



**July/Aug 2016**

**San Juan del Sur**

The Library District's partnership with San Juan del Sur Biblioteca in Nicaragua starting in 2013 and has already gone through 4 phases of awesome, collaborative work with staff and volunteers at both institutions. This partnership helps get books into the hands of children!

**2014** Automated the checkin, checkout process, barcoded library books and cards and created online catalog search

**2015** Automated library functions for bookmobile services to 35 rural schools

**2016** Automated library functions for 4 rural schools with in-house libraries

**2016** Added advanced cataloging services

Total circulation:  
6,552 items in 2014  
8,048 items in 2015 **↑23%**



**CARDHOLDERS**



New in  
July / August  
1,219 / 1,735

Current  
150,507

**HOLDS PLACED**



In July / August  
30,726 / 30,749

Year-to-date  
261,960

**COMPUTER USAGE**



WiFi use in July / August  
14,434 / 17,063

Library computer users in  
July / August  
10,612 / 13,876

**DOOR TRAFFIC**



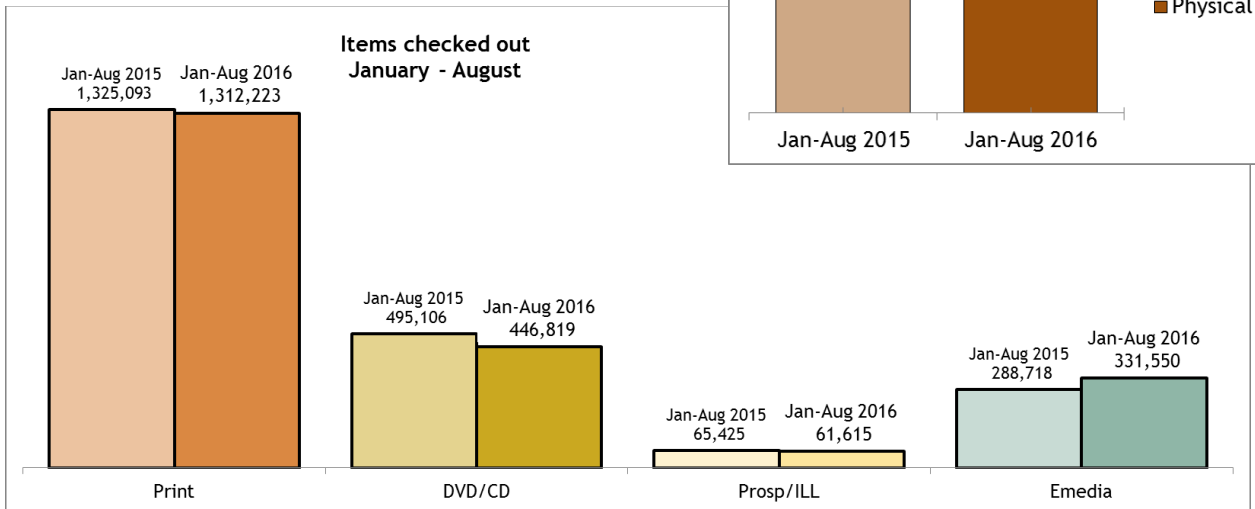
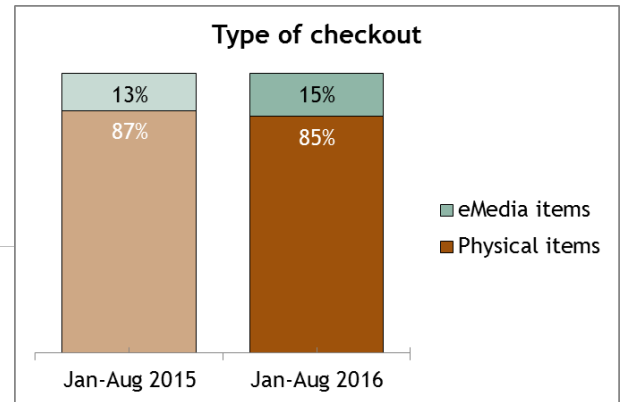
Average/day for July & August  
2,089

Total for July / August  
81,517 / 89,821

**BOOKS & MATERIALS**

Items added in  
July / August  
3,948 / 4,306

Current number of items in  
the collection  
425,764



DATABASE USAGE



July / August  
14,948 / 12,442

PROGRAMS



Programs held in  
June / July  
158 / 152

People in attendance  
5,594 / 4,081

SOCIAL MEDIA



Welcome email to new  
cardholders in July & August

- 231 emails sent
- 57% open rate
- Average open rate for other libraries using the same email vendor = 19%

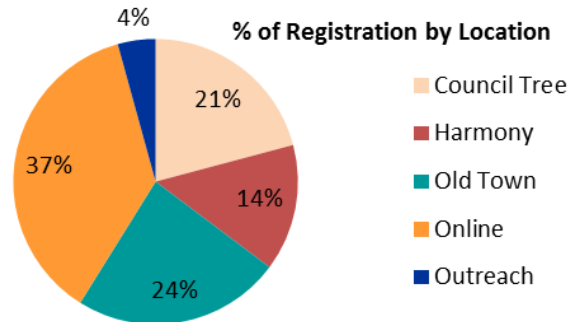
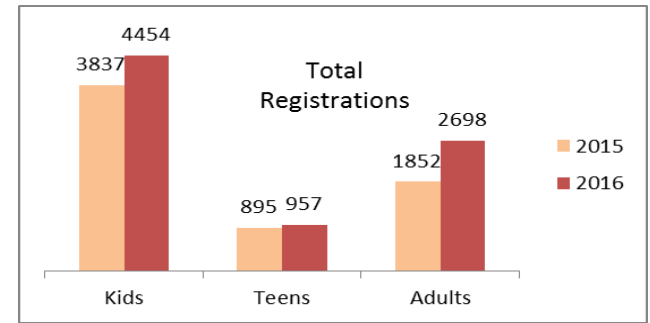
VOLUNTEERS



July / August  
275 / 176 Volunteers  
1,708 Hours

Summer Reading Challenge - Lots of fun numbers

The Summer Reading Challenge was full of fun activities and lots of reading. It also has a lot of cool statistics. Registration was up 23% over 2015. Twenty-two groups signed up under the new 'Group' account type which represented 275 kids.



Participants read a total of 113,258 hours or 6,795,505 minutes. The Teens were well represented - they were 11.4% of the total participants but read 17.3% of the total hours and had the best completion rate. Overall completion rate was 47%.

OverDrive Use is Booming

OverDrive has seen a 20% growth in total circulations this year. In July, we had 23,384 checkouts which broke the all-time high of 22,460. There has been 4 months of progressively higher checkouts in a row. The library adds an average of 477 new users per month. Fiction titles make up 84% of the total circulation in OverDrive.

