



City of Arts & Innovation

Board of Library Trustees

TO: BOARD OF LIBRARY TRUSTEES **DATE: SEPTEMBER 13, 2021**
FROM: RIVERSIDE PUBLIC LIBRARY **WARDS: ALL**
SUBJECT: NATIONAL LIBRARY CARD SIGN-IP MONTH

ISSUE:

Receive an informational report on National Library Card Sign-Up Month.

RECOMMENDATIONS:

That the Board of Library Trustees receive an informational report on National Library Card Sign-Up Month.

BACKGROUND:

The Library Card Sign-up Month campaign began in 1987 by the American Library Association and the National Commission on Libraries and Information Science.

DISCUSSION:

September is National Library Card Sign-Up Month. The American Library Association has announced this year's Honorary Chair is Marley Dias. Signing up for a library card is the first step on the path towards academic achievement and lifelong learning. The Riverside Public Library had 11,770 new library card holders in January through December 2019 and 4,111 in January through December 2020.

Digital Library Cards can be obtained online at RiversideCA.gov/Library or in-person at any library facility.

On September 7, 2021, at the City Council meeting, Mayor proclaimed September as Library Card Sign-Up Month in the City of Riverside and encouraged everyone to sign up for their own library today.

STRATEGIC PLAN ALIGNMENT:

This item contributes to Strategic Priority No. 1 *Arts, Culture & Recreation* and Goal 1.1 - Strengthen Riverside's portfolio of arts, culture, recreation, senior and lifelong learning programs and amenities through expanded community partnerships, shared use opportunities and fund development

This item aligns with each of the five Cross-Cutting Threads as follows:

1. **Community Trust** – Proclaiming September as National Library Card Sign-Up serves the public interest and the City's diverse populations by encouraging everyone to sign-up for their own library card.
2. **Equity** – A library card provides the community equitable distribution and equal access to library services.
3. **Fiscal Responsibility** – The Library utilizes in house marketing for design services of library cards and follows the purchasing resolution in purchasing the library cards while providing quality public services to all.
4. **Innovation** – The Library provides an online or in-person options for the community to obtain a library card.
5. **Sustainability & Resiliency** – The Library is committed to providing lifelong learning programs and a library card is the first step to achieving lifelong learning.

FISCAL IMPACT:

There is no fiscal impact associated with this informational report on National Library Card Sign-Up Month.

Prepared by:	Erin Christmas, Library Director
Certified as to availability of funds:	Edward Enriquez, Chief Financial Officer/Treasurer
Approved by:	Kris Martinez, Interim Assistant City Manager
Attachment:	Presentation