

Camarillo Public Library Library & RFBC Activity Report

February 2025

City of Camarillo Public Library is where discovery leads. We offer information resources that nurture learning and strengthen the community. We are open to the public Monday-Thursday 10 a.m.-8 p.m. and Friday-Sunday 10 a.m. - 5 p.m. For access to our digital resources, please check our website: www.camarillolibrary.org.

Library Highlights

In celebration of Black History Month, Adult Services invited local businesswoman and self-proclaimed “Curl Coach” Starr Moon to lead a workshop on the art and science of caring for textured hair. Twelve people from a range of diverse backgrounds attended. Our Children’s Department hosted a Black History Month Storytime featuring uplifting songs and integrating lessons from famous African Americans, with forty people attending. In addition, the Children’s Department hosted a Black Superhero Showcase that included superhero-themed crafts and games. The majority of attendees were individuals from communities of color. One parent remarked to library staff that they appreciated the representation for their son.



“Curl Coach” Starr Moon

Camarillo Public Library supports Healthy Camarillo and partnered with Camarillo Health Care District on a live storytelling event, which centered on the theme of caretaking and drew an audience of thirty-one participants. In addition, the library hosted a health and wellness program featuring Art Therapy. Author and board-certificated life coach Christine Crawford demonstrated how to use art therapy to combat feelings of stress and burnout. Seventeen people attended.

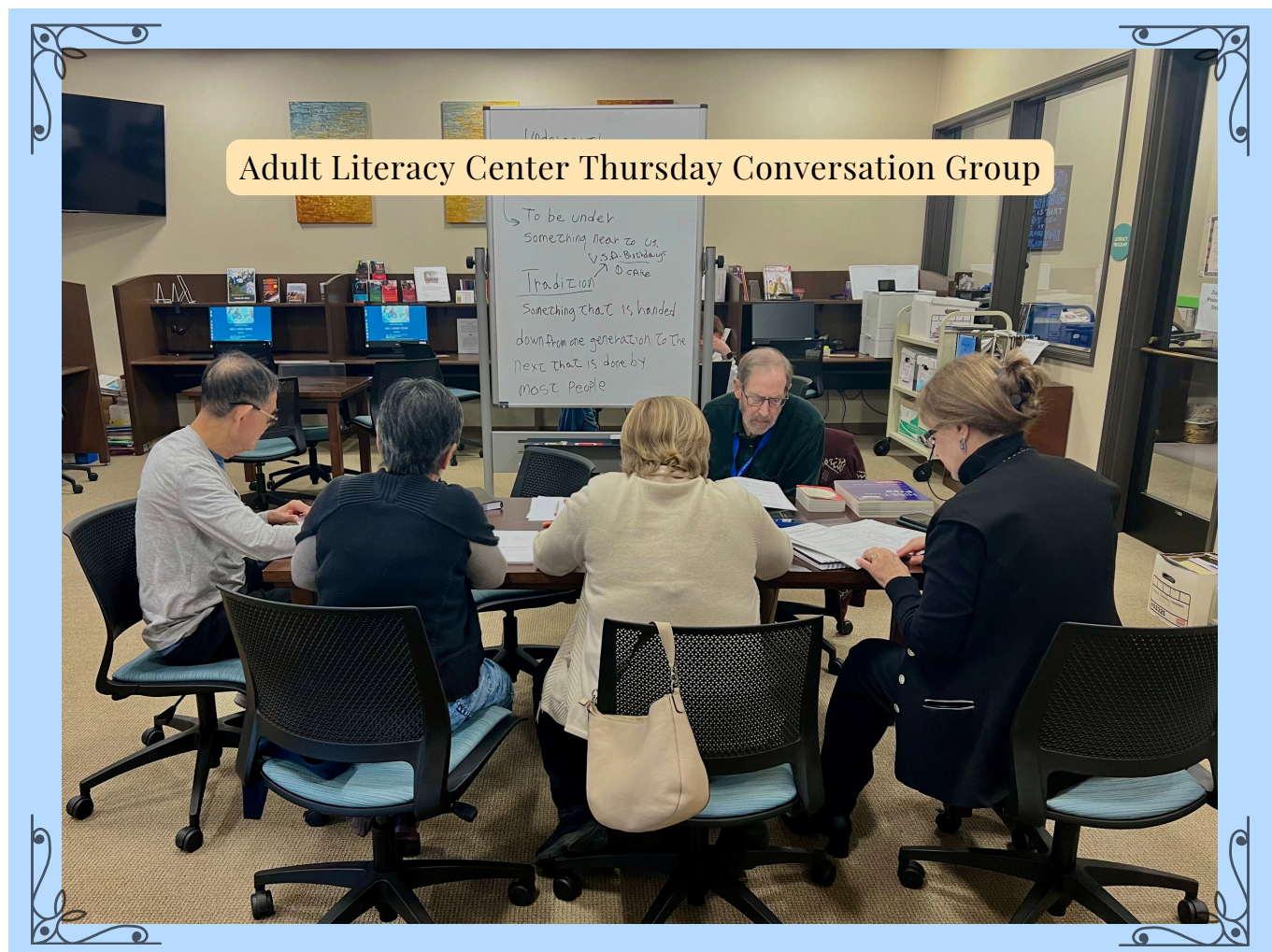
This month the library had a lovely time with valentine-centered programs. Library staff coordinated a Galentine’s Day event on February 13, which celebrated female friendships. Fifty-four people enjoyed activities such as taking photos in a professional photo booth, creating valentine cards and making puzzles. For those who love to read, the library hosted a monthlong Romance Book Bingo activity with 34 people participating. Adult Services expertly created a weeklong “Meet Your Book Match” to connect library patrons with books that aligned with their reading preferences. Nine people signed up for this service. To keep up with the sweet theme, Youth Services offered a “For the Love of Reading” book challenge. This challenge encouraged kids to read 300 minutes in February. One hundred and nineteen people registered.

Literacy/ESL

Adult Literacy and ESL had 62 volunteer tutors and adult learners practice reading, writing and speaking for a total of 316 hours throughout February. We had 25 active tutors with a total of 143 hours and 31 active adult learners with a total of 173 hours.

The Adult Literacy Center is hosting three Conversation Groups a week. Two are in person and one on Zoom for a total of nine in February. We had 50 participants from around the world who practiced their listening and speaking skills with the support of 17 volunteer tutors and Adult Literacy/ESL staff.

The Adult Literacy/ESL Center launched a new Drop-In Tutoring program to better serve learners in our community. As our learner list continues to grow, we are waiting for new tutors to complete their training. In the meantime, this program allows learners to receive support immediately rather than remain on a waiting list. We currently have nine learners attending twice a week.



RUSSELL FISCHER BUSINESS COLLECTION

Operating within the Camarillo Public Library, the Russell Fischer Business Collection (RFBC) is embedded in the Camarillo business community and greater entrepreneur ecosystem. The RFBC provides professional and business development opportunities through special events and a curated collection of top business resources.

Women's Economic Ventures (WEV) presented a workshop in Spanish titled Clase de Empoderamiento Financiero. Attendees were provided with foundational financial definitions and actionable steps to develop positive money habits. Eleven people participated.

Writing coach Marina Crouse led a Build a Better Bio Writing Workshop, which guided participants in creating an impactful professional biography for online platforms. The workshop focused on identifying and incorporating essential details into a biography and building confidence in writing so participants could effectively promote themselves or their business. One attendee, who lives locally but works remotely, remarked on her appreciation for the workshop saying it was a cultural norm for her workplace to have an online profile and she didn't have one until this workshop.



Writing Coach Marina Crouse

Two mothers are now ready to re-enter the workforce thanks in part to the reference help they received. The Adult Literacy Center referred both people to Business Services Coordinator Maegan Profeta for résumé and job assistance. Patron S. sought guidance for online job searches and online job applications. Patron D. also required résumé assistance and online job search guidance. Both patrons left better prepared with polished résumés and valuable tips to aid them in their job search.

This month reference questions included the following topics: résumés, job searches, job applications, teen résumé templates and library services. These subjects will be considered for future collection purchases and programming. Maegan attended meetings with the following groups this month on behalf of the RFBC: SCORE, Libraries Build Businesses, WEV and Ventura County Economic Forecast presented by California Lutheran's Center for Economic Research and Forecasting.

In March, the RFBC plans on returning to social media to highlight local women-owned business in honor of Women's History Month. The RFBC will also have an AI for Small Businesses Workshop where attendees will learn the basics of generative AI, the best AI tools and an actionable implementation guide for their small business.

CAMARILLO PUBLIC LIBRARY

Metrics and Statistics

	Jan. 2025	Feb. 2025	Jan. 2024	Feb. 2024
Physical Material Checkouts	43,227	42,537	38,960	37,201
eBook Checkouts	4,877	4,519	4,919	4,545
eAudiobook Checkouts	5,317	5,010	4,960	4,598
Digital Magazine Checkouts	2,505	2,316	2,953	3,048
Video Plays	1,669	1,747	1,615	1,471
New Cards Issued	574	539	600	461
Reference Inquiries	5,286	5,299	5,506	5,200

Performance Measures FY2024-25 YTD / Target

New Library Cards	4,249 / 4,800
Number of Programs	353 / 575
Programs - Attendees	13,936 / 16,000
Total Visitors	172,267 / 174,000
Daily Average	746 / 495

RUSSELL FISCHER BUSINESS COLLECTION

Metrics and Statistics

	Feb. 2025	Feb. 2024
Reference Inquiries	16	18
Programs	2	3
Programs - Attendees	15	1,431
Meetings	13	5