

LAKELAND LIBRARY COOPERATIVE FISCAL YEAR DATA SNAPSHOT

2022

42 Libraries. 81 Locations. 8 Counties.

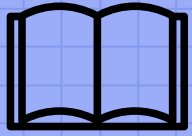
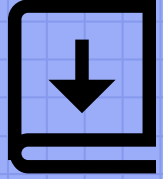


CHECKOUTS/RENEWALS

Total*** - 6,076,844

INTERLIBRARY LOANS

159,072 - Items Loaned



ITEMS ADDED

Item Records*** - 7,794,895
Bib Records - 212,778

ITEMS TOTAL

48,389,303 - Item Records***
2,022,205 - Bib Records



CUSTOMERS SERVED

Total*** - 801,031

MELCAT

39,400 - Items Received***
39,408 - Items Loaned***



DELIVERY - BAGS & BINS

October 2022 - 20,520
October 2021 - 19,759
Up 4%

RETURN ANYWHERE

4,960 - Items Returned*



LLC OVERDRIVE GROUP

Unique Users - 66,905
LLC to Partners - 34,042
Partners to LLC - 36,846

22,475 - eBooks
19,819 - eAudio
2,170 - eMagazines
0 - Video



I-TIVA & MESSAGE BEE

Patrons Contacted - 48,084
Messages Delivered - 44,084
Patrons Called/Logged In - 1,133 / 457
MsgBee Patrons Contacted - 1,964
MsgBee Messages Delivered - 1,910

SHOUTBOMB

5,091 - Total Registered Users
5,667 - Total Registered Barcodes
208 - New Users



TECHNICAL SUPPORT

Tickets Created - 1,178
Tickets Closed - 1,105

CONSULTING SUPPORT

235 - Advocacy
712 - Consulting
119 - Vendor



OUR MISSION IS TO STRENGTHEN OUR MEMBER LIBRARIES COVERING EIGHT WEST MICHIGAN COUNTIES BY PROVIDING THE MEANS TO SHARE RESOURCES, SERVICES AND EXPERTISE FOR THE BENEFIT OF INDIVIDUALS AND COMMUNITIES.

* Includes KDL
** Includes GRPL
*** Includes KDL & GRPL

INTRODUCTION

A Few Notes on Data:

In the past, data was not collected in an altogether cohesive way.

Therefore, this report is not meant to be a concrete or comprehensive representation of LLC's data over the past four years - rather, it should be viewed as a general view of overarching trends and patterns.

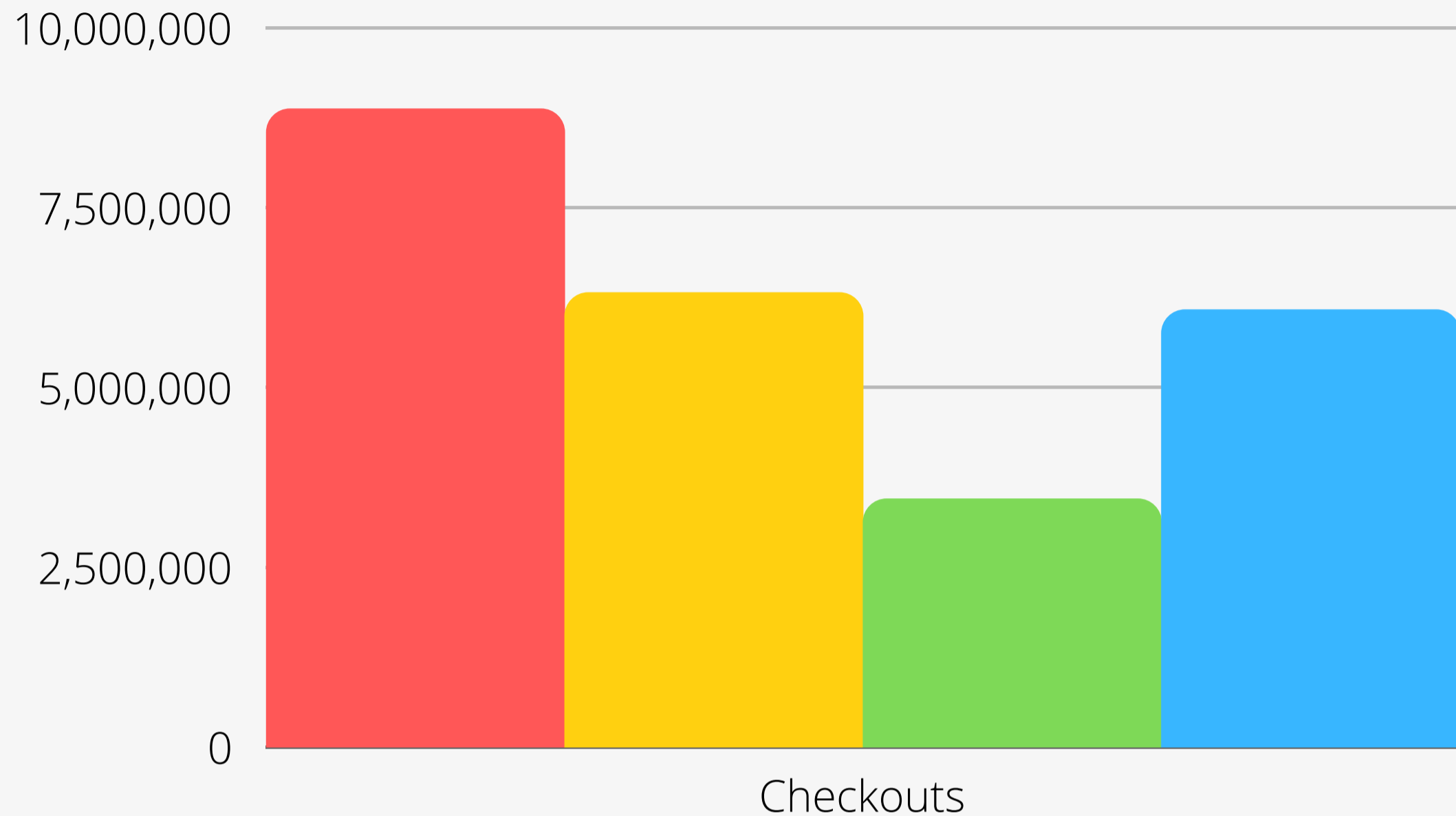
It is also important to note that this report covers 2020 and 2021, which were two of the strangest and most difficult years in Libraryland history. Statistics are a bit of a spanner in the works, and therefore hard to draw any significant or meaningful conclusions from.

Additionally, please note that **2021 data is effectively halved**, as Lakeland's Administrative Assistant (who had been responsible for compiling the monthly snapshots) left for new opportunities.

GRAPH KEY

	2019		2021 (Jan to May)
	2020		2022 (Jan to Sept)

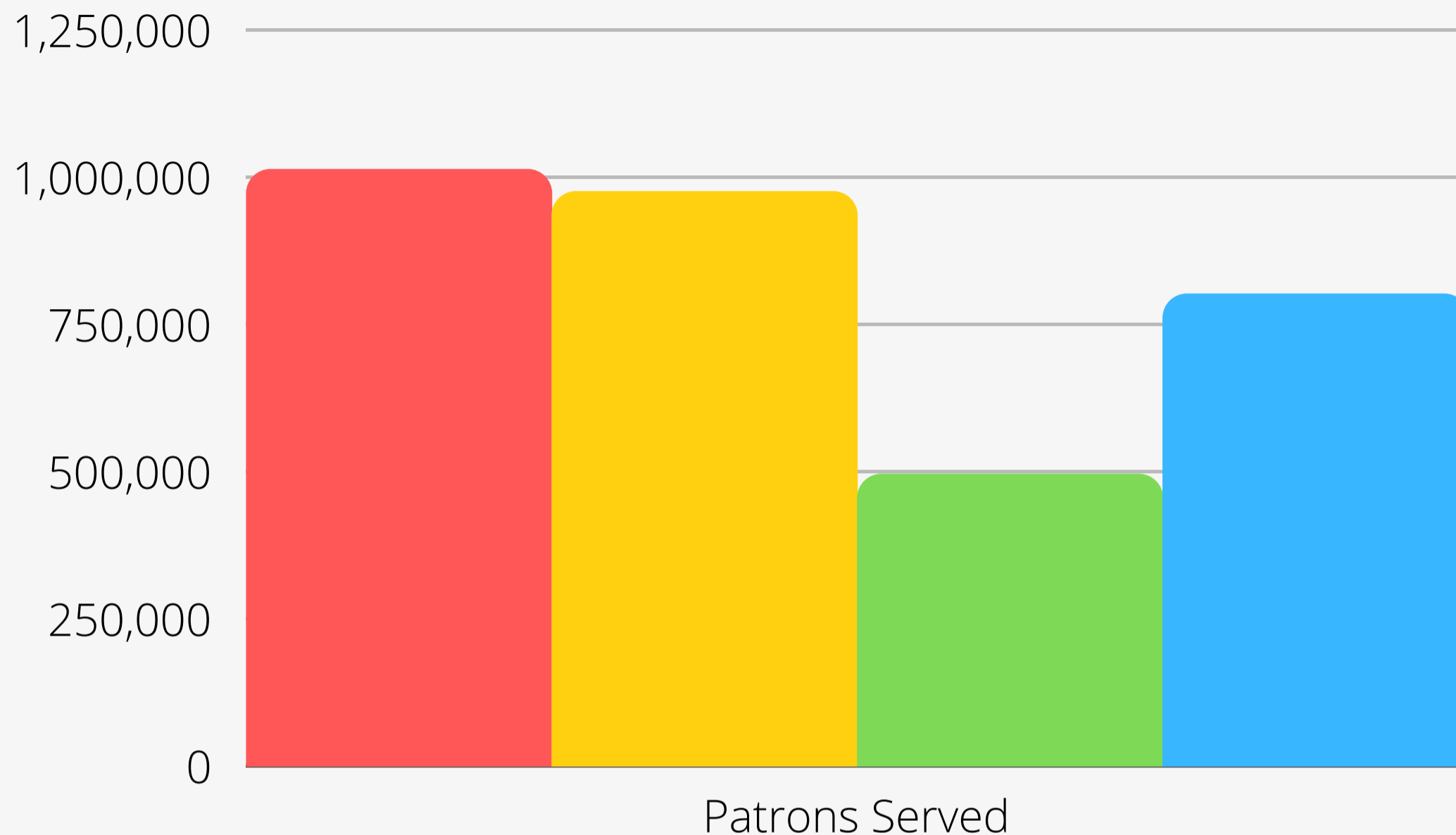
PHYSICAL CIRCULATION



Physical Circulation - Checkouts

Circulation took a dip thanks to the COVID-19 pandemic in and after 2020, but we are seeing a slow climb back upwards.

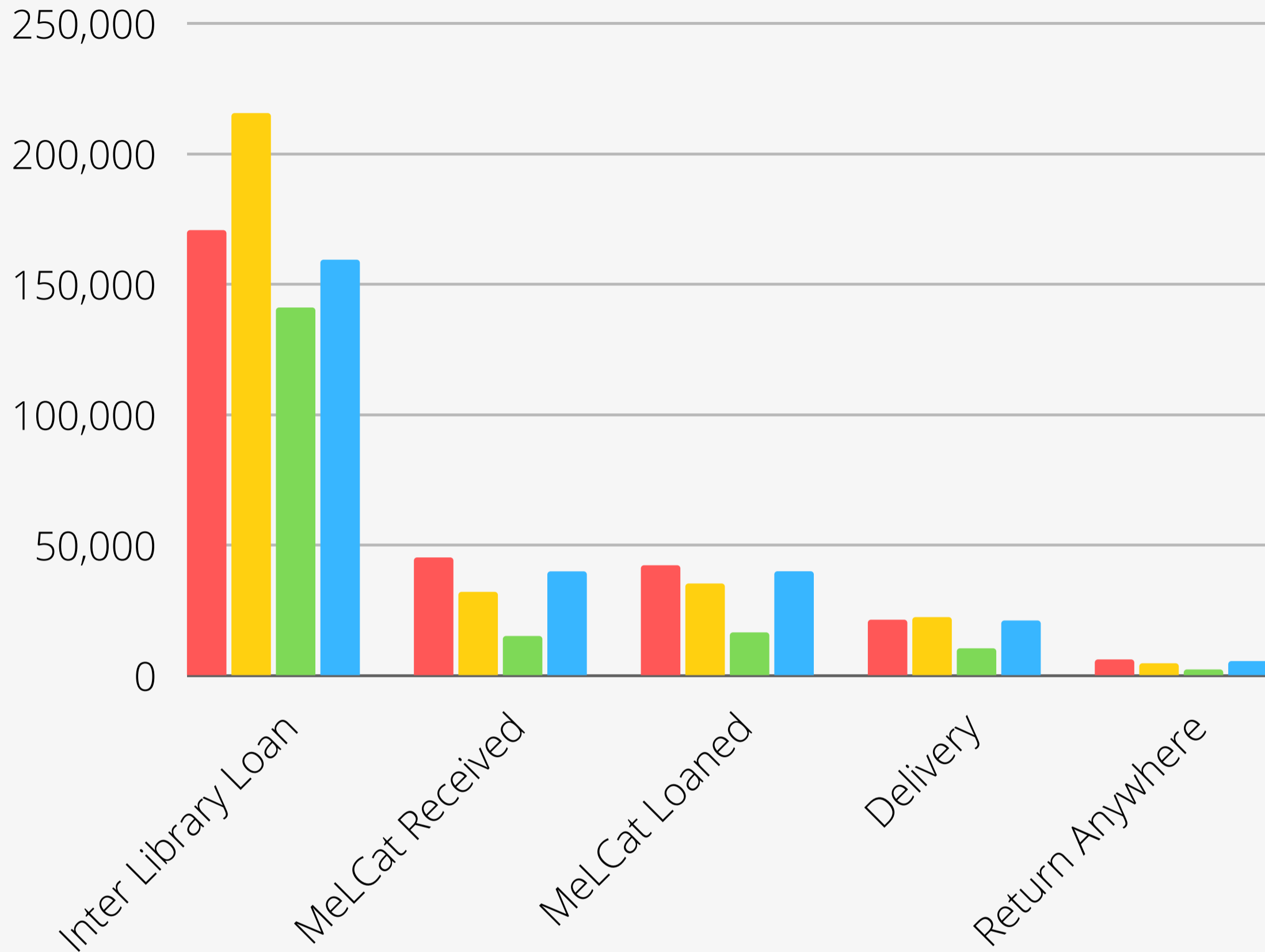
PHYSICAL CIRCULATION



Physical Circulation - Patrons Served

Patrons served has stayed consistent over the years (remember, 2021 dataset is incomplete) - but if we wish to see growth, we may need to develop a plan to draw more potential patrons in.

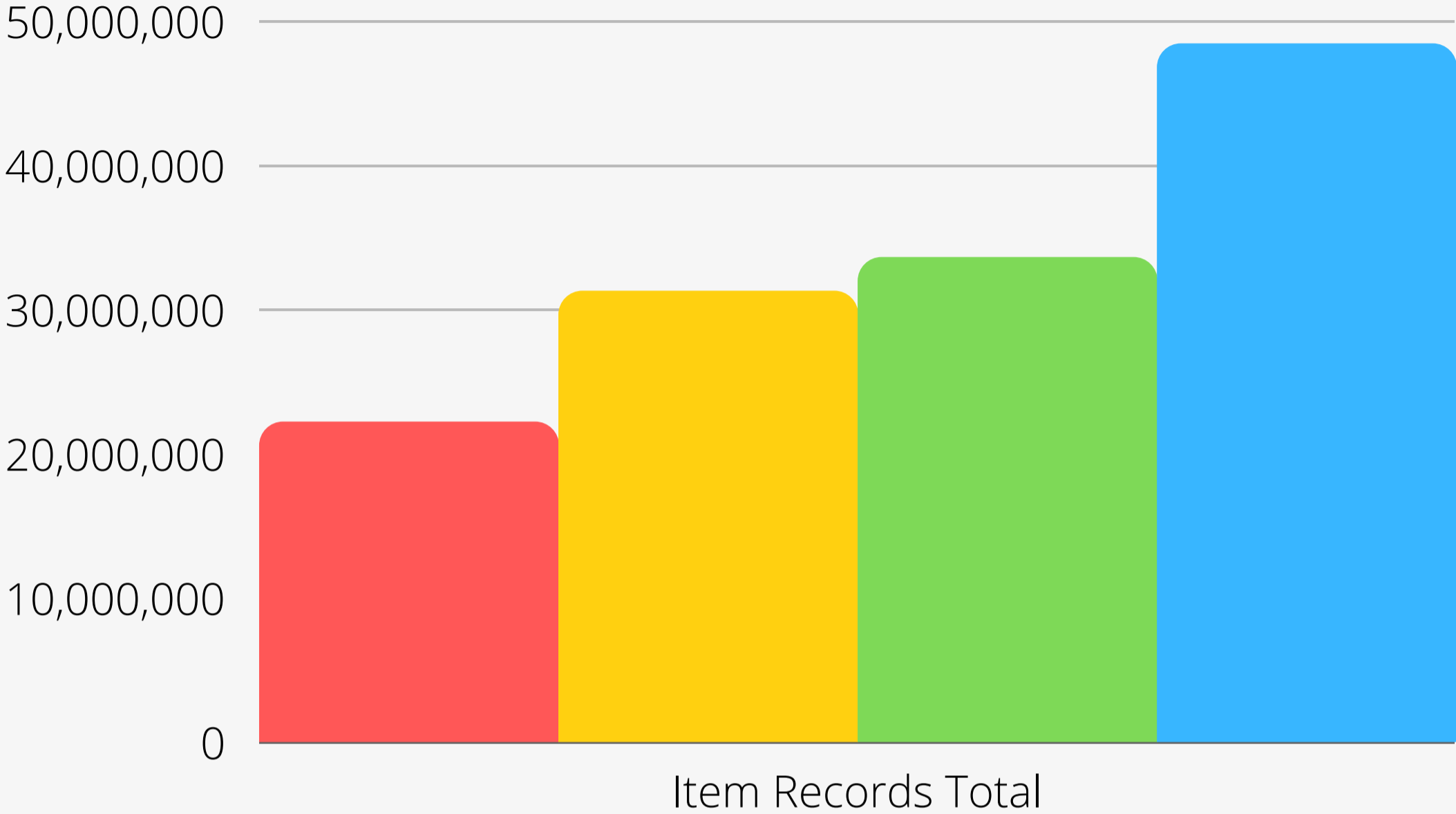
PHYSICAL CIRCULATION



Physical Circulation - Loans & Delivery

When taking into account the fact that our 2021 dataset is incomplete, numbers have stayed fairly consistent, with slight increases. Again, 2020 and the COVID-19 Pandemic threw a bit of a wrench into things, making it a bit difficult to analyze. However, we are back to "normal" figures from prior to the pandemic, at the very least.

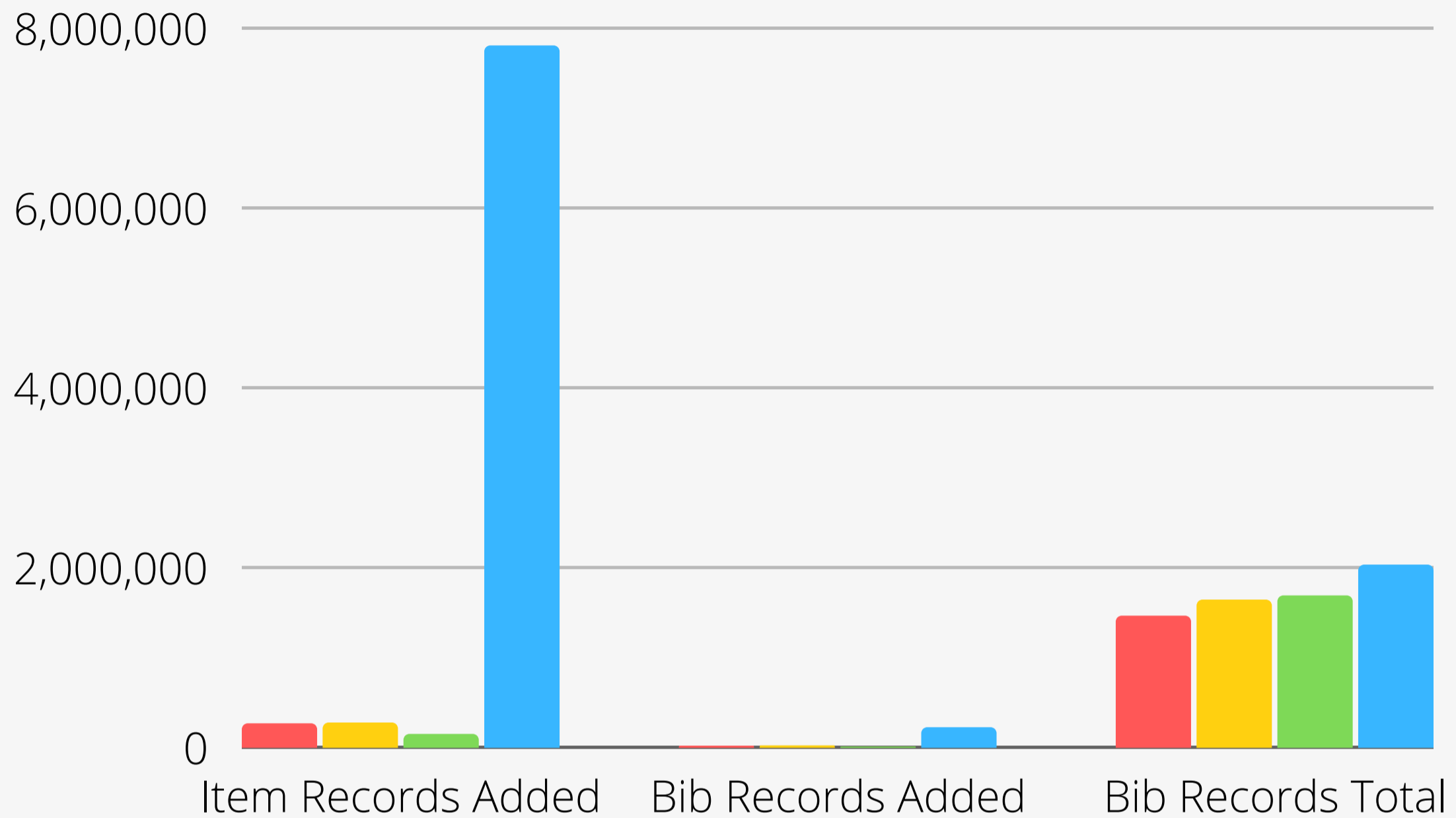
PHYSICAL CIRCULATION



Circulation - Item Records

The number of item records has steadily increased over the past four years, with the large jump between 2021 and 2022 attributed to the Digital Content grant Lakeland received.

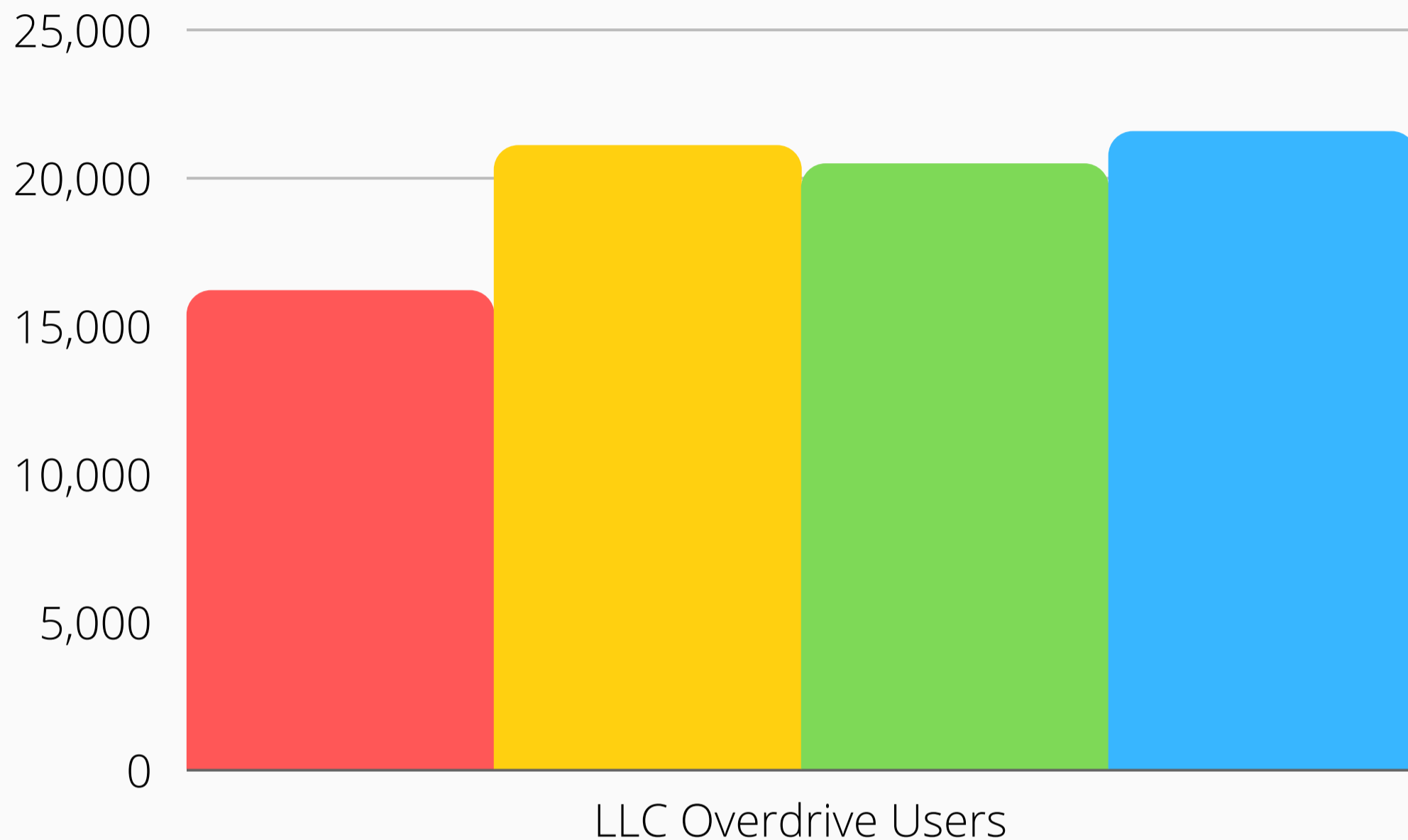
PHYSICAL CIRCULATION



Circulation - Item & Bib Records

As you can see, we added an incredible amount of item records added this fiscal year thanks to the Digital Content grand Lakeland received. There was a lag with adding content in 2020 due to the COVID-19 Pandemic, but other than these two items of note, trends remain consistent in growth.

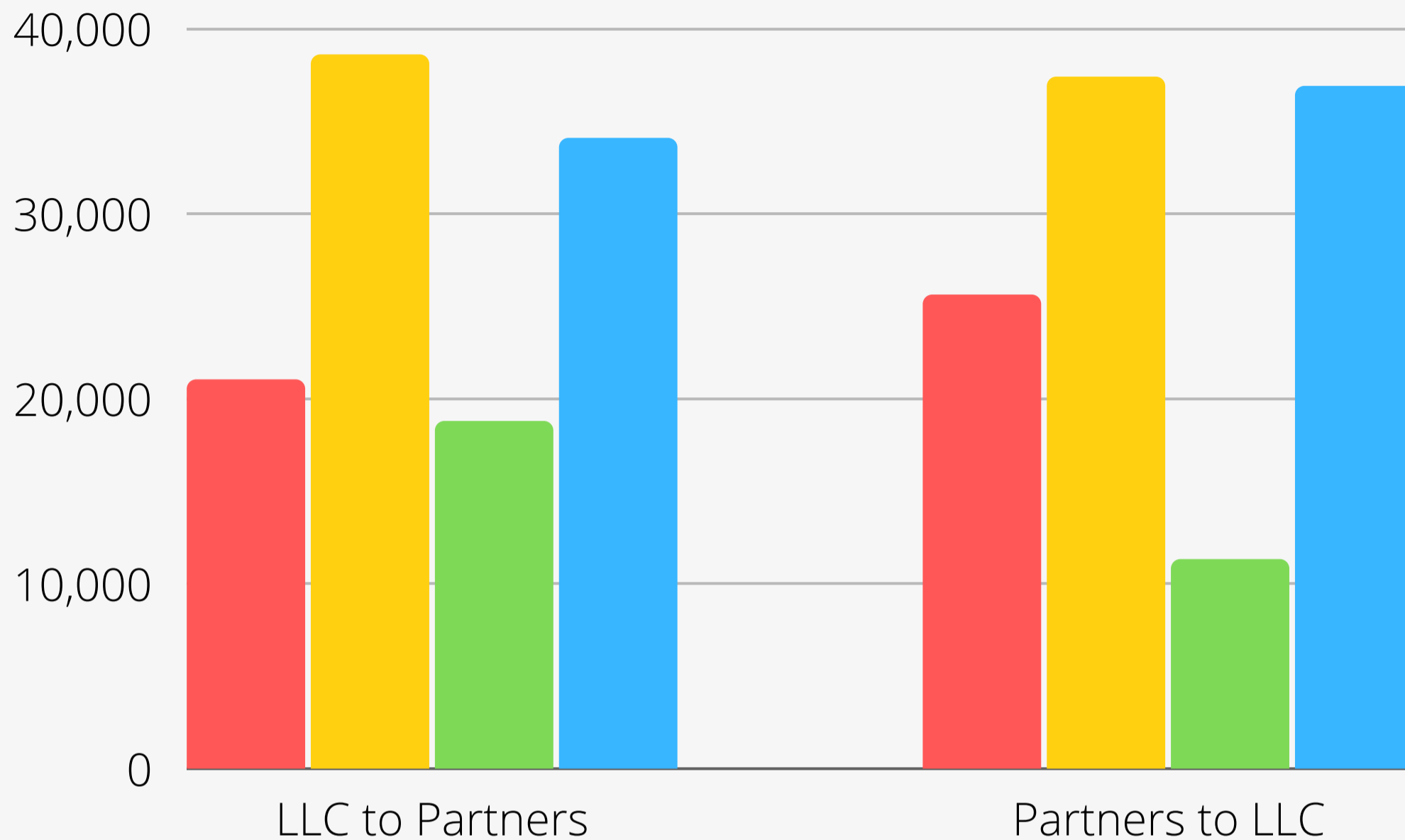
DIGITAL CIRCULATION



Digital Circulation - Unique Users

OverDrive users have remained fairly consistent - we see a sharp increase between 2019 and 2020 due to the COVID-19 pandemic. There was a dip in 2021 as things settled down, but we're continuing to see an increased use of OverDrive/Libby as time goes on.

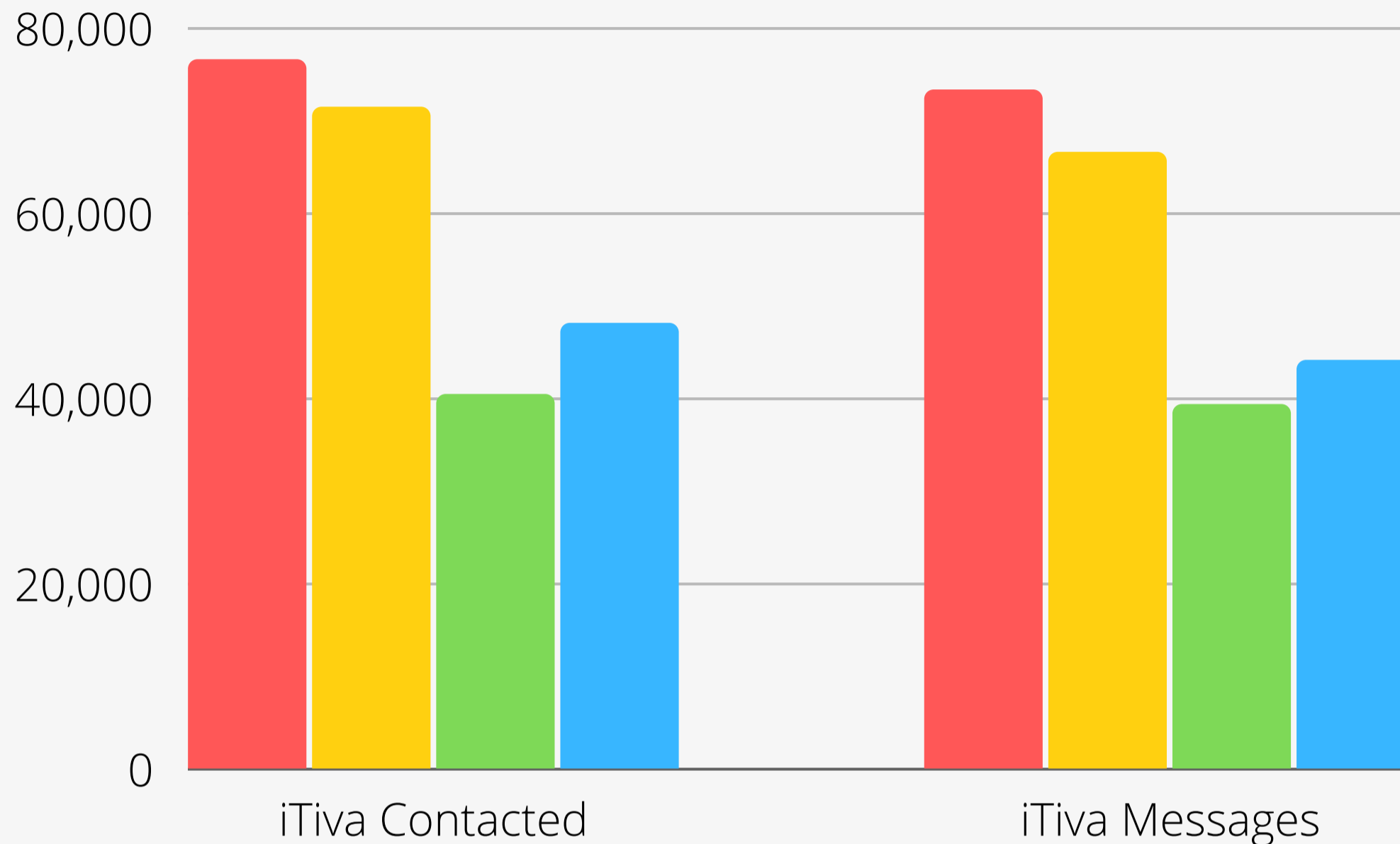
DIGITAL CIRCULATION



Digital Circulation - Partner Checkouts

Considering the fact that 2021 data is incomplete, OverDrive checkouts both *to* and *from* LLC Partners have remained fairly consistent.

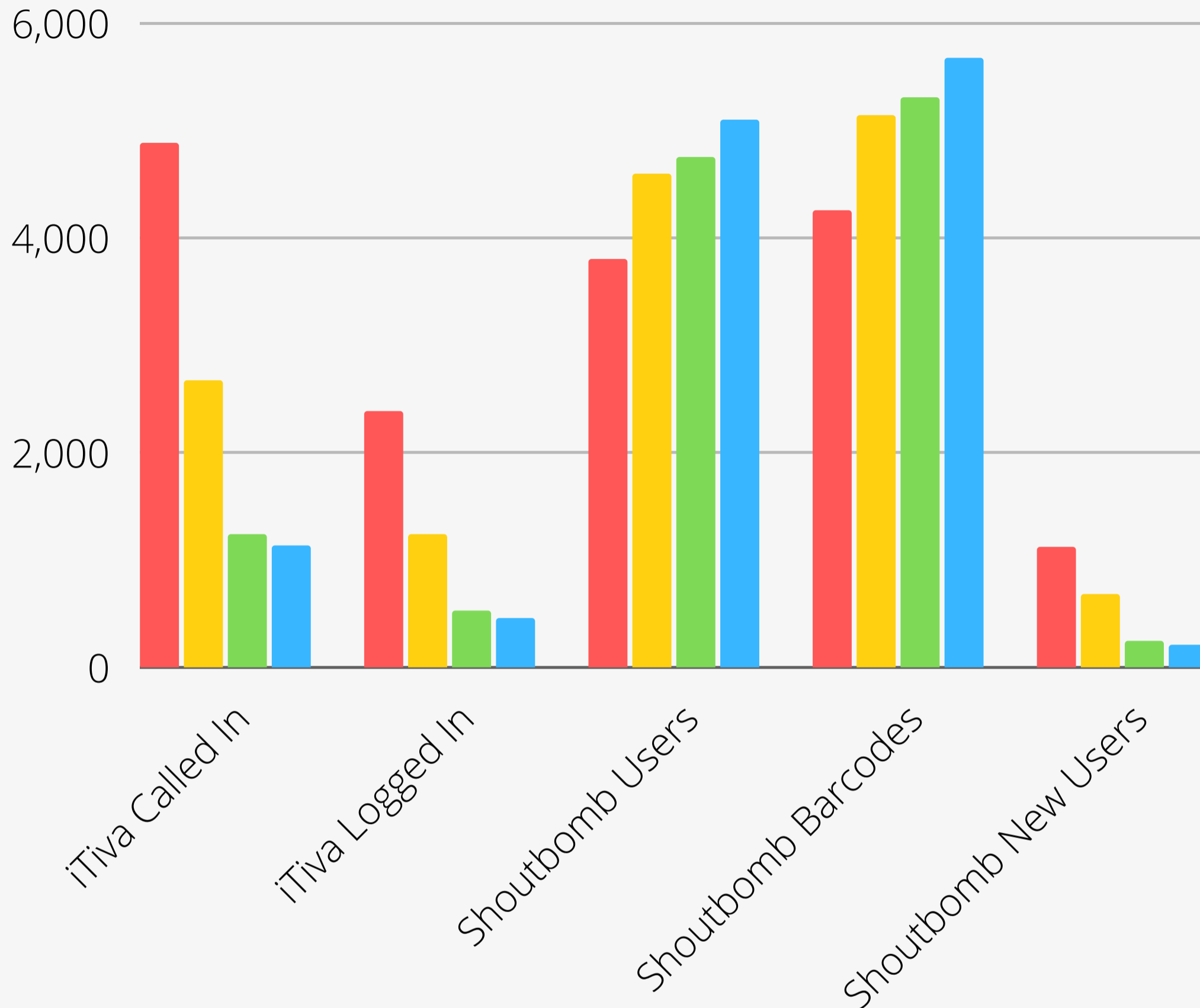
NOTIFICATION SERVICES



Notification Services - iTiva

iTiva use has steadily declined over the years, especially with the issues we experienced with it in 2022. We will pay close attention to MessageBee (iTiva's replacement) to see if this trend continues.

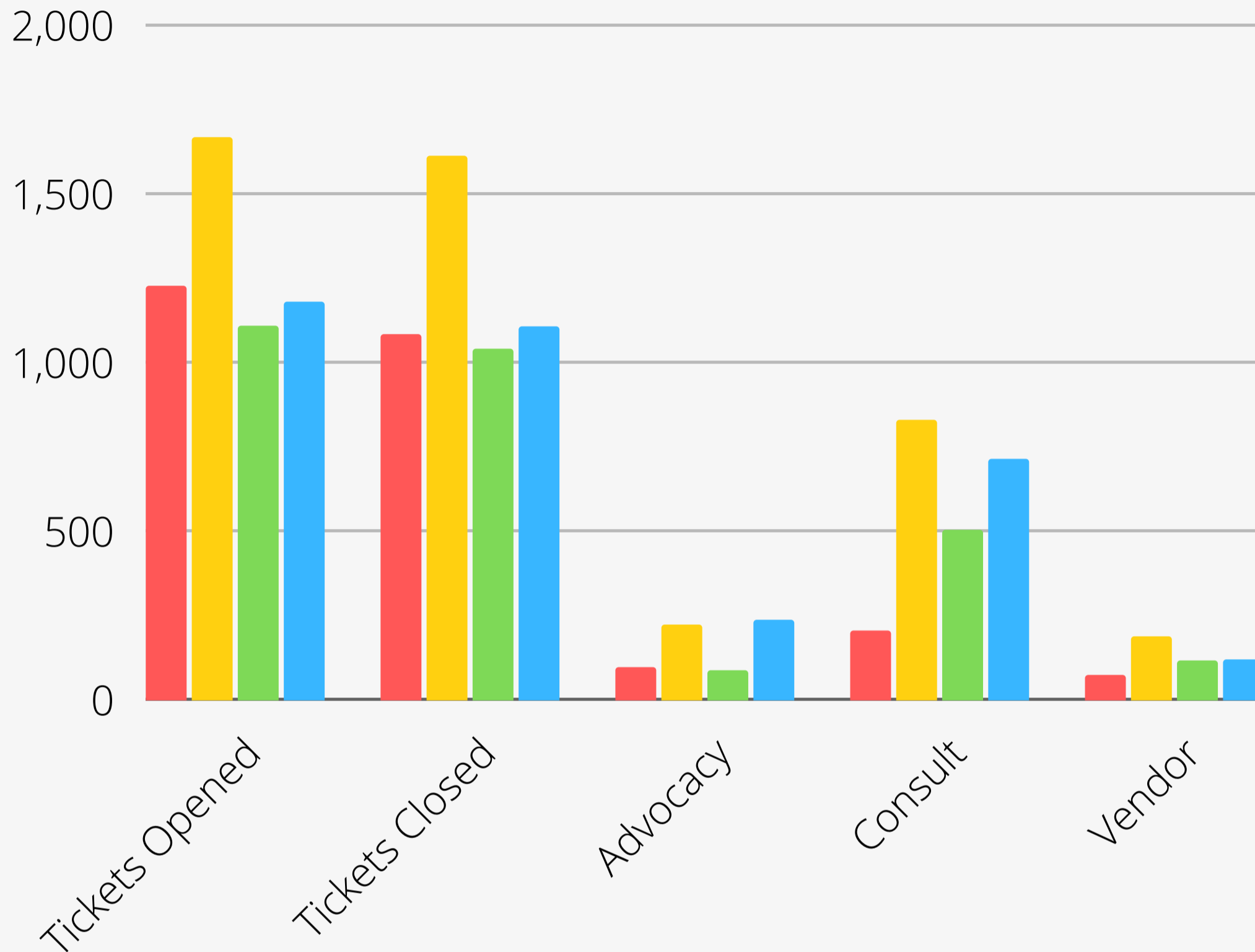
NOTIFICATION SERVICES



Notification Services - iTiva & MessageBee

As you can see, people are moving away from calls and towards text message alerts. iTiva has been on a steady decline over the years, with Shoutbomb messages increasing. New users for Shoutbomb have decreased, so we might need to nudge the libraries to continue to actively promote it to ensure that patrons know that it exists.

SUPPORT SERVICES



Support Services - Tech & General

All support services peaked in 2020 for the obvious reason - our members needed support to get through the pandemic. The good news is our numbers have stayed consistent or grown, so we are on the right track.