

LIBRARY SERVICES

QUARTERLY PERFORMANCE REPORT

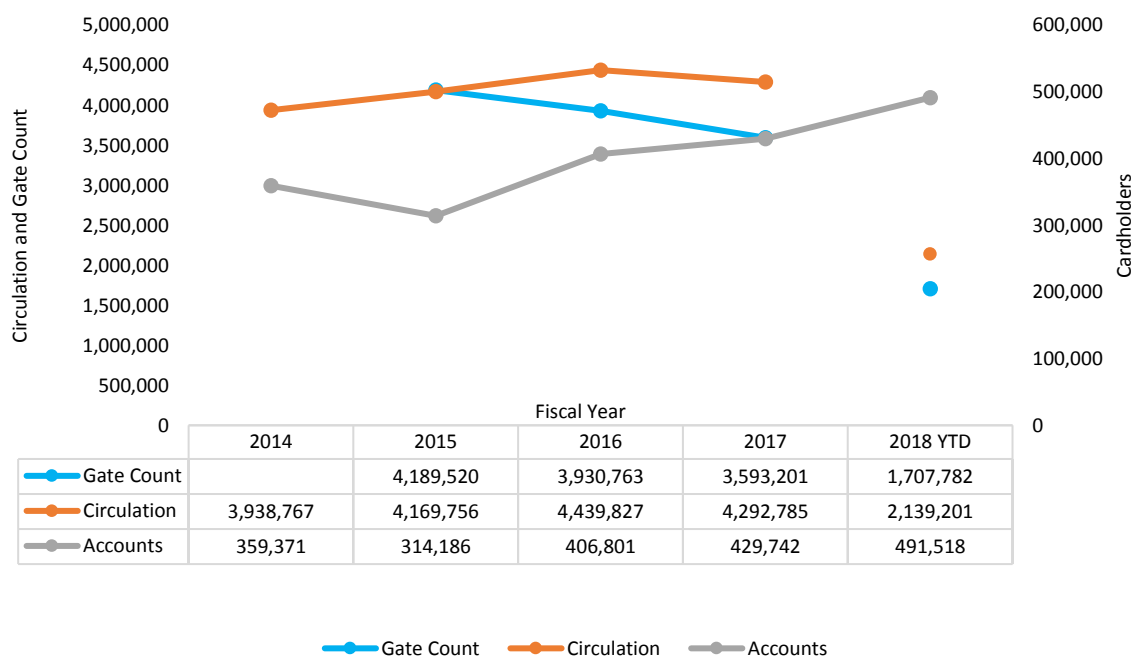
Q2 FY18



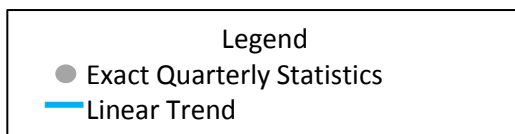
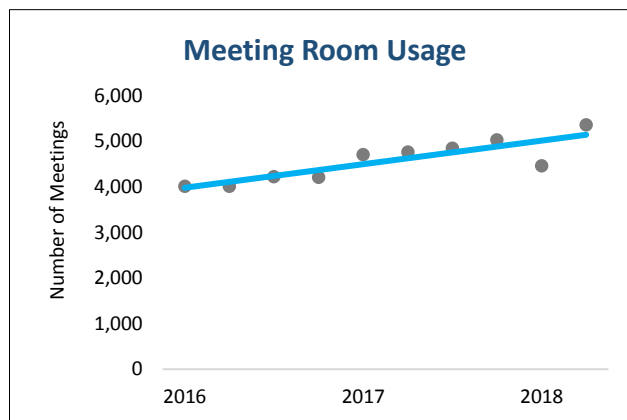
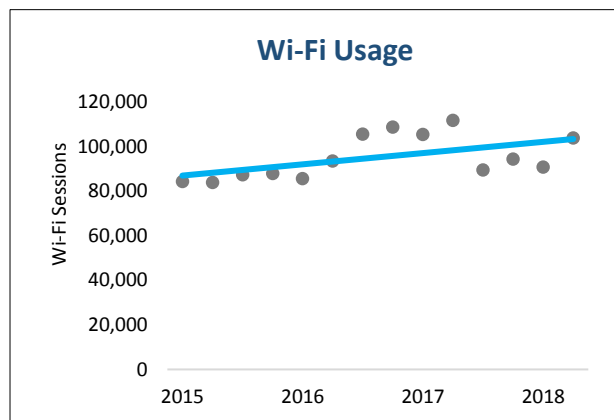
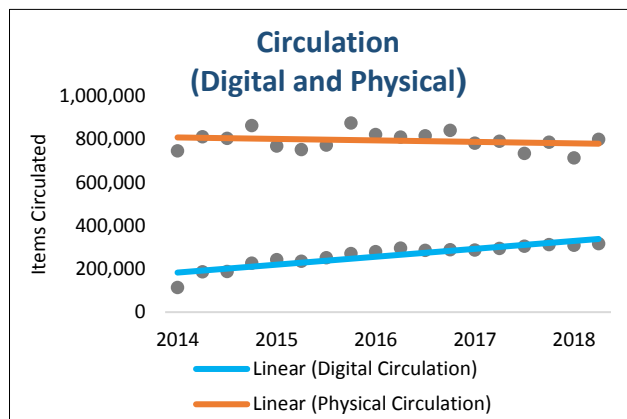
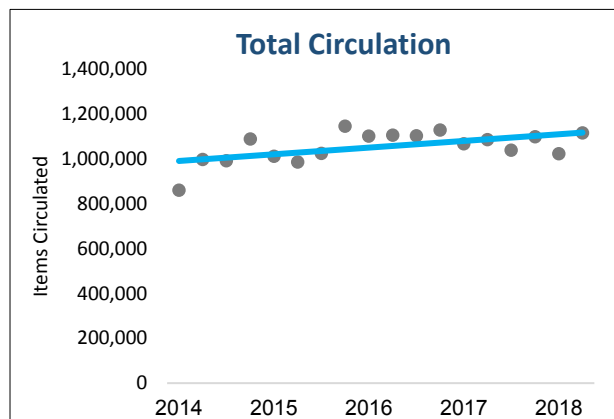
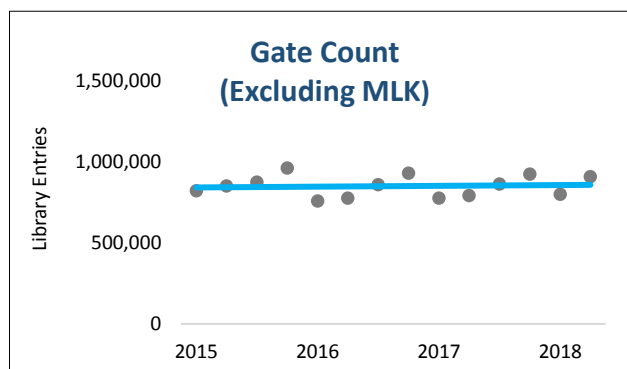
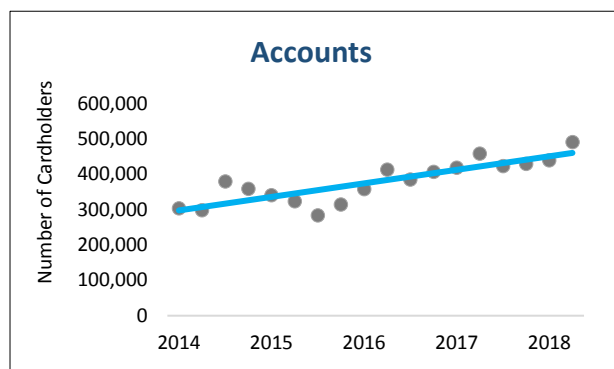
EXECUTIVE SUMMARY

- In Q2, several performance measures are up in comparison to Q2 FY17, including circulation, gate count, meeting and study room use, and the adult desktop utilization rate. Also, after accounting for the activity at MLK through most of Q2 FY17, other measures such as wifi and computer use are up as well. Increased activity is driven by newly reopened West End, Capitol View and Palisades locations – as well as activity that has shifted to neighborhood libraries across the city.
- Gate Count and WiFi numbers at West End are partly attributable to customers of the adjacent café. However, gate count reported for this location is adjusted downward to account for café customers on lines extending into the library. No adjustment is made for café users who may be using West End's wifi.
- An increase in Online Engagement occurred, which can be attributable to Books from Birth and other early childhood literacy advertising hosted on Facebook.
- Adjustments have been made to discourage the creation and use of temporary library accounts created by users with IP addresses from foreign countries. Also, these temporary accounts are no longer able to access pay per service databases such as Lynda and Kanopy.
- Data on extended leave has been adjusted for FY17 and FY18 to show the actual number of staff on extended leave that are not working. Previous reports included some staff with extended leave who were working.
- Outreach programs and attendance are increasing, reflecting greater activity by the outreach department and other staff.
- Beginning in Q1FY18, outreach program and attendance counts include each day of service at the DC Jail, located in Ward 6.

Key Performance Metrics by Fiscal Year



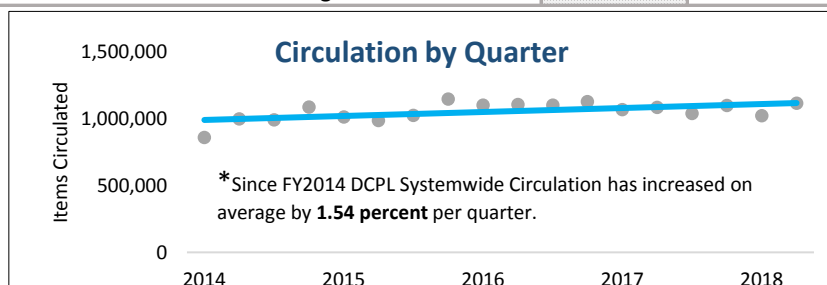
SUMMARY OF HISTORICAL TRENDS



CIRCULATION

Q2 FY18

Ward	Location	Q2 FY15	Q2 FY16	Q2 FY17	Physical Circ	Digital Library
1	Mt. Pleasant	57,018	61,805	62,655	75,571	34,384
Ward 1 Totals		57,018	61,805	62,655	75,571	34,384
2	MLK JR. Memorial Library/System-Wide Self Checkouts/Mobile App	198,091	230,335	175,504	674	3,587
2	Library Express/Center for Accessibility				7,965	2,645
2	Georgetown	28,263	45,841	44,142	46,088	25,862
2	West End	13,779	16,470	17,956	39,913	19,030
Ward 2 Totals		240,133	292,646	237,602	94,640	51,124
3	Chevy Chase	40,946	26,524	40,791	52,085	14,204
3	Cleveland Park	52,332	56,174	35,388	42,573	24,909
3	Palisades	25,703	22,465	16,441	28,372	6,345
3	Tenley-Friendship	59,246	64,398	66,478	72,478	27,322
Ward 3 Totals		178,227	169,561	159,098	195,508	72,780
4	Petworth	29,897	34,045	33,347	44,848	13,545
4	Shepherd Park (Juanita E. Thornton)	15,998	2,511	13,974	17,418	5,289
4	Takoma Park	19,901	21,712	19,974	24,658	9,915
Ward 4 Totals		65,796	58,268	67,295	86,924	28,749
5	Lamond-Riggs	12,519	13,100	20,203	15,307	5,953
5	Woodridge	11,516	12,481	37,488	51,347	10,161
Ward 5 Totals		24,035	25,581	57,691	66,654	16,114
6	Northeast	34,486	34,479	39,220	52,476	15,367
6	Northwest One	5,334	5,915	7,296	10,059	6,749
6	Rosedale	9,543	9,285	7,896	12,539	2,544
6	Shaw (Watha T. Daniel)	27,997	28,641	37,806	52,447	38,289
6	Southeast	29,044	36,379	36,502	45,239	22,303
6	Southwest	16,894	17,598	16,356	17,898	8,045
Ward 6 Totals		123,298	132,297	145,076	190,658	93,297
7	Benning (Dorothy I. Height)	14,125	13,125	13,080	16,023	1,327
7	Capitol View	8,244	12,495	4,111	8,997	876
7	Deanwood	5,409	4,541	4,865	7,467	864
7	Francis Gregory	8,726	9,015	8,325	12,336	5,697
Ward 7 Total		36,504	39,176	30,381	44,823	8,764
8	Anacostia	9,147	11,044	9,822	9,206	6,256
8	Bellevue (William O. Lockridge)	8,036	8,667	7,453	9,166	4,048
8	Parklands-Turner	9,444	10,816	10,094	11,615	1,344
Ward 8 Totals		26,627	30,527	27,369	29,987	11,648
Jail Library				3,897	14,248	
Libraries Subtotal		751,638	809,861	791,064	799,013	316,860
Digital Library		234,783	296,144	295,013	316,860	
DCPL Total		986,421	1,106,005	1,086,077	1,115,873	
Percent Change			12.12%	-1.80%	2.74%	



Notes:

*Prior to FY18 Q1 circulation performed at self check machines was assigned to Martin Luther King Jr. Memorial Library/SystemWide Self Check. Between October - January FY18 these circulation transactions were assigned to the cardholder's home neighborhood branch. Beginning February FY18 self check circulation transactions are assigned to the physical branch that the transaction took place.

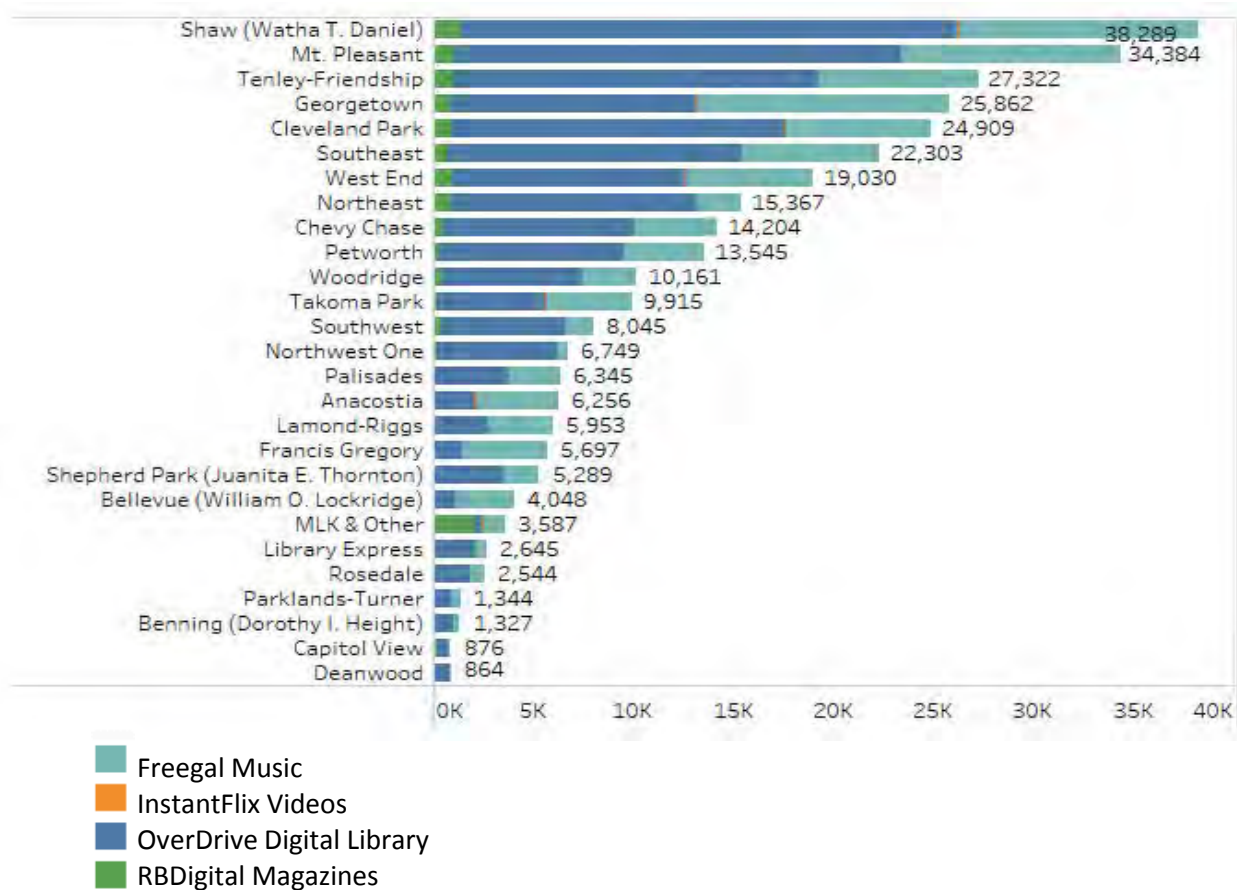
*Martin Luther King Jr. Memorial Library/SystemWide Self Check is attributed to circulation performed using the the mobile Boopsie application.

*Digital circulation that is not aligned with a User Library is listed as Martin Luther King Jr. Memorial Library/SystemWide Self Checkouts/Mobile in the Digital Column.

	Q1	Q2	Q3	Q4	Total
FY2014	860,350	997,758	992,029	1,088,630	3,938,767
FY2015	1,012,275	986,421	1,024,423	1,146,637	4,169,756
FY2016	1,101,415	1,106,005	1,102,941	1,129,466	4,439,827
FY2017	1,068,319	1,086,077	1,039,687	1,098,702	4,292,785
FY2018 YTD	1,023,328	1,115,873			2,139,201

CIRCULATION

Q2 FY18 Digital Circulation By Vendor and Branch



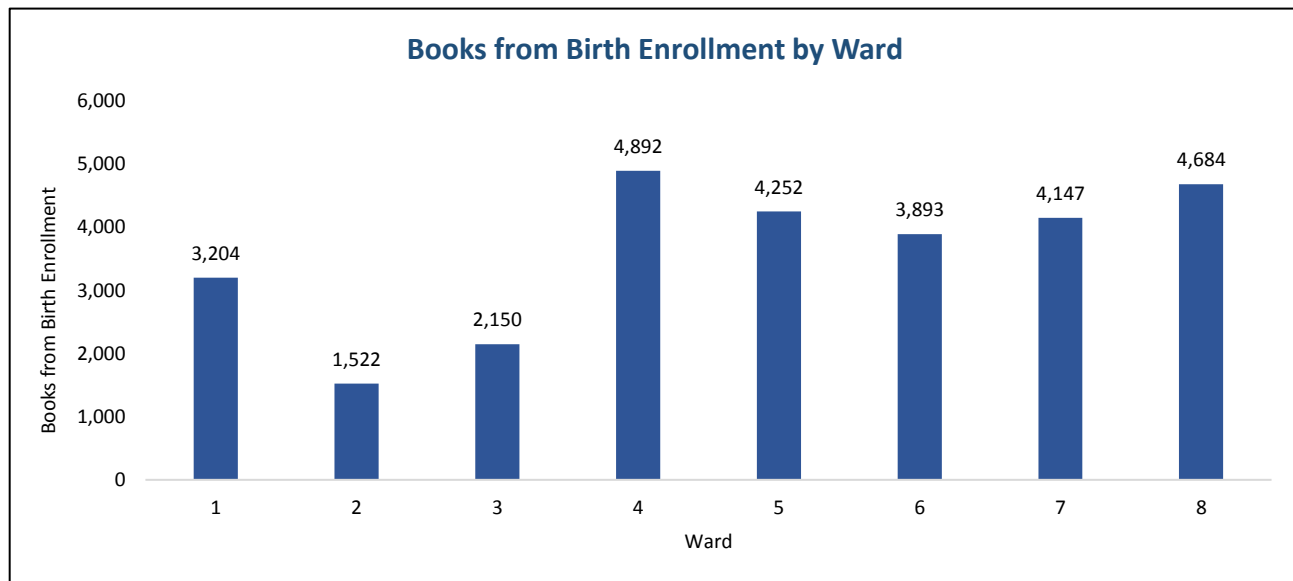
Database Usage

	Q1	Q2	Q3	Q4	Total
FY 2017	249,774	292,248	349,985	394,974	1,286,981
FY 2018	453,924	537,127			991,051

Top Titles - Q2 FY18

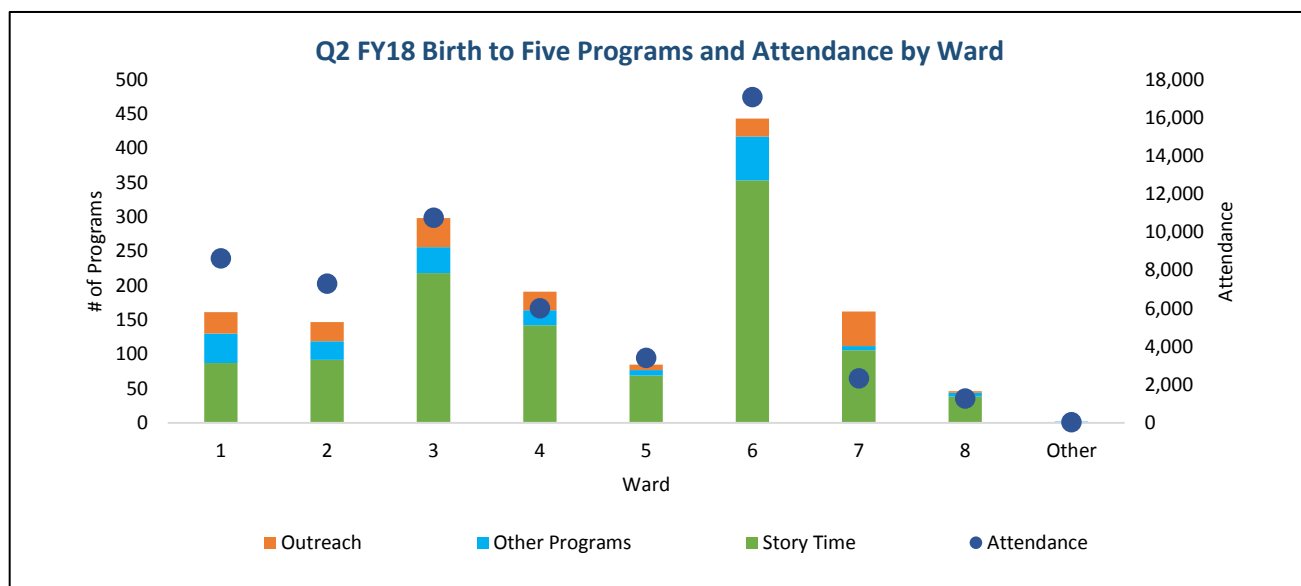
Fiction	Circulation	Non-Fiction	Circulation
<i>The Underground Railroad: A Novel</i> By Colson Whitehead	383	<i>Hillbilly Elegy: a Memoir of a Family and Culture in Crisis</i> By J.D. Vance	335
<i>Little Fires Everywhere: A Novel</i> By Celeste Ng	341	<i>Fire and Fury: Inside the Trump White House</i> By Michael Wolff	309
<i>Sing, Unburied, Sing: A Novel</i> By Jesmyn Ward	274	<i>Between the World and Me</i> By Ta-Nehisi Coates	283
<i>A Big Guy Took My Ball!</i> By Mo Willems	273	<i>Born a Crime: Stories from a South African Childhood</i> By Trevor Noah	262
<i>Waiting is Not Easy!</i> By Mo Willems	225	<i>What Happened</i> By Hillary Rodham Clinton	209

EARLY LITERACY PROGRAMMING



Books from Birth Enrollment by Quarter

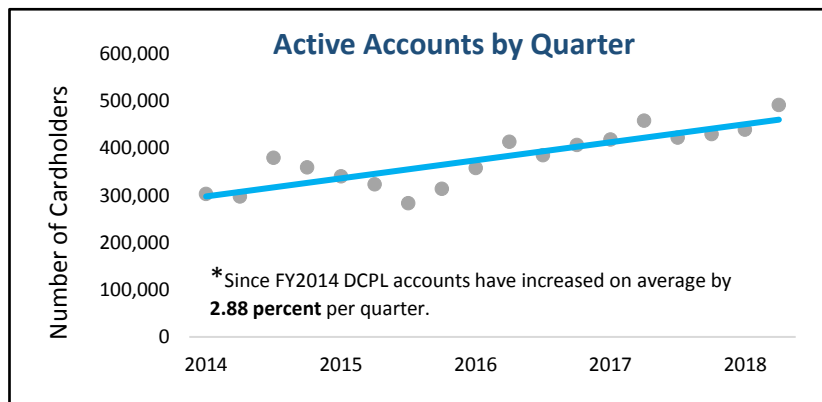
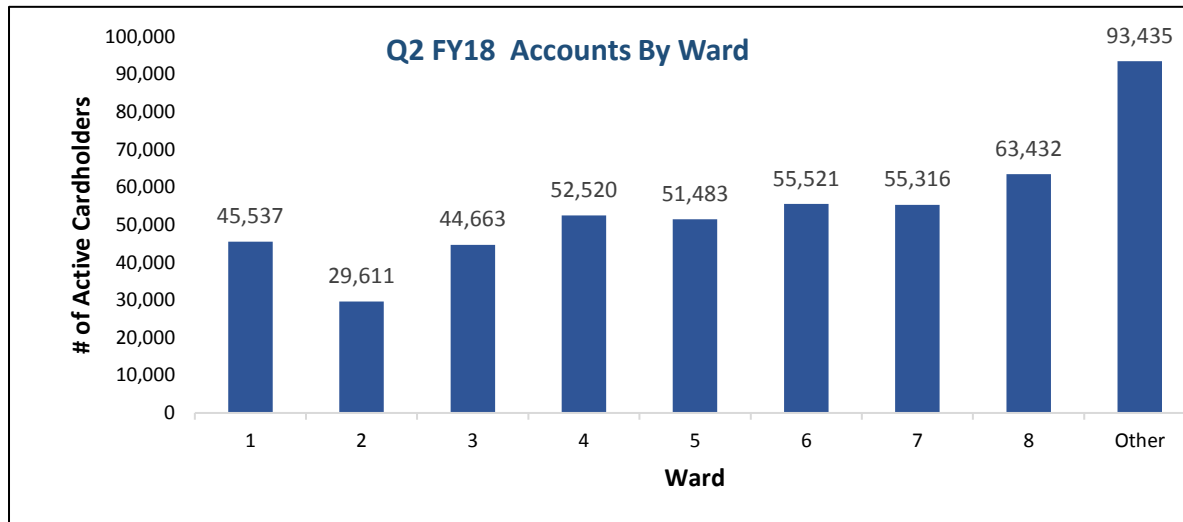
	Q4 FY17	Q1 FY18	Q2 FY18
Eligible Children Citywide	46,769	46,789	46,789
Enrollment Citywide	25,741	27,708	28,834
Graduated Citywide	4,416	5,326	6,198
% of Citywide Eligible Enrolled	55.03%	59.21%	61.62%
Eligible Children in Target Areas	22,279	22,279	22,279
Enrollment in Target Areas	16,715	17,986	18,690
% Enrolled From Target Areas	65%	65%	65%



Birth to Five Programs and Attendance

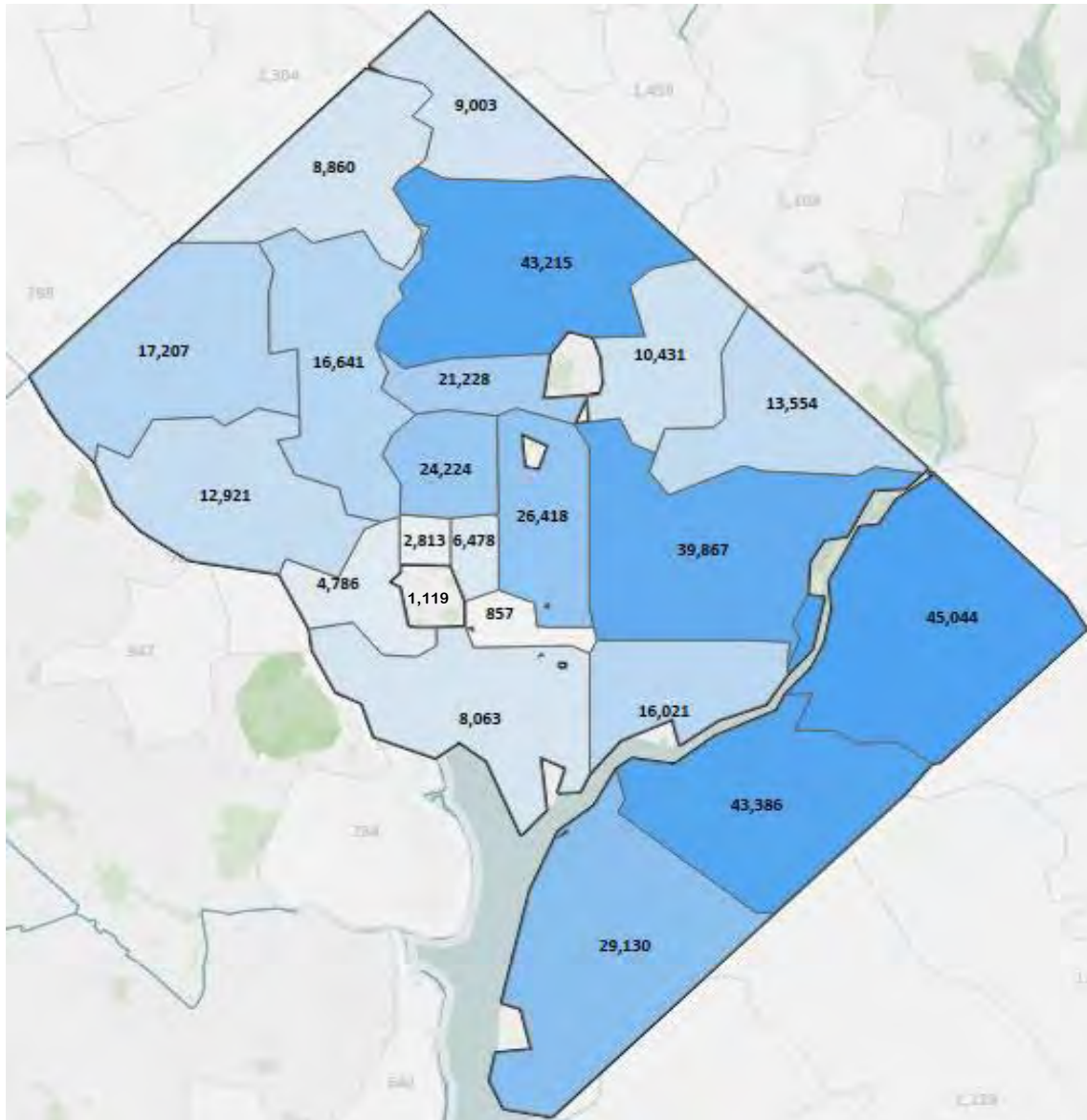
	Story Time Programs		Other Programs		Outreach		Total	
	Programs	Attendance	Programs	Attendance	Programs	Attendance	Programs	Attendance
Q2 FY2017	905	35,380	340	14,790	183	6,442	1,428	56,612
Q2 FY2018	1,106	40,729	215	8,279	214	7,766	1,535	56,774
% Change	22%	15%	-37%	-44%	17%	21%	7.49%	0.29%

ACTIVE ACCOUNTS

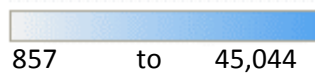


	Q1	Q2	Q3	Q4
FY2014	303,280	297,916	380,142	359,371
FY2015	340,389	323,628	283,407	314,186
FY2016	358,106	413,650	384,992	406,801
FY2017	418,598	458,368	422,946	429,742
FY2018	439,213	491,518		

ACTIVE ACCOUNTS BY ZIP CODE

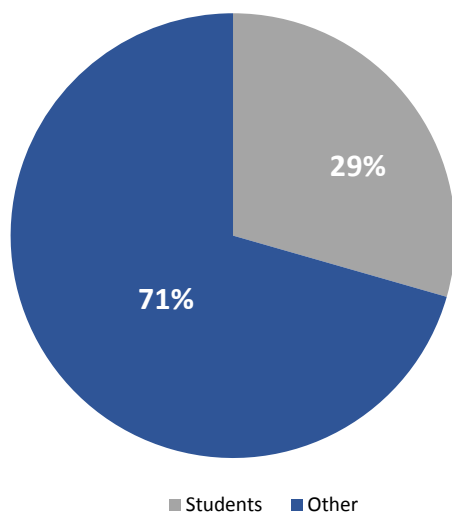


Number of Accounts



STUDENT ACCOUNTS

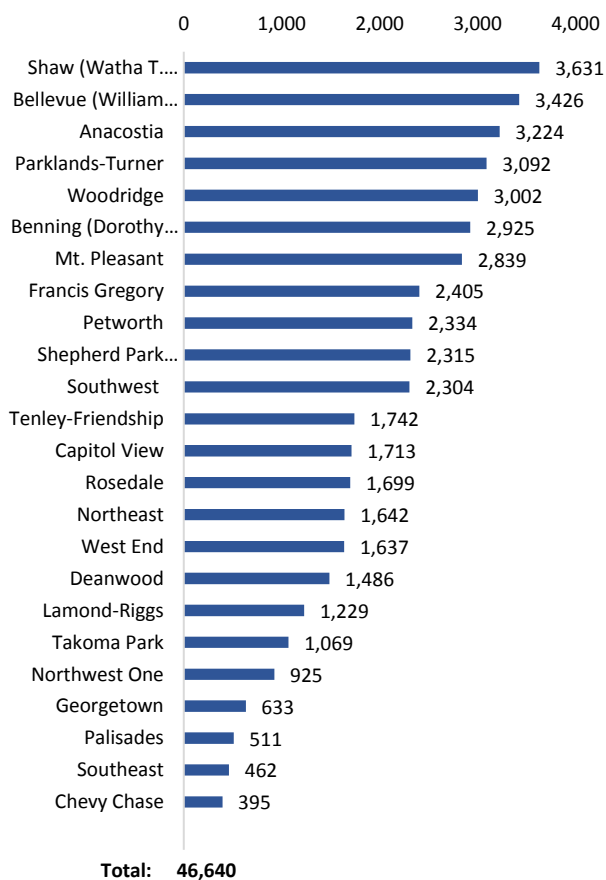
Student Accounts as a Percentage of Total



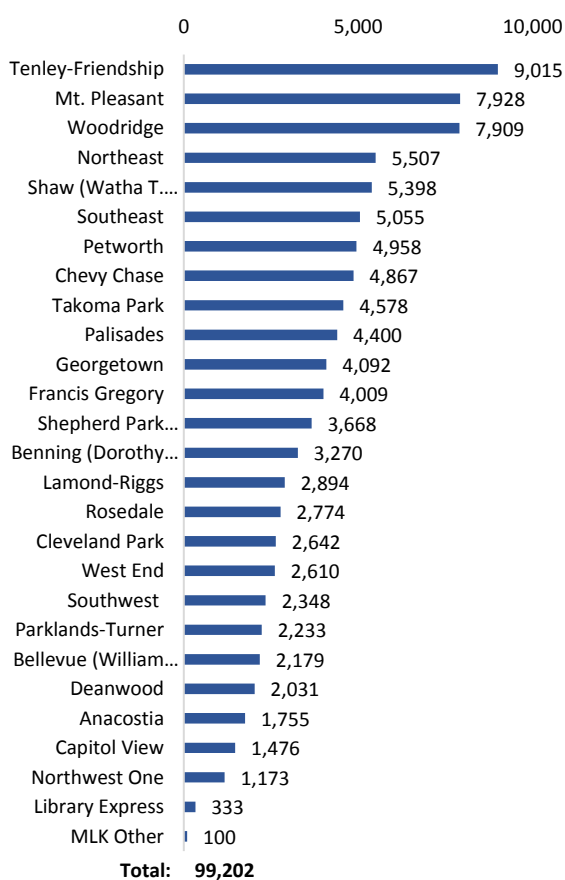
Student Accounts by Zip Code

Zip Code	Student Cardholders
20019	22,553
20020	20,720
20011	18,245
20032	14,227
20002	12,334
20010	6,223
20001	6,060
20018	5,543
20009	4,958
20016	4,686
20003	4,144
20017	3,800
20012	3,447
20015	2,763
20008	2,741
20007	2,457
20024	2,011
20005	812
Other	6,993
Total	144,717

Q2 FY18 Student Computer Sessions

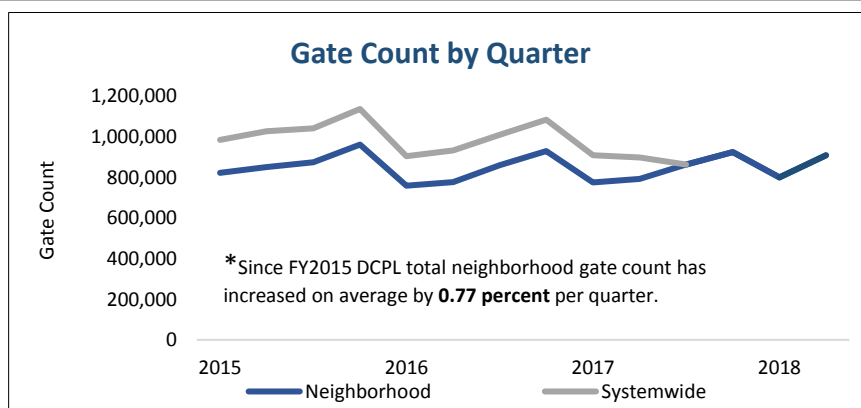


Q2 FY18 Student Circulation



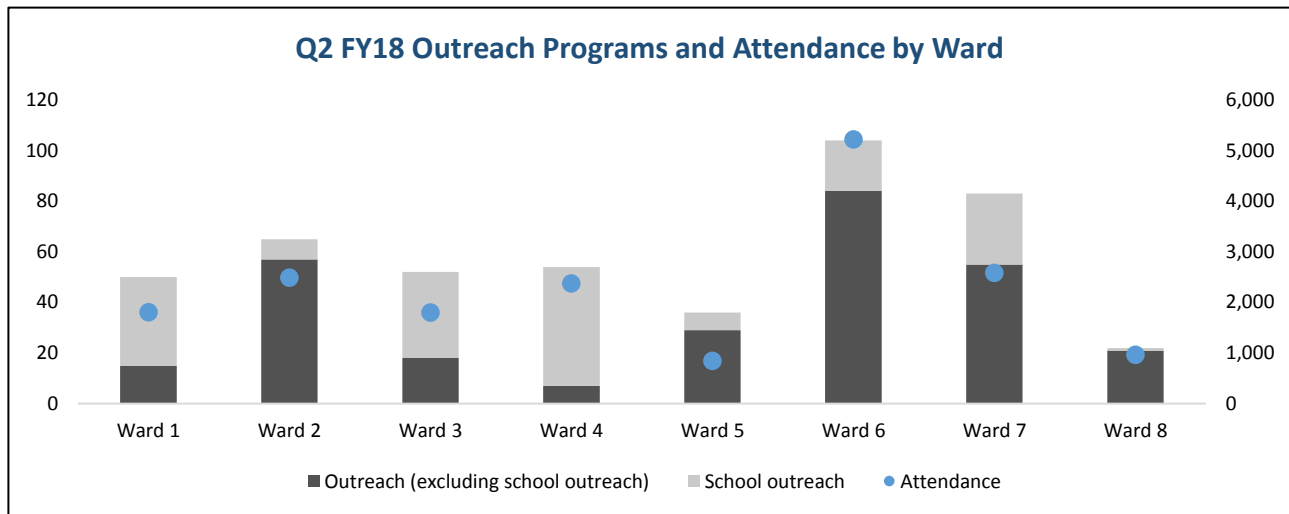
GATE COUNT

Ward	Location	Q2 FY15	Q2 FY16	Q2 FY17	Q2 FY18
1	Mt. Pleasant	60,118	59,060	64,556	63,373
Ward 1 Totals		60,118	59,060	64,556	63,373
2	Martin Luther King, Jr. Memorial Library	176,685	157,012	105,547	
2	Library Express				25,343
2	Georgetown	21,793	31,906	36,379	35,952
2	West End	23,498	20,887	20,915	48,340
Ward 2 Totals		221,976	209,805	162,841	109,635
3	Chevy Chase	33,578	20,916	35,870	37,594
3	Cleveland Park	67,521	59,329	17,063	18,697
3	Palisades	26,092	22,633	14,736	22,684
3	Tenley-Friendship	57,388	58,253	59,224	59,837
Ward 3 Totals		184,579	161,131	126,893	138,812
4	Petworth	41,622	43,608	42,366	42,987
4	Shepherd Park (Juanita E. Thornton)	22,650	112	21,762	25,163
4	Takoma Park	20,497	21,086	18,031	18,942
Ward 4 Totals		84,769	64,806	82,159	87,092
5	Lamond-Riggs	26,651	27,141	26,996	28,697
5	Woodridge	18,388	18,823	35,982	41,477
Ward 5 Totals		45,039	45,964	62,978	70,174
6	Northeast	27,773	27,863	29,513	35,787
6	Northwest One	22,645	20,291	24,220	25,055
6	Rosedale	20,915	19,596	19,289	22,599
6	Shaw (Watha T. Daniel)	53,426	50,927	56,901	68,738
6	Southeast	38,093	38,311	37,353	41,965
6	Southwest	28,749	24,893	24,433	26,001
Ward 6 Totals		191,601	181,881	191,709	220,145
7	Benning (Dorothy I. Height)	55,073	45,333	46,268	54,927
7	Capitol View	23,579	22,504	15,811	14,948
7	Deanwood	24,253	20,662	21,537	20,059
7	Francis Gregory	28,307	26,035	26,706	28,044
Ward 7 Totals		131,212	114,534	110,322	117,978
8	Anacostia	49,755	39,397	38,804	40,048
8	Bellevue (William O. Lockridge)	24,184	23,672	24,516	23,306
8	Parklands-Turner	34,067	32,536	32,996	37,597
Ward 8 Totals		108,006	95,605	96,316	100,951
DCPL total		1,027,300	932,786	897,774	908,160
Percent Change			-9.20%	-3.75%	1.16%

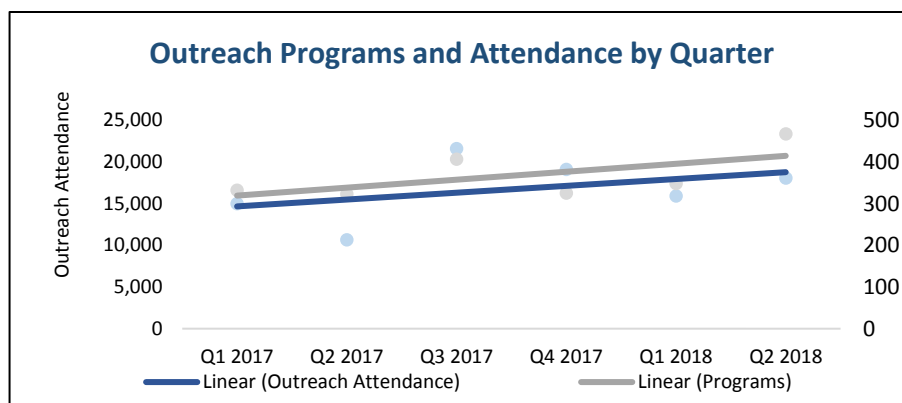


	Q1	Q2	Q3	Q4	Total
FY2015	984,658	1,027,300	1,041,107	1,136,455	4,189,520
FY2016	904,632	932,786	1,009,816	1,083,529	3,930,763
FY2017	908,627	897,774	862,639	924,161	3,593,201
FY2018	799,622	908,160			1,707,782

OUTREACH



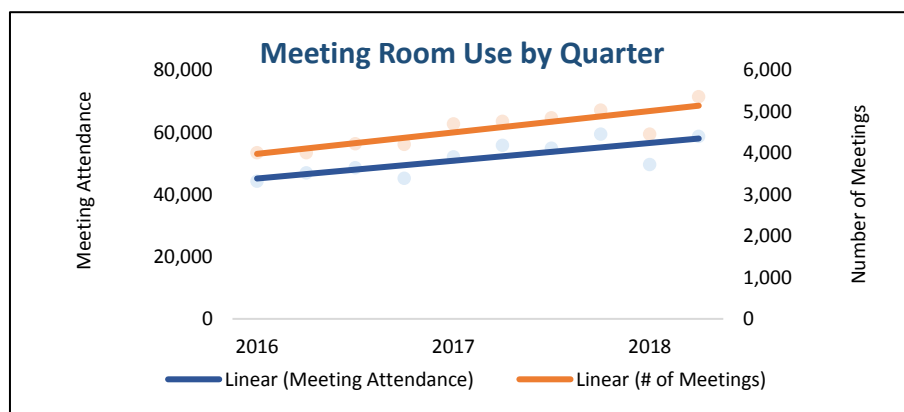
*60 of the 104 outreach programs conducted in Ward 6 occurred at the DC Jail.



Ward	Programs		Attendance	
	Q2 FY17	Q2 FY18	Q2 FY17	Q2 FY18
1	32	50	1,093	1,809
2	22	66	721	2,488
3	57	52	1,900	1,797
4	59	54	1,642	2,378
5	31	36	1,223	842
6	43	104	1,393	5,218
7	58	83	1,482	2,584
8	21	22	1,193	967
Other	0	0	0	0
Total	323	467	10,647	18,083
% Change		44.58%		69.84%

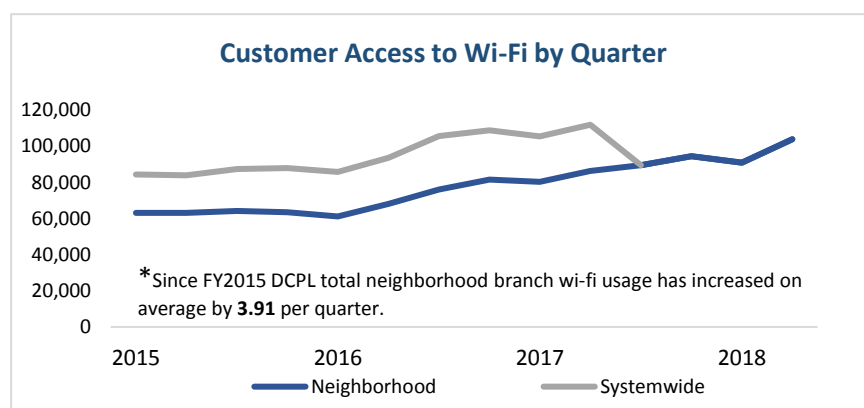
MEETING AND STUDY ROOM USE AND ATTENDANCE

Ward	Location	Meetings		Meeting Attendance		Study Sessions	
		Q2 FY17	Q2 FY18	Q2 FY17	Q2 FY18	Q2 FY17	Q2 FY18
1	Mt. Pleasant	483	485	7,486	5,125	661	721
Ward 1 Totals		483	485	7,486	5,125	661	721
2	MLK Jr. Memorial Library	550		4,298			
2	Library Express		162		424		143
2	Georgetown	190	361	2,041	1,681	526	471
2	West End		207		1,368		1,126
Ward 2 Totals		740	730	6,339	3,473	526	1,740
3	Chevy Chase	80	123	749	734		
3	Cleveland Park						
3	Palisades	22	33	227	298		126
3	Tenley-Friendship	127	166	1,529	1,985	1,376	1,484
Ward 3 Totals		229	322	2,505	3,017	1,376	1,610
4	Petworth	330	396	1,601	2,133	423	484
4	Shepherd Park (Juanita E.	233	348	3,189	1,268	374	555
4	Takoma Park	128	126	441	572		
Ward 4 Totals		691	870	5,231	3,973	797	1,039
5	Lamond-Riggs	272	339	4,323	5,469	142	181
5	Woodridge	316	316	4,102	8,357	698	475
Ward 5 Totals		588	655	8,425	13,826	840	656
6	Northeast	207	215	2,115	2,668	741	656
6	Northwest One	16		204			
6	Rosedale						
6	Shaw (Watha T. Daniel)	180	257	1,786	1,821	1,544	1,909
6	Southeast	36	87	1,050	1,331		
6	Southwest	28	59	324	504	177	216
Ward 6 Totals		467	618	5,479	6,324	2,462	2,781
7	Benning (Dorothy I. Height)	470	518	6,503	7,533	997	1,561
7	Capitol View	45	128	853	2,236	64	264
7	Deanwood						
7	Francis Gregory	279	279	1,007	1,764	543	266
Ward 7 Totals		794	925	8,363	11,533	1,604	2,091
8	Anacostia	501	528	7,867	7,780	560	471
8	Bellevue (William O. Lockridge)	270	225	4,138	3,700	245	292
8	Parklands-Turner						
Ward 8 Totals		771	753	12,005	11,480	805	763
DCPL Total		4,763	5,358	55,833	58,751	9,071	11,401
Percent Change			12%		5%		26%



CUSTOMER ACCESS TO WI-FI

Ward	Location	Q2 FY15	Q2 FY16	Q2 FY17	Q2 FY18
1	Mt. Pleasant	5,471	5,366	6,856	6,571
Ward 1 Totals		5,471	5,366	6,856	6,571
2	Martin Luther King, Jr. Memorial Library	20,849	25,382	25,622	
2	Library Express				2,849
2	Georgetown	3,027	4,475	5,852	5,699
2	West End	767	816	967	9,506
Ward 2 Totals		24,643	30,673	32,441	18,054
3	Chevy Chase	1,638	1,136	3,224	3,743
3	Cleveland Park	1,925	1,699	1,404	1,592
3	Palisades	1,313	1,327	1,167	1,733
3	Tenley-Friendship	4,721	4,242	5,293	4,151
Ward 3 Totals		9,597	8,404	11,088	11,219
4	Petworth	5,586	5,542	6,731	7,347
4	Shepherd Park (Juanita E. Thornton)	1,473	123	2,153	2,551
4	Takoma Park	932	1,142	1,632	1,616
Ward 4 Totals		7,991	6,807	10,516	11,514
5	Lamond-Riggs	1,653	2,068	2,128	2,179
5	Woodridge	2,873	1,565	4,354	5,451
Ward 5 Totals		4,526	3,633	6,482	7,630
6	Northeast	2,170	2,544	4,052	4,405
6	Northwest One	1,455	1,668	1,822	1,675
6	Rosedale	1,168	1,285	1,409	1,751
6	Shaw (Watha T. Daniel)	5,423	6,081	8,321	9,387
6	Southeast	2,725	2,877	3,197	3,625
6	Southwest	1,449	1,703	2,141	2,639
Ward 6 Totals		14,390	16,158	20,942	23,482
7	Benning (Dorothy I. Height)	1,555	5,196	5,925	6,318
7	Capitol View	2,161	2,018	1,380	2,015
7	Deanwood	1,112	1,578	1,593	1,652
7	Francis Gregory	2,138	2,087	2,569	2,477
Ward 7 Totals		6,966	10,879	11,467	12,462
8	Anacostia	4,060	4,298	4,578	4,695
8	Bellevue (William O. Lockridge)	2,330	2,585	2,927	2,708
8	Parklands-Turner	3,897	4,666	4,519	5,480
Ward 8 Totals		10,287	11,549	12,024	12,883
DCPL Total		83,871	93,469	111,816	103,815
Percent Change			11.44%	19.63%	-7.16%

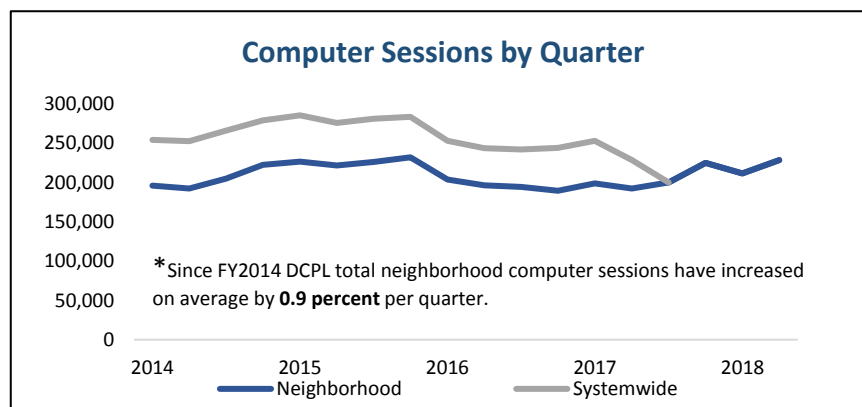


	Q1	Q2	Q3	Q4	Total
FY2015	84,388	83,871	87,306	87,916	343,481
FY2016	85,689	93,469	105,611	108,699	393,468
FY2017	105,473	111,816	89,442	94,437	401,168
FY2018	90,841	103,815			194,656

COMPUTER SESSIONS

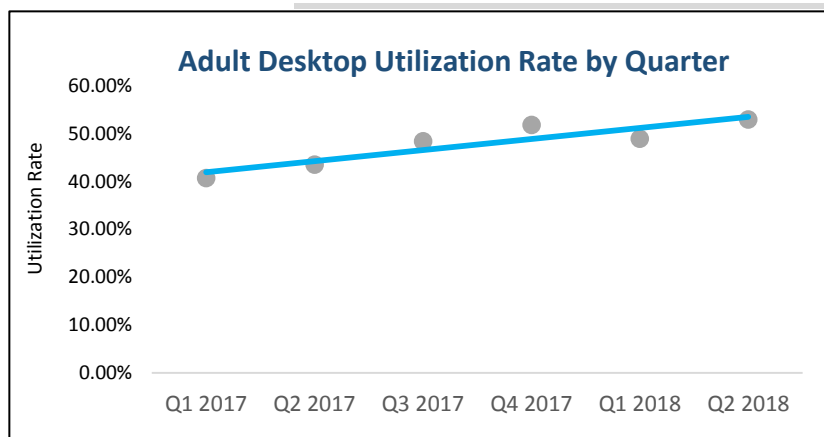
Adult Desktop
Utilization Rate

Ward	Location	Q2 FY15	Q2 FY16	Q2 FY17	Q2 FY18	Adult Desktop Utilization Rate
1	Mt. Pleasant	15,418	12,093	12,365	13,397	68%
Ward 1 Totals		15,418	12,093	12,365	13,397	68%
2	Martin Luther King, Jr. Memorial Library	54,437	47,354	36,202		
2	Library Express				5,587	63%
2	Georgetown	4,838	7,898	6,635	5,802	36%
2	West End	3,009	4,950	2,633	12,144	64%
Ward 2 Totals		62,284	60,202	45,470	23,533	54%
3	Chevy Chase	5,865	1,715	2,862	3,998	53%
3	Cleveland Park	4,830	3,728	1,315	1,675	
3	Palisades	3,635	1,540	1,010	1,048	
3	Tenley-Friendship	13,039	10,898	10,773	9,936	60%
Ward 3 Totals		27,369	17,881	15,960	16,657	28%
4	Petworth	18,280	13,509	11,013	11,751	54%
4	Shepherd Park (Juanita E. Thornton)	9,721	118	5,981	7,374	59%
4	Takoma Park	4,482	6,349	4,862	4,632	57%
Ward 4 Totals		32,483	19,976	21,857	23,757	57%
5	Lamond-Riggs	4,651	5,198	5,806	7,642	72%
5	Woodridge	10,706	9,434	10,527	12,643	57%
Ward 5 Totals		15,357	14,632	16,333	20,285	64%
6	Northeast	8,848	8,134	7,229	8,325	60%
6	Northwest One	6,288	7,931	7,597	10,104	68%
6	Rosedale	6,608	4,496	6,389	6,686	61%
6	Shaw (Watha T. Daniel)	17,272	15,310	15,181	19,665	80%
6	Southeast	4,727	4,383	4,831	8,133	72%
6	Southwest	5,682	5,305	5,578	7,057	64%
Ward 6 Totals		49,425	45,559	46,805	59,970	68%
7	Benning (Dorothy I. Height)	13,861	12,003	12,059	14,612	62%
7	Capitol View	6,023	7,387	5,120	5,751	19%
7	Deanwood	5,952	7,706	6,077	5,035	47%
7	Francis Gregory	12,898	10,691	10,297	8,543	37%
Ward 7 Totals		38,734	37,787	33,553	33,941	41%
8	Anacostia	15,602	13,294	13,021	12,651	59%
8	Bellevue (William O. Lockridge)	11,497	14,246	13,318	10,985	46%
8	Parklands-Turner	7,505	7,756	9,848	12,979	68%
Ward 8 Totals		34,604	35,296	36,187	36,615	58%
DCPL Total		275,674	243,426	228,529	228,155	53%
Percent Change			-11.70%	-6.12%	-0.16%	



	Q1	Q2	Q3	Q4	Total
FY2014	253,923	252,263	265,843	278,594	1,050,623
FY2015	285,146	275,674	280,764	283,268	1,124,852
FY2016	252,545	243,426	241,568	243,956	981,495
FY2017	252,893	228,529	199,793	224,737	905,952
FY2018	211,392	228,155			439,547

COMPUTER UTILIZATION



	Q1	Q2	Q3	Q4	Total
FY2017	40.74%	43.56%	48.48%	51.87%	46.12%
FY2018	49.00%	53%			

ONLINE ENGAGEMENT

	Q1	Q2	Q3	Q4	FY18 Total
Impressions	1,548,473	2,084,548			3,633,021
Engagement	180,756	444,209			624,965
Engagement Rate	11.67%	21.31%			17.20%
New Website Visits (Sessions)	591,920	795,240			1,387,160
Overall Visits (Sessions)	965,583	1,221,840			2,187,423
New Visits as a % of overall visits	61.30%	65.09%			63.42%

BUSINESS SERVICES

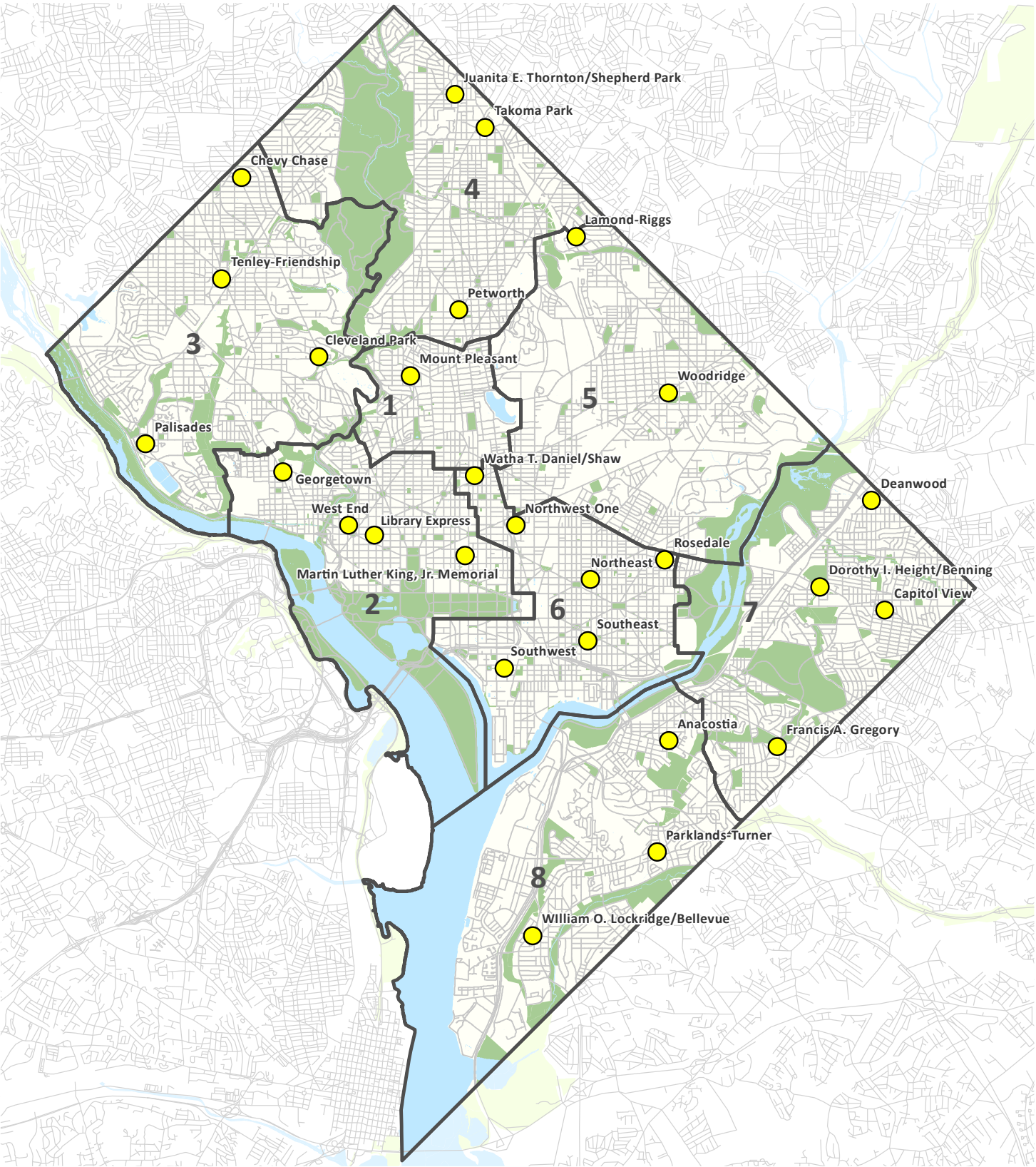
Hours of Unplanned Closure

Branch	Q1	Q2	Q3	Q4	FY18 Total
Anacostia	1.5				1.5
Capitol View	0.5	14			14.5
Cleveland Park	11.5				11.5
Deanwood (Co-located)	22.5	30.5			53
Dorothy I. Height/Benning	1	1			2
Northwest One (Co-located)	49.5	9.5			59
Parklands-Turner		13.5			13.5
Petworth	23	2			25
Rosedale (Co-located)	1.5	2.5			4
Takoma Park	122	1.5			123.5
Woodridge		3			3
Systemwide Closures		289			289
Total	233	366.5			599.5

Human Resources Data

	Quarterly Statistics			Year to Date Statistics		
	Q2 FY17	Q2 FY18	% Change	YTD FY17	YTD FY18	% Change
Vacancy Rate	6.03%	6.80%	13%			
# Staff of Extended Leave New	23	25	9%	45	53	18%
# Staff on Extended Leave (Cont.)	35	32	-9%			
Total Staff on Extended Leave	58	57	-2%			

Map of DC Public Libraries by Ward



DCPL PERFORMANCE REPORT DATA GLOSSARY

Active Accounts by Ward and Zip Code – The number of user accounts with activity in the last three years. Accounts are sorted by ward and zip code of residence provided in account information. The total is collected on the last day of the reported quarter.

Adult Desktop Computer Utilization – The utilization rate for each library location is the average number of hours of use of adult desktop computers divided by the number of open hours at each location for the quarter.

Books from Birth – Books from Birth is a program for children from birth up to age five to receive a free book each month mailed to their home; families and children are able to keep the books to start a personal library.

Books from Birth – Graduated Citywide – Number of Books from Birth enrollees that have turned five years old and, therefore, aged out the program.

Books from Birth Target Enrollment Areas –Target enrollment areas for Books from Birth are Wards 1, 5, 7 and 8.

Circulation –Physical and digital lending transactions from the library’s collection; includes outside and in-house use, and renewal circulation transactions.

Customer Access to Wi-Fi – The number of internet connections to the DCPL Wi-Fi network by laptops, smartphones, and other mobile devices.

Database Usage – Counts the number of times users interact with each database. The same counting metric cannot be used for each database. “Database Usage” captures only one metric for each database and can include one of the following: downloads, views, clicks on links, searches, or sessions.

Digital Library and Circulation – Total of all E-Books downloaded and streamed, videos streamed, songs downloaded and streamed, audiobooks downloaded and streamed, and magazines downloaded and streamed. Digital circulation is attributed to library branches based on the library home location on the cardholder’s account.

Extended Leave – Categories of legally authorized extended absences other than annual or sick leave that may impact staffing levels and productivity including: Family Medical Leave, Paid Family Leave, American Disability Act and Workers’ Compensation.

Gate Count – Number of people entering library locations. Thermal imaging technology senses traffic travelling underneath the sensor. Devices are mounted at public entry and exit locations.

Meeting Room Use and Attendance – The number of times library meeting rooms are used by the public and the number of people attending these meetings.

New Website Visits (Sessions) – Number of first time visits to the website; includes first time users as well as returning users using a different method to access the website.

Outreach – Programs that are planned, sponsored or carried out by the library staff but do not take place at the library.

Overall Website Visits (Sessions) – Number of times the website was visited.

Programs – Programs that take place on DCPL property, including programs that are led by staff members, partner organizations, and paid presenters/contractors. Public programs held in meeting rooms are counted under meeting room use.

Social Media Engagement Rate – Measure of the effectiveness of posts.

Social Media Engagements – The number of people who have engaged (clicked, liked, re-tweeted, etc.) with posts.

Social Media Impressions – The number of times posts have been seen.

Story Time Programs – Story time attendance is the count of the audience (children and adults) at formal story time programs intended for children birth to five years of age and their caregivers. This does not include other, non-story time programming for this age group (for example, baby movement or music programs).

Student Cardholders – Library accounts of registrants aged 19 and under. These accounts include DC OneCard accounts which are automatically created for students who have a DC OneCard credential.

Study Room Use – Number of times a study room is used.

Vacancy Rate – The total number of vacant positions divided by the total number of authorized positions.