

# Trending @ the Library

October 2017

## At a Glance:

- 1.2 million items circulated annually
- 70,000 eBooks circulated
- 160,000 items borrowed from/lent to other libraries,
- 90,000 public computer sessions
- 60,000 reference questions or assistance
- 75,000 people attended 3,600 Library programs
- 500 parent/child or educator interactions per day during the summer; 300 per day during the school year
- Most popular social media post so far — with nearly 40 likes, almost 300 comments, and a reach of over 20,000 people: — “What’s a book everyone loves, but you can’t stand?” (Sept. 2017)

## Highlights from the Year...

2017 saw some exciting times at the Library!

- **Dr. Temple Grandin** — The Library presented “An Evening with Dr. Temple Grandin,” on Tuesday, September 12. This program generated so much community interest that those trying to register crashed the City’s website. In order to respond to the unprecedented demand for tickets, Library staff moved the program from the Museum, which seats 250, to the Vance Brand Auditorium, which seats 1350. Staff had to amend all planning for the program to account for the new venue and larger audience. On the night of the program, with a capacity audience, Dr. Grandin delivered an



incredible program, and feedback from patrons ranged from grateful to amazed to inspired.

- **Summer Reading** — Nearly 3000 children and teens registered for the Library’s Summer Reading Program, and this year boasted the highest ever completion rate. More importantly, however, is the number of outreach contacts the Children’s and Teens’ librarians made this summer through off-site storytimes, BookCycle events, etc., which averaged 2,400 per summer month. **Continued...**

- **Peeps Contest** — In the spring, our 3rd Annual Peeps Literary Diorama Contest got a whole lot of attention and participation

- **Training** — Lynda.com will join the Library’s online offerings in 2018. It is one of the most popular online training platforms.

- **Program Attendance** — Staff will be discussing how to handle increasing attendance at our programs. While this is a great “problem” to have, it can strain staff time and resources, so we’ll be trying to answer demand without overextending resources.

## Next Up...

Busy and exciting is “business as usual” at the Library:

- **Young Adults** — In 2018, the Library will be offering a brand new series for older teens and young adults, “Are You Ready to Launch?” The monthly workshop series will focus on life skills, career planning, and healthy lifestyles.

Winner of the Best Title award, "To Kill a Mocking Peep."



## Highlights from the Year (cont.)

again this year, including being featured on the WB (Channel 2) morning show. Library visitors voted for their favorites in multiple categories.

- **Teen Suicide** — In August, we hosted a community discussion concerning teen suicide, "13 Reasons Why Not," which was very well-attended and well-covered by the local media.
- **Latino History** — During May, the Library partnered with the Boulder County Latino History Project to offer
- **WWI Centennial** — The Library is participating in a quarterly, statewide book group commemorating the centennial anniversary of the United States' entry into WWI.

a dramatic and powerful history display and program regarding "Latinos in Longmont & the Southwest: Past & Present."

"I especially appreciate the changes at the West entrance—the "smoking gauntlet" is gone. It is so much better for the kids."  
- Patron feedback concerning implementation of the new City Standards of Behavior.

## Getting the Most from FLC

Joining the Flatirons Library Consortium (FLC) came with many benefits. As part of the FLC, we have access to collection management tools, including software that will analyze our collections and circulation statistics to help us "right size" our collection to meet our community's needs.

The consortium has used its collective bargaining power to reduce costs of online services. For instance, the cost of our Zinio digital magazine subscription service has gone down by \$2000, and we've increased the number of magazines we can offer.

Campus Supervisor Jess Billmann.



## City Standards Impact Library

One of the Library's greatest success stories this year involved meeting the challenge of bad behavior in and around the building.

In March 2017, the City introduced the Citywide Standards of Behavior. These standards apply to all city facilities and, along with the presence of the new "campus supervisor," have

significantly increased a sense of security for those visiting the Library. Patrons and staff alike have applauded the changes.