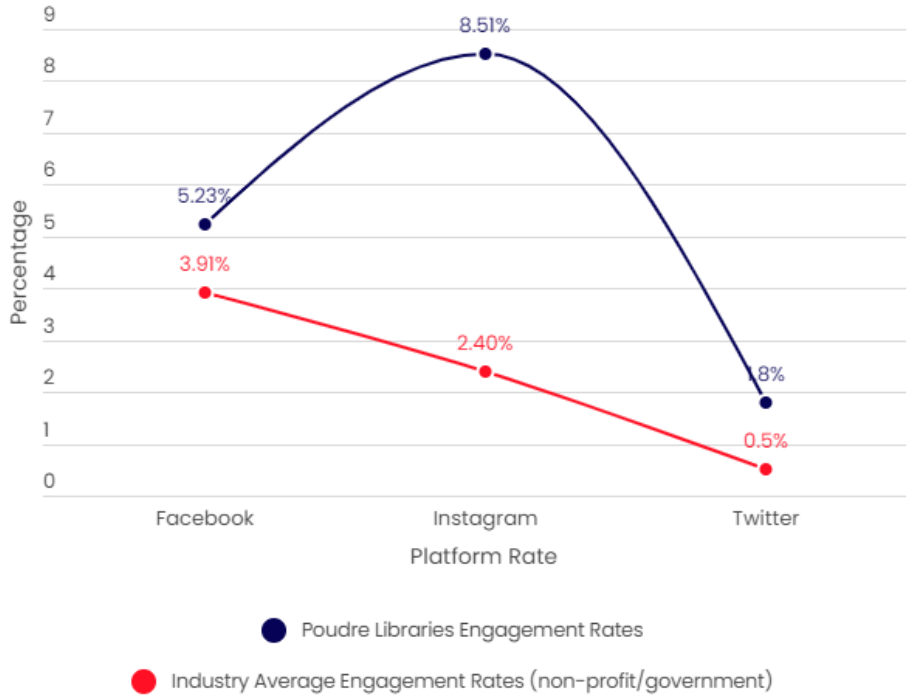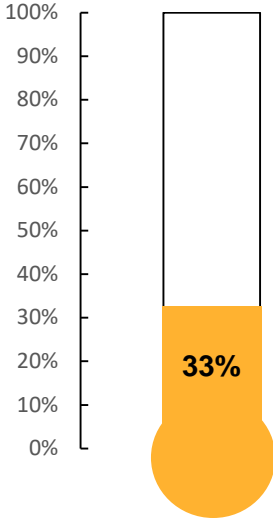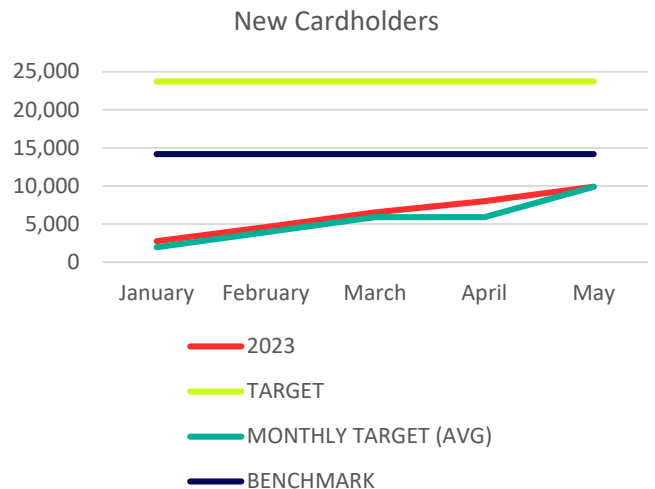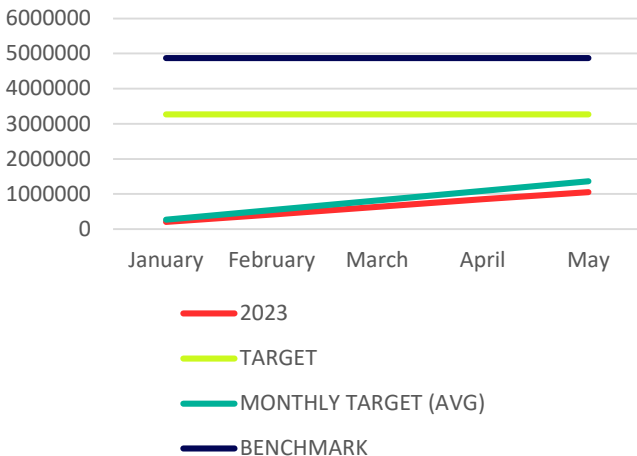# poudre libraries

May 2023 Dashboard

5/23 Social Media Engagement Rate

33%

Progress toward 2023 GOALS: 20% annual increase of customer visits and new cardholders

Poudre Libraries Engagement Rates

Industry Average Engagement Rates (non-profit/government)

Visits (Goal Total Visits = 3,265,087)		
Year to Date		
Physical	**Virtual**	**Total**
297,524	760,311	1,057,835

Cardholders (Goal New Cardholders = 23,710)		
Year to Date		
New	**Active**	**Total**
9,908	54,638	111,759

— 2023
— TARGET
— MONTHLY TARGET (AVG)
— BENCHMARK

New Cardholders

— 2023
— TARGET
— MONTHLY TARGET (AVG)
— BENCHMARK

May 2023 Dashboard Continued

Borrowing
Year to Date Comparison

	Physical	Digital	Total
2023	844,512	335,261	1,179,773
2022	278,848	121,365	400,213
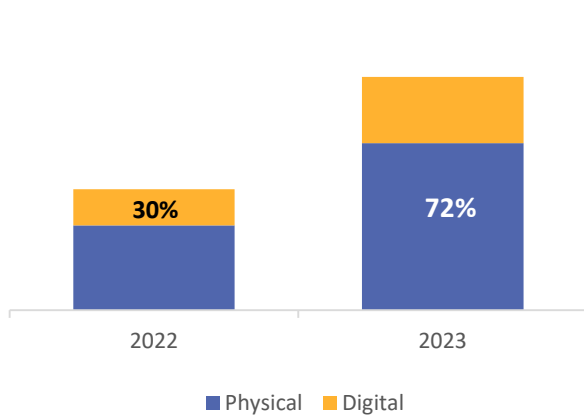
Tech Access
Year to Date Comparison

	PC Use	WiFi Use	Total
2023	27,866	49,766	77,632
2022	7,770	11,688	19,458
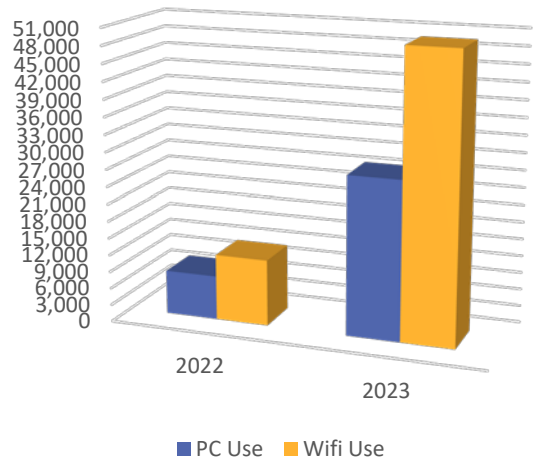
Number of Programs
Year to Date Comparison

	Offsite	Library	Total
2023	103	751	854
2022		73	73
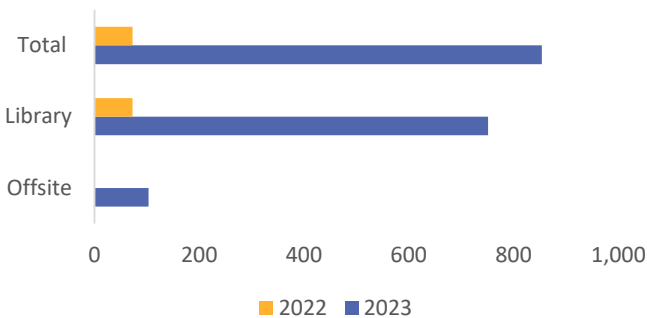
Program Attendance
Year to Date Comparison

	Offsite	Library	Total
2023	2,381	15,479	17,860
2022		850	850

poudre libraries