

# Pinal County Performance Management

## Annual Report

### FY 2011-2012

#### LIBRARY DISTRICT

R  
SBP % increase in circulation

	Q1		Q2		Q3		Q4	FY12 YTD
FY12 Target	Actual	YE Estimate	Actual	YE Estimate	Actual	YE Estimate	Actual	Actual
20.00%	-2.12%	10.00%	-4.42%	0.00%	-4.32%	0.00%	-4.50%	-3.83%

The statistics for circulation have been disappointing all year. Rather than showing increased circulation, we have had decreases in the heavily populated areas and increases only in the rural areas of the county. The rural increase has not been enough to offset the decrease in the urban areas. It is normal for public libraries nationwide to see increased circulation during economic downturns, so perhaps this is an indicator that the economy is improving in the urban areas but lagging somewhat in the rural areas.

The libraries that ended the year with increases are Arizona City, Eloy (even though they were closed for a month to move), Kearny, Maricopa, Oracle, San Manuel, and Superior. Interestingly the Casa Grande Library decreased by 12.66% but the branch, Vista Grande, increased by 15%. The reason is not apparent, unless it's that patrons prefer the newer library.

We hope to see improvements in the next fiscal year when Central Arizona College library joins the catalog in August.

R  
SBP % increase in visits to the library district website and online catalog

	Q1		Q2		Q3		Q4	FY12 YTD
FY12 Target	Actual	YE Estimate	Actual	YE Estimate	Actual	YE Estimate	Actual	Actual
30.00%	-7.54%	0.00%	-17.30%	0.00%	-31.08%	0.00%	-35.98%	-23.11%

Overall, the numbers for web and catalog hits are disappointing, which prompted us to take a closer look for causes. We discovered that the Casa Grande Library changed their home page setting for public PCs to Google, which bypasses the website completely. Since the main library and branch are one of our largest libraries, this had a strong impact on the statistics.

We broke out data so that web site hits were discrete from catalog hits. This revealed that the new web site is in fact drawing more hits. The 1st quarter had 6,049 hits, increasing to 8,379 hits in the 2nd quarter, 11,195 in the 3rd, and ending the 4th quarter with 15,334. That is a 153% increase from the beginning of the year. We then looked at data showing average pages viewed per visit, visit duration, and the bounce rate. All three show significant improvement over last year's data. Website visitors are looking at more pages, and staying on the site significantly longer. The bounce rate, or percentage of visitors who leave without visiting any other pages on the site, is lower, which means that visitors are finding interesting or useful data and staying on the site.

Catalog hits are dropping significantly, which is partly explained by the home page setting change in Casa Grande. However, a look at pages per visit, visit duration, and bounce rate for the catalog show improvement over last year's data. Even though there are fewer visits, the data shows that patrons look at more pages, stay longer, and there are fewer visitors that look and leave immediately.

Blog visits are increasing, which shows that visitors find our posts interesting and useful. We will continue to use the blog, Twitter and Pinterest to link back to our catalog and website in order to drive traffic to both.

R  
SBP % of residents are active borrowers

	Q1		Q2		Q3		Q4	FY12 YTD
FY12 Target	Actual	YE Estimate	Actual	YE Estimate	Actual	YE Estimate	Actual	Actual
20.00%	16.23%	16.23%	16.17%	16.17%	16.07%	16.07%	15.98%	15.98%

The 4th quarter shows we dropped slightly in the percentage of active registered borrowers, with the largest drop in Apache Junction. The Vista Grande Library showed a strong increase in the 4th quarter, but not enough to offset the drop elsewhere. Increases also occurred in the small rural libraries of Arizona City, Eloy, Kearny, and Mammoth.

The year started with modest increases in the number of active registered borrowers, with the peak occurring in January. Overall, the percentage of active borrowers hovered around 16%, which is less than we anticipated. Customarily public libraries see increased usage when the economy is poor, and decreasing usage as the economy improves. We are encouraged that the drop has been minor, and will plan local drives to increase registrations and usage.