

Nebraska Public Library Trends

2019-2023

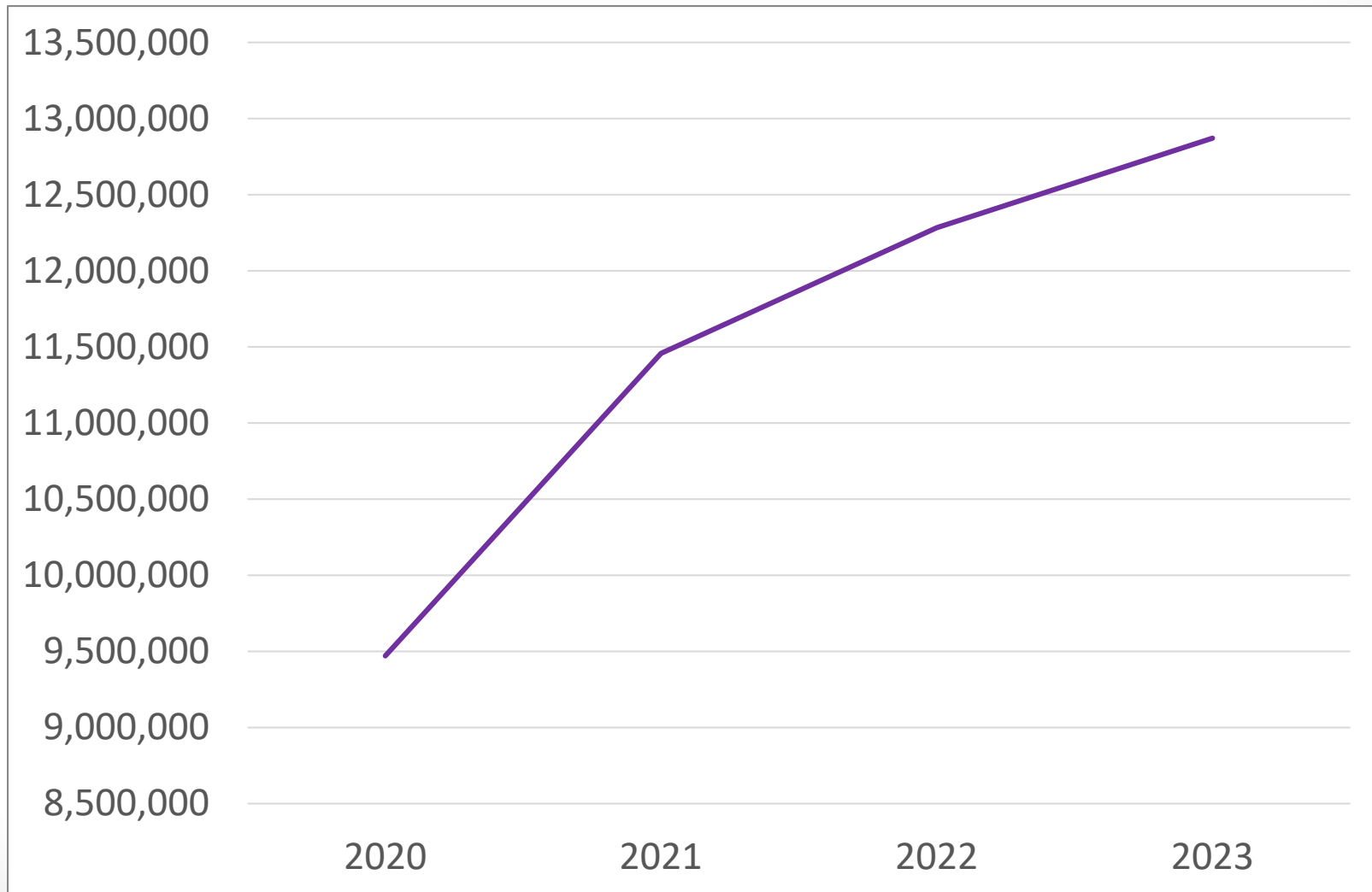


Nebraska
Library Commission

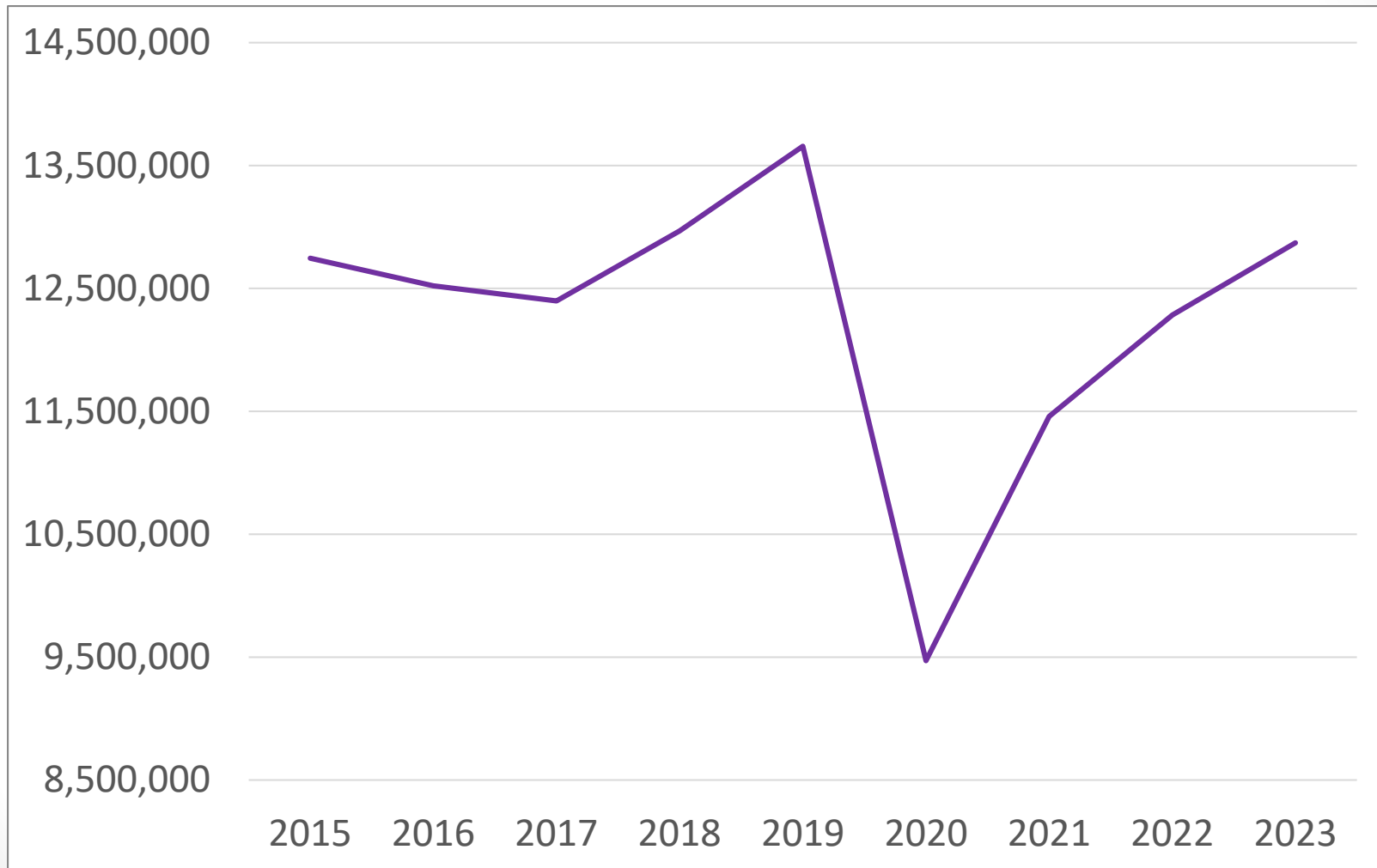
Trends Analysis

- Typically over the course of 1 year or 3 years
- FY2023 first year of “good” data, since FY2019
- Up until FY2019, most service measures waxed/waned, or were increasing
- Exception: Electronic circulation, steady rises
- FY2013 – FY2023, electronic circ. = 435%↑

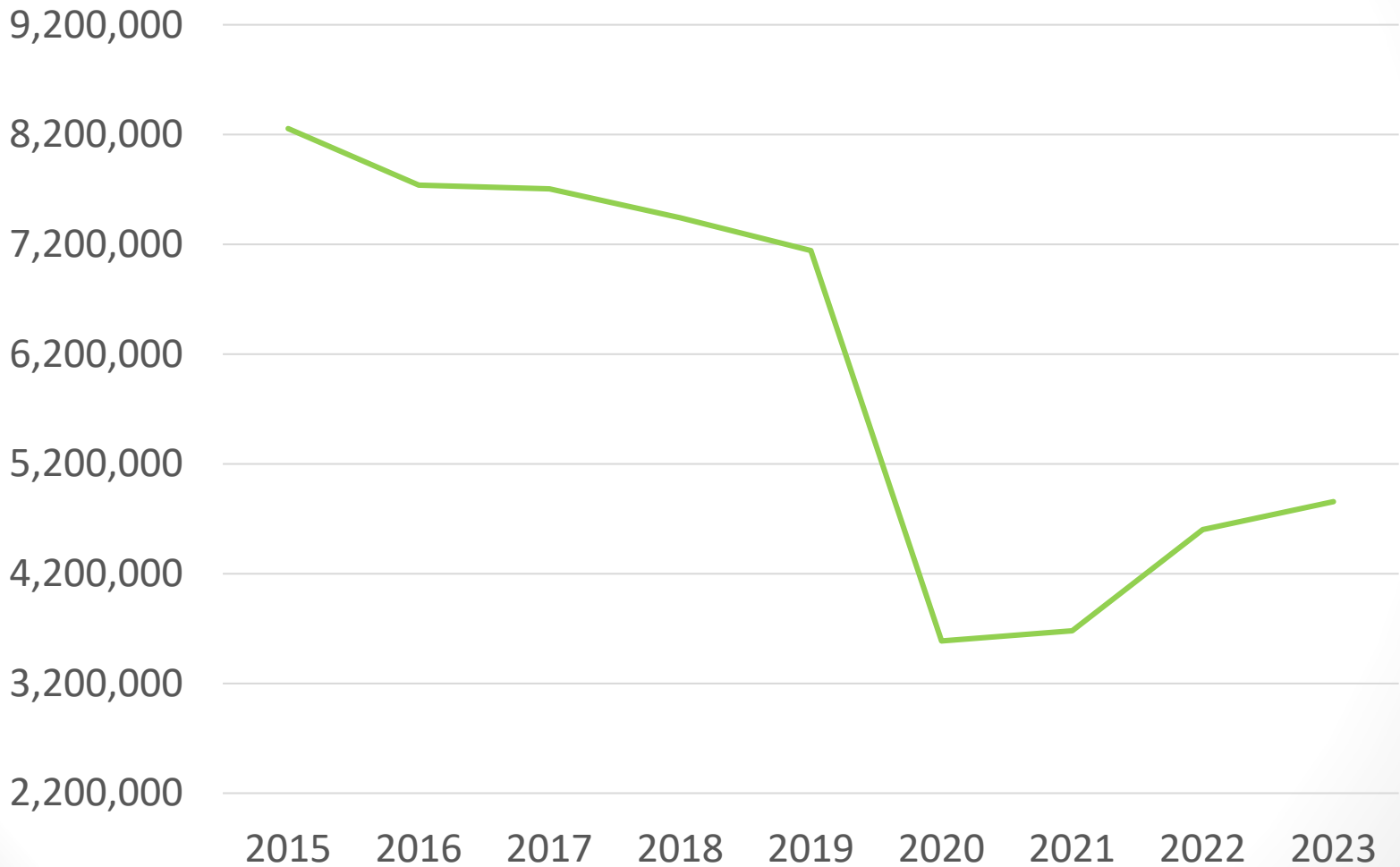
Total Circulation, 2020-2023



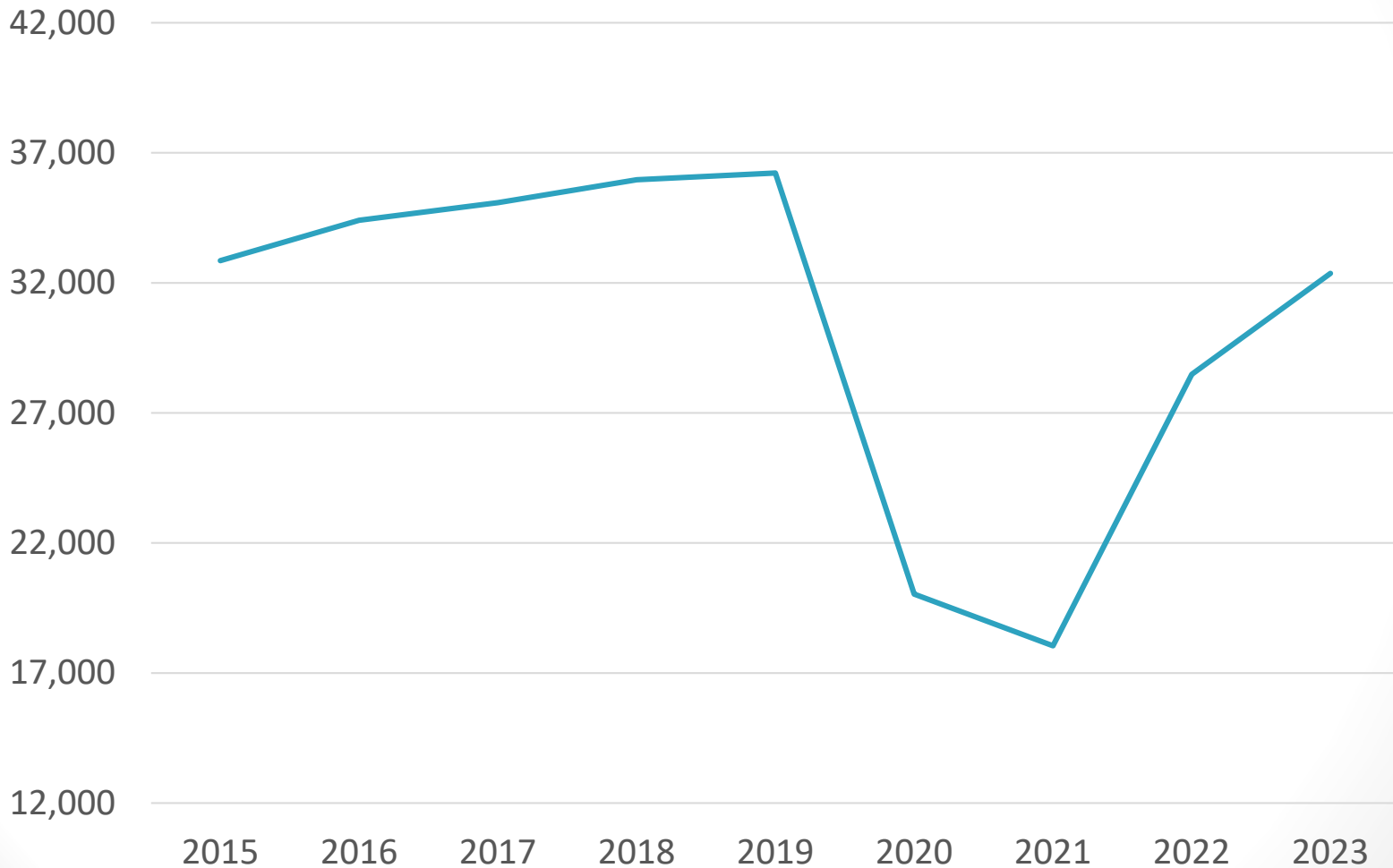
Total Circulation, 2015-2023



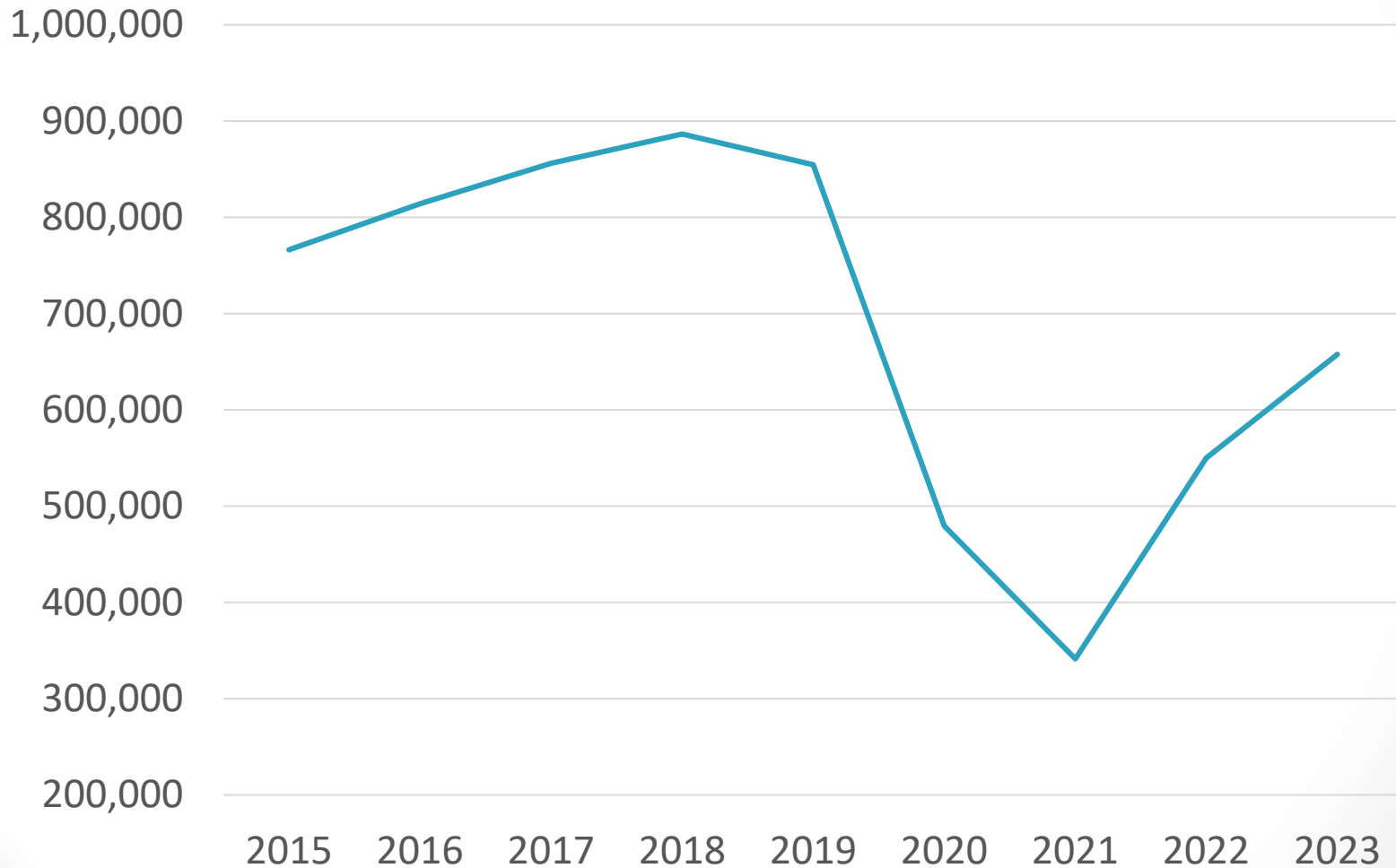
Visits, 2015-2023



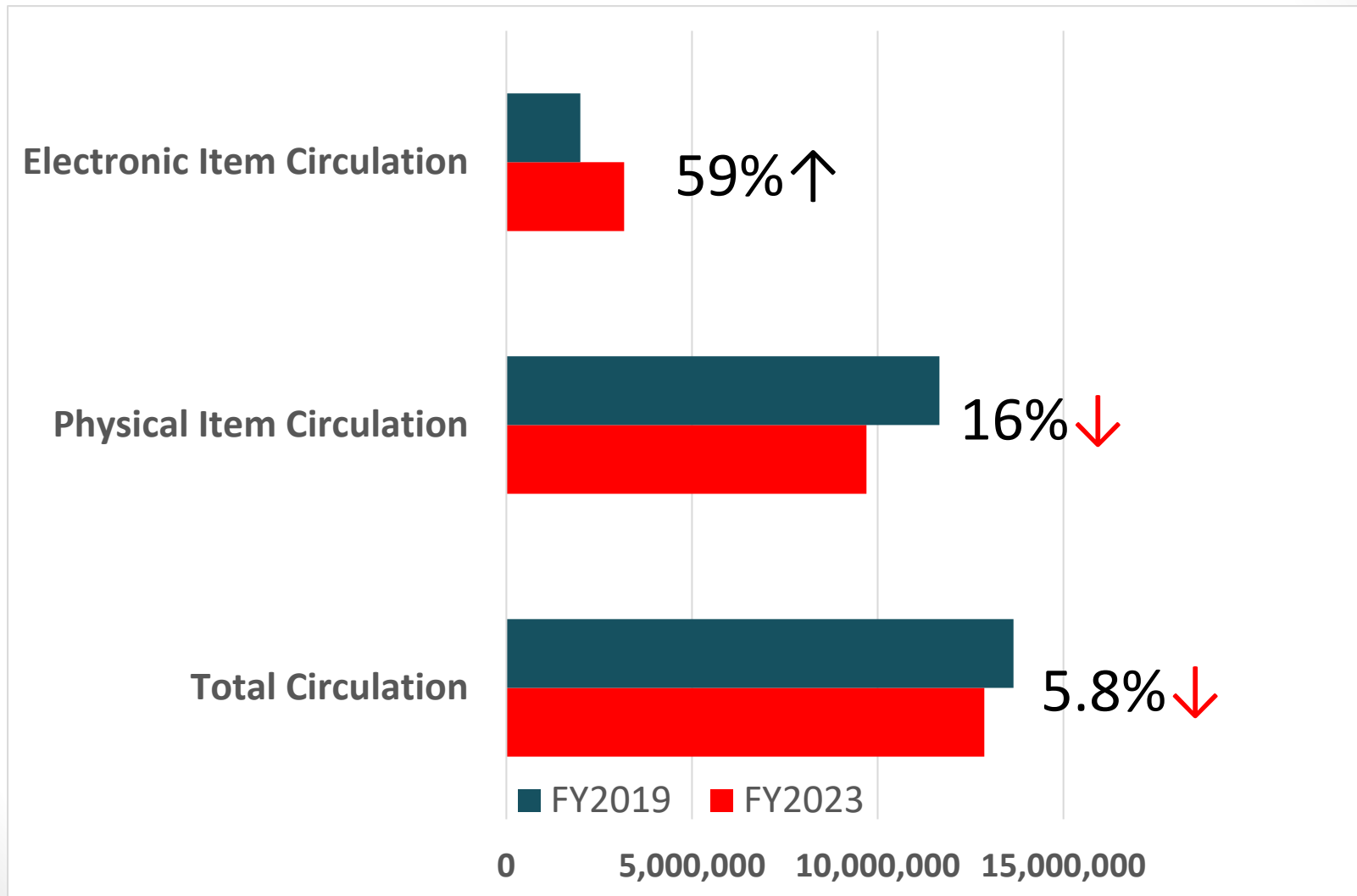
Total Programs, 2015 - 2023



Total Program Attendance, 2015-2023



Circulation, FY2019 – FY2023



General Summary: FY2019 – FY2023

- State Population - ↑ 2.7%
- Operating Revenue ↑ 17%
- Registered Borrowers - ↓ 7.2%
- Library Visits - ↓ 32%
- Survey sent to library directors, late May, 2023

Trends Survey – Open Ended Questions

- Is statewide data is consistent with what directors are experiencing at the local level?
- If so, what are the reasons for declines?
- What can be done at state/local levels to improve numbers?

Trends Survey

- Survey link sent to all public library directors, including branch managers
- Responses not limited to directors
- 147 responses received (roughly 52% response rate)

Trends Survey – Reasons for Declines

- COVID closures and restrictions shifted collection use from physical materials to electronic items
- Increased participation in other community events – e.g. - sports and other activities
- Availability of electronic devices, and other “entertainment” (e.g. cell phones with data plans)
- Programming numbers (esp. kids) declined - lack of staff availability, and other community activities

Trends Survey – Potential Solutions (Local)

- Help with local marketing/advertising of library programs and services
- Partnerships with schools, other libraries, and community organizations
- Expansion of “other” collection items (technology, library of things, games)

Trends Survey – Potential Solutions (Statewide)

- Decreased wait times for OverDrive materials
- OverDrive variety or other vendors for statewide collections
- Increased marketing campaigns focused on statewide services (e.g. OverDrive and others)
- Assistance with local programming (e.g. statewide funding, partnerships)
- Help with things NLC and/or the Systems already provide

Questions/Comments?