

Donald W Reynolds Community Center & Library

December 2019

Statistical Report

Attendance monthly total -----	8,833
Attendance daily average -----	384
Circulation monthly (physical units)-----	5,154
Circulation average daily -----	224
Computer usage total -----	723
Computer users average daily-----	31
Computer usage average time-----	42 min
Computer guest passes-----	176
Computer guest passes average daily-----	7
New Library card holders-----	103
Materials donated -----	583
	(70 put in collection)

Interesting Statistics

Attendance: December was up from previous years, 14% from 2018. This number was down a bit from November but that is a normal trend. We are closed over the holidays and many people are out of town for the holidays.

Revenue: \$2030.69 for 2019 was a 65% increase from December 2018. Fines were up about 35% from November despite still taking non-perishables for the “Food for Fines” program.

What’s Happened and What’s Coming up!

- The library offered free “SCHOOL’S OUT” programming for kids during Christmas Break. Due to the holiday being in the middle of the week we only had a program on Friday, December 27th which was bingo & crafts with holiday music. There were about 20 in attendance. We had a group of Kindergarteners come before the break from Calera for the movie “The Polar Express” and hot chocolate. The 75 kids and teachers also had a pizza lunch before going back to school.
- There were only 3 paying events in the meeting rooms in December: a Blue Cross & Blue Shield insurance sign up event, a training for a local hospice, and a holiday party for a local organization. This accounted for \$450 of our monthly revenue (\$75 in November’s revenue). The library also hosted many profit & non-profit organizations: Epic Charter Schools, Oklahoma Department of Wildlife, Girl Scout troop, Bryan County Federation of Democratic Women, City of Durant’s Comprehensive Plan update, local attorneys and clients for court ordered mediations, and a deposition.

Community Partnerships

FOL – The Friends of the Library hosted their “Holiday Craft Show” in early December in the meeting room, theater, & lobby. We had a food truck for 2 of the 3 days and holiday performances by a local school. This is the 7th year for the

craft show and the attendance and interest grows every year. The group also hosted two holiday cookie classes for the public. The classes were well attended and a big hit so we are planning on more for 2020.

Salvation Army & Lions Club – The library signed up 250 families for the Salvation Army Holiday Food Baskets and over 300 families for the Toys for Tots programs. We also helped collect over 500 food items for the food baskets.

Health Literacy – The ODL has offered grants for programming for Health Literacy and the library has taken advantage of this opportunity. This month we hosted the Bryan County Health Department’s TSET division for a presentation over tobacco usage. In January the grant will provide for “Healthy Cooking Classes” & “Zumba and Yoga Fitness Classes” which are all free to the public and taught by local professionals.

Library Promotion

Library Website – www.donaldwreynolds.okpls.org

Donald W Reynolds & Donald W Reynolds Friends of the Library- FACEBOOK FOR PHOTOS AND INFORMATION

<http://www.facebook.com/home.php?#!/rlwpubliclibrary>

“Check it out at the Library” - weekly column with the Sunday edition of the Durant Daily Democrat.