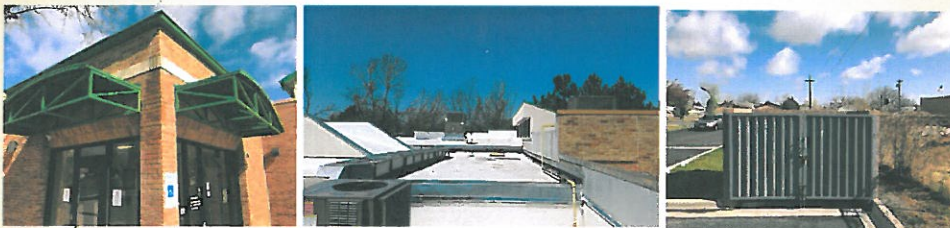




## Lamb Library 2018

Andrew Bregar  
Branch Manager  
719-562-5672

## Facility Updates



- Meeting Room A/V Equipment Replaced December 2017
- Roof Replaced December 2017
- Exterior Trim Painting February 2018
- HVAC System Replaced March 2018
- LED Lighting Project Completed March 2018
- Trash Enclosure Doors Replaced April 2018

## Visits



- 138,117 visits in 2017
- 32,002 visits through March 2018
  - Average of 423 visits per day open

## Circulation



- 343,472 in 2017
  - Monthly Circulation average of 28,623
- 78,564 items through March 2018
  - Monthly Circulation averages 26,188

## Youth Programs & Events

- ▶ 3 Weekly Storytime programs
- ▶ 800 participants in 2018 (so far)
- ▶ Average of 17 participants per Storytime.



## Youth Outreach Activities

- ▶ Storytime outside the library
  - ▶ 2 SPELL Class visits per month at Beulah Heights Elementary
  - ▶ 3 monthly visits to Paragon Learning Center preschool
- ▶ School and Daycare Visits: 7 Promotional Outreach Events in 2018
  - ▶ Parent Night visits to
    - ▶ Daystar School, Goodnight School, and Roncalli STEM Academy, South High School
  - ▶ OneBook for Colorado Distribution to 7 Lamb area preschools.
    - ▶ Over 334 OneBook for Colorado Books Distributed in April.
    - ▶ Visited 3 area Daycares to provide a Storytime

## Adult Programs & Events

- Creation Studio Programs
  - 11 pre-made kits developed from a Friends of Library Grant in 2017.
  - 1-2 programs offered each month in the afternoon.
  - 23 Participants average in 2018



## Adult Outreach Activities

- Monthly visit to the Life Care Center of Pueblo
  - Meet with Alzheimer Residents and read stories that are uplifting and positive.
  - Around 15 residents and family members each month



**Local Art Exhibit: Kathy Knox (May 1-31)**



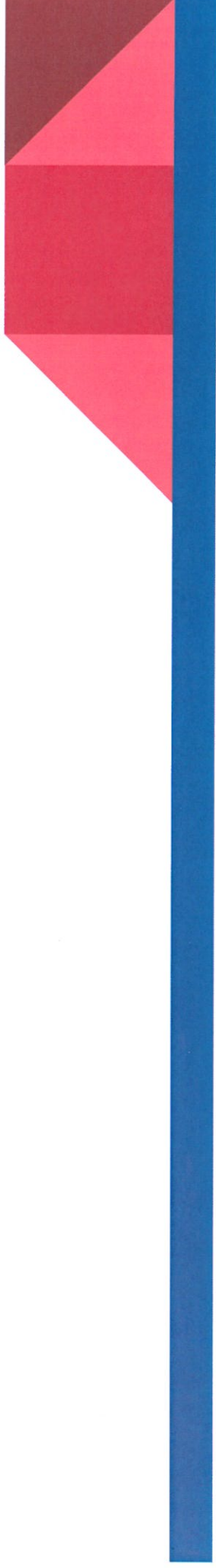
**Thank You for  
visiting the Lamb Library**

# PCCLD Key Results

A look at 2017 and trends

## Key Results

- Program Attendance (Midori Clark)
- Circulation & E-resources(Jill Deulen)
- Digital Use (Charles Hutchins)
- Visits (Sara Rose)



# Program Attendance

**Library Programs/Events:** Events that happen at the library including author visits, cultural events, storytimes and many more. Events that the library sponsors off premise including outreach/promotional visits, library sponsored events, talking to the public at festivals, etc.

**Exhibits:** are calculated based on library visits, 5%



2017 Outstanding Women Awards Luncheon



# Program Attendance

This is a Key Results bright spot!

2017 saw large gains over 2016, with a 12.5% increase overall.



The Mystical Arts of Tibet



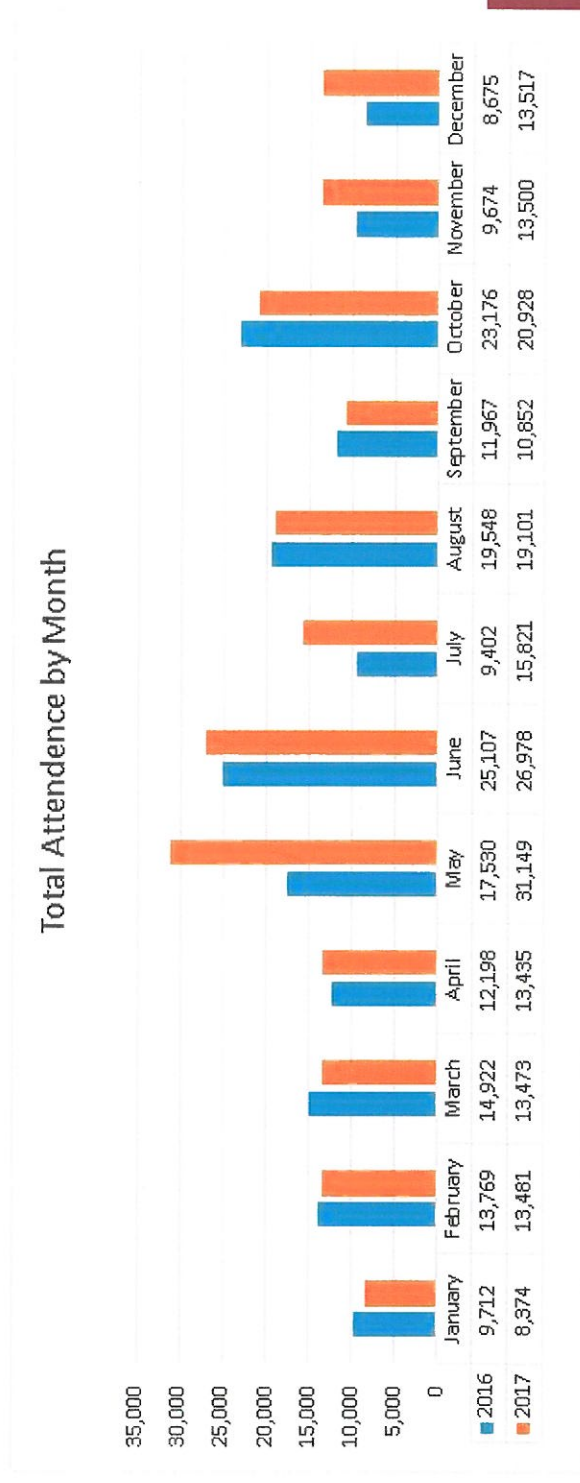
Harriet Tubman Chautauqua crowd

# Program Attendance

PCCLD programmers continue to create offerings that are relevant.

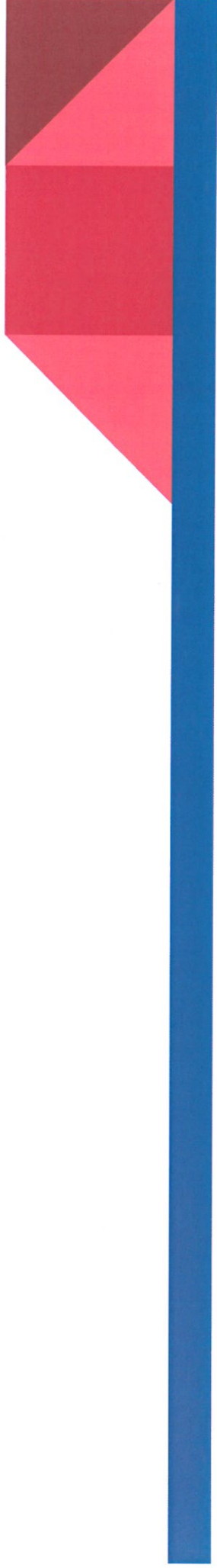
**2016: 5,640 events  
239,192 attendees**

**2017: 6,259 events  
(619 more events)  
269,034 attendees**



# Program Attendance

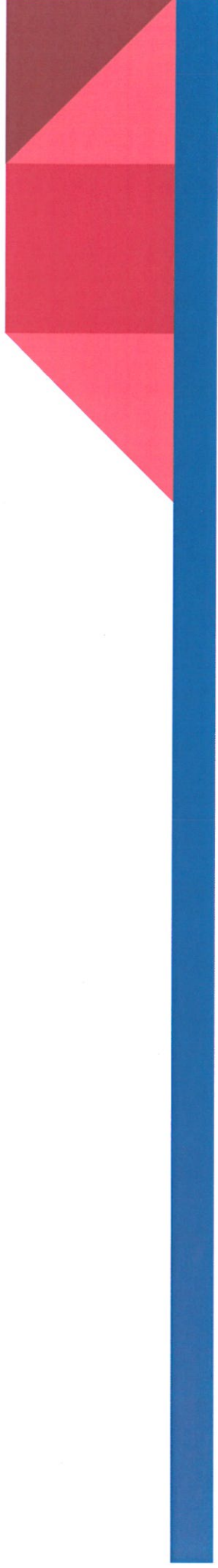
- More holiday programming in November and December
- Big gains came in May from Summer Reading Promotional Visits (increased by 8,963) and Most Improved Reader (increased by 3,125)
- Gains in July from the Mystical Arts of Tibet
- Tracking continues internally via event software
- Focus on getting more attendees at bigger events (family-oriented kickoffs)
- Adding appearances at schools for PCCLD presenters (Black History and Women's History months)



# Program Attendance

## Recommendations

- Continue to find unique cultural offerings that excite the public
- Continue to track program information and make it available to programmers
- 2018--Facebook marketing is changing our attendance numbers and attendee demographics, especially for Black History Month



# Circulation

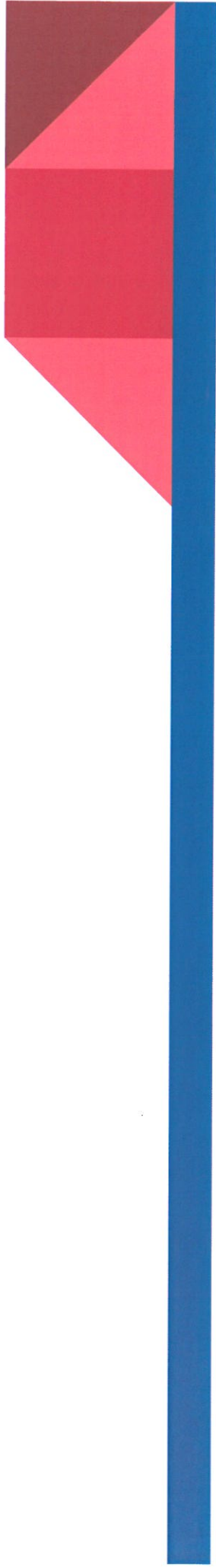
Comprised of

- Checkout Item- items checked out in all locations
- Renewal- items either auto renewed by Sirsi or physically renewed by staff
- E Content- downloadable checkouts and streams of Freegal, Freeding, Hoopla, Cloud Library
- Books Ala Carte (added to Lucero's total #)
- Satellites including Beulah, Avondale, Library @ the U, Library @ PCC
- Books in the Park, special programs like giveaway of classroom copies

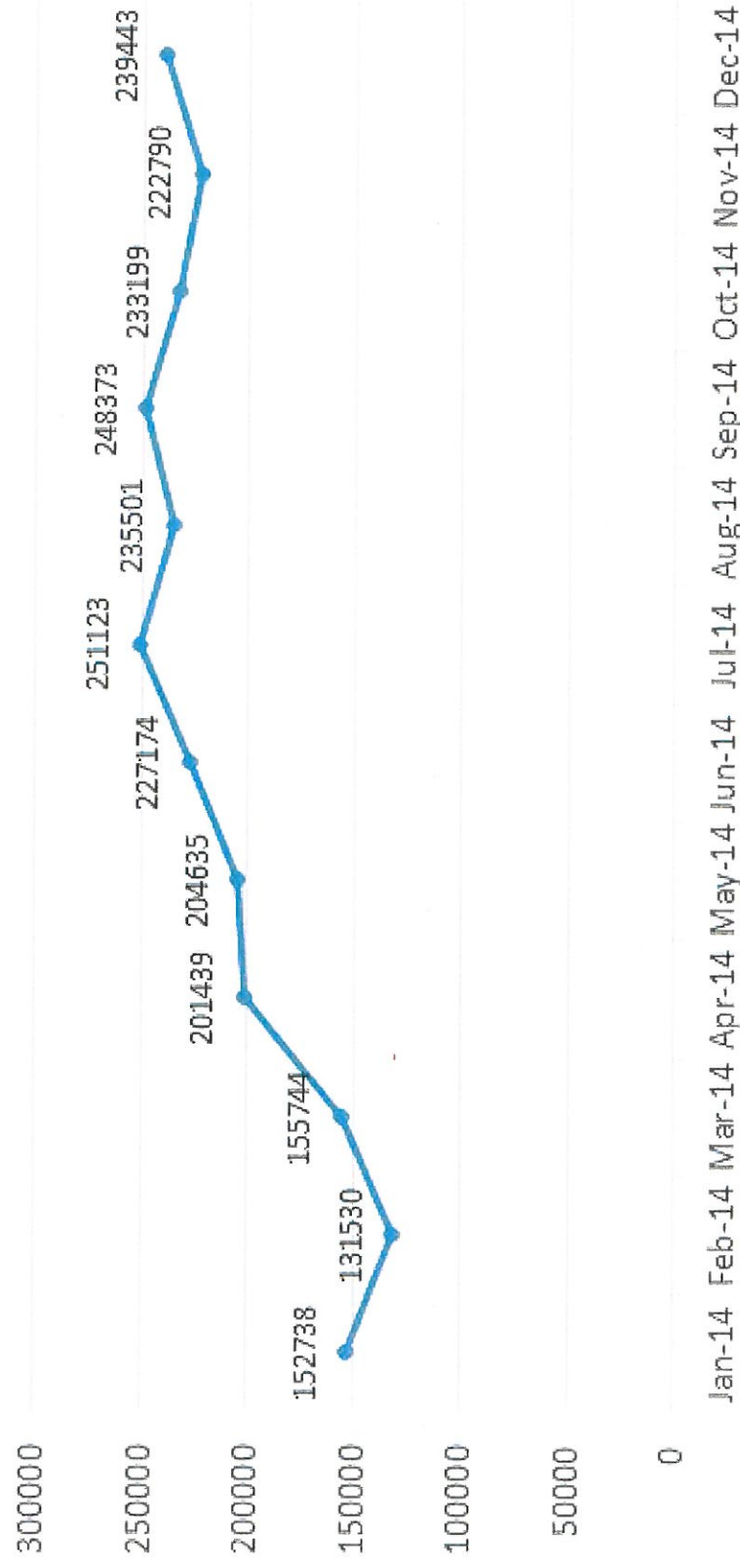


# Circulation- Background in 2014

- DVD circulations account for 65% of district's total circulation.
- In spring of 2014 we changed circulation policies to allow 15 DVD checkouts per customer. This was an increase from 5 high demand and 5 non high demand checkouts.
- At the same time we began auto renewing items one time
- Collection Development spent an all time high of \$500,000 on media items for existing 5 locations.
- An additional \$300,000 was spent on media to open the three new libraries.



2014 Overall Circulations-2,503,689



0

50000

100000

150000

200000

250000

300000

Jan-14

Feb-14

Mar-14

Apr-14

May-14

Jun-14

Jul-14

Aug-14

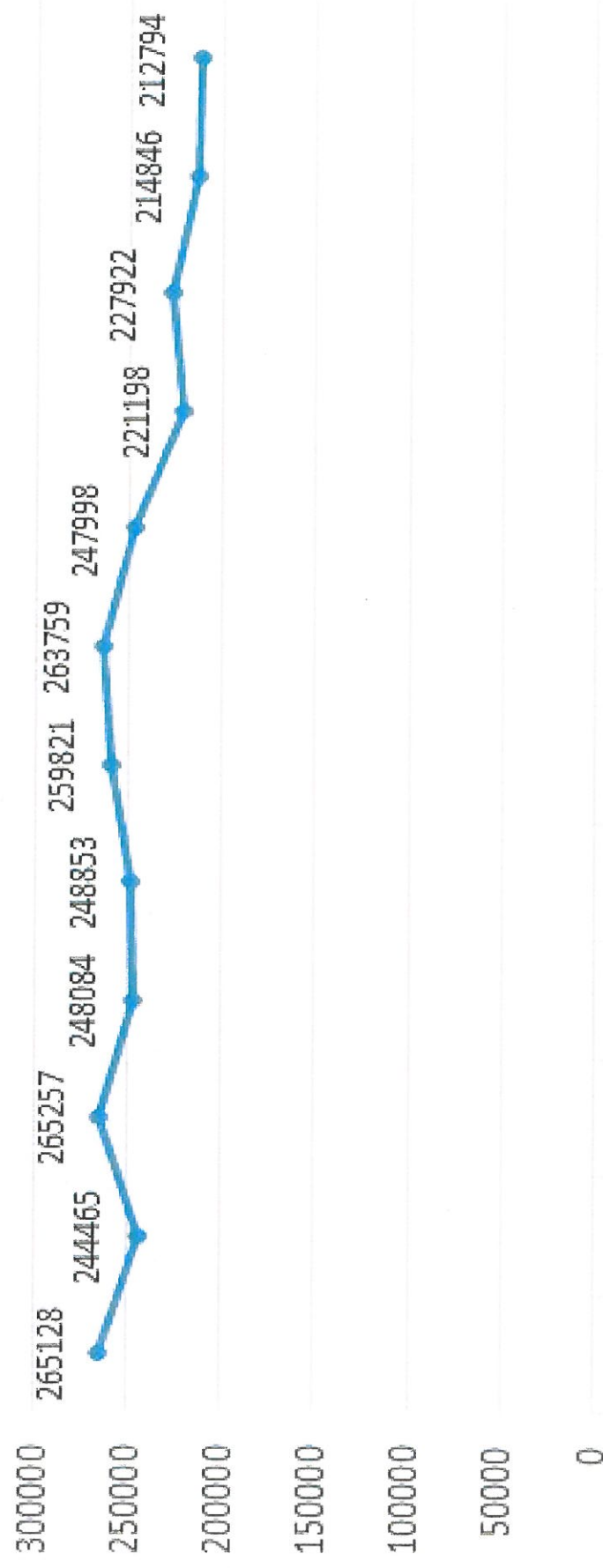
Sep-14

Oct-14

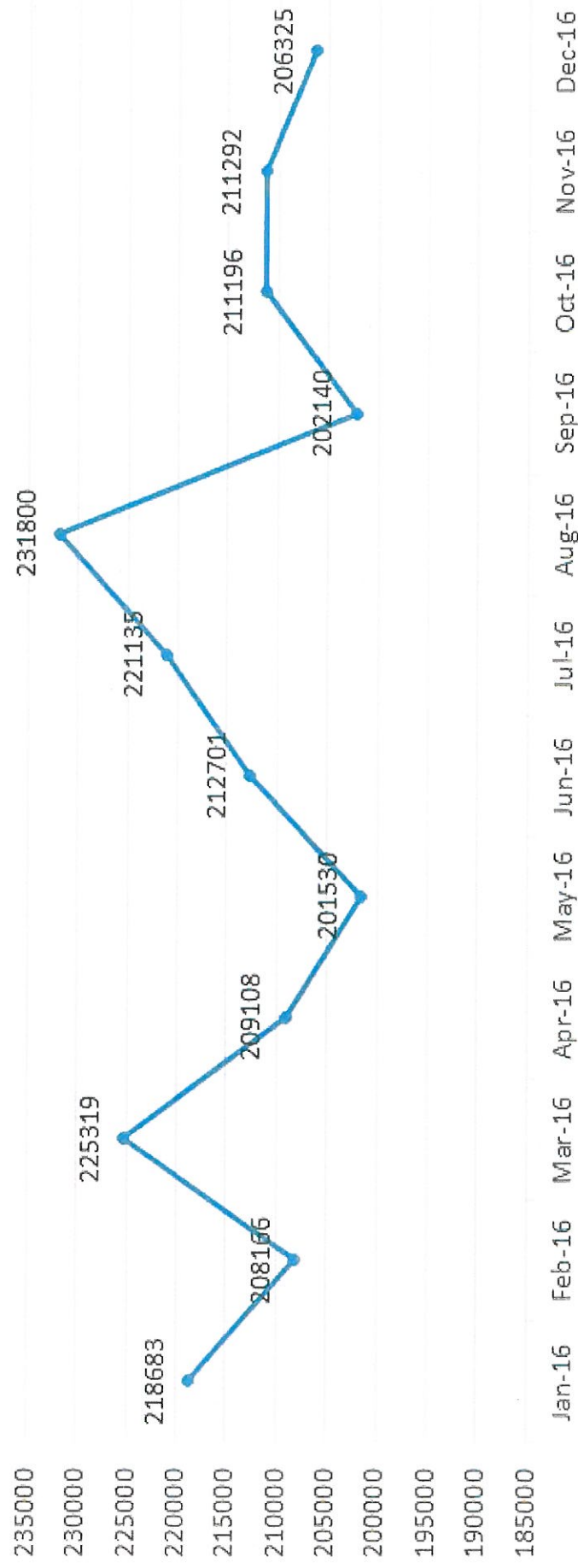
Nov-14

Dec-14

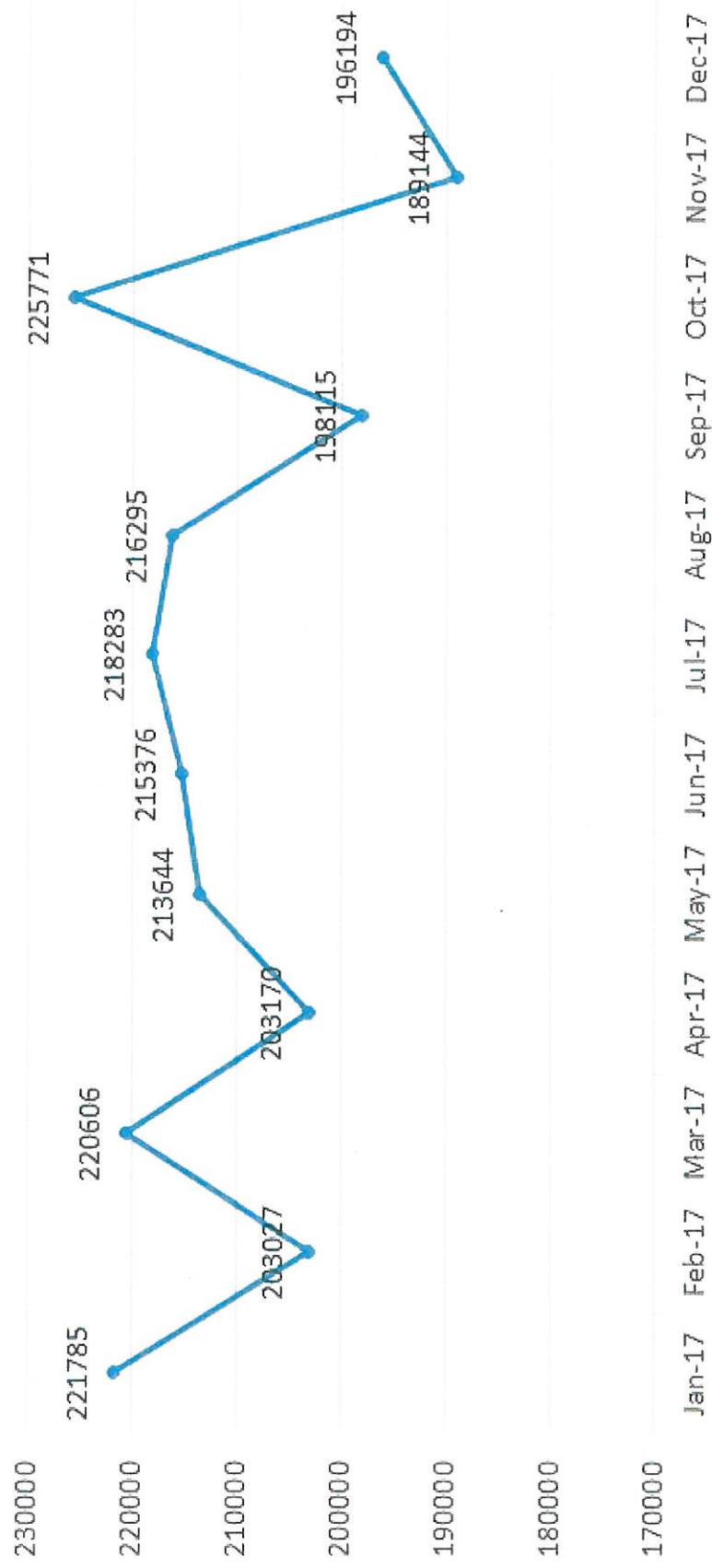
## 2015 Overall Circulations 2,920,125



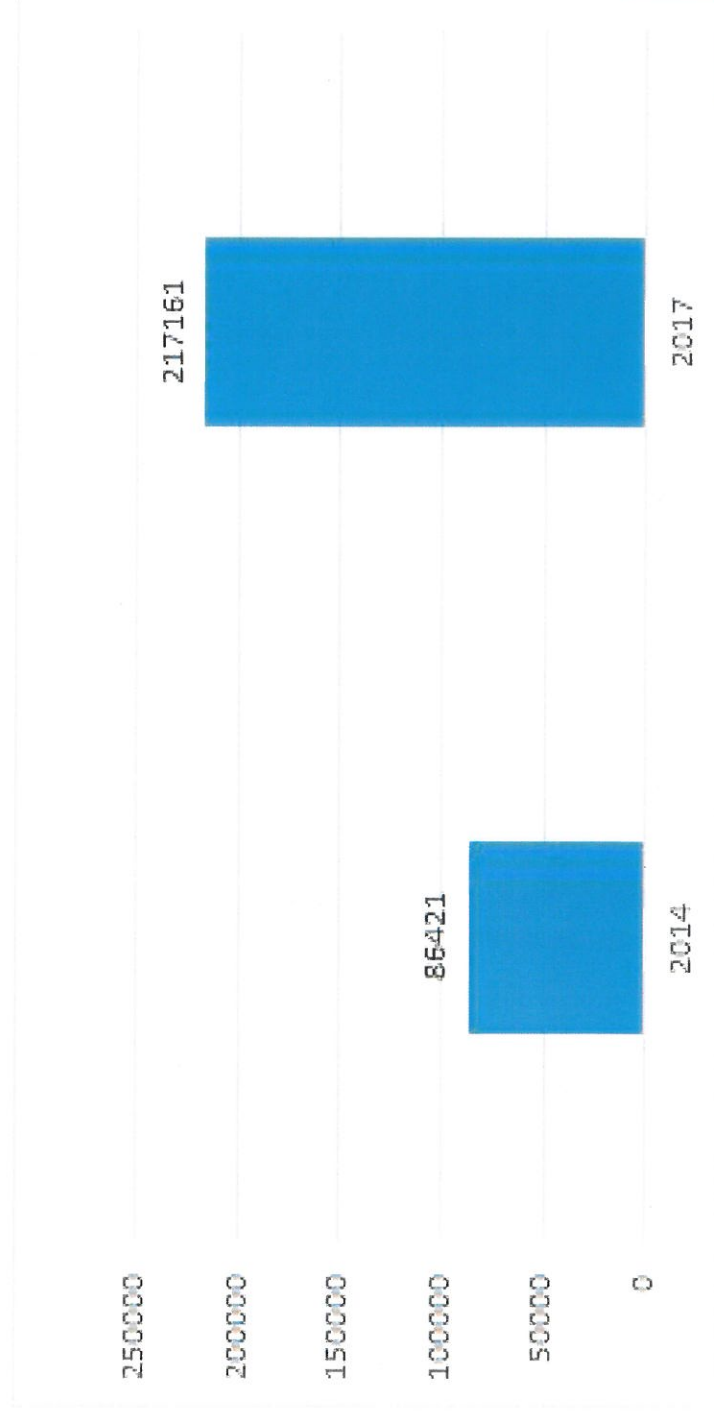
# 2016 Overall Circulations 2,559,395



## 2017 Overall Circulations 2,521,410

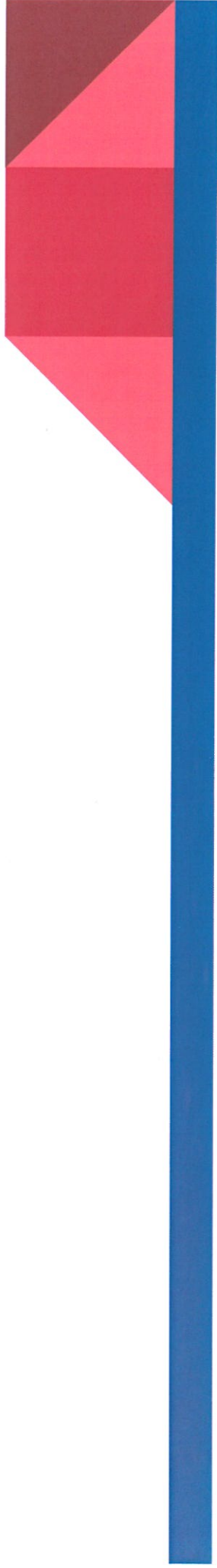


# Circulation of Downloadable Materials



# Circulation Recommendations

- We need more copies of high demand titles. Must maximize spending by reallocating materials budget. (created the Quick View program in Oct 2017 and Quick Read in April 2018)
- Stop purchasing high cost, low use items such as laptops and launchpads.
- Continue to invest in streaming media services (ongoing)
- Raise the limit of DVD checkouts (changed to maximum of 25 in 2017)
- One time amnesty for fines. (coming in Nov 2018)
- Create centralized merchandising model (2018)



# Digital Use

Comprised of:

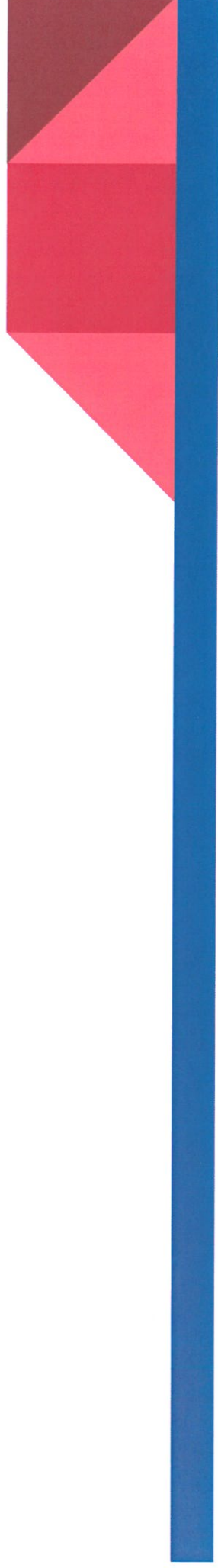
- **Electronic Resources**  
Includes all electronic databases (Genealogy, Automotive, Education, etc.)
- **Public Computer Usage**  
Includes all in-Library use Desktops and laptops. Report pulled from SAM software.
- **Wireless Usage**  
Includes all wireless devices used with the Library WiFi network.



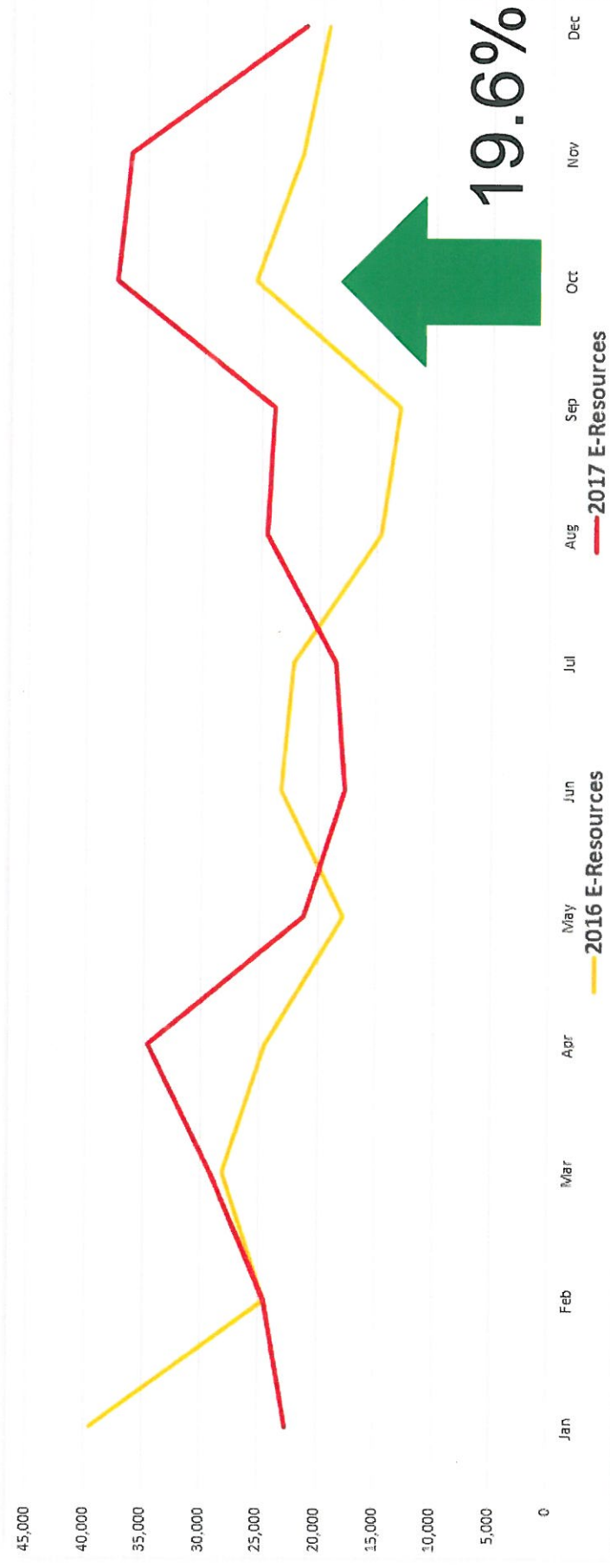
# Electronic Resources

Comprised of usage of subscription database sessions/logins

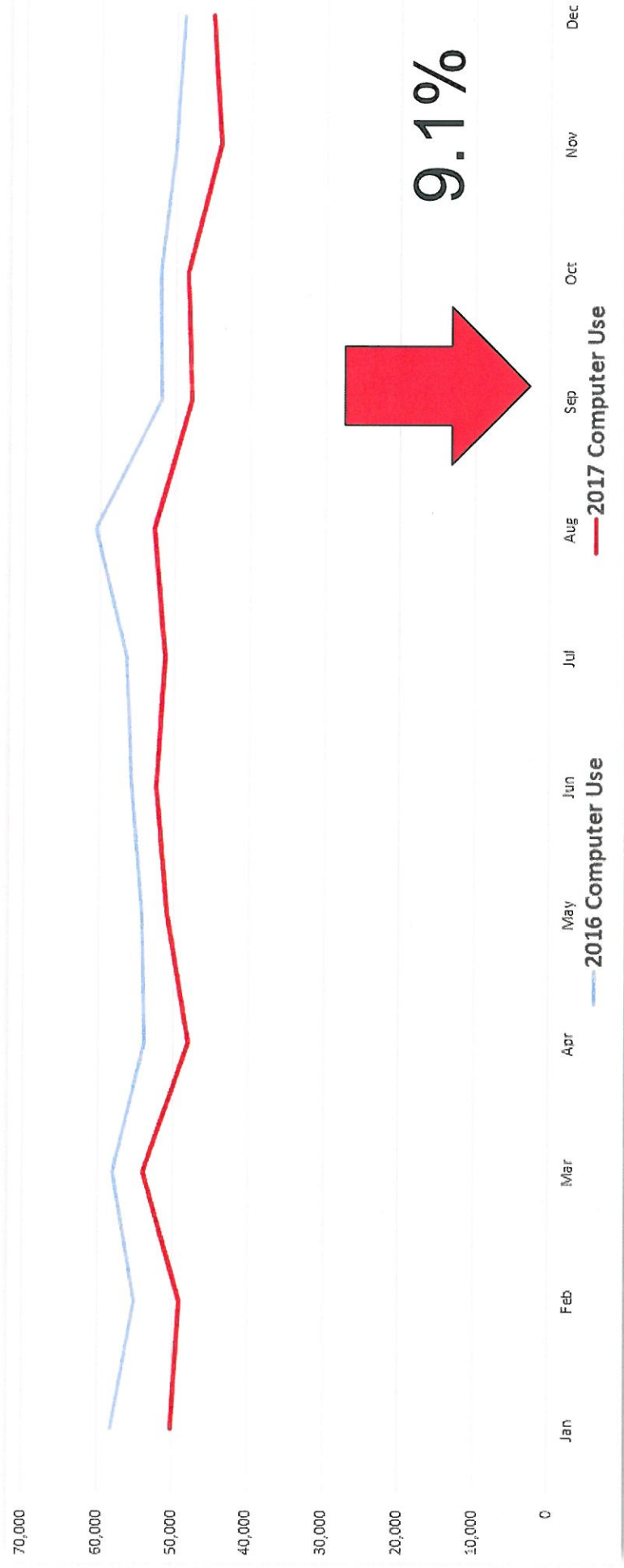
- Research databases- EBSCO
- Local sources- Content DM
- DIY- Chiltons
- Genealogy- Ancestry
- K-12 student help- Homework Now, Encyclopedia Britannica



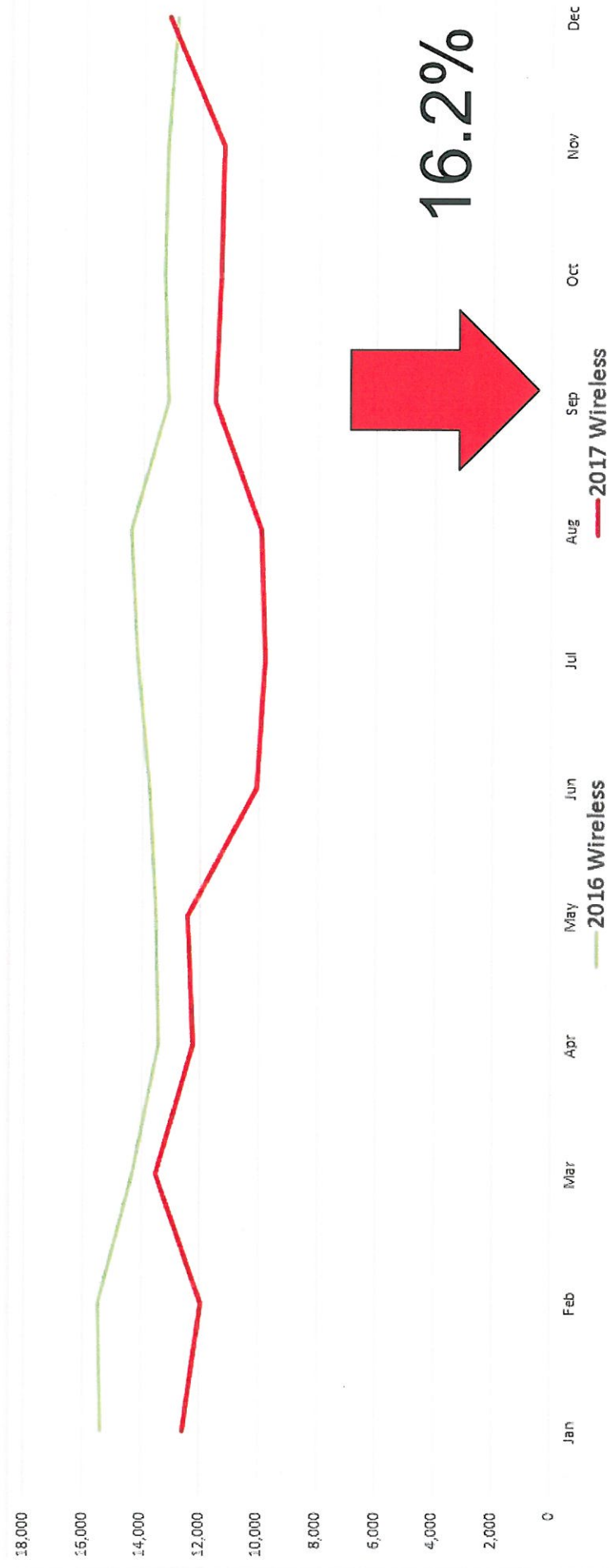
# Electronic Resources



# Computer Use



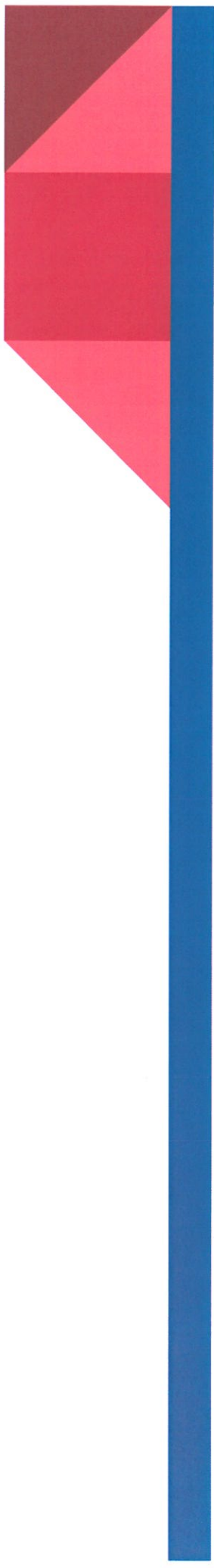
# Wireless Use



# Digital Use

**Computer Usage:** Cheaper Cell Phone Data Plans

**Wireless Usage:** Visits / Cheaper Cell Phone Data Plans



# Library Visits

- Programs, exhibits, movies, events
- Circulations, Check-out materials, devices, items
- E-resources, digital resources
- Computers, print, copy, scan
- Wi-Fi
- Archives, special collections
- Meeting Space
- Comfortable Place to Relax, Read, Study

-6.7%

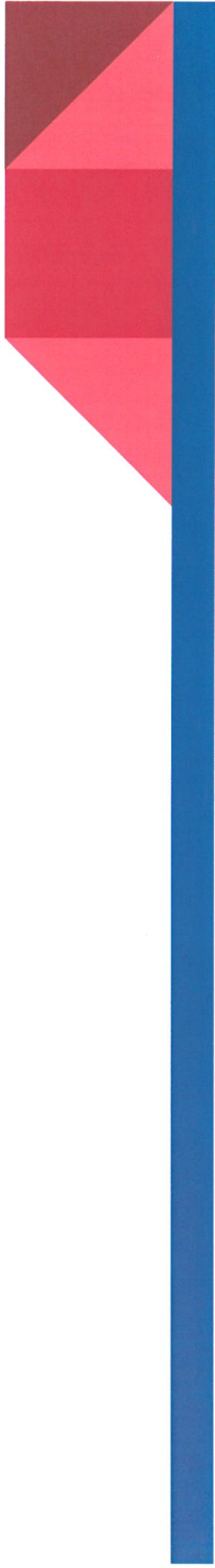


2017 Visits = 1,363,081

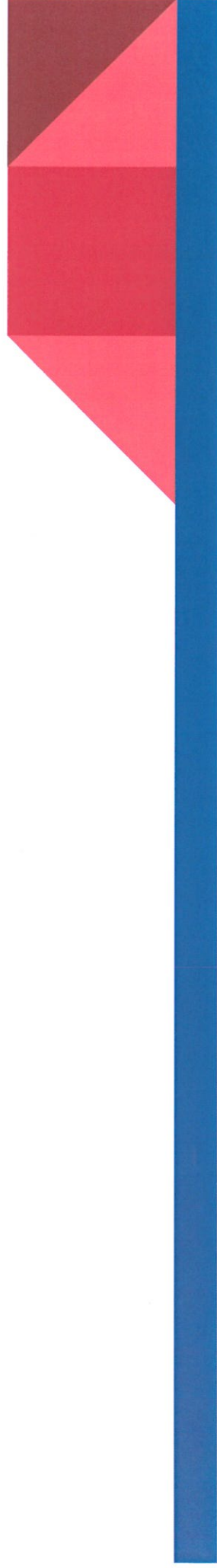
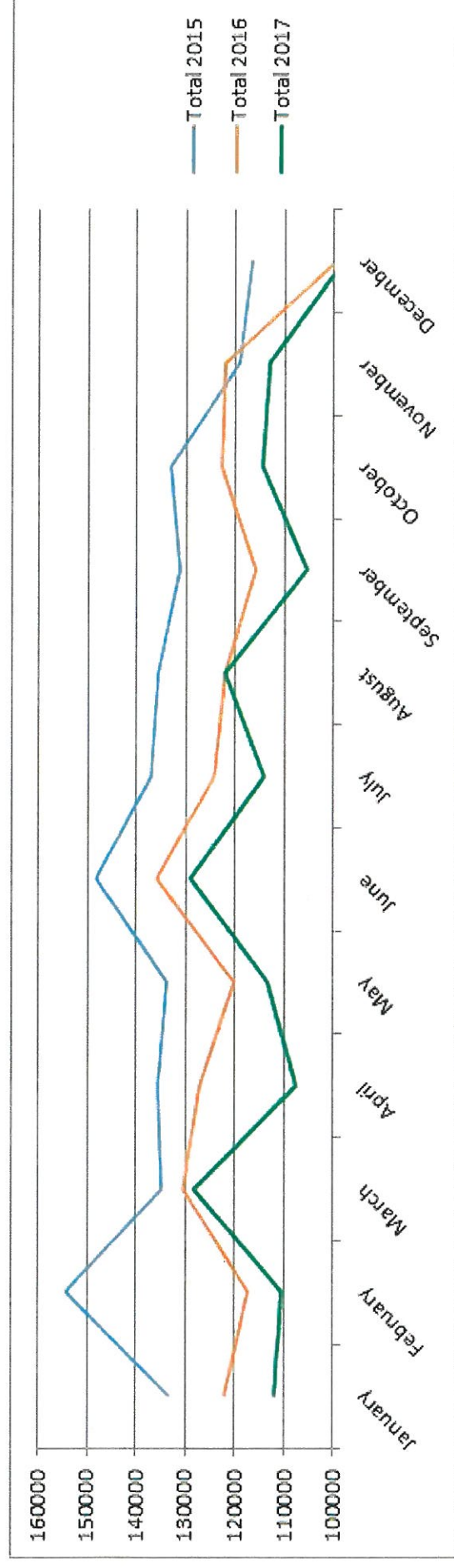
2016 Visits = 1,460,368

# Capturing Visits Data

- Historical data – Optical Gate Counter
- 2013– Bibliotheca installed with RFID gates  
Staff retrieves & adjusts data
- 2015 –Smart Admin web based interface  
Fully implemented 11/15

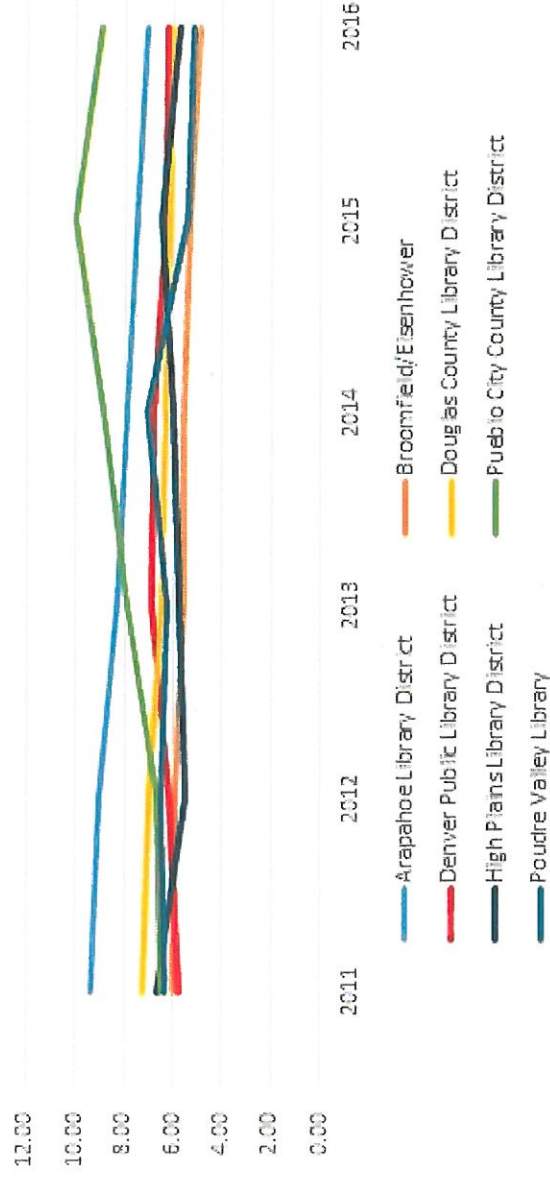


# PCCLD Visits Decline

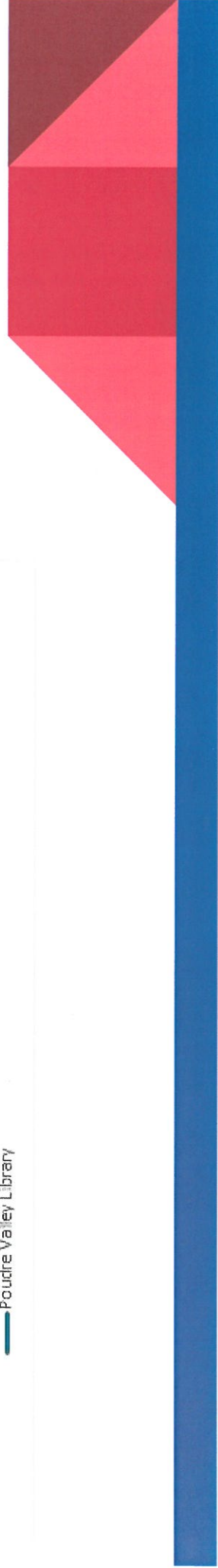


# Visits per Capita - Colorado Trends

Library Visits Per Capita 2011-2016



|                                 |             |
|---------------------------------|-------------|
| Arapahoe Library District       | 7.09        |
| Broomfield-Eisenhower           | 4.93        |
| Denver Public Library District  | 6.24        |
| Douglas County Library District | 6.00        |
| High Plains Library District    | 5.76        |
| <b>PCCLD</b>                    | <b>8.94</b> |
| Poudre Valley Library           | 5.21        |

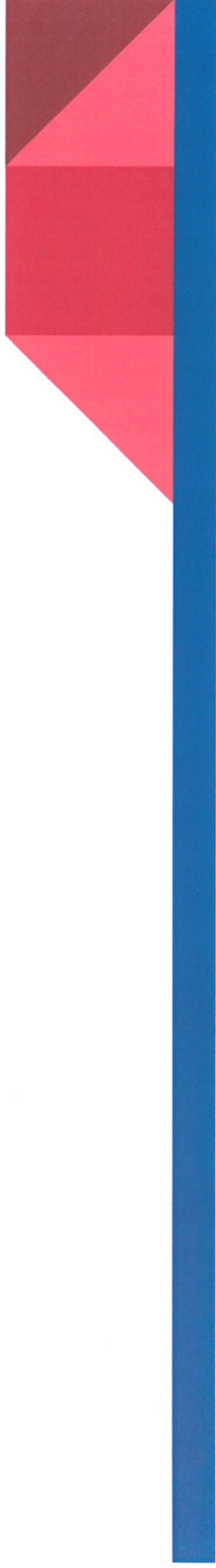


# National Trends

**From Awareness to Funding** (ALA, PLA, OCLC, WebJunction, 2018)

People are visiting the library in-person less frequently

Down from 79% in 2008, to 70% in 2018



# Library Visits

Downloadables

2017 = 217,161

2014 = 86,421



- Programs, exhibits, movies, events
- Check-out materials, items, **devices**
- **E-resources, digital resources**
- **Computers, print, copy, scan**
- **Wi-Fi**
- Archives, special collections
- Meeting Space
- Comfortable Place to Relax, Read, Study

# Growth Impacting Library Visits

Outreach Programming

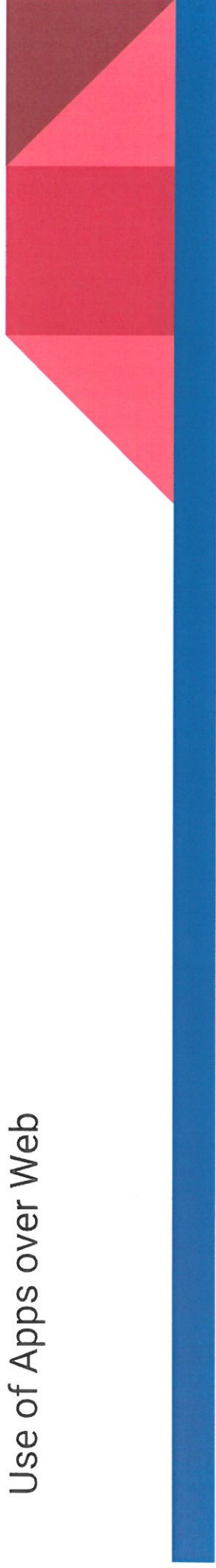
Promotional Visits

On-line Access to Recorded Programs

HomeBound, Books Ala Cart, Books in the Park

Streaming Videos

Use of Apps over Web



# Strategies to Increase Visits

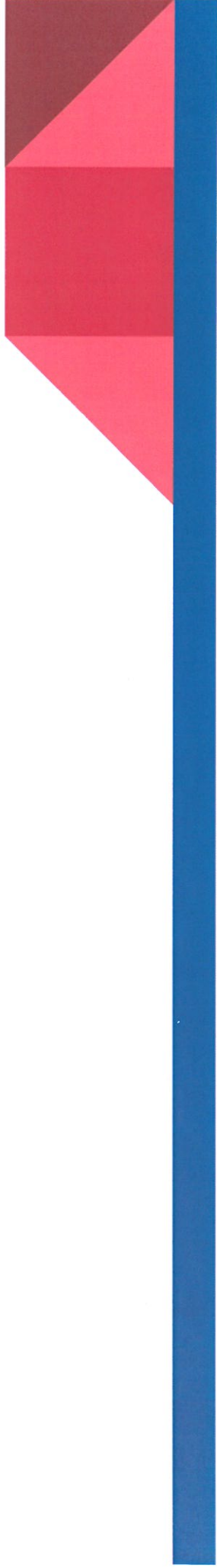
Grow Maker Programming

Library as Community Center

Grow Educational Capacity through Partnerships

Improve Spaces

Staff Development, Customer Service





(/news/)

## H.W. Wilson Library Staff Development Grant Award recipient named

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For Immediate Release

Tue, 04/17/2018

**Contact:**

Cheryl Malden

Program Officer

Governance

American Library Association

312-280-3247

[cmalden@ala.org](mailto:cmalden@ala.org) (<mailto:cmalden@ala.org>)

CHICAGO — The Western Maryland Regional Library's "*Service, Safety, and Security in Western Maryland*" is the 2018 winner of the prestigious H.W. Wilson Library Staff Development Grant. The award is presented annually to a library organization whose application demonstrates greatest merit for a program of staff development designed to further the goals and objectives of the library organization.

"*Service, Safety, and Security in Western Maryland*" is planning a workshop for staff members in the libraries it serves in Washington, Garrett, and Allegany counties to increase library service, safety, and security while maintaining excellence in customer service. This will be accomplished by identifying primary security issues and empowering staff to handle challenging issues through practicing defined resolutions and the implementation of an incident response plan.

The jury was impressed by the regional library's understanding of the needs of their member libraries to address difficult situations library staffs find themselves in, such as drug usage, mental illness, and homelessness, without negatively impacting other services. The close focus of this workshop provides a greater opportunity to relay in-depth information aligned with the goals of service, safety, and security. The program has an outcome based emphasis as participants will be asked to apply strategies learned in hypothetical situations. Additionally, the proposal incorporated a substantive evaluation methodology that includes a six-month follow up survey that will ask participants to assess how learning at the workshop contributed to their library's efforts.

Members of the 2018 H.W. Wilson Library Staff Development Grant jury were Susan Henricks, Chair, Carnegie-Stout Public Library, Iowa; Paul Anderson, Retired Librarian, Newark, Delaware; Holly Van Puymbroeck, Montgomery County Public Schools, Maryland; Min Tong, University of Central Florida, and Jon Walker, Pueblo Center County Library District, Colorado.

The H.W. Wilson Library Staff Development Grant will be presented at the ALA Award Ceremony and Reception on Sunday, June 24, 2018 at the ALA Annual Conference in New Orleans.

The deadline for submissions of applications (<http://www.ala.org/awardsgrants/hw-wilson-library-staff-development-grant>) for the 2019 H.W. Wilson Library Staff Development Grant is Feb. 2019.



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ALA American Library Association

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