

Library Department Report February 2019

Springville Public Library

February, 2019

Library mission statement: we transform lives through a world of knowledge, discovery, and imagination

Annual Metric	2016	2017	2018	Q1 19	Q2 19	Q3 19	Q4 19	Average	Target*
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Goal #1 - Collection - Support Springville's passion for reading, personal development, and learning

Total circulation (print)	585033	547557	570315	156643	127665			142154	147500
Total circulation (digital)	36430	49366	62110	16596	19486			18041	15000

Goal #2 - Services and Programs - Spark creativity, promote literacy, and empower participants

Total program attendance	38366	42076	51227	12778	10366			11572	11250
Total number of programs	611	747	882	161	196			178.5	180

Goal #3 - Facility - Be a destination that encourages users to explore, interact, learn, study, and gather

Library visitors	324364	311374	325642	74064	64620			69342	83750
number of computer sessions**	42972	37000	32162	9508	8053			8781	8000

Goal #4 - Community engagement - Actively seek opportunities to involve and support the Springville community

number of social media followers (instagram, facebook, twitter)	2500	4560	5804	6300	6500			cumulative	6500
outreach interactions	N/A	1500	5580	313	3520			1917	1500

Measures are on fiscal year

*Targets are quarterly averages of annual goal

** computer sessions excludes Wi-Fi usage

percentage of goal	< 75%	75 - 95%	> 95%
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