





CAMAS PUBLIC LIBRARY

QUARTERLY REPORT Q4 2018

 360.834.4692

 www.camaslibrary.org

 625 NE 4th Ave. Camas, WA 98607

 library@camaslibrary.org

BORROWERS, VISITS, AND SERVICE DESK CONTACTS



NEW

**LIBRARY
CARDS**

Q3 2018
BORROWERS **10,879**

Q4 2018
BORROWERS **22,067**

% CHANGE* **+103%**

Q3 2018
VISITS **71,753**

Q4 2018
VISITS **51,308**

% CHANGE **-40%**

SERVICE DESK CONTACTS

	Q3 2018	Q4 2018
REFERENCE	3,255	2,994
OTHER*	6,093	5,225
TOTAL	9,348	8,219

*DIRECTIONAL, POLICY ASSISTANCE, TECHNOLOGY HELP, ETC.



Q4

*Q4 indicates quarter when reciprocal cards include Fort Vancouver patrons

OUR COLLECTION AND HOW IT'S USED

52,589
CHECKOUTS Q4 2018

↑ 2.2%
INCREASE FROM THIS TIME
LAST YEAR (Q4)

222,484
TOTAL CHECKOUTS
IN 2018

↓ 2.6%
DECREASE FROM TOTAL IN 2017

98,019
Current Holdings*
*does not include digital holdings as the titles are co-owned as part of a statewide cooperative

Circulation of collections compared to Q4 2017

BY AUDIENCE

ADULTS

↓ -1%

TEENS

↑ +19%

CHILDREN

↑ +4%

BY FORMAT

A/V

↓ -6%

DIGITAL

↑ +29%

PHYSICAL

↓ -5%

Collections Most Checked Out in Q4

All top checkouts were from our physical collection; comparisons are to the previous quarter.

- | | | |
|--------------------------|--------|--------|
| 1. PICTURE BOOKS | 10,444 | up 12% |
| 2. ADULT FICTION | 7,271 | up 12% |
| 3. CHILDREN'S FICTION | 6,064 | up 9% |
| 4. ADULT NONFICTION | 5,999 | up 16% |
| 5. CHILDREN'S NONFICTION | 4,113 | up 3% |
| 6. ADULT DVDS | 3,742 | up 36% |



Q4

EVENTS

Highest-attended events by audience and event type in Q4

KIDS

1. Storytime - 2,636
2. Entertainment - 468
3. Tours - 310
4. Outreach - 280
5. STEAM - 103

TEENS

1. Literary - 84
2. Entertainment - 61
3. Crafts - 54
4. Tours - 51
5. Advisory - 28

ADULTS

1. Storytime - 1,594
2. Entertainment - 647
3. Literary - 333
4. Informational - 241
5. Crafts - 118



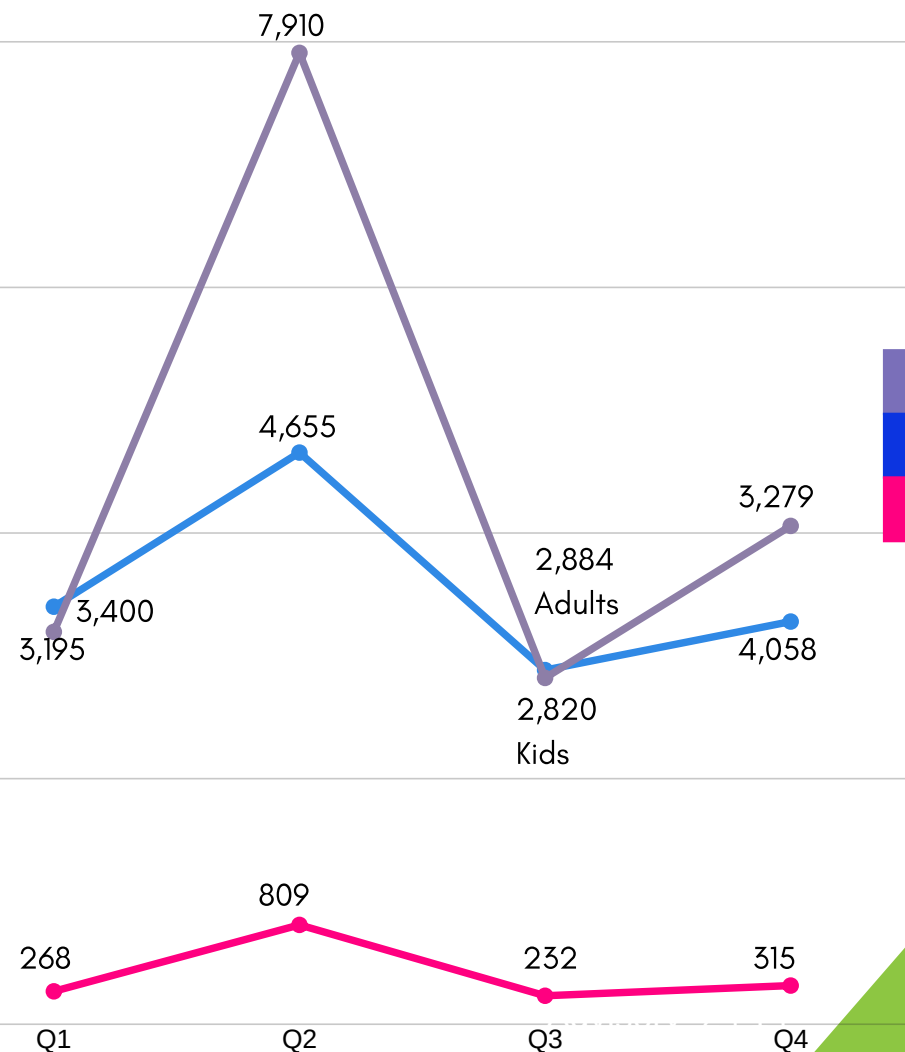
Q4 2018 total events: **258** / up **17%** from Q4 2017

2018 entire year total events: **1,049** / up **22%** from 2017

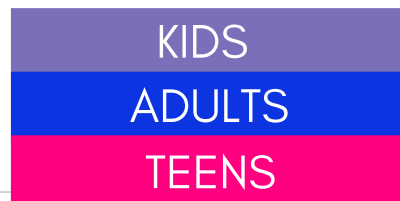


Q4 2018 total attendance: **7,672** / down **23%** from Q4 2017

2018 entire year attendance: **38,179** / down **11%** from 2017



2018 Program Attendance by the Quarter



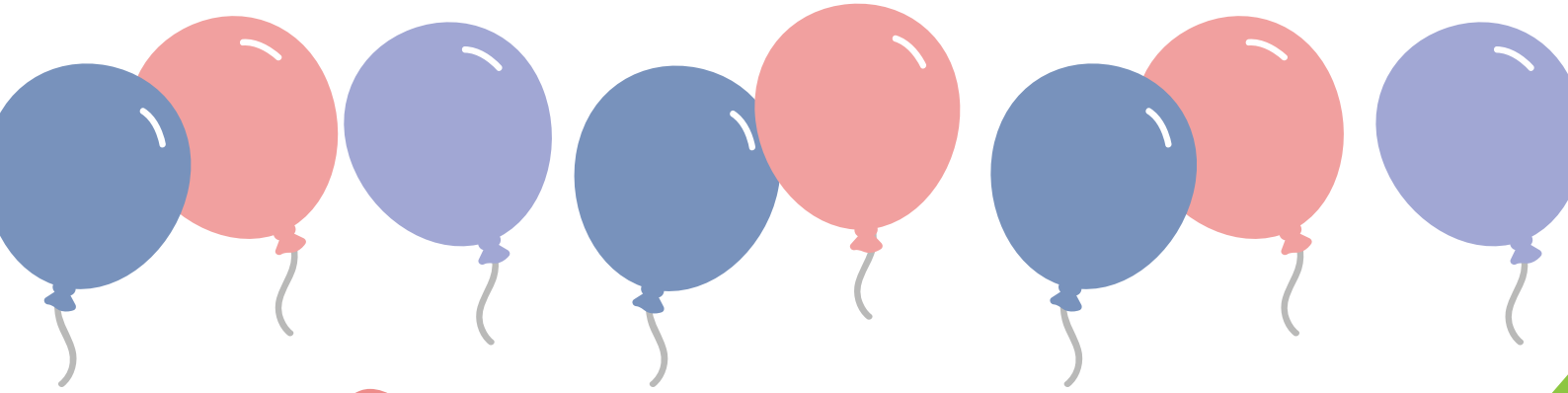
Q4

EVENTS Continued

top 10 community connections

by number of
people seen

1. Dorothy Fox Reading Night - 315
2. FFCL Book Sale - 310
3. Reading to Kids at Hometown Holidays - 300
4. Library Tour (Helen Baller Elementary) - 155
5. Library Tour (Prune Hill Elementary) - 145
6. Camas Wellness Festival - 99
7. Library Tour (Camas Community Preschool) - 60
8. Read to Grow: Camas Community Preschool - 34 (avg)
9. Library Tour (Liberty Middle School) - 28 (avg)
10. Read to Grow: Head Start - 19 (avg)

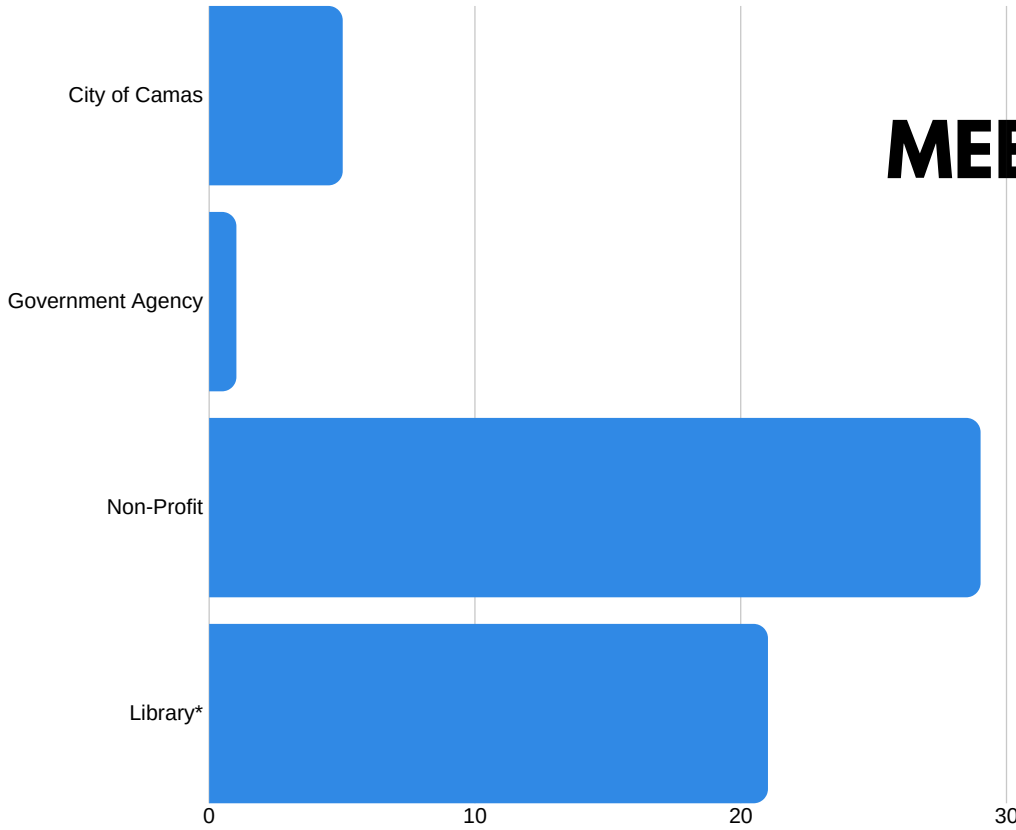


top 10

most well-attended events in the Library

1. Noon Year's Eve Party - 385
CHILDREN 0-5 + THEIR ADULTS
2. Saturday Spooktacular - 300
ALL AGES
3. First Friday November - 172
ALL AGES
4. Celtic Muse Harpists - 98
ALL AGES
5. Fiber to Fabric demos - 72
ALL AGES
6. Mini Pumpkin Decorating Party - 71
CHILDREN Pre-K -5th +
THEIR ADULTS
7. Winter Break Movies - 57 (avg)
ALL AGES
8. Tiny Tots Storytime - 40 (avg)
CHILDREN 2-3 +
THEIR ADULTS
9. LEGO Club - 32 (avg)
CHILDREN Pre-K -5th +
THEIR ADULTS
10. Baby Storytime - 30 (avg)
CHILDREN 0-2 +
THEIR ADULTS

ROOMS & COMPUTER USE



MEETING ROOMS

Total Meetings: 56

Total People: 632

City of Camas: 5 Meetings; 78 Attendees

Government Agencies: 1 Meeting; 50 Attendees;

Non-Profits: 29 Meetings; 347 Attendees

Library*: 21 Meetings; 157 Attendees

*Meetings in the Library's case are defined by private use and not open to the public, as opposed to programs/events



PUBLIC COMPUTERS

Number of Sessions:

3,758

{Down 18% from Q3 2018}

Average Unique Users Monthly:

518

{Down 18% from Q3 2018}



Q4

SOCIAL MEDIA ENGAGEMENT







Q3 2018

Q4 2018

% Change

Followers	2,597	2,656	2%	↑
New Check Ins	88	138	36%	↑
Page Views	2,253	1,526	-48%	↓
User Reach	62,342	89,794	31%	↑
Engaged Users	4,110	5,216	21%	↑
Total Engagement	6,604	9,582	31%	↑

Followers		Q3 2018 2,377		Q4 2018 2,405	↑ 1%
Total Engagement		1,300		598	↓ -117%



Instagram

Q3 2018 Q4 2018 % change

Followers	576	666	14%	↑
Reach	1,200	4,745	75%	↑
Check-Ins	21	13	-62%	↓

Q4



The Library's Japanese Maple stood glorious in early November 2018.



Camas Public
LIBRARY

Unearth something extraordinary.