# Long Range Plan
# 2014

# Introduction

*Process*

The long range planning process is continuous.  The process allows the Library to anticipate what can be done to improve and to evaluate the effectiveness of changes in the past.

Discussion of the current plan began in 2012.  Working with a committee selected from the staff of various departments within the Library, the Director facilitated discussions of the Library's mission and vision statements.  From these, general goals of the Library were established.

The Director completed an assessment of the Library using the *Kentucky Public Library Standards*.  (The *Standards* themselves were revised in 2013.)  Including planned short-range objectives, the Library meets 278 of the 303 total standards over the 7 categories covered, or 91.75%.

Input from staff members not on the committee was gathered in two ways: a contest in which each idea for improving the library generated an entry and also through a question and answer session at the regular in-house technology training event in 2014.

The committee looked at various measures of libraries both inside Kentucky and nationally.  The Kentucky Department of Libraries and Archives produces an annual compilation of statistics from libraries all across the state that is quite useful in considering statistical information statewide.  *Library Journal* produces an annual list of "star libraries" that uses per capita measures to determine libraries providing outstanding service.  The Committee and Board reviewed comparison data put together by the Connecticut State Library for public libraries nationally.  Finally, the Director asked KDLA for a comparison (based on normalizing criteria) of five libraries nationally against Campbell County Public Library which was shared with the Committee and Board.

An assessment was also made of the goals outlined in the 2007 Long Range Plan which covered a five year period.  Of the 83 unique objectives in that plan, 60 were completed.  There were 27 unplanned initiatives that were achieved over the same period.

Revised goals for future years were then based on the results of those assessments, the comparisons, the input of the staff at large, and the input of the committee.

After revising the plan, the Director shared the revision with the Library's management team to gather their thoughts and advice.

Finally, the Director shared the plan with the Library's Board of Trustees.  The Board's input and revisions were incorporated into the final document.

## *Mission and Vision Statement*

The Campbell County Public Library has adopted the following statement of its mission in the community:

"Campbell County Public Library enhances lifelong learning by providing popular materials, programs, and services to our community."

The Library's vision statement provides an overall picture of the Library's place in the community.  The vision statement will be used in advertising, policy development and, most importantly, in the daily operation of the Library.

The Library's vision "Connecting you to big ideas wherever you are!" highlights key concepts for the Library:

- The Library is a conduit for information and recreation, filling a unique place in its community.
- The Library is for everyone in the community.
- The Library offers its services remotely through the Internet and outreach services while at the same time maintaining physical locations that the community can visit and utilize in many ways.

## *Library Goals*

- Collections – The Library always seeks to improve the quality and quantity of the overall collection.
- Services – The Library provides services equally to all county residents.  The Library consistently seeks to increase the use and awareness of Library services and resources.
- Administration – The Library creates a long range plan for improving and providing services to the community and ensure that its resources are sufficient for the best interests of the community.  Board members will be selected who support the mission and vision of the Library.  The Library develops cooperative relationships that enhance its operation and bring greater benefits to its community.
- Personnel – The Library employs the highest quality staff for completing its mission.  Salaries and benefits will be supportive of creating and maintaining its staff.
- Facilities – The Library provides facilities that are comfortable, accessible, and well-maintained.  The Library seeks to meet or exceed the minimum standards for facilities as defined by the Kentucky Department for Libraries and Archives.

### Service Roles

- Popular materials library. The Library features current, high-demand, high-interest materials in a variety of formats for persons of all ages. The collection includes current and popular materials in a variety of formats, with sufficient duplication to meet demand. A substantial percentage (37% or 91,214 of 243,752 items) of the collection has been published within the last five years. Programming at the Library will encompass a wide range of interests and activities, both educational and recreational, at all age levels.

- Preschooler's door to learning. The Library encourages young children to develop an interest in reading and learning through services for children individually and for caregivers and children together. The collection has a variety of materials and formats for preschoolers and for adults working with young children. Library programs engage children's interests in reading as a pleasure and as an educational activity at the youngest age possible.

- Formal education support center. The Library assists students, preschool through high school, in meeting their educational objectives. Resources include reference materials, periodicals, abstracting and indexing services, online databases, and access to materials in other libraries through interlibrary loan. The Library may make a special effort to acquire materials listed as supplemental sources in textbooks used by local K-12 education providers.

# Current State of Campbell County

Projections of population growth in Campbell County remain fairly moderate according to studies conducted by the Northern Kentucky Area Development District (NKADD) and other entities.  The current population is approximately 90,000 with the bulk of the population (73,000 or 81%) residing north of Cold Spring.

## South

Housing development continues in the southern part of the county.  The large Arcadia development (projected 1200 family units) is currently under construction in the Alexandria area.  The development of other subdivisions continues further south in the county, albeit at a slower pace than pre-2008 levels.  Development along the Hwy 9/AA corridor is hampered by the reduced capacity of sewer lines, a problem that Sanitation District #1 is discussing with county officials.

US Highway 27 (Alexandria Pike) has been completed to a point (Nagel Road) about two miles north of the Pendleton County border.  Planning has begun for further expansion (to the junction with Highway 177 in Pendleton County) but no land acquisition has occurred.

The Highway 536 corridor (an east/west route between Campbell and I-75) is discussed frequently, funded and defunded, but has not really progressed.  Currently funding is in the six year road plan for land acquisition between Highway 9/AA and Highway 27, but no construction money is in place as of yet.  The portion of Highway 536 that connects Independence to Visalia in Kenton County is also under study.

AJ Jolly Park, a primary recreational feature of southern Campbell County, has seen much attention in the last couple of years with renewed interest in developing hiking and biking trails as well as better camping opportunities.  A new horse barn for the horse trails and camping was built in 2011.

## Mid-County

Development continues at the intersection of Highway 27 (Alexandria Pike) and Highway 9 (AA Highway).  A transitional care facility for seniors is in the final stages of construction at this time.

The Baptist Life Center is planning a $40 million development of senior living, assisted living, and nursing home care at the intersection of Highway 9/AA and Highway 709 (Hwy 27/AA Connector) in Alexandria.

Northern Kentucky University, located in Highland Heights, received state funding for a $97 million Health Innovation Center on its campus.  A new connector with NKU from

Poole's Creek Road is planned along with changes to the I-275 interchange to increase access to NKU.


## *North*

Newport-on-the-Levee remains successful. Hotel accommodations at the Levee are currently being planned.

The Ovation Project, an $800 million mixed-use development with offices, hotels, retail, and residential in Newport still languishes. The Angel Tax Credit Bill, which passed in the 2014 legislative session in the General Assembly, should encourage development. The Library entered into a Tax Incremental Financing (TIF) arrangement with the developer, Corporex, in 2007.

The Manhattan Harbour Project in Dayton proceeds slowly. There are currently 88 single-family units that are planned for immediate construction in this area. The entire complex will be much larger, a $1 billion development. The Library entered into a TIF with the City of Dayton in 2008. The developer is DCI Properties-DKY LLC.

Over the past several years, the Cote Brilliant area of Newport developed quickly. Target and Kroger serve as anchor stores for many other restaurant and shopping businesses. The area near there along Carothers Road will likely be redeveloped over the next several years as well.

The area near the Newport Branch along Riveria Drive will also likely receive major uplifts over the next five to 10 years.

The Licking River Greenway project will provide hiking and biking opportunities along the Licking River corridor between the northern river cities of Campbell County and Covington.

Changes to the Highway 8/I-275 interchange in Newport/Bellevue have not moved forward although extensive community studies have been conducted. The I-471 Corridor Study, likewise, has not moved forward. The "Revive the Drive" I-471 resurfacing project of 2012 (northbound) and 2013 (southbound) has, however, made a huge improvement.

# Current State of the Library

Revised 21 May 2014

### *Finances*

The Library is currently involved in litigation over its taxing procedures.

Community members associated with the Tea Party filed litigation in January 2012 as a response to the Library's plans to establish library service in the southern portion of the county.  This group became actively and aggressively opposed to the possibility of constructing a new facility in southern Campbell County, which had been planned for many years.  The Library sought a tax increase to support the construction and operation of the new building.  The measure was placed on the November 2012 general election ballot and was defeated.

As a result of the lawsuit, the Library's tax rates are frozen by order of the Kentucky Court of Appeals at the 2012 rates until the litigation is resolved.  An unfavorable ruling could jeopardize the Library's funding not only in relation to its long range planning but also the very operation of the Library itself.  (In total, the funding for 99 public libraries in Kentucky is impacted.)  As such, the current long range plan is given for a two year period.

That said, the income of the Library has generally remained stable.  The bulk of the Library's income is generated from local property taxes.  Despite the housing market crumble and the economic crisis that began in 2008, this source of income has remained steady.  Income from interest has deteriorated to insignificant levels.  State aid funding has been reduced significantly (approximately 35%) in the last several years, but the loan amortization grant for the Newport location has not been decreased.

Expenditures have increased in some areas but have been mitigated to some degree by cost-saving actions.  All of the outstanding debt of the Library was refinanced in 2011 yielding remarkably low interest rates and reduced payments.  Energy costs have been reduced by the services of an energy use consulting firm.  Personnel costs have risen due to increased costs in health care and retirement but were kept in check by an increased dependence on part time personnel.

### *Circulation*

The Library has seen minor fluctuations in circulation over the last five years.  Many reasons can be speculated but two are probably most predominant: the availability of streaming and "on demand" renting of popular movies and the rise in e-reader ownership and "on demand" e-book purchases.  Circulation (including e-materials and in-house use) hovers just over 1,000,000 items per year.

The circulation of e-materials from the Library has risen greatly over the last five years. Circulation of e-materials was 3,958 in FY2009-10. For FY2013-14 (through April 2014), circulation is 30,768.

## Collection

The Library has put much emphasis on its collection over the last five years. A dedicated Collection Services department now includes a full time coordinator supervising 1.5 full time equivalent staff members.

An annual weeding process began in 2009. This process has given greater consistency to our weeding efforts. It has also resulted in reducing the overall size of the physical collection, especially in FY2013-2014 (which is in progress). At the time of this writing, there are approximately 244,000 items in the physical collection shared between the three facilities.

The e-collection is a conundrum for the Library. The demand for e-materials is high but, as a national trend, is starting to show signs of leveling. The materials available in e-format are expanding but access to those materials has been a tug-of-war between libraries and vendors. Some publishers have refused to sell to libraries (and then reversed those decisions). Some have limited the usage per item to recoup profits from replacing worn physical items. Some have charged disproportionately for e-materials sold to libraries as compared to physical items sold to libraries. The changes in the e-materials world are constant and require patience coupled with vigilance.

The Library began using CollectionHQ to analyze its collection and its usage in 2013. Data from this new service will become truly useful, however, after a full year of integration with Polaris, the Library's cataloging system.

Coinciding with these efforts is a heightened emphasis on quick delivery of popular materials. The Library has reduced the holds ratios (how many holds it takes to warrant the purchase of extra copies of an item) and began aggressively monitoring the list of patrons with items on hold. The goal is to reduce the wait time, wherever possible, to a maximum of 30 days for any item. Most holds are, however, met much more quickly, averaging about 15 days.

## Programming

The Library has placed a much stronger emphasis on programming for all age levels in the last 10 years. The results have been very encouraging. Attendance has risen steadily through the years and the number/variety of programming is much better.

In 2012, the Library provided for a fulltime position devoted to system-wide programming events. From this position came the Signature Series, the Arts and Culture Series at the Carrico/Fort Thomas Branch, a Regional History Series at the Newport location, along with some attempts at traveling exhibits. The response has been overwhelmingly positive.

Children's programming has also changed from reading aloud stories and simple crafts to active engagement in pre-literacy training. The Library's outreach efforts to daycares and pre-schools also increased to engage children earlier in reading. The Library has always been considered a "learning institution" by its admirers. The demands have just become more specific.

## Public Relations

The Library currently has three staff members (2.5 FTE) devoted to public relations.

A new position, Digital Marketing Manager, was filled in 2013. The purpose of this position is to increase the viability of our social networking presence as well as to expand the number of social media presences for the Library. The position is also tasked with upkeep of the Library's website. We are very pleased with the results.

Soon we will begin sending marketing messages to patrons via email, which will be a responsibility of the Digital Marketing Manager. We will also begin offering a smartphone-based app that integrates with several different systems, including the online calendar of events, library databases, and the catalog. This app will be managed by the Digital Marketing Manager.

The other public relations staff are focused on support for library events, newsletters, flyers, and press releases. In the past year, we've begun using direct mail postcards to highlight special events and the response has been very good. We also are trying advertising through national public radio (WVXU) to highlight the Library and its collection of e-materials.

## Services

In 2013, the Library filled a new position tasked solely with outreach to preschools and daycares. We reach most of the daycares and preschools in the county now on a minimum of once per month to aid with building pre- and early-literacy skill sets. The new position is tasked with focusing on the Newport, Bellevue, and Dayton areas of the county. Our other children's services staff also do outreach visits regularly.

Payment for fines and fees by credit card became possible in 2011. Credit card services did not increase the amount of fines collected but it has made making payments easier for many patrons. New requirements for credit card security are being met in 2014. Future changes in requirements are likely to be even more stringent.

## Staffing

In 2011, the Library began splitting full time positions into part time positions wherever possible. For some positions, the part-time employees have been fairly steady. For other positions, staff turnover has been much more difficult to control. As a result, some full-time positions have been restored.

The Library has been able to offer annual increases, however minimal, to its staff through the 2008-2012 economic hardships.  Salaries remain regrettably low, less than the average for the rest of Campbell County (when all jobs of every type are considered).  According to the latest figures, the Library's cost per staff member is 21st in the state (about $31,085 per FTE). Some adjustments to entry-level salaries are planned beginning in 2014.  By increments, the minimum salary for any position at the Library will be raised to accommodate new minimum wage requirements encouraged (but not yet approved) by state and federal legislators.

More comprehensive background checks and pre-hire drug screening were implemented in 2013.  Most of the Library's supervisors have gone through a 12 week leadership course.  In-House Training for staff has helped everyone (from circulation staff to management-level staff) become more cognizant of changes and trends in technology.

## Technology

In fall 2013, the Library lost two key IT positions within a single month: the manager of the department and the assistant for the department.  An outside firm was contracted to cover issues during the interim between in-house IT staff.  That relationship worked reasonably well.  Learning from that, the Systems Department was restructured to one full time position.  The Digital Marketing Manager fulfilled other obligations previously fulfilled by the Systems Department staff.

The need for bandwidth continues to escalate each year.  In 2014, the bandwidth for the Library will be tripled to account for demand.

The Library's main website was overhauled in 2012-13.  The site moved to a new content management system (from Joomla to Drupal, both open source products).  In 2014, all parts of the site will be overhauled again using Wordpress.

The Library has kept up with the replacement of computers and servers through the years.  Network equipment (switches and routers) will be updated in 2014.  Keeping up with the demands of equipment replacement, software upgrades, and training is a considerable burden.

## Facilities

The Carrico/Fort Thomas facility was re-floored and painted in 2012 along with rearranging most of the furnishings.  The new rubberized flooring is much more durable and easy to clean.  Some new furnishings (computer carrels) were also purchased and installed.  For the most part, the remodeling was simply bringing the finishes up to par.  An outside pergola was erected in 2013 with help from volunteers and the Friends.  Additional insulation will be installed in the older part of the building in spring 2014.

The Newport facility has also had new rubberized flooring installed in several high-traffic areas.  Some rearrangement of the furnishings and fixtures provides greater

flexibility for the larger areas of floor space to accommodate high-attendance programs. A new centralized control system for the HVAC, fresh air intake fans, exhaust fans, and lift pumps (sanitary and stormwater) is planned for 2014.

The Cold Spring facility had a major facelift in 2007 which remains quite fresh looking. Several rearrangements of fixtures and furnishings have added flexibility to the main areas since the remodeling.

All facilities now have video surveillance cameras that were installed in 2013.  The cameras have had many uses to solve mysteries of various sorts including a hit-and-run on the Director's personal vehicle.  The police ask for footage about once every two months to help with their investigations.

# Format of Long Range Plan

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Departing from the model used in previous years, the committee presents the long range plan of the Library in terms of its five established goals.  For each goal, the committee sought to produce a minimum of five objectives:

- Collections (8 objectives)
- Services (11 objectives)
- Administration (8 objectives)
- Personnel (7 objectives)
- Facilities (9 objectives)

All told, there are 43 objectives to be met in the coming two year period (FY2014-15 and FY2015-16).

Details of meeting each objective will be discussed as the plan moves forward but are not presented in the long range plan.  The committee did, however, conduct many discussions on particular/specific means to accomplish each of the objectives that are given.

# Collections

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## The Library always seeks to improve the quality and quantity of the overall collection.

### *Objectives*

- Objective 1:  Increase circulation by 5% overall.

- Objective 2:  Expand the digital holdings of the Library sufficiently to meet the same delivery/responsiveness standards as the physical collection.

- Objective 3:  Begin placing shelf talkers on the shelves at each branch to highlight topics and authors of interest.

- Objective 4:  Standardize range labels at all branches in format and physical display.

- Objective 5:  Decrease average time on hold for patrons in terms of new items, existing items, and interlibrary loan requests by three days.

- Objective 6:  Integrate access of the e-collection with online catalog.

- Objective 7: Provide an integrated solution for providing popular, current movies and music through streaming or downloading.

- Objective 8: Aggressively weed the physical collection to bring the percentage of materials that have not circulated in the past two years to 2% or less.

# Services

**The Library provides services equally to all county residents.**

**The Library consistently seeks to increase the use and awareness of Library services and resources.**

## *Objectives*

- Objective 1:  Expand geographical reach of library services by providing a drop off/pick up point in southeastern Campbell County (Silver Grove/Mentor area).

- Objective 2:  Provide a mobile smartphone application (compatible with iPhone and Android devices) for accessing the Library's collection, events, and services.

- Objective 3:  Increase number of cardholders by 5% (approximately 54,000 to 57,000).

- Objective 4:  Increase percentage of cardholders who have used their card in the previous 12 months by 5% (from 50% to 55%).

- Objective 5: Aggressively market services to schools, teachers, and homeschoolers.

- Objective 6: Aggressively implement outreach to Newport, Dayton, and Bellevue areas in pre-literacy skills training.

- Objective 7: Increase number of programming events at the Library by 5% (from approximately 2,000 to 2,100).

- Objective 8: Increase number of programming attendees by 10% (from 41,000 to 45,000).

- Objective 9:  Supplement "literacy-based" programming for juveniles with "technology-based" programming.

- Objective 10:  Target "at risk" communities by partnering closely with other non-profit entities.

- Objective 11:  Create "on demand" lessons in video format on specific library services for off-site users.

# Administration

**The Library creates a long range plan for improving and providing services to the community and ensures that its resources are sufficient for the best interests of the community.**

**Board members will be selected who support the mission and vision of the Library.**

**The Library develops cooperative relationships that enhance its operation and bring greater benefits to its community.**

## *Objectives*

- Objective 1:  Conduct four patron surveys, online and in print, to gather public input on programs, services, hours, and facilities.  Establish a permanent online form with standardized questions for gathering ongoing feedback.

- Objective 2:  Standardize informational signage at all branches.

- Objective 3:  Develop a plan to utilize "green space" outside of library facilities at regular events.

- Objective 4:  Increase presence at local community events to generate library awareness of services and solicit feedback from these events on current library services with a goal of one off-site presence each month.

- Objective 5:  Form a focus group of non-staff members to perform an image/usability assessment of the library and its services.

- Objective 6:  Expand functionality of "catalog only" computer stations to allow touchscreen/kiosk style registration to library events.

- Objective 7: Begin monthly reporting on the Library's progress in meeting objectives in the long range plan to the Board.

- Objective 8: Begin annual revision to the Library's Technology Plan for e-rate certification.

# Personnel

Revised 21 May 2014

***The Library employs the highest quality staff for completing its mission***

***Salaries and benefits will be supportive of creating and maintaining its staff.***

## *Objectives*

- Objective 1: Adjust entry level salaries for all positions to competitive but sustainable levels.

- Objective 2: Establish full time positions for all programming staff.

- Objective 3: Establish a set of core standards for technological competency for all staff including a training and testing component.

- Objective 4: Begin quarterly training for all staff in customer service, emergency preparedness, public relations, and human resource issues (policies, diversity, and sexual harassment).

- Objective 5: Create job descriptions for specific volunteer positions and actively recruit according to vacancies.

- Objective 6: Begin quarterly technology and reference training for reference staff.

- Objective 7: Improve benefits offerings to the Library's part time staff.

# Facilities

Revised 21 May 2014

***The Library provides facilities that are comfortable, accessible, and well-maintained.***

***The Library seeks to meet or to exceed the minimum standards for facilities as defined by the Kentucky Department for Libraries and Archives.***

## *Objectives*

- Objective 1: At the Newport location, complete the consolidation of the Friends' booksale space.

- Objective 2: At the Newport location, designate one lockable storage space for the Library's confidential documents.

- Objective 3: At the Newport location, add one additional conference meeting space.

- Objective 4: Complete the addition of a large, securable meeting room space on lower level of the Newport location.

- Objective 5: Install a central monitoring system for HVAC equipment at Newport location.

- Objective 6: Create a Facilities Plan for replacing/repairing buildings and associated equipment.

- Objective 7: Create a plan to simplify traffic flow at the Cold Spring location.

- Objective 8: Increase the availability of comfortable, quiet-encouraged seating areas at all locations.

- Objective 9: Provide tablet computers for training and programming for staff and patrons.

# South Branch

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## *Overview*

The Library has known for many years that extending library service into southern Campbell County would eventually be needed.  In 2007, the Library purchased property adjacent to Highway 27 on Parkside Drive, just south of Alexandria, and five miles from the border with Pendleton County.  The final available acre of the property was purchased in 2011, yielding a total of 4.65 acres for $725,000.

Unfortunately, the economic crisis of 2008 delayed the start of construction for the new facility.  The Board held a series of public meetings in 2011 to inform the community of its plans and gain support for an increase in tax revenue to support the construction and operation of the new building.  The Library's tax increase initiative on the November 2012 ballot, however, was not successful.

## *Future plans*

The Library remains committed to the construction of the South Branch facility.  While active construction is not possible at this time, the Library would like to increase community awareness of the importance of library service to creating a welcoming, engaged, learning community in southern Campbell County.

While the construction South Branch itself is not a part of the Library's current two year long range plan, the Library will continue to position itself as a community partner in the eventual development of southern Campbell County.

Through the coming two year period of the long range plan, the Library hopes to:

- Increase awareness of the importance and need for library services in all areas of the county, including southern Campbell.
- Continue to gather financial support from private sources to help offset the costs of construction and operation of the new facility.
- Explore ways to utilize the purchased property or to establish library service in other ways in southern Campbell County.
- Explore partnerships with other entities interested in library services as a part of the southern Campbell landscape.

# Current Statistical Analysis of Library Use

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## *Circulation*

Circulation is one of the truest measures of a library's use. In Kentucky, circulation of all public libraries rose by 6.38% between FY2007-08 and FY2012-13. (Source: *Statistical Report of Kentucky Libraries FY2007-2008* and *FY2012-2013*. This is the most current data available.) The statistics for Campbell County Public Library only are given here (totals do not include circulation of e-materials):

|  | *2007-2008* | *2012-2013* | *% Change* |
|---|---|---|---|
| *Adult Fiction* | 178,686 | 148,563 | -16.86% |
| *Adult Nonfiction* | 162,165 | 170,339 | 5.04% |
| *Juvenile Fiction* | 175,144 | 188,877 | 7.84% |
| *Juvenile Nonfiction* | 40,200 | 37,707 | -6.20% |
| *Videos/DVDs* | 363,506 | 346,179 | -4.77% |
| *Audios* | 39,139 | 31,716 | -18.97% |
| *Music* | 62,713 | 55,124 | -12.10% |
| *Software* | 13,456 | 18,352 | 36.39% |
| **Total** | **1,035,009** | **996,857** | **-3.69%** |

## *Collection*

The size of the collection is one determinant of a library's ability to meet the needs of its community. Age and appropriateness are also determinants. For the last several years, the Library has been actively and aggressively weeding its physical collection to eliminate underused items while simultaneously increasing budgeted funds for collection development.

|  | *June 30, 2008* | *June 30, 2013* | *% Change* |
|---|---|---|---|
| *Adult Fiction* | 51,252 | 54,717 | 6.76% |
| *Adult Nonfiction* | 61,413 | 52,910 | -13.85% |
| *Juvenile Fiction* | 58,278 | 69,745 | 19.68% |
| *Juvenile Nonfiction* | 34,062 | 31,176 | -8.47% |
| *Videos/DVDs* | 22,688 | 24,542 | 8.17% |
| *Audiobooks* | 9,980 | 10,565 | 5.86% |
| *Music* | 9,585 | 14,885 | 55.29% |
| *Software* | 1,939 | 1,383 | -28.67% |
| **Total** | **249,197** | **259,923** | **4.30%** |

It should be noted that the Library entered into a statewide consortium (Kentucky Libraries Unbound) to provide e-materials to patrons in 2006. This collection is not included in the counts above. In total, however, the Campbell County Public Library "owns" or its patrons have access to approximately 95,000 digital items as of April 2014.

## Patron visits

Patron visits are measured at each branch of the Library by use of electronic scanners.  New scanners were installed at all facilities in 2011.  Patron visits for Kentucky's public libraries as a whole rose by 4.5% between FY2007-08 and FY2012-13. (Source: *Statistical Report of Kentucky Libraries FY2007-2008* and *FY2012-2013*.  This is the most current data available.)  Patron visits for Campbell County Public Library only are given below:

|  | *2007-2008* | *2012-13* | *% Change* |
|---|---|---|---|
| *Cold Spring* | 190,739 | 229,624 | 20.39% |
| *Carrico/Fort Thomas* | 196,396 | 214,875 | 9.41% |
| *Newport* | 169,180 | 237,702 | 40.50% |
| **Total** | **556,315** | **681,701** | **22.54%** |

## Programming

Programming is provided by the Library as a community service and to encourage the use of the Library in the community.  Aggressive programming has been one of the Library's main focuses over the past 10 year period.  Expanded programming has been provided at all age levels: children's, young adult, and adult.  Special event style programming (high capacity audience) has also been heavily implemented.  Future plans include more targeted programming events for tweens (9-14 years old) and younger adults (20-35 years old).

### Attendance

|  | *2007-08* | *2012-13* | *% Change* |
|---|---|---|---|
| *Children* | 25,644 | 33,067 | 28.95% |
| *Young Adult* | 3,941 | 2,288 | -41.94% |
| *Adult* | 3,438 | 5,358 | 55.85% |
| **All programs** | **33,023** | **40,713** | **23.29%** |

### Programs

|  | *2007-08* | *2012-13* | *% Change* |
|---|---|---|---|
| *Children* | 734 | 1,493 | 103.41% |
| *Young Adult* | 165 | 163 | -1.21% |
| *Adult* | 301 | 353 | 17.28% |
| **All programs** | **1,200** | **2,009** | **67.42%** |