

Donald W Reynolds Community Center & Library

February 2019

Statistical Report

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|---|---------------------------|
| Attendance monthly total ----- | 9,272 |
| Attendance daily average ----- | 403 |
| Circulation monthly (physical units)----- | 5,107 |
| Circulation average daily ----- | 222 |
| Computer usage total ----- | 889 |
| Computer users average daily----- | 39 |
| Computer usage average time----- | 41 min |
| Computer guest passes----- | 219 |
| Computer guest passes average daily----- | 10 |
| New Library card holders----- | 130 |
| Materials donated ----- | 1,113 |
| | (103 put in collection) |

Interesting Statistics

Attendance: The numbers for Feb 2019 were up from previous years, 10% rise from 2018 & 3% from 2017.

Revenue: The February 2019 revenue was in line with previous Februarys with less than a 1% difference each year. If monthly revenues stay on track we could see an overall increase from 2018. This increase is projected due to a greater number of room rentals, fine collection, and clearing of patrons' accounts.

What's Happened and What's Coming up!

- The FOL hosted their annual "Murder Mystery Dinner Theater" the middle of February. This event has become a local favorite and raises over \$3,000 for the library in ticket sales & advertisements. The event sells out each year with almost 120 in attendance for the show put on by Lagniappe Productions out of Frisco, TX.

- There are several groups who pay to rent the library meeting rooms on a regular basis. This month the Spinal Clinic, Alliance Health, Guild Mortgage, and Metts Powerlines were some of the businesses who chose to have training/events at the library. There are some other groups who are with non-profits who use the rooms on a regular basis. This month EPIC Charter Schools, Girl Scout troops, and OHAI groups used the library.

Library Events & Programming

AARP Tax Aid – Taxes have begun! The AARP/SE group spent the whole month of February seeing people and preparing returns. They averaged around 40 returns on Tuesdays and Thursdays which is an increase from 2018 & 2017. Most days there is a line of patrons waiting to get into the library at 9:00am to wait for the 10:00am start. This year the program has added significant help from Southeastern Oklahoma State University. Dr. Rhonda Richards and 3 of her accounting students are here working with the AARP group and this has allowed the program to extend their hours until 6:00pm which is a big help to those who work until 5:00pm.

Community Partnerships

Durant Main Street – The library participated in the #mydurant campaign by wearing the #mydurant t-shirts the whole week of voting as well as encouraging patrons to vote, even helping them in the public computer lab. We also reset the browsers on these computers so that the home pages were set to the voting site.

Youth Sports – The Durant Baseball League has joined the Durant Soccer Club in using the library to facilitate meetings and sign ups for parents. This helps to make sign ups for youth sports easier as the library has more meeting room space and a public computer lab for online registrations.

Durant Public Schools – The librarian spoke at the Middle School in their Flex period about what the library has to offer. Students learned about the traditional items at the library and ones they might not know about – video games, tablets, movies, teen program, summer food program, & services to help the homeless or those in need.

Bryan County EMS – The local EMS agencies met in the library's black box theater to do training on Fridays & Saturdays through the month as well as on into March. The theater's large capacity, technology, and space allow the group to spend the day in the room at no cost to them.

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>

Electronic Bulletin Board is being utilized to make announcements of library programs and services.

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