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Sierra Madre Public Library Agenda Report

Annual Library Statistical Report 2014-2015

TO: The Library Board of Trustees
FROM: Carolyn Thomas
DATE: July 22, 2015

SUMMARY

The year-end statistical report focuses on Library circulation and program statistics for the 2014-2015 fiscal year. This report assists staff in making decisions on types of materials to collect and programs and services to offer the community. It also offers a brief overview of accomplishments and challenges that have occurred during this time period. It is recommended that the Trustees receive and file this report.

OVERVIEW

The Library Services Department consists of four full-time and ten regular part-time employees providing forty-seven weekly public service hours from Monday through Saturday. The Department is responsible for providing public access to current and historical information through physical and electronic collections; and delivering services and programs supportive of lifelong learning, critical thinking, cultural enrichment and community engagement. Regular staff duties include training patrons how to find and evaluate information and use technology effectively. Librarians support the collection and preservation of historical images and documents relating to Sierra Madre and the local mountains. Volunteer opportunities are available for residents ages 12 through adult to support the Summer Reading Program, Teen Docents, processing of materials, and digital preservation of archival materials.

ANALYSIS

Sierra Madre Public Library showed increases in several areas during the 2014-2015 year. An average of 282 people visit the library daily, with an average of 6,950 patron visits per month which is an increase from the previous year of 5%. This increase may be due to opening the library during morning hours three days a week and closing earlier on those same days during less busy times. Annual circulation was 85,777, a 7% increase from the previous year. 287 free programs were offered to the community for adults, teens, and children with 8,894 patrons participating. Program attendance also increased by 7% from the previous year in part due to the implementation of a new weekly storytime geared for infants and their caretaker called Baby Rhyme Time. 6,548 reference questions were answered, a 13% increase from the previous year due to consistent staffing in the Children's room. Free Wi-Fi is available in the

library, and an average of 783 patrons use public internet computers monthly. Library services in the community are vibrant and well used.

Sierra Madre Public Library Statistics

COLLECTION -

72,375	Items in collection
7,589	eBooks (available 24/7)
85	Magazines
5	Newspapers
2,000	California & Rare Books
6	Online databases (available 24/7)
1,500 linear ft.	Artifacts in Historical Archives

ACTIVITY -

83,396	Visitors (282/day)
85,777	Annual Circulation
9,401	Computer Users (783/month)
287	Free Programs
8,894	Program Attendance
594	Summer Reading Program
6,548	Reference questions

A mention of our community volunteers is important to providing library services. Volunteers from ages 12 and up provide a variety of services for the library. This past year, 64 teens and 23 dedicated adults contributed 2,441 volunteer hours which is the equivalent of one full time staff member. Their activities include opening the library, maintaining newspapers/periodicals, processing new books, mending damaged materials, providing local history tours, assisting with Summer Reading Program sign ups, training teen docents, filing archival materials, updating the art collection inventory, and assisting with library programs.

ACCOMPLISHMENTS

- Reconfigured staff work area to remove clutter, increase private work areas and improve work flow for processing materials.
- Formed Library Facilities Master Plan Committee to assess library structure and to develop Library Facility Master Plan document; Request For Proposals for a Library Facility Condition Assessment is underway.
- Began implementation of an updated and cost-effective Integrated Library System.
- Provided dedicated Teen Area within existing space including shifting all Young Adult books to open reading space.
- \$3,600 from Sierra Madre Historical Preservation Society provided funding for continuation of Teen History Docents and purchase of a map case to house historical documents.
- \$12,400 in donations from local organizations to support programs.
- \$55,000 in Friends donations

- Funded 2 staff members pursuing Masters of Library and Information Science – both through Sommer Scholarship funds; 1 staff member took advantage of City Tuition reimbursement program.
- Held Library Open House for residents to promote services at library; developed marketing campaign and distributed “I Love My Library” yard signs.
- 1 of 4 libraries selected to participate in LSTA grant to upload locations of Sierra Madre Historic Homes data into GIS map.

CHALLENGES

Staffing has again, been a challenge this past year although there was no impact in library hours or services. Through attrition the Electronic Resource Analyst position became vacant in July 2014 and was not filled, while existing library staff continued to maintain the City website and management of City Documents. A new City website is expected to launch within the next month shifting these responsibilities to City Administration and will free up 15% of the Library Director’s time and 960 part hours to devote back to the library once the transition takes place. Several part time staff left the organization to assume full time jobs elsewhere and recruitments are underway to fill part time positions for a Library Technician and Library Associate. The current staff of 8.6 employees is enthusiastic, providing ongoing programming, seeking grants, purchasing new books and materials, keeping current with new technology trends, and continuing to promote excellent customer service to our community.

In preparation of the sun-setting of a User Utility Tax which supports General Fund Expenditures, most City Departments incurred level one budget reductions for the upcoming 2015/2016 Fiscal Year. The Library General Fund Budget will be reduced by \$51,000 from previous year, but current staffing levels will be maintained. Reductions are expected to come from cost savings of transitioning to the new Integrated Library System, which is less expensive than the previous system and from reducing the materials budget by \$10,000. In spite of these reductions, the library expects to maintain current staffing levels, open hours, and most programs and services.

GOALS FOR 2015-2016

- Draft a Library Facility Master Plan using the results from Library Facility Condition Assessment; list and prioritize building improvements.
- Use monies allocated from the Friends to begin to address prioritized building improvements.
- Launch new Integrated Library System.
- Implement ability for patrons to pay fees online.
- Develop technology training goals for library staff.
- Maintain current level of children’s programming services.
- Provide improved online access to library collections including e-Books, e-Audio books through updated Integrated Library System; increase e-material circulation by 5%.
- Maintain Teen Docent program with opportunities for teens to learn Local Sierra Madre History; offer one, 6-8 week training session with opportunities for trained docents to provide tours throughout the year at both the Library and Richardson House.
- Assign to specially funded Interns, Local History projects such as digitizing photos for online access and updating content on digital storyboards.
- Evaluate California State Library grant program for increased broadband for libraries and connection to the CENIC infrastructure.

The annual data collected for our library is submitted to the California State Library in the fall of every year. In addition, all public library data becomes part of the national collection of information on the nation's public libraries that is coordinated by the Institute for Museum and Library Services. Sierra Madre Public Library provides relevant library services to all ages in our community and enjoys wide support in the community.

STAFF RECOMMENDATION

Staff recommends the Library Board of Trustees receive and file this report.

PUBLIC NOTICE PROCESS

This item has been noticed through the regular agenda notification process. Copies of this report are available at the Sierra Madre Public Library and on the City of Sierra Madre website.

ATTACHMENTS

Library Statistics July 2014 – June 2015

Sierra Madre Public Library Statistical Report - July 1, 2014 - June 30, 2015

Categories	FY 14/15												Total	FY 13/14	
	July	Aug	Sept	Oct	Nov	Dec	Jan	Feb	March	April	May	June		monthly average	monthly average
Circulation	6703	5324	5990	5665	5392	4309	5938	4847	5315	5419	5675	6963	67540	5628	5101
Print Circulation	1735	1572	1307	1470	1296	1360	1543	1384	1562	1514	1659	1835	18237	1520	1538
Non-print Circulation	472	410	322	411	359	360	451	364	429	397	391	450	4816	401	387
Audiobooks Circulation	765	702	581	700	581	505	596	543	686	616	717	858	7850	654	649
Videos/dvds Circulation**	150	153	126	132	113	235	220	212	225	298	235	212	2311	193	221
Music cds Circulation	348	307	278	227	243	260	276	265	223	228	316	315	3286	274	281
Overdrive	8,438	6,896	7,297	7,135	6,688	5,669	7,481	6,231	6,877	6,933	7,334	8,798	85,777	7,148	6,639
Total Circulation															
Patron Count	8262	6605	7119	7896	6017	5217	6442	6240	6952	7680	6488	8478	83396	6950	6581
Patron Count - Monthly															
Interlibrary Loans															
Interlibrary Loans Loaned	4	6	4	2	3	5	2	1	1	4	3	1	36	3	4
Interlibrary Loans Borrowed	11	7	7	9	5	3	7	4	6	8	6	8	81	7	6
Reserves - SMPPL Holds	65	56	54	56	57	47	60	42	103	84	64	52	740	62	61
Adult Services															
Circulation Count	3685	3174	3087	3274	3027	2906	3700	3142	3,325	3345	3617	3867	40149	3346	3391
Number of Programs	1	2	1	2	3	1	2	4	1	1	1	3	22	2	3
Attendance - Book Discussions	10	14	11	8	12	12	15	30	14	17	11	14	168	14	9
Attendance - Computer Class - eReader,	0	0	2	9	0	0									2
Ancestry	0						100	135							
Attendance - One Book One City	0			493								40			15
Attendance - other	0	52													52
Total Adult Attendance	10	66	11	510	12	12	115	165	14	17	11	54	997	83	52
Use of facilities (Non-departmental) - Meetings, etc.	1	1	3	2	2	3	3	3	5	1	1	3	28	2	9
Reference															
Reference Questions - Archives	10	22	14	12	14	8	11	13	11	14	7	17	153	13	11
Reference Questions - email	1	1	4	2	0	2	2	1	3	3	3	3	25	2	1
Reference Questions - Service Desks	445	361	368	347	353	317	452	432	422	427	395	490	4809	401	328
Reference Questions - Children	130	96	144	163	148	110	130	161	163	114	117	85	1561	130	140
Reference Questions - Total	586	480	530	524	515	437	595	607	599	558	522	595	6548	546	480

Sierra Madre Public Library Statistical Report - July 1, 2014 - June 30, 2015

Categories	July	Aug	Sept	Oct	Nov	Dec	Jan	Feb	Mar	April	May	June	Total	FY 14/15 monthly average	FY 13/14 monthly average
Volunteers	46	21	10	21	22	13	20	14	23	19	20	49	278	23	29
Volunteers - Number of															
Volunteers Hours- In-house circ & processing	427	71	43	66	65	30	73	49	65	72	100	476	1,537	128	137
Volunteers Hours - archives	20	14	7	12	6	4	19	15	24	14	36	3	174	15	7
Young Adult Services															
Circulation Count	353	284	262	202	216	184	246	145	149	201	205	311	2,758	230	247
YA Program	4	1	2	5	4	3	3	4	4	4	4	4	42	4	4
YA Attendance	60	25	6	22	14	13	20	23	23	24	31	68	329	27	29
SRC Volunteers - Number of Teens	38	9										32	79	7	5
SRC Volunteers - Teen Hours	249	24										277	550	46	54
Teen Docents Number of Teens	11	0	0	9	8	9	3	0	4	5	5	10	64	5	9
Teen Docents Number of Hours	104	0	0	28	20	22	5.5	0	20	9	5	140	354	29	44
Teen Docent Tours				8	3	4			1	4	1	12			
Teen Tours Attendance				50	19	61			14	34	6	150			
Children's Services															
Circulation Count	4104	3131	3670	3659	3445	2579	3535	2944	3403	3387	3512	4620	41,989	3499	3001
Number for Preschool Age	10	4	13	13	10	10	11	11	9	9	12	12	124	10	8
Attendance at Preschool Programs	326	132	277	340	227	209	309	386	511	441	427	457	4,042	337	251
Number for School Groups	3	1	5	8	9	5	9	9	9	9	7	4	78	7	7
Attendance at School Age Programs	182	55	142	287	655	236	270	247	283	299	157	218	3,031	253	229
Categories															
I-branch Services															
Computer Appointments	827	844	915	943	795	659	734	670	778	773	739	724	9,401	783	794

Sierra Madre Public Library Statistical Report - July 1, 2014 - June 30, 2015

Categories	July	Aug	Sept	Oct	Nov	Dec**	Jan	Feb	March	April	May	June	Total	FY 14/15 monthly average	FY 13/14 monthly average
Databases	5	7	7	17	19	174	20	35	21	11	6	2	324	27	5
Gale Biography -(sessions)	31	101	48		discontinued								180	15	5
Gale General Reference - (sessions)	8	9	8	9	6	17	14	11	43	41	1	7	90	8	14
Ancestry.com		38	112	20	32	104	168	36	111	29	22	22	638	53	na
Master File Magazines	23	25	28	10	20	73	86	61	111	29	20	31	517	43	18
Novelist- (sessions)	12	20	13	10	9	21	13	40	11	25	34	19	227	19	23
Reference USA - (logins)	1	8	7	2	6	30	6	3	8	6	10	7	94	8	13
World Book - (sessions)															
*Database Statistics will be collected quarterly															
Days Open	26	26	25	26	22	21	25	23	26	25	24	26	295	25	25
Public Service Hours Open	206	202	197	200	173	163	193	179	202	197	187	206	2,305	192	193
Website*															
Total Website Sessions	16,142	13,431	13,035	15,352	12,731	10,751	13,213	12,056	14,149	12,991	13,640	16,084	163,575	13,631	13,817
Total Website Users	11,468	9,612	9,190	10,937	9,230	7,848	9,396	8,606	9,882	9,155	9,686	11,136	116,146	9,679	9,716
Website - City Home	7,833	6,408	6,963	7,313	6,982	5,813	6,536	5,832	6,985	6,708	6,864	7,391	81,628	6,802	7,003
Website - Library Home	3,302	3,402	3,421	3,299	2,668	2,637	3,306	2,876	2,937	2,802	2,755	3,145	36,550	3,046	3,357
Website - Archives	83	58	138	78	82	69	115	65	79	92	63	84	1,006	84	75

Sierra Madre Public Library Statistical Report - July 1, 2014 - June 30, 2015

106 entries; 6 schools represented; 18 winners; 65 attended awards event

Art & Essay Contest

One Book One City Comparison

Year	2011	2012	2013	2014	2015
# of Programs	4	4	4	6	5
Attendance	359	157	206	324	235

Summer Reading Program 2014-2015	June	July	Aug	Total
Adult SRP				58
Saturday Chamber Music	44	0	52	96
Teen SRP			54	54
SRP Teen Volunteers			38	38
SRP Teen Volunteers - Hrs	142	249	32	423
Volunteer Party SRC		0	19	19
Children BEGINNER SRP			201	201
Children READER SRP			132	132
Children CHALLENGER SRP			149	149
Total Children SRP				482
SRP Stuffed Animal Sleepover	115	0		115
SRP K-9 Unit	125	0		125
SRC Abbit the Average	103	0		103
SRP PAWS TO READ Library Fair		58		58
SRP Eaton Canjoy Storytime 7-14		97		97
SRP Eaton Canjoy Storytime 7-16		27		27
SRP Willie the Wolf Puppet Show			87	156
End of Summer Challenger Party			90	87
Total Participants				594
Total Programs				12
Total Program Attendance				973
SRP Eaton Canjoy Storytime 7-16		27		27
SRP Willie the Wolf Puppet Show			87	156
End of Summer Challenger Party			90	87
Total Participants				594
Total Programs				12
Total Program Attendance				973

*Note re website statistics: correction made for Total Website Users in July: 31,045 (error) changed to 11,468
 Website Sessions indicates the total number of logons to the City website (a single user may have multiple sessions per month)
 Website Users indicates the number of "unique" logons to the City website (a single user will be counted only 1 time per month)