

Library Department Report July 2019

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

Metric (measured on fiscal year)	2016	2017	2018	Q1 19	Q2 19	Q3 19	Q4 19	Running Annual Total	Annual Goal	Quarterly Average	Quarterly Target	Percent	
Goal #1 - Collection - Support Springville's passion for reading, personal development, and learning													
Number of print items	70,074	72,766	78,966	79,027	79,683	79,952	80,500	80,500	80,000	cumulative			
Total circulation (print)	585,033	547,557	570,315	156,643	127,665	146,114	152,297	582,719	572,000	145,678	143,000	102%	
Total circulation (digital)	36,430	49,366	62,110	16,596	19,486	22,163	23,648	81,893	64,000	20,473	16,000	128%	
Combined total circulation	691,537	669,689	711,391	162,889	147,151	168,277	175,945	664,612	636,000	163,566	159,000	104%	
Goal #2 - Services and Programs - Spark creativity, promote literacy, and empower participants													
Total program attendance	38,366	42,076	51,227	12,778	10,366	8,267	13,651	45,062	45,000	11,266	11,250	100%	
Total number of programs	611	747	882	161	196	216	223	796	720	199	180	111%	
Goal #3 - Facility - Be a destination that encourages users to explore, interact, learn, study, and gather													
Library visitors	324,364	311,374	325,642	86,842	74,974	71,303	84,774	317,893	325,000	79,473	81,250	98%	
Number of computer sessions*	42,972	37,000	32,162	9,508	8,053	7,109	7,282	31,952	32,000	7,988	8,000	100%	
Goal #4 - Community engagement - Actively seek opportunities to involve and support the Springville community													
Number of social media followers (instagram, facebook)	2,500	4,560	5,804	6,300	6,500	6,875	7,207	7,207	6,500	cumulative	6,500	111%	
Number of volunteer hours	2,073	2,095	2,335	578	478	658	854	2,568	2,400	642	600	107%	
Outreach* attendance	N/A	1,500	5,580	313	3,520	508	3,617	7,958	5,500	1,447	1,375	147%	
Number of outreach programs	N/A	1	30	2	12	6	13	33	30	8.25	7.5	110%	
* Outreach events are off-site library interactions, often in collaboration with other local organizations (e.g. school visits, trick-or-treat on main st, senior center visits)													
										% of goal	< 84%	85 - 94%	> 95%

