

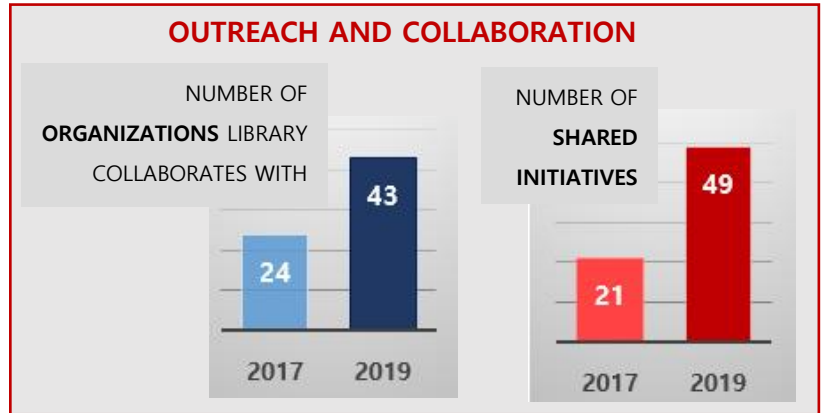
# STRATEGIC PLAN UPDATE – MEASURING PROGRESS

January 2020

## Engage

### REACHING OUR COMMUNITY

The number of recipients who subscribe to our e-Newsletter has increased from 2400 in 2017 to 2721 in 2019. This is a 13% increase. Our open rate has held steady at 22% (The industry average is 19%). The increased numbers can be attributed to more patrons giving us their e-mail address, and less people unsubscribing from the newsletter.



## Enrich

### INFORMATIVE AND ENTERTAINING ACTIVITIES

#### NUMBER OF VISITS – PHYSICAL AND DIGITAL

2018	2019
Physical – 411,439	Physical – 402,526
Digital – 347,534	Digital – 381,820
<b>Total – 758,973</b>	<b>Total – 784,346</b>

Physical trips to the library are slightly down, while web site visits are up, leading to an overall increase in combined physical/digital visits. This may reflect the overall trend of people accessing information and services online instead of in physical visits. Interestingly, the majority of the decrease in physical visits was during the months of January, February and March, while warmer months experienced increases. This may be due to the unusually brutal 2019 winter.

### LIBRARY PROGRAMMING

Programs	2018	2019	Attendance	2018	2019
Children's	511	524	Children's	15,408	15,873
Teen	24	48	Teen	1,297	1,784
Adult/Family	413	354	Adult/Family	11,018	11,108
<b>Total</b>	<b>948</b>	<b>926</b>	<b>Total</b>	<b>27,723</b>	<b>28,765</b>

Our attendance at library programming increased 4% from 2018 to 2019 despite doing less total programs. We stopped doing some of our less popular programs and also increased the number of teen/tween programs. We also focused more of our resources on collaboration and shared initiatives (seen at the top of the page), which more than doubled.

### WELCOMING SPACES

We have added a new puppet play area to the Children's Department, and have also ordered some large waffle blocks for the play area. This is in response to requests for additional play/activity options in the NIU Community Survey.



## Enlighten

### ENHANCE LIBRARY COLLECTION

A digital content line was added to the FY20 budget to better track and allocate for ebooks, emagazines, downloadable audiobooks, and streaming music and video. Budget allocations for popular formats such as DVDs/Blurays and computer games have been increased, while less used content such as print magazines and electronic reference has been decreased.