



Library Services: FY20 Compared to FY19

**The building closed March 15th, 2020 due to COVID-19. Curbside services began June 1st, 2020.*

	Q1	Q2	Q3	Q4	YTD	Last YTD	% Change
Library Services: Provide library facilities, materials, and equipment.							
A. Downtown Building Use							
Total Hours Open	860	817	693	0	2,370	3,376	-29.8%
People into the Building	168,890	151,867	121,945	0	442,702	676,237	-34.5%
Average Number Per Hour	196.4	185.9	176.0	0.0	186.8	201	-7.0%
Bookmobile Use							
Bookmobile Total Hours Open	217	176	130	0	524	759	-30.9%
People on Bookmobile	5,257	4,437	3,153	0	12,847	16,324	-21.3%
Average Number per Hour	24	25	24	0	25	22	14.0%
Total Downtown & Bookmobile Hours Open	1,077	993	823	0	2,894	4,135	-30.0%
Total People Downtown & on Bookmobile	174,147	156,304	125,098	0	455,549	692,561	-34.2%
Total Average Number per Hour	162	157	152	0	157	168	-6.0%
B. Meeting Rooms							
Number of Non-Library Meetings	393	426	347	7	1,173	1,461	-19.7%
Estimated Attendance	5,362	7,041	6,525	0	18,928	30,101	-37.1%
Equipment Set-ups	29	51	29	0	109	128	-14.8%
Group Study Room Use	1,403	1,480	1,346	0	4,229	6,015	-29.7%
Lobby Use	2	1	1	2	6	8	-25.0%
C. Equipment Usage							
Photocopies by Public	6,945	5,502	3,980	0	16,427	25,861	-36.5%
Pay for Print Copies	25,082	19,200	16,351	0	60,633	88,169	-31.2%
% Checkouts by Self-Check	71.7%	71.2%	69.3%	0.0%	53.1%	71.7%	-26.0%
DOT Kiosk Usage	325	512	476	0	1313	2922	-55.1%
<i>* FY20 pay for print copies data in September is an average of July and August due to technical issues.</i>							
D. Downtown Use of Electronic Materials							
Listening/Viewing/Tablets/Laptops Sessions	2,789	1,758	1,778	0	6,325	11,309	-44.1%
E. Ride 'N' Read							
Bus Passes Distributed Downtown	1,369	672	703	0	2,744	3,942	-30.4%
F. Services During Library Closure							
Patrons Using Mail	0	0	0	1,239	1,239	0	0.0%
Patrons Using Curbside	0	0	0	1,430	1,430	0	0.0%
Items Checked Out	0	0	0	7,101	7,101	0	0.0%
Materials Paged	0	0	0	5,859	5,859	0	0.0%
Missed Curbside Appointments	0	0	0	49	49	0	0.0%
Curbside Questions	0	0	0	78	78	0	0.0%
Hours Assisting Patrons (Curbside, Chat, & Switchboard)	0	0	0	350	350	0	0.0%
Lending Services: Lend materials for home, school, and office use.							
A. Circulation Downtown							
(Materials plus equipment; includes eAudio; does not include items circulated in-house.)	335,890	302,700	268,994	115,896	1,023,480	1,292,526	-20.8%
Percent AIM Circulation Downtown	0.00%	0.20%	0.75%	2.38%	2.38%	0.00%	0.00%
Circulation on Bookmobile							
	8,098	8,418	6,518	43	23,077	35,164	-34.4%
Percent AIM Circulation on Bookmobile	0.00%	0.01%	0.15%	0.00%	0.00%	0.00%	0.00%
<i>*Beginning June 19, 2020 the Bookmobile collection was used to fulfill holds. The Bookmobile was not in use during this time.</i>							
Total Circulation Downtown & Bookmobile	343,988	311,118	275,512	115,939	1,046,557	1,327,690	-21.2%
Percent AIM Total Circulation Downtown & Bookmobile	0.00%	0.20%	0.88%	2.38%	2.38%	0.00%	0.00%
Average Total Circulation Downtown & Bookmobile Per Hour	391	371	388	0	432	383	12.8%
B. Circulation by Type of Material (Includes downloads, does not include mending, lost, etc.)							
Adult Materials	234,966	219,273	199,346	102,749	756,334	924,739	-18.2%
Children's Materials	111,041	93,178	74,540	17,719	296,478	408,775	-27.5%
Percent Children's	33.1%	30.8%	27.7%	15.3%	29.0%	31.6%	-8.4%
Non-Print	97,095	88,692	72,725	3,135	261,647	400,540	-34.7%
Percent Non-print	28.9%	29.3%	27.0%	2.7%	25.6%	31.0%	-17.5%
Equipment loans	203	169	169	8	549	1,086	-49.4%
Downloads	63,588	65,026	66,076	105,009	299,699	245,002	22.3%
C. Circulation by Residence of User (Downtown & Bookmobile)							
(Materials plus equipment; includes downloads; does not include items circulated in-house.)	343,988	311,118	275,512	115,939	1,046,557	1,327,690	-21.2%
Iowa City							
	264,028	240,497	217,884	103,430	825,839	1,023,218	-19.3%
Local Contracts							
Hills	945	887	728	348	2,908	3,726	-22.0%
Hills as % of All	0.27%	0.3%	0.3%	0.3%	0.28%	0.28%	-1.0%
Johnson County (Rural)	26,149	23,961	20,907	8,711	79,728	103,954	-23.3%
Johnson County as % of All	7.60%	7.7%	7.6%	7.5%	7.62%	7.83%	-2.7%
Lone Tree	1,151	1,070	860	101	3,182	4,532	-29.8%
Lone Tree as % of All	0.33%	0.34%	0.31%	0.09%	0.30%	0.34%	-10.9%

	Q1	Q2	Q3	Q4	YTD	Last YTD	% Change
University Heights	3,502	3,529	2,764	1,984	11,779	16,518	-28.7%
University Heights as % of All	1.02%	1.13%	1.00%	1.71%	1.13%	1.24%	-9.5%
Total Local Contracts	31,747	29,447	25,259	11,144	97,597	128,730	-24.2%
State Contracts - Open Access							
Coralville	16,850	13,763	11,441	608	42,662	57,296	-25.5%
Cedar Rapids	1,809	1,166	623	46	3,644	4,428	-17.7%
Other Open Access	22,490	19,033	14,759	664	56,946	85,208	-33.2%
Total Open Access	41,149	33,962	26,823	1,318	103,252	146,932	-29.7%
Open Access as % of All	12.0%	10.9%	9.7%	1.1%	9.9%	11.1%	-10.9%
D. InterLibrary Loans							
Loaned to Other Libraries	299	298	262	42	901	1,287	-30.0%
Percent of Requests Filled	24.5%	25.9%	23.0%	28.6%	24.6%	27.2%	-9.7%
Total Borrowed From Other Libraries	900	804	783	72	2,559	3,660	-30.1%
Percent of Requests Filled	87.0%	89.5%	88.5%	98.6%	88.5%	88.5%	0.1%
Books/Periodicals/AV Borrowed	892	791	768	70	2,521	3,637	-30.7%
Photocopy Borrow Requests Filled	8	13	15	2	38	23	65.2%
E. Reserves Placed - Materials	33,579	32,396	29,567	10,025	105,567	225,251	-53.1%
<i>*Overdrive did not report reserve information in FY20.</i>							
F. Downloadable Media							
Resident Cards By Area							
Iowa City	56,718	58,612	61,686	89,593	266,609	221,598	20.3%
Hills	120	154	161	278	713	422	69.0%
Johnson County	6,116	5,561	6,173	7,570	25,420	20,789	22.3%
Lone Tree	96	118	94	75	383	454	-15.6%
University Heights	538	552	657	1,661	3,408	1,739	96.0%
Total	63,588	64,997	68,771	99,177	296,533	245,002	21.0%
Student AIM Cards by Area							
Iowa City	0	29	477	2,173	2,679	0	0.0%
Hills	0	0	65	224	289	0	0.0%
Johnson Count	0	0	21	5	26	0	0.0%
Lone Tree	0	0	0	0	0	0	0.0%
University Heights	0	0	0	102	102	0	0.0%
Open Access	0	0	3	17	20	0	0.0%
Total	0	29	566	2,521	3,116	0	0.0%
All Cards by Area							
Iowa City	56,718	58,641	62,163	91,766	269,288	221,598	21.5%
Hills	120	154	226	502	1,002	422	137.4%
Johnson Count	6,116	5,561	6,194	7,575	25,446	20,789	22.4%
Lone Tree	96	118	94	75	383	454	-15.6%
University Heights	538	552	657	1,763	3,510	1,739	101.8%
Open Access	0	0	3	17	20	0	0.0%
Total	63,588	65,026	69,334	101,681	299,629	245,002	22.3%
By Demographic							
Adult	59,332	60,999	63,461	87,814	271,606	230,964	17.6%
Children's	4,256	4,027	5,876	13,884	28,043	14,038	99.8%
Total	63,588	65,026	69,337	101,698	299,649	245,002	22.3%
Number of Items Owned (Cumulative)							
E-Audio Items Available	10,977	11,482	11,479	13,043	13,043	10,488	24.4%
E-Book Items Available	20,253	20,603	21,718	24,168	24,168	19,982	20.9%
E-Music	45	45	47	47	47	45	4.4%
E-Magazines	112	112	111	111	111	120	-7.5%
E-Newspapers	1	1	1	1	1	1	0.0%
Total Items	31,388	32,243	33,356	37,370	37,370	30,636	22.0%

	Q1	Q2	Q3	Q4	YTD	Last YTD	% Change
Information Services: Furnish information, reader advisory, and reference assistance.							
A. Reference Questions Answered	11,437	10,542	8,445	930	31,354	43,735	-28.3%
Reference Questions							
Reference Desk	3,850	3,481	3,005	559	10,895	15,466	-29.6%
Help Desk	3,202	3,245	2,141	0	8,588	11,360	-24.4%
Switchboard	1,200	1,247	964	371	3,782	5,752	-34.2%
Bookmobile	293	210	164	0	667	837	-20.3%
Drop-In Tech Help (Public)	114	115	116	0	345	453	-23.8%
On-Call Tech Help							
Staff	43	35	11	0	89	140	-36.4%
Public	72	57	37	0	166	252	-34.1%
Total Tech Help Questions	115	92	48	0	255	392	-34.9%
Children's Desk							
Reference Questions	2,649	2,138	1,995	0	6,782	9,440	-28.2%
Request to Pull Books (Community)	14	14	12	0	40	35	14.3%
Total Children's Questions	2,663	2,152	2,007	0	6,822	9,475	-28.0%
B. Electronic Access Services							
Computer Services							
Pharos Internet (Downtown In House computer use)	19,749	14,913	13,457	0	48,119	68,613	-29.9%
Wifi Internet Use Downtown	264,751	265,523	175,894	25,371	731,539	1,146,005	-36.2%
Total Internet Use	284,500	280,436	189,351	25,371	779,658	1,214,618	-35.8%
<i>* FY20 Pharos data for September is an average of July and August due to technical issues.</i>							
Website Access							
ICPL Website							
# Pageviews of Homepage	100,928	93,425	95,961	60,614	350,928	411,897	-14.8%
# Pageviews of Entire Site (Doesn't include catalog)	228,002	214,941	229,969	182,869	855,781	922,152	-7.2%
# Visits (Does include catalog)	148,210	156,750	137,182	95,580	537,722	580,922	-7.4%
Catalog Access							
# Pageviews for ICPL Catalog	426,443	434,262	398,061	177,856	1,436,622	1,670,787	-14.0%
# Pageviews for Overdrive	412,543	370,582	471,406	642,094	1,896,625	1,758,988	7.8%
Total Catalog Access	838,986	804,844	869,467	819,950	3,333,247	3,429,775	-2.8%
<i>*Overdrive does not count pageviews through the Libby or Overdrive Apps.</i>							
ICPL Mobile App Use	46,291	13,566	0	0	59,857	142,324	-57.9%
<i>*Unable to retrieve mobile app data since October 2019</i>							
External Sites							
# Pageviews for Beanstack	14,228	3,299	4,136	17,665	39,328	46,245	-15.0%
Total Website Access	1,127,507	1,036,650	1,103,572	1,020,484	4,288,213	4,540,496	-5.6%
Subscription Databases Accessed							
Total In-House	1,373	1,355	1,421	434	4,583	5,862	-21.8%
Total Remote	73,543	75,492	85,540	32,464	267,039	288,602	-7.5%
TOTAL	74,916	76,847	86,961	32,898	271,622	294,464	-7.8%
C. Total Switchboard Calls Received							
Total Library Calls	4,090	3,974	3,611	1,354	13,029	16,962	-23.2%
Other Questions (Directional and account questions, meeting room booking, email added FY16.)	4,430	3,095	2,972	1,818	12,315	14,200	-13.3%
Transferred Calls	750	771	626	118	2,265	3,394	-33.3%
Pamphlets Distributed Downtown	4,625	4,370	4,900	0	13,895	23,226	-40.2%
State/Federal Tax Forms Distributed	· · ·	· · ·	600	· · ·	600	984	-39.0%
Alerting Services: Promote awareness of the library and use of its resources.							
A. Publications							
Number of Publications Printed (Jobs)	91	91	41	69	292	365	-20.0%
Copies Printed for Public Distribution	91,829	103,999	11,165	56,873	263,866	271,634	-2.9%
Number of Online Newsletters Subscribers	2,600	2,747	0	2,971	2,971	2,339	27.0%
Number of Online Newsletter Distribution	12,960	7,204	1,590	1,788	1,788	12,237	-85.4%
B. Displays							
In-House	15	22	23	0	60	95	-36.8%
Other Groups	12	19	16	0	47	68	-30.9%
Other Groups	3	3	7	0	13	25	-48.0%
Off-site locations	0	0	0	0	0	2	-100.0%

	Q1	Q2	Q3	Q4	YTD	Last YTD	% Change
C. The Library Channel							
Total ICPL Productions	22	30	20	99	171	68	151.5%
Programs Cablecast	24	25	21	99	169	5,256	-96.8%
<i>*ICPL stopped airing library programs on cable television April 4th, 2019.</i>							
D. Homepage/ Social Media							
Homepage Banner Posts	46	50	56	38	190	151	25.8%
Homepage Banner Clicks	537	341	411	576	1,865	1,385	34.7%
Media Releases Sent	12	133	191	146	482	57	745.6%
Facebook, Twitter, Pinterest Followers (Cumulative)	14,890	15,469	15,665	16,083	16,083	14,696	9.4%
New Facebook, Twitter, and Pinterest Followers	196	232	147	194	769	1,287	-40.2%
Outreach Services: Provide library service to people who cannot get to the library building.							
A. At Home Services							
Packages Sent	450	412	398	133	1,392	2,014	-30.9%
Items Loaned (No renewals)	1,525	1,386	1,130	0	4,041	5,799	-30.3%
Registered At Home Users (Cumulative)	210	219	0	211	211	194	8.8%
New Users Enrolled	16	7	8	4	35	20	75.0%
People Served (Average of monthly count)	47	44	42	16	37	47	-21.3%
B. Jail Service							
People Served	400	349	189	0	938	1,385	-32.3%
Items Loaned (No renewals)	1,268	885	784	0	2,937	4,471	-34.3%
C. Deposit Collections							
Locations (Cumulative)	14	14	4	0	0	14	-100.0%
Items Loaned	90	90	0	0	180	270	-33.3%
Items Added to Permanent Collections	677	506	332	0	1,515	2,346	-35.4%
D. Remote Bookdrop Use							
Remote as Percent of All Items Checked In	18.0%	14.9%	13.9%	0.0%	0.0%	14.5%	-100.0%
<i>*Does not include renewals or in-house.</i>							
E. Holds Notified Using Automated Phone							
	6	0	0	0	6	3,480	-99.8%
<i>*This service was discontinued in July, 2019.</i>							
Group and Community Services: Provide library service to groups, agencies, and organizations.							
A. Adult Programs							
In-House Programs	52	57	39	19	167	215	-22.3%
In-House Attendance	850	1,814	955	192	3,811	4,625	-17.6%
Outreach Programs	43	25	24	0	92	109	-15.6%
Outreach Attendance	481	3,222	176	0	3,879	5,485	-29.3%
B. Young Adult Programs							
In-House Programs	93	90	72	2	257	356	-27.8%
In-House Attendance	2,078	1,246	881	6	4,211	5,589	-24.7%
Outreach Programs	4	9	6	0	19	16	18.8%
Outreach Attendance	12	27	24	0	63	82	-23.2%
C. Children's Programs							
In-House Programs	225	187	154	78	644	775	-16.9%
In-House Attendance	11,104	7,309	5,522	33	23,968	35,272	-32.0%
Outreach Programs	68	72	61	0	201	280	-28.2%
Outreach Attendance	1,503	1,553	1,362	0	4,418	10,231	-56.8%
D. Library Tours and Classes							
Number	10	17	19	7	53	46	15.2%
Attendance	48	109	123	121	401	407	-1.5%
E. Consulting for Area Groups							
	0	0	0	0	0	1	-100.0%
Control Services: Maintain library resources through borrower registration, overdue notices, equipment training, and controlling valuable materials.							
A. Library Cards Issued							
Iowa City	2,007	1,334	1,301	536	5,178	6,686	-22.6%
Percent Iowa City	1,548	990	1,014	370	3,922	5,137	-23.7%
	77.1%	74.2%	77.9%	69.0%	75.7%	76.8%	-1.4%
Local Contracts							
Hills	3	5	8	0	16	21	-23.8%
Johnson County (Rural)	61	54	58	33	206	262	-21.4%
Lone Tree	11	2	4	6	23	37	-37.8%
University Heights	4	4	4	1	13	41	-68.3%

	Q1	Q2	Q3	Q4	YTD	Last YTD	% Change
State Contract - Open Access							
Coralville	120	100	80	29	329	381	-13.6%
Cedar Rapids	24	16	19	4	63	73	-13.7%
Other Open Access	236	163	114	93	606	734	-17.4%
Total Open Access	380	279	213	126	998	1,188	-16.0%
Open Access as % of All	18.9%	20.9%	16.4%	23.5%	19.3%	17.8%	8.5%
B. Total Registered Borrowers (Cumulative)	51,293	51,513	0	49,788	49,788	52,872	-5.8%
# At Home Users Registered (Cumulative)	210	219	0	211	211	194	8.8%
# AIM Users (Cumulative)	0	15,121	0	0	0	0	0.0%
<i>*AIM library cards are not counted as registered borrowers, and are not included in total registered borrowers.</i>							
C. Overdue Notices							
Items Searched to Verify Claim of Return	48	46	52	4	150	234	-35.9%
Total First Notices (Items)	19,365	18,770	14,500	0	52,635	4,616	10
Total Second Notices (Items)	6,228	5,220	4,862	0	16,310	343	47
Bills-Public (Items)	2,389	2,472	2,486	0	7,347	6,575	11.7%