



Date: August 8th, 2016
To: Library Board of Trustees
From: Librarian I's
Re: 2nd Quarter Statistics

Summary

In the 2nd quarter the library experienced increases in computer use at the General Beadle partner library, social networking, programming attendance, holds, renewals, and new borrowers compared to 2015. Decreases were seen in total circulation, website visits, downtown computer use, and patron contacts.

Materials Use

While some areas of the collection saw increases in circulation (partner library print books & DVDs, audiobooks, and renewals), overall circulation decreased by 10%. This decrease is largely due to 27,422 fewer uses of the subscription databases, 7,642 fewer checkouts for print materials, and 6,280 fewer checkouts for DVDs. The library is in the process of reviewing collection development and subscription services to determine if changes are needed.

Holds downtown increased by 22% over last year. Renewals downtown increased 81% compared to the second quarter of 2015. This was due to a policy change that allowed for a greater number of renewals.

Library Access

There were 1,171 new borrowers who signed up for library cards in the second quarter, an increase of 2% caused primarily by more Non-County Adult patrons, Pennington County Adult patrons, and Resident Youth patrons.

In the 2nd quarter, physical access to the library remained steady compared to 2015 with 98,033 total entries counted at both locations. However, digital access through website visits decreased 26% over last quarter. This change is likely due to the city's migration to a new web platform.

Computer usage at the downtown library decreased by 14% this quarter, but there was an increase at the General Beadle partner library of 129% and many patrons are now bringing in their own devices for use in the library.

Overall, patron contacts also decreased this quarter by 62%. This is likely due to staff adapting to a newly implemented tracking system. Tracking for this statistic should normalize by September 2016. Compared to the second quarter last year, social media contacts (Facebook, Instagram, and Pinterest) increased by 28%. Programming attendance also increased over the second quarter of last year by 52% or 4,493 attendees.



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