

**PFLUGERVILLE PUBLIC LIBRARY**

**September 2016**

|   | September     | September     | FY YTD                                 | FY YTD         | % Change     |
|---|---------------|---------------|--|----------------|--------------|
|   | 2015          | 2016          | 2015                                   | 2016           | FY15-FY17    |
| Circulation- physical   | 30,550        | 27,746        | 359,439                                | 359,734        | .08%         |
| *Circulation - Electronic   | 3,420         | 5,806         | 34,569                                 | 90,011         | 160.4%       |
| <i>Total</i>  | <i>33,970</i> | <i>33,552</i> | <i>394,004</i>                         | <i>449,745</i> | <i>14.2%</i> |
| Physical materials in Spanish & bilingual (included in above total) | 1,047         | 675           | 11,280                                 | 8,298          | -26%         |
| Physical materials in Vietnamese (included in above total)          | 361           | 259           | 4,682                                  | 3,973          | -15%         |
| Internet Users- In Library  | 3,177         | 2,953         | 37,610                                 | 36,323         | -3%          |
| Database Sessions   | 1,243         | 1,363         | 38,294                                 | 25,687         | -32%         |
| Facebook Likes  | 72            | 94            | 824                                    | 981            | 19%          |
| Digital History Archive Views                                       | 179           | 30            | 2,377                                  | 3,053          | 24.4%        |
| **Library Visits- Physical  | 15,797        | 16,528        | 189,564<br>(reported 235,948**)        | 198,333        | 4.63%        |
| Library Visits- Catalog   | 10,928        | 11,171        | 133,684                                | 130,362        | -2.5%        |
| <i>Total</i>  | <i>26,725</i> | <i>27,699</i> | <i>323,248</i><br>(reported 369,632**) | <i>328,695</i> | <i>1.69%</i> |
| Meeting Room Use (hours)  | 193           | 171           | 2,697                                  | 3,028          | 12.3%        |
| Program Attendance  | 1,660         | 1,740         | 19,871                                 | 24,307         | 22.3%        |
| Volunteer Hours   | 362           | 428           | 4,439                                  | 5,039          | 13.5%        |
| Active Library Accounts   | 25,543        | 25,558        | 25,543                                 | 25,558         | .39%         |
| New Accounts  | 335           | 366           | 3,577                                  | 3,705          | 3.6%         |
| Member Savings Physical Items                                       | \$466,989     | \$405,019     | \$5,542,801                            | \$5,336,737    | -1.2%        |
| Heritage House  | NA            | 34            | NA                                     | 366            | NA           |

\*Includes downloads, streams, checkouts, etc. We do not always get all of the stats from the vendor in time for this report. Numbers may vary by the end of the year.

\*\*Door count problem resolved March 2016 report. FY2015 totals still inflated due to error.

Note: Meeting rooms are provided at no cost to area non-profits and civic groups.



Overall stats look great. We are down some in physical items in Spanish and Vietnamese. This is most likely due to the limited availability of these materials and the limited space to house these materials. We plan to address this by offering more electronic materials and expanding the shelving in the Spanish area. Stats for physical items in English held steady, again this is possible due to the phenomenal increase in electronic resources and the availability of devices. Database sessions are down. This means the number of times someone logs into a database is down, not necessarily the amount of items they access.

While we continued to increase numbers of physical items, new electronic offerings in 2016 included Odillo; pay per use e-books in Spanish, Hoopla; pay per use videos, e-books and e-audiobooks in English. The videos also include closed captions. So far, Hoopla has been the most popular, electronic offering the library has.

Programs are going along wonderfully! In 2016, programs were expanded to include a Comic Con, Pet Pfest and Teen Job Pfair. In addition, Home School programs and Sensory Story Times were added.

Tween programs were given their own coordinator in 2016. Expanded offerings included Home School tweens and tween typing.



New adult offerings included Linux Basics, Adult Coloring Club and Beginner Guitar Lessons. Beginner computer classes were dropped due to low turnout but were replaced with Walk-in Computer Help.

Heritage House Museum hours were expanded from 3 hours per month to 19 hours per month during the Pfarmer's Market. Patronage of the museum has increased from approx. 20 people per month to about 53.



September programs included the 5<sup>th</sup> Annual Pflugerville Reads Community-Wide Reading Project. This year's pick was Treasure Island. Programs around the novel and pirate themed activities were on the menu.