

THE URBANA FREE LIBRARY

SUMMARY STATISTICS

Fiscal Year 2010/2011
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	2009/2010	Percent Change	2010/2011	Percent of Library Total 2010/2011
CIRCULATION BY ITEM				
Adult Services items	516,012	0	517,673	65
Children's Services items	207,603	10	227,537	28
MyMediaMall downloaded items	2,543	44	3,652	
Interloan items borrowed	55,550	-7	51,707	6
Total Circulation at Urbana	781,708	2	800,569	100
INTERLOAN lent to other libraries	76,541	-2	75,294	
CIRCULATION BY CARDHOLDER				
Circulation to Urbana cardholders	614,367	1	617,879	78
Circulation to reciprocal cardholders	161,066	10	176,702	22
Total Circulation at Urbana	775,433	2	794,581	100
COLLECTION				
Adult Services	203,126	1	204,459	64
Children's Services	83,998	0	83,704	26
Archives	33,655	0	33,713	10
Electronic databases	50	0	50	0
Total Collection (items held at end of year)	320,829	0	321,926	100
QUESTIONS ASKED				
Adult Services	72,098	-4	69,317	58
Children's Services	38,907	2	39,636	33
Archives	12,484	-19	10,110	8
Total Questions	123,489	-4	119,063	100
PUBLIC COMPUTER SESSIONS				
Adult Services	84,189	5	88,776	83
Children's Services	14,631	0	14,604	14
Archives	3,267	25	4,099	4
Total Computer Sessions (excludes online catalog)	102,087	5	107,479	100
PATRON COUNTS				
Library cards (held at end of year)	13,880	-5	13,167	
Archives users	3,722	-10	3,361	
Door count	481,170	3	493,628	
UFL webpage users (unique visits)	477,211	17	557,249	
PROGRAMS & PR EVENTS				
Programs	761	-1	753	
Program attendance	27,420	7	29,448	
PR events	48	-15	41	
Public contacts at PR events	3,185	50	4,768	

NOTES:

March 2011, local holds implemented for new items.

March 2011, CD and DVD limits increase.

April 2011, all VHS and BOT items withdrawn from collection.

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Circulation & Collection by Format

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CIRCULATION BY FORMAT	2009/2010	Percent Change	2010/2011	Percent of Total Circulation 2010/2011
Books	388,444	3	400,430	50
Magazines (issues)	23,754	-3	22,960	3
Audiobooks	20,057	5	21,080	3
Audio Music	78,462	0	78,348	10
Educational Videos/DVDs/CD-ROMs	21,513	-5	20,536	3
Entertainment Videos/DVDs	191,385	5	201,856	25
MyMediaMall downloaded items (all formats)	2,543	44	3,652	0
Interloan items borrowed (all formats)	55,550	-7	51,707	6
TOTAL LIBRARY CIRCULATION	781,708	2	800,569	100

COLLECTION BY FORMAT	Items Held at end of 2009/2010	Percent Change	Items Held at end of 2010/2011	Percent of Total Collection 2010/2011
Books	260,145	-1	257,730	80
Magazine titles (print and microfilm)	1,168	1	1,177	0
Newspaper titles (print and microfilm)	134	4	139	0
Microforms, other	4,400	0	4,399	1
Maps	450	0	450	0
Photographs	11,277	0	11,277	4
Archival collections	430	0	430	0
Audiobooks	4,868	7	5,213	2
Audio Music	19,549	6	20,680	6
Educational Videos/DVDs/CD-ROMs	6,629	8	7,173	2
Entertainment Videos/DVDs	11,729	13	13,208	4
TOTAL LIBRARY COLLECTION	320,779	0	321,876	100

COLLECTION BY FORMAT MONTHLY ACTIVITY	Items Held at start of 2010/2011	Items Added	Items Withdrawn	Net Change	Items Held at end of 2010/2011
Books	260,145	15,406	17,821	-2,415	257,730
Magazine titles (print and microfilm)	1,168	30	21	9	1,177
Newspaper titles (print and microfilm)	134	5	0	5	139
Microforms, other	4,400	0	1	-1	4,399
Maps	450	0	0	0	450
Photographs	11,277	0	0	0	11,277
Archival collections	430	0	0	0	430
Audiobooks	4,868	712	367	345	5,213
Audio Music	19,549	1,842	711	1,131	20,680
Educational Videos/DVDs/CD-ROMs	6,629	634	90	544	7,173
Entertainment Videos/DVDs	11,729	1,941	462	1,479	13,208
TOTAL COLLECTION ACTIVITY	320,779	20,570	19,473	1,097	321,876

QUESTIONS ASKED	2009/2010	Percent Change	2010/2011	Percent of Total Questions 2010/2011
Adult Services				
Reference	42,637	-4	41,109	35
Holds	11,552	-8	10,666	9
Other	17,909	-2	17,542	15
Total Adult Questions	<u>72,098</u>	<u>-4</u>	<u>69,317</u>	<u>58</u>
Children's Services				
Reference	12,014	8	13,022	11
Holds	4,131	34	5,522	5
Other	22,762	-7	21,092	18
Total Children's Questions	<u>38,907</u>	<u>2</u>	<u>39,636</u>	<u>33</u>
Archives				
Reference	8,877	-16	7,490	6
Other	3,607	-27	2,620	2
Total Archives Questions	<u>12,484</u>	<u>-19</u>	<u>10,110</u>	<u>8</u>
TOTAL QUESTIONS ASKED	<u>123,489</u>	<u>-4</u>	<u>119,063</u>	<u>100</u>

PUBLIC COMPUTER SESSIONS (excludes online catalog)	2009/2010	Percent Change	2010/2011	Percent of Total Sessions 2010/2011
Adult & Teen Internet sessions	75,254	4	78,092	73
Express Internet sessions	7,359	36	10,006	9
Parent Internet sessions	4,027	25	5,022	5
Child Internet sessions	4,202	36	5,729	5
Archives Internet sessions	3,267	25	4,099	4
Total Internet sessions	<u>94,109</u>	<u>9</u>	<u>102,948</u>	<u>96</u>
Total word processing sessions (Adult)	1,576	-57	678	1
Total CD-ROM game sessions (Children's)	6,402	-40	3,853	4
TOTAL COMPUTER SESSIONS	<u>102,087</u>	<u>5</u>	<u>107,479</u>	<u>100</u>

ONLINE ACCESS	2009/2010	Percent Change	2010/2011
UFL webpages viewed	#####	14	1,286,191
UFL webpage users (unique visits)	477,211	17	557,249
Online catalog searches	744,999	-2	726,409

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Patron Statistics

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LIBRARY CARDS HELD	Cards Held at end of 2009/2010	Percent Change	Cards Held at end of 2010/2011	Percent of Total Cards 2010/2011
Residents adult	12,046		11,429	87
Residents jr/sr high school	712		660	5
Residents child	755		708	5
Total Resident Cards	13,513	-5	12,797	97
Non-residents adult	299		305	2
Non-residents jr/sr high school	44		40	0
Non-residents child	24		25	0
Total Non-Resident Cards	367	1	370	3
TOTAL LIBRARY CARDS HELD	13,880	-5	13,167	100

LIBRARY CARDS MONTHLY ACTIVITY	2009/2010	Percent Change	2010/2011	Percent of Cards Issued 2010/2011
Residents adult	3,254		2,582	42
Residents jr/sr high school	255		211	3
Residents child	255		229	4
Non-residents adult	118		113	2
Non-residents jr/sr high school	14		12	0
Non-residents child	17		19	0
Total New Cards	3,913	-19	3,166	52
Residents adult	2,706		2,444	40
Residents jr/sr high school	252		129	2
Residents child	122		112	2
Non-residents adult	215		198	3
Non-residents jr/sr high school	29		21	0
Non-residents child	11		6	0
Total Cards Renewed	3,335	-13	2,910	48
TOTAL LIBRARY CARDS ISSUED	7,248	-16	6,076	100

ARCHIVES USERS	2009/2010	Percent Change	2010/2011	Percent of Archives Users 2010/2011
Urbana	1,445	-10	1,296	39
Champaign	750	-8	690	21
Champaign County	846	-11	750	22
Illinois	285	1	287	9
Out of state	396	-15	338	10
TOTAL ARCHIVES USERS	3,722	-10	3,361	100

THE URBANA FREE LIBRARY
Circulation Detail
(excludes downloads and interloan)

Fiscal Year 2010/2011
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ADULT CIRCULATION	2009/2010	Percent Change	2010/2011	Percent of Adult Circ 2010/2011	Percent of Total Circ 2010/2011
Nonfiction books	107,642	-3	104,664	20	13
Fiction hardback books	100,116	3	102,916	20	13
Fiction paperback books	27,132	-10	24,305	5	3
Large print books	6,833	6	7,226	1	1
Total Adult Books	241,723	-1	239,111	46	30
Total Adult VF & Magazines (issues)	22,080	-4	21,091	4	3
Audiobooks on tape	1,677	-43	949	0	0
Audiobooks on disc	12,071	3	12,423	2	2
Music CDs	74,702	0	74,375	14	9
Total Adult Audio	88,450	-1	87,747	17	11
Educational videos	1,663	-49	856	0	0
Educational DVDs	10,668	0	10,712	2	1
Entertainment videos	3,956	-56	1,757	0	0
Entertainment DVDs	147,472	6	156,399	30	20
Total Adult Video	163,759	4	169,724	33	21
TOTAL ADULT CIRCULATION (excludes downloads and interloan)	516,012	0	517,673	100	65

CHILDREN'S CIRCULATION	2009/2010	Percent Change	2010/2011	Percent of Child Circ 2010/2011	Percent of Total Circ 2010/2011
Nonfiction books	41,140	13	46,606	20	6
Fiction hardback books	16,586	14	18,833	8	2
Fiction paperback books	13,578	13	15,376	7	2
Easy books	66,318	7	71,088	31	9
Baby books	9,099	3	9,416	4	1
Total Children's Books	146,721	10	161,319	71	20
Total Children's Magazines (issues)	1,674	12	1,869	1	0
Audiobooks on tape	277	-85	41	0	0
Audiobooks on disc	6,032	27	7,667	3	1
Music cassettes & CDs	3,760	6	3,973	2	0
Total Children's Audio	10,069	16	11,681	5	1
Educational CD-ROMs	2,754	-16	2,317	1	0
Educational videos	1,418	-38	881	0	0
Educational DVDs	5,010	15	5,770	3	0
Entertainment videos	3,244	-44	1,818	1	0
Entertainment DVDs	36,713	14	41,882	18	5
Total Children's Video	49,139	7	52,668	23	7
TOTAL CHILD CIRCULATION (excludes downloads and interloan)	207,603	10	227,537	100	28

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Adult Collection Detail

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ADULT COLLECTION	Items Held at end of 2009/2010	Percent Change	Items Held at end of 2010/2011	Percent of Adult Coll 2010/2011	Percent of Total Coll 2010/2011
Reference books	4,019	-13	3,516	2	1
Nonfiction books	72,287	0	72,154	35	22
Fiction hardback books	61,883	0	62,075	30	19
Fiction paperback books	25,892	-2	25,374	12	8
Large print books	5,358	-6	5,049	2	2
Total Adult Books	169,439	-1	168,168	82	52
Total Adult Magazines (titles)	437	0	436	0	0
Total Adult Newspapers (titles)	19	0	19	0	0
Audiobooks on tape	1,251	-4	1,199	1	0
Audiobooks on disc	1,919	17	2,246	1	1
Music CDs	18,323	6	19,367	9	6
Total Adult Audio	21,493	6	22,812	11	7
Educational videos	1,744	-6	1,639	1	1
Educational DVDs	1,990	20	2,381	1	1
Entertainment videos	699	-10	632	0	0
Entertainment DVDs	7,305	15	8,372	4	3
Total Adult Video	11,738	11	13,024	6	4
TOTAL ADULT COLLECTION	203,126	1	204,459	100	64

ADULT COLLECTION MONTHLY ACTIVITY	Items Held at start of 2010/2011	Items Added	Items Withdrawn	Net Change	Items Held at end of 2010/2011
Reference books	4,019	113	616	-503	3,516
Nonfiction books	72,287	4,722	4,855	-133	72,154
Fiction hardback books	61,883	3,804	3,612	192	62,075
Fiction paperback books	25,892	1,140	1,658	-518	25,374
Large print books	5,358	205	514	-309	5,049
Total Adult Books	169,439	9,984	11,255	-1,271	168,168
Total Adult Magazines (titles)	437	8	9	-1	436
Total Adult Newspapers (titles)	19	0	0	0	19
Audiobooks on tape	1,251	0	52	-52	1,199
Audiobooks on disc	1,919	382	55	327	2,246
Music CDs	18,323	1,744	700	1,044	19,367
Total Adult Audio	21,493	2,126	807	1,319	22,812
Educational videos	1,744	0	105	-105	1,639
Educational DVDs	1,990	334	-57	391	2,381
Entertainment videos	699	0	67	-67	632
Entertainment DVDs	7,305	1,409	342	1,067	8,372
Total Adult Video	11,738	1,743	457	1,286	13,024
TOTAL ADULT COLLECTION	203,126	13,861	12,528	1,333	204,459

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Children's Collection Detail

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CHILDREN'S COLLECTION	Items Held at end of 2009/2010	Percent Change	Items Held at end of 2010/2011	Percent of Child Coll 2010/2011	Percent of Total Coll 2010/2011
Reference books	1,491	-27	1,081	1	0
Nonfiction books	33,439	-3	32,495	39	10
Fiction hardback books	12,476	-6	11,720	14	4
Fiction paperback books	3,278	2	3,349	4	1
Easy books	22,778	3	23,528	28	7
Baby books	1,481	7	1,587	2	0
Total Children's Books	74,943	-2	73,760	88	23
Total Children's Magazines (titles)	54	15	62	0	0
Audiobooks on tape	261	-91	24	0	0
Audiobooks on disc	1,089	29	1,402	2	0
Music cassettes & CDs	1,161	7	1,248	1	0
Total Children's Audio	2,511	6	2,674	3	1
Educational CD-ROMs	712	0	713	1	0
Educational videos	1,099	-1	1,090	1	0
Educational DVDs	954	26	1,201	1	0
Entertainment videos	1,320	0	1,314	2	0
Entertainment DVDs	2,405	20	2,890	3	1
Total Children's Video	6,490	11	7,208	9	2
TOTAL CHILDREN'S COLLECTION	83,998	0	83,704	100	26

CHILDREN'S COLLECTION MONTHLY ACTIVITY	Items Held at start of 2010/2011	Items Added	Items Withdrawn	Net Change	Items Held at end of 2010/2011
Reference books	1,491	67	477	-410	1,081
Nonfiction books	33,439	1,850	2,794	-944	32,495
Fiction hardback books	12,476	1,000	1,756	-756	11,720
Fiction paperback books	3,278	271	200	71	3,349
Easy books	22,778	1,812	1,062	750	23,528
Baby books	1,481	178	72	106	1,587
Total Children's Books	74,943	5,178	6,361	-1,183	73,760
Total Children's Magazines (titles)	54	13	5	8	62
Audiobooks on tape	261	0	237	-237	24
Audiobooks on disc	1,089	330	17	313	1,402
Music cassettes & CDs	1,161	98	11	87	1,248
Total Children's Audio	2,511	428	265	163	2,674
Educational CD-ROMs	712	49	48	1	713
Educational videos	1,099	0	9	-9	1,090
Educational DVDs	954	247	0	247	1,201
Entertainment videos	1,320	0	6	-6	1,314
Entertainment DVDs	2,405	532	47	485	2,890
Total Children's Video	6,490	828	110	718	7,208
TOTAL CHILDREN'S COLLECTION	83,998	6,447	6,741	-294	83,704

**THE URBANA FREE LIBRARY
Archives Collection Detail**

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ARCHIVES COLLECTION	Items Held at start of 2010/2011	Percent Change	Items Held at end of 2010/2011	Percent of Arch Coll 2010/2011	Percent of Total Coll 2010/2011
Books	15,763	0	15,802	47	5
Magazine titles (print and microfilm)	677	0	679	2	0
Newspaper titles (print and microfilm)	115	4	120	0	0
Microfilm, other (reels)	4,143	0	4,142	12	1
Microfiche	257	0	257	1	0
Maps	450	0	450	1	0
Photographs	11,277	0	11,277	33	4
Archival collections	430	0	430	1	0
Audio, spoken	348	-2	342	1	0
Audio music	65	0	65	0	0
Educational videos & DVDs	130	15	149	0	0
TOTAL ARCHIVES COLLECTION	33,655	0	33,713	100	10

ARCHIVES COLLECTION MONTHLY ACTIVITY	Items Held at start of 2010/2011	Items Added	Items Withdrawn	Net Change	Items Held at end of 2010/2011
Books	15,763	244	205	39	15,802
Magazine titles (print and microfilm)	677	9	7	2	679
Newspaper titles (print and microfilm)	115	5	0	5	120
Microfilm, other (reels)	4,143	0	1	-1	4,142
Microfiche	257	0	0	0	257
Maps	450	0	0	0	450
Photographs	11,277	0	0	0	11,277
Archival collections	430	0	0	0	430
Audio, spoken	348	0	6	-6	342
Audio music	65	0	0	0	65
Educational videos & DVDs	130	4	-15	19	149
TOTAL ARCHIVES COLLECTION	33,655	262	204	58	33,713

**THE URBANA FREE LIBRARY
Programs & PR Events**

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PROGRAMS	Programs 2009/2010	Percent Change	Programs 2010/2011	Attendance 2009/2010	Percent Change	Attendance 2010/2011
Administration						
Presentations/talks	7		0	239		0
Library/department tours	4		3	54		57
Other	6		9	378		766
Total Administration Programs	17	-29	12	671	23	823
Adult Services						
Presentations/talks	36		51	609		943
Library/department tours	9		3	135		46
School visits to library	1		3	4		63
Library visits to schools	0		0	0		0
Online catalog instruction	1		2	28		19
Musical programs	15		15	1,175		1,429
Other	22		36	406		327
Total Adult Programs	84	31	110	2,357	20	2,827
Children's Services						
Presentations/talks	2		8	0		77
Library/department tours	4		2	68		62
School visits to library	90		39	610		639
Library visits to schools	45		54	4,410		3,507
Daycare/other visits to library	40		32	650		807
Library visits to daycares/other	37		11	1,241		479
Preschool tales	0		52	0		1,907
Babies' Lap Time	129		118	6,177		6,354
Toddler Time	31		36	1,046		1,062
Write On!	8		6	90		84
Musical programs	0		20	0		760
Other	212		182	8,962		8,423
Total Children's Programs	598	-6	560	23,254	4	24,161
Archives						
Presentations/talks	29		30	673		1,051
Library/department tours	1		0	0		0
School visits to library	0		0	0		0
Genealogical/Historical Society	24		24	285		270
Genealogy classes	7		16	151		316
Other	1		1	29		0
Total Archives Programs	62	15	71	1,138	44	1,637
TOTAL LIBRARY PROGRAMS	761	-1	753	27,420	7	29,448

PR EVENTS	PR Events 2009/2010		PR Events 2010/2011	Contacts 2009/2010		Contacts 2010/2011
Administratrion	11		8	335		734
Circulation	24		14	2,699		2,180
Adult Services	9		11	34		784
Children's Services	2		8	95		1,070
Archives	2		0	22		0
TOTAL LIBRARY PR EVENTS	48	-15	41	3,185	50	4,768

THE URBANA FREE LIBRARY
Staff Statistics

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STAFF EDUCATION & TRAINING	2009/2010	Percent Change	2010/2011	Percent of Total CE Hours 2010/2011
Conferences (hrs)	248		66	7
Workshops / courses (hrs)	80		76	7
UFL in-service / webinars (hrs)	<u>538</u>		<u>872</u>	<u>86</u>
TOTAL HOURS STAFF CE & TRAINING	865	17	1,014	100

PROFESSIONAL ACTIVITY	2009/2010	Percent Change	2010/2011	Percent of Total Activity 2010/2011
State/national committee meetings (hrs)	54		36	17
LTLS meetings (hrs)	21		23	11
Local community meetings (hrs)	159		147	67
GSLIS mtgs / student interviews (hrs)	<u>34</u>		<u>12</u>	<u>6</u>
TOTAL PROFESSIONAL ACTIVITY	268	-19	218	100
(excludes presentations, which are included with programs)				

VOLUNTEER HOURS	2009/2010	Percent Change	2010/2011	Percent of Total Hours 2010/2011
Administration	0		0	0
Circulation	0		14	0
Adult Services	1,076		1,952	41
Children's Services	640		678	14
Archives	1,409		1,449	30
Acquisitions	86		288	6
Community service, Archives	628		377	8
Community service, other	<u>0</u>		<u>0</u>	<u>0</u>
TOTAL VOLUNTEER HOURS	3,838	24	4,757	100