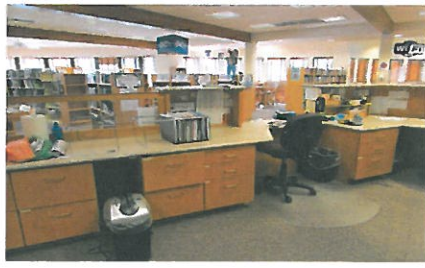


## LIBRARY ENHANCEMENT PROJECT

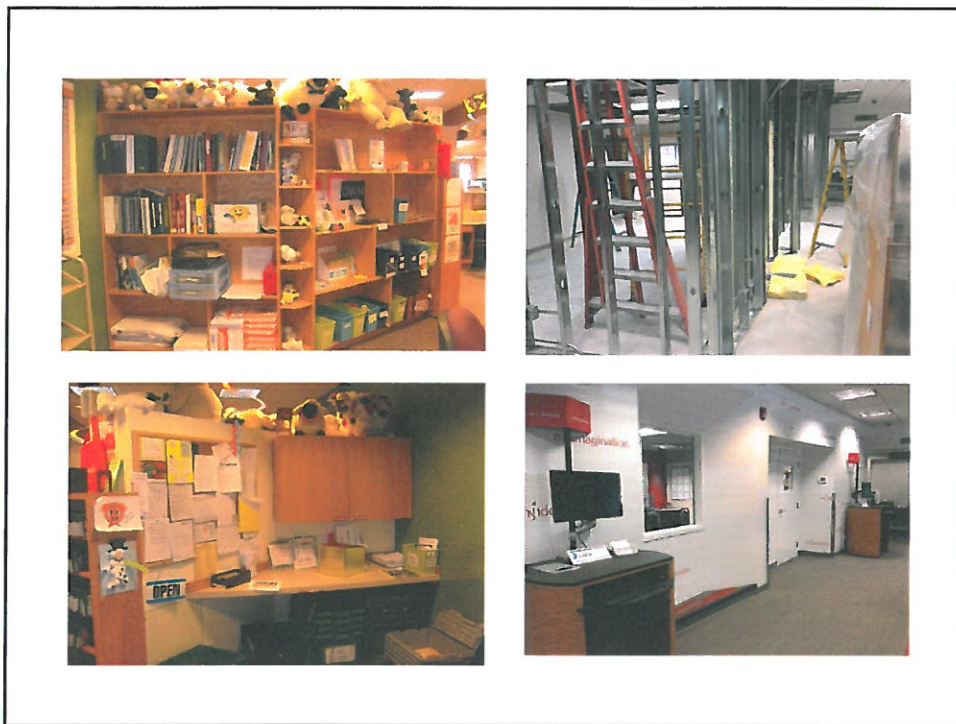


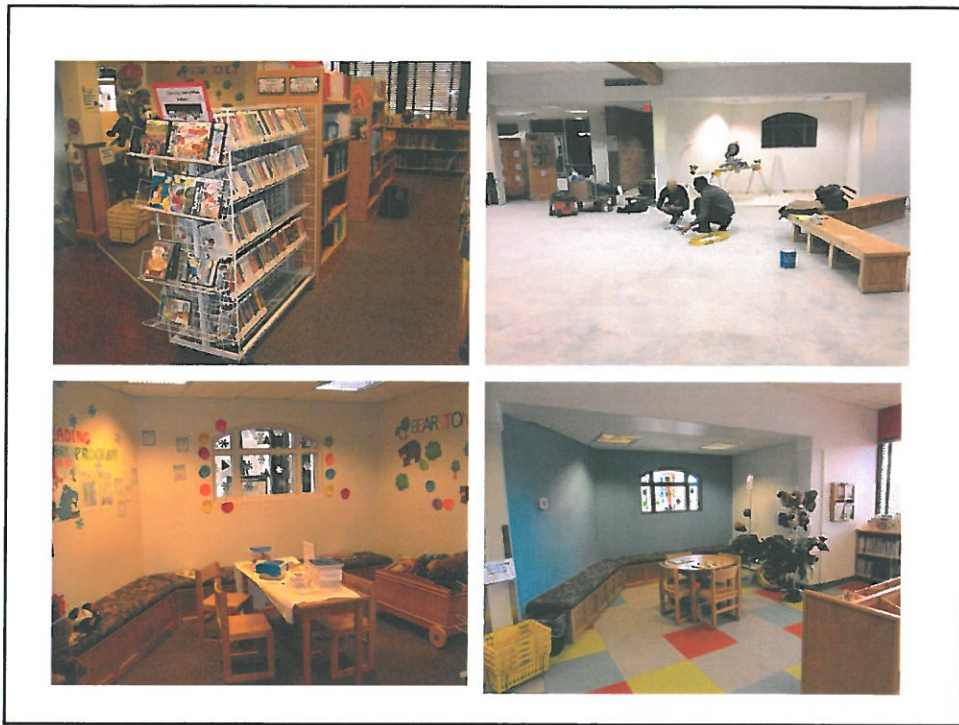
## THE PACKING BEGINS







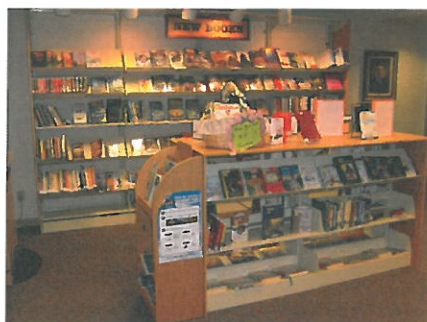




## Staff Break Room



## New Books and Holds Area





# **PLDS Statistical Report 2012**

**FY2002 - FY2011**

**March 2013**

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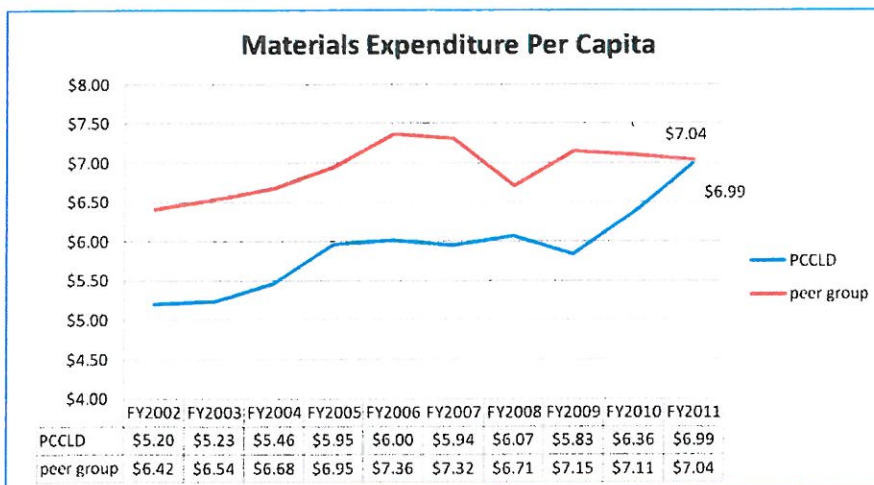
## Background

The Public Library Data Service (PLDS) annually produces a Statistical Report based on a voluntary survey submitted by public libraries in the United States and Canada. This is one of the primary documents for identifying national trends in libraries as well as reviewing an individual library's performance in comparison to others. Similar tools for this are the Institute of Museum and Library Services' (IMLS) Public Library Survey and a library's locally-collected statistics documents.

In 2011, PCCLD initiated a study of performance measures gathered in the documents above. The goal was to determine which were most helpful for planning and most relevant to a review of PCCLD's performance on a national level. We compared the PLDS Report and the IMLS Survey to the three performance rating services for public libraries: the Colorado State Library Standards, Hennen's American Public Library Ratings, and Library Journal Index (Star Libraries). In the end, we found five measures that the rating services had in common. We also identified four measures that we thought could be useful for future planning. The measures are Materials expenditure per capita, Circulation per capita, FTE employees per 1000 served, Visits per capita, Turnover rate, Public computer use, Program attendance, Digital materials use, and Meeting room use.

Using those measures, this report compares PCCLD to national peers based on both the recently-released PLDS 2012 report for fiscal year (FY) 2011 and a companion summary, "The Public Library Data Service 2012 Statistical Report: Characteristics and Trends" by Ian Reid, published in November 2012 in *Public Libraries*. When available, comparisons are provided using an average of 28 peer libraries with similarly-sized user bases and collections. Some measures have not been historically collected, but when possible, multi-year analysis is provided.

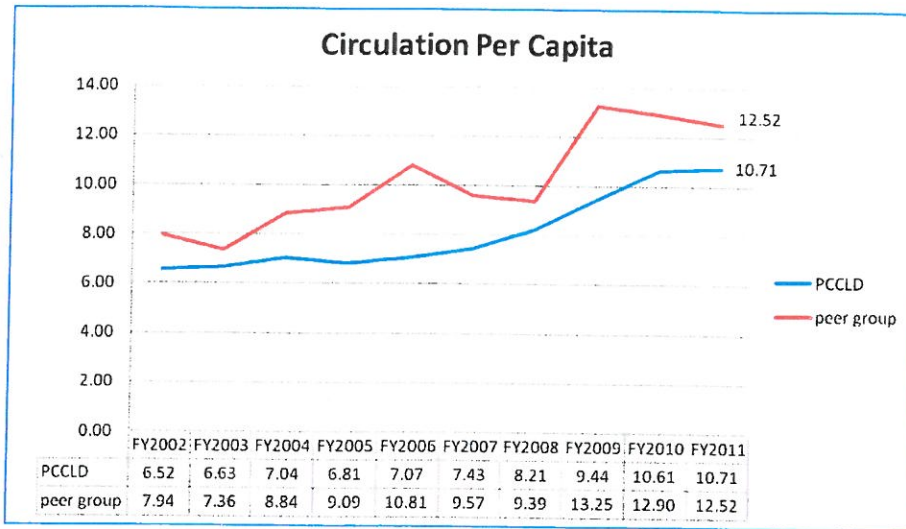
## Performance measures



Nationally, "[t]he average and median show a general decreasing trend for materials expenditure per capita" (43). For libraries that have regularly reported to the PLDS over several years, many found their population decreased in the past two years and therefore materials expenditures had to

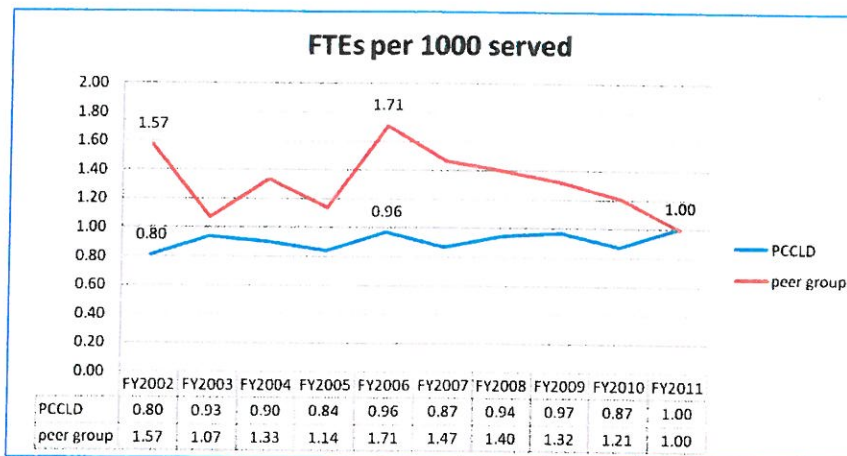
decrease. "Given indications of lower total expenditures for all population groups [nationally], materials expenditure has also contracted with the overall decrease in spending" (43).

Contrary to national and peer data, PCCLD has seen an increase in materials expenditure per capita, 9.9% for FY2011 alone. The strategic plan adopted in late 2009 detailed increasing the materials budget as one of the district's goals: "Appropriated funds for materials should equal 15 percent of the annual operating budget, whereas currently PCCLD is at about 13 percent." The increase in FY2011 reflects the district's work towards that goal. In FY2012, we could expect to see materials expenditure per capita level off some.

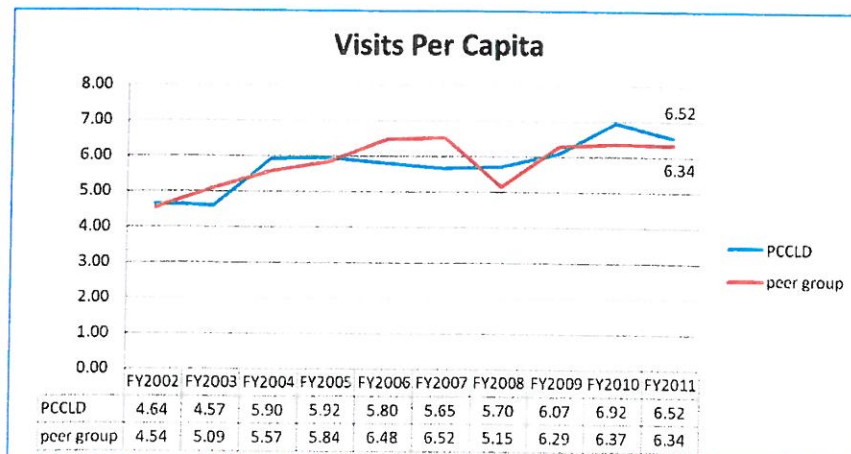


Nationally, "circulation per capita has on average generally increased from FY2007 through FY2010 and has retreated in FY2011 to below-2009 levels" (40). Libraries which have a Legal Service Area (LSA) population in our range (100,000-249,000) have an average 9.04 circulation per capita.

PCCLD has a 10.71 circulation per capita, about 18% higher than that average. PCCLD's circulation per capita has been increasing since FY2005, though it leveled off to a 1% increase in FY2011. While PCCLD falls below our peer group in this measure, we did not see a drop in FY2011 as they did (-3%). Like our peer group, we also did not see a return to pre-2009 levels.

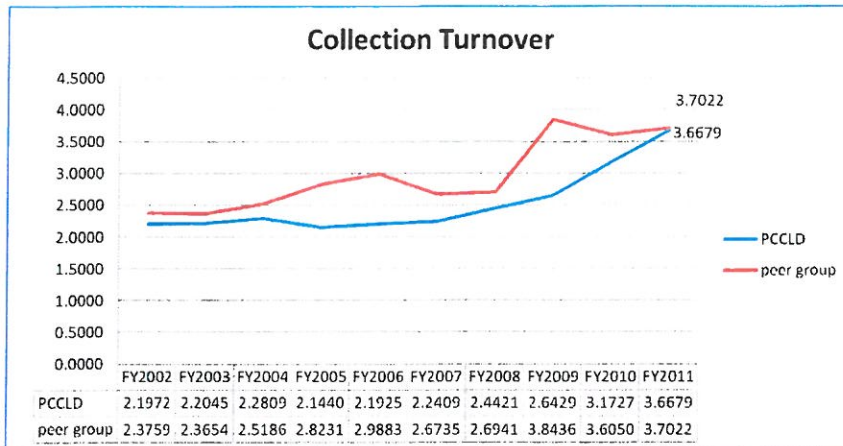


PCCLD is right on par with the average Full Time Employees (FTEs) for our peer group. PCCLD significantly increased its staff-to-customer ratio in FY2011. While our peers saw decreases in staffing, PCCLD saw an increase of nearly 15%.



Nationally, average library visits per capita showed a 5.84% decrease in FY2011, which "may be attributed to increased use of remote or online library services including reference services, downloadable materials, and online databases" (41). Unlike our peer group which felt a .05% decrease, PCCLD saw a decrease of 5.7% in FY2011 for visits per capita.

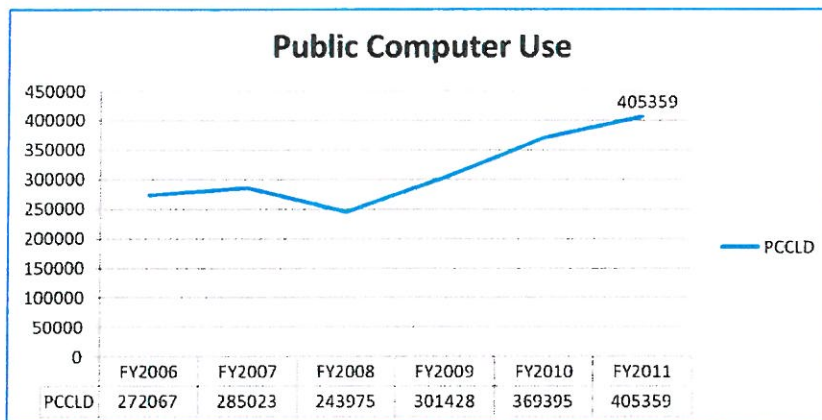




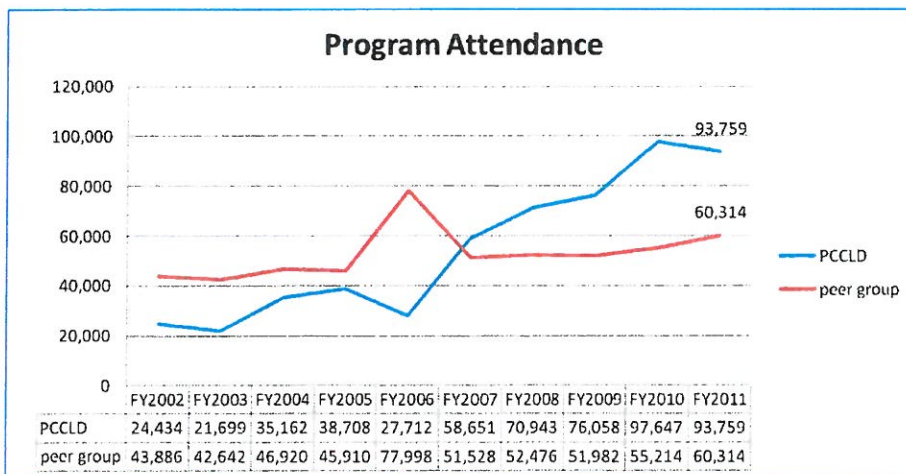
Nationally, “the overall average for all reporting libraries was 2.54 items circulated per item held” (42). National turnover “softened” in FY2011, increasing 2.6%. For libraries of our size, the average turnover is higher, at 3.43.

PCCLD did not feel the overall softening’ in the use of its collections in FY2011;

instead, PCCLD saw a 15.6% increase over the previous year to 3.66, nearing our peers. This increase is most likely because of significant weeding efforts planned for in 2010 and executed in 2011-2012. By decreasing the size of the collection and maintaining total circulation levels, PCCLD’s turnover can and did improve.

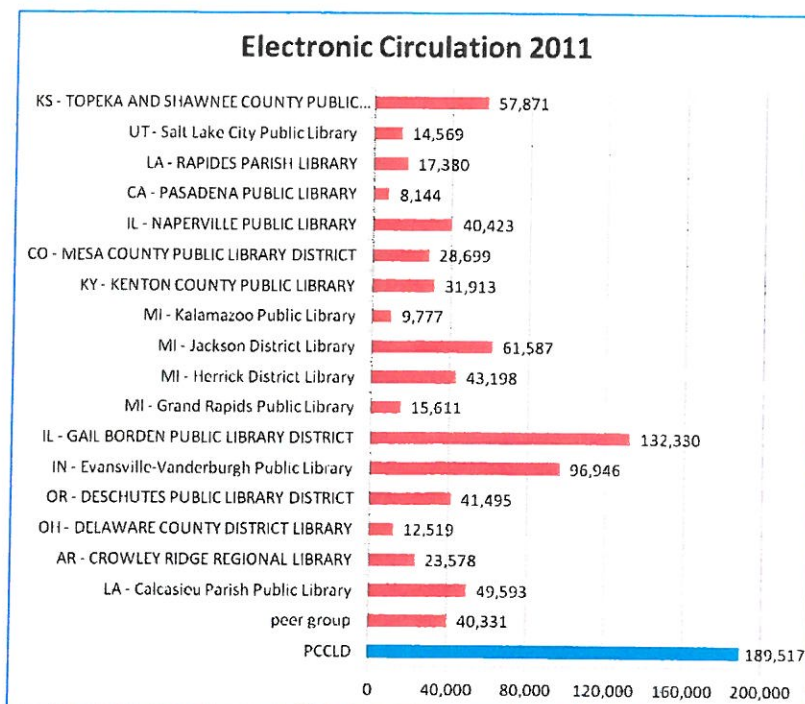


Public computer use is not gathered by the PLDS so national comparison cannot be completed. However, PCCLD saw a 9.7% increase in FY2011 in use of its public computers. Computer use has increased steadily since 2008 at an average of 18.6% per year.



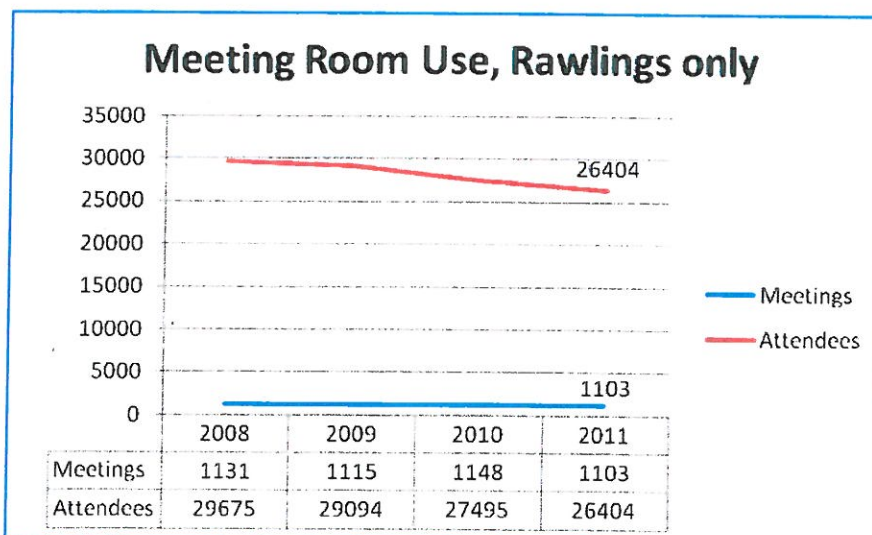
Nationally in FY2011, “the average number of programs (1,427) decreased, [and] the average program attendance (39,335) increased” (41). For PCCLD, we provided 2555 programs in FY2010 and 2708 in FY2011, marking a 5.99% increase in our number of programs.

PCCLD did see a nearly 4% decrease in program attendance from FY2010, though we still report 1.5 times the annual program attendance of our peer group.



Nationally, "although 43 percent fewer libraries reported electronic circulation, the 57 percent that did report, these libraries circulated on average twice as many e-materials compared to those in the previous year" (40). FY2011 is the first year PLDS separated electronic circulation as its own measure officially. Previous recording of this type of circulation was sometimes in an 'Other' category that could also include the circulation of puppets or literacy kits. As is evident from the data above, it was not clear to PCCLD in FY2011 what 'counted' as an electronic circulation.

Redefinition of this measure continues for FY2012 as the PLDS definition specifically omits the use of databases and similar resources, which PCCLD most likely added in the FY2011 submission.



Meeting room use is not recorded nationally, but we felt that the use of our newly remodeled spaces and locations was worth tracking. PCCLD formally began recording meeting room use in FY2011 and revised the process for this in FY2012. Above is a sample of Rawlings meeting room use as that is the only location for which we have consistent data for years

prior to FY2012. The number of meetings has remained steady over the four years detailed, though the number of attendees recorded at those meetings has decreased almost 4% in FY2011. The changes to data collection methods will allow us to study meeting room use district-wide more fully in the coming years.