PARKLAND COMMUNITY LIBRARY
STATISTICAL INFORMATION MARCH 1-31, 2016

❖ MEMBERSHIP: Card holders added this month: Adult 119 YA 9 Juvenile 317

Total in each municipality N.W. 4,400 S.W. 8,165 U.M. 7,249

Northwestern Lehigh 239

Membership Total 20,053 -- -Adult 15,152 YA 899 Juvenile 4,002

Statewide Library card holders 1,016

TOTAL WITH CARDS 21,069

FREQUENT BORROWERS who have used their library card as follows:

- Stats compiled in Mar 2016 (past year 3/2015-3/2016 **5,762**; past 2 years 3/2014-3/2016 **8,159**; past 3 years 3/2013-3/2016 **10,210**)
- Stats compiled in Mar 2015 (past year 3/2014-3/2015 **6,056**; past 2 years 3/2013-3/2015 **8,529**; past 3 years 3/2012-3/2015 **10,625**)

❖ ITEMS IN THE COLLECTION: 83,142 (this includes print, AV, electronic resources and storage)

ITEMS/TITLES ADDED: 958 (Includes Freading records) ITEMS IN STORAGE: 10,325 ITEMS DELETED: 680

	MAR. 2016	MAR. 2015	YR. TO DATE 2015-16	YR. TO DATE 2014-15
Items Borrowed	15,652	16,575	126,888	149,178
OVERDRIVE (e-books & audiobooks)	1,708	1,500	14,314	11,973
ZINIO (magazines) – 40 unique users/Comic Plus (3 unique users)	317	212	2,191	2,244
FREEGAL (music) – 73 unique users	584	668	5,379	5,207
FREEGAL (streaming music)	59		461	`
GALE (e-books)	7	66	70	251
FREADING (e-books)	58		322	Initiated count 7/2015
Items Renewed	4,698	4,308	32,374	35,363
In House Usage	333		5,394	Initiated 4/2015
TOTAL ITEMS BORROWED	23,416	23,329	187,452	204,216
Average items borrowed per day (open **26** days vs **25** days)	901	933		
NUMBER OF HOLDS CHECKED OUT	2,184		15,934	Initiated count 7/2015
PUBLIC COMPUTER USAGE (hours)	630	649	3,844	6,646
LAPTOP USAGE (hours)	0	12	1,066	1,209
WIFI USAGE (unique users, not hours)	217	183	1,533	1,670
DATABASES				
Pronunciator (logins)	5	12	117	132
BrainFuse HelpNow	0		175	Initiated count 4/2015
BrainFuse LearnNow -	18		1,242	Initiated count 4/2015
America's News (Newsbank) – documents viewed	19	12	150	348
Gale Courses – enrollments	4		1,228	Initiated count 7/2015
Heritage Quest, Reference USA, Gale Virtual Reference Center, Gale Testing & Education Reference Center, Salem History, Health & Literature, Morningstar, Ancestry, Novelist (searches)	2,015	693	9,673	4,762
WEBSITE TRAFFIC COUNT - number of individual pages viewed	45,638	32,884	350,390	254,018
Unique visitors to website	5,086	3,841	37,728	34,471
Average page views per visitor	9	9	9	7
RESEARCH REQUESTS	2,012	1,868	13,815	13,788
# of items/topics requested that PCL does have (included in # above)	1,171		9,284	Initiated count 7/2015
# of items/topics requested that PCL does not have (included in # above)	198		1,219	Initiated count 7/2015
INTERLIBRARY LOANS				
Items Borrowed for PCL Patrons	87	39	276	300
Items Lent to other libraries	0	9	11	121
VOLUNTEER HOURS TOTAL	246	272.25	1,994.5	2,588.5
Number of adult volunteer hours	178.25	197.25		
Number of adult volunteers	28	28		
Number of teen volunteer hours	67.75	75		
Number of teen volunteers	14	6		
PATRON VISIT COUNT	8,023	8,060	59,928	73,328

LIBRARY CLASSES AND EVENTS – MARCH 1-31, 2016

YOUTH CLASSES AND EVENTS planned and/or coordinated by Alison Trautmann, Head of Youth Services:

Title	Date	Children	Teens	Adult
Toddler Storytime	3/9/16	9		9
Preschool Storytime	3/9/16	19		5
Toddler Storytime	3/10/16	16		14
Preschool Storytime	3/10/16	21		7
Toddler Storytime	3/11/16	10		9
Chocolate Craziness	3/12/16	5		0
Sleepy Storytime	3/15/16	13		10
Toddler Storytime	3/16/16	24		22
Preschool Storytime	3/16/16	19		5
Toddler Storytime	3/17/16	22		20
Preschool Storytime	3/17/16	15		4
Toddler Storytime	3/18/16	10		9
LEGO Club	3/22/16	7		1
Toddler Storytime	3/23/16	13		13
Preschool Storytime	3/23/16	22		6
Toddler Storytime	3/24/16	21		20
Preschool Storytime	3/24/16	18		3
Teen Volunteer Meeting	3/29/16		5	
Toddler Storytime	3/30/16	14		11
Preschool Storytime	3/30/16	22		6
Toddler Storytime	3/31/16	16		13
Preschool Storytime	3/31/16	20		7
Total Attendance for the month		**336**	**5**	**194**

ADULT CLASSES AND EVENTS planned and/or coordinated by Becky Wanamaker, Adult Services Librarian:

Title	Date	Adults	Teens	Children	Participants
Book a Librarian	3/3/16	1			
Book Quest – *The Secret Chord* by Geraldine Brooks	3/15/16	6			
Internet & Email Basics	3/16/16	9			
Monthly Magazine Exchange	3/17/16	13			
Monthly Coupon Exchange	3/17/16	2			
Brown Bag Classics – showing Casablanca	3/21/16	3			
What's Your Story	3/22/16	4			
Joy of Coloring	3/22/16	8			
Joy of Coloring	3/23/16	16			
Knitting Circle	3/24/16	6			
* Printing in 3D!	3/29/16	43		4	
Social Media Overview	3/30/16	12			
Total attendance for the month		**123**		**4**	

COMMUNITY OUTREACH planned and/or coordinated by Becky Wanamaker, Adult Services Librarian:

Title	Location	Date	Adults	Teens	Children	Participants
* Tech Tuesdays	Luther Crest	3/1/16	13			
* Books N More	Country Meadows	3/3/16	13			
* Book Club for Seniors – *The Boys in the Boat* by Daniel James Brown	Luther Crest	3/8/16	12			
Total attendance for the month			**38**			

LOOKING AHEAD:

*	May 5, 2016 (Thurs at 1 p.m.)	Friends of the Library Annual Luncheon and Meeting at Morgan's Restaurant
	May 23, 2016 (Mon – 10 am- 2pm)	Friends Porch Sale at PCL
	May 26, 2016 - 7:00 p.m. (Thurs.)	Library Board of Directors meeting at PCL
	May 30, 2016 (Monday)	Memorial Day holiday. Library closed.

* Not in Library Building