



LIBRARY BOARD OF TRUSTEES STAFF REPORT

ITEM NO. 4.4

DATE: December 4, 2025
TO: Chairperson and Members of the Library Board of Trustees
FROM: Anwan Baker, Library Director
SUBJECT: Presentation on the results of the 2025 Library Card Signup Month

RECOMMENDED ACTION

Staff recommends the Library Board of Trustees receive the report.

DECISION TYPE

Not Applicable

SUMMARY

Library Card Sign-up Month is an annual campaign that takes place in September where Libraries all over the country, along with the American Library Association, remind their communities about the wonderful resources available to them through their Library and encourage those who haven't yet signed up for a card to do so.

This year's theme, "One Card, Endless Possibilities," was a reminder that libraries are for everyone—no matter their age, background, or goals. From diving into a new hobby, searching for their next great read, brushing up on tech skills, or helping a child succeed in school, it all starts with a library card.

Getting a library card is free, easy, and empowering. For students, it's a key to academic success. For adults, it's a gateway to lifelong learning. For everyone, it's a smart way to stay connected to their community.

DISCUSSION

During the month of September, Livermore Public Library recognized Library Card Sign-up Month by holding a marketing campaign that included a press release and social media posts, a special display at Civic Center Library, and a proclamation declaring September 2025 Library Card Sign-up Month at City Council Meeting on September 8, 2025. At the conclusion of the month, Library registration statistics for September 2025 showed an increase by 39% over the previous year. Library staff welcome the Library Board of Trustees' feedback.

ATTACHMENTS

1. Library Card Sign-up Month Presentation

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Assistant Library Services Director