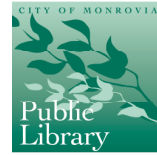




**CITY OF MONROVIA
LIBRARY BOARD
AGENDA REPORT**



DEPARTMENT: Community Services
Library Division
PREPARED BY: Julie Gallardo,
Acting Library Office Supervisor

MEETING DATE: August 28, 2014

AGENDA LOCATION: AR-2

TITLE: 2013-14 Circulation Statistics Annual Evaluation

OBJECTIVE: To provide the Library Board with an update on the Library circulation statistics for 2013-14.

BACKGROUND: Staff has provided the Library Board with an annual circulation statistics report since opening the new library in 2009. The Library started offering eBooks for the first time in September 2012 and staff has included the eBooks circulation numbers for Adult and Youth collections. This report outlines circulation, reference and computer use for the 2013-14 fiscal year, and compares this information to the previous four fiscal years of operation.

The circulation statistics are separated from the Adult collection and Children's collection then further broken down into each respective collection according to printed materials, books on CD/MP3, DVDs, Music CDs and eBooks. Adult and Youth computer usage and Adult and Youth reference questions are also calculated. Included is the number of days the Library was closed to the public.

ANALYSIS: The Library noticed a decrease in circulation for the first three years. Total circulation increased slightly by 0.1% for FY 2013.14. Children's circulation noticed the highest increase of 3.9%. This increase is attributed to a mini reading club offered in the spring to children kindergarten to fifth grade. Another factor is the increase in children reading more non-fiction books due to the nationwide common core requirements. Computer usage decreased by 14% and 13.4% in reference questions. Staff attributes the decreases to the following factors;

- A full-time Adult Services Librarian II vacancy for three months in FY 2013-14. Collection development was reduced so Staff could focus on daily operations until the position was filled.
- Decrease in statistical data indicates the newness of the Library has, as expected, slowly declined as new patrons become fewer and fewer.

The Library is expecting to see an increase in circulation statistics in the future due to the Adult Summer Reading Club being reintroduced to the adult audience. Based on the comparison of statistics over the last four years, Staff anticipates the circulation statistics will level off and become fairly consistent in the coming years.

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The following chart outlines the circulation statistics during fiscal year 2009-10 through 2013-14.

Four Year Comparison	2009-10	2010-11	2011-12	2012-13	2013-14	% Difference 2009-2014
Days closed to public excluding Sundays	15	15	18	15	14	%
ADULT CIRCULATION						
Adult Print Materials	62,407	61,654	50,849	41,909	36,821	41% decrease
Adult Books on CD/MP3	4,749	4,073	3,705	3,670	3,396	28% decrease
Adult DVD	4,400	4,318	3,397	2,845	2,834	36% decrease
Adult Music CD	5,413	4,457	3,802	3,012	1,867	66% decrease
Adult eBooks	N/A	N/A	N/A	1,355	3,535	161% increase
Annual Adult Circulation Totals	76,969	74,502	61,753	52,791	48,453	37% decrease
		Decreased by 3.2%	Decreased by 17.1%	Decreased by 14.5%	Decreased by 8.2%	
CHILDREN'S CIRCULATION						
Children's Print Materials	121,380	124,434	116,539	105,140	109,171	10% decrease
Children's Books on CD/MP3	1,415	1,362	1,246	1,085	1,067	25% decrease
Children's DVD	2,047	1,865	1,243	1,001	847	59% decrease
Children's Music CD	305	504	612	494	441	45% decrease
Children's ebooks	N/A	N/A	N/A	N/A	469	N/A
YA ebooks (YA ebooks were not tracked separate from Adult ebooks)	N/A	N/A	N/A	N/A	420	N/A
YA Print Materials (09/10 & 10/11 totals are included in the Children's Print materials. Began tracking separately 11/12.)	n/a	n/a	7141	8,189	8,061	13% decrease
Annual Children's Circulation Totals	125,147	128,165	126,781	115,909	120,476	4% decrease
		Increased by 2.4	Decreased by 1.1%	Decreased by 8.6%	Increased by 3.9%	
Annual Total for Circulation	202,116	202,667	188,534	168,700	167,888	17% decrease
		Increased by .27%	Decreased by 7.0%	Decreased by 10.5%	Increased by 0.1%	
COMPUTER USAGE						
Adult Computer Usage	25,360	25,801	24,604	23,822	20,827	18% decrease
Homework Computer Usage	N/A	N/A	N/A	134	118	12% decrease
Stand-Up Computer Usage	11,771	10,824	8,657	6,235	5,250	55% decrease
Teen Computer Usage	3,887	3,545	3,349	3,713	3,058	21% decrease
Children Computer Usage	9,327	8,887	8,691	7,593	6,432	31% decrease
Total Computer Usage	50,345	49,057	45,301	41,497	35,685	29% decrease
Total Percentage Decrease		Decreased by 2.5%	Decreased by 7.7%	Decreased by 8%	Decreased by 14%	
REFERENCE						
Adult Reference Questions	27,441	32,876	23,610	15,351	12,671	54% decrease
Youth Reference Questions	24,654	26,301	21,235	16,736	15,129	39% decrease
Total Reference Questions	52,095	59,177	44,845	32,087	27,800	47% decrease
		Increased by 13.6%	Decreased by 24.2%	Decreased by 28.4%	Decreased by 13.4%	
Entry into the Library	234,571	234,057	209,333	195,081	186,077	21% decrease

FISCAL IMPACT: There is no fiscal impact associated with this report.

Staff will continue to monitor circulation statistics along with computer usage and reference questions on a monthly basis, and provide the Library Board with an annual evaluation.

RECOMMENATION: Staff recommends the Library Board move to receive and file AR-2 2013-14 Circulation Statistic Annual Evaluation.

LIBRARY BOARD ACTION REQUIRED: If the Library Board concurs the appropriate action would be a motion to: *Receive and file, AR-2 2013-14 Circulation Statistic Annual Evaluation.*

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