



Vancouver Public Library

MANAGEMENT REPORT

Date: May 21, 2020
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VanDocs#: DOC/2020/127050
Meeting Date: May 27, 2020
TO: Library Board
FROM: Carol Nelson, Director, Planning and Communications
SUBJECT: Monthly Report - Patron Usage Statistics

SUMMARY

This report provides a high level summary of library statistics and patron appreciation received year to date.

PURPOSE

This report is for information.

BACKGROUND

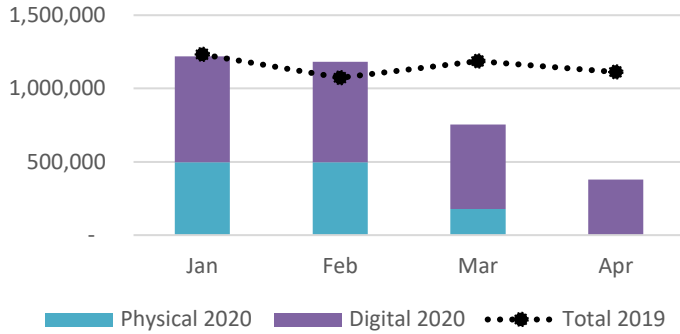
Over the last three years, the Policy and Planning department's quarterly progress reports informed the Board on advancements made on the 2017 to 2019 strategic plan. As the launch of the 2020 to 2023 strategic plan and related reporting was put on hold due to the pandemic, this interim report is intended to keep the Board up-to-date on trends in patron usage and the positive impact we continue to have on Vancouver residents. We will resume work on the strategic plan and related progress reporting as soon as possible after recovery planning and implementation.

DISCUSSION

While overall patron usage has declined with the temporary closure of VPL's locations, we see significant growth in all areas of digital service, including collection use, online card registrations, online program views, and social media engagement, and patron appreciation has been particularly enthusiastic.

Monthly Statistics Report – May 2020

Visits



Highlights from the Digital Library

Change in usage Jan-Apr 2020 from Jan-Apr 2019

↑ **51%**
Digital library
web sessions

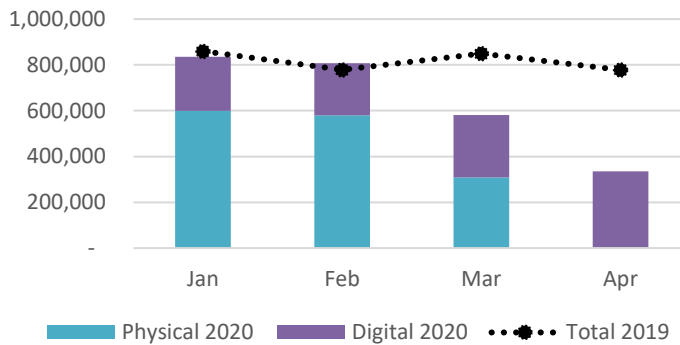


↑ **60%**
RBDigital
Magazines

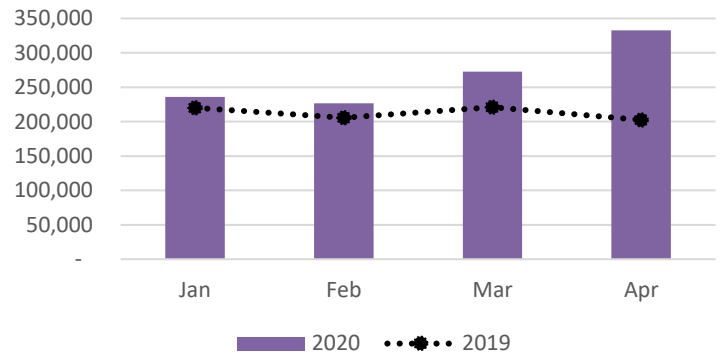
↑ **31%**
VPL To Go - ebooks

↑ **29%**
Lynda.com

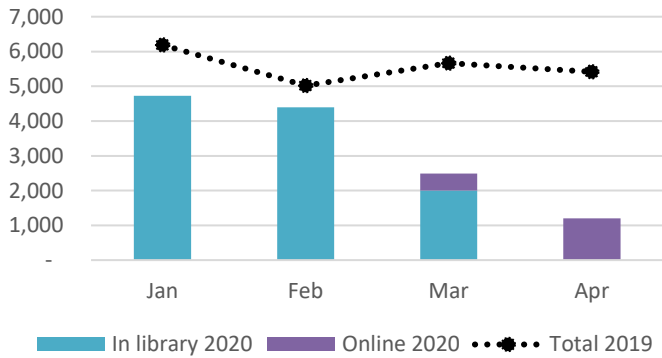
Collection Use - Physical & Digital



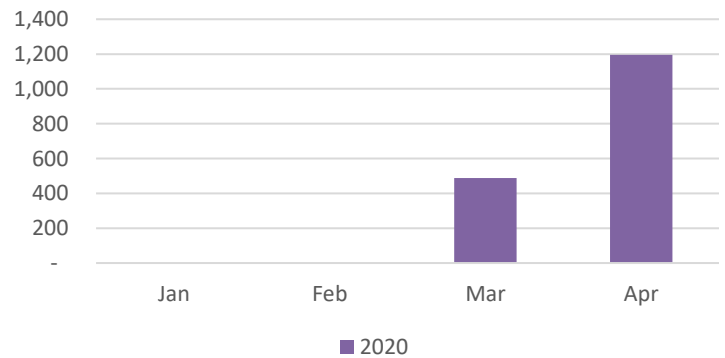
Collection Use - Digital Only



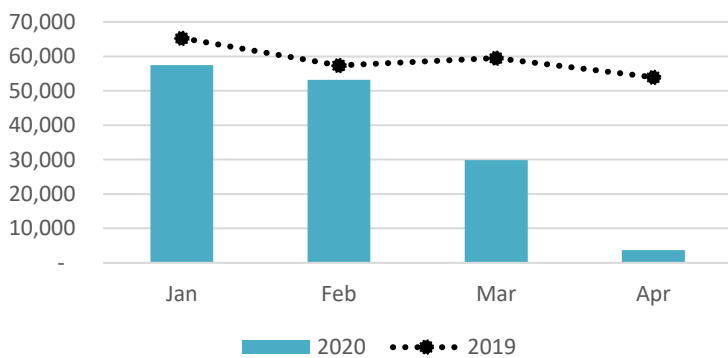
New Card Registrations



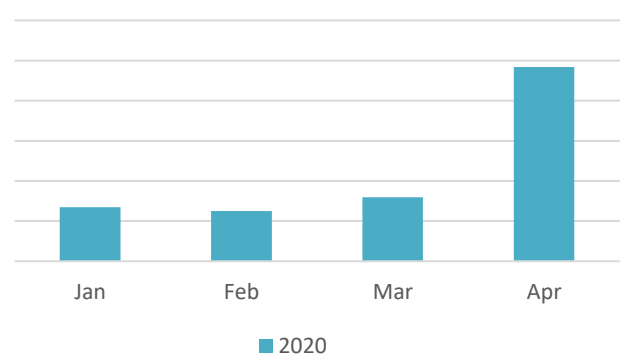
New Card Online Self Registration



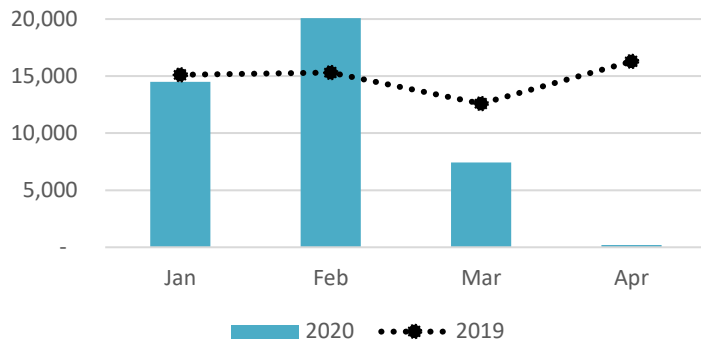
Reference Questions



Digital Library (eResources) Questions

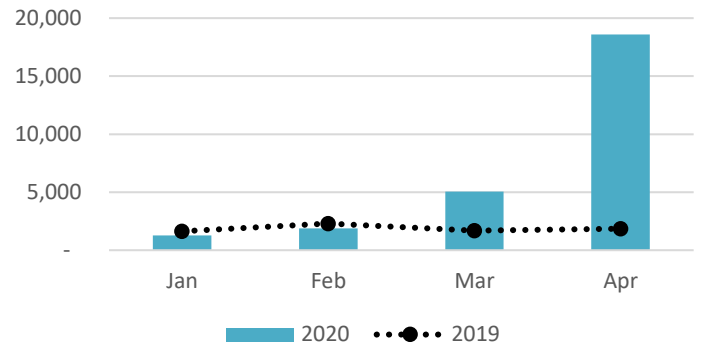


Program Attendance



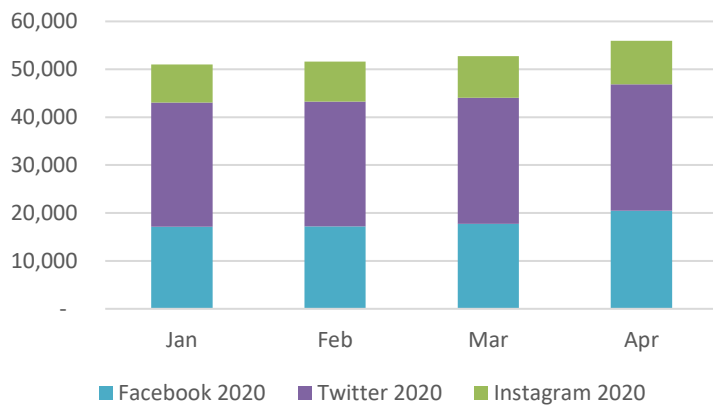
Program attendance includes in-person attendance as well as attendance at online programs that require registration.

Online Program Views

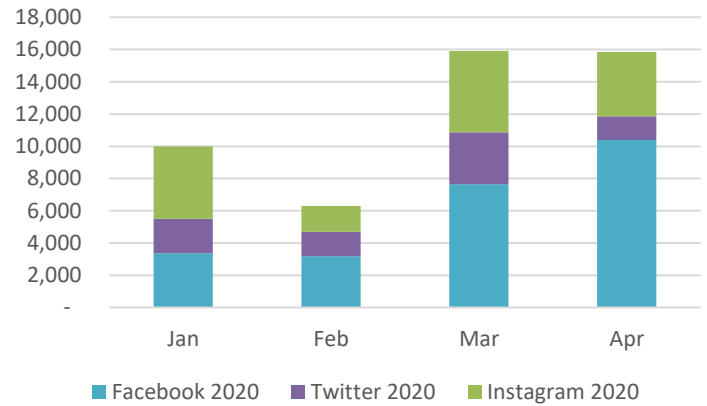


Program views include Facebook Live streaming events and recorded programs on Facebook and YouTube.

Social Media Followers

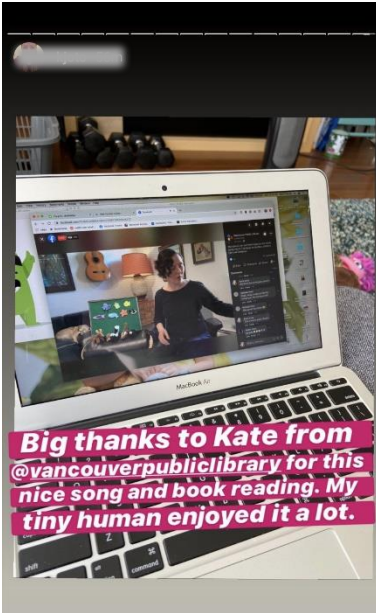


Social Media Engagement



Social media engagement includes any action taken such as likes, comments, shares, website clicks, etc.

Patron appreciation and digital engagement



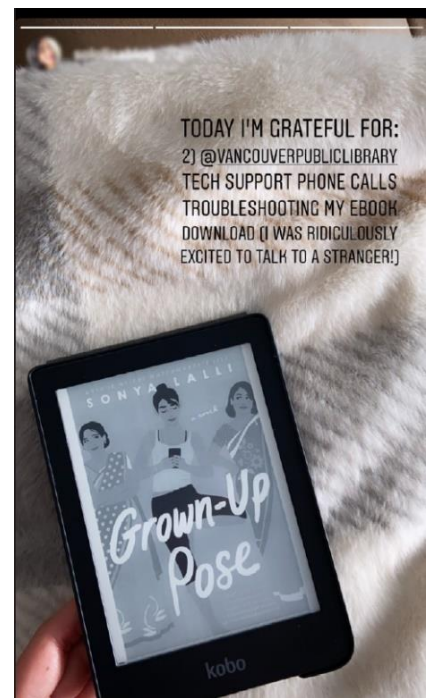
“Thank you so much for staying open. I’ve been able to get a lot of useful info over the last few weeks, which I would not have been able to had the library been closed.”

“Thank for being here. It means a lot.”



“Thank you so very much because I have no other way of looking this up. I don’t have a computer and can’t afford internet.”

“I didn’t expect a human voice. I am thrilled.”



“Who, just finished the first Virtual Career and Job Search Tour! I’m so happy with how it went. We had 22 people in attendance which was the perfect number. Lots of great participation and questions. Zero tech issues. Lots of positive feedback and thanks at the end. I had fun. Can’t wait for the next one”

“Whew! I just had the pleasure of attending an event through Vancouver Public Library called Decolonization: The Two-Spirit Journey. It was a panel of artists who shared their personal stories of being two-spirit, as well as their poetry and dance. Nova Weipert is the 2020 Indigenous Storyteller in Residence at VPL and has some upcoming online sharing circles. Beany John Hoop Dance shared their story and a beautiful and moving hoop dance. Tawahum is a poet and I was incredibly touched by their work. Just passing along some artist love, I’m grateful that I was able to participate.”