
Annual Statistical Report

Hall County Library System
Gainesville, Georgia

2014

Economic struggles continue to challenge the Hall County Library System. While we have planned to the best of our abilities during FY 2014, we are at a bare bones existence. Book purchases are limited to a minimum of the most popular authors and their newest publications. We also purchase fiction and non-fiction titles that appear on the New York Times bestseller list. It is important to attempt to retain a balance of not only popular fiction but those books that support education and the process of thought. It remains apparent that the public finds our presence a valuable asset to the community. During struggling times when things remain just beyond the reach of many citizens, the public library is a source that bridges the gap and fills needs. Internet access is invaluable to those searching for and applying for jobs. We provide the opportunity to create resumes, and offer classes to learn how best to present yourself on paper and in person. Our computer classes offer the uninitiated the chance to get on board in this age of technology where you need the confidence of computer usage to handle your banking, purchase airline tickets and file your taxes. Story times for youngsters remain popular and participation in the Summer Reading Program continues to grow. The newly offered Summer Reading Program for Adults provides our users the opportunity to receive an added bonus in addition to the pleasure of reading. Homeschool parents use us regularly as their “school library”, seeing that they don’t have another free resource for study materials. Our influence is far reaching and we are glad to provide for a very appreciative public who is grateful for our existence.

The table on the following page represents the statistical profile of library service per branch from 2010 to 2014.

The figure entered as “total transactions” on the master chart represents the work load of HCLS staff during a specific year. Surveys and counts taken throughout the year are compiled for this figure that includes tallies for each branch and the system as a whole.

Our budget limitations mean that we own fewer newer books, so that many title requests are made of other systems. The workload of the Circulation Department remains active. Additional time is spent retrieving HCLS books that have been requested to send out to other PINES locations, processing all requests, opening shipping bags, and repackaging books to return when the loan time has expired. Though patrons have the computerized capability to place a book on hold themselves in PINES, many still require the assistance of Staff to accomplish this task.

Expenditure Comparisons

This chart compares per capita expenditures of Hall County with library systems in the surrounding North Georgia counties. Hall County has experienced a 17% drop from last year and remains below the state amount of \$15.05. We are \$9.00 less than Gwinnett County, our neighbor to the Southeast.

Local Funding per Capita			
Library System	FY 2011	FY 2012	FY 2013
State	\$ 15.72	\$ 15.05	\$ 14.88
Atlanta Fulton	\$ 30.40	\$ 30.02	\$ 27.53
Dekalb	\$ 17.96	\$ 18.23	\$ 18.20
Forsyth	\$ 23.72	\$ 25.34	\$ 38.64
Chestatee	\$ 15.26	\$ 14.10	\$ 13.19
Mountain Regional	\$ 10.69	\$ 10.84	\$ 10.93
Piedmont	\$ 10.85	\$ 8.99	\$ 8.23
Gwinnett	\$ 22.56	\$ 20.53	\$ 19.49
Hall	\$ 14.05	\$ 11.07	\$ 9.65

For the fifth year in a row, our book budget has decreased resulting in an emphasis on careful title selection and book purchases. We balance the public’s requests for current popular fiction with the need for quality non-fiction titles that reflect current events. There will always be the need for study materials to help students complete homework assignments and prepare for college entrance or military exams. We have been forced to cut back on the number of non-fiction titles that we purchase. Our smallest branches receive more fiction books than non-fiction books, a strategy that helps to stretch our book budget. This determination was made by the observation of staff who are in touch with their patrons and discerning their reading interests. Within that

constraint, we do our best to provide the smallest branches with Non-Fiction that is on the New York Times bestseller lists.

Rankings

The chart below holds numbers that the Georgia Public Library Service compiled. Hall County's visits per capita have declined, as has computer usage though circulation has increased. Operating expenditures fall far below that of the National Average and \$2.13 less in regards as collection expenditures per capita. Our effort to serve the residents of Hall County with less and less monetary support speaks to the dedication of our staff.

Comparison of where Hall County Benchmarks in July 2014							
	National Average 2010	Georgia Average 2011	Georgia Average 2012	Georgia Average 2013	Hall County 2011	Hall County 2012	Hall County 2013
Visits per capita	5.09	3.37	3.6	3.6	2.9	3.05	1.69
Circulation per capita	8.27	4.46	4.15	3.89	4.28	4.15	3.27
Computers per 5000	4.11	3.54	3.59	3.79	4.17	4.2	5.05
Books and magazines per capita	2.72	1.63	1.59	1.51	1.52	1.48	1.24
Operating expenditures per capita	\$36.18	\$18.73	\$17.15	\$16.76	\$15.73	\$13.22 *	\$11.64
Collection expenditures per capita	\$4.22	\$1.89	\$1.61	\$1.50	\$2.09	\$1.55	\$0.79
	*This includes local, state, gift and grant revenue						

Reference Fill Rate

One week a year staff keeps track and counts the number of questions they are asked by our patrons. We determine if the question is one that we can answer with our resources or if it is necessary to refer the individual to an outside agency. From September 16, 2014 through September 21, 2014 staff at all branches counted interactions with the public. This included directions, assistance with computer operation, the location of books, and help with more advanced questions. Our responses come from the knowledge and experience we have with our print and electronic resources. The figures gathered during this week reflect a drop in numbers. This could be due the decrease in the hours that we are open to the public and the self sufficiency of our users. Unfortunately, a fast search using Google doesn't always provide a thorough answer. We have access to some advanced databases that patrons may not be experienced in using, databases that would help provide a more thorough answer and supplement their searches.

Reference Questions Answered by % FY 2010 - 2014	2010			2011			2012			2013			2014		
	Answered	Not Answered	Referred	Answered	Not Answered	Referred	Answered	Not Answered	Referred	Answered	Not Answered	Referred	Answered	Not Answered	Referred
Blackshear Place	95	2	3	87	4	9	85	5	10	94	3	4	97.14	0.48	4.84
Clermont	91	2	7	98	2	0									
East Hall	87	4	9	95	2	4									
Murrayville	94	1	5	99	1	0	82	1	17	100	0	0	98.91	0.36	0.73
Spout Springs	88	0	12	97	0	2	99	1	0	90	1	9	97.01	0	2.99
Gainesville	84	3	13	84	5	11	91	1	9	88	2	10	90.9	3.03	6.07
North Hall													99.45	0	0.55
System	89	2	9	93	2	4	89	8	36	93	1	6	96.68	0.77	3.04
Total # Questions	3498	92	429	2878	106	247	2561	17	388	2144	36	192	2212	43	100

In Library Use

Many motives attract visitors to the library. Adults may bring a youngster to attend story time, or to participate in a craft project. Many users access the internet. We are a one stop shop for job hunting, resume creating and applying for employment. Not all items that are used by patrons are checked out for home use. In library research takes place when someone is looking for a recipe, locating a fact or just when browsing for recreational purposes during their library visit. This usage is harder to track, but we do so by encouraging patrons to set aside all books and magazines that were considered, accessed and used in house but not checked out and taken home. Staff counts those materials and a final total is determined.

The In Library survey was held during one week in the summer, August 19 – 24, 2013 and one in the winter February 24 – March 1, 2014. The results are compiled on the two following pages. The weeks that are chosen are typical weeks, those without special events, holiday or furlough closings. Local

schools are in session during the survey weeks. On an hourly basis, staff walks the aisles, collects and counts materials to tally, according to the material type. Items are re-shelved so as to avoid a duplicate count during the next hour. The final tally is the figure for the yearly usage of library resources.

In Library Use Materials - Total Items Used Per Fiscal Year - 2014															
	Clermont			East Hall			North Hall Tech				Blackshear Place				
	2010	2011	2012/13	2010	2011	2012/13	2011	2012	2013	2014	2010	2011	2012	2013	2014
Fiction	4414	6080	0	5007	12925	0	0	0	372	776	20835	15146	12623	6672	4344
Nonfiction	1640	1021	0	3060	6321	0	0	0	0	2	18879	13830	8747	7392	3614
Easy	2895	2493	0	2503	9376	0	0	0	961	172	10405	8422	6222	5856	3486
Magazines	265	498	0	920	1974	0	0	0	0	0	5214	2656	3902	1848	639
Newspaper	723	617	0	620	1527	0	0	0	0	0	2704	2919	2678	1656	584
Microfilm	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Multimedia	1423	760	0	5628	7731	0	0	0	403	51	9198	12395	8798	5088	2208
Reference	120	47	0	684	3008	0	0	0	0	0	2148	1914	714	672	183
Other	0	0	0	8645	11209	0	0	0	527	46	1786	5599	3774	2712	1624
Total	11480	11516	0	27067	54071	0	0	0	2263	1047	71169	62881	47458	31896	16681

	Murrayville					Spout Springs					Adult - GVL				
	2010	2011	2012	2013	2014	2010	2011	2012	2013	2014	2010	2011	2012	2013	2014
Fiction	6211	5687	11956	5127.2	12239	19652	22110	16081	11314	8200	23250	17256	27676	17884	20203
Nonfiction	1642	1557	2207	1809.6	3342	24770	27182	14157	11457	9369	33922	30120	29452	16897	25463
Easy	3712	2643	7106	2691.2	7487	27571	18233	13740	14219	7832	22	48	50	259	24
Magazines	666	755	1043	1856	586	9005	9332	7302	3192	2653	17625	12648	9892	8343	6503
Newspaper	1023	684	776	440.8	651	3790	3206	3330	1810	1654	2214	3336	2317	2491	2726
Microfilm	0	0	0	0	0	0	0	0	0	0	2103	1992	568	2068	2965
Multimedia	737	1439	776	997.6	694	13713	10815	7820	3239	2142	10052	9624	13888	13113	12528
Reference	119	70	0	0	87	1183	406	1281	143	627	14968	11712	8237	9800	11046
Other	47	0	0	626.4	4166	9126	10815	5822	381	865	354	2088	2021	752	1219
Total	14157	12835	23864	13548.8	29252	108810	102099	69533	45755	33343	104510	88824	94101	71605	82678

	Gainesville - Youth Services					Gainesville -- Total GVL					System				
	2010	2011	2012	2013	2014	2010	2011	2012	2013	2014	2010	2011	2012	2013	2014
Fiction	9300	12888	14060	12596	6838	32550	30144	41736	30480	27041	88669	92092	82396	53964	51824
Nonfiction	16120	15264	17884	7496.5	5810	50042	45384	47336	24393	31273	100033	95295	72447	45051	47597
Easy	18135	19200	16969	14523	11309	18157	19248	17019	14782	11333	65243	60415	44087	38509	30138
Magazines	1018	936	911	376	72	18643	13584	10803	8719	6575	34713	28799	23050	15614	10453
Newspaper	0	0	0	0	0	2214	3336	2317	2491	2726	11074	12289	9101	6398	5614
Microfilm	0	0	0	0	0	2103	1992	568	2068	2965	2103	1992	568	2068	2965
Multimedia	11447	11232	9199	5123	4638	21499	20856	23087	18236	17167	52198	53996	40481	14851	22211
Reference	155	96	296	329	24	15123	11808	8533	10129	11070	19377	17253	10528	10943	11967
Other	5447	7152	5869	5428.5	4184	5801	9240	7890	6181	5403	25405	36863	17486	10427	12060
Total	61622	66768	65188	45872	32875	166132	155592	159289	117477	115553	398815	398994	300144	197826	194828

In Library Use Materials - % Items Used Per Fiscal Year By Category - 2014															
	Blackshear Place					Clermont				East Hall				North Hall Tech	
	2010	2011	2012	2013	2014	2010	2011	2012	2013/14	2010	2011	2012	2013/14	2013	2014
Fiction	29.28	24.09	27	20.92	26.04	38.45	52.80	0	0	18.5	23.90	0	0	18.11	74.12
Nonfiction	26.53	21.99	18	23.18	21.66	14.29	8.87	0	0	11.31	11.69	0	0	0.00	0.19
Easy	14.62	13.39	13	18.36	20.90	25.22	21.65	0	0	9.25	17.34	0	0	46.77	16.43
Magazines	7.33	4.22	8	5.79	3.83	2.31	4.32	0	0	3.4	3.65	0	0	0.00	0.00
Newspaper	3.8	4.64	6	5.19	3.50	6.3	5.36	0	0	2.29	2.82	0	0	0.00	0.00
Microfilm	0	0.00	0	0.00	0.00	0	0.00	0	0	0	0.00	0	0	0.00	0.00
Multimedia	12.92	19.71	19	15.95	13.24	12.4	6.60	0	0	20.79	14.30	0	0	19.62	4.87
Reference	3.02	3.04	2	2.11	1.09	1.05	0.41	0	0	2.53	5.56	0	0	0.00	0.00
Other	2.51	8.90	8	8.50	9.74	0	0.00	0	0	31.93	20.73	0	0	25.65	4.39
	Murrayville					Spout Springs					Adult - GVL				
	2010	2011	2012	2013	2014	2010	2011	2012	2013	2014	2010	2011	2012	2013	2014
Fiction	43.86	44.31	49	38.0	41.84	18.06	21.66	23	24.73	24.59	22.25	19.43	29	24.83	24
Nonfiction	11.6	12.13	9	13.4	11.42	22.76	26.62	20	25.04	28.10	32.46	33.91	31	31.45	30.80
Easy	26.21	20.59	29	19.9	25.59	25.34	17.86	20	31.08	23.49	0.02	0.05	0	0.48	0.03
Magazines	4.7	5.88	4	13.7	2.00	8.28	9.14	11	6.97	7.96	3.4	14.24	11	15.53	7.87
Newspaper	7.22	5.33	3	3.2	2.23	3.48	3.14	5	39.57	4.96	2.12	3.76	2	4.64	3.30
Microfilm	0	0.00	0	0.0	0.00	0	0.00	0	0.00	0.00	2.01	2.24	1	3.85	3.59
Multimedia	5.2	11.21	3	7.4	2.37	12.6	10.59	11	7.08	6.42	9.62	10.83	15	24.41	15.15
Reference	0.84	0.55	0	0.0	0.30	1.09	0.40	2	0.31	1.88	14.32	13.19	9	18.24	13.36
Other	0.33	0.00	1	4.6	14.24	8.39	10.59	8	0.83	2.60	0.34	2.35	2	1.40	1.47
	Youth Services - GVL					Gainesville - GVL - Total					System - Average				
	2010	2011	2012	2013	2014	2010	2011	2012	2013	2014	2010	2011	2102	2013	2014
Fiction	15.09	19.30	22	27.46	20.80	19.59	19.37	26.20	26.15	23.40	22.23	31.02	31.30	31.97	26.60
Nonfiction	26.16	22.86	27	16.34	17.67	30.12	29.17	29.72	23.90	27.06	25.08	18.41	19.18	21.37	24.43
Easy	29.43	28.76	26	31.66	34.40	10.93	12.37	10.68	16.07	9.81	16.36	17.20	18.17	33.04	15.47
Magazines	1.65	1.40	1	0.82	0.22	11.22	8.73	6.78	8.17	5.69	8.7	5.99	7.45	8.66	5.37
Newspaper	0	0.00	0	0.00	0.00	1.33	2.14	1.45	2.32	2.36	2.78	3.91	3.86	12.58	2.88
Microfilm	0	0.00	0	0.00	0.00	1.27	1.28	0.36	1.92	2.57	0	0.21	0.09	0.48	1.52
Multimedia	18.58	16.82	14	11.17	14.11	12.94	13.40	14.49	17.79	14.86	13.09	12.64	11.87	16.95	11.40
Reference	0.25	0.14	0	0.72	0.07	9.1	7.59	5.36	9.48	9.58	4.86	2.93	2.34	2.97	6.14
Other	8.84	10.71	9	11.83	12.73	3.49	5.94	4.95	6.62	4.68	6.37	7.69	5.49	11.56	6.19

Material Availability

We value the views of our patrons and we find it is important and helpful to know why they come to the library. We encourage their opinions regarding our programs, collection, facilities and parking to name a few items. Thanks to volunteers that we recruit from the Friends of the Library – for one week of the year every person who walks into the library is given the chance to complete a survey. The FY15 survey took place April 14 – 21st, 2014. An 87% response rate was reached this year. The quantity distributed and completed per branch is seen in the following chart.

2014 Survey Distribution							
Branch	Clmnt/EH	North Hall	Blackshear	Murrayville	Spout Springs	Gainesville	System
Distributed		100	132	148	112	627	1019
Returned		93	116	148	98	472	834
% Response		93%	87%	100%	87%	75%	87.25

Items Accessed by Category Success rate by FY14															
Materials Availability Survey															
	Blackshear					Clermont					East Hall				
Successful %	2010	2011	2012	2013	2014	2010	2011	2012	2013	2014	2010	2011	2012	2013	2014
Find books	94	72	96	81	100	82	87				86	85			
Find authors/subject	86	98	89	93	90	70	18				94	90			
Browsing shelves	81	74	80	72	81	77	74				87	74			
Internet	32	53	25	24	28	36	47				54	60			
Copier	7	15	11	6	8	8	0.09				8	12			
Program	3	0.02	6.3	19	3	3	0				3	0.04			
Other	17	20	20	12	13	19	15				7	15			
	Murrayville					Spout Springs					Gainesville				
Successful %	2010	2011	2012	2013	2014	2010	2011	2012	2013	2014	2010	2011	2012	2013	2014
Find books	95	90	56	85	82	77	83	83	61	64	72	93	72	80	82
Find authors/subject	90	85	55	88	90	77	90	87	75	92	79	86	88	80	79
Browsing shelves	86	80	83	89	76	85	83	82	71	82	83	79	78	87	71
Internet	43	38	27	36	32	31	25	20	20	22	43	49	38	24	32
Copier	6	7.4	3.6	11	18	5	5.4	6.3	5	9	10	11	13	7	11
Program	2	0.57	0.6	5	4	2	3.6	2.7	3	4	2	0.01	2.3	3	3
Other	13	13	12	21	17	13	13	15	15	12	13	16	12	11	14
	NHTC					System									
Successful %	2010	2011	2012	2013	2014	2010	2011	2012	2013	2014					
Find books				81	100	84.3	85	76.75	77.6	85.6					
Find authors/subject				100	87	82.7	77.83	79.75	87.2	87.6					
Browsing shelves				80	85	83.2	77.33	80.75	79.8	79					
Internet				50	39	39.8	45.33	27.5	30.8	30.6					
Copier				21	13	7.33	8.482	8.475	10	11.8					
Program				19	6	2.5	0.707	2.975	9.8	4					
Other				28	20	13.7	15.33	14.75	17.4	15.2					

Patron Satisfaction

During the Materials Availability Survey, we asked five specific questions of our users. They had the chance to tell us how they felt about the collection, how often they use the library, for what purpose they use it, if staff provided helpful assistance, and how easy it was to locate items. On an average, users are 57% satisfied with our book selection, 89% felt that it was easy to locate what they wanted, and 95% stated that the staff was very helpful. Use of computers ranked at 39% in reasons for coming to the library. 48% of those responding to our survey come to the library every week.

The following chart shows the questions and responses received in the Materials Availability Survey.

Services Patrons Feel Most Important by Percentage - 2014

	BP	CL and EH	NHTC	MV	SSP	GVL	System
1. How satisfied were you with our book selection, other materials and services?							
Extremely	52%		41%	68%	60%	46%	57%
Mostly Satisfied	14%		12%	14%	6%	12%	12%
Selection Needs Improvement	5%		12%	4%	4%	2%	4%
N/A	7%		5%	1%	2%	3%	3%
2. How easy was it to find what you needed?							
Very easy	69%		78%	83%	70%	55%	89%
Slight problems	8%		1%	5%	3%	7%	6%
Difficult	1%		0%	0%	0%	1%	1%
N/A	3%		3%	0%	4%	0%	3%
3. How helpful was your library staff?							
Very helpful	74%		85%	89%	74%	58%	95%
Mostly helpful	5%		2%	0%	3%	7%	4%
Needs Improvement	2%		0%	0%	0%	1%	1%
N/A	1%		0%	0%	0%	0%	0%
4. How often do you visit the library or call for more information?							
Weekly	30%		52%	42%	37%	30%	48%
Twice a month	42%		27%	35%	41%	25%	43%
Monthly	5%		8%	11%	5%	10%	10%
2 - 4 times a year	9%		4%	7%	1%	4%	6%
Yearly	2%		1%	3%	1%	2%	2%
5. What other activity did your trip to the library include?							
Internet	28%		39%	32%	22%	33%	39%
Copier	8%		13%	18%	9%	11%	15%
Program	3%		6%	5%	4%	3%	5%
Other	14%		20%	17%	13%	14%	20%

Document Delivery

The state contracts with the STAT Delivery service for the transfer of PINES materials from one library system to another. 47 % of the materials requested arrive in Hall County within 7 days.

Hold Retrieval Compliance 2014				
Fiscal Year	7 Days	14 Days	30 days	More than 30 days*
2014	47%	27%	22%	4%
2013	50%	31%	16%	3%
2012	42%	31%	27%	0.05%
2011	34%	24%	32%	4%
2010	41%	24%	32%	4%

The following chart represents the Georgia State standard for document delivery. Hall County fall within the Comprehensive compliance standards as 96 % of requests are filled within 30 days.

2014 Criteria			
Comprehensive Compliance	55% or more in 7 days	72 % in 14 days	90% in 30 days
Full Compliance	45 - 54% in 7 days	62 - 71% in 14 days	79-89% in 30 days
Essential Compliance	Below 45% in 7 days	Below 62% in 14 days	Below 79% in 30 days

Each year brings changes for the Hall County Library System. FY 2014 brought new formats and a changing population with assorted needs. The crippling budget restrictions pose continuing challenges for us. Our staff is committed to our mission, but is also frustrated when facing a future that holds limited promise of the return to a healthy offering of books and other materials. We have loyal patrons who support us, but they too express concern and want to have the funding for the selection of materials that we offered them in years past. Our effort to offer quality and creative service to meet their needs remains top on our list of “to do”.