



OCT 22 & JAN 23
LIBRARY PRESENTATION



DEFINING AND MEASURING SUCCESS



We use various measures:

Patron reviews and survey results

Springville Citizen Survey results

Department Goals and Measures (City)

Quality Library Designation (State Library)



BENCHMARKS - KEY PERFORMANCE MEASURES

BENCHMARKS 2022

Key performance measures of public library services in Utah



Springville Public Library	Benchmark #1 Library Visits	Benchmark #2 Circulation of Physical Materials	Benchmark #3 Circulation of Electronic Materials	Benchmark #4 Turnover Rate of Physical Materials	Benchmark #5 Turnover Rate of Electronic Materials	Benchmark #6 Internet Terminal Users	Benchmark #7 Wifi Users	Benchmark #8 Attendance at Programs	Benchmark #9 Local Operating Expenditures	Benchmark #10 Percentage of Collections Budget	Benchmark #11 Staffing Levels	Benchmark #12 Number of Programs	Population of Legal Service Area	Benchmarks FAILED (below 10th percentile) - cannot fall more than 5	Benchmarks Achieved (Reached at least 10th percentile) - needs at least 7	Benchmarks at or OVER 70th percentile - Needs 5 or more for Quality Library Designation
Library Figures Reported for FY2021	148,755	419,109	103,333	190,434	13,086	8,664	No Data	18,088	\$1,002,747	16.18%	15.45	528	35,268	1	11	8
Benchmarks at the 10th Percentile	61,154	94,641	38,887	16,444	560	1,743	2,064	987	\$545,264	7%	9.89	54				
50th Percentile	102,011	202,973	79,974	52,899	1,995	7,416	25,029	7,471	\$952,333	11%	18.69	354				
70th Percentile	129,948	275,554	99,626	72,928	5,047	12,303	47,566	10,864	\$1,226,546	16%	21.67	527				
RED represents a value below the 10th percentile																
YELLOW represents No Data was submitted and benchmark could not be calculated																
GREEN represents a value equal to or above the 70th percentile																
The benchmarks below represent per capita calculations of the peer group. The peer group includes all certified city and county libraries with a legal services area under 50,000 people.	BENCHMARK #1 Library Visits per capita	BENCHMARK #2 Circulation of Physical Materials per capita	BENCHMARK #3 Circulation of Electronic Materials per capita	BENCHMARK #4 Turnover Rate of Physical Materials (circ/coll)	BENCHMARK #5 Turnover Rate of Electronic Materials (circ/coll)	BENCHMARK #6 Internet Terminal Users per capita	BENCHMARK #7 Wifi Users per capita	BENCHMARK #8 Attendance to Programs per capita	BENCHMARK #9 Local Operating Expenditures per capita	BENCHMARK #10 Percentage of Collections Budget (coll exp/total exp)	BENCHMARK #11 Staffing Levels (FTE) per capita	BENCHMARK #12 Number of Programs per capita				
Benchmarks 10th Percentile	1.733981	2.683494	1.102608	0.466254	0.015869	0.049428	0.058537	0.027996	\$15.46	7%	0.000280	0.001533				
Benchmarks 50th Percentile	2.892445	5.755160	2.267602	1.499910	0.056578	0.210283	0.709678	0.211836	\$27.00	11%	0.000530	0.010039				
Benchmarks 70th Percentile	3.684577	7.813159	2.824818	2.067815	0.143097	0.348835	1.348702	0.308055	\$34.78	16%	0.000614	0.014930				



BENCHMARK #1 - VISITATION



What draws people to the library?

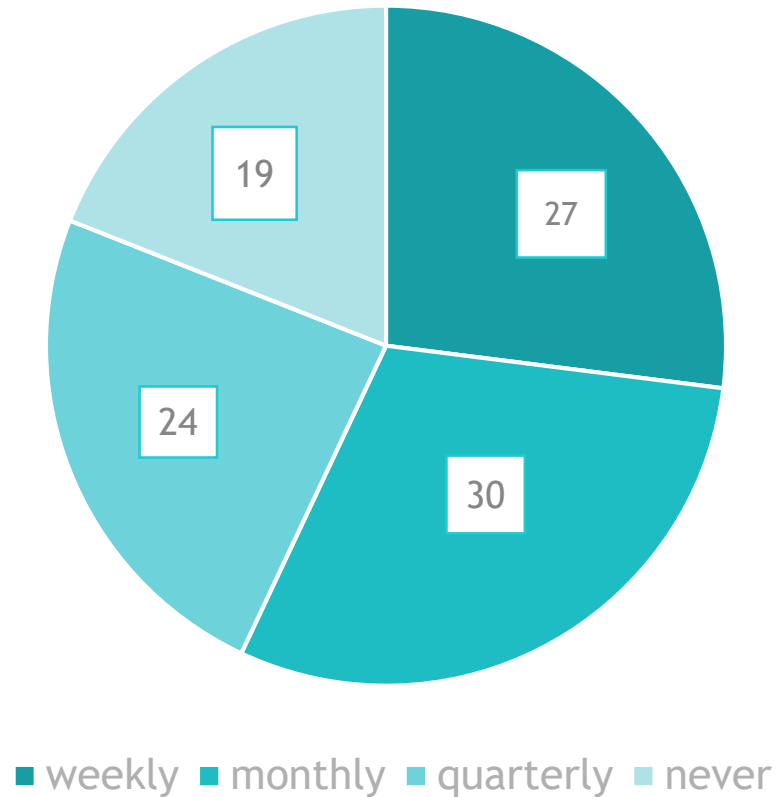
How long do people stay at the library?

What percentage of people have card and/or come to the library?



BENCHMARK #1 - VISITATION

Frequency of visits by % of population



Community survey data shows that 57% of families within the community visit the library monthly or more. 81% visit the library at some point within the year, which compares favorably with the national average of 65%.

79% of Springville families have a library card

Our efforts to focus on non-users



BENCHMARK #1 - VISITATION

Frequency of visits by % of population



■ weekly ■ monthly ■ quarterly ■ never

85th %

Community survey data shows that 57% of families within the community visit the library monthly or more. 81% visit the library at some point within the year, which compares favorably with the national average of 65%.

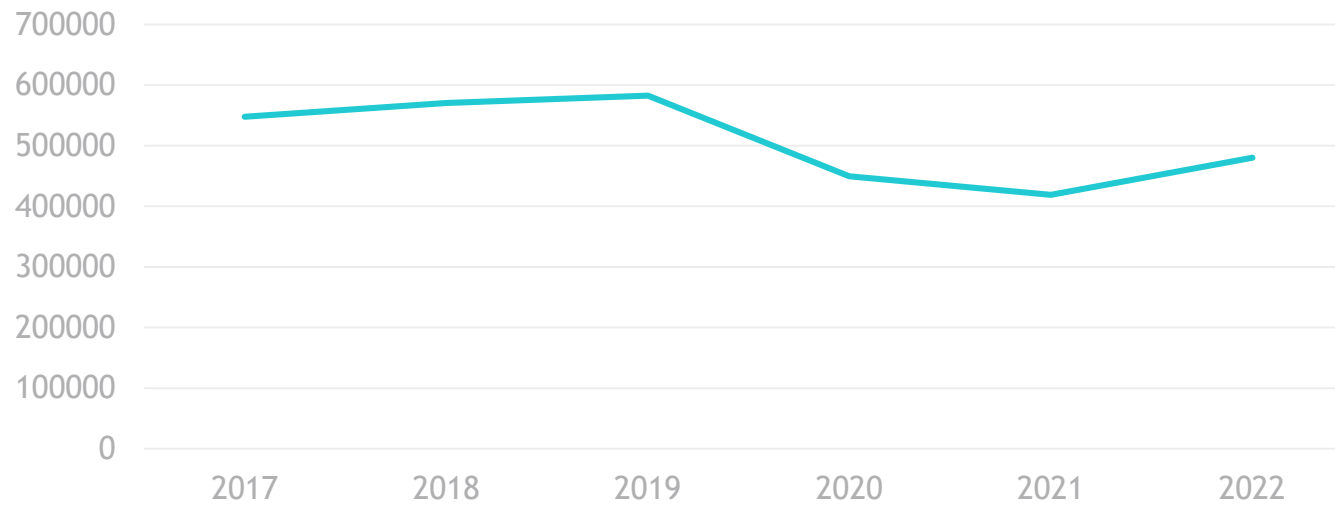
79% of Springville families have a library card

Our efforts to focus on non-users



BENCHMARK #2 - PHYSICAL ITEM CIRCULATION

Physical circulation





BENCHMARK #2 - PHYSICAL ITEM CIRCULATION



Expansion

Titles & Quantities

Displays & Social Media

BENCHMARK #2 - PHYSICAL ITEM CIRCULATION



95th %

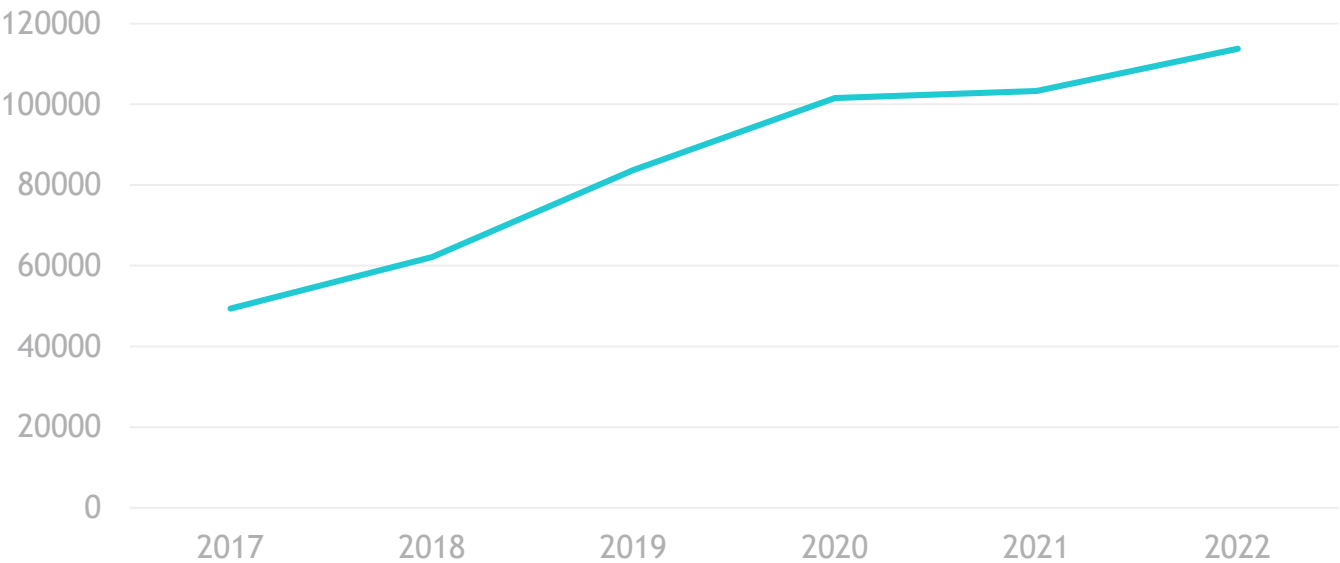
Expansion
Titles & Quantities
Displays & Social Media



BENCHMARK #3 - DIGITAL ITEM CIRCULATION



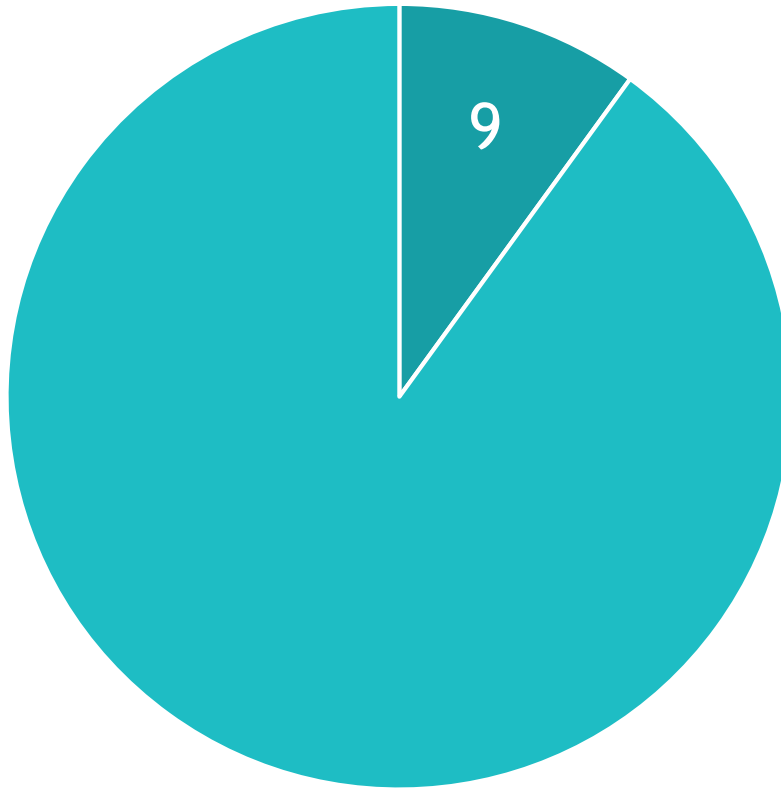
Digital circulation per year



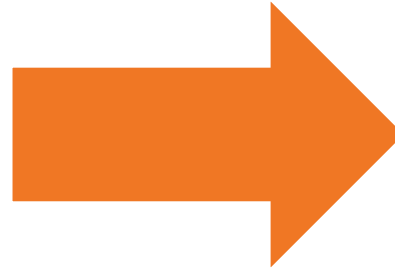


BENCHMARK #3 - DIGITAL ITEM CIRCULATION

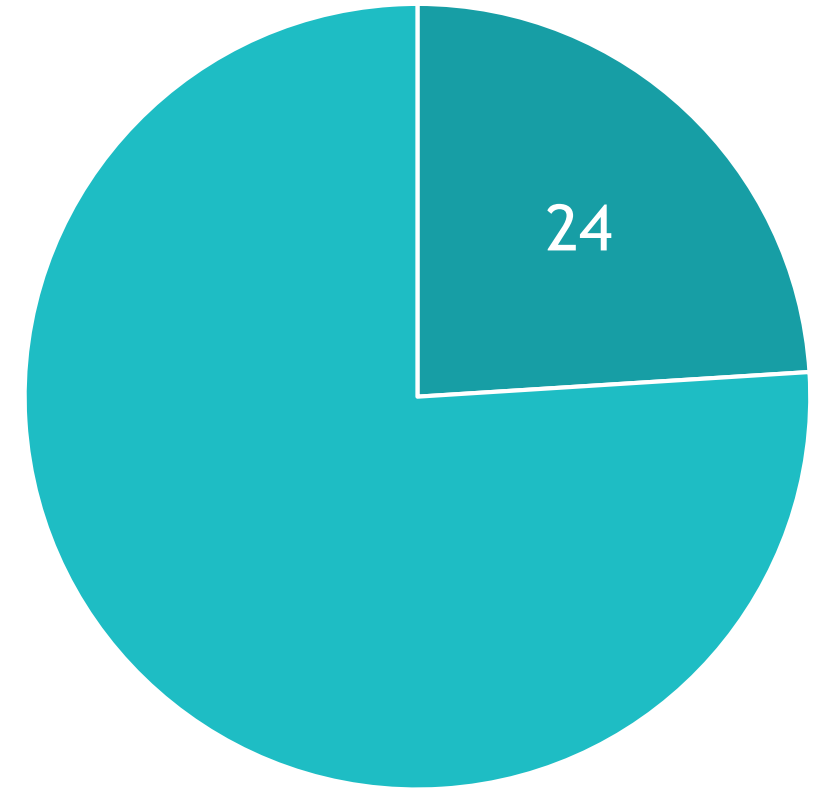
2017 % of total circ by format



■ digital ■ physical



2022 % of total circ by format



■ digital ■ physical

BENCHMARK #3 - DIGITAL ITEM CIRCULATION

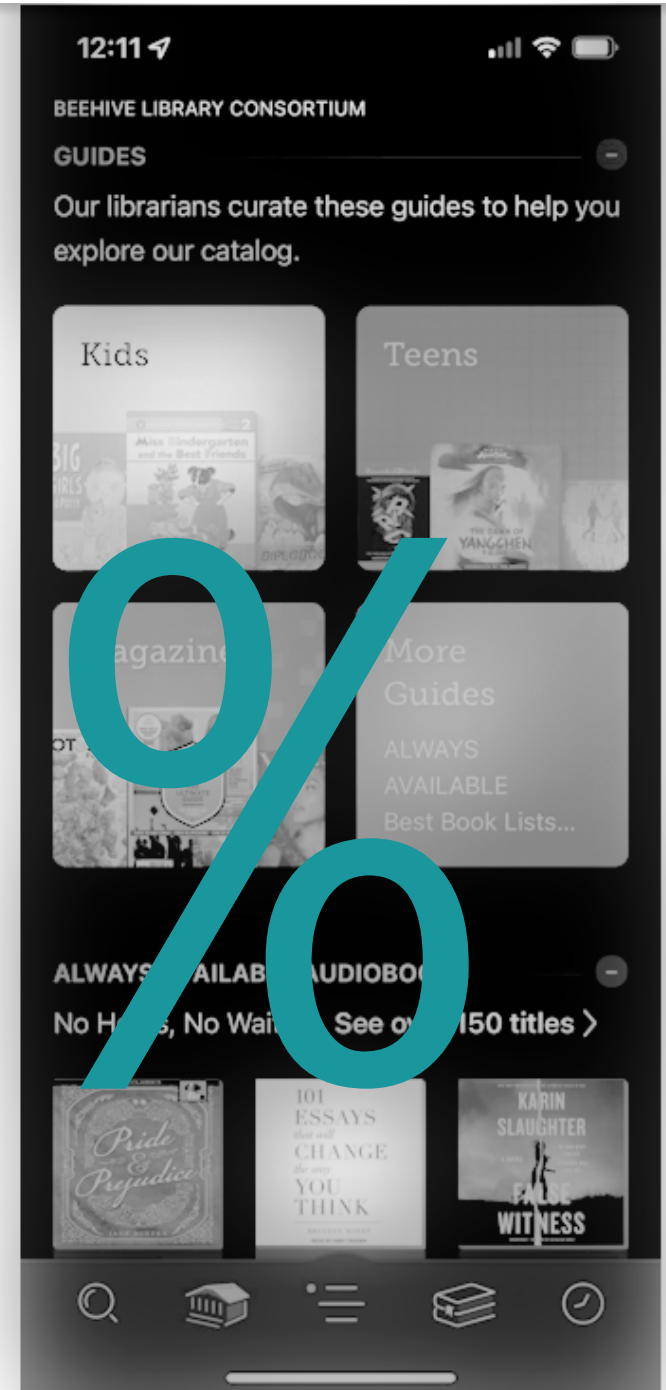
75th

Why is it successful?

City, grant, and state support funds have helped

Digital collection size is about 300,000 items

Challenges





BENCHMARK #4 & 5 - COLLECTION TURNOVER

What is turnover?

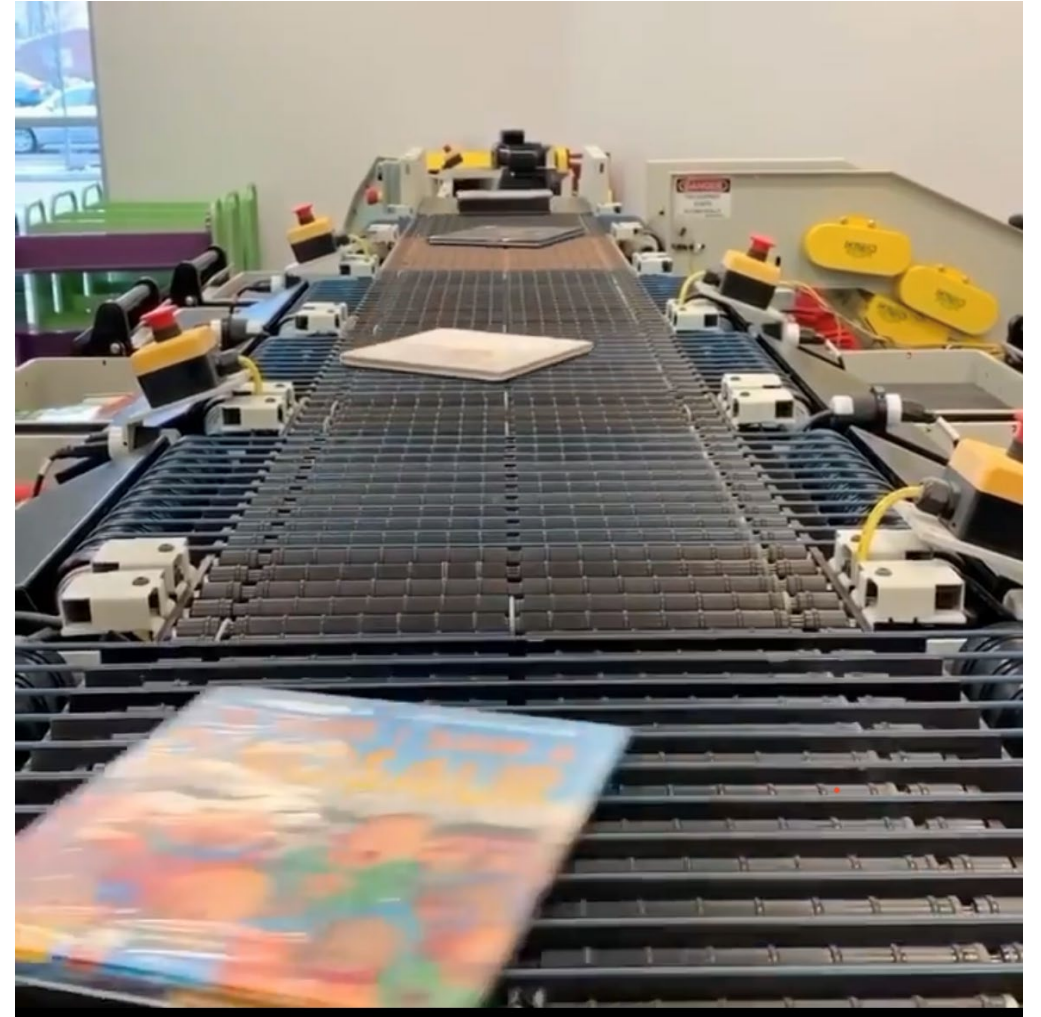
Physical turnover:

70% benchmark is 2.1, ours is 5.4

Digital turnover:

70% benchmark is 0.1, ours is 0.4

Challenges



BENCHMARK #4 - PHYSICAL COLLECTION TURNOVER

What is turnover?

Physical turnover

70% benchmark is 2.1, ours is 5.4

Digital turnover

70% benchmark is 0.1, ours is 0.4

Challenges

95th %





BENCHMARK #5 - DIGITAL COLLECTION TURNOVER

What is turnover?

Physical turnover:
70% benchmark is 2.1, current is 5.4

Digital turnover:
70% benchmark is 0.1, current is 0.4

Challenges

95th %





TOO MUCH TO COVER IN 15 MINUTES





BENCHMARK #6 & 7 - COMPUTER USE



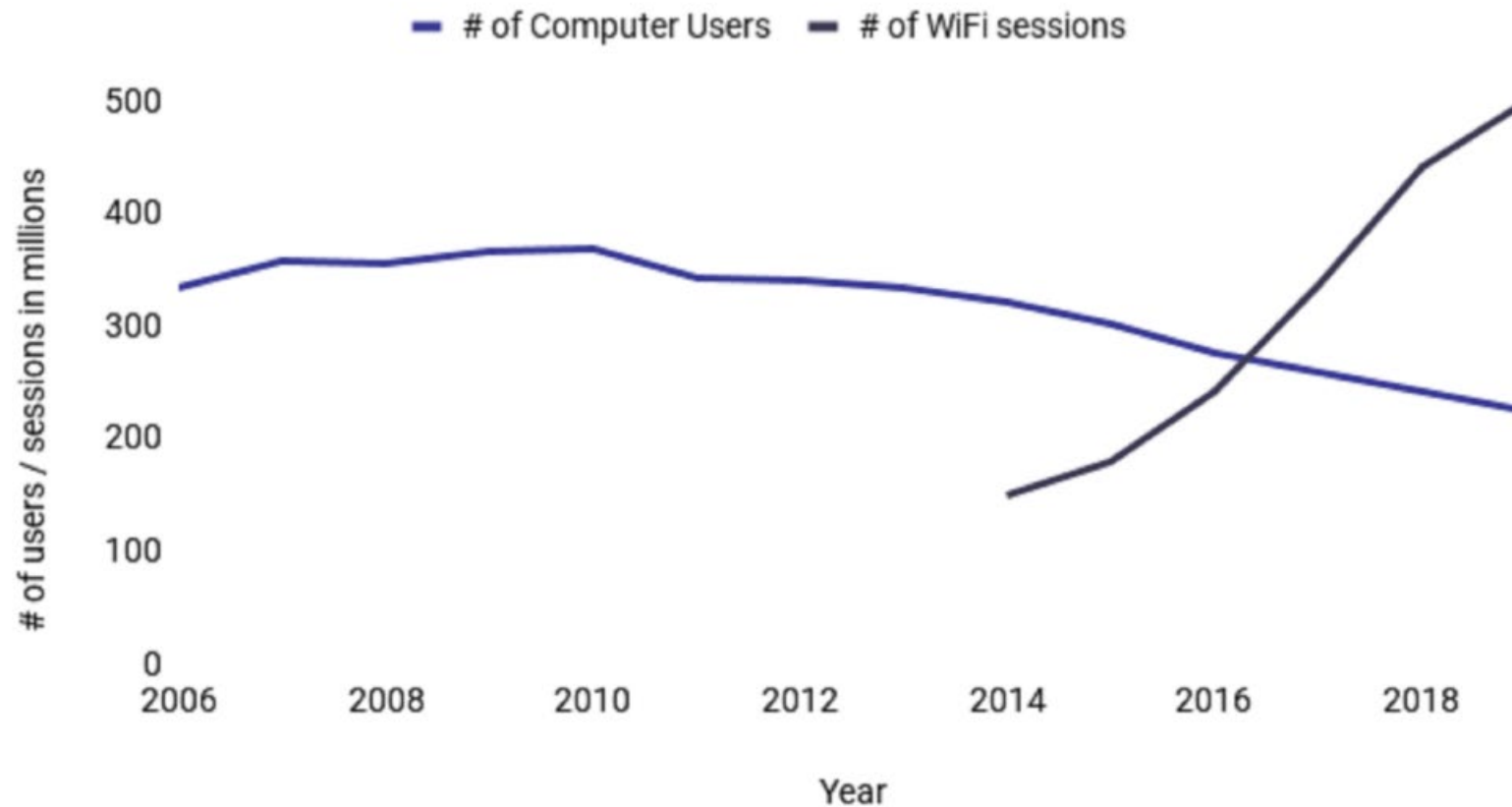
Digital literacy is important in today's world and it's essential to serve these needs

The library has computers available to the community



BENCHMARK #6 & 7 - COMPUTER USE

of Computer Users and # of WiFi sessions





BENCHMARK #6 & 7 - COMPUTER USE

Adaptations:

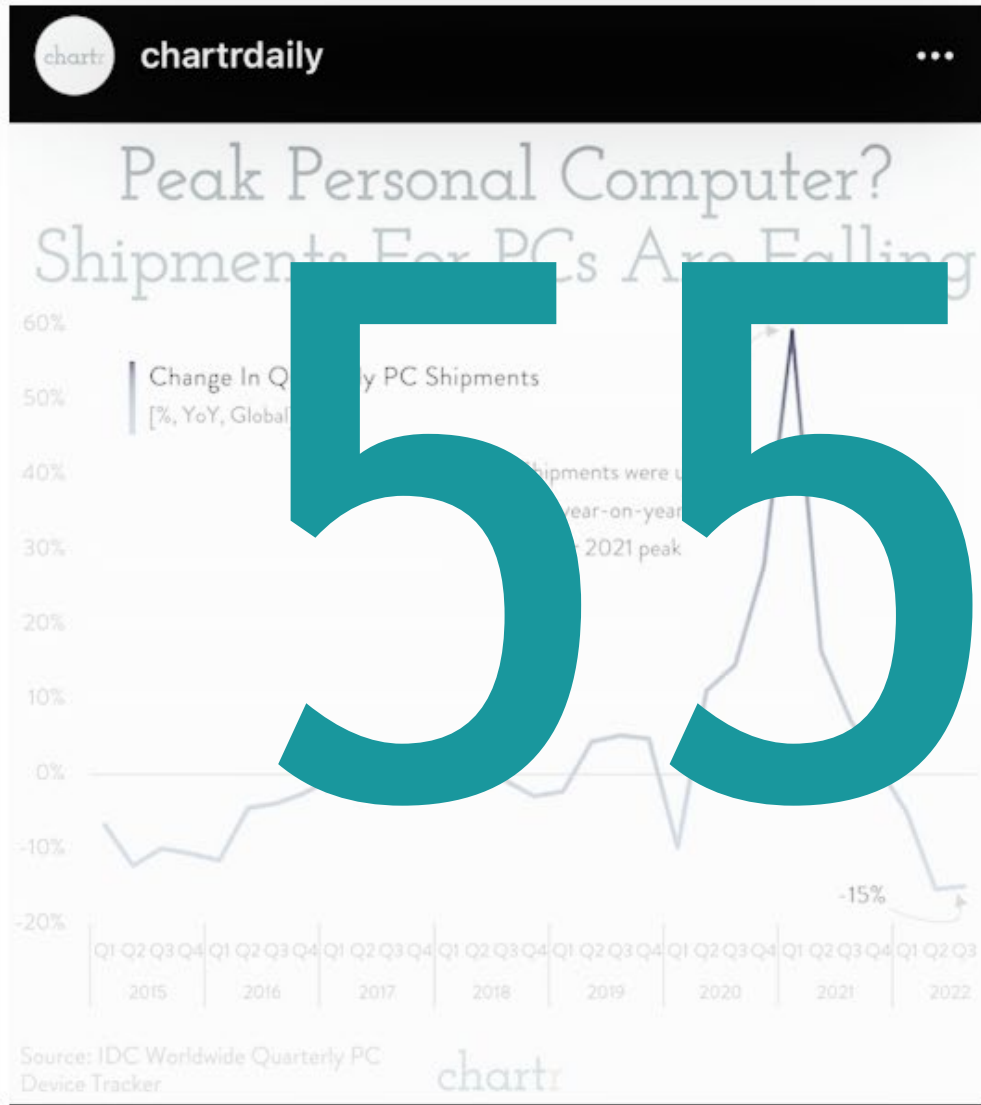
1. Boosting Wi-Fi inside library
2. Transforming the Lab
3. Circulating mobile hotspots

Bridging the digital divide

1. Thurs evening comp classes
2. Staff as tech helpers

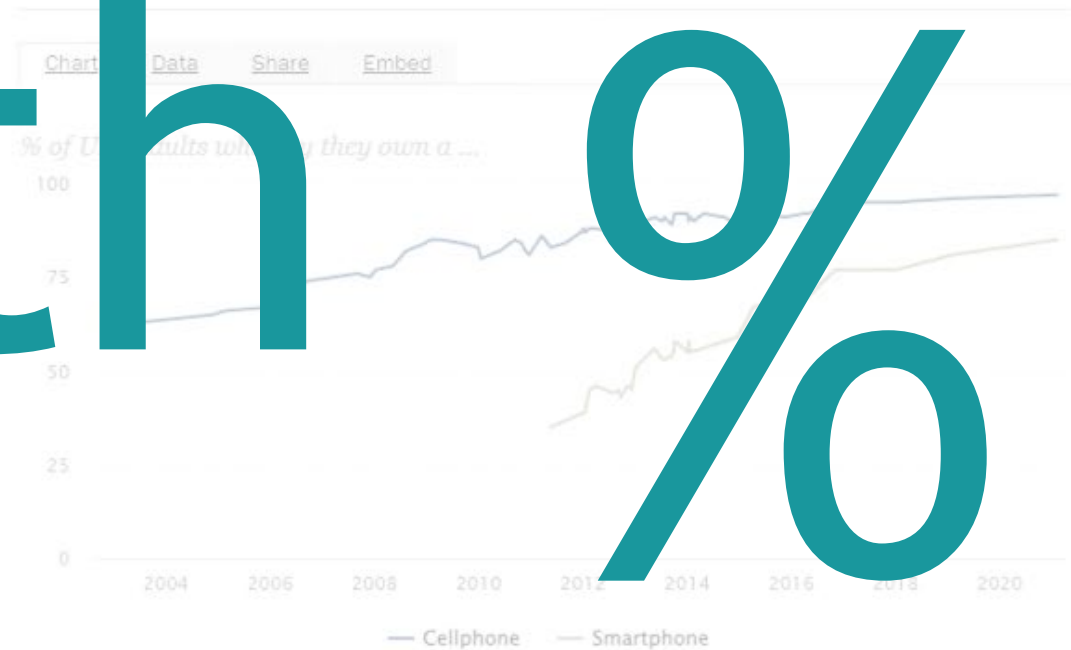


BENCHMARK #6 & 7 - COMPUTER USE



Mobile phone ownership over time

The vast majority of Americans – 97% – now own a cellphone of some kind. The share of Americans that own a smartphone is now 85%, up from just 35% in Pew Research Center's first survey of smartphone ownership conducted in 2011.



Note: Respondents who did not give an answer are not shown.

Source: Surveys of U.S. adults conducted 2002-2021.

PEW RESEARCH CENTER



BENCHMARK #8 & 12 - PROGRAMS

Why are programs
so important?

Keys to success





BENCHMARK #8 - PROGRAM ATTENDANCE

A snapshot of Springville

95th %





BENCHMARK #12 - NUMBER OF PROGRAMS

A snapshot of Springville

70th %





BENCHMARK #9-11 - FUNDING

Performance measure

1. 85th%
2. 95th%
3. 75th%
4. 95th%
5. 95th%
6. 55th%
8. 95th%
12. 70th%

Funding

Operating expenses:

55th%

Staffing levels:

40th%



NOT INCLUDED IN THE BENCHMARKS

