

Our Mission: Inspire curiosity. Champion innovation. Spark opportunity.



Washington County Library

2015 Performance Measures Report

June 2016

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A great place to live, work and play...today and tomorrow

Statistical summary, 2015 compared to previous year

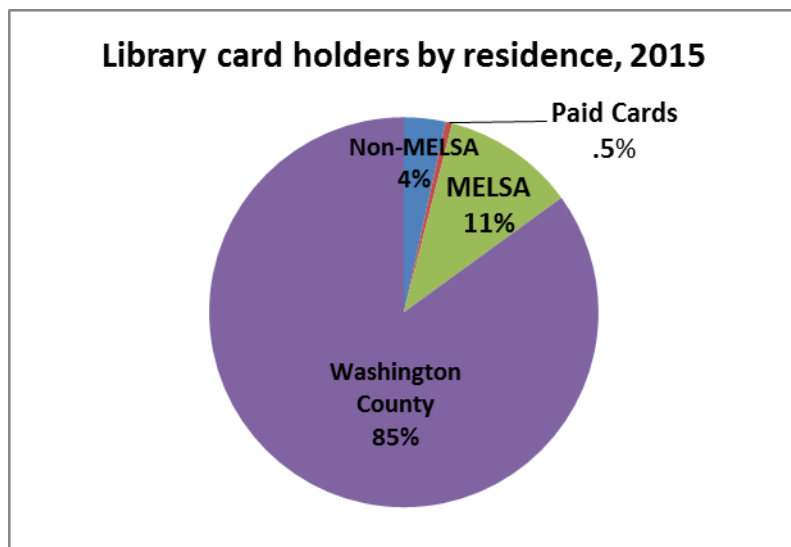
PERFORMANCE MEASURE	2015	2014
Card holders	158,327	160,951
Facilities Washington County	89,210 square feet	89,210 square feet
Staff	67.86	67.86
Volunteer Hours*	5,807	5,733
Open hours	14,820	14,820
Visits	793,530	801,038
Per hour	54	54
Per capita	3.6	3.7
Collection	495,442 items	479,714 items
Total Loans	2.08 million	2.15 million
Per hour	140	145
Per capita	9.6	9.9
Digital downloads	283,981	182,584
Inter-library loans	7,833	9,169
Reference transactions	162,656	129,688
Per hour	11.0	8.7
Public computers	136	129
Logins	99,814	107,358
Hours used	70,602	72,742
Storytimes	766	678
#Attendance	29,021	24,072
Other Programs	936	800
#Attendance	18,608	14,101
#Meeting room use	3,375	3,060
#Attendance	24,772	22,894
~Expenditures	\$6,845,740	\$6,554,255
~Cost per capita	\$31	\$30
~Cost per household	\$85	\$82
Value per household	\$774	\$774
~Facebook fans	1,349	1,011

*According to the Independent Sector, each volunteer hour is worth approximately \$23.52 to the institution.

Library Card Holders

County residents were aware that libraries are sources for books, magazines, ebooks, DVDs, the Internet, and professional assistance for finding information. The library also served as a lifeline for those seeking technology training, online resources for employment, access to government resources, continuing education, retooling for new careers, and starting a small business.

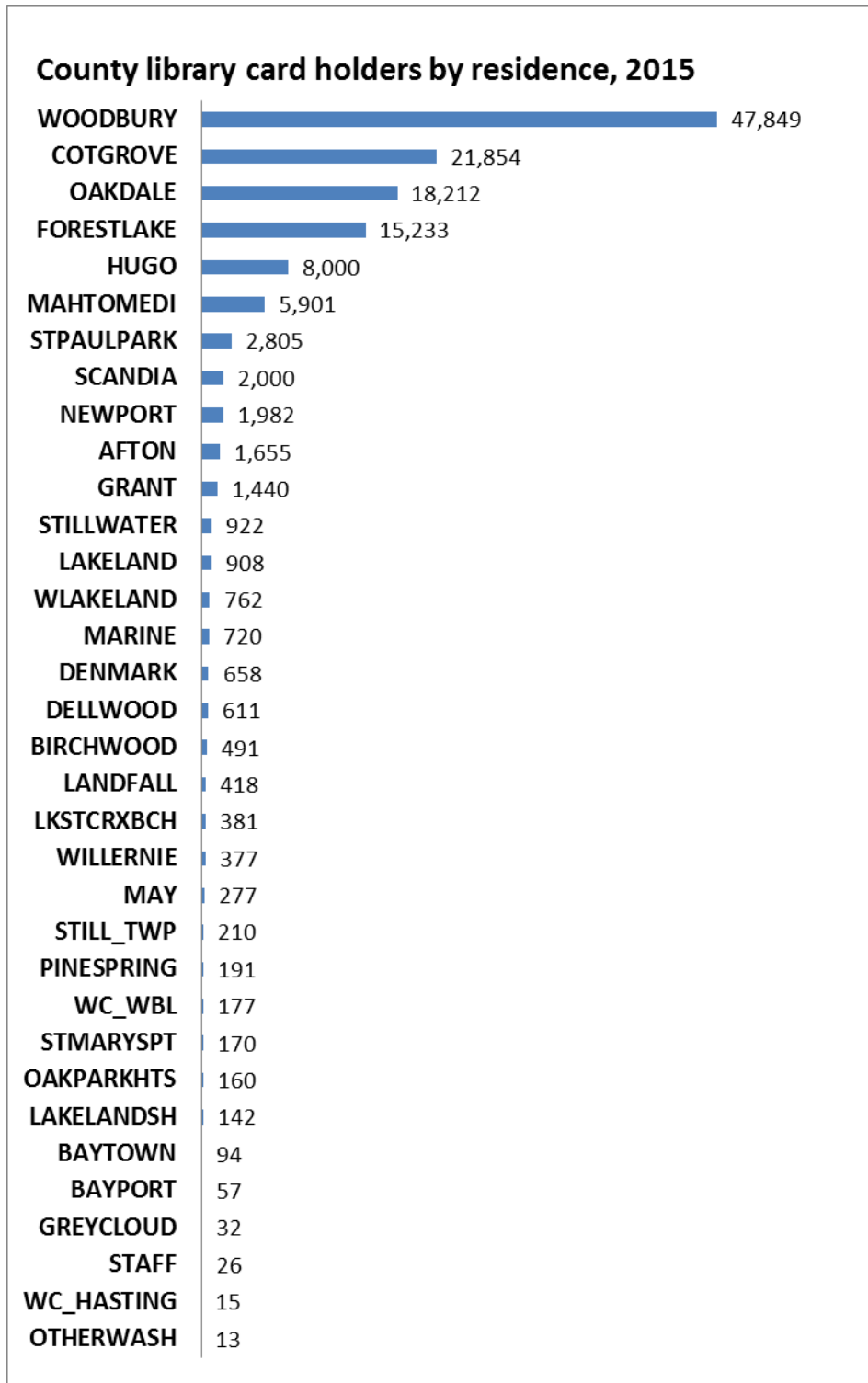
85% of County residents have library cards. In 2015, Washington County Library had 158,327 registered borrowers. 85% of library card holders are residents of Washington County. Of that total, 11% are residents of other metro-area counties, all of whom also have reciprocal privileges. 4% are residents of other Minnesota library regions and the remaining .5% of card holders purchase their library cards. Borrowing privileges are offered to residents of communities that do not participate in the Minnesota statewide borrowers' compact for a \$60 annual fee.



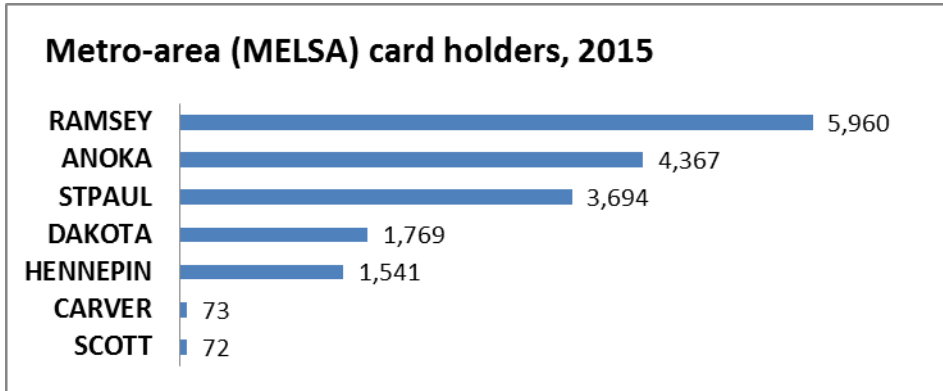
Source: Symphony Residence Profile Report, 2015

The library used social media to connect with library customers. Facebook proved a useful tool in publicizing library services.

- The library had 1349 fans, a 36% increase from the previous year.
- 83% of fans are female.
- 61% of fans are women, 25-54 years of age.
- 29% of fans live in Woodbury; 13% in Cottage Grove, 8% in Forest Lake, 6% each in Stillwater and St. Paul, 5% in Oakdale and 3% in Hugo. The remaining 30% live in other areas of the county and metro area.

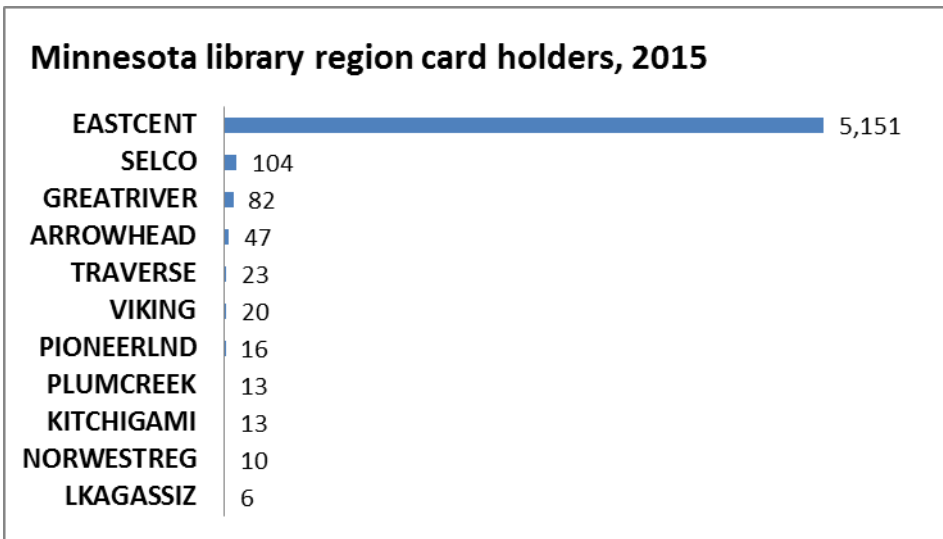


Source: Symphony Residence Profile Report, 2015



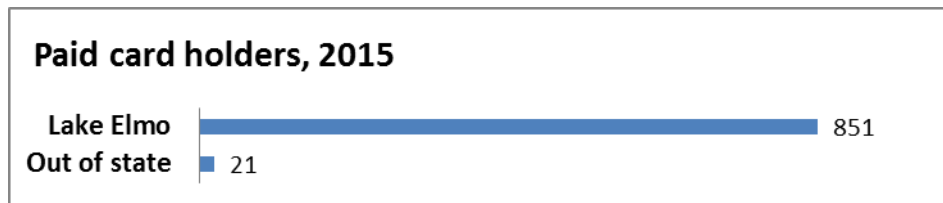
Source: Symphony Residence Profile Report, 2015

5,485 borrowers live outside of the metro area, 94% of whom hold library cards from the East Central Regional Library which shares the county’s northern border.



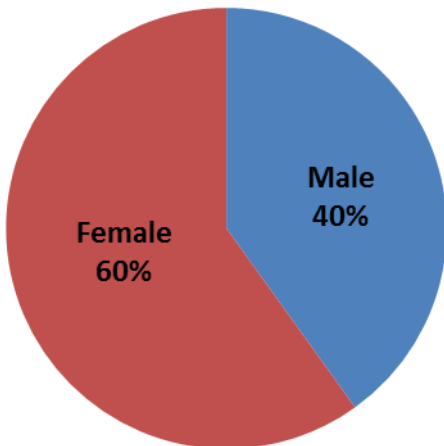
Source: Symphony Residence Profile Report, 2015

872 are paid-card holders who do not reside in or own property in a county taxing district, 98% are residents of Lake Elmo.



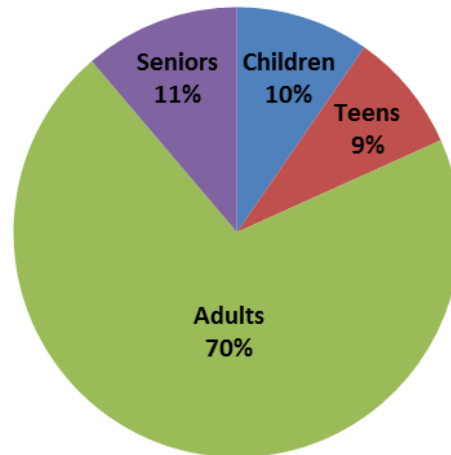
Source: Symphony Residence Profile Report, 2015

Library card holders by gender, 2015



Source: Symphony Registration Report, 2015

Library card holders by age, 2015



Source: Symphony Registration Report, 2015

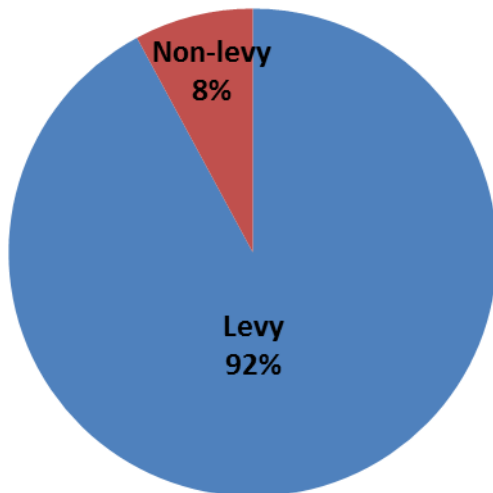
Revenues and expenditures

In 2015, Washington County Library had \$6,755,716 in revenue and \$6,845,740 in expenditures. Additional one-time funding was received for a strategic planning consulting contract and rfid tags and equipment.

Staff (salary and benefits) accounted for the largest portion of total public library expenditures, followed by collections and building rent.

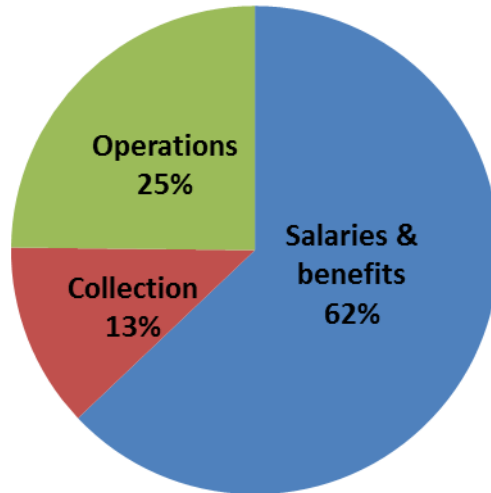
Revenues increased 2% and expenditures increased 4% from the previous year. The cost of library service per capita was \$31. The cost per household was \$85.

Library revenue, 2015



Non-levy revenues include MELSA funds, lost materials recovery fees and revenue recapture. Source: Washington County Library Operating Statement, 2015

Library expenditures, 2015

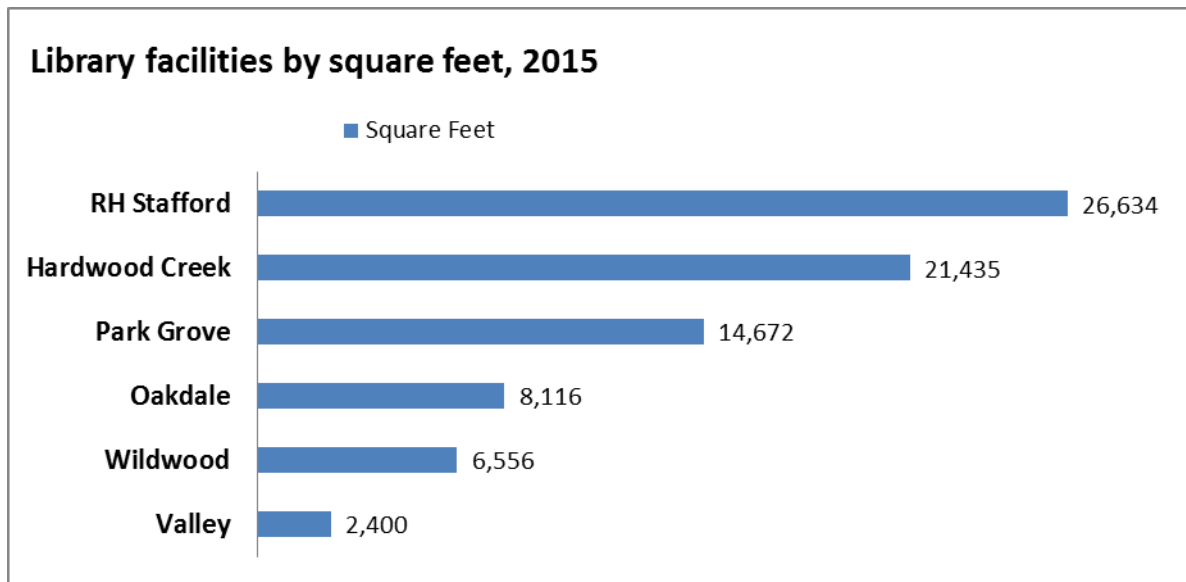


Collection expenditures include delivery costs. Operations expenditures include rent. Source: Washington County Library Operating Statement, 2015

Facilities

The public library offers spaces where people of any age, class, gender, race, religion, or ethnicity can gather, and can obtain access to resources vital to full participation in contemporary life. Public libraries are often family educational resources, magnets for new immigrants, job centers for the unemployed, outposts for government services, and research centers for students.

In 2015, the County operated 6 full-service branches and 3 self-service Library Express locations.



Source: Building Services Report, 2013, Includes public library space and office space. Does not include Library Administration

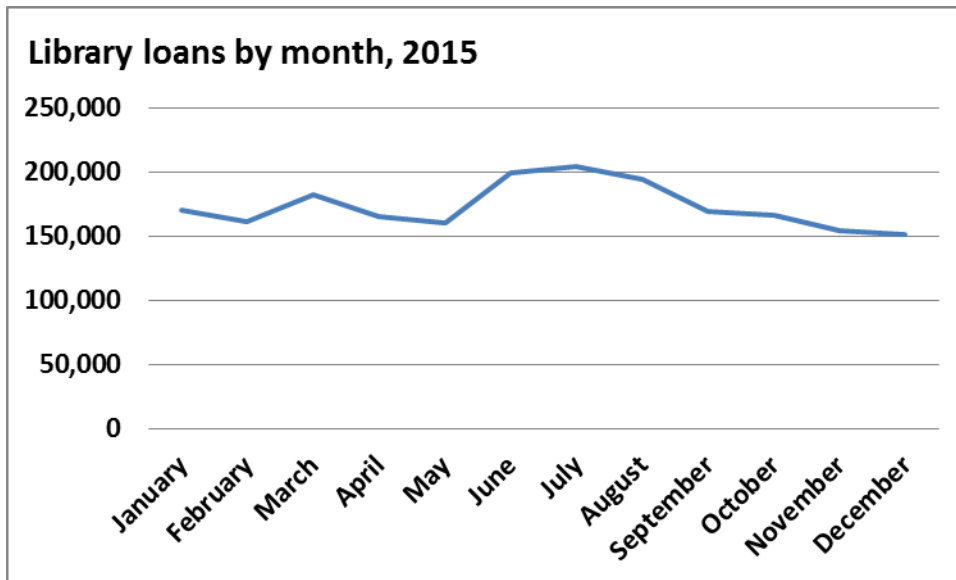
Hours of operation

Libraries in Washington County were open 297 hours per week offering day, evening and weekend access to services.

BRANCH	SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY	HOURS/ WEEK
RH Stafford	1-5	9:30-8	9:30-8	9:30-8	9:30-8	9:30-5	9:30-5	61
Hardwood Creek	1-5	9:30-8	9:30-8	9:30-8	9:30-8	9:30-5	9:30-5	61
Park Grove	1-5	9:30-8	9:30-8	9:30-8	9:30-8	9:30-5	9:30-5	61
Oakdale	closed	9:30-8	12:30-8	12:30-8	12:30-8	12:30-5	9:30-5	45
Wildwood	closed	9:30-8	12:30-8	12:30-8	12:30-8	12:30-5	9:30-5	45
Valley	closed	2-6	2-6	2-6	2-6	10-2	10-2	24
WCL HOURS/DAY	12	56.5	50.5	50.5	50.5	35.5	41.5	297

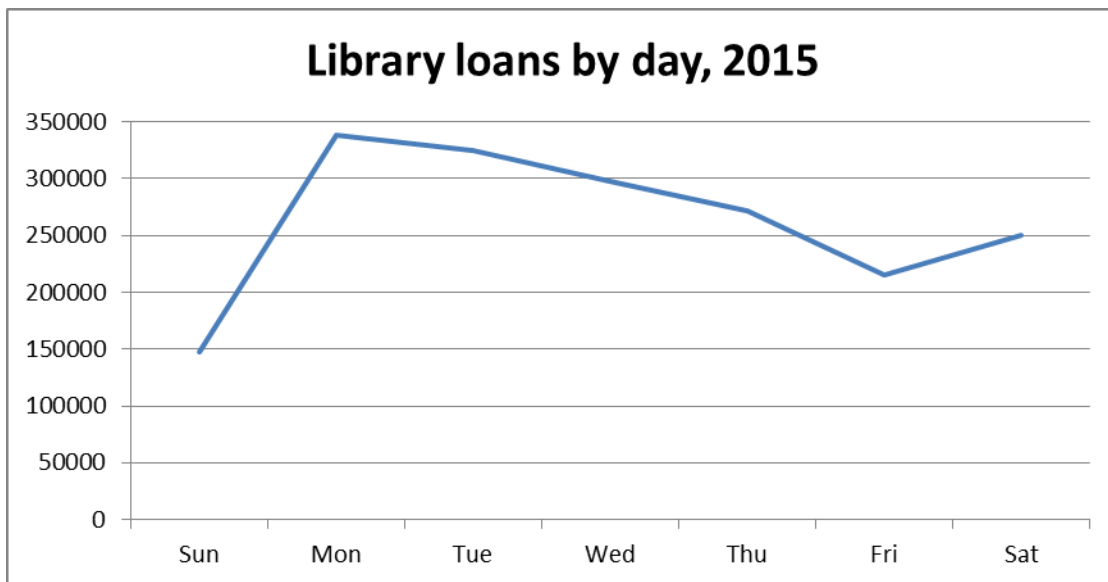
Source: Washington County Library Open Hours Schedule, 2015

June, July and August are the busiest months. The library's summer *Bookawocky* reading program and activities draws families to the library.



Source: Symphony Circulation by Month Report, 2015

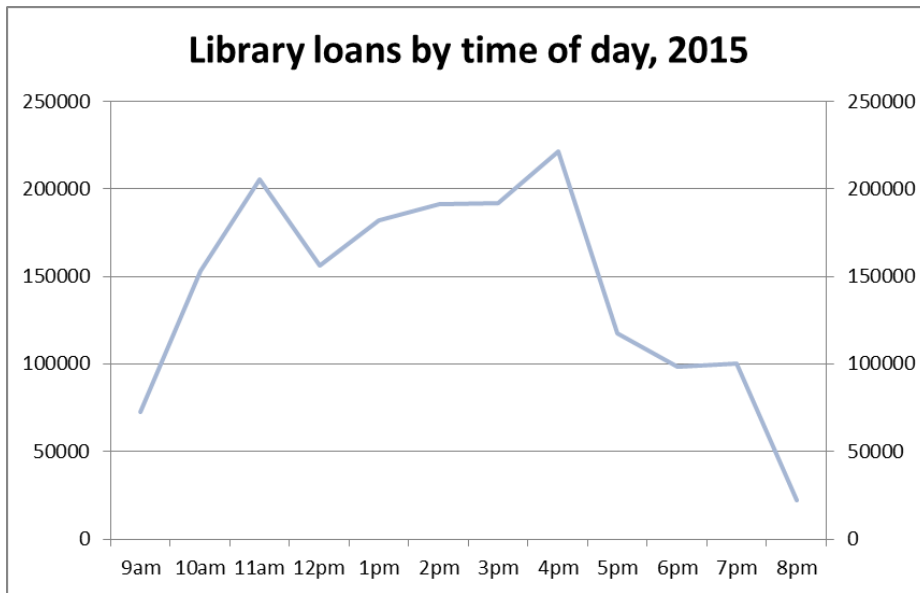
Mondays were the busiest weekday with loans peaking Saturday through Wednesday.



Source: Symphony Circulation by Day Report, 2015

Daily activity was highest from 10 to 5 pm and peaked at 11 am and 4 pm.

Branches were busiest midmorning when families with preschoolers attended storytimes and seniors enjoyed visiting, and late afternoon when students were released from school. All branches were open afternoons.



Source: Symphony Circulation by Hour Report, 2015

Washington County Library online services are available 24/7.

Library Catalog—814,095 searches for holdings and requests

MnLink, statewide catalog (interlibrary loan)—23,214 searches

Boopsie (mobile catalog app)—665,734 queries by 9,286 users

E-books, e-audiobooks and e-magazines—15,231 digital titles for download

Electronic References—50+ information and full-text databases

Review My Account—borrowed materials, requests, holds, renewals and fees owed

Homework Rescue, online—5,855 sessions

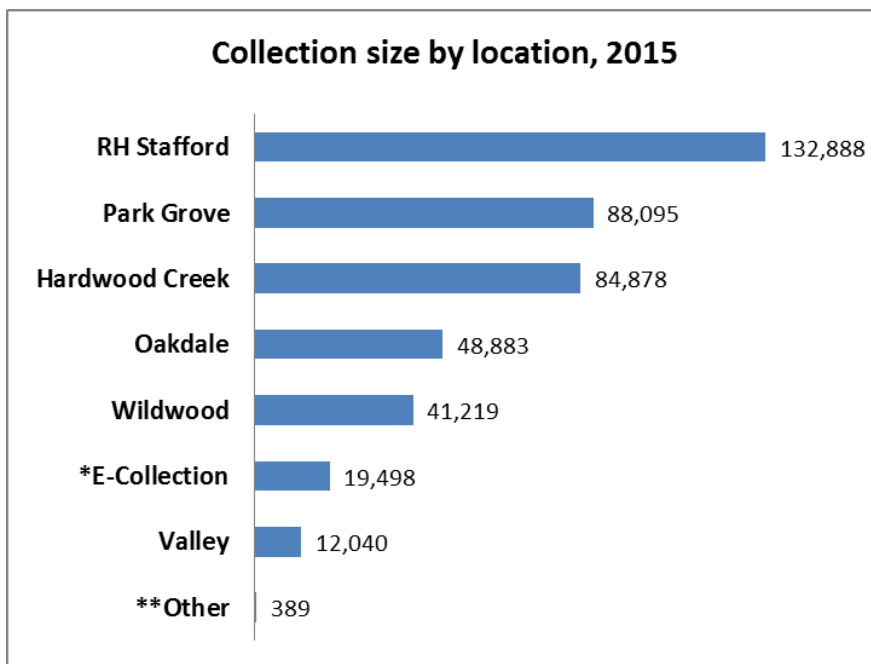
Jobs Now, online job coaching, resume assistance and career planning—740 sessions

Events calendar—search and register for Storytimes, programs and classes

Library materials (Collections)

There are more than 400,000 items available for card holders to use. County residents had access to a broad range of reading, information and educational resources in a variety of formats for children, teens and adults.

- Books—78% of collection, 71% of loans
- Magazines—3% of collection, 2% of loans
- Recorded music—6% collection, 4% of loans
- Feature films, documentaries and instructional videos—6% of collection, 9% of loans
- Audiobooks—4% of collection, 4% of loans
- Digital downloads (e-books, e-audiobooks and e-magazines)—5% of collection, 10% of loans
- Kits—less than 1% of collection, less than 1% of loans
- Reference books—3,000+ copies reserved for in-library use only
- Newspapers—31 subscriptions reserved for in-library use only



Source: Symphony Item Type by Library Report, 2015

*Includes ebooks, eaudiobooks and digital magazines.

**Professional Collection

Ebooks

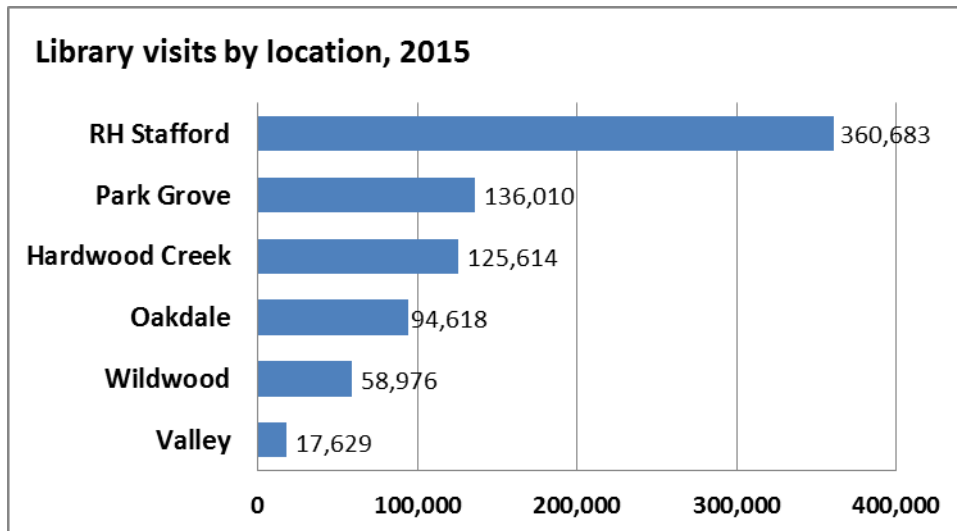
Washington County Library's Bibliotheca (3M) Cloud Library and OverDrive ebook platforms combined had...

- 6,220 new registered users in 2015 making the total users of both platforms combined, 10,961.
- 11,910 titles with 18,390 copies available for checkout
- 172,023 ebooks downloaded—a 28% increase from 2014

Kindle continues to be the most used reading app.

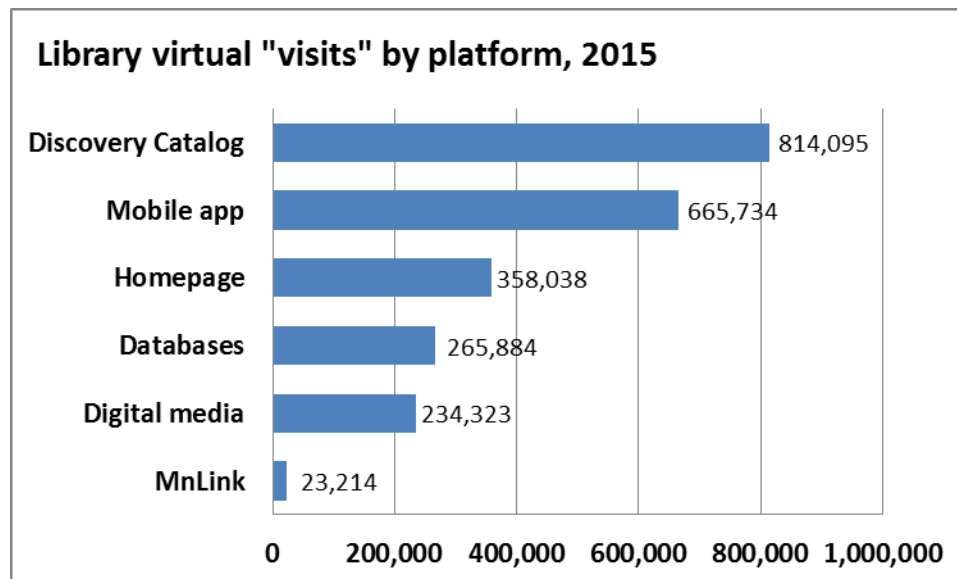
Customers made almost 800,000 in-person library visits in 2015. Average visits per hour were 48.

Many customers do not borrow books when they visit a branch. They come to libraries to use public computers, seek assistance, attend a class or program, meet with friends and colleagues, study or just relax and read.



Source: Washington County Libraries' Gate counts, 2015

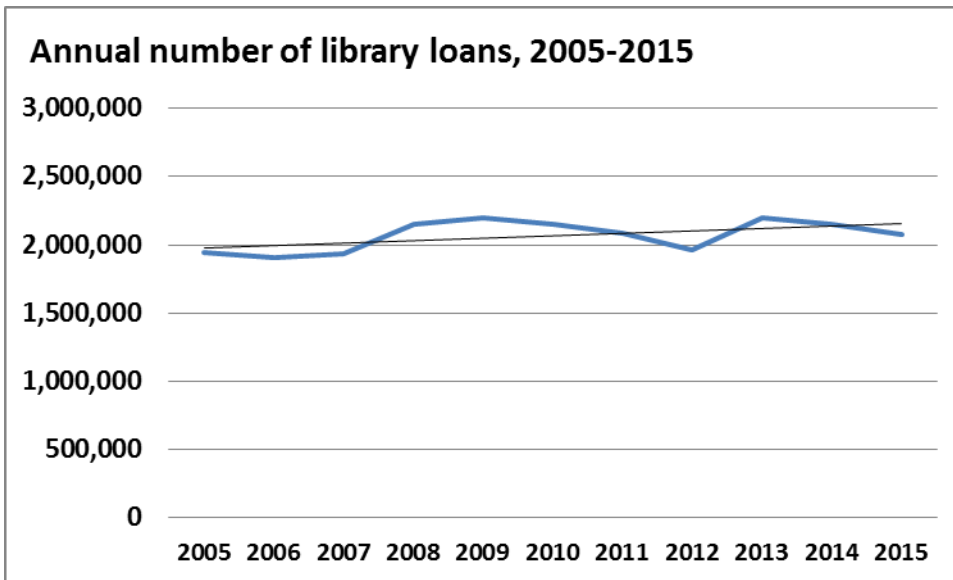
Virtual sessions include each time a customer accesses online resources from one of the library's digital platforms such as the Discovery Catalog, mobile app, or third-party ebook providers. As customers learn to use and become more comfortable with online resources, they are using them remotely from their Internet-enabled devices more frequently.



Loans

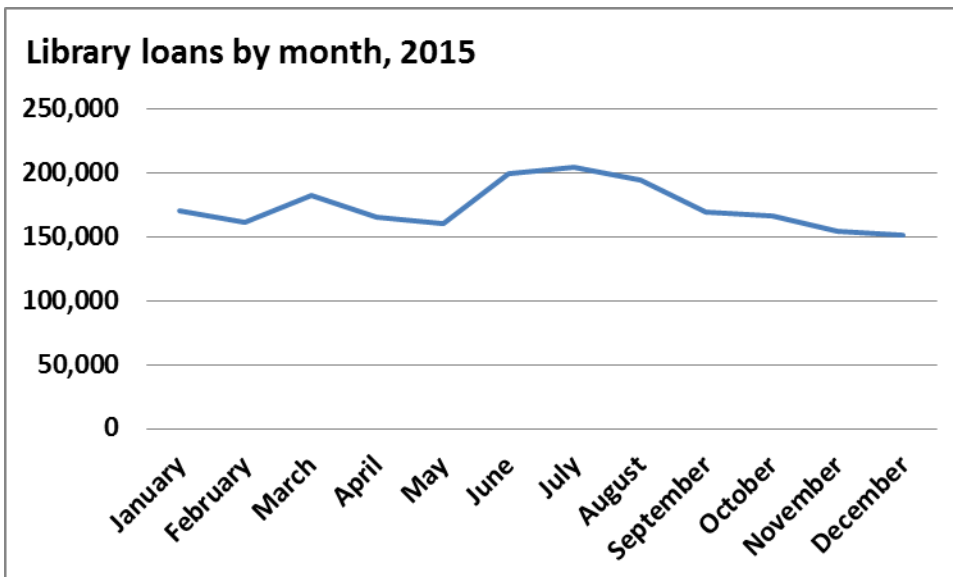
Total annual circulation was more than 2 million items. The majority of loans remained physical items such as books, CDs, DVDs, and magazines. 90% of total loans were physical materials. The average

number of physical loans per hour is 125. 10% of loans were digital downloads such as ebooks, audiobooks and digital magazines.



Source: Horizon Circulation Reports, 2005-2010; Symphony Circulation Report, 2011-2015

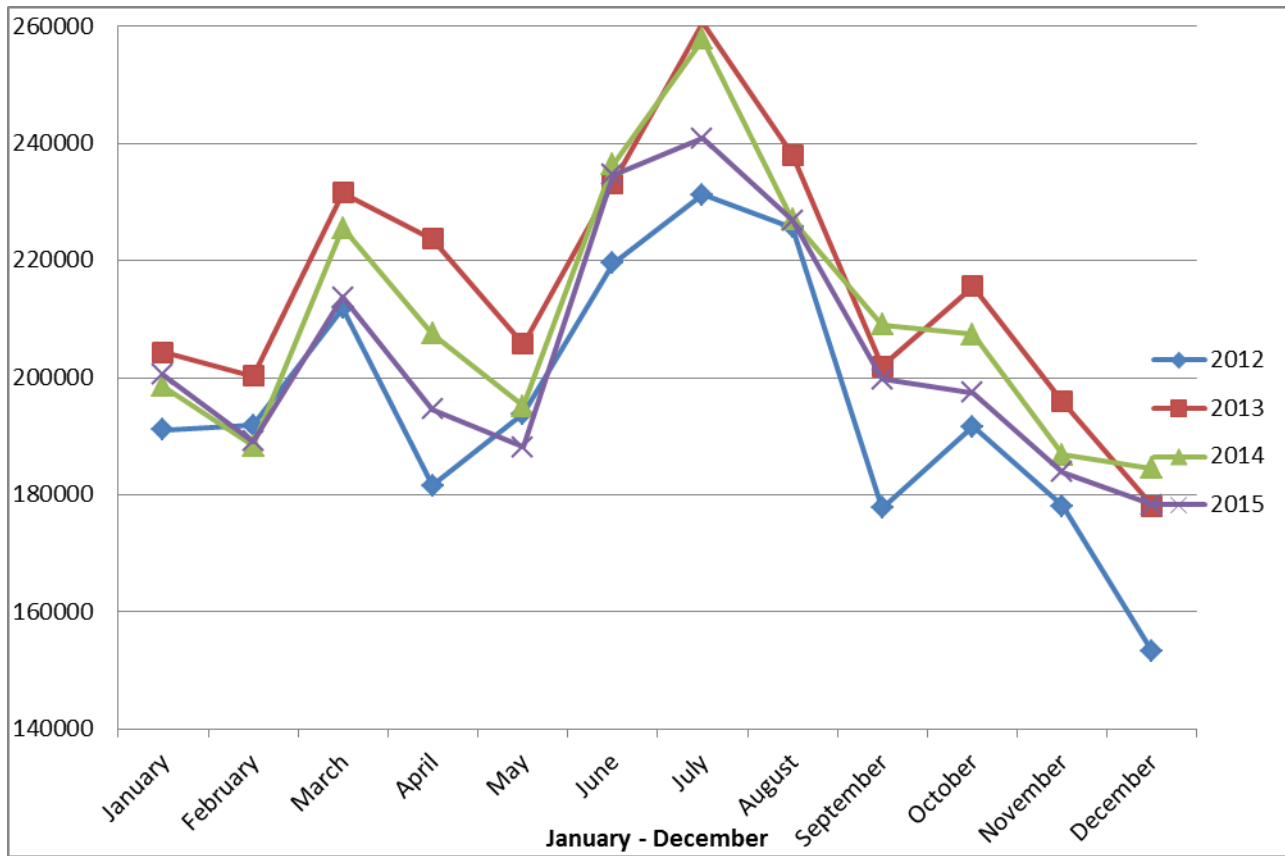
Seasonal activity as measured by the number of loans has remained consistent year to year. The number of loans peak in March, and July. March is traditionally a period when students are completing research projects. Recreational reading is in high demand during the summer months. May and December have the least number of loans. May is the end of the school year and offers outdoor recreational opportunities. December is the holiday season



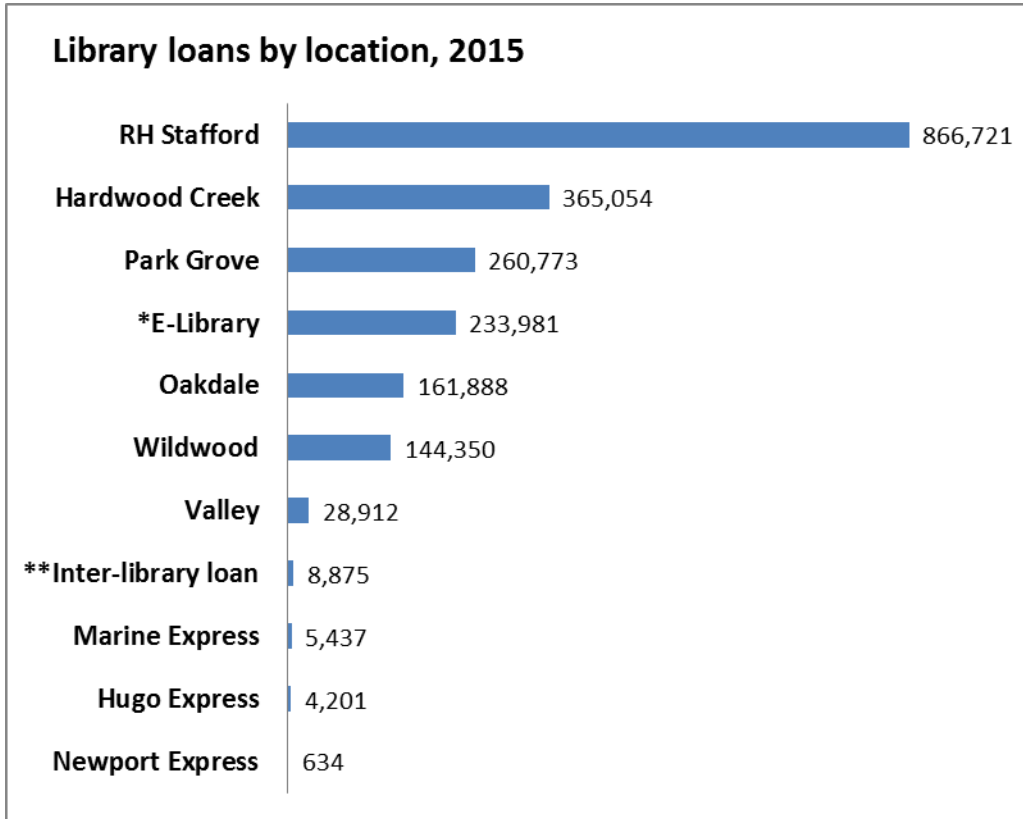
Source: Symphony Circulation Report, 2015

This monthly loan pattern has been consistent for several years.

2015 Libraries In Washington County Performance Measures Report



Source: Symphony Circulation Report, 2012-2015

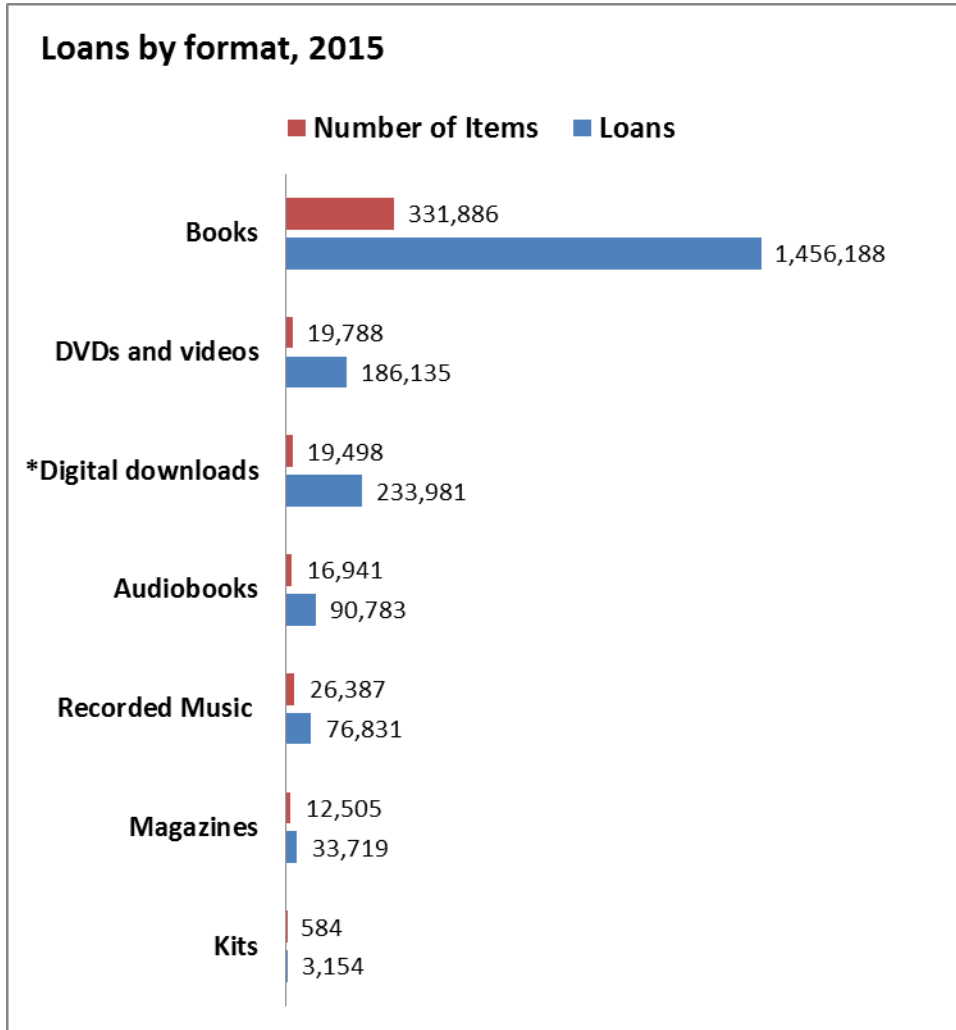


Source: Symphony Circulation Report, 2015

***E-Library** is the number of digital downloads (ebooks, audiobooks and magazines) by library card holders.

****Inter-library loan** is the number of items loaned to card holders from other regional libraries.

Books remain the most popular format by far. DVDs have the greatest turnaround, i.e. they have the greatest number of loans relative to the number of items in the collection. Digital downloads—ebooks, e-audiobooks and digital magazines—are the fastest growing format. Digital downloads increased 28% over the previous year.



Source: Symphony Item Type and Circulation by Item Type reports, 2015

*Includes ebooks, audiobooks and digital magazines

Interlibrary Lending

Washington County Library cooperates with other libraries to borrow items on behalf of customers through inter-library loan. Titles that are out-of-print, scholarly, archival or esoteric may only be available from special, academic, or large public libraries. The library is a member of the Minnesota Library Information Network (MnLINK) and the Online Computer Library Center (OCLC) for library resource sharing. In 2015, the Library borrowed 17,397 items from libraries in Minnesota and across the nation. In return, the Library loaned 7,833 items to other libraries

Digital resources

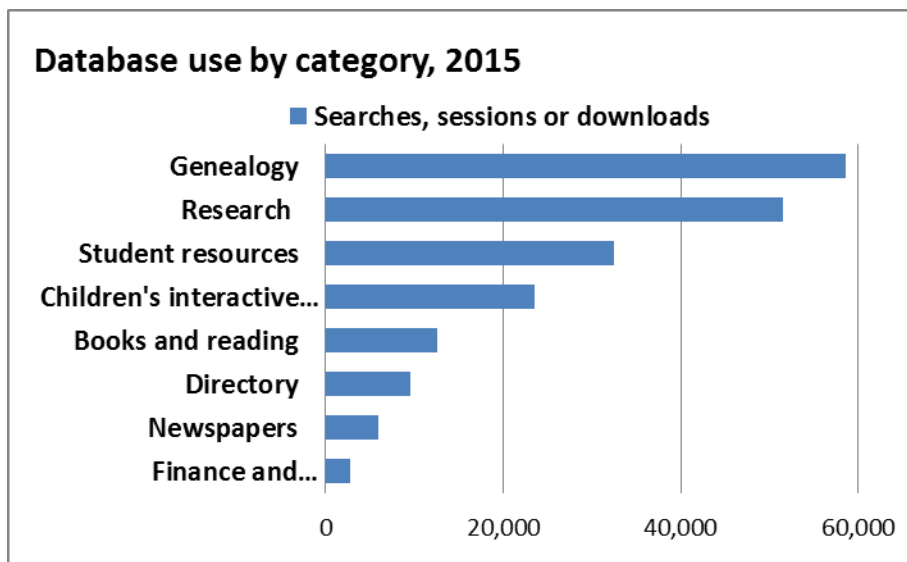
Library card holders accessed more than 50 information databases and five digital-content platforms. They performed over 400,000 searches, sessions or downloads in 2015.

Use of the library’s information databases has grown as information has shifted from print to online, and customers have learned to navigate the various interfaces. The most used databases are listed in the table below.

Category	Information Database	Use	Percent
Genealogy	Ancestry Library Edition	58,633	29%
Research	EBSCO Suite	50,194	25%
Student resources	Homework Rescue	31,101	15%
Children's interactive books	BookFlix	23,510	12%
Other	Other Databases	19,374	10%
Directory	Reference USA	9,523	5%
Books and reading	NoveList Plus	5,474	3%
Books and reading	Literature Resource Center	4,603	2%
	Total searches or sessions	202,412	100%

Source: Platform and database vendor use reports, 2015

Information databases were used primarily for Genealogy and Research.



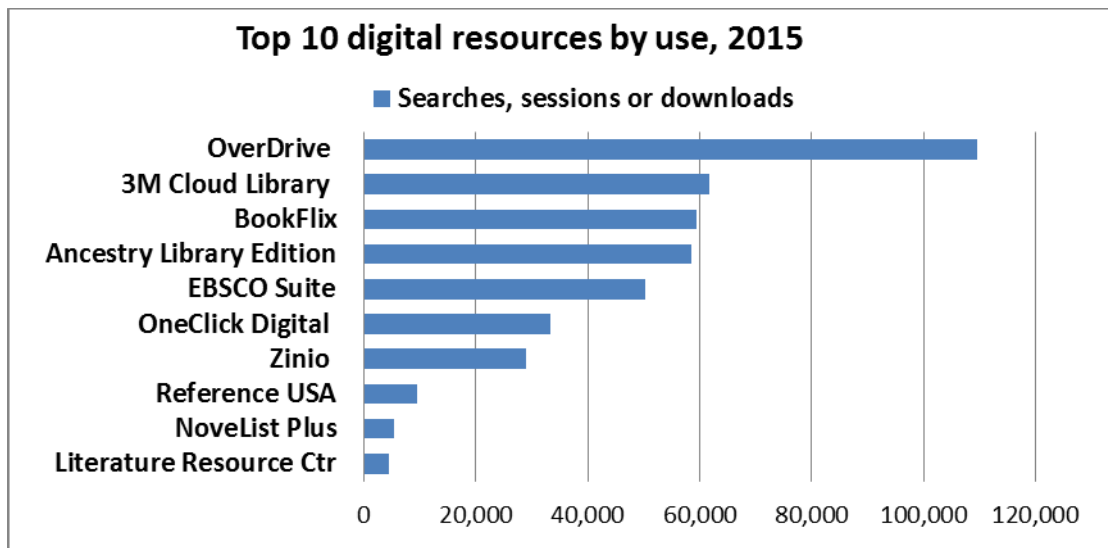
Source: Platform and database vendor use reports, 2015

2015 Libraries In Washington County Performance Measures Report

Library card holders also downloaded over 234,000 ebooks, e-audiobooks and digital magazines. Media downloads grew by 28% over the previous year.

Format	Platform	Downloads	Percent
Ebooks	OverDrive	109,629	47%
Ebooks	3M Cloud Library	61,744	26%
Magazines	OneClick Digital	33,411	14%
Audiobooks	Zinio	28,889	12%
Ebooks	Gutenberg	650	<1%
Total digital downloads		234,323	100%

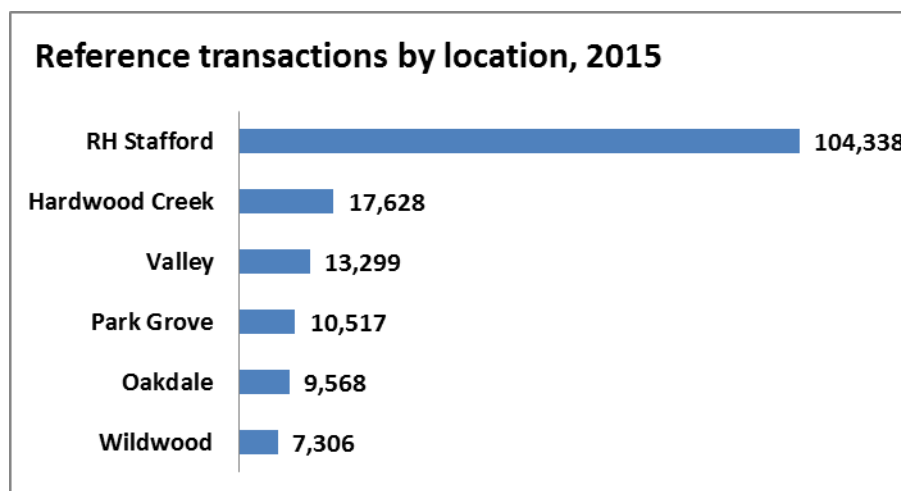
The ten most popular digital resources accounted for almost 96% of use.



Source: Platform and database vendor use reports, 2015

Reference transactions

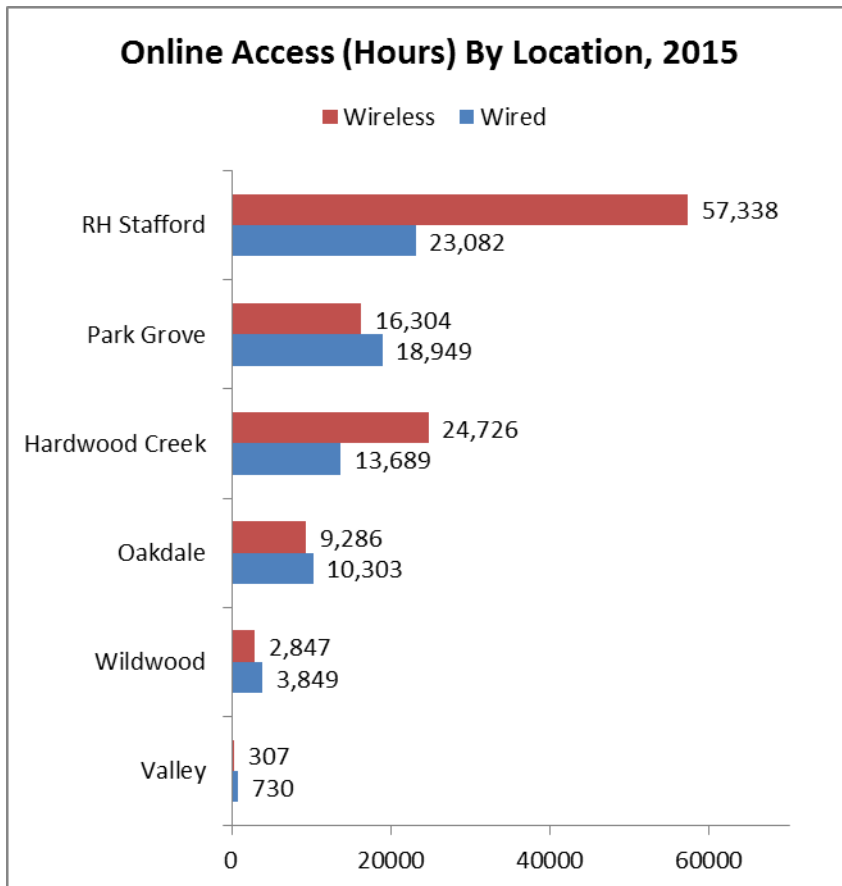
Librarians answered **162,656 reference questions in 2015**. Information contacts were 44% more than in 2014. Information contacts increased from 8 to 11 per hour.



Source: Reference Survey, 2015

Online Access

The Library provided over 180,000 hours of Internet access at its six branches. Customers access the Internet via the library’s PC workstations and via the library’s wireless network, using their own desktops / tablets / smart phones. 2015 was the single busiest year on record for Washington County Library in term of hours of online access utilized by our residents. Wireless access was used 50% more frequently than wired PC technology. This demonstrates a fundamental shift in the way customers use library services, accessing an increasingly large amount of data online via their own portable devices.



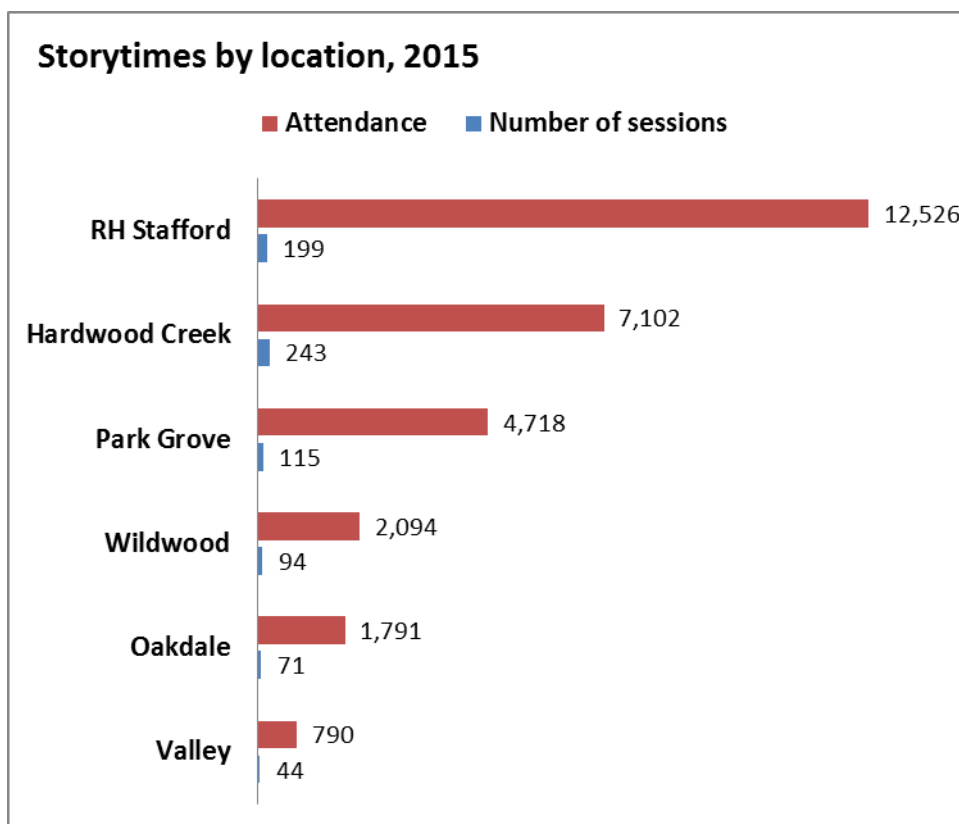
Source: Cybrarian Summary Report & Google Analytics

Program attendance

Programming has become an essential component of how libraries connect people with ideas in a changing world. Throughout their history, libraries have responded to community needs. Programming, whether it be for job-seekers, families, students, new Americans, or older adults, is a profound indicator of how libraries meet emerging changes and critical concerns in their communities.

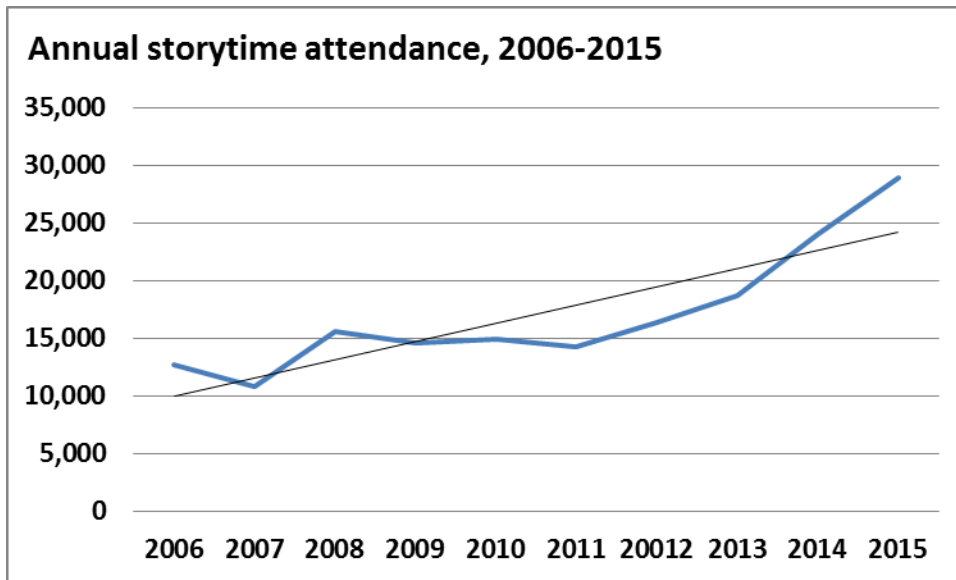
The public’s highest priorities for libraries center on children, families and literacy. Children develop language skills by interacting with others and their physical surroundings. The library’s goal is to model five simple practices parents and caregivers can replicate at home to help them get ready to read. The practices are talking, singing, reading, writing and playing together. If the primary adults in a child's life can learn more about the importance of early literacy and how to nurture pre-reading skills at home, the effect of library efforts can be multiplied many times.

29,021 children and parents attended Baby, Preschool and Family Storytimes, 21% more than the previous year. The library plays a key role in the education infrastructure of our community. The Library uses a storytime model to teach essential early literacy skills. There were 88 additional storytime sessions than the previous year. Average attendance at each of 766 storytime sessions was 38.



Source: Washington County Library Evanced Event Report, 2015

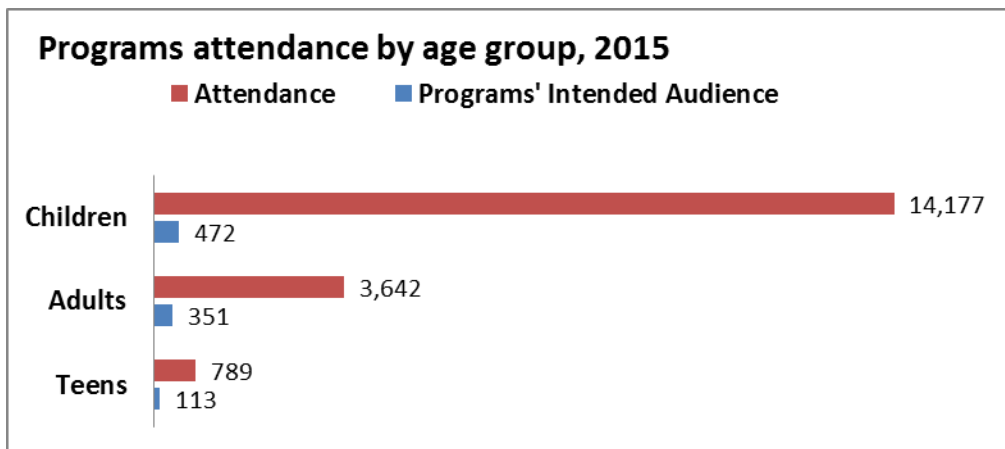
Storytime popularity as measured by the number of attendees has grown by 127% since 2006.



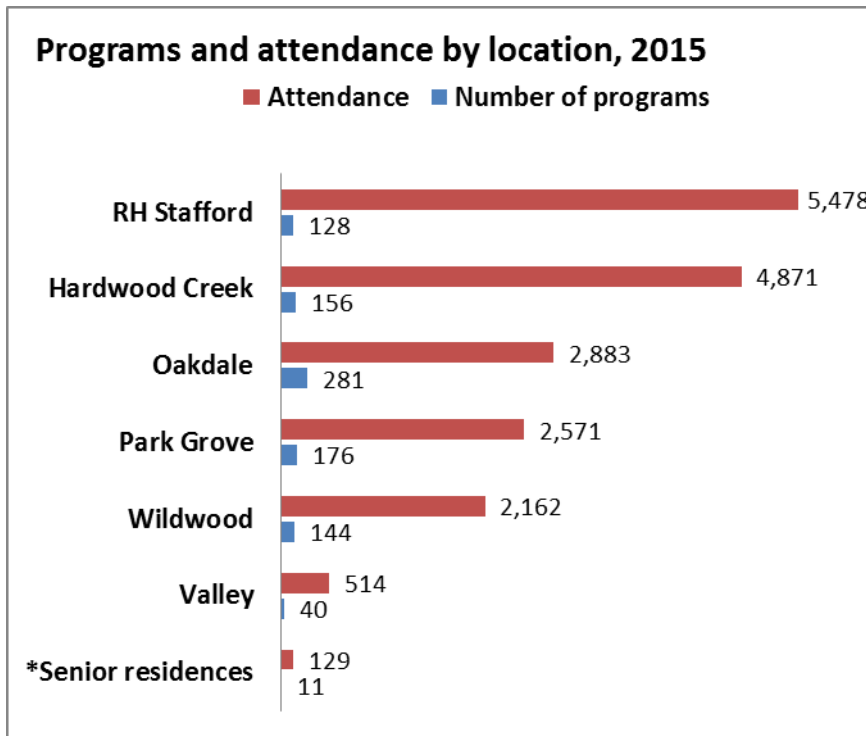
Source: Washington County Library Activity Reports and Evanced Event Report, 2006-2015

During the 2015 Summer Reading Program, kids submitted 5,112 “Read, Write, Draw” book reviews, 17% more than in 2014. The library issued 1,135 new library cards to kids and loaned 263,000 children’s materials. 5,076 children and families enjoyed Literacy Activity cards, giving them an opportunity to engage in literacy and learning in different ways. One of the ways was participating in literacy programs at the library. 12,632 children and families attended Summer Reading programs including storytimes.

18,608 people attended 936 other Library programs. The Library offers a variety of programs for all ages including authors, book clubs, computer, e-reader, and craft classes plus business, genealogy, science and nature workshops, history and cultural performances.



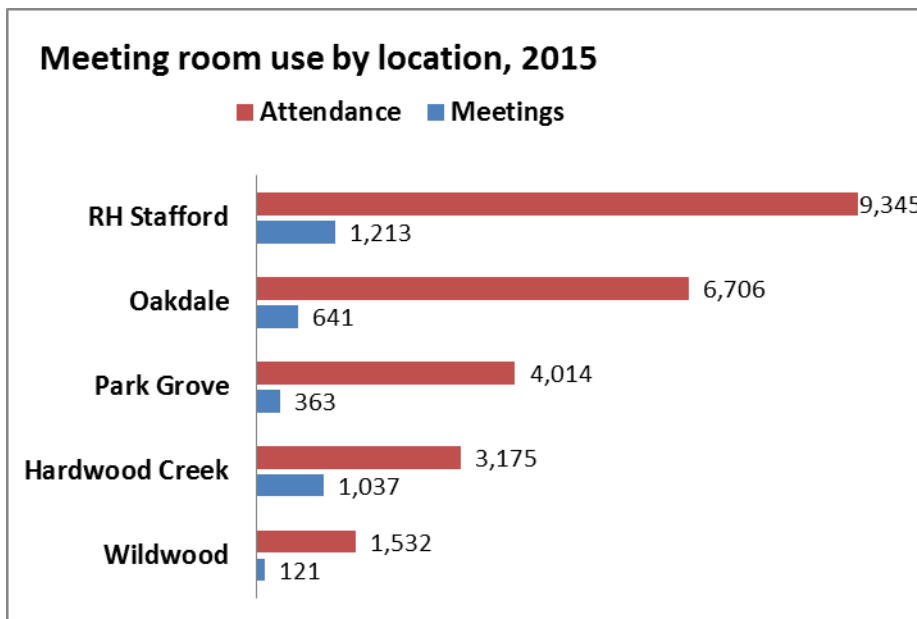
Source: Washington County Library Evanced Event Report, 2015



Source: Washington County Library Evanced Event Report, 2015

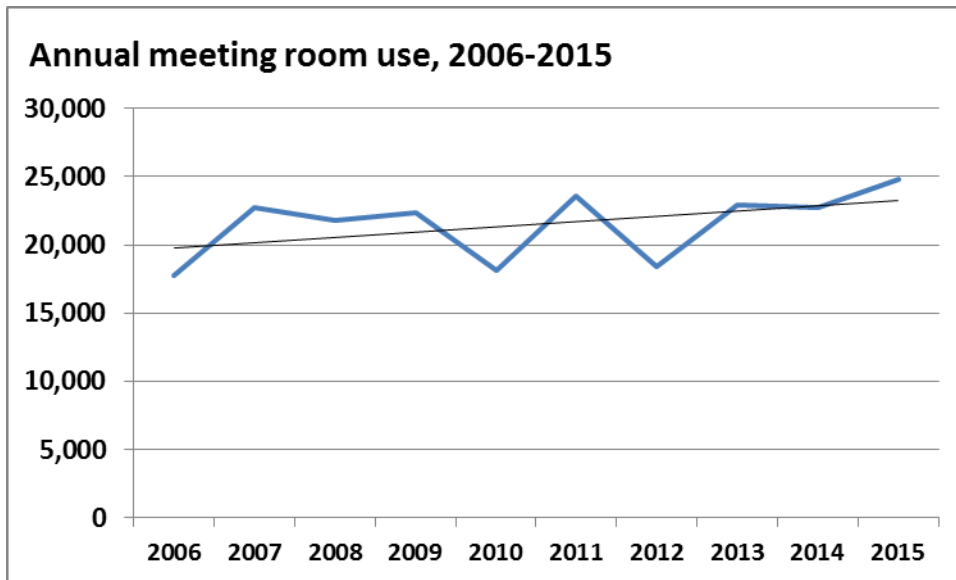
Meeting Room Use

Washington County libraries hosted close to 25,000 people at 3,375 meetings in 2015. Meeting room capacity was utilized by the public almost the same as the previous year.



Source: Washington County Library Evanced Event Report, 2015

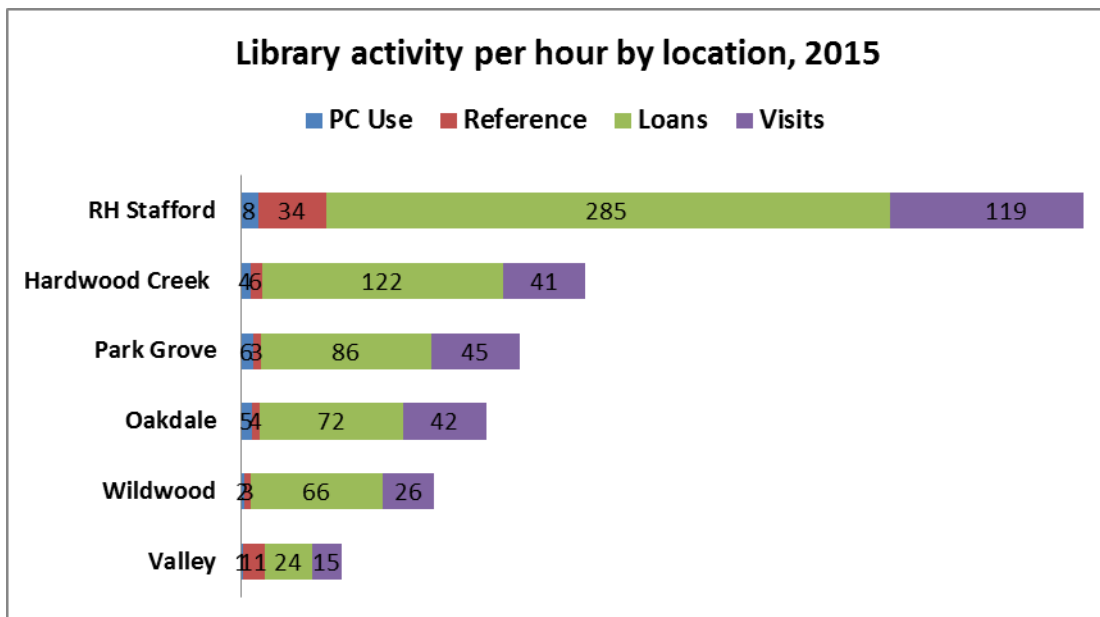
Meeting room use at Washington County Library, as measured by the number of people attending meetings, has grown by 39% since 2006.



Source: Washington County Library Evanced Event Report, 2006-2015

Public Service measures

On average, the libraries welcomed 48 customers, circulated 109 items, provided 5 hours of computer access and answered 10 reference questions *per hour* in 2015.



Source: Washington County Library Gate Count Report, 2015; Symphony Reports, 2015; Reference Survey Report, 2015; Cybrarian Report, 2015

Comparisons by branch

BRANCH	FTE	AVERAGE HOURS PER WEEK	OPEN HOURS	VISITS	AVERAGE VISITS PER HOUR	COLLECTION SIZE Ex e-content	CLERK FTE	LOANS	AVERAGE LOANS PER HOUR	ASST LIBRN FTE	REFERENCE TRANSACTIONS	AVERAGE REFERENCE PER HOUR	HOURS PC USE	PC USE PER HOUR
FL	12.23	61.0	3,043	125,614	41	84,878	6.65	370,491	122	5.58	17,628	5.8	13,689	4.5
WB	17.91	61.0	3,043	360,683	119	132,888	10.65	866,721	285	7.26	104,338	34.3	25,072	8.2
PG	8.66	61.0	3,043	136,010	45	88,095	4.36	261,407	86	4.30	10,517	3.5	18,949	6.2
SubTotal	39	61	9129	622307	68	305861	22	1498619	164	17	132483	15	57710	6
	74%		62%	78%		75%	77%	82%		71%	81%		78%	
WW	5.75	45.0	2,245	58,976	26	41,219	3.2	148,551	66	2.55	7,306	3.3	3,849	1.7
OA	6.50	45.0	2,245	94,618	42	48,883	3.1	161,888	72	3.40	9,568	4.3	11,592	5.2
VA	1.30	24.0	1,201	17,629	15	12,040	0.25	28,912	24	1.05	13,299	11.1	730	0.6
Subtotal	14	38	5690	171223	28	102,142	6.55	339,351	54	7.00	30,173	6.2	16,171	2.8
	26%		38%	22%		25%	23%	18%		29%	19%		22%	
WCL Total	52.35	49.5	14,819	793,530	47.9	408,003	28.21	1,837,970	109	24.14	162,656	10.4	73,881	5.0