

Library Services: FY14 Compared to FY13

	YTD	Last YTD	% Change
IN-BUILDING SERVICES: <i>Provide library facilities, materials, equipment</i>			
A. BUILDING USAGE			
Total hours open	3,387	3,392	-0.1%
People into the building	710,595	721,058	-1.5%
Average number per hour	209.8	213	-1.3%
B. MEETING ROOMS			
Number of non-library meetings	1,508	1,702	-11.4%
Estimated attendance	28,392	27,329	3.9%
Equipment Set-ups	399	485	-17.7%
Group Study Room Use	5,400	5,589	-3.4%
Lobby Use	14	24	-41.7%
Meeting Rooms Booked In-House	829	725	14.3%
Meeting Rooms Self-Booked on-line	847	895	-5.4%
Meeting Room Turn-Downs	150	184	-18.5%
C. EQUIPMENT USAGE			
Photocopies by Public	71,288	95,998	-25.7%
Pay for Print Copies	81,819	72,978	12.1%
% Checkouts by Self-Check	72.2%	66.0%	9.4%
D. IN-BUILDING USE OF MATERIALS: Listening/Viewing Sessions			
	14,476	15,664	-7.6%
E. RIDE 'N' READ			
Bus passes distributed	5,286	5,634	-6.2%
LENDING SERVICES: <i>Lend materials for home, school, and office use</i>			
A. TOTAL CIRCULATION: <i>(materials plus equipment; includes eAudio; not in-house)</i>			
	1,406,995	1,512,852	-7.0%
Average circulation per hour	415	446	-6.9%
B. CIRCULATION BY TYPE OF MATERIAL: <i>(includes downloads, not mending, lost, etc.)</i>			
Adult Materials	972,394	1,048,084	-7.2%
Children's Materials	438,880	469,321	-6.5%
Percent Children's	31.2%	31.0%	0.5%
Non-Print	557,125	610,066	-8.7%
Percent Non-print	39.6%	40.3%	-1.8%
Equipment loans	457	406	12.6%
Downloads	78,853	66,698	18.2%

Library Services: FY14 Compared to FY13

	YTD	Last YTD	% Change
C. CIRCULATION BY RESIDENCE OF USER: <i>(materials/equipment; includes downloads; not in-house)</i>			
	1,406,995	1,512,852	-7.0%
Iowa City	1,083,307	1,153,807	-6.1%
LOCAL CONTRACTS			
Hills	3,344	2,828	18.2%
Hills as % of all	0.2%	0.2%	27.1%
Johnson County (rural)	105,400	111,957	-5.9%
Johnson Co as % of all	7.5%	7.4%	1.2%
Lone Tree	3,700	0.0%	0.0%
Lone Tree as % of all	0.3%	0.0%	0.0%
University Heights	15,498	18,878	-17.9%
University Heights as % of all	1.1%	1.2%	0.0%
Total Local Contracts	124,242	133,663	-7.0%
STATE CONTRACT - Open Access			
Coralville	85,411	86,094	-0.8%
Cedar Rapids	5,586	10,873	-48.6%
Other Open Access	104,602	128,188	-18.4%
Total Open Access	195,599	225,155	-13.1%
Open Access as % of all	13.9%	14.9%	-6.6%
D. INTERLIBRARY LIBRARY LOANS			
Loaned to other libraries	2,006	2,134	-6.0%
Percent of requests filled	31.0%	32.9%	-5.6%
Borrowed from other libraries	2,622	2,570	2.0%
Percent of requests filled	80.1%	80.7%	-0.8%
Books/Periodicals/AV borrowed	2,609	2,558	2.0%
Photocopy borrow requests filled	13	12	8.3%
E. RESERVES PLACED - Materials			
	132,801	115,785	14.7%
F. DOWNLOADABLE MEDIA			
By Area			
Iowa City	67,648	57,099	18.5%
Johnson County	9,657	8,218	17.5%
Hills	228	372	-38.7%
University Heights	1,253	1,009	24.2%
Total	78,786	66,698	18.1%
By Demographic			
Adult	73,902	61,523	20.1%
Children's	4,951	5,175	-4.3%
Total	78,853	66,698	18.2%

Library Services: FY14 Compared to FY13

	YTD	Last YTD	% Change
Number of items owned (Cumulative)			
E-Audio items available	4,618	3,964	16.5%
E-Book items available	8,533	6,680	27.7%
E-Video items available	72	72	0.0%
E-Music	143	126	13.5%
E-Magazines	137	98	39.8%
Total Items	13,223	10,716	23.4%

INFORMATION SERVICES: *Furnish information, reader advisory and reference assistance*

QUESTIONS ANSWERED	76,415	76,675	-0.3%
REFERENCE DESK - TOTAL	21,807	22,950	-5.0%
In person	16,375	16,584	-1.3%
Telephone	2,600	3,502	-25.8%
Community	5	16	-68.8%
At Home	74	163	-54.6%
Email	2,563	2,453	4.5%
Chat	190	232	-18.1%
Text	0	0	0.0%
HELP DESK - TOTAL	8,521	8,697	-2.0%
In-Person	7,791	7,333	6.2%
Telephone	612	999	-38.7%
Community	17	60	-71.7%
At Home	27	227	-88.1%
E- mail	74	78	-5.1%
CHILDREN'S DESK - TOTAL	21,304	20,818	2.3%
In person	20,771	19,984	3.9%
Telephone	303	521	-41.8%
Email	21	46	-54.3%
Request to pull books (Community)	209	267	-21.7%
SWITCHBOARD - TOTAL	7,707	7,148	7.8%
Reference Questions	7,149	6,893	3.7%
At Home	558	255	118.8%
Total Information Questions by Telephone	11,222	12,170	-7.8%
ON-CALL TECH HELP			
Staff	335	273	22.7%
Public	337	338	-0.3%
Tech Help Quest -Total	672	611	10.0%

Library Services: FY14 Compared to FY13

	YTD	Last YTD	% Change
DROP-IN TECH HELP			
In-Person	705	1,026	-31.3%
ELECTRONIC ACCESS SERVICES			
IN-HOUSE COMPUTER SERVICES			
Pharos Internet	115,990	110,634	4.8%
Wireless Internet (unique connections)	NA	124,911	-100.0%
Total In-House Computer Use	115,990		0.0%
CATALOG ACCESS			
Pageviews	3,825,238	4,064,987	-5.9%
Visits	424,108	438,882	-3.4%
Total Catalog Access	4,249,346	4,503,869	-5.7%
ELECTRONIC RESOURCES SERVICES			
Library Website Remote Access (www and mobile)			
# Pageviews of Homepage	657,186	678,374	-3.1%
# Pageviews of Entire Site	1,354,795	1,187,582	14.1%
# User Sessions	647,811	661,262	-2.0%
SUBSCRIPTION DATABASES ACCESSED			
Total In-House	5,019	5,770	-13.0%
Total Remote	974,230	1,326,801	-26.6%
TOTAL	979,249	1,332,571	-26.5%
CATALOG SERVICES			
Best Seller Lists	17,092	20,202	-15.4%
New Lists	45,400	50,753	-10.5%
Maps	6,712	8,362	-19.7%
C. TOTAL SWITCHBOARD CALLS RECEIVED	24,225	23,955	1.1%
Circ Calls	11,626	11,751	-1.1%
Reference Questions	7,149	6,893	3.7%
At Home	558	255	118.8%
Meeting Room Booking calls	548	366	49.7%
Transferred Calls	4,344	4,690	-7.4%
PAMPHLETS DISTRIBUTED FROM LOBBY RACKS	29,567	24,131	22.5%
STATE/FEDERAL TAX FORMS DISTRIBUTED	7,661	11,341	-32.4%
ALERTING SERVICES: Promote awareness of the Library and use of its resources			
A. PUBLICATIONS			
Number of publications printed (jobs)	493	223	121.1%
Copies printed for public distribution	48,359	60,611	-20.2%

Library Services: FY14 Compared to FY13

	YTD	Last YTD	% Change
B. NEWSPAPER ITEMS CLIPPED	53	56	-5.4%
C. DISPLAYS	72	63	14.3%
In-House	59	44	34.1%
Other Groups	13	18	-27.8%
Off-site locations	0	1	-100.0%
D. SPEECHES, RADIO/TV/ONLINE APPEARANCES	52	42	23.8%
E. THE LIBRARY CHANNEL			
Library Promos on The Library Channel	72	218	-67.0%
Total ICPL Productions	103	111	-7.2%
Programs Cablecast	8,201	8,531	-3.9%
F. HOMEPAGE/SOCIAL MEDIA			
News scrollers on Home Page	181	197	-8.1%
Media releases sent	102	80	27.5%
Tweets sent	1,755	744	135.9%
Facebook, Twitter, Pinterest followers (Cum)	7,921	5,654	40.1%
New Facebook, Twitter, and Pinterest followers	2,143	1,215	76.4%
OUTREACH SERVICES: Provide library service to people who cannot get to the library building			
A. AT HOME SERVICE			
Packages sent	2,874	2,768	3.8%
Items Loaned (no renewals)	2,808	2,888	-2.8%
Registered At Home Users (Cumulative)	138	139	-0.7%
New Users Enrolled	23	15	53.3%
People served (average monthly count)	41	39	6.0%
B. JAIL SERVICE			
People served	1,303	1,316	-1.0%
Items loaned (no renewals)	4,669	5,157	-9.5%
C. DEPOSIT COLLECTIONS			
Locations (Cum)	12	15	-20.0%
Items loaned	450	660	-31.8%
Items added to perm collections	8,778	5,263	66.8%
D. REMOTE BOOKDROP USE: <i>not renewals or in-house</i>			
Remote as Percent of All Items Checked in	14.0%	15.4%	-9.1%
E. ITEMS RENEWED BY PHONE AUTOMATION	2,657	5,066	-47.6%
F. HOLDS NOTIFIED USING AUTOMATED PHONE	5,629	5,559	1.3%

Library Services: FY14 Compared to FY13

	YTD	Last YTD	% Change
GROUP AND COMMUNITY SERVICES: <i>Provide library service to groups, agencies, and organizations</i>			
A. ADULT PROGRAMS			
In-House Number	223	206	8.3%
In-House Attendance	3,401	2,270	49.8%
Outreach Number	31	20	55.0%
Outreach Attendance	8,207	6,107	34.4%
B. YOUNG ADULT PROGRAMS			
In-House Number	307	202	52.0%
In-House Attendance	3,289	1,420	131.6%
Outreach Number	7	4	75.0%
Outreach Attendance	2,124	218	874.3%
C. CHILDREN'S PROGRAMS			
In-House Number	489	498	-1.8%
In-House Attendance	29,037	31,948	-9.1%
Outreach Number	279	287	-2.8%
Outreach Attendance	10,546	8,431	25.1%
D. LIBRARY TOURS AND CLASSES			
Number	73	81	-9.9%
Attendance	428	188	127.7%
E. CONSULTING FOR AREA GROUPS			
	7	10	-30.0%
CONTROL SERVICES: <i>Maintain library resources through borrower registration, overdue notices, equipment training, control of valuables</i>			
A. LIBRARY CARDS ISSUED			
Iowa City	7,131	7,853	-9.2%
Percent Iowa City	5,577	6,111	-8.7%
LOCAL CONTRACTS	78.2%	77.8%	0.5%
Hills	15	26	-42.3%
Johnson County (rural)	281	244	15.2%
University Heights	53	54	-1.9%
STATE CONTRACT - Open Access			
Coralville	435	491	-11.4%
Cedar Rapids	60	66	-9.1%
Other Open Access	692	861	-19.6%
Total Open Access	1,187	1,418	-16.3%
Open Access as % of all	16.6%	18.1%	-7.8%
B. TOTAL REGISTERED BORROWERS (cum)			
# At Home Users Registered (cum)	65,499	67,556	-3.0%
	138	139	-0.7%
C. OVERDUE NOTICES			
Items searched to verify claim of return	306	726	-57.9%