



Date: August 14, 2017
To: Library Board of Trustees
From: Sam Slocum, Lisa DaSilva, and Danielle Reynolds
Re: 2nd Quarter Statistics

Summary

During the second quarter of 2017, the library was wrapping up work on a renovation project which resulted in re-educating patrons on the location of library services and materials. Despite the rearrangement and new layout learning curve, the library experienced increases in many areas including new borrowers, website visits, computer use, total circulation of library materials, circulation of print books, drive thru visits, subscription database use, and patron contacts. Decreases were seen in North Partner library entry count and computer use as well as digital material use.

Materials Use

During the second quarter of 2017, circulation increased by 15% over last quarter. Noteworthy increases were seen with DVDs (+34%) and audiobooks (+13%), which were successfully moved to a more organized and central location after the renovation. Print book circulation increased 7%, while in contrast, our digital collection popularity barely dropped with a decrease of less than 1% over last quarter. Historically, the second quarter usage of digital materials is lower with last year having a .7% decrease. Despite the slight decrease this quarter, digital usage has increased 14% compared to last year at this time. Subscription database usage increased by 44% this quarter over last, which can be attributed to marketing techniques including displays and signage in the library as well as promotion in the library's monthly newsletter.

Library Access

New borrowers increased 18% compared to the first quarter of 2017. Our total borrowers increased by 1,748 patrons since last quarter. Overall, total borrowers increased by 8% compared to this quarter last year which amounts to over 3,000 more patron accounts.

Overall, entry count to the libraries increased by almost 3% over last quarter, likely due to patrons returning to use the library after the limited access to the main floor during construction. However, compared to last year, library entry count is down by 8%. The North library saw a decrease in entry count of 7% from the last quarter but this is a typical pattern during the summer months while school is out. The drive thru downtown saw a 2% increase since last quarter and website visits increased by 12%.

Computer usage rebounded from an 18% decrease last quarter to a 27% increase this quarter. In response to more availability of computers downtown after the remodel and school being out for the summer, the usage of computers at the North Partner library location decreased by 22%.

In-person patron contacts continued the trend of increasing this quarter. Compared to last quarter, the library saw an increase of 48% in total patron contacts with an average of 14,000 each month of this quarter. The increase in patron contacts is not limited to this quarter alone. Compared to the second quarter of last year, patron contacts are up by 26%. Social media contacts (Facebook, Instagram, and Pinterest) exploded with an immense increase of 30% in contacts, engaging patrons an average of almost 7,000 times per month this quarter.



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