



OAKCREEK

— WISCONSIN —

PUBLIC LIBRARY

2020

ANNUAL

STATISTICS

Did you know...

2020 CHANGED LIBRARIES.

Patrons & staff adapted to stay safe during an unprecedented pandemic.

In-person services transformed to become available remotely & enable social distancing.

7,415
CURBSIDE
REQUESTS
FILLED



THE YEAR OF E-MATERIALS!

Patrons checked out 82,876 e-Materials.

6,824 new items were added to the physical collection

PATRONS LOVE...

...our Take Out programs!
Including Imagination Stations,
Movie Nights, adult/teen crafts,
and so much more!



SOCIAL MEDIA BOOM!

We gained 850+ new followers on Facebook, began uploading to a YouTube channel, and curated tons of fresh content.

TECH AVAILABILITY

We provided computers/laptops to 5,802 users. 17,559 unique devices connected to our wi-fi.



We started a monthly DIY Book Club + other virtual activity opportunities, launched the Board Game + Video Game + Playaway + Wonderbook collections, held the annual SRP + the new WRP, and answered 25,800+ reference questions.

2020 WAS A BUMPY RIDE, BUT WE OFFERED MANY SERVICES THROUGHOUT.

MARCH 14

- OCPL closes to the public
- The ability to place holds is turned off
- Delivery stops
- Staff begin to work remotely
- Programs are converted to virtual or take-out only

MAY 4

- Curbside pick-up begins
- Staff resume filling holds

JUNE 1

- Curbside service improves, expands to include requests for other materials such as tax forms, mobile prints, and monthly crafts

JULY 6

- Library reopens with restricted in-person services

SEPTEMBER 8

- Hours return to 8:00 p.m. on weeknights
- Some service restrictions are lifted

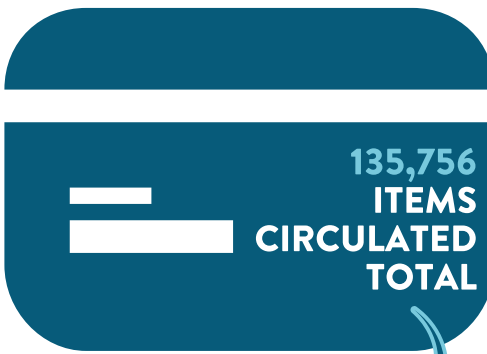
NOVEMBER 28

- Library closes again
- Curbside services and virtual programming continues






57,212
DESK
CHECKOUTS &
RENEWALS



135,756
ITEMS
CIRCULATED
TOTAL




41,438
OVERDRIVE +
RB DIGITAL +
HOOPLA DIGITAL
CHECKOUTS



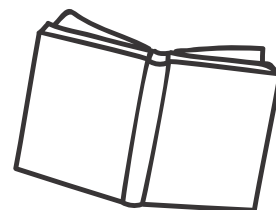
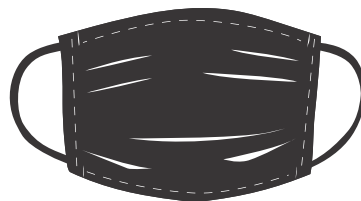
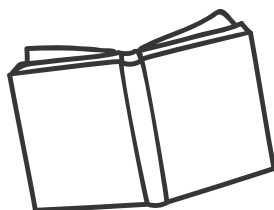
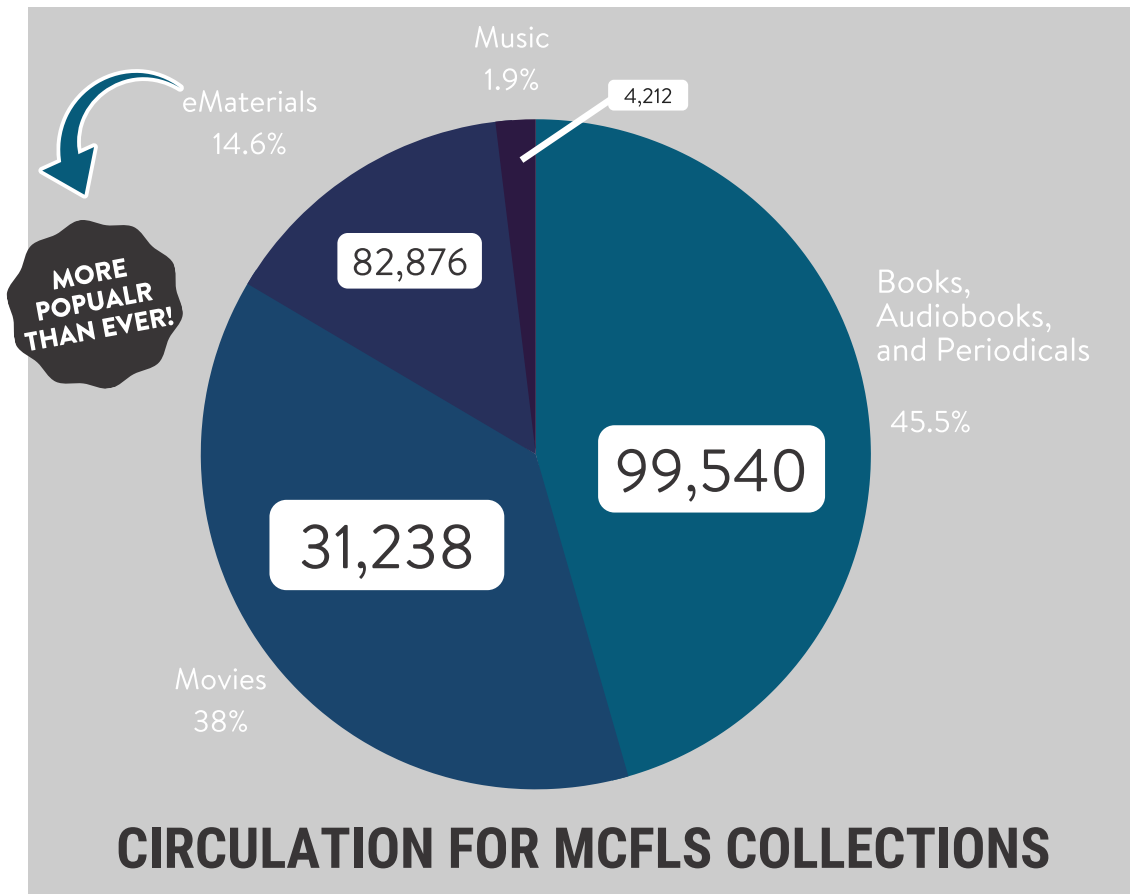
60,019
SELF-CHECK
CHECKOUTS &
RENEWALS



THAT'S
A LOT!



33,996
ONLINE
RENEWALS



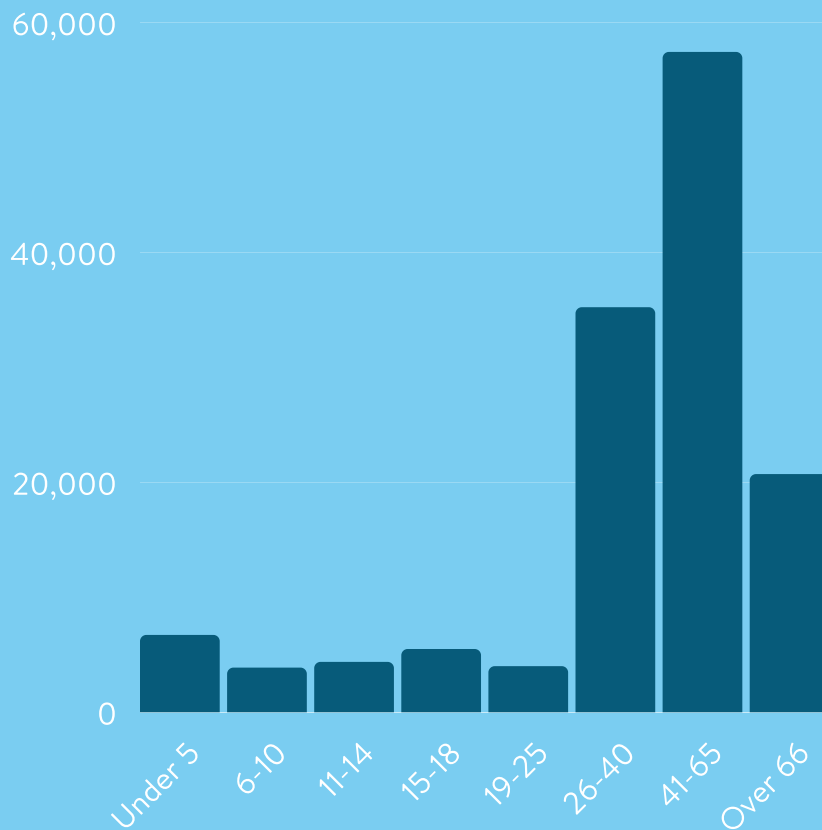
52,042 HOLDS FILLED

836 PATRON REGISTRATIONS

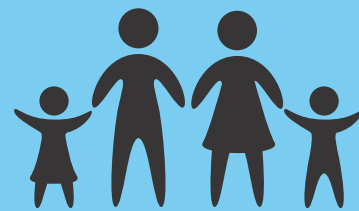
This brings the total number of current Oak Creek Residents with a library card to 18,933.



ITEM CHECKOUTS BY AGE RANGE



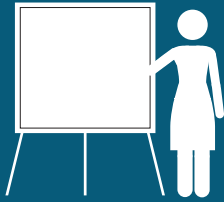
UNDER 5: 6,688 (4.9%)
AGES 6-10: 3,844 (2.8%)
AGES 11-14: 4,342 (3.2%)
AGES 15-18: 5,463 (4%)
AGES 19-25: 3,970 (2.8%)
AGES 26-40: 35,209 (25.6%)
AGES 41-65: 57,427 (41.7%)
OVER 66: 20,687 (15%)



TOTAL: 137,630

NEARLY 75,000 PEOPLE VISITED THE LIBRARY IN 2020

PROGRAMS



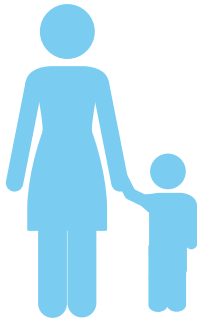
307 programs

Including adult, teen, juvenile, family, & more.

January had the most (73 total)

June had the least (12 total)

ATTENDANCE



10,083 attendees

Family programs were the most popular (4,959)

Juvenile programs were a close second (2,276)

February had the most attendees (2,706)

June had the fewest attendees (308)

TOP FAVORITES



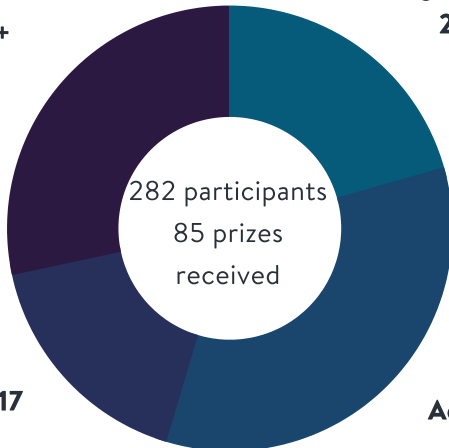
- Take & Make Crafts
- Not Your Mother's Library
- Take Out Family Fun
- Summer Reading Challenge
- 4K Art Show

SUMMER READING CHALLENGE

WINTER READING CHALLENGE

Ages 18+
28.4%

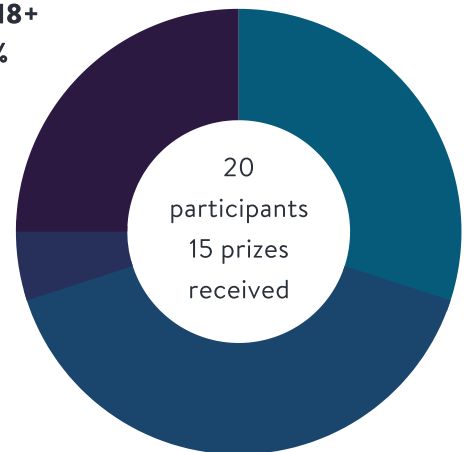
Ages Birth-5
20.6%



Ages 18+
25%

Ages Birth-5
30%

Ages 12-17
5%



Ages 6-11
40%



Adult & Child Computers (between 0.5-3 hours) (Jan.-Mar. & Jul.-Nov.)

5,552 users



Wireless* *these are estimates based on numerous factors

14,152 users on
17,559 unique devices



Laptops & Charging Cables (Jan.-Mar.)

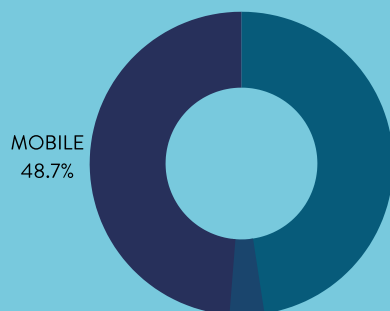
250 laptop checkouts
44 charging cable
checkouts



Website (via Google Analytics)

36,537 users through 57,584 individual
sessions

110,750 page views total



DESKTOP
47.6%

17,385 desktop users

17,809 mobile users

1,350 tablet users

TABLET
3.7%

FACEBOOK



Followers at the start of 2020: 2,404
Followers by the end of the year: 3,255

Check-ins dropped drastically just as user engagement peaked during the months of April-June while the building was closed.

INSTAGRAM



Followers by the end of the year: 1,261
Total number of uploads in 2020: 52

TWITTER



Followers by the end of the year: 347
Most popular month:
October with 3,341 Tweet impressions

YOUTUBE



Launched our channel in July

Total video uploads: 25
Total watch time: 23.7 hours

Most-viewed: "How Do I Request a Book Bundle"



OCPL'S PODCAST, NOT YOUR MOTHER'S LIBRARY,
UPLOADED 11 FULL-LENGTH AND 20 MINI EPISODES.
THERE WERE 1,871 PLAYS ON SOUNDCLOUD ALONE!

