Library Service Metrics

The Library conducts two customer services surveys annually. While the Library continues to make changes in order to get better feedback, there are data points that continue to be tracked. In 2016, the survey was converted to an online only format. Staff use iPads and ask customers in the building to take the survey. It is also posted on the Library’s website and public computers. This makes the survey widely available, but does result in 3-5% of responses given by cardholders of other libraries.

One survey question that has evolved over the past seven years evaluates customer satisfaction with staff. Beginning in 2010, this was stated, “Employees at this library seem interested in helping me.” At that time 95% of respondents Strongly Agreed + Agreed. In 2017, the question was stated, “How do you feel about the service you receive from Library staff?” The number had slightly increased to 96% that were Extremely Pleased + Somewhat Pleased.

Another survey question that has evolved since 2010 started out as, “I like this library’s atmosphere.” It has become, “How do you like the Library’s physical spaces?” In 2010, 94.7% Strongly Agreed + Agreed. This decreased slightly in 2017 to 91.29% in the Extremely Pleased + Somewhat Pleased categories. The follow up question regarding what changes customers would like to see to the Library’s physical spaces had 70 written responses (Oct. 2017). The primary desire mentioned in 20% of the responses was for a new Main Library or an expansion. The second most mentioned request, at 14%, was for more parking at Main.

The Library also tracks statistics that reflect usage of our facilities and resources along with the number of customers we serve.

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<thead>
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</thead>
<tbody>
<tr>
<td>Circulation</td>
<td>2,340,898</td>
<td>2,297,905</td>
<td>2,257,715</td>
<td>2,219,680</td>
<td>2,343,101</td>
<td>2,388,649</td>
<td>2,662,933</td>
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<tr>
<td>Patron Count</td>
<td>1,436,244</td>
<td>1,457,882</td>
<td>1,432,014</td>
<td>1,426,828</td>
<td>1,410,653</td>
<td>1,434,112</td>
<td>1,382,812</td>
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<tr>
<td>Number of Programs</td>
<td>2,711</td>
<td>2,719</td>
<td>3,110</td>
<td>3,217</td>
<td>3,484</td>
<td>3,721</td>
<td>5,464</td>
</tr>
<tr>
<td>Program Attendance</td>
<td>69,262</td>
<td>69,650</td>
<td>78,099</td>
<td>87,871</td>
<td>91,418</td>
<td>98,976</td>
<td>112,401</td>
</tr>
<tr>
<td>Number Registered</td>
<td>120,017</td>
<td>129,452</td>
<td>131,134</td>
<td>131,539</td>
<td>132,765</td>
<td>128,183</td>
<td>131,217</td>
</tr>
</tbody>
</table>

March 1, 2017 to March 1, 2018 the staff answered 209,787 reference questions. Questions pertaining to materials made up 33% of these. Adults asked the most reference questions (84.68%), followed by kids (12.76%), and rounded out by teens (2.55%).
Initiatives

Digital Literacy (/pla/initiatives/digitalliteracy)
Early Literacy (http://everychildreadytoread.org)
Equity, Diversity, and Inclusion (/pla/initiatives/edi)
Family Engagement (/pla/initiatives/familyengagement)
Global Libraries Legacy Partnership (/pla/initiatives/legacy)
Health Literacy (/pla/initiatives/healthliteracy)
Inclusive Internship Initiative (https://apply.ala.org/plinterns2018/)
Performance Measurement (/pla/initiatives/performancemeasurement)
Short Story Dispenser Initiative (/pla/initiatives/shortstorydispensers)

PLA Initiatives

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Our groundbreaking initiatives do more than develop new skills—they move our profession to ever more innovative places.
Digital Literacy (/pla/initiatives/digitalliteracy)
Community members come into public libraries every day, hoping to complete life tasks many of us take for granted, but lacking the basic computer skills to accomplish them. Through its digital literacy efforts, including DigitalLearn.org, PLA supports its members to make their libraries digital literacy learning centers.

Early Literacy (http://www.everychildreadytoread.org/)
PLA, together with the Association for Library Service to Children, have incorporated the latest research in early literacy, into a series of turnkey parent and caregiver workshops that provide public libraries with vital tools to help prepare parents for their critical role as their child's first teacher. Every Child Ready to Read® @ your library® (ECRR) is an education initiative focused on teaching parents and other caregivers how to support the early literacy development of their children. Early literacy efforts like ECRR are a natural first step in supporting children’s learning and development and building greater family engagement.

Equity, Diversity, and Inclusion (http://www.ala.org/pla/equity-diversity-and-inclusion)
Public libraries have a unique and unparalleled ability to bring people and knowledge together, and PLA is committed to helping libraries achieve their mission through the core values of openness and inclusiveness. In February 2017, PLA formed a Task Force on Equity, Diversity and Inclusion (EDI), which will work to strengthen the organization’s commitment to its core values, while ensuring issues of EDI remain a top priority.

Family Engagement (/pla/initiatives/familyengagement)
For families, family engagement is about the knowledge, attitudes, values, and behaviors that enable children to be motivated, enthusiastic, and successful learners. For schools and libraries, family engagement means respectful partnerships that offer the information, guidance, and opportunities for families to be active in their children’s learning and development. PLA initiated its work on family engagement in early 2015.

Global Libraries Legacy Partnership (/pla/initiatives/legacy)
In May 2016, PLA was honored to receive a ten-year grant from the Global Libraries (GL) Initiative (http://www.gatesfoundation.org/What-We-Do/Global-Development/Global-Libraries) of the Bill & Melinda Gates Foundation. PLA will work with the Technology and Social Change Group (http://tascha.uw.edu/) at the University of Washington’s Information School (TASCHA), and the International Federation of Library Associations and Institutions (http://www.ifla.org/) (IFLA) to align our individual efforts toward a shared vision: a global library field where every public library can fulfill its potential as a vital, visible source of individual and community well-being.

Health Literacy (http://www.ala.org/pla/health-literacy)
Access to current and reliable health information is imperative for the well-being of all Americans, and public libraries are frequently a "go-to" resource as people navigate complex issues of health care, insurance, aging and more. A new nationwide initiative from the Public Library Association (PLA) and the National Network of Libraries of Medicine (https://nnlm.gov/) (NNLM) will increase public library workers' knowledge and skills related to consumer health services.

Inclusive Internship Initiative (https://apply.ala.org/plinterns2018/)
Last summer, PLA piloted the Inclusive Internship Initiative (III), which was designed to present librarianship as a viable career option for the next generation of Americans. Through III, PLA sponsored paid, mentored public library internships for 50 high school juniors and seniors at 39 host libraries across the U.S., including two tribal libraries and sites in Alaska and Hawaii. The project was a tremendous success in all facets, and, with the support of the Institute of Museum and Library Services (IMLS), PLA is offering the III program once
again for the summer of 2018. Public libraries are invited to apply to host a high school intern through III this summer. This program is supported by the Institute of Museum and Library Services, grant RE-00-17-0129-17.

**Performance Measurement** ([pli/initiatives/performancemasurement](http://www.pla.org/initiatives/performancemasurement))

Typically libraries rely on simple attendance counts and anecdotal success stories to measure the effectiveness of their services; however these statistics are not enough to guide internal strategy or build persuasive arguments to secure library funding. Enhancing existing service data with outcome data offers tremendous potential in many areas of the public library. PLA officially launched Project Outcome, its latest field-driven outcome measurement initiative, on June 26, 2015.

**Short Story Dispenser Initiative** ([pli/initiatives/shortstorydispensers](http://www.pla.org/initiatives/shortstorydispensers))


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**Initiatives News**


*Applications due March 25*


*Stipends available to cover public library workers’ attendance costs*


*Federal Grant Supports Digital Preservation Programs at Libraries*
(Washington, D.C.) - People and families in seven communities moved one step closer to being able to digitize and preserve video tapes, photographs and other family keepsakes at their library. Their libraries have been awarded a Memory Lab Network (https://www.dclibrary.org/memorylabnetwork) Grant.

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