



The Pueblo Chieftain

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Libraries are staying relevant in today's digital world

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RHONDA GONZALES GUEST COLUMNIST

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In a recent Facebook post, a library colleague shared a humorous "Top Ten List" — a la Dave Letterman — of the top misconceptions about libraries. One of the top misunderstandings is that libraries are no longer relevant because no one reads books anymore, and everything is available online. Another misconception is that libraries are just buildings full of books where people go to read.

Neither end of the spectrum captures the true essence of the CSU-Pueblo Library and Academic Resources Center, or LARC. In truth, it provides a flexible, comfortable, and



POPULAR

Tackling climate change for the future of beer

Abortion poses a compound risk

Letter: Legislators must support EPA

Chemical weapon destruction

Teachers striving for their best



diverse space for students.

In 2013, the Pew Research Center released a survey entitled "Younger Americans' Library Habits and Expectations." In it, authors Kathryn Zickuhr, Lee Rainie and Kristen Purcell found that Americans aged 16 to 29 reported diverse habits and opinions related to libraries. They reported using the library just as much as Americans over 30, but they were much more likely to have accessed the library's Internet connection and used its

databases and online resources. They were "more likely than older library visitors to use the library as a space to sit and read, study, or consume media."

Yet, young Americans also were more likely (with 75 percent of respondents) than those over 30 (64 percent) to have read a print book in 2012.

All of these findings prove true at CSU-Pueblo.

Three years after we reopened our doors following a major renovation, the LARC is well-established as a major resource for CSU-Pueblo students. In 2013 alone, the Library gates recorded almost half a million visits.

According to the Library's biennial satisfaction survey, the top reason students use the LARC is to access computers. Students use the more than 100 desktop computers for research, assignments, and general Internet use. They use the campus wireless network. They check out laptops and iPads from the Library's circulation desk. They reserve technology study rooms to use specialized equipment or to practice presentations. This fall, they also will be able to use the University's new 3-D scanner and printer.

The second most common use of the LARC is for quiet study, followed closely by — or perhaps used in tandem with — the Library's Café Libro.

The LARC offers a variety of flexible spaces for students, allowing them to find places to work in groups without experiencing shushing, to socialize or to work quietly.

Almost 90 percent of students reported that they feel comfortable using the library. The importance of this fact cannot be overstated. The main purpose of the library building is no longer to store and preserve physical materials, but to provide a welcoming and comfortable physical environment that functions well for both social and independent interaction with information in many formats.

Like most libraries, ours has seen a major shift from print to electronic resources. The most commonly used resources in our academic library are research databases and online journals. Electronic books are easier to skim and search for specific words, phrases, or concepts, than print books. Print journals now are almost completely eclipsed by more convenient and accessible online journals.

Finally, CSU-Pueblo students are similar to young Americans nationwide in their appreciation for good customer service. According to the Pew survey, "overall, most Americans under age 30 say it is 'very important' for libraries to have librarians." This is a fact that is appreciated by all my colleagues!

In our own survey, the two most desired resources were library employees who are courteous and service-oriented, and reliable and knowledgeable support at the IT help desk.

Educators deserve our thanks

Building community through education and outreach

Letter: Involvement matters

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LATEST CHIEFTAIN BLOGS

The week in review

Club Nintendo trots out a couple of NES-terpieces

One on One: Mattison Dabovich

Will local businesses get to play with Apple Pay?

The library offers a research help desk, staffed by librarians, where students can get one-on-one help with assignments and projects during all of the 92 hours per week that the library is open. Students can ask for help in person, by email, phone, or text message. More than just high tech, we also continue to place importance on the human aspect of our mission.

Young Americans, including many CSU-Pueblo students, use libraries not just to read print and electronic books, but also to access computers and to socialize. Like libraries across the country, CSU-Pueblo library remains relevant — constantly evolving with new technologies and online resources, while still functioning as a beautiful and comfortable place to hang out, study, ask for help and, yes, get a great cup of coffee.

Rhonda Gonzales is dean of Library Services at Colorado State University Pueblo.

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Battlefields, High-Wire Bikes and Ghosts, Oh My!
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About online comments

FIZZ, BOOM, READ! and Spark a Reaction



Overview - Fizz Boom READ!

Pre-Reader and Reader Program

- Participants determined their own goals
 - Pre-Readers were given a selection of activities to choose from - and accomplished 10 to receive their prize
 - Reader Prizes were awarded for ever 5 hours/days/books read
- The final prize was the coveted Summer Reading medal!
- Kids who finished but wanted to do more were encouraged to participate in our first ever badge program
- ALL participants were eligible to win a Family 4-Pack to the State Fair



Overview - Spark a Reaction

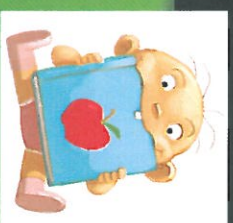
Teen Program

- Participants determined their own goals
 - 1 book/2 days/3 hours
- Readers received coupons, Spark a Reaction T-Shirts, and free books!
- Kids had additional chances to get into prize drawings
 - Nine more 1 book/2 days/3 hours
- Do Something! Activities (cooking, review, create, do something good, etc)



Registrations - increases in all games!

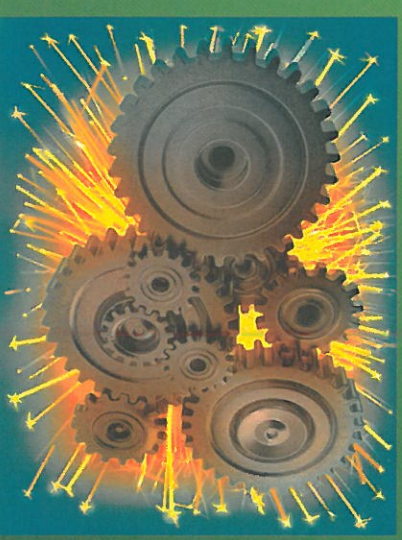
- Pre-Reader - 1020 (2013: 461)
- Reader - 4847 (2013: 4014)
- Teen - 1207 (2013: 1039)



• **Total - 7074 - an increase of 28.2 %**

• OUTSTANDING!

- Barkman increased registration by 135.6%
- Lamb increased registration by 112.9%



Programs - including promotion TOTAL 30,264

- Total Program attendance for all Children and Tween Events (ages 0-12) - 16148
- Total number of programs offered for ages 0-12 - 382
- Total Program attendance for all Teens (ages 13-18) - 803
- Total number of programs offered for ages 13-18 - 49
- OUTSTANDING
 - Pueblo West Teen event attendance DOUBLED!



Summer Reading 2014 was AWESOME!

2015 themes are:

Children: Every Hero has a Story

Teens: Unmask!

Questions?

2015 Key Results

2014 Key Results

Circulation 1,900,000

Visits 1,300,000

Digital Use 750,000

Program Attendance 135,000

Estimated Impact of 3 new libraries

Data used to support Estimated Impact includes predicted Legal Service Population, Planned and Ideal Collection sizes, Total annual circulation and Total annual computer use from the last year of 12-month operation for all locations, and Operating or Planned Wireless access points.

	Legal Service Pop, est		Collection Size, est		Circulation		Visits		Program Attendance	
	FY2013	% of Total	FY2015	% of Total	FY2012	% of Total	FY2012	% of Total	FY2012	% of Total
Rawlings	59,743	37%	230,000	53%	835,100	46%	474,682	45%	66,707	59%
Barkman	13,308	8%	40,000	9%	227,992	13%	171,753	16%	8,442	8%
Lamb	12,246	8%	40,000	9%	236,008	13%	141,701	13%	12,337	11%
Pueblo West	37,192	23%	70,000	16%	435,872	24%	224,314	21%	15,822	14%
Library @ the Y	553	0%	3,000	1%	15,322	1%	28,225	3%	2,915	3%
Avondale	4,063	3%	3,370	1%						
Beulah	2,547	2%	3,971	1%						
Greenhorn	4,337	3%	15,000	3%						
Giodone	12,907	8%	15,000	3%						
Lucero	13,879	9%	15,000	3%						
Outreach										
Total	160,775	100%	435,341	100%	58,662	3%	25,165	2%	6,143	5%
Source(s)	County GIS, Sirsi (Lib@Y)		Ideal, OD Collections (TS)		Key Data		Key Data		Key Data	

	Computer use		Wifi Access Points	
	FY2012	% of Total	FY2015	% of Total
Rawlings	170,210	51%	13	45%
Barkman	51,493	15%	1	3%
Lamb	46,355	14%	2	7%
Pueblo West	62,796	19%	6	21%
Library @ the Y	1,615	0%	1	3%
Avondale				
Beulah				
Greenhorn			2	7%
Giodone			2	7%
Lucero			2	7%
average B,L		15%		
Total	332,469	100%	29	100%
Source(s)	Key Data		IT	

2015 Key Results

Circulation

Data supporting the Estimated Impact for Circulation includes a trend-based prediction of FY2014 district performance factored by an average impact of the Legal Service Population, Planned Collection size, and Total Annual circulation for Outreach from the last year of 12-month operation for district locations for each new branch.

Total annual circulation

	FY2009	FY2010	FY2011	FY2012	FY2013	FY2014
PCCLD	1,485,090	1,680,484	1,708,735	1,808,956	1,661,677	2,339,826 ^{*as of 8/31/2014}
peer average	1,868,350	1,868,462	2,045,470	2,011,815	2,064,074	2,117,903
Grand Rapids	1,571,552	1,683,545	1,715,953	1,740,784	1,715,135	1,753,832

Total annual circulation yearly change

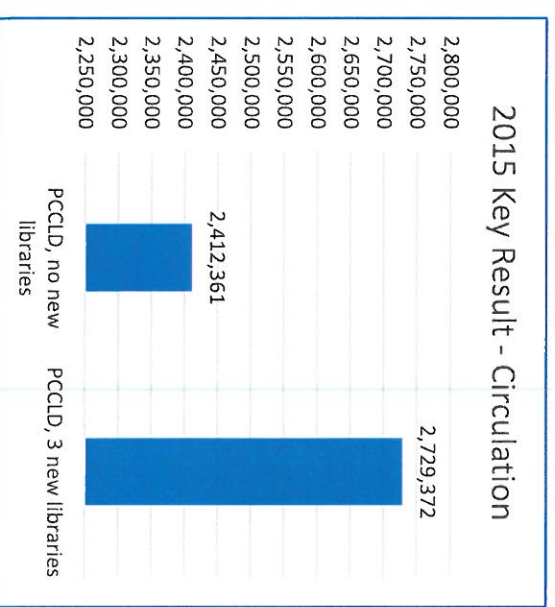
	FY2010	FY2011	FY2012	FY2013	Average	(FY2014)
PCCLD	13.2%	1.7%	5.9%	-8.1%	3.1%	40.8%
peer average	0.0%	9.5%	-1.6%	2.6%	2.6%	
Grand Rapids	7.1%	1.9%	1.4%	-1.5%	2.3%	

Estimated impact of new libraries

	Population	Size	Circulation	Average	% as Portion of FY2014 + 3.1% growth
Greenhorn	3%	3%	3%	3%	75,475
Glodone	8%	3%	3%	5%	118,338
Lucero	9%	3%	3%	5%	123,199
Total estimated FY2015 contribution					317,012

2015 Key Result - Circulation

	FY2015 goal	FY2015 increase over FY2014
PCCLD, no new libraries	2,412,361	3.1%
PCCLD, 3 new libraries	2,729,372	16.6%



2015 Key Results

Visits

Data supporting the Estimated Impact for Visits includes a trend-based prediction of FY2014 district performance factored by an average impact of the Legal Service Population for each new branch.

Library visits

	FY2009	FY2010	FY2011	FY2012	FY2013	FY2014
PCCLD	955,406	1,096,520	1,040,546	1,065,840	1,265,847	1,449,435 ^{as of 8/31/2014}
peer average	960,851	965,868	1,047,982	906,332	911,754	902,877
Schaumburg Township	1,216,277	1,000,000	1,000,000	1,600,000	1,550,000	1,701,486

Library visits yearly change

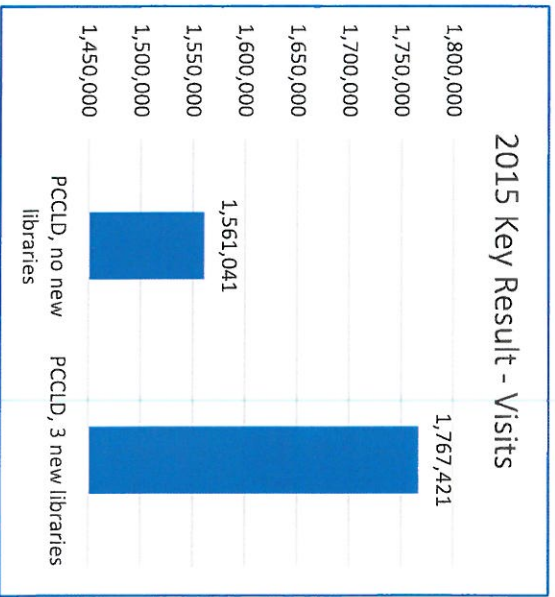
	FY2010	FY2011	FY2012	FY2013	Average	(FY2014)
PCCLD	14.8%	-5.1%	2.4%	18.8%	7.7%	14.5%
peer average	0.5%	8.5%	-13.5%	0.6%	-1.0%	
Schaumburg Township	-17.8%	0.0%	60.0%	-3.1%	9.8%	

Estimated impact of new libraries

	Population	Visits	Average	% as Portion of FY2014 + 7.7% growth
Greenhorn	3%	2%	3%	39,483
Glodone	8%	2%	5%	81,089
Lucero	9%	2%	5%	85,807
Total estimated FY2015 contribution				206,379

2015 Key Result - Visits

PCCLD, no new libraries	FY2015 goal	FY2015 increase over FY2014
	1,561,041	7.7%
PCCLD, 3 new libraries	1,767,421	21.9%



2015 Key Results

Program Attendance

Data supporting the Estimated Impact for Program Attendance includes a trend-based prediction of FY2014 district performance factored by an average impact of the Legal Service Population for each new branch.

Program attendance

	FY2009	FY2010	FY2011	FY2012	FY2013	FY2014
PCCLD	76,058	97,647	93,759	112,429	121,608	174,428 ^{*as of 8/31/2014}
peer average	51,812	54,916	60,517	49,648	59,070	61,611
Calcasieu Parish	100,714	108,101	104,714	122,744	122,656	129,202

Program attendance yearly change

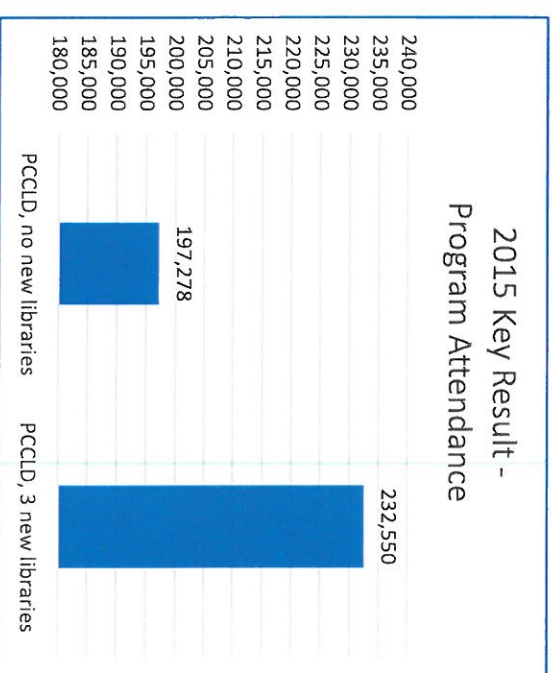
	FY2010	FY2011	FY2012	FY2013	Average	(FY2014)
PCCLD	28.4%	-4.0%	19.9%	8.2%	13.1%	43.4%
peer average	6.0%	10.2%	-18.0%	19.0%	4.3%	
Calcasieu Parish	7.3%	-3.1%	17.2%	-0.1%	5.3%	

Estimated impact of new libraries

	Population	Program Attendance	Average	% as Portion of FY2014 + 13.1% growth
Greenhorn	3%	5%	4%	8,053
Giodone	8%	5%	7%	13,311
Lucero	9%	5%	7%	13,908
Total estimated FY2015 contribution				35,272

2015 Key Result - Program Attendance

PCCLD, no new libraries	FY2015 goal	FY2015 increase over FY2014
PCCLD, 3 new libraries	197,278	13.1%
	232,550	33.3%



2015 Key Results

Digital Use

Data supporting the Estimated Impact for Digital Use includes a trend-based prediction of FY2014 district performance factored by an average impact of the Legal Service Population, Total annual computer use from the last year of 12-month operation for all locations, and Operating or Planned Wireless access points for each new branch.

Digital Use

	FY2011	FY2012	FY2013	(FY2014)
Total Digital Use	494,009	545,055	708,813	878,411 <small>*as of 8/31/2014</small>
Wireless	91,359	158,740	172,517	189,651
Database Sessions	88,650	53,846	127,746	223,673
Computer Use	314,000	332,469	408,550	465,087

Digital Use Yearly Change

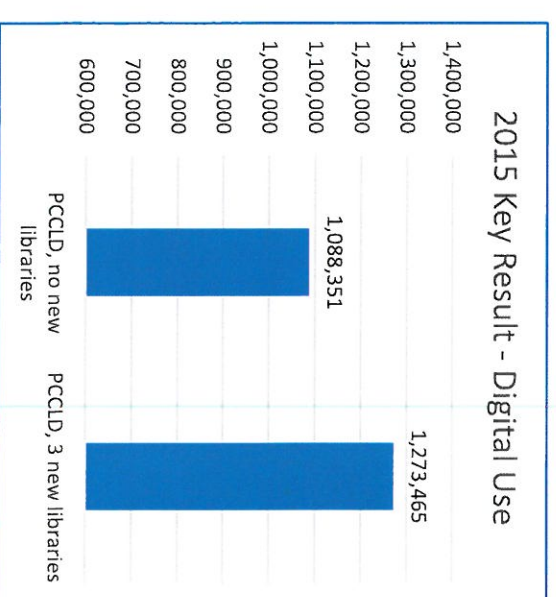
	FY2012	FY2013	Average	(FY2014)
Total Digital Use	10.3%	30.0%	20.2%	23.9%
Wireless	73.8%	8.7%	41.2%	9.9%
Database Sessions	-39.3%	137.2%	49.0%	75.1%
Computer Use	5.9%	22.9%	14.4%	13.8%

Estimated impact of new libraries

	Population	Comp use	Wifi	Visits	Average	% Average as Portion of FY2014 less Database use + 23.9% growth
Greenhorn	3%	15%	7%	2%	7%	54,089
Glodone	8%	15%	7%	2%	8%	64,900
Lucero	9%	15%	7%	2%	8%	66,126
Total estimated FY2015 contribution						185,114

2015 Key Result - Digital Use

	FY2015 goal	FY2015 increase
PCCLD, no new libraries	1,088,351	23.9%
PCCLD, 3 new libraries	1,273,465	45.0%



2015 Key Results

Pueblo City-County Library District

2014 Key Results

Circulation 1,900,000

Visits 1,300,000

Digital Use 750,000

Program Attendance 135,000

2015 Key Results

Circulation

Visits

Digital Use

Program Attendance



Circulation

Circulation	2,339,826
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Avg. Yearly Change	3.1%
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New Libraries	317,012
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2015 Key Result	2,729,372
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Visits

Visits	1,449,435
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Avg. Yearly Change	7.7%
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New Libraries	206,379
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2015 Key Result	1,767,421
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Program Attendance

Program Attendance 174,428

Avg. Yearly Change 13.1%

New Libraries 35,272

2015 Key Result 232,550

Digital Use

Digital Use	878,411
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Avg. Yearly Change	23.9%
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New Libraries	185,114
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2015 Key Result	1,273,465
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Impact of New Libraries

Circulation 16.6%

Visits 21.9%

Digital Use 33.3%

Program Attendance 45.0%

Thank you! Questions?

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