
Longview Public Library

Mission

Educating minds. Empowering people. Enriching Lives. Building Community.

Values

- Access
- Community by Welcoming Everyone to Our Library
- Lifelong Learning and Literacy

Core Services

- Access to a diverse collection of materials in various formats
- Knowledgeable and approachable staff
- Functional technology and connectivity
- Expert information and reference assistance
- Communal spaces for individual and group use
- Targeted programming that meets the needs of all our community

Accomplishment Goals

- Improve economic advancement by providing equitable access to computing equipment, programs and resources.
- Improve public safety by providing safe and stimulating places and a clean, well-maintained building for all.
- Increase opportunities for our children's success when they enter school by supporting the foundations of reading, social skills and, creative skills through early learning educational activities.
- Improve civic engagement, cultural enrichment, and enhance the quality of life for all Longview residents through provision of life-long educational services including library materials, online resources and programs/events.

Community Priorities and Desired Outcomes

- **Educating Minds:** Children enter Kindergarten with the foundational skills for literacy and are supported by the Library in their literacy progression through elementary school; the Library supports teens and adults in learning the skills they need to be successful in life.
- **Enriching Lives:** Longview is an engaged and well-informed community; the Library seeks to be the trusted institution that connects people to non-biased information, experts and materials, and adapts with the changing needs of our community.
- **Building Community:** The Library brings Longview residents together through events for all ages: author talks, book groups, craft events, and much more.

Performance Measures

- Cardholders
 - Registrations have been strong, and have been better than 2019
 - Total circulation is 34.87% more than in 2021. Unfortunately, we do not have all the data I would like to have to compare but we will capture it going forward.
 - Circulation of digital materials is 20.19% higher than 2021 and we are missing data for previous time periods.

- Library Visits
 - Library visits have not been accurately tracked in the past and with new door counters installed in July we have started to capture accurate numbers.
- Program Attendance

Attendance is down slightly from last year although we have had more programs. Library staff will need to review what kinds of programs are being offered. Use of advertising and marketing along with new hours may help boost our attendance.
- Computer use, including Wi-Fi use of Library technology
 - Wi-Fi was used has doubled which is most likely due to more visits.
 - Tablets are being counted and they did not exist
 - The following chart gives an additional break down.

	2019	2021	2022
Public PCs	5975	1013	2274
Wifi		484	844
Hotspots		33	42
Tablets			150
	5975	1530	3310

Public Library Performance Measures	Q3 2019	Q3 2021	Q3 2022
New borrowers	638	1304	705
Borrowers	4208	2,649	3,328
Public Service hours		528	528
Library Visits			19,309
Physical Circulation		45,962	61,990
Electronic content (Washington Anytime Library, Kanopy, Hoopla, etc.)		15,899	19,110
Questions Answered			5,907
Longview Room requests			13
Marketing and communications efforts			544
FTEs			16
Number of Library Programs		34	51
Program Attendance/Participation		1558	1540
Public Technology Use (Wi-Fi and devices)	5975	1530	3310
Website Sessions		15,756	15,299
Grants, in-kind, and cash donations			
<i>^ = Item is budget / funding dependent</i>			
<i>~ = City of Longview budget funds only (no donations)</i>			
Service Population			