

2018 Q4 BPL Quarterly Performance

In Person Visits

December 15th marked the day BPL surpassed a million visitors for the year! We celebrated with donuts and much gratitude for all our patrons and visitors who helped us achieve this milestone. Overall, we ended 2018 with a 3% increase over 2017, with all facilities showing gains.

1M!

Fig. 1 Door Counts Running Total YTD Q4 2018 and percent change from Q4 2017

All sums are running totals YTD

		2017 Total			2018 Total					
Performance										
Indicator	Facility	Oct	Nov	Dec	Oct	Nov	Dec	% change		
Door Counts		85523	78857	77237	998415	87610	82675	74278	1033128	3%
	Main	58025	52005	51443	673448	59019	55027	48506	701840	4%
	Meadows	13302	13492	12904	150020	13344	13937	13185	155005	3%
	Reynolds	10548	9960	9555	131879	11513	10470	9334	132784	1%
	NoBo	3444	3258	3194	41142	3536	2994	3110	41156	0%
	Carnegie	204	142	141	1926	198	247	143	2343	22%

Patrons and Programs: PEOPLE & PLACE

Highlights:

- **BoulderReads:**

- The first Career Online High School* graduate obtained her High School Diploma in December. Quotes: "I feel more confident in myself that I was able to earn my high school diploma." "My next goal is start taking some more business classes so that I may understand the working role that I have undertaken."

PROGRAMS & SERVICES Commitment

BPL is committed to prioritizing its resources to offer programs, collections, and services that are vital in a 21st century knowledge economy, support families and childhood development, and respond to evolving community needs.

The 2018 Master Plan

[*a support service in collaboration with State Library and a Gale Cengage offering HS courses for working adults]

- Partnered with University Hill Elementary and CU Spanish Dept. of offer Reading Buddies after school at Uni Hill. Big and little buddies engaged in 128 hours of reading, literacy activities and story-writing over 8 weeks.
- 40 learners and tutors celebrated the enrichment of literacy and learning they shared together in 2018.

- **Branch Specific:**

- George Reynolds:
 - Happy 50th Birthday! Over 400 guests enjoyed storytelling, Betty the Book Bike, delicious cake from Kim and Jakes, live music, and a beautiful day in the garden.
 - 30 teen volunteers and 54 youth K-5 spent a total of 10 hours together in mentored reading and STEAM discovery.
 - 17 volunteers assisted staff in hosting our annual Haunted Library party. Approximately 146 community members enjoyed conversation, games, costumes, crafts, storytelling and much more.

- Meadows:
 - The Late-Start teen program is an ongoing success. Teens gather at the Meadows before “late start” of their school day and enjoy social connections, conversations, good books and hot chocolate. Although an unofficial partnership with teachers at Manhattan MS, both teachers and students are appreciative of the Meadows as a safe and welcoming gathering place.
 - Timberline Handbells was a big draw during the holiday season, often exceeding capacity.
 - In November, *Liquid Nitrogen with Exploration Universe* brought 100+ visitors to Meadows.
 - Meadows hosted an inaugural Make & Take Holiday program that proved a success.
- NoBo:
 - Hosted 41 people (in a 570 sq. ft library!) at the *Dia de Los Muertos Celebration*. It was a dynamic and engaging event in which families helped create an offering or ofrenda, learned how to make tortillas, enjoyed Mexican sweet bread or Pan de Muerto and dressed up with festive accessories. We heard positive feedback from everyone who enjoyed this annual cultural event
- Carnegie:
 - Carnegie launched a new website and celebrated with archive tour for patrons including candy, a giant puzzle, and a website demo.
- **Computer Science in Education Week:** Early December
 - Boulder CSED Week seeks to connect every member of the community, regardless of age, background, or previous experience, with the best resources to learn and experience computer science. Always free and open to the public this year 84 presenters and 55 volunteers offered 40 coding and literacy events. At four locations, *1,397 community members engaged in 1,602 hours of coding, engineering and robot literacy.*

BUILDING COMMUNITY & PARTNERSHIPS Commitment

GOAL: Expand outreach to reach underserved communities.

ADDRESS COMMUNITY DEMAND: Partner with agencies and community members to increase the number of culturally relevant programs at the library.

The 2018 Master Plan

- In partnership with CU Boulder, *Family Creative Learning workshops* helped families eat, meet, make, and share together, while they learned how to code with Scratch Jr. to tell a story that was *meaningful to their family*. All participants reported *feeling empowered and inspired as a result of learning new technology together as a family*.
- During outreach to a safehouse in Boulder, kids learned to *play and code with Spheros and the Root robot*. One parent was so excited that the library had these resources, that she said this experience had “opened up a whole new world” for her and her family. She then promptly signed her family up for a class at **BLDG61** for the next day!

- BPL in partnership with *Boulder Housing Partners* held a book giveaway at Main for young residents of Broadway East and Red Oak Park. Made possible by Book Rich Environments*, over 1,000 books were available to 30 attendees to take home. Attendees also toured BLDG61, enjoyed dinner, a storytime, and a Zumba class.
- *a collaboration between Natl. Book Foundation, HUD, Natl. Center for Families Learning, Dept. of Ed., & Urban Libraries Council.
- Main & Carnegie libraries, **in partnership with CU History & Film Dept, Museum of Boulder, NHDCOLORADO, and BVSD**, hosted the 5th annual National History Day *Research Rendezvous*. Over 100 students met with CU faculty and grad students, community experts, librarians, and historians to get help researching their NHD project. Additionally, presentations included thesis writing, and creation of documentaries and museum exhibits.

Programs & Storytime

Fig. 2 Programs, Storytime & Events Summary Q4 2018 by Facility.

Systemwide program attendance and number of events increased across the board, and although the number of Storytime events decreased by 6% overall, attendance continued to maintain at high levels.

All sums are running totals YTD				2017				2018	
Performance Indicator	Oct	Nov	Dec	Total	Oct	Nov	Dec	Total	% change
Storytime Attendance	2656	3067	2376	34628	3118	3371	2413	35367	2%
Main	2003	2379	1769	25171	2089	2430	1724	25338	1%
Reynolds	260	281	157	4021	494	538	353	4540	13%
Meadows	225	229	294	3347	268	239	202	3449	3%
NoBo	168	178	156	2089	267	164	134	2040	-2%
Storytime Events	122	120	111	1437	120	106	101	1348	-6%
Main	47	47	45	566	48	43	41	553	-2%
Reynolds	30	30	25	352	27	25	23	302	-14%
Meadows	26	26	25	310	26	24	22	301	-3%
NoBo	19	17	16	209	19	14	15	192	-8%
Programs Attendance-Adult	2723	2679	2376	28358	3157	2476	2730	36331	28%
Main	1595	1564	1340	19008	1869	1419	1807	23852	25%
BLDG 61	826	841	741	6215	836	820	650	8857	43%
Meadows	302	262	203	2974	251	225	205	3110	5%
Reynolds	0	12	92	161	201	12	68	377	134%
NoBo	0	0	0	0	0	0	0	120	n/a
Carnegie	0	0	0	0	0	52	0	67	n/a
Program Events-Adult	115	110	95	1264	154	136	116	1610	27%
Main	73	68	66	830	82	69	66	899	8%
BLDG 61	35	35	23	352	64	60	40	619	76%
Meadows	7	6	4	71	7	6	7	75	6%
Reynolds	0	1	2	11	1	1	3	13	18%
Carnegie	0	0	0	0	0	1	0	3	n/a
NoBo	0	0	0	0	0	0	0	2	n/a
Programs Attendance-Child	2969	1915	2265	16878	1972	1335	1944	22756	35%
Main	2250	1412	1851	11552	1052	725	1581	13133	14%
Reynolds	480	211	89	2080	633	239	81	4550	119%
Meadows	46	193	143	1738	183	282	156	3206	84%
NoBo	64	31	80	566	74	69	82	1142	102%
BLDG 61	42	68	68	821	30	20	44	725	-12%
Program Events-Child	58	52	61	563	80	66	67	727	29%
Main	33	32	40	299	40	32	42	331	11%
Meadows	7	9	10	116	12	14	11	163	41%
Reynolds	10	4	3	57	18	12	3	140	146%
NoBo	5	4	5	48	9	7	8	69	44%
BLDG 61	2	3	2	41	1	1	3	24	-41%
Programs Attendance-Teen	217	914	286	6047	803	649	393	7005	16%
Main	83	862	244	4813	583	396	150	4123	-14%
Meadows	0	14	11	83	187	137	147	1425	1617%
BLDG 61	104	22	12	750	9	63	62	674	-10%
Reynolds	17	11	15	325	24	50	34	608	87%
NoBo	13	5	4	76	0	3	0	175	130%
Program Events-Teen	19	27	20	285	30	31	29	334	17%
Main	7	13	9	113	13	12	12	129	14%
Reynolds	4	5	5	70	5	7	6	74	6%
Meadows	0	4	3	23	7	5	5	62	170%
BLDG 61	6	3	1	63	3	5	4	49	-22%
NoBo	2	2	2	16	2	2	2	20	25%

New patron registrations YTD remained nearly identical to 2017, with only a slight dip of less than 2% in new registrants.

Fig. 3 New patron accounts YTD 2017-2018

All sums are running totals YTD				2017 Total			2018 Total			
Performance Indicator	Oct	Nov	Dec	Oct	Nov	Dec	% change			
New Patrons		998	853	650	11295	974	845	702	11117	-1.6%

Circulation and Collections:

Fig. 4 Q4 Circulation Activity. Physical & eCollections, patron activity and branch location.

Collection circulation fell just slightly at -3% YTD. Patron activity circulation (which includes incoming interlibrary loans from Prospector/FLC) also fell slightly at just under 2%. Total circulation which includes eCollection circ is up 2% for the same period YTD 2017. eCollections alone have experienced a 29% increase over last year and represent about 14% of our total circulation. These include Kanopy (new in 2018), Overdrive, & hoopla.

All sums are running totals YTD				2017 Total			2018 Total		
Performance Indicator	Oct	Nov	Dec	Oct	Nov	Dec	% change		
Circulation (Patron Activity)	113222	114172	107829	1368545	107052	110038	103439	1345595	-2%
Circulation (Collections)	110534	111985	104597	1341383	103909	107083	98859	1305315	-3%
Main	70583	70794	66832	859878	66922	70170	64608	851642	-1%
Meadows	18193	18505	17206	218772	17078	17538	16048	211280	-3%
Reynolds	18450	19490	17302	223206	16771	16569	15386	205860	-8%
NoBo	3308	3196	3257	39527	3138	2806	2817	36533	-8%
eCollection Use	14276	17753	15360	170090	18831	20715	26463	219149	29%
Total Circulation*	127498	131925	123189	1538635	125883	130753	129902	1564744	2%

*Note: Total circulation is the sum of eCollection circulation and circulation patron activity. Project card activity (re-labeling, mending, withdrawals, etc.) is eliminated from these reports for 2017/2018 as not reflecting patron activity. These numbers compared to previous years will therefore show fewer counts although trends remain unimpacted.

Database Use also enjoyed gains this year.

Database Use	17670	17852	18260	197911	15117	16319	20651	239575	21%
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Holds activity: Both InnReach borrowing and FLC activity continued to climb this year, with FLC borrowing increasing by 12%

All sums are running totals YTD				2017 Total			2018 Total		
Performance Indicator	Oct	Nov	Dec	Oct	Nov	Dec	% change		
Holds Filled (Collections)	16530	16395	15236	187463	15955	15598	14633	191336	2%
Main	10852	10761	9712	120937	10721	10476	9787	126587	5%
Reynolds	2974	2958	2850	34867	2646	2673	2491	33392	-4%
Meadows	2704	2676	2674	31659	2588	2449	2355	31357	-1%
FLC Borrows incoming	8088	8088	8088	90801	8429	8273	7705	101389	12%
FLC Loans outgoing	6387	6387	6387	71587	6652	6369	5870	78354	9%
Prospector Borrows incoming	1784	1794	1564	19972	1792	1841	1768	21372	7%
Prospector Loans outgoing	1352	1292	1024	15576	952	992	885	11985	-23%

Summary:

Performance continues to maintain high levels as we keep pace with community demand for services, programs and collections. We can look back on 2018 as another successful year and ahead to 2019 for new ventures, partnerships, and programs. See appendices for details related to programs.

Appendix A

Q4 Program by General Program Type

Q4 2018 Programming Report	Sum of Attendance	Number of Events
<input type="checkbox"/> BLDG 61	2884	183
<input type="checkbox"/> Classes & Activities	2494	179
<input type="checkbox"/> Outreach: Direct Contact	350	2
<input type="checkbox"/> Performances & Presentation:	40	2
<input type="checkbox"/> George Reynolds Branch	2727	131
<input type="checkbox"/> Book & Discussion Groups	24	2
<input type="checkbox"/> Classes & Activities	807	42
<input type="checkbox"/> On-site Visit	119	4
<input type="checkbox"/> Passive Programming	81	3
<input type="checkbox"/> Performances & Presentation:	311	5
<input type="checkbox"/> Storytime	1385	75
<input type="checkbox"/> Main Library	16174	505
<input type="checkbox"/> Book & Discussion Groups	446	33
<input type="checkbox"/> Classes & Activities	4536	265
<input type="checkbox"/> Off-site Program	590	27
<input type="checkbox"/> On-site Visit	441	6
<input type="checkbox"/> Outreach: Direct Contact	379	6
<input type="checkbox"/> Passive Programming	162	4
<input type="checkbox"/> Performances & Presentation:	3311	30
<input type="checkbox"/> Storytime	6243	132
<input type="checkbox"/> Tour	66	2
<input type="checkbox"/> Meadows Branch	2485	146
<input type="checkbox"/> Book & Discussion Groups	694	18
<input type="checkbox"/> Classes & Activities	473	42
<input type="checkbox"/> On-site Visit	379	11
<input type="checkbox"/> Passive Programming	131	1
<input type="checkbox"/> Performances & Presentation:	99	2
<input type="checkbox"/> Storytime	709	72
<input type="checkbox"/> NoBo Corner Library	833	79
<input type="checkbox"/> Classes & Activities	141	17
<input type="checkbox"/> On-site Visit	87	13
<input type="checkbox"/> Outreach: Direct Contact	40	1
<input type="checkbox"/> Storytime	565	48
Grand Total	25103	1044

Appendix B

Q4 Programs by description of activity

Q4 2018 Programming Report	Sum of Attendance	Number of Events
BLDG 61	2884	183
+ Drop In	1448	18
+ Workshop	978	62
+ Guided Practice	339	92
+ Tool Orientation	87	6
+ Tour	30	4
+ Sponsored Library Program	2	1
George Reynolds Branch	2727	131
+ Literacy	1623	76
+ Social Connections	475	21
+ STEAM	349	24
+ Storytime	119	4
+ Library Services	81	3
+ Concert	56	1
+ Sponsored Library Program	24	2
Main Library	16174	505
+ Literacy	6695	161
+ STEAM	2794	76
+ Concert	1742	11
+ Sponsored Library Program	1288	78
+ BoulderReads	1193	107
+ Library Services	1169	24
+ Exhibitions	330	6
+ Social Connections	314	26
+ Cinema	262	9
+ Storytime	217	6
+ Author Talks	170	1
Meadows Branch	2485	146
+ Sponsored Library Program	704	19
+ Literacy	528	60
+ STEAM	458	36
+ Library Services	403	8
+ Social Connections	234	18
+ Storytime	107	4
+ Concert	51	1
NoBo Corner Library	833	79
+ Literacy	623	49
+ Library Services	127	14
+ STEAM	80	10
+ Social Connections	3	6
Grand Total	25103	1044

- Note there may be a few descriptions needing to move to primary program type, this clean up done by YE state reporting. Also, a few data corrections sometimes come in from program managers after review.