

## Achieving the Vision

### Quality of Life

The Loveland Public Library's Strategic Plan includes a focus area on empowering individuals to meet their life goals. One of the main ways we work to achieve this goal is by offering a wide range of programs that will empower community members to develop skills and connect to resources to help them improve job skills and navigate the digital world. Additionally, the library provides a wide range of cultural programs that connect people with each other through shared experiences. Some of the programs offered in October that helped connect individuals with the resources they need to achieve their life goals were technology classes including Mac Basics, Search Engine Optimization and a digital literacy series to help identify online scams, use library databases and research

tools and fight fake news. Programs that fostered community connections in October included Pajama Storytime presented in partnership with Loveland Loves to Read and our every popular Noon & Nighttime Nature series with Kevin Cook.



Volunteer from Loveland Loves to Read reading to children during Pajama Story Night on October 15

## Moving the Needle

### Library Programs

The Library offers a wide range of programs each week for children, teens and adults. Attendance at each program is tracked and feedback is gathered to make sure our programs are popular and relevant. In 2019, our performance measure for number of programs offered is 1700 and the goal for total program attendance is 52,900. We use a wide variety of communication

tools to help promote programs including social media, the library's website and printed collateral including the bi-monthly programming guide. The Friends of the Loveland Library provide funding for all library programs except for Technology Classes. In 2019, the Friends contributed \$90,000 to support library programs, technology, staff development and other projects.

In the first nine months of the year, we have offered 1448 programs attended by 37,718 individuals. With large community programs including *Dia de los Muertos* and WinterFest scheduled before the end of the year, we are expecting to meet or exceed our 2019 goals.

	2015	2016	2017	2018	2019	2019
Measure	Actual	Actual	Actual	Actual	Goal	YTD (Jan - Sept)
Number of Programs Provided***	1600	1609	1583	1965	1700	1448
Program Attendance (Total and Type)***	53,550	44,189	51,636	53,825	53,900	37,718
Children	41,067	33,905	37,857	40,232	41,000	27,004
Teen	2231	2691	4498	4607	4400	4227
Adult	10,252	7593	9281	8502	8500	5656

## Staying in the Loop

### Wayfinding/Sign Project

The Library, with the assistance of Facilities Management, has been working with Schlosser Signs to develop enhanced signs to assist customers in finding their way around the building and discovering new areas that can be hard to see. One of the main focuses of the project is to direct customers to the second floor of the library where the computer lab, maker space, meeting rooms and classroom are located. Schlosser Signs has finalized the design and we are working to have the new signs installed and the project completed before the end of the year.



# Tracking Loveland Public Library City Performance Measures

Total Computer and WiFi Users

Total Circulation

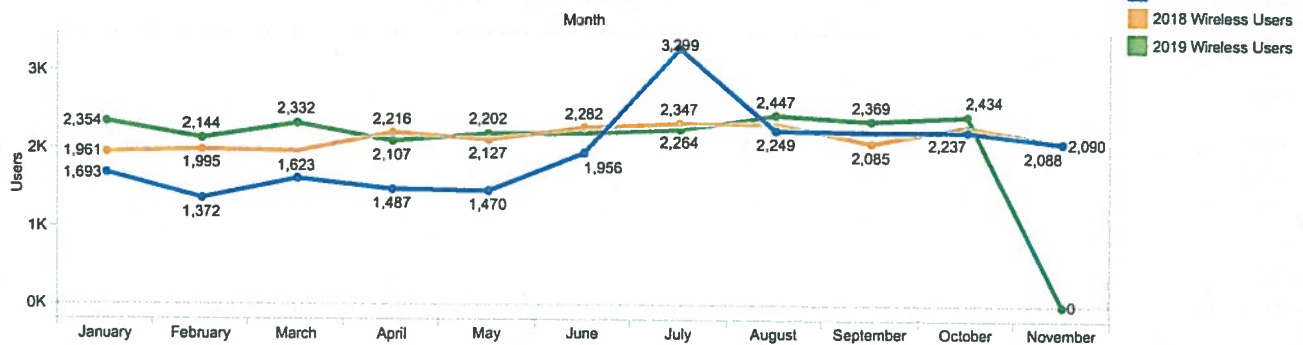
Visits

Cards Issued

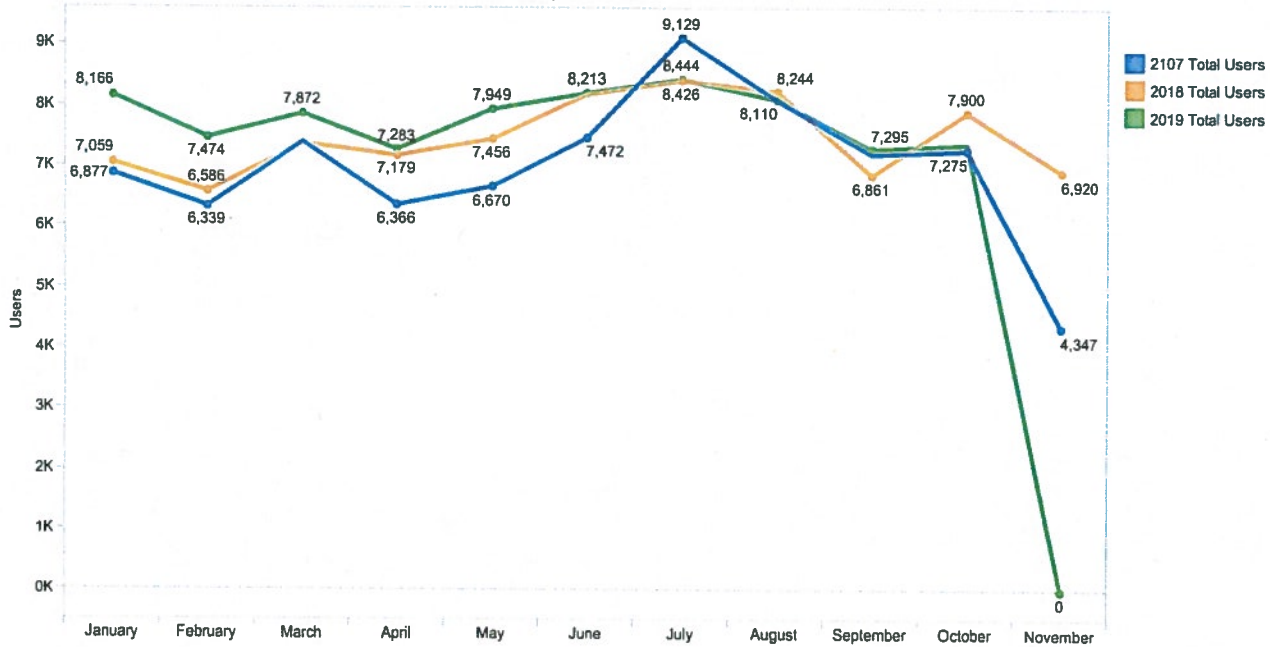
Departmental Program Attendance

Program Summation

## Wireless Users Comparisons



## Total Computer Users





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Program Attendance

Program Summation



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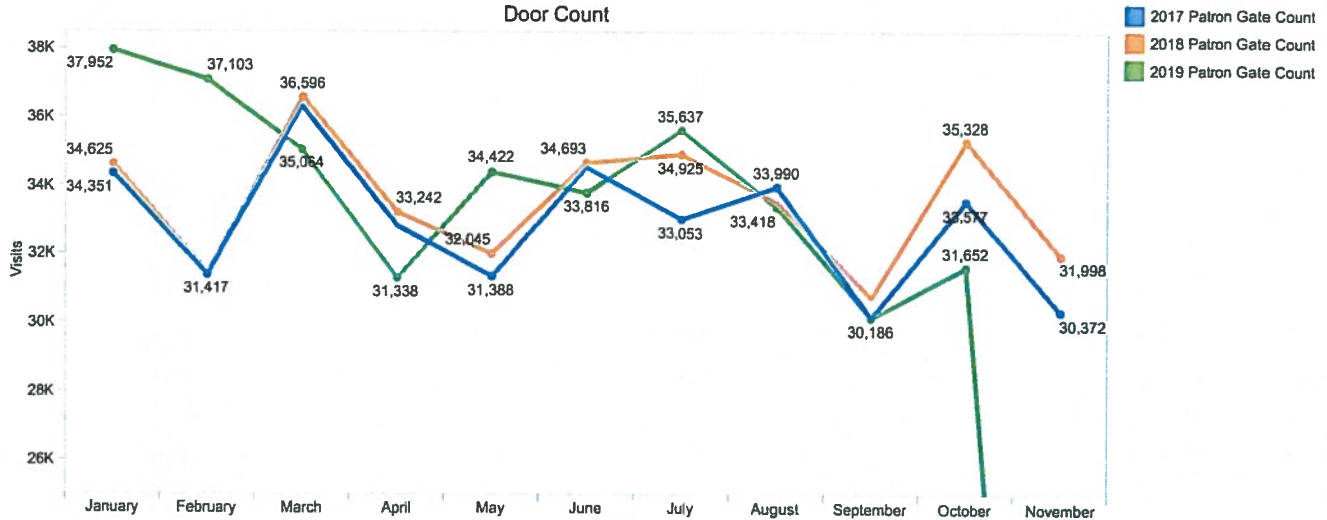
Visits

Cards Issued

Departmental  
Program Attendance

Program Summation

## Door Count

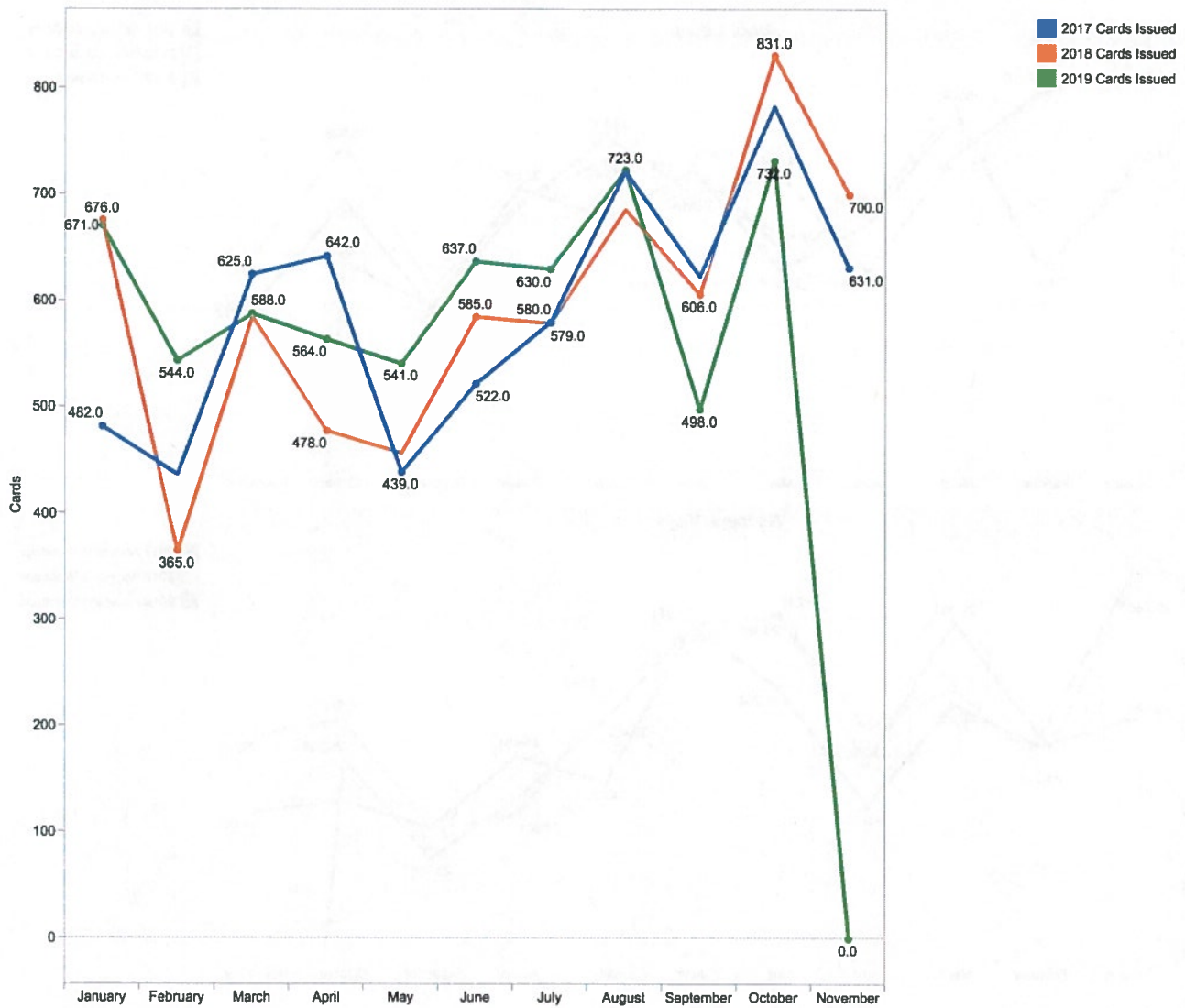


## Webpage Visits



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Total Computer and WiFi Users	Total Circulation	Visits	Cards Issued	Departmental Program Attendance	Program Summation
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Total Circulation

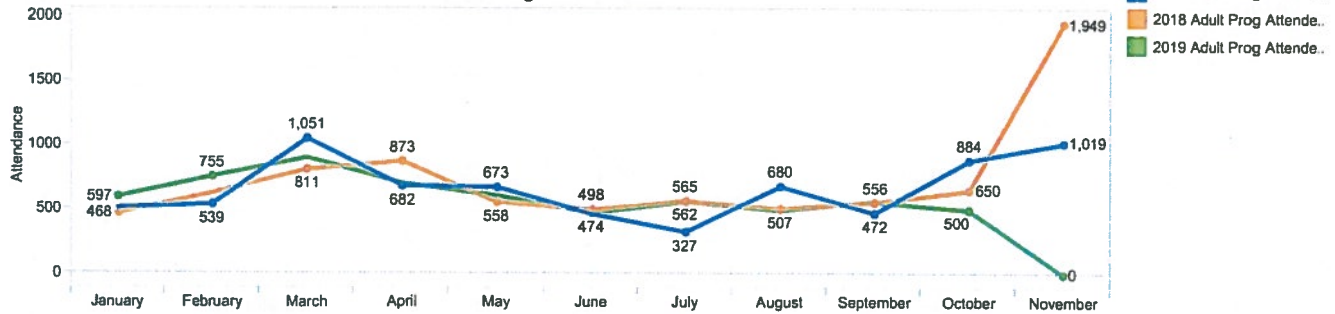
Visits

Cards Issued

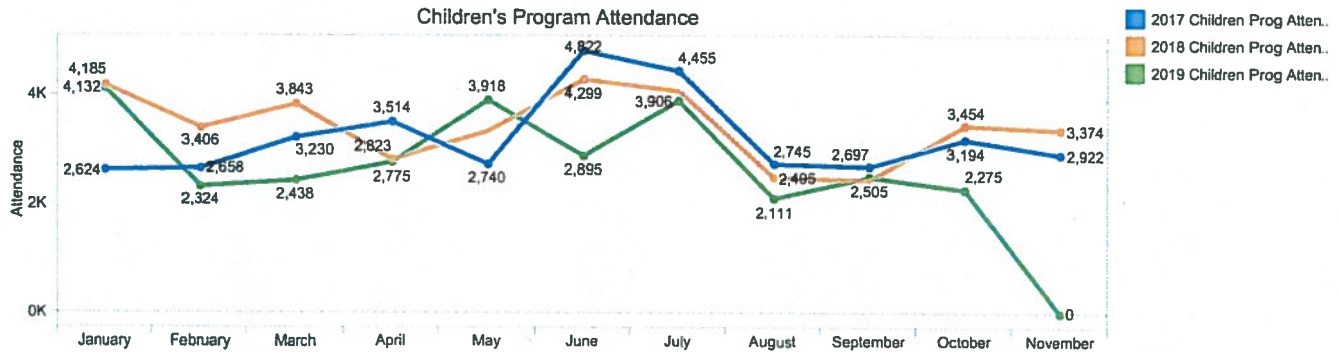
Departmental  
Program Attendance

Program Summation

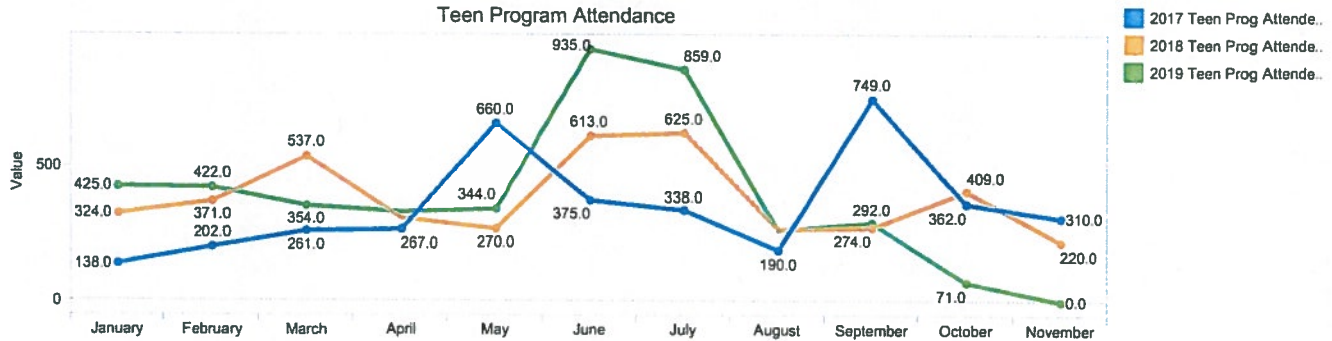
## Adult Program Attendance



## Children's Program Attendance



## Teen Program Attendance



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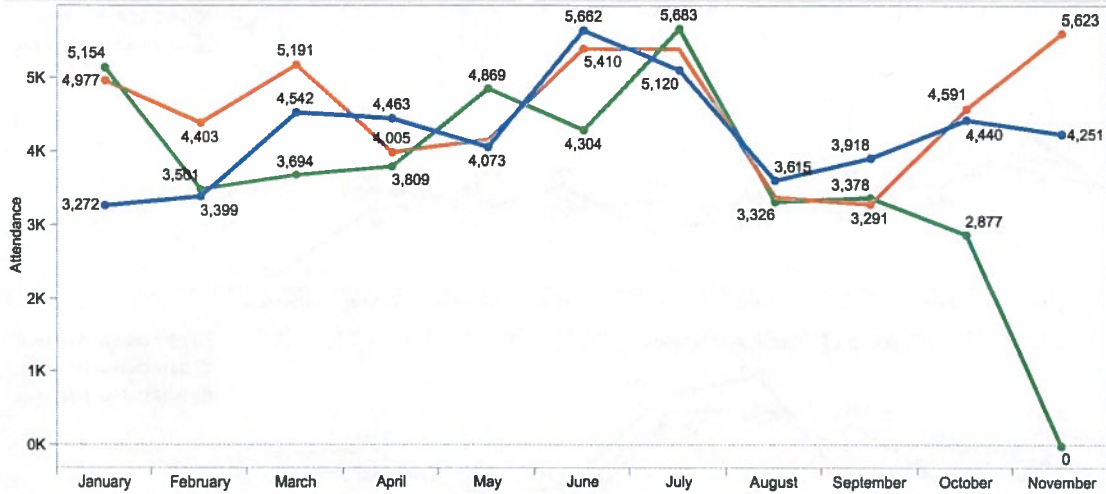
Visits

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Departmental  
Program Attendance

Program Summation

Total Program Attendance



Total Library Programs

