

Donald W Reynolds Community Center & Library

November 2019

Statistical Report

Attendance monthly total -----	8,186
Attendance daily average -----	372
Circulation monthly (physical units)-----	5,440
Circulation average daily -----	247
Computer usage total -----	741
Computer users average daily-----	34
Computer usage average time-----	42 min
Computer guest passes-----	179
Computer guest passes average daily-----	8
New Library card holders-----	138
Materials donated -----	1826

(22 put in collection)

Interesting Statistics

Attendance: November was on track from previous years, in the low 8,000, a little under 2018's number of 8757 (7% decrease.) The low number for November is mainly due to the holiday and being closed for 4 days of a 30 day month.

Revenue: \$3,732.97 was the total for November which is about a 25% drop from 2018 but a 50% gain from 2017 and right on par with 2016 which had \$3811.45. The fines saw a dip of about 34% from October but this is due to the ongoing "Food for Fines" campaign where people donate canned food in lieu of fines. The canned/boxed food items go to the Salvation Army for their Holiday Baskets in December.

What's Happened and What's Coming up!

- The library offered free "SCHOOL'S OUT" programming for kids during Thanksgiving Break. The Monday movies, Tuesday movie & lego play, and Wednesday movie & bingo had almost 100 children & adults in attendance. Thanksgiving activities are our lowest attendance but that is due to so many people traveling for the holiday.
- There were only 6 paying events in the meeting rooms in October. These events ranged from a birthday parties, to a meeting of local realtors, to an Alliance Health Leadership meeting, and a baby shower. This accounted for \$575 of our monthly revenue. The library also hosted many profit & non-profit organizations: Epic Charter Schools, Daughters of the American Revolution, the "Be Thankfull" Community Thanksgiving, AARP Tax Aid training, People's First, the 19th Amendment Committee, Emergency Management's OK Fire Training, a Trauma Training for local health care professionals, DHS, OK Virtual Charter Schools, local Girl Scout troupes, and Legal Aid.

Community Partnerships

Be Thankful – The community, led by Jennifer Steen & Taylor Dougherty, served Thanksgiving dinner to about 350 people on Tuesday, November 26th at the library. The group has over 200 members and they provided the food, paper goods, & helped serve. The library hosts this annual event which helps offer food, fellowship, & family to those in need.

Salvation Army & Lions Club – The library has been signing up families for both these programs, holiday food baskets & toys for kids. We help with the paperwork and organize the info onto spreadsheets for the Salvation Army & the Lions Club. This year we are also helping the Salvation Army with recruiting bell ringers. Our food from the “Food for Fines” campaign goes to the Salvation Army for the local holiday food baskets as does the funding from the red kettle bells.

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 a TSET presentation on “Tobacco Education.” Dr. James Talley & Shelly Amber came earlier in the month to do a presentation of “Hangry Holidays” which helps you manage stress & issues during the holidays with better food choices. Both groups provided the classes at no cost.

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.