

PFLUGERVILLE PUBLIC LIBRARY

February 2017

	February 2016	February 2017	FY 2016	FY 2017	% change
Circulation - physical ¹	26,058	24,210	142,463	128,500	-9%
Circulation - electronic	7,623	6,080	30,947	40,298	+8%
<i>Total</i> ²	<i>33,681</i>	<i>30,290</i>	<i>173,410</i>	<i>168,798</i>	<i>-10%</i>
Phys. Circ – Spanish/ bi. (included in above)	643	857	3,599	2,973	-8%
Phys. Circ – Viet. (included in above)	328	189	1,826	1,202	-7%
Public Computer Use	3,016	2,768	14,541	13,275	-9%
Database Sessions	1,548	1,246	8,714	10,111	+9%
Wifi Use ³	NA	3,598	NA	17,256	NA
Facebook Likes	46	86	326	355	+5%
Digital History Archive Views	259	277	1,186	1,208	+9%
Library Visits- Physical ⁴	15,289	14,981	75,440	74,039	-9%
Library Visits- Catalog	8,541	9,789	49,059	52,157	+9%
<i>Total</i>	<i>23,830</i>	<i>24,770</i>	<i>124,499</i>	<i>126,196</i>	<i>-9%</i>
Meeting Room Use	257	218	1,113	1,109	-10%
Program Attendance	1,034	2,073	10,058	10,053	
Volunteer Hours	363	394	1,698	2,012	+8%
Active Library Accounts	25,425	25,691	25,425	25,695	+10%
New Accounts	251	252	1,343	1,328	-10%
Member Savings	\$383,910	\$352,895	\$2,104,991	\$1,881,264	-9%
Heritage House	NA	20	NA	588	NA

Note: Meeting rooms provided to 501c3 and civic groups at no cost

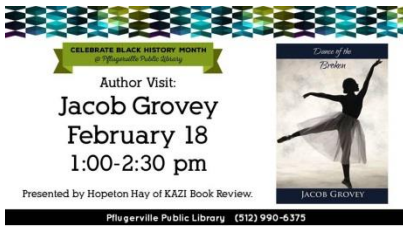
¹ Includes downloads, streams, checkouts, etc. We do not always get all of the stats from the vendor in time for this report. Numbers may vary by the end of the year.

² This is because the volume of physical items far surpasses those of electronic.

³ This number is an estimate based on observation and is approximately 30% more than the public computer use.

⁴ The holidays fell on a weekend so the library was closed more days than usual.

In addition to regular programs, the library celebrated Black History Month with a variety of programs including movie nights and guest speakers including storyteller Dee Dee Cornish and author Jacob Grovey.



A Master Gardener Presentation by Linda Birch focused on raised bed vegetable gardening and the Adult Craft: Cupcake Decorating with Kass Garcia walked guests through the basics of decorating for special occasions.

February also featured the Annual Romance Readers Social. Guests enjoyed crafts, cupcakes, free books and a Q&A panel. Attending authors included Julia London, Jillian Burns, Evelyn Palfrey, Pamela Stone and Linda Steinberg.



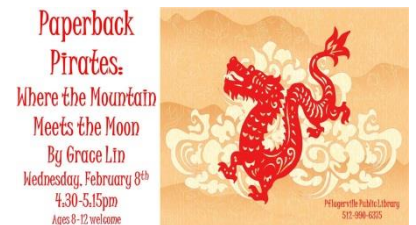
The little ones enjoyed a morning of stories and tiny friends with Tiny Tails To You! The petting zoo featured a tortoise, a bearded dragon, a hedgehog, a rabbit and more!

The second annual Toddler Talent Show allowed the little ones to show off their skills. A LOT of toddlers can sing the lyrics to “Let it Go,” recited their ABCs and count!



Professional juggler and stuntman Matt Tardy presented on his profession on February 7th as part of the Awesome Occupations series.

Paperback Pirates Book Club for ages 8-12 featured Where the Mountain Meets the Moon by Grace Lin.



This is just a sampling of the many programs planned and conducted by the library programming staff each month.