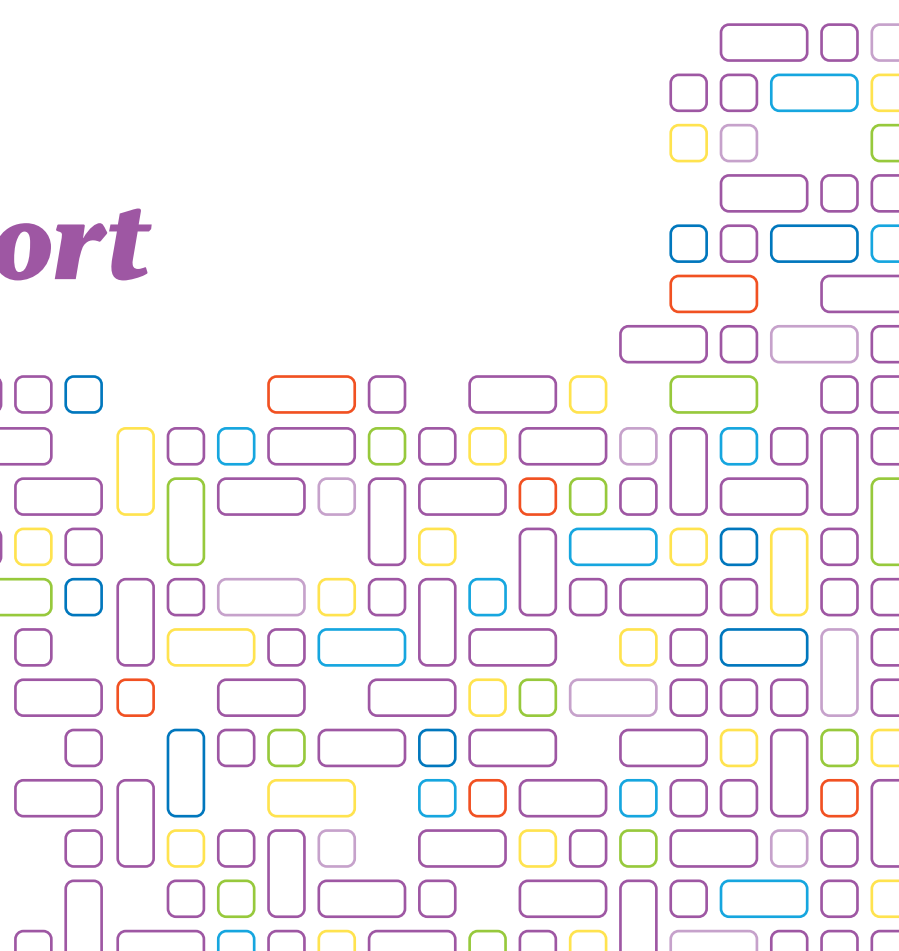




# *2022–2023 Annual Report*



# ***2022–2023 Annual Report*** ***Escondido Public Library***

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# Letter From the Library Director

The Escondido Public Library (EPL) celebrated new beginnings while expanding on popular programs and services during the 2022–2023 fiscal year (FY). Guided by the Library's Strategic Plan, staff worked tirelessly throughout the year to develop and present new and innovative programs. The goals of this past year's activities were to provide experiences that bring the community together, embrace diversity in our growing city, and ensure the Library's place as an information hub for all.

Building on the elimination of overdue fines last year, the Library furthered its goal of improving access by joining Link+ in October 2022. Link+ offers a shared catalog of materials from over 72 California libraries, including public and academic, providing patrons access to over 6.5 million titles. As a free interlibrary loan service, Link+ allows our community to borrow materials that may not otherwise found in, or purchased by, the Library. Escondido is able to continue providing Link+ via the SERRA Library Cooperative and is completely funded for the next five years. With Link+ service, the Library greatly expanded our community's access to a variety of informational and recreational materials.

In FY 2022–2023, patrons of all ages enjoyed a selection of programs highlighting the diversity of cultures and tradition of Escondido. Youth and Adult Services, energized by state grants, launched culturally enriching programs like the Mid-Autumn Moon Festival, South American Adventure, and Around the World in Many Ways: Tradición Mexicana USA; each sparking excitement with storytelling, interactive activities, and cultural showcases. A major highlight was the successful Nowruz celebration, the Persian New Year, which saw an impressive turnout of 180 attendees. This event, enriched by a partnership with the Persian Cultural Center and support from the Friends of the Library, offered attendees an immersive experience with traditional food, music, dance, and educational insights into the history of Nowruz. These and many other free Library programs offer Escondido the chance to learn about diverse cultures and foster a sense of community and mutual understanding.

Finally, FY 2022–2023 saw significant contributions to the Library's role as a center for reading through our popular reading and literacy programs. This summer marked a triumphant return to in-person events with the Summer Reading Challenge. Doubling last year's participation, the Library welcomed 1,461 readers across all age groups. The Library's Adult Literacy Services & Families for Literacy expanded by introducing English as a Second Language (ESL) classes to the benefit of adult non-English speakers in our community. Additionally, the Library's many book clubs, writers' groups, and storytimes, continued to support our mission as the center for lifelong learning in Escondido.

We look forward to the many exciting developments coming to the Escondido Public Library in the new year and thank all who make the Library a significant cornerstone of our community.

Rino Landa,  
Library Director



# Escondido Public Library BY THE NUMBERS

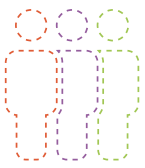
**FISCAL YEAR**  
July 1–June 30

## LIBRARY



### PATRON VISITS (PHYSICAL)

**FY 2022–2023: 237,522**  
FY 2021–2022: 202,946 ▲ **14%**



### PATRON VISITS (VIRTUAL)

**FY 2022–2023: 200,609**  
FY 2021–2022: 202,375 ▼ **1%**



### PATRON VISITS (TOTAL)

**FY 2022–2023: 438,131**  
FY 2021–2022: 405,321 ▲ **7%**



### FREE EVENTS

**FY 2022–2023: 736**  
FY 2021–2022: 505 ▲ **31%**



### EVENT ATTENDANCE

**FY 2022–2023: 23,625**  
FY 2021–2022: 11,935 ▲ **95%**



### TOTAL VOLUNTEERS

**FY 2022–2023: 104**  
FY 2021–2022: 129 ▼ **19%**



### TOTAL VOLUNTEER HOURS

**FY 2022–2023: 15,144**  
FY 2021–2022: 19,092 ▼ **20%**

## TOTAL CHECKOUTS

**FY 2022–2023:**  
**532,629**

• eBook and eAudiobook  
checkouts comprised 84,324 or  
**16% of total circulation**

**FY 2021–2022:**  
**501,844**

• eBook and eAudiobook  
checkouts comprised 73,170 or  
**15% of total circulation**

# Escondido Public Library

## BY THE NUMBERS

### LITERACY



#### TOTAL LEARNERS SERVED

**FY 2022-2023: 70**

FY 2021-2022: 62  **13%**



#### TOTAL INSTRUCTION HOURS

**FY 2022-2023: 4,014**

FY 2021-2022: 3,501  **15%**

### PIONEER ROOM



#### TOTAL COLLECTIONS USED

**FY 2022-2023: 1,413**

FY 2021-2022: 334  **423%**



#### TOTAL RESEARCH QUESTIONS ANSWERED

**FY 2022-2023: 200**

FY 2021-2022: 181  **11%**

# Strategic Plan Update

In January 2018, Library Systems & Services (LS&S) began operating the Escondido Public Library with the goals of connecting to the community, helping it grow, and inspiring innovation through access and service. To do this successfully, the Library needed a metrics system in place. A five-year Strategic Plan was created with heavy input from the community

to determine the course of action Escondido Public Library should take to best serve patrons. This past year saw the start of the Library's second strategic plan covering 2022-2027. During this first year, the Library began to address many of the four established goal areas set in the current strategic plan.

## 1. COMMUNITY HUB/CULTURAL CONNECTOR

**EPL will provide experiences that bring the community together, embrace the diversity of a dynamic and growing community, and be a hub for local information.**



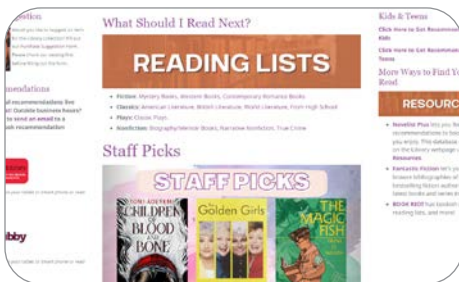
**Leverage partnerships for visibility:** Emphasized new and strengthened partnerships with local museums and colleges. Increased outreach to local schools and back-to-school events in the community.



**Embrace diverse cultures:** Adult and Youth Service Departments awarded \$10k in California State Library Innovation Grants to highlight cultures from around the world.

## 2. EMBRACE EMERGING SERVICES

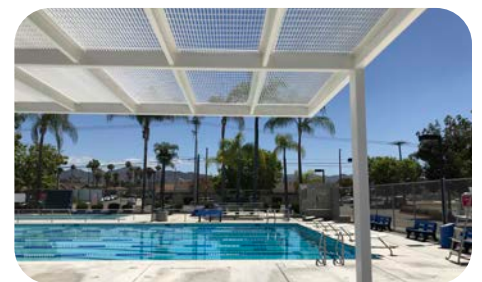
**EPL provides experiences that reveal the Library is more than a place for books and is the center for lifelong learning in Escondido.**



**Encourage reading:** Launched "What Should I Read Next" webpage in January 2023. Continued the successful Summer Reading Challenge and 1000 Books Before Kindergarten programs.



**Educate residents about modern library services:** Created two monthly eNewsletters and expanded social media posts on Instagram, Facebook, YouTube, and other social platforms.



**Offer services beyond Library walls:** Partnered with City Parks and Recreation to promote Library events in the quarterly Recreation Guide and supply free pool passes during the Summer.

# Strategic Plan Update

## 3. SUPPORT ESCONDIDO ECONOMY

EPL offers materials, technology, programs, and spaces to support local businesses and for residents to learn, connect and have fun.

### Job Readiness Workshop Series: Resume Writing Skills



**Support employment:** Hosted resume and career preparedness workshops hosted in the Spring of 2023, leading up to an annual Career Fair at the Library in May.



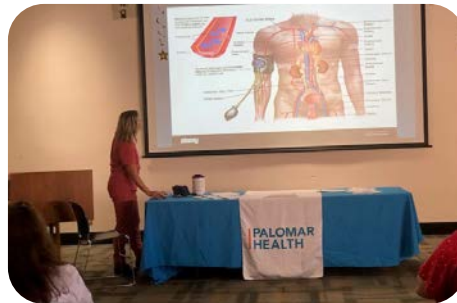
**Engage children by offering STEAM:** Partnership with California State University San Marcos to present after-school STEAM programs for children, ages 8-12, every week.

## 4. RESILIENCE

EPL will make the best use of resources by operating efficiently and will be a good neighbor and community member.



**Reduce Waste:** Continued partnership with the Friends of the Escondido Library to resell weeded materials and surplus donations to support Library programs and services.



**Encourage healthy living:** Offered Succulent swap, gardening, and Healthy You programs.



**Encourage wellness:** Added new meditation and mindfulness classes for adults.

# Youth Services Highlights

Youth Services had a remarkable year in 2022, as we fully returned to in-person programming and expanded our offerings. Toddler Tales experienced a surge in attendance, prompting us to split the program into two storytimes to better serve the growing toddlers and meet their developmental needs. Our Summer Reading Challenge (SRC) themed "Oceans of Possibilities," made a triumphant return after two years of virtual events.

One of FY 2022–2023's significant achievements included securing the Library Innovation Lab Grant from California Humanities. With this grant, the Library engaged Escondido's immigrant communities through enriching programs, including the captivating performances of Danza Xinaxtli and Tradición Mexicana USA. Participants were thrilled to witness Indigenous dances and immerse themselves in cultural activities such as making piñatas inspired by Las Posadas. The grant also enabled us to celebrate the Midautumn Moon Festival and explore South American regions with a visiting storyteller. These programs fostered a stronger connection to the community, sparking a keen interest in Latin American cultures and a growing demand for bilingual storytimes.

Our annual Día de los Muertos program continued to be a resounding success, bringing various departments together to create a memorable celebration with an ofrenda community altar, traditional folklorico dance, Pan de Muerto, and more. Día de los Muertos has become one of the Library's signature events, cherished by patrons.

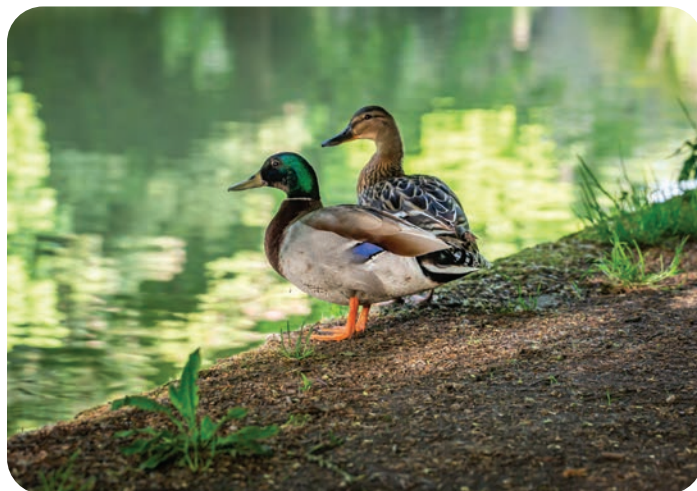




# Youth Services Highlights

For FY 2022-2023 partnerships, Youth Services collaborated with the San Dieguito River Park Rangers and California State University San Marcos (CSUSM) on two separate grants. With CSUSM's National Foundation grant, we engaged Escondido tweens in STEM programming, addressing real-life problems like drought and global warming while allowing CSUSM students to earn teaching credentials in a virtual environment. The partnership with the San Dieguito River Park Rangers, through the California State Parks grant, focuses on outdoor equity access Escondido, providing young adults with volunteer opportunities and insights into alternative careers.

Looking ahead, we hope to build on the success of these initiatives and continue inspiring cultural programming at the Escondido Public Library. The overwhelming positive response from the community encourages us to pursue even greater achievements in the future.



# Adult Services Highlights

Throughout FY 2022–2023, Adult Services was happy to continue many hybrid monthly educational and entertainment programs and implement new in-person programs based on the Library’s Strategic Plan and patrons’ 2022 evaluation forms.

## MONTHLY & REGULAR PROGRAMS

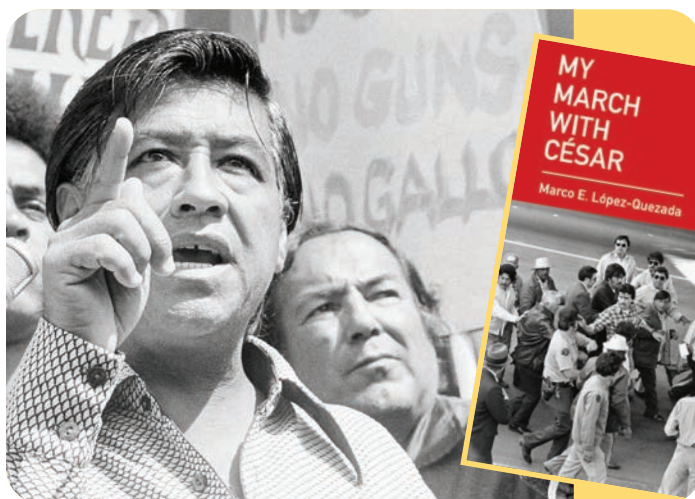
- **Book Clubs**—Centered around Escondido reading, book clubs currently include: 2<sup>nd</sup> Tuesday Book Club, Rincon Literario (Bilingual Spanish and English Book Club), Between the Covers (Romance Book Club), and the two separate meeting groups of Comic-Con Adult Graphic Novel Book Clubs.
- **2<sup>nd</sup> Saturday Concert Series**—A series that brings music and culture to the Library to entertain patrons.
- **The Escondido Writers Group**—This program focuses on writing techniques, steps to success in publishing, and author guests sharing writing experiences. This program is twice a month on the first and third Tuesday of the month.
- **Read Local, Shop Local**—A community and partnership-based program that emphasizes the strong bonds with local businesses to provide more services for Escondido residents.



# Adult Services Highlights

## NEWLY-IMPLEMENTED PROGRAMS

- **Board Game Café, 1/8/2022.** An entertainment program, Board Game Cafe brought education and fun together while helping families to learn new games.
- **Succulent Swap, 1/15/2022, 7/16/2022.** This semiannual program gathered gardening enthusiasts together to exchange succulents and advice. Participants also received gardening tips from Library partners. These programs were in partnership with the Master Gardeners Association of SD County, Escondido Community Garden, and the City of Escondido: Utilities, Recycling, Recreation Center.
- **Pop Culture Panel Series—Horror, 1/29/2022.** Virtual expert panelists discuss all things macabre in books, short stories, art, and film. The program was in partnership with the San Diego Chapter of The Horror Writers Association and Mysterious Galaxy Bookstore.
- **Virtual Author Chat Series—YA Fantasy, 2/17/2022.** A virtual author chat provided a chance for patrons with *New York Times* best seller Lauren Blackwood, Tanya Ross, and two other authors.
- **Artsy Adults.** This quarterly program allowed adult patrons create their own artistic masterpieces spend three sessions in 2022 including: Rock Painting (March); Beach Frame (July), Spooky Silhouette Painting (October).
- **My March With César by Marco López Quezada, 3/31/2022.** Author Marcos E. Lopez Quezada visited the Library for a discussion on his memoir in celebration of Cesar Chaves Day.



# Adult Services Highlights

- **Your Story. Write now, Hybrid Writing Workshop, 6 sessions on 4/11/2022, 4/25/2022, 5/9/2022, 5/23/2022, 6/13/2022, 6/27/2022.**

A workshop focusing on professional writing and publishing, this program offered six sessions including: Instruction and definition of a story and article, premise, the importance of conflict, character development, setting, point of view, publishing market analysis, determining what publications are looking for and how to submit, and hints to submitting work.



- **Once Upon A Book Fair, 6/4/2022.** The Escondido Writers Group hosted 26 local authors at Grape Day Park and provided a friendly and educational atmosphere for authors to meet each other, sell their books and discuss their stories and ideas with attendees.

- **Gardening Club Workshop: Worm Composting, 6/25/2022.** As one of the Gardening Club Workshop sessions in partnership with the City of Escondido, Recycling Division, this workshop helped participants learn how to make backyard compost and build and maintain worm bins for their gardens.



- **Oceans of Paranormal, 7/2/2022.** A presentation by Nicole Strickland, leading author and expert in paranormal activities, Oceans of Paranormal explored the haunted past of RMS Queen Mary and Star of India.

- **Healthy You Series: "Blood Pressure Screening" and "Reducing Hypertension", 8/10/2022.** This workshop in partnership with Palomar Health taught attendees how to reduce hypertension. Participants also had the option to receive a free blood pressure reading by experts from Palomar Health.



# Adult Services Highlights

- **Healthy You Series: Obesity Screening or Body Composition Analysis, 8/24/2022.**

In partnership with Palomar Health, this workshop provided information on body fat, muscle, and basal metabolic rate, and provided a free obesity screening and body composition analysis for participants.

- **Healthy You Series: Meditation and Mindfulness, 9/14/2022, 9/28/2022.**

The Healthy You series consisted of two successful pilot sessions with response to patrons' requests. These well-attended sessions supported goals under the Library's strategic plan.

- **International Games Week Celebration & Board Game Café, 11/5/2022.** In celebration of Game Month and bringing games to the Library this program hosted families and individuals for fun and play.

- **Author visit. Warren 'Chuck' Jonson, 11/9/2022.** Author Warren Johnson recounted his path of transformation from a depressed, overweight, stressed-out business leader to a lean competitive triathlete, bodybuilder, and blue-water sailor.

- **'lipay—From Creation to Present, the History of the Barona Band of Mission Indians, 11/16/2022.** A program in partnership with Barona Cultural Center and Museum's Education Department, the history of the Barona Band of Mission Indians including their traditional life the history of the Barona reservation and contemporary issues was presented spotlighting Indigenous peoples.

- **Book Launch, 12/17/2022.** The Library celebrated the publication of Pete Peterson's new novel, *Leave the Night to God*, with the Escondido Writers Group spotlighting their former facilitator. The book launch highlighted Mr. Peterson's efforts in writing and supporting local authors.



# Adult Services Highlights

- **Nowruz: Persian New Year Celebration, 3/25/2023.** This well-attended program was organized with the Persian Cultural Center's partnership and Friends of the Library's support to present Iranian culture and customs in their new year. Based on the Library's strategic plan to cover the diversity of the community, 180 participants attended the Persian New year Celebration and requested we run it annually.
- **Job Readiness Workshop Series and Career Fair, May and June 2023.** Adult Services was able to plan and run two successful programs with the San Diego Workforce Partnership. The Job Readiness Workshop held three sessions including Resume Skills, Job Interview Preparation, Resume Reviews, and Mock Interviews, which prepared job seekers for the Career Fair and help the job seekers find jobs. On June 6, 2023, the Career Fair hosted over 35 employers and 233 job seekers who talked with employers face to face and made an appointments for interview. This program was also supported by the Library's strategic plan and the community's needs.
- **Shortcuts to Writing & Publishing Short Stories, June 2023.** This four-session writing workshop was organized to support the local writers' needs in writing and publishing techniques in completing the Escondido Writers Group program.



# *Adult Literacy Services & Families for Literacy (FFL)*

## **ESL CLASSES**

In September 2022, Adult Literacy Services expanded its offerings by introducing ESL (English as a Second Language) classes. To ensure the classes' success, we welcomed a new ESL specialist who played a pivotal role in establishing best practices and training additional staff. Currently, we offer two levels of classes four days a week (Monday through Friday), all of which are conducted in person, garnering high praise from our Literacy Learners.

## **GARDENING EVENT**

Literacy Services hosted an exciting Gardening Event for Literacy Learners and their families. With eager preparation for this event underway for weeks, attendees were invited to participate in various gardening-related activities and learn more about the enriching hobby. The City of Escondido Recycling Department delivered an informative presentation on composting and provided goodies for Learners to kickstart their composting and gardening journey at home. A captivating display of ollas accompanied a DIY project, demonstrating how to create self-watering clay pots using store-bought items.

The event featured several craft stations for adults and teens to enjoy, including making wind chimes, sun dials, or painting canvases and garden signs. Children had a blast listening to Rosie, Literacy Service's AmeriCorps tutor, who read two stories. They crafted paper butterflies, wind chimes with pipe cleaners and beads, and created vibrant canvases. Prizes and giveaways were distributed to conclude the event and each Learner left with packets of seeds, gardening gloves, and two books to develop their green thumbs and create something beautiful and beneficial for the planet.

## **LEARNER RECOGNITION DINNER**

After a four-year hiatus, Literacy Services welcomed back the Learner Recognition Dinner in May 2023. This heartwarming event was hosted at the Park Avenue Community Center, inviting Learners and their families to celebrate their achievements throughout the year. The 2023 dinner commemorated four years of accomplishments, such as obtaining GEDs, becoming U.S. citizens, applying for college, and being able to read picture books to grandchildren. Several Learners bravely shared their experiences and spoke to their peers during the event, serving as a powerful inspiration for everyone in attendance. The Dinner was a meaningful culmination of the Learners' hard work and dedication to English comprehension and enhancing lifelong literacy skills, a testament to the positive impact literacy education has on their lives.

# Pioneer Room

Operated by the Escondido Public Library, the Pioneer Room was established in 1992 with a bequest from historian Frances Beven Ryan. A valuable space, the Pioneer Room houses the Library's collection of local Escondido history and genealogy research materials.

## ENHANCED WEBSITE EXPERIENCE

We revamped the Escondido History website, offering an effortless journey into our historical treasures. With a streamlined interface, visitors easily navigate the wealth of local history and genealogical information available through the Pioneer Room. Users can now watch the Pioneer Room Tour or submit research requests with ease.

## DIGITAL COLLECTIONS LAUNCH

The launch of our Pioneer Room's digital collections marked an exciting moment in preserving and sharing Escondido's history. By digitizing manuscripts and photographs from various collections, we ensured broader access and extended the reach of Escondido's heritage to online visitors, researchers, and history enthusiasts.

## EXPANDING DIVERSITY IN THE ARCHIVES

The Pioneer Room takes great pride in its commitment to expanding diversity in the archives. By translating materials into Español and actively collecting materials about Escondido's LGBTQIA+ and communities of color, we celebrate and honor Escondido's diverse heritage.

## DISCOVERING HISTORIC ESCONDIDO

Partnering with John Archer in Adult Services, we brought patrons on engaging walking tours of Historic Escondido. Showcasing local architectural treasures, John unveiled the stories behind iconic homes and properties, deepening the community's appreciation for our remarkable history.





# Pioneer Room

## SRC BEGINNING GENEALOGY WORKSHOP

Our genealogy workshop connected researchers to their ancestral heritage. With expert guidance from volunteer Beth McIntyre and comprehensive resources, participants unearthed new insights into their roots, fostering a sense of belonging and identity.

## MEET OUR DEDICATED STAFF

**Ashley Hays**, an Indiana University graduate, joined the Pioneer Room in 2019. She is pursuing a Master's degree in Library and Information Science from San Jose State University and enjoys putting her education and commitment for preserving Escondido's history into processing collections, researching new materials, and developing programs for the Pioneer Room.

**Abril C. Ruiz Erives** joined the Pioneer Room in 2022, bringing a passion for local history and a commitment to inclusivity. With a history degree from Cal State San Marcos, they research Escondido's diverse history, focusing on LGBTQIA+ and communities of color while actively translating materials into Español for accessibility and inclusivity.

Together, these accomplishments exemplify our commitment to preserving Escondido's history. Special thanks to our dedicated staff, volunteers, Pioneer Room Friends, and our community for their generous support.



EUSD

TOSTADA BEAN MIXTURE 3/8 C SERVING = 1 1/2 OZ. PROTEIN Temp. \_\_\_\_\_

--SECONDARY--		Ingredients	-K-6-		M
100 Portions	1600 Portions		100 Portions	1100 Portions	
Amounts	Amounts		Amounts	Amounts	
# 12.10	65#	DRY BEANS	4#	45#	SORT AND W
#10	27 #10	CANNED BEANS**	1 2/3 #10	18 #10	W/WATER &
	2#	BUTTER	1/4#	1 1/2#	ADD CANNED
	15#	DICED ONION	1#	10#	ONION & SA
C	4 C	SALT	1/4 C	2 3/4 C	SURE BEANS
C	2 C	CUMIN	1/8 C	1 1/3 C	W/WATER.
C	2 C	CHILI POWDER	1/8 C	1 1/3 C	NEXT MORNI
C	2 C	PAPRIKA	1/8 C	1 1/3 C	(RESERVING
C	1 C	GROUND OREGANO	1 T	2/3 C	TO MASH.
#	6#	SHORTENING	3/8#	4#	SHORTENING
#10	2 #10	TOMATO PASTE	1 1/2 C	1 1/2 #10	MIX WELL,
cup	1/2 cup	garlic powder		Better Salt	LIQUID TO
					VOLUME. C
					POTATO FLA
F NOT USING CANNED BEANS.		DO 1 1/2 TIMES AMOUNT OF DRY BEANS.			
Volume:	46 GAL. 37 GAL.	Volume: 2 1/2 GAL. 25 GAL.			
ns:		Pans:			
Size Serving:		Size Serving:			
Source:					

Escondido Union School District - School Lunch Recipe Card

# Contributors & Partners

## SUPPORT GROUPS

Escondido Public Library has the support of five amazing groups that donate time, funding, and countless other resources to ensure the Library provides for the community including:

- Library Board of Trustees
- Friends of the Escondido Public Library
- Escondido Library Foundation
- Friends of Literacy
- Pioneer Room Friends

## STAFF

Escondido Public Library has a dedicated and hardworking staff of 29 people who provide excellent customer service, advisory to readers and programs and so much more for the residents of Escondido and the greater North County area. Our team is made up of eight MLIS-degreed librarians, an Operations Manager/Archivist, two Literacy Services Coordinators, a Volunteer Coordinator, a Marketing Coordinator, an Outreach Coordinator, three Library Associates in Adult Services, four Library Associates in Youth Services, and six Library Associates in Customer Service. Four staff members are enrolled in San Jose State University's Master of Library and Information Science program.

## COMMUNITY PARTNERS

In 2016, Escondido Public Library launched a community engagement program for local businesses called Read Local, Shop Local! This program is still going strong and facilitates cross-promotion of local businesses and the Library through marketing, events, and more. Our Read Local, Shop Local! partners are:

- ArtHatch Escape
- Burger Bench
- Clue Avenue
- Cute Cakes Escondido
- Day Dream
- EcoVivarium
- The Grand Tea Room
- Jimbo's...Naturally
- Kettle Coffee & Tea
- Mathnasium of South Escondido
- Patio Playhouse
- Persian Cultural Center
- Printing Solutions
- Rock On Pizza
- Shakey's Pizza Parlor
- SIP Wine & Beer
- Stone & Glass
- Sunny Side Kitchen
- Suzy Q's

# Contributors & Partners

We also look for ways to partner with area organizations to enrich programs and offer more valuable services.

- 501st Legion (Star Wars Reads Day)
- City of Escondido Utilities Department (Succulent Swap)
- City of Escondido Recycling & Waste Department (Succulent Swap)
- Comic-Con International (Comic-Con Graphic Novel Book Clubs)
- County of San Diego (COVID-19 rapid tests)
- CSUSM Department of Civic Engagement
- Escondido Audubon Society (Backyard Bird program)
- Escondido Union High School District (Virtual outreach)
- Escondido Union School District (Virtual outreach)
- HarperCollins (Author Chat Series)
- Hawthorne Country Store Escondido (Seed Pickup)
- Madres y Familias Deportadas en Acción (Crafting Culture program)
- MAGEC (Museum & Arts Growing Escondido Culture)
- Mando Mercs (Star Wars Reads Day)
- Mysterious Galaxy Bookstore (Author Chat series)
- KPBS (One Book One San Diego)
- The Old Globe Theatre
- PB Creates (Artsy Adults craft kit)
- Rebel Legion (Star Wars Reads Day)
- The Ripped Bodice Bookstore (Author Chat series)
- San Diego Children's Discovery Museum
- San Diego Council on Literacy
- San Marcos Writers Group
- Sourcebooks (Author Chat series)
- Spring Career Services (Virtual Career Services program)
- Vista Community Clinic

## NEW CONTRIBUTORS AND PARTNERS IN 2022

- Barona Cultural Center and Museum
- City of Escondido: Utilities, Recycling, Recreation Center
- Escondido Art Association
- Escondido Community Garden
- Master Gardeners Association of SD County
- Palomar Health
- San Diego Chapter of The Horror Writers Association