libraries, Carmel Valley and San Carlos, also received CCTV's to aid their patrons, bringing the number in the system to nine. The I CAN! Center was featured in the disabilities column of the American Library Association electronic newsletter twice in 2001. The section librarian helped to initiate a Serra workshop on services for those with low-vision.

## BRANCH LIBRARIES SERVING COMMUNITIES

Branch libraries serve the citizens of San Diego at 33 sites located throughout the city. Many improvements have been made to these important community centers over the past two years. A 34th branch will open in Mission Valley in 2002. Branches provide collections of popular and current materials for the diverse individual communities of the city and offer access to the entire library system collection through the online catalog and delivery to every branch library. These libraries range in age from 3 to 74 years and in size from 2,300 to 26,000 square feet and serve as community meeting places, art galleries, concert halls, theaters and study spaces as well as libraries housing book and media collections.



### Branch Library Facility Planning and Improvements

The Library celebrated progress on four branch library capital projects. In December 1999, the site dedication and ceremonial groundbreaking was held for the **Mission Valley** Branch, which is located in a new development of Mission Valley. Construction began in December 2000, and the branch is expected to open by summer 2002. A ceremonial groundbreaking was held for the **College Rolando** Branch in November 2000. On May 14, 2001, the Library launched "A New Library for a New Century" campaign to raise \$800,000 to help fund the new **Point Loma** Branch. The event, held at the existing library, showcased architectural plans and recognized the Hervey Family and their \$5 million gift toward building a new branch. Construction of the 26,000 square-foot library is expected to begin in January 2002. The Friends of the **La Jolla/Florence Riford** Branch Library held a groundbreak-

ing ceremony for the Joan and Irwin Jacobs Annex on May 31, 2001. Special guests included major donors Joan and Irwin Jacobs and Harle Montgomery. Construction of the 14,085 square foot expansion is scheduled to begin in 2002.

Community meetings were held to seek input on building new or expanded branch libraries at **College Heights, Mission Hills, North University, Ocean Beach, Point Loma, San Ysidro, and Serra Mesa**. Planning and design are proceeding.

Renovation and repairs took place at a number of older facilities: **Balboa, Beckwourth, Benjamin, Clairemont, College Heights, Kensington/Normal Heights, North Park, Otay Mesa, San Carlos, Scripps Ranch, Skyline Hills, and Tierrasanta**. Projects addressed needs such as a new parking lot, roof, heating and air conditioning system, paint and carpet, as well as other major refurbishments, to improve public spaces. Improvements to the landscaping of **Paradise Hills and Logan Heights** created inviting outdoor spaces for patrons to enjoy. **University Community** acquired new furniture and book stacks were rearranged to update the look and feel of the library. **San Carlos** has new signage, and a wall mural was designed for **University Heights** by Linda Churchill, featuring scenes from community history.



### Improved Security

An improved security contract for the Library system was awarded in Fiscal Year 2000, and theft detection systems were added to **Beckwourth, Benjamin, Clairemont, Oak Park, Otay Mesa, San Carlos, San Ysidro and Serra Mesa** Branch Libraries to provide protection for library materials. These measures, along with more security guard hours and the building of relationships and training with the Police Department, increased security at all branch facilities for the public, the staff, and the collections.

### Improved Library Service

#### Computers for Branches:

In Fiscal Year 2000, a generous gift from the Bill and Melinda Gates Foundation enabled the library to install more than 80 additional computer work stations and printers at 14 branch libraries: **Beckwourth, College Heights, Weingart City Heights, Kensington/Normal Heights, Linda Vista, Logan Heights, Malcolm X, North Park, Oak Park, Otay Mesa, Paradise Hills, Taylor Pacific Beach, San Ysidro, and University Heights**. In most of these branches, access to the Internet for patrons increased 400%. Many library users expressed appreciation for these new computers.

### Community Profiles and Collection Management Policies:

Every branch library updated its Community Profile, which gives an updated assessment of its community's characteristics, demographics, and key organizations. Based upon that assessment, Collection Management Policies were written to allow the Branch Managers to better tailor their selection of books and other materials to the specific needs of the local community. Additionally, the Profiles are used to plan branch outreach efforts to local schools and community organizations.

### Branch Library Collections:

Grants were received to improve collections for teenagers at **Linda Vista and Mira Mesa**, and in the area of health for **Beckwourth, Weingart City Heights, Clairemont, Linda Vista, Otay Mesa, Taylor Pacific Beach, Rancho Bernardo and San Carlos**. A grant enabled **Oak Park** to acquire Cambodian materials. A Partnerships for Change grant made it possible for **Otay Mesa** to purchase books and other materials relating to the Philippine culture. Grants from the National Endowment for the Humanities and The Library of America provided 50 classic titles for both **Ocean Beach and San Carlos**. **Point Loma** increased its Large Print collection with a \$5,000 gift from a local donor.

### Branch Library Staff:

In order to improve branch library service, the City Council authorized the use of California State Library funds to implement Year 2 of the Branch Library Facilities Report recommendations. This enabled the library to add essential staff to assist the public with core library services, including the use of new computers and electronic resources.

## Celebrations, Events and Programs

The Visual Arts Program at the **Taylor Pacific Beach** Branch Library has been a great success, leading to expansion of the program to the Central Library and designation of a Visual Arts Librarian.

Music filled the air at **Carmel Valley's** Saturday Night Concert Series (October through May) and monthly Family Music Nights; **Rancho Bernardo's** monthly Classical Music Concert series; and **Scripps Miramar Ranch** monthly "The Pleasure of Your Company" Chamber Music Series.

**Weingart City Heights** presented numerous free theatrical, musical and special events at the Performance Annex. In September 1999, the branch was presented with an award for "outstanding contribution to and support of arts education" from the John F. Kennedy Center for the Performing Arts in partnership with the California Alliance for Arts Education.

**Malcolm X** presented a Book Review and Lecture Forum 2000 series with documentary films and lectures on issues of interest to the local community. Other programs included a "Talk Dat Talk" Storytelling Festival and "Frame by Frame," an international film series.

**Otay Mesa** hosted a Filipino Unity Festival as part of the state-sponsored Partnerships for Change grant program.



Adult programs were conducted in many branches libraries, including an Irving Gill slide show and a local architectural home tour (**Mission Hills**), bi-monthly Parenting Workshops (**North Clairemont**) conducted by a volunteer who is a Certified Parenting Instructor, and classes on the Internet (**North Park, Otay Mesa, and Mission Hills**), mastering computer basics (**Logan Heights**), citizenship (**Otay Mesa**), and meditation and stress management (**Taylor Pacific Beach**). **Carmel Mountain Ranch** served as headquarters for Census training and was also used as a community polling site in recent elections.

An emphasis on programming for young adults attracted more teens to branch libraries. Many now have Teen Advisory Boards. **Carmel Valley** hosted a Teen/Parent Book Discussion Group bringing families together to discuss titles both read. **The Malcolm X** Teen Advisory Council raised \$6,000 for programs and materials. **Oak Park** got creative with pizza parties, art and poetry classes and origami. **Rancho Bernardo** offered programs regarding college applications and financial aid and ballroom dancing. **Tierrasanta** began a special afternoon teen time, allowing teens to utilize the meeting room as their own space for homework and recreational activities.

Children's programs from preschool storytimes to Summer Reading Programs flourished at all branch libraries. Children at **North Clairemont** love regular storytimes and special cultural programs about Native Americans and Chinese New Year provided by volunteer John McAllister. He also does outreach to local schools. The CSPAN bus showed many children at **Rancho Bernardo** and **Mira Mesa** how they broadcast from remote locations. Fishing trips sponsored by a grant and the Friends of **Rancho Peñasquitos** allowed youngsters to experience ocean fishing. **North Park** worked with students from two elementary schools to create a 10-foot hanging quilt that tells the story of the community.

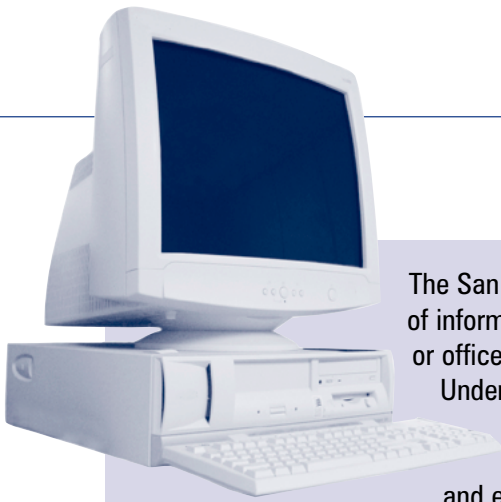
**All branch libraries** participated in the citywide essay contest conducted in partnership with the Friends of the Library, San Diego City Schools and private schools, with grand prize winners recognized at an annual event at Sea World.

**Beckwourth, Benjamin, La Jolla, Linda Vista, Oak Park, and Serra Mesa**, partnered with STAR/PAL, a Police and Probation Officer program offering after school homework assistance for at-risk youth. **Beckwourth**, with San Diego Cares, also offered homework help on Wednesday evenings. **Linda Vista** Branch Library, in a collaborative effort with the University of San Diego, scheduled college students to give after-school tutoring. **Malcolm X** "Kids Night Out" provided homework assistance in math, reading, book reports and daily assignments every Monday evening. At **Otay Mesa** the U.S. Border Patrol donated time on Monday afternoons to tutor children with homework.

**Mira Mesa** observed its 5th anniversary at the new location and **Balboa and Skyline Hills** celebrated their 30th anniversaries.



Artist Odile Crick, Library Director Anna Tatár and Nobel Laureate Dr. Francis Crick with Mrs. Crick's pastel drawing at the opening reception for the "In Their 80's" art show at the Taylor Pacific Beach Branch Library.



## ELECTRONIC RESOURCES

The San Diego Public Library provides online electronic access to the world of information at every library location and to patrons visiting from their home or office.

Under the direction of the Electronic Resources Librarian, more than a dozen databases were added to the online collection, including resources for newspaper and magazine archives, encyclopedias, directories, and e-books. The eDesk, an online reference portal which facilitates access to the library catalog and online reference tools, was created; and an email reference service was added. Electronic resources training was conducted at branch libraries and a handbook was developed to keep staff up-to-date on services available for the public.

Visit us at [www.sandiego.gov/public-library](http://www.sandiego.gov/public-library)

## MOVING FORWARD

### WITH GREAT SUPPORT FROM THE COMMUNITY

Former City Librarian Clara Breed wrote, "No library can become a great library without donors. Public funds are never enough to cover more than the bare essentials, and sometimes not even those. The enrichment must come from private sources." These words are as true today as when Miss Breed wrote them in 1983.

The San Diego Public Library has been blessed with a group of generous supporters who have supplied enrichment in the form of new books, electronic resources, other materials, and equipment. Others have provided the means to build new branches in some of San Diego's older neighborhoods.

Some of the highlights of the last two years include:

- \$10.7 million in gifts and pledges has been contributed for capital projects, including \$5 million from the Hervey Fund at The San Diego Foundation; \$3.5 million from the Jacobs Family Philanthropic Fund at the Community Foundation of the United Jewish Federation of San Diego; \$1 million from the Kenneth and Harle Montgomery Foundation; \$650,000 from the Westfield Corporation; \$200,000 from Dorothea and Dick Laub; \$150,000 from Sean and Shannon Nevett; \$125,000 from Helen Copley; and many gifts below \$100,000.
- The Friends of the San Diego Public Library and Associated Friends' Groups donated \$565,000 to the Library, primarily for new books and equipment. This figure represents a 13% increase over the previous two fiscal years.
- Membership in the Library League for donors who make annual gifts of \$100 and above grew to 436 at the end of Fiscal Year 2001, an increase of 31% over Fiscal Year 1999.

- The number of gifts from the private sector (excluding gifts for capital projects) was 1,594 in Fiscal Year 1999 to 2,888 in Fiscal Year 2001, an 81% increase.
- Private sector donations (excluding capital project gifts) rose by 30% between FY 1999 and FY 2001.
- During the last two fiscal years, the City of San Diego matched almost \$1.6 million in donations to the Matching Book and Matching Equipment Funds.
- Support from other governmental agencies rose by 61% from FY 1999 to FY 2001, largely as a result of substantial increases in the Public Library Fund from the State of California.
- Donations of note during FY 2000 and FY 2001 included: a grant from the Bill and Melinda Gates Foundation for computers at 15 branch libraries and the Central Library; a gift from Qualcomm, Inc. to underwrite the position of technology librarian; grants from Martin and Enid Gleich for the Summer Reading Program and other children's activities; a donation from Albertson's to underwrite a lecture series on nutrition and purchase related materials; a grant from the Ellen Browning Scripps Foundation for library materials; a grant from the Lloyd and Ilse Ruocco Fund at The San Diego Foundation to purchase books and other materials on design; a grant from the Samuel N. and Katherine Weaver French Fund for children's books; and a grant from The San Diego Foundation for children's science materials.
- Bequests were received from Bessie Irene Smith, Teckla R. Nelius, and Clyde Edward Tudor.

# THANKS

## TO OUR VOLUNTEERS

Volunteers are honored annually



The Library is an institution near and dear to many people's hearts. This sense of importance results in many wonderful volunteers contributing their time and expertise to the San Diego Public Library system. More than 5,200 volunteers helped the library serve the public over the past two years. These community-minded folks donated time to help in branches, at Central Library and at READ/San Diego, tutoring learners and helping to promote literacy.

Volunteers gave more than 260,467 hours during this time period. Using the national average value of \$15.39 per hour (provided by the Points of Light Foundation), the total value of these hours was more than \$4,008,580!

Volunteers helped patrons in computer labs, assisted with graphics for library publications, helped clean and shelve books, painted branch libraries, and presented lectures and programs at libraries. These valuable volunteers were recognized at annual luncheons to show how much they are appreciated.



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 Westside Schools of Poway Unified  
 Zonta Club of La Jolla, Inc.

*The following members of the Legacy Society have chosen to provide for future generations of Library patrons by including the Library in their estate plans:*

Anonymous  
 Virginia S. Abushanab  
 Alyce Archuleta  
 Mr. and Mrs. Theo Dohrman  
 Robert Fuehrer  
 Roberta N. Goodrich  
 Sam Kintzer  
 Edward R. Silverstein



# HOW MUCH IS LIBRARY SERVICE REALLY WORTH?

The business of the public library is to gather books, information, and related material and to make them available, **Free** to the residents of the City of San Diego. If our patrons had to buy these materials and services in Fiscal Year 2001 they would have paid at least.....**\$160,207,881!**

For example:

- 6,587,877 items (including books, audio-visual materials, etc.) were borrowed. At an average retail price of \$20, these would have cost **\$131,757,540**
- 1,617,633 books, periodicals and newspapers were used in libraries but not checked out. Had the library user had to purchase these materials at an average retail price of \$10 these would have cost **\$16,176,330**
- 1,835,706 questions were answered in person and by telephone by library staff. Had the library user had to pay \$2 for each inquiry, the cost would have been **\$3,671,412**
- 308,362 persons used the electronic magazines and newspapers on the library's IAC database. If the user had to purchase these materials or pay for access at \$5 each, these activities would be worth **\$1,541,810**
- 536,974 persons signed up and used the Internet on a Library workstation. If the user had to pay for access at \$10 each, these activities would be worth **\$5,369,740**
- 154,017 persons attended 4,370 library programs (excluding the film and Chamber Music series). At a \$2.50 admission these activities would be worth **\$385,034**
- 22,040 children and teens registered for the Summer Reading Program. If each had paid a \$5 registration fee, this would have cost **\$110,200**
- 618 literacy and ESL tutors provided 43,554 hours of tutoring to 839 learners. At \$25/hour, this service would have cost **\$1,088,850**
- 227 students spent 6,170 hours using computer resources at the Library's Literacy Computer Lab. At \$10/hour, this would have cost **\$61,700**
- 4,853 persons attended Monday evening and Sunday afternoon film series. At a \$5 admission, these activities would be worth **\$24,265**
- 2,100 persons attended the Chamber Music series at the Central Library. At \$10 admission, these activities would be worth **\$21,000**

**These are just some of the services the public library provided in FY 2001. The value was much more to many users than the estimate of \$160,207,881. However, all of the library's services in FY 2001 cost the taxpayers of the City of San Diego only \$27,675,365.**

## STATISTICAL HIGHLIGHTS

	FISCAL 2000	FISCAL 2001	
Population Served	<b>1,254,300</b>	<b>1,277,200</b>	<i>Seventh largest city in the U.S., Second largest in California</i>
Square Miles Served	<b>331</b>	<b>331</b>	<i>More than the area of the other 17 cities in the region combined</i>
Registered Borrowers	<b>728,215</b>	<b>723,361</b>	<i>More than registered voters in the City of San Diego</i>
New Registrations	<b>73,925</b>	<b>73,508</b>	<i>More than the entire population of Encinitas</i>
Materials Circulated	<b>6,381,062</b>	<b>6,587,877</b>	<i>5.16 items per capita</i>

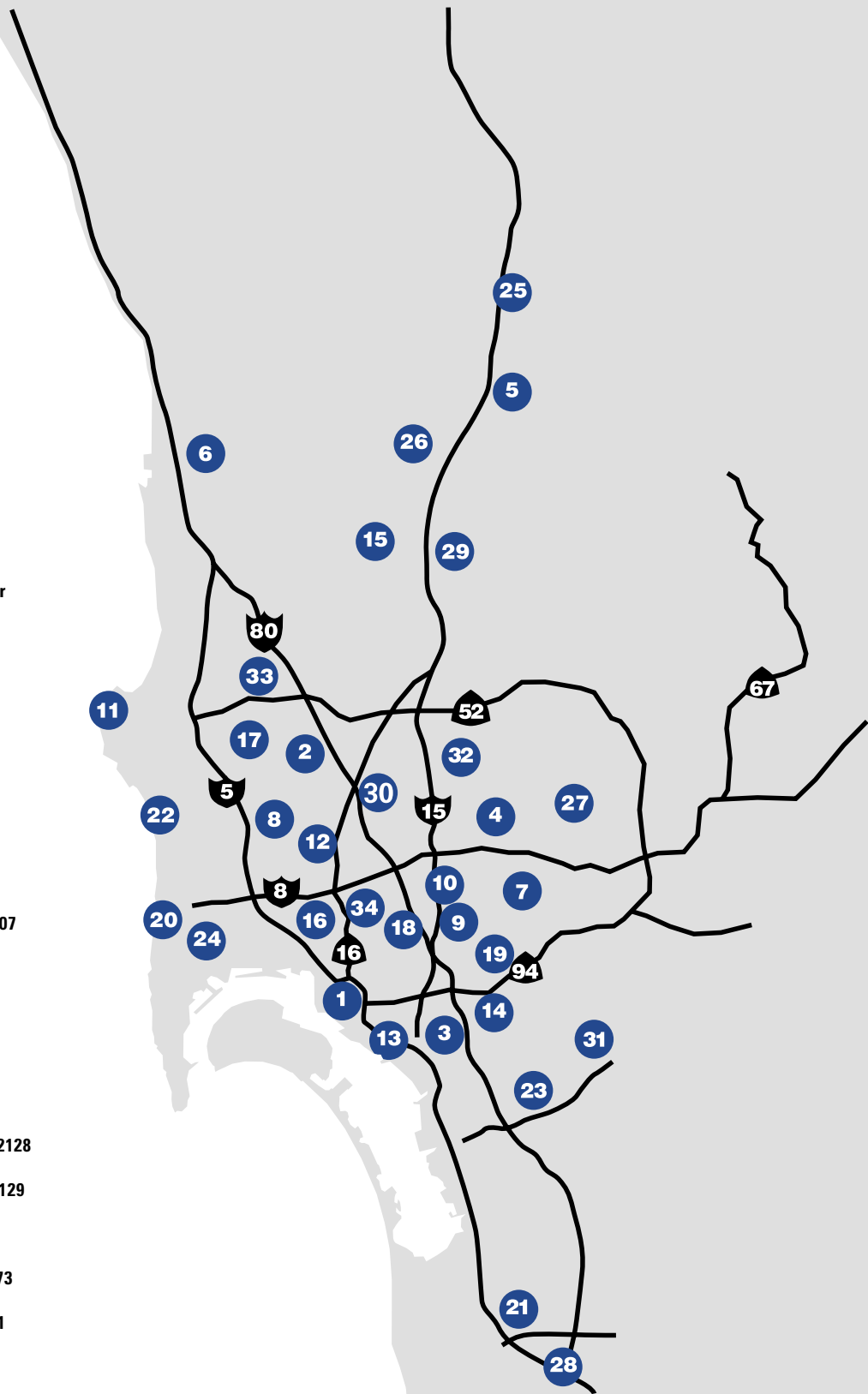
### Resources

	FISCAL 2000	FISCAL 2001
Volumes	<b>3,000,653</b>	<b>3,063,377</b>
New Items Added	<b>275,397</b>	<b>295,848</b>
New Titles Added	<b>41,374</b>	<b>44,878</b>
Bound Periodicals	<b>88,550</b>	<b>88,800</b>
Current Subscriptions	<b>3,374</b>	<b>4,618</b>
Government Documents	<b>1,720,220</b>	<b>1,728,664</b>
Microforms	<b>641,600</b>	<b>693,052</b>
Audiovisual Items	<b>163,858</b>	<b>174,181</b>

### General Fund Operating Budget

	FISCAL 2000	FISCAL 2001
Salaries & Wages	<b>\$13,310,241</b>	<b>14,959,654</b>
Benefits	<b>3,937,943</b>	<b>4,450,494</b>
Books & Materials	<b>1,700,208</b>	<b>2,199,489</b>
Data Processing	<b>2,004,698</b>	<b>2,086,272</b>
Utilities	<b>1,113,748</b>	<b>1,128,222</b>
Supplies, Equipment, Other	<b>2,737,723</b>	<b>2,851,234</b>
<b>Total</b>	<b>\$24,804,561</b>	<b>27,675,365</b>

- 1 Central Library  
820 E Street, San Diego, CA 92101
- 2 Balboa Branch  
4255 Mt. Abernathy, San Diego, CA 92117
- 3 Beckwourth Branch  
721 San Pasqual St., San Diego, CA 92113
- 4 Benjamin Branch  
5188 Zion Avenue, San Diego, CA 92120
- 5 Carmel Mountain Ranch  
12095 World Trade Dr., San Diego, CA 92128
- 6 Carmel Valley Branch  
3919 Townsgate Dr., San Diego, CA 92130
- 7 City Heights/Weingart Branch  
3795 Fairmount Ave., San Diego, CA 92105
- 8 Clairemont Branch  
2920 Burgener Blvd., San Diego, CA 92110
- 9 College Heights Branch  
4710 College Ave., San Diego, CA 92115
- 10 Kensington/Normal Heights Branch  
4121 Adams Ave., San Diego, CA 92116
- 11 La Jolla/Florence Riford Branch  
7555 Draper Ave., San Diego, CA 92037
- 12 Linda Vista Branch  
2160 Ulric St., San Diego, CA 92111
- 13 Logan Heights Branch  
811 So. 28th St., San Diego, CA 92113
- 14 Malcolm X Library and Performing Arts Center  
5148 Market Street, San Diego, CA 92115
- 14 READ/San Diego Adult Literacy Program  
5148 Market St., San Diego, CA 92115
- 15 Mira Mesa Branch  
8405 New Salem St., San Diego, CA 92126
- 16 Mission Hills Branch  
925 W. Washington St., San Diego, CA 92103
- 17 North Clairemont Branch  
4616 Clairemont Dr., San Diego, CA 92117
- 18 North Park Branch  
3795 31st St., San Diego, CA 92104
- 19 Oak Park Branch  
2802 54th St., San Diego, CA 92105
- 20 Ocean Beach Branch  
4801 Santa Monica Ave., San Diego, CA 92107
- 21 Otay Mesa Branch  
3003 Coronado Ave., San Diego, CA 92154
- 22 Pacific Beach/Earl & Birdie Taylor Branch  
4275 Cass Street, San Diego, CA 92109
- 23 Paradise Hills Branch  
5922 Rancho Hills Dr., San Diego, CA 92139
- 24 Point Loma Branch  
2130 Poinsettia Dr., San Diego, CA 92107
- 25 Rancho Bernardo Branch  
17110 Bernardo Center Dr., San Diego, CA 92128
- 26 Rancho Penasquitos Branch  
13355 Salmon River Road, San Diego, CA 92129
- 27 San Carlos Branch  
7265 Jackson Dr., San Diego, CA 92119
- 28 San Ysidro Branch  
101 W. San Ysidro Blvd., San Diego, CA 92173
- 29 Scripps Miramar Ranch Library Center  
10301 Scripps Lake Dr., San Diego, CA 92131
- 30 Serra Mesa Branch  
3440 Sandrock Rd., San Diego, CA 92123
- 31 Skyline Hills Branch  
480 S. Meadowbrook Dr., San Diego, CA 92114
- 32 Tierrasanta Branch  
4985 La Cuenta, Dr., San Diego, CA 92124
- 33 University Community Branch  
4155 Governor Dr., San Diego, CA 92122
- 34 University Heights Branch  
4193 Park Blvd., San Diego, CA 92103



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Mayor

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Chair

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Charles H. Elster  
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Khalada Salaam-Alaji

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Library Director

Helga Moore  
Deputy Director

Meryl Balko  
Deputy Director

Sally Thomas  
Director of Development

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## *In Memory*

**This annual report is dedicated to Jack Winer, Champion of the San Diego Public Library system, President of the Friends of San Diego Public Library, and our friend, who passed away February 2, 2002. Mr. Winer dedicated more than a decade of service to the Library, helping to secure funding for a student computer center at the San Carlos Branch Library, convincing the owners of the service station next door to the branch to donate the land to the library for future expansion, creating a very successful citywide student essay contest, and informing government officials and the public about library needs which led to additional funding for important services. He was honored in 2001 with the national Daily Points of Light award for his service to the community, and on June 4, 2001, the San Diego City Council proclaimed Jack J. Winer Day. His great work and spirit continue with the successes of the San Diego Public Library system.**



*Jack Winer*



THE CITY OF SAN DIEGO



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