

Library Department Report April 2019

Springville Public Library

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*	
Goal #1 - Collection - Support Springville's passion for reading, personal development, and learning										
Total circulation (print)	585033	547557	570315	156643	127665	146114		143474	143000	
Total circulation (digital)	36430	49366	62110	16596	19486	22163		19415	15000	
Goal #2 - Services and Programs - Spark creativity, promote literacy, and empower participants										
Total program attendance	38366	42076	51227	12778	10366	8267		10470	11250	
Total number of programs	611	747	882	161	196	216		191	180	
Goal #3 - Facility - Be a destination that encourages users to explore, interact, learn, study, and gather										
Library visitors	324364	311374	325642	86842	74974	71303		77706	81250	
number of computer sessions**	42972	37000	32162	9508	8053	7109		8223	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	6875		cumulative	6500	
outreach interactions	N/A	1500	5580	313	3520	508		1447	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%