July 2023 Dashboard

poudre libraries

51%

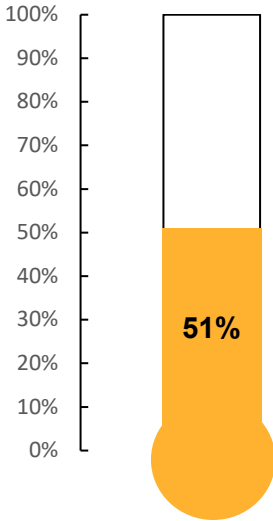**Progress toward 2023 GOALS: 20% annual increase of customer visits and new cardholders**

Updates to Monthly Stats Tracking

The following events have impacted our monthly stats tracking. The results are reflected in the July 2023 Dashboard report.

- In July, Google Universal Analytics (UA) changed to **GA4** which affects how we report traffic to our website. UA focused on "Total Users" and GA4 focuses on "Active Users" which is a different calculation. There is also a difference in how "Sessions" are reported. You may see a slight change in our overall Virtual Visits going forward due to these updates.
- In May, we **removed the extra "Events" landing webpage** from our site to improve UX. We direct visitors to our online Events Calendar via a homepage "Events" button. This has impacted our monthly website sessions data along with the GA4 update.
- We now include monthly **App Sessions** as part of our Virtual Visits – data was added to the July report and reflects YTD use.
- We began tracking **Mobile Library (Evie) Visits** as part of our In-Person Visits starting in May 2023. The stats are reflected in the July 2023 report.
- **Program attendance** for July is missing some children's program attendance numbers due to staff medical leave.

Visits
(Goal Total Visits = 3,265,087)

Year to Date		
Physical	**Virtual**	**Total**
432,474	1,224,168	1,656,642

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

Cardholders
(Goal New Cardholders = 23,710)

Year to Date		
New	**Active**	**Total**
13,781	55,503	115,413

New Cardholders

—— 2023
—— TARGET
—— MONTHLY TARGET (AVG)
—— BENCHMARK
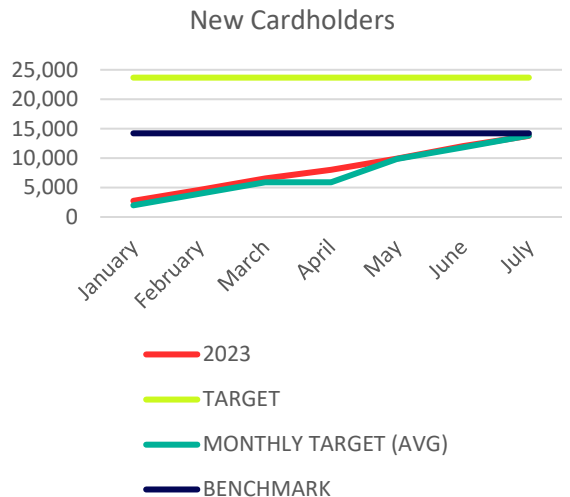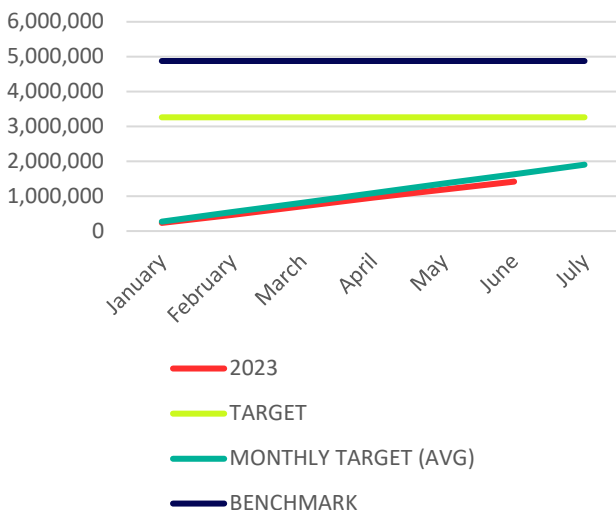
July 2023 Dashboard Continued

Borrowing

Year to Date Comparison

	Physical	Digital	Total
2023	1,209,533	474,950	1,684,483
2022	868,121	366,624	1,234,745
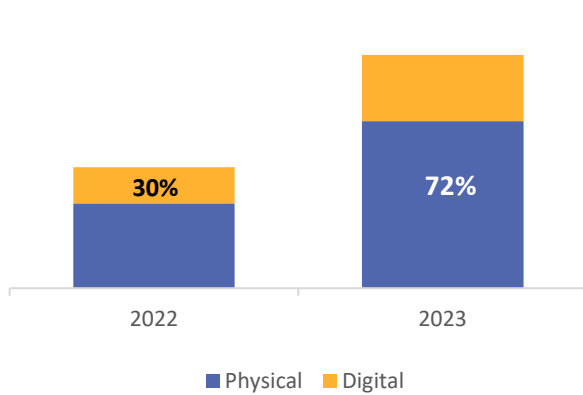
Tech Access

Year to Date Comparison

	PC Use	WiFi Use	Total
2023	39,429	69,743	109,172
2022	29,311	47,965	77,276
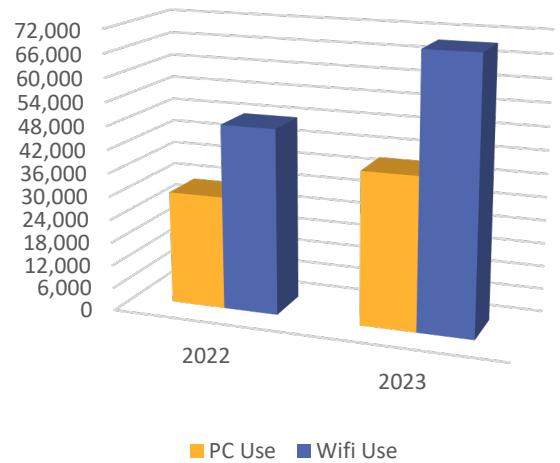
Number of Programs

Year to Date Comparison

	Offsite	Library	Total
2023	161	1,050	1,211
2022		73	73
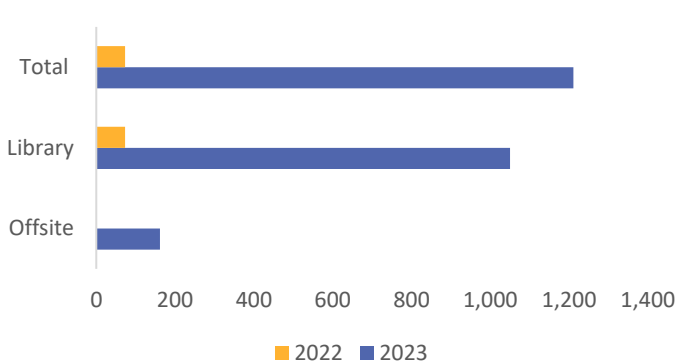
Program Attendance

Year to Date Comparison

	Offsite	Library	Total
2023	3,533	21,121	24,654
2022		850	850

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