MANAGEMENT REPORT

Date: June 17, 2020
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Meeting Date: June 24, 2020
TO: Library Board
FROM: Carol Nelson, Director, Planning and Communications
SUBJECT: Patron Usage Statistics – May 2020

SUMMARY

This report provides a high level summary of library statistics and patron appreciation received for the month of May.

PURPOSE

This report is for information.

BACKGROUND

As the launch of the 2020 to 2023 strategic plan and related reporting was put on hold due to the pandemic, this monthly interim report is intended to keep the Board up-to-date on trends in patron usage and the positive impact we continue to have on Vancouver residents.

DISCUSSION

While overall patron usage has declined with the temporary closure of VPL’s locations, we see significant growth in all areas of digital service, including collection use, online card registrations, online program views, and social media engagement. Patrons continue to share their appreciation and enthusiasm for the library’s services, including the Computer Lab that launched on May 25th.
Patron Usage Statistics - May 2020

Highlights from the Digital Library
Change in usage May 2020 from May 2019

Digital library web sessions
↑ 51%

RBDigital Magazines
↑ 82%

VPL To Go - ebooks
↑ 79%

Lynda.com
↑ 58%

Change in usage May 2020 from May 2019

Visits

Collection Use - Physical & Digital

Collection Use - Digital Only

New Card Registrations

New Card Online Self Registration

Reference Questions

Digital Library (eResources) Questions
Program attendance includes in-person attendance as well as attendance at online programs that require registration. Program views include Facebook Live streaming events and recorded programs on Facebook and YouTube. Social media engagement includes any action taken such as likes, comments, shares, website clicks, etc.

Wired Internet Sessions

On May 25th we opened the temporary computer lab with 8 computer stations available for 45-minute sessions in the Alice MacKay room. From May 25th-29th patrons logged 154 computer workstation sessions.
Patron Appreciation and Digital Engagement

“Thanks so much for [offering takeout service]. I feel much better now. I was so worried there wouldn’t be anything at all until September.”

“I want to congratulate the library. I was at the computer lab today for the first time and it was great to have all that space and be able to print! Excellent job. Keep it up.”

“Gosh, I miss the library so, so much. I really hope you open soon.”

“Thank you so much! When I saw the Facebook post about the VPL book suggestion service I thought that was the cutest thing I’ve ever heard, what a great idea! :-) Most of what’s in your list I haven’t heard of, that’s perfect!”

“I just wanted to thank you and the VPL for the incredible service — really, it’s above and beyond. I can’t believe you offer it to folks outside your catchment, too. I’m blown away and deeply touched by the level of care you folks are showing for the community at large (not just for this service, but for all the great work you folks are doing, especially during the pandemic).”

- Books Just for You user

“The workshop was very effective for people who are new to Canada. Mark took us to a virtual tour on where to find details related to volunteering, job, etc., I have already shared details about this workshop to all the University Canada West students and have asked them not to miss it. Appreciate his effort and thanks to Vancouver Library for organizing this workshop.”

- SIIC participant