

Library Department Report December 2018

December attendance:

All Library Programs:

- Utah Valley Handbell Ringers: 232
- Movie Days: 131

Adult and Spanish Programs:

- Adult Classes and Clubs: 51
- Spanish Programs: 86

Teen Programs:

- Teen Night: 101
- Teen Clubs & Activities: 93

Children's Programs:

- Storytime: 984
- Tween Programs: 90
- Photos with Santa: 1369

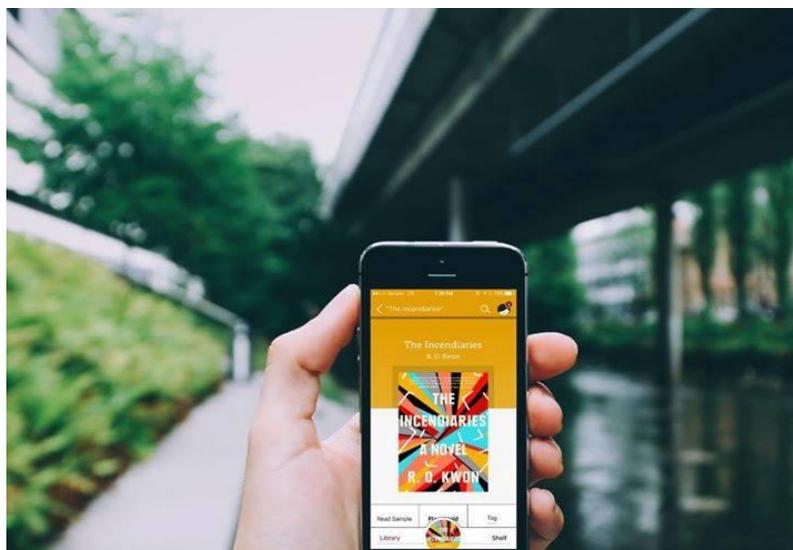
Coming in January:

- Narcotics Anonymous: Mon 7:30 pm
- Coding Club: Tues 5 pm
- Bilingual Story Time: Tues 7 pm
- Homework Hour: Wed 4 pm
- R.E.A.D. with Wynston: Thur 6 pm
- Food \$ense: 1/2 & 1/16 7 pm
- Needle Nook: 1/3 & 1/17 7 pm
- Mindful Meditation: 1/3 7 pm
- Teen Book Club: 1/7 4 pm
- Family Night: 1/14 6:30 pm
- Books & Bites: 1/15 12 pm
- Anime Club: 1/17 4 pm
- Teen Night: 1/18 6:30 pm
- Classics Revisited: 1/23 7 pm
- Marshmallow Madness: 1/24 4 pm
- Armchair Travels: 1/24 7 pm
- Story time at Clyde Rec Center: 1/22 & 1/25 10:30 & 11:30
- Teen Poetry Slam: 1/31 4 pm
- Tween Night: 1/31 7 pm

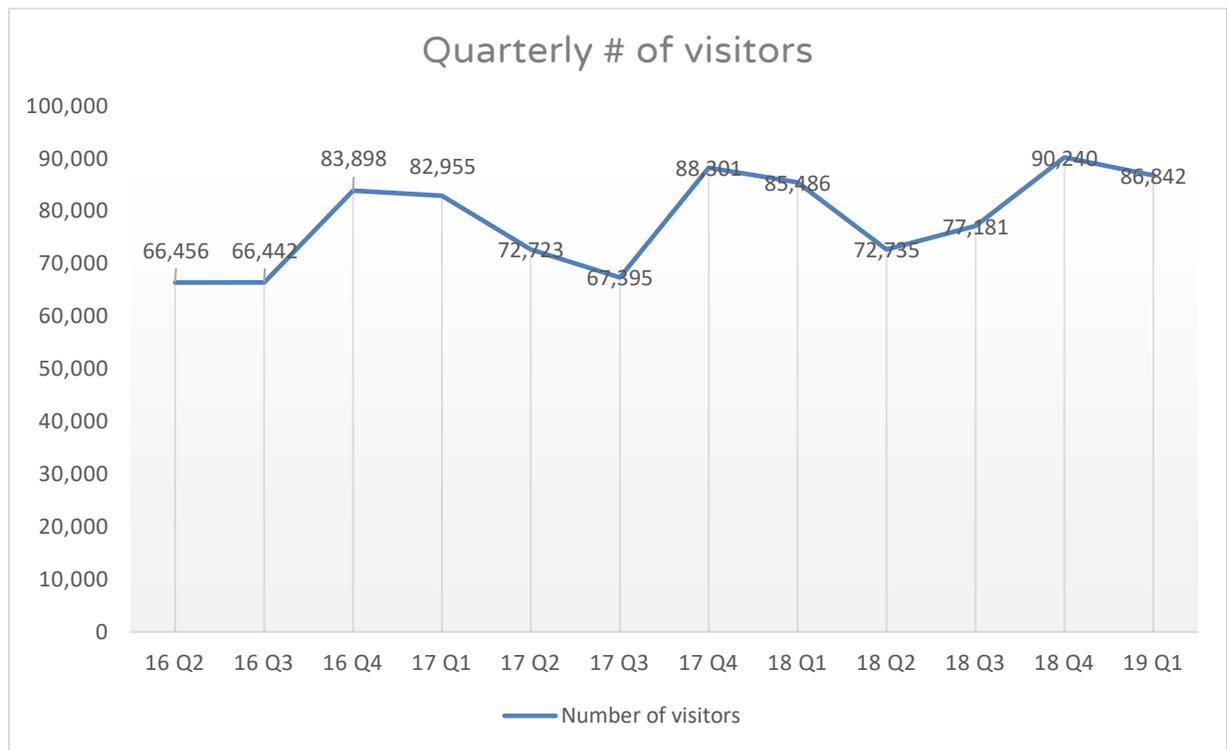
Focus on...

Overdrive/RB Digital

Did you get a new phone or tablet for Christmas? Springville Library can help you get it all set up to check out digital items for free! One of the most popular services Springville Library offers is access to the Overdrive and RBDigital apps. Overdrive and RBDigital have thousands of eBooks, eAudiobooks, eMagazines, and videos that you can check out free of charge. eBooks and eAudiobooks check out like regular library materials, with the added convenience of downloading right to your phone or tablet. When they are due back, they simply leave your device and become available for another reader, and there are never overdue fines. With your Springville Library card, you can download Overdrive or RBDigital from your device's app store, and easily log in with your library card number and PIN (last four numbers of your phone number). From there, you can search for specific titles or browse by genre, audience, or recommended reads.



Library Department Report December 2018



Daily Library Use

On an average day, **1040** people visit the library building!

10 get 1-on-1 tech device help from a librarian

50 ask a librarian a reference question

100 come in to pick up items that are placed on the hold shelf

120 use our Wi-Fi to access the internet with their own portable electronic devices

140 use our computers (1 hour session on average)

140 come to attend a library program

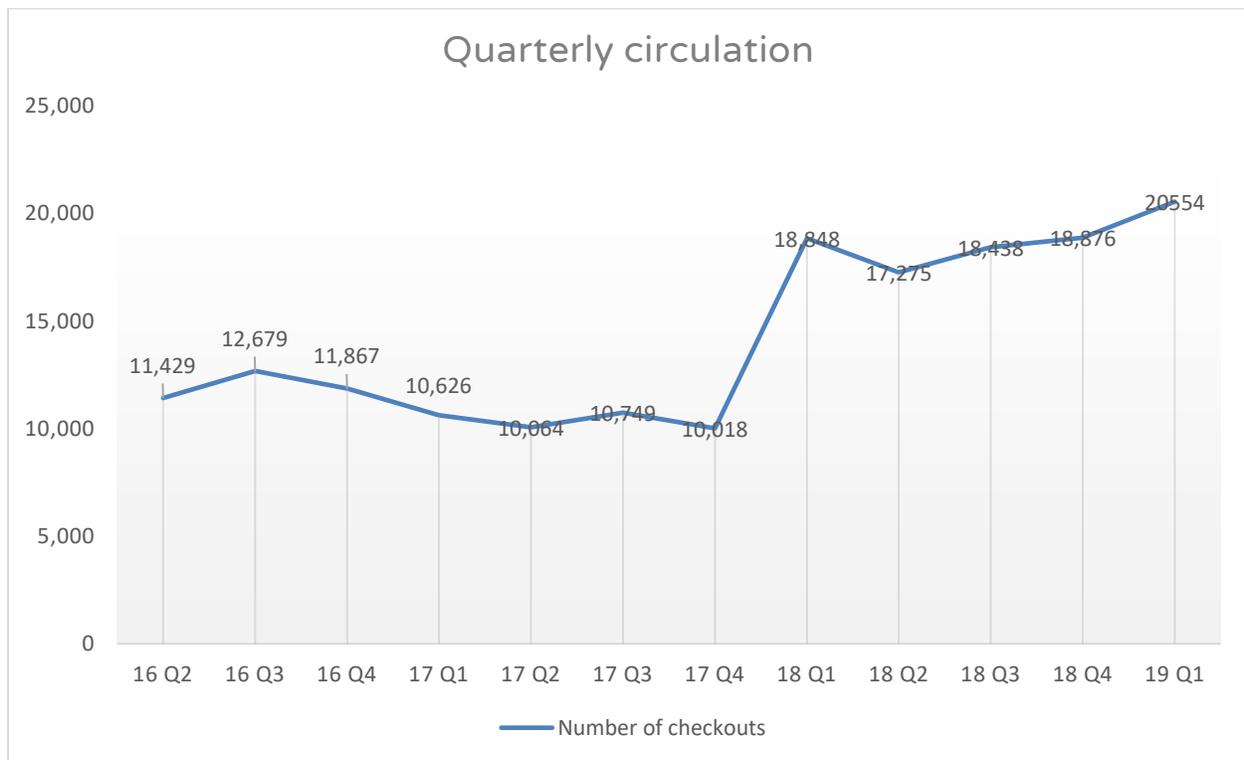
260 come to read or study using the tables and chairs

350 check out books and materials (over 2,000 books per day)

DVD/Blu-ray circulation

Library Department Report December 2018

Beginning in July 2017, the library implemented a change to drop the rental fee for all DVD and Blu-ray materials, however overdue fines still apply. This was done after considering library best practices, patron suggestions, library board input, and getting Springville City approval. Here is a look at the circulation of video materials over the past three years.



DVD and Blu-ray checkouts account for about 7 percent of our total circulation, and are above average in terms of popularity in the library. Currently, 33% of the total number of DVD and Blu-ray items are checked out. For reference, this rate is comparable to new fiction, new non-fiction, LDS fiction, and teen fiction. DVDs have a higher percentage of checked out items than audiobooks, fiction and non-fiction books, but less than board books, discovery kits, junior fiction, picture books, and graphic novels.

Within the subset of DVD and Blu-ray, the following checkout rates apply:

Movies - 35%

Kids movies - 36.5%

TV series - 14%

Documentaries - 13.5%

Library Department Report December 2018

In addition to removing the rental fee barrier, we have put a greater emphasis on fulfilling patron requests, and combining TV series into a single case (they were previously split among multiple cases). These have all generated a favorable response from the community and have led to a better return on the investment of those materials.

While DVD and Blu-ray circulation is doing well and our patrons seem content with our offerings, it is important to keep an eye on trends in the home entertainment industry. For example, streaming video on demand is becoming more common as many have elected to “cut cable” services from their home. Estimates show that about 55% of homes in the US subscribe to one or more streaming. Consumers are accustomed to sourcing their entertainment needs in multiple ways and so it is common for many to have streaming services, buy or rent DVDs, and still go to the movie theater.

Offering free access to educational and entertainment resources on DVD and Blu-ray helps the library bridge the digital divide to those who do not subscribe to a streaming service. Additionally, the library is often used as a money-saving source for filling entertainment needs.

