



Where do our customers live?

The users of the Silver City Public Library are almost evenly split between living in the Town or in Grant County or the other municipalities in the County. “Historical Accounts” are the number of total account holders in our system. The library does periodically purge older accounts, so it is not a complete record of every account holder from day one. “Current Accounts” are accounts that have been active within the past three years.

Historical Accounts	#	Current Accounts	#
Grant County	6516	Grant County	4419
Silver City	6034	Silver City	4301

Attendance

Attendance has been on a downward trend for several years, there has been a 5.88% decrease from FY 2015 to FY 2018. However, this past year did show an increase in attendance.

FY 2014-2015	61,202
FY 2015-2016	55,085
FY 2016-2017	54,642
FY 2017-2018	57,600

This percentage drop almost mirrors the population drop that has been estimated by the U.S. Census Bureau to be occurring in this area for both the Town and the County. The Town has an estimated population decrease of 6.47% and the County a decrease of 6.59%.

U.S. Census Bureau	July 1, 2017 Estimate	2010 Census
Town of Silver City	9,647	10,315
Grant County	27,687	29,514

Circulation

From FY 2015 to FY2018, the Library has experienced a 7.04% decrease in circulation, again closely mirroring the population decrease for this area. Again, this past year did show an increase in circulation. There has been a definite decrease in the demand for traditional materials (books, audiobooks and DVDs) as the circulation for adult materials and juvenile materials have decreased. Even with this decrease for traditional library materials, the demand for eBooks and downloadable audio books is growing.

Circulation	Traditional Materials	eBooks/Audio	Total Circulation
FY 2014-2015	71200	4289	75489
FY 2015-2016	67564	6052	73616
FY 2016-2017	61525	6958	68483
FY 2017-2018	61792	8376	70168



Programming

In 2012, a goal was set to focus the library on programming for all ages. So, the structure of programming was completely re-organized during 2012 to make it more simple, yet modern and efficient; meet the needs of the community; collaborate with other community organizations; implement long term planning and have a more integrated approach in PR using the Internet; make a sustained effort for young adult programming and make a sustained effort to reach out using social media with the ultimate goal of increasing attendance numbers. This same approach was also applied to the Summer Reading Program. This approach has been very successful! The one factor that has changed over the last several years and has impacted summer reading programming numbers is that there are now more summer camps in the area. Even though this does impact the Library, this is still great for the community as now families and children have more choices for summer activities.

FY Programs

Adult	Programs	Attendance
FY 2012-2013	9	221
FY 2013-2014	49	771
FY 2014-2015	143	1002
FY 2015-2016	73	634
FY 2016-2017	68	851
FY 2017-2018	37	681

Youth	Programs	Attendance
FY 2012-2013	31	181
FY 2013-2014	75	434
FY 2014-2015	38	419
FY 2015-2016	38	411
FY 2016-2017	83	1164
FY 2017-2018	86	1244

Children's	Programs	Attendance
FY 2012-2013	127	3231
FY 2013-2014	212	4079
FY 2014-2015	155	4185
FY 2015-2016	148	4179
FY 2016-2017	245	5299
FY 2017-2018	244	5656

All Programs	Total Attendance
FY 2012-2013	3633
FY 2013-2014	5284
FY 2014-2015	5606
FY 2015-2016	5224
FY 2016-2017	7314
FY 2017-2018	7581

Summer Reading Program

Adult	Programs	Attendance
2012	0	0
2013	1	14
2014	7	34
2015	6	40
2016	6	52
2017	8	133
2018	7	108

Youth	Programs	Attendance
2012	3	19
2013	26	136
2014	23	195
2015	12	104
2016	13	127
2017	27	501
2018	22	467

Children	Programs	Attendance
2012	20	831
2013	48	1086
2014	50	1464
2015	35	1584
2016	37	1346
2017	44	1739
2018	50	1592

All SRP	Total Attendance
2012	850
2013	1236
2014	1693
2015	1728
2016	1525
2017	2373
2018	2167



Internet and Wi-Fi usage

This past year we set a record for the amount of usage for the Internet computers. These numbers do not include the people that bring in their own devices and connect to the library’s Wi-Fi.

Public Internet Use (Minutes)

FY 2014-2015	632,497
FY 2015-2016	614,761
FY 2016-2017	631,637
FY 2017-2018	669,879

Library website (<https://silvercitypubliclibrary.org/>) and Facebook

The Library has been running its own website and Facebook pages for several years. In April 2017, the Library upgraded the website. Both are becoming more important in promoting events and sharing library news. "Views" counts all the pages visited, even if visited by the same individual. "Views" will always be the same or a larger number than "visitors." For example, if one person visits our home page, the events calendar page, and the youth activities page, they count as one "visitor" with three "views." A "visitor" refers to a unique individual who has visited any page or multiple pages on our website. Facebook engagement is the number of people per day who clicked on our posts for any reason, such as to read more, see a photo, or “like” the post.

Website	Views	Visitors
FY 2012-2013	5211	955
FY 2013-2014	6574	1796
FY 2014-2015	9087	2997
FY 2015-2016	10175	2963
FY 2016-2017	11986	3747
FY 2017-2018	14359	5711

Facebook Engagement	
FY 2012-2013	1211
FY 2013-2014	2009
FY 2014-2015	1936
FY 2015-2016	2468
FY 2016-2017	3600
FY 2017-2018	3886

Summary

For the past few years some traditional statistical numbers, attendance and circulation, that libraries have used to define themselves as successful have been in decline. However, for this past FY 2017-2018, there has been a rebound and both attendance and circulation increased. It will be interesting to see if this jump is a trend or not.

Programming is a success!

Even though the demand for some traditional library services has been decreasing, the demand for technology is increasing. The impact of technology is becoming more critical for the Library and community across a wide range of activities including promoting library news and events, programming, providing eBooks and downloadable audio books, providing Wi-Fi and, providing public access to the Internet computers and communicating with patrons. Technology has changed the Library. We now have patrons that come into the building to access the Internet and seldom or never checkout print items; and we have people who now do not have to enter the building to check out books. Technology seems to be an area for continued growth for the Library and community. Free Internet access for the public is very critical for the community especially for those who cannot afford the computers/Internet access at home.