



Library Statistics Report

*Fall Semester 2011
August—December*

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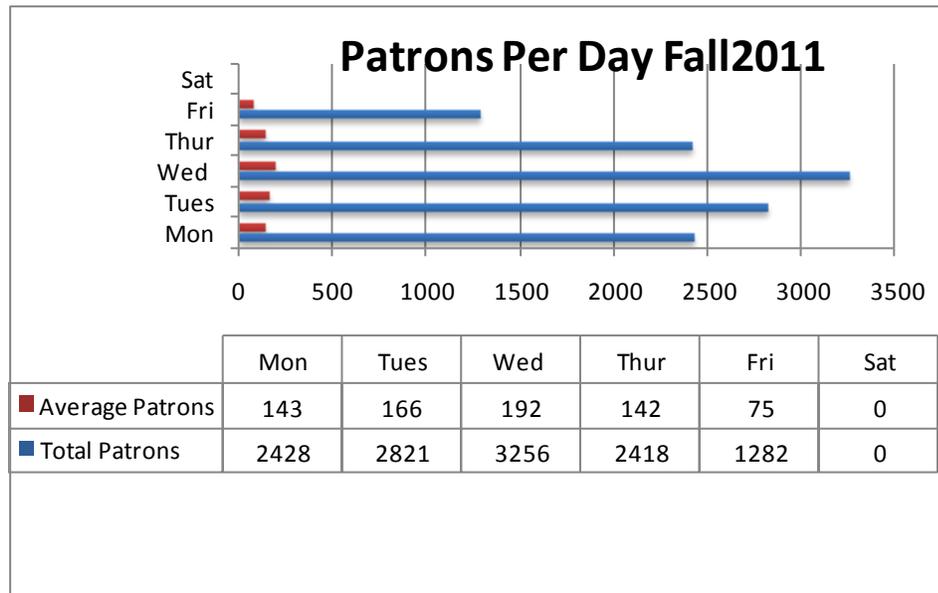
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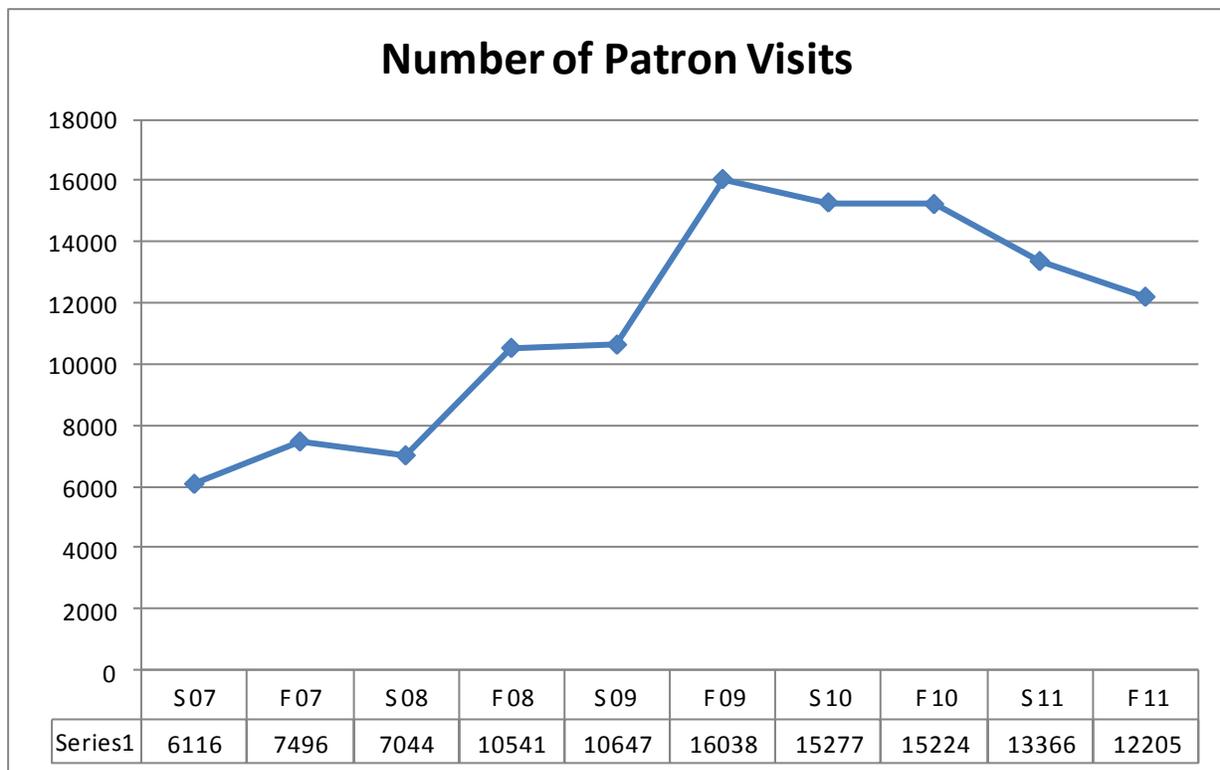
Introduction

The primary objective of this report is to give an overview of the activity in the library during the Fall 2011 semester. This information provides statistics to aid in Administrative/Executive decisions.

Patron Statistics—Patron Visits



The library had a total of 12,205 patron visits for the Spring 2011 semester. There were 13,366 patron visits during the Spring 2011 Semester.



Patron Statistics—Time of Visits

Due to a decrease in staff, operating hours at the library changed in the Fall 2011 Semester; from 7am—7pm to 8am-6pm.

Of the 12,205 visits to the library during the Fall 2011 Semester, Wednesdays were the busiest day with an average of 192 patrons/day. Fridays were the least busy, averaging 75 patrons/day.

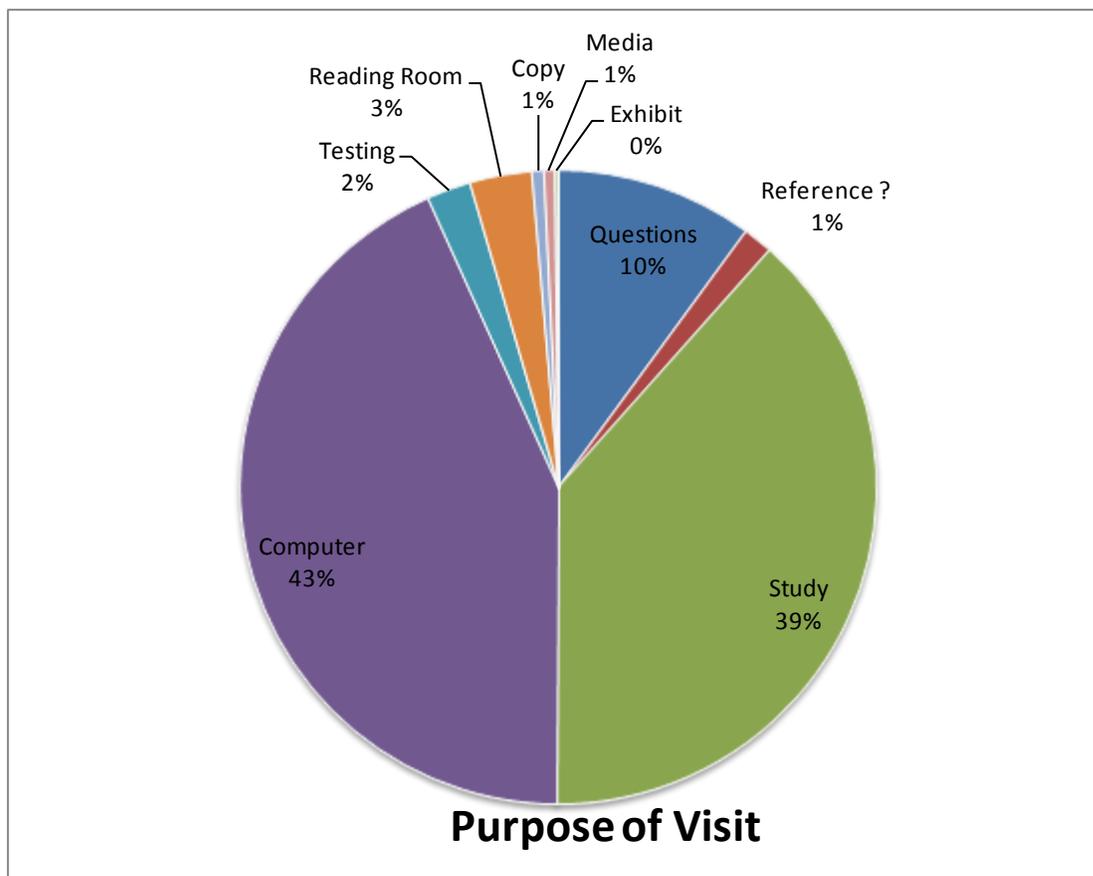
Additional breakdowns show that the busiest part of the day to visit the library was between the hour of 12:00 pm - 12:59 pm, with 15.31% of patrons visiting at this time of day.

The hour of 8:00 pm - 8:59 am was the time of day with the least amount of patrons visiting the library, with 5.34% of visitors visiting at this time of day.

The following is a breakdown of all other time periods, with the percentage of patrons visiting during that particular time:

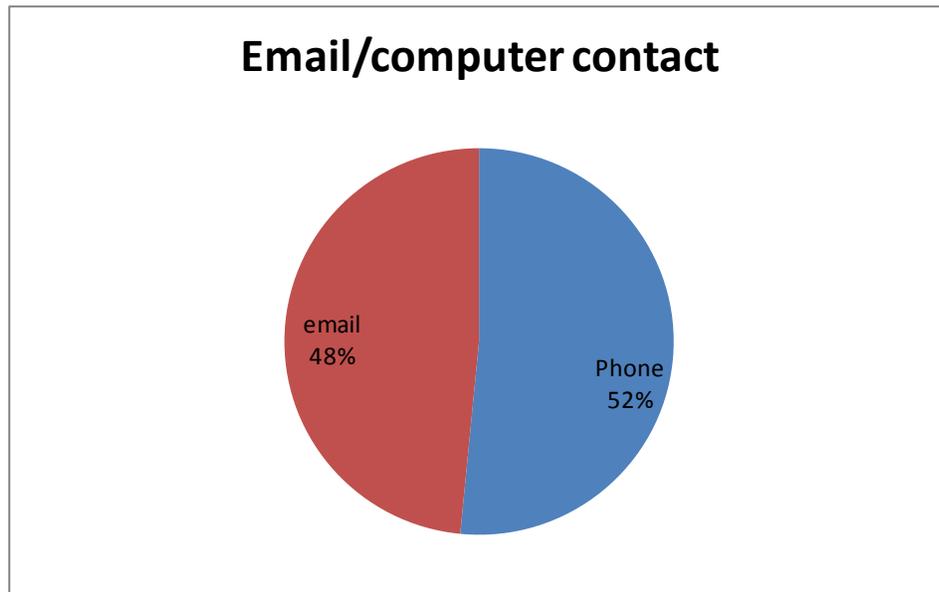
| | Total Patrons Per Hour | |
|----------|-------------------------------|---------------|
| 7:00 AM | 0 | 0.00% |
| 8:00 AM | 652 | 5.34% |
| 9:00 AM | 1194 | 9.78% |
| 10:00 AM | 1265 | 10.36% |
| 11:00 AM | 1044 | 8.55% |
| 12:00 PM | 1869 | 15.31% |
| 1:00 PM | 1372 | 11.24% |
| 2:00 PM | 1372 | 11.24% |
| 3:00 PM | 1278 | 10.47% |
| 4:00 PM | 992 | 8.13% |
| 5:00 PM | 710 | 5.82% |
| 6:00 PM | 0 | 0.00% |

Patron Statistics—Purpose of Visits



Overall trends show that the majority of the patrons visiting the library are studying or using the computers.

Patron Statistics—Phone & Electronic Contact



We have started tracking e-mail contact. Currently, the statistics show approximately 48% of contacts are made through e-mail. A majority of these contacts are applications for library cards.

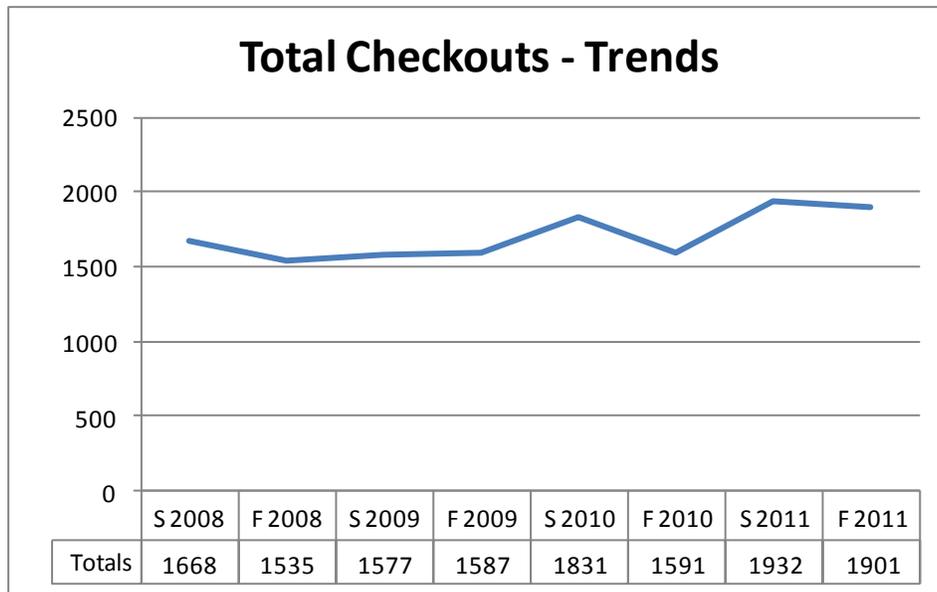
E-mail forms from our website that are included are: Ask a Librarian, Online Applications for Library Cards, InterLibrary Loan Requests, Report a Website Problem, Make a Suggestion and Schedule a Focused Reference Interview.

Circulation Statistics—Book Checkout/ILL

Check - Out Statistics

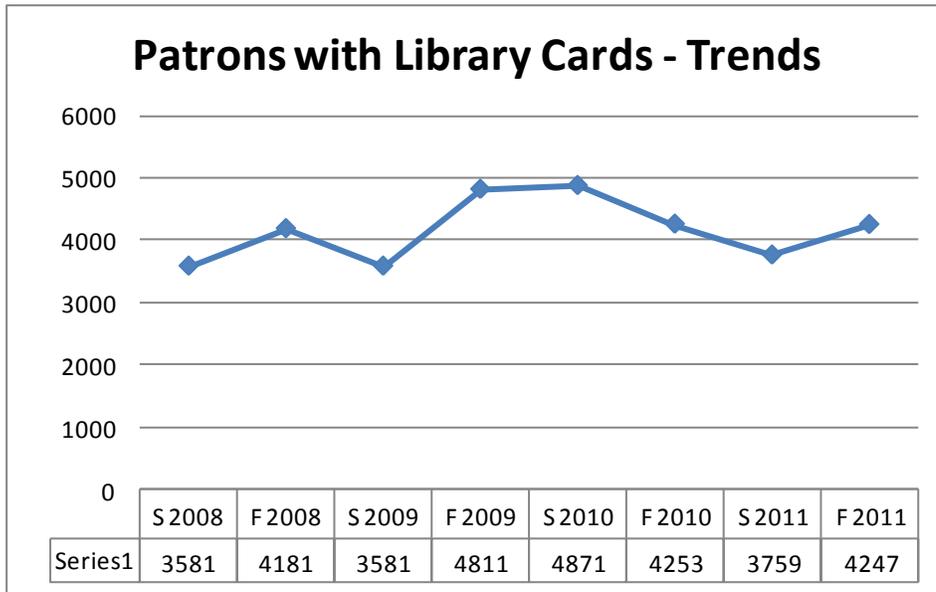
A total of 1,901 items were checked out during the Fall 2011 Semester, a decrease of 1.6% from the Spring 2011 Semester. Historically, the Spring semester has more checkouts due to the increased number of students in Eng 102. Our most popular checkouts come from our general collection and our popular DVDs.

| Location | Checkouts | Percentage |
|--------------------|-------------|------------|
| American Indian | 32 | 1.68% |
| Basque | 1 | 0.05% |
| Government Docs | 8 | 0.42% |
| McNaughton | 195 | 10.26% |
| General | 650 | 34.19% |
| Media | 136 | 7.15% |
| Education | | 0.00% |
| Grant | 1 | 0.05% |
| Juvenile | 87 | 4.58% |
| PACE | | 0.00% |
| Popular Collection | 98 | 5.16% |
| Popular film | 623 | 32.77% |
| Nevada | 28 | 1.47% |
| Reference | 3 | 0.16% |
| Class Reserves | 39 | 2.05% |
| Totals | 1901 | |

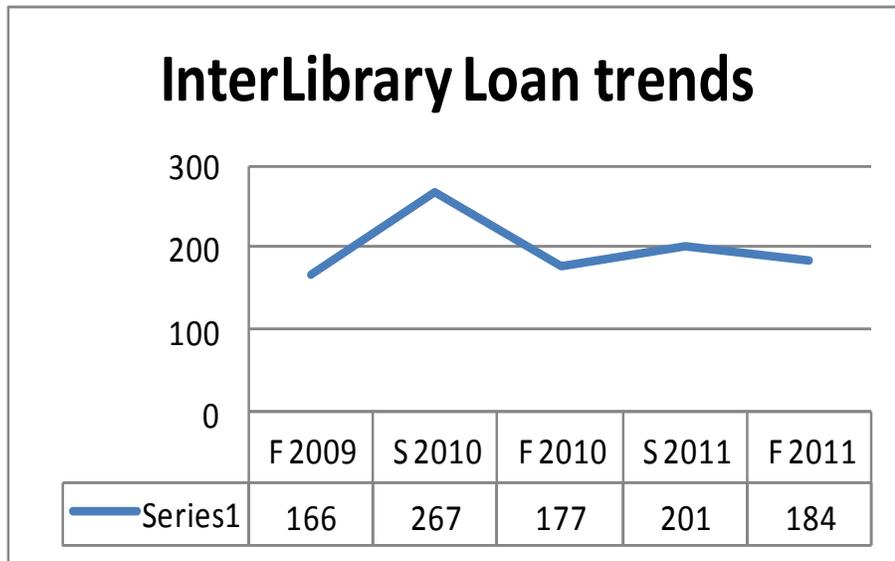


Circulation Statistics

On January 9, 2012, our patron database showed 4,247 patrons a 13% increase from the Spring 2011 Semester. We had 184 Interlibrary Loans in the Fall Semester,.



InterLibrary Loans (ILL)



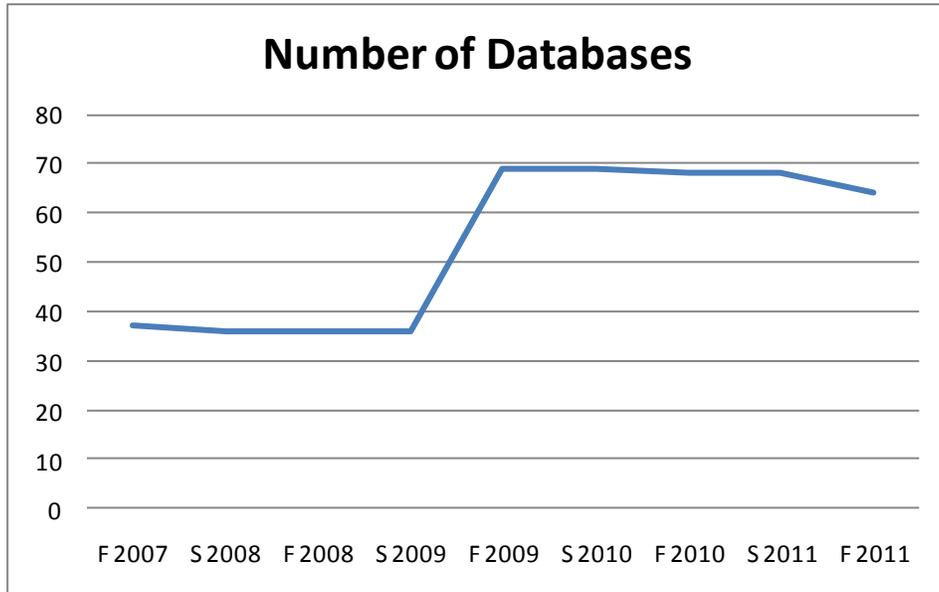
Overdue

An effort has been made to collect fines and overdue materials. More overdue notices/reminders have been done and students records have been blocked. Records are kept on patron contacts and attempted contacts.

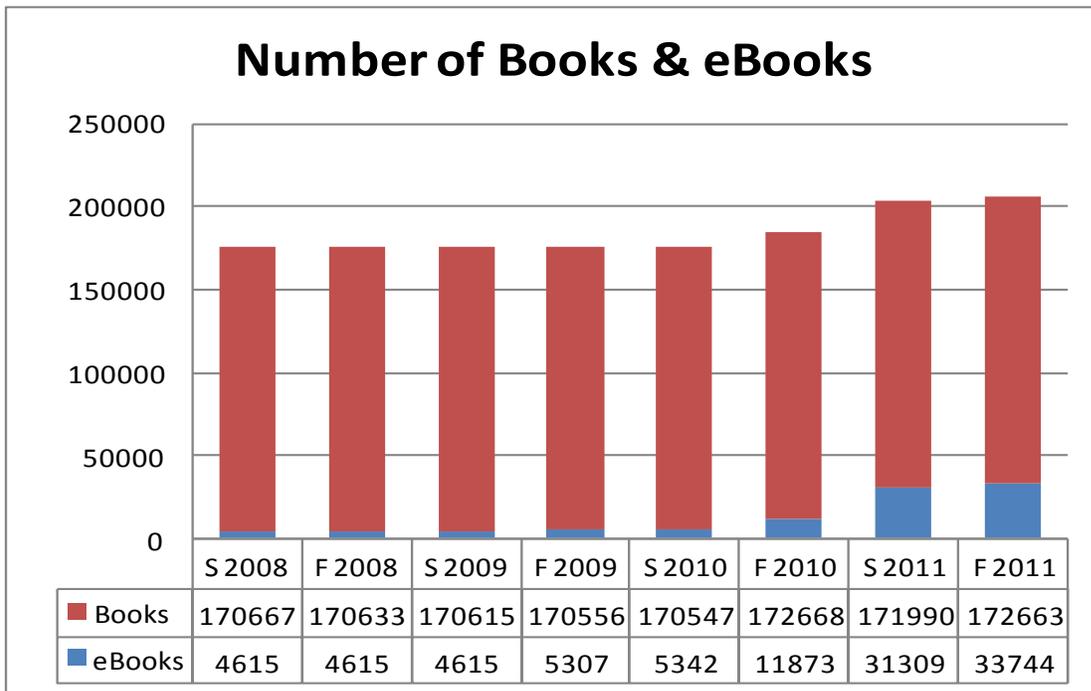
As of January 9, 2012, outstanding fines and fees totaled \$11,898.75 This number is down from the end of the Spring Semester 2007 (\$12,435.20)

Circulation Statistics—Collection Size

We have access to 64 databases. Four databases have been dropped due to budget cuts.



We have access to 33,744 eBooks; an increase of 7.8% from the Spring 2011 Semester. The majority of this increase is due to e-book subscriptions (Credo & ebrary) adding to their collection. We added approximately 50 books to our eBook collection since the Spring 2011 Semester.



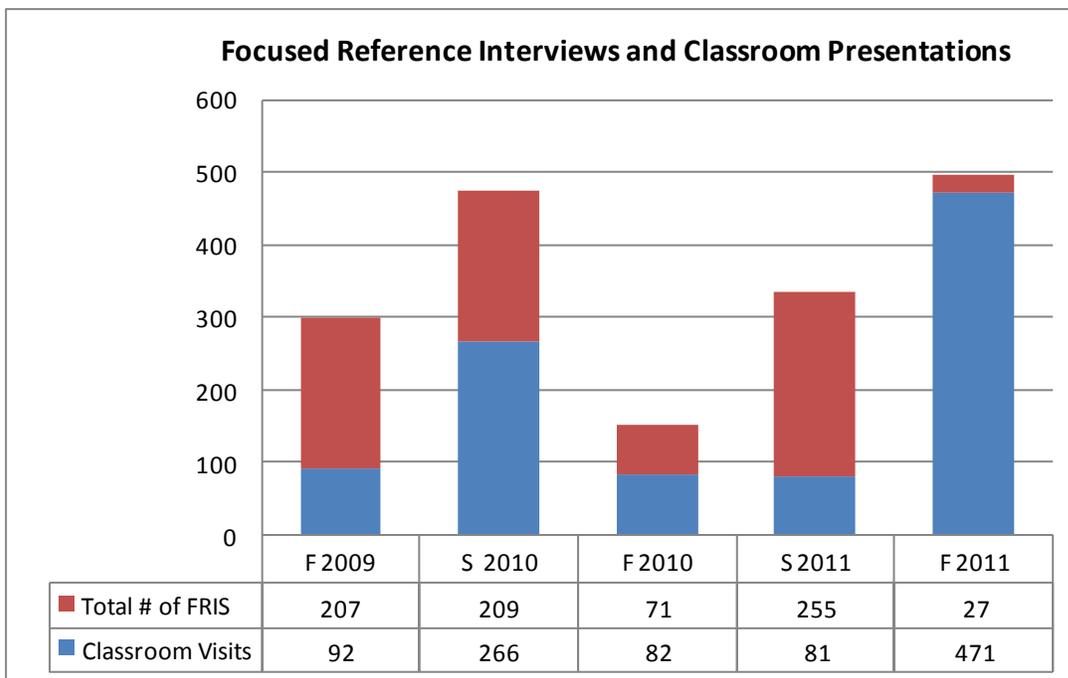
Learning Resource Center Statistics

Focused Reference Interviews (FRIs) & Classroom Presentations:

Due to budget cuts and staff shortages, we are attempting to reach more students in the classroom setting with reference instruction. Individual Focused Reference Interviews (FRI) are still a service we provide. There were a total of 27 FRIs done in the Fall 2011 Semester. Eighteen classroom presentation and two webinars reached 471 students during the Fall 2011 Semester.

The FRIs and classroom presentations have made personal contact with a total of 498 students. This is up from 336 students or 48% reached in the Spring 2011 Semester

Traditionally, more contact is made in the Spring Semester due to the higher enrollment in English 102.

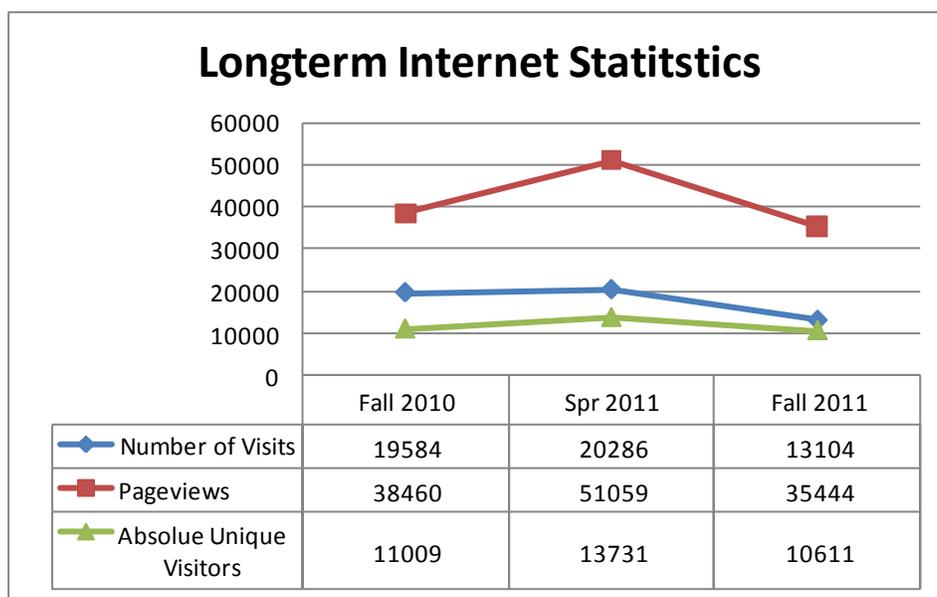


Electronic Resources Statistics

GBC Library Website Statistics:

There were 13,104 page visits, 35,444 page views and 10,611 absolute unique visitors during the Fall 2011 Semester. This shows a decrease of 31% of the number of pages viewed Spring 2011 Semester.

Information was obtained using Google Analytics.



Since the Fall 2010 Semester, the Library has increased its presence on the web by implementing Facebook and Twitter. On June 6, 2011, Facebook had 26 friends, up four from June 2011. Emerging technologies and tools are being investigated in order to provide students with services and information on the services available at the Library.

Electronic Resources Statistics

Database Statistics:

We have a total 64 databases that we subscribe to. .

Database use dropped in the Fall 2011 semester from the Spring 2011 Semester. One explanation is the smaller number of students enrolled in English 102 during the fall. Usage should rise in the Spring 2012 Semester. The importance of having the databases are two-fold. First, it allows all Great Basin College students access to up-to-date articles and journals written by scholars from around the world. Secondly, having a good database system allows distance students and students from our other campuses, the ability to also access this valuable information from our other campuses.

The databases we subscribe to are: (*The number in bold is the number of retrievals*)

Access Science **514 (down 33%)**

Britannica Online **1618 (down 43%)**

EBSCO (21 databases) 8,909 (down 8%)

Academic Search Premier

Business Source Elite

CINAHL Plus

ERIC

Funk & Wagnalls New World Ency.

General Science Collection

GreenFILE

Health Source - Consumer Edition

Health Source Nursing /Academic Edition

Library, Info Science & Technology Abstracts

MAS Ultra—School Edition

MasterFILE Premier

Middle Search Plus

Newspaper Source

Nursing Reference Center

Primary Search

Professional Development

Regional Business News

Teacher Reference Center

Topic Search

Misc

Facts on File 2,719 (down 74%)

American History Online

American Indian History & Culture

Health Reference Center

Issues & Controversies in Am. History

Issues & Controversies on File

Today's Science

World News Digest

Gale 388 (down 22%)

Health and Wellness Resource Center

Health Reference Center Academic

JSTOR 725 (down 54%)

NewsBank 138 (down 48%)

ProQuest (27 databases) 2,062 (down 42%)

ABI/INFORM Dateline

ABI/INFORM Global

ABI/INFORM Trade & Industry

Accounting & Tax

Banking Information Source

Canadian Newstand

Career and Technical Education

CBCA Complete

Entrepreneurship

Hoover's Company Records

Nursing & Allied Health Source

Pharmaceutical News

PQ Asian Business and Reference

PQ Central

PQ Computing

PQ Education Journal

PQ European Business

PQ Family Health

PQ Health and Medical Complete

PQ Military

PQ Newspapers

PQ Psychology Journal

PQ Religion

PQ Science Journals

PQ Social Sciences Journals

PQ Telecommunications

Research Library

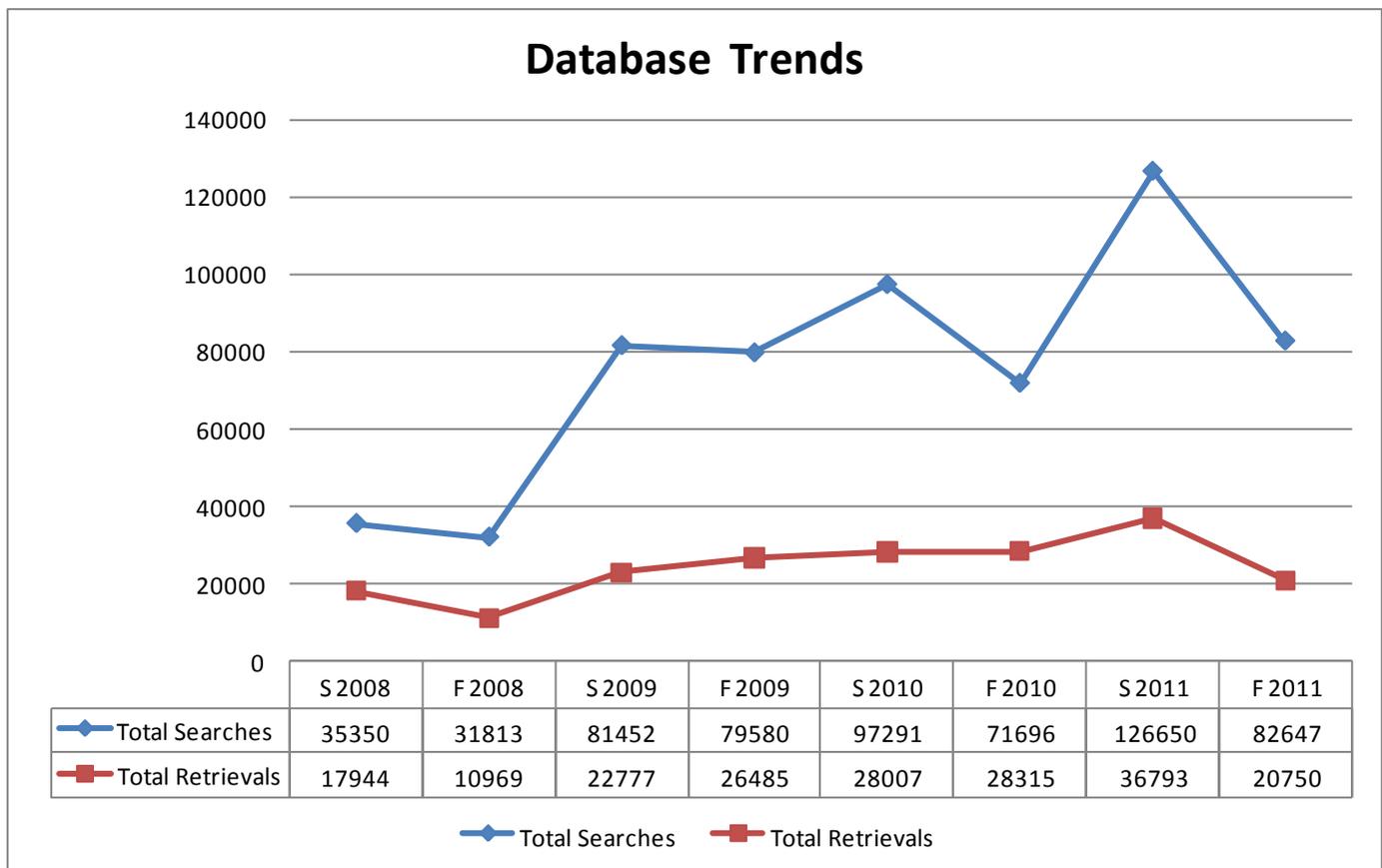
Snapshot Series

SIRS 1,552 (down 25%)

Electronic Resources Statistics

Database Statistics:

Database usage dropped from the Spring 2011 Semester. These numbers are expected to rise again during the Spring 2012 Semester.



Electronic Resources Statistics

eBooks Statistics:

Patrons have access to a total of 33,744 eBooks. Usage during the Fall 2011 Semester dropped. Again, these numbers should increase during the Spring 2012 Semester.

The eBook Vendors we subscribe to or own are: *(The number in bold is the number of retrievals during the Fall 2011 Semester.)*

Credo **495**(down 80%)

ebrary **4,430** (down 58%)

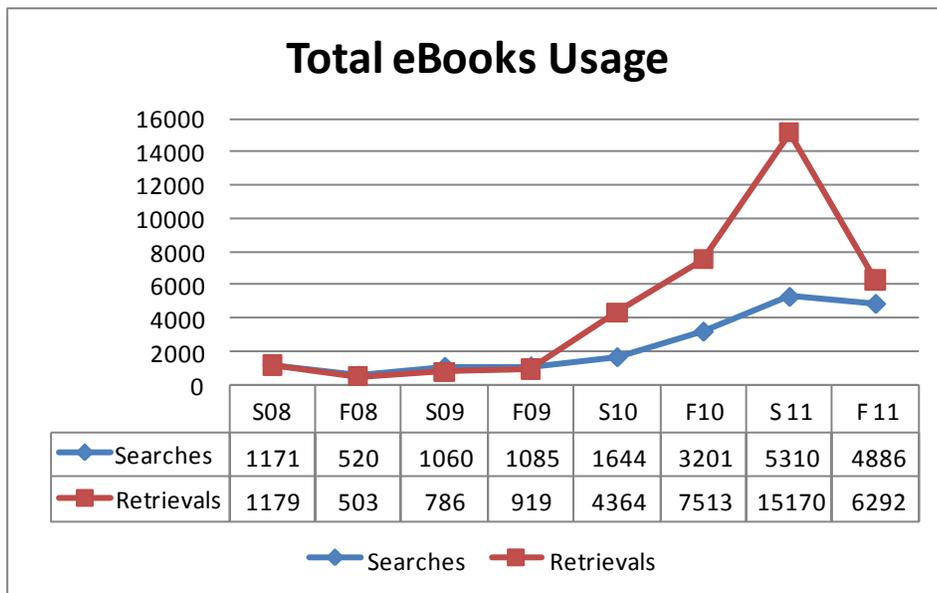
Gale eBooks **1,231** (down 16%)

ASCD Education Collection

Gale Virtual Library

EBSCO (NetLibrary) **100** (down 75%)

Oxford University Press **36** (down 76%)



Conclusion

Numbers are down for the Fall 2011 Semester. Historically, the Spring Semester is busier, and numbers are expected to rise again in the coming semester.

Over the summer, 295 Accuplacer tests were administered at the library.

The number of student contacts made through Focused Reference Interviews, classroom presentations and webinars is up 48% from the Spring 2011 Semester. This is a huge increase since the Spring Semester has traditionally had more contact with students than the Fall Semester.

The number of patrons visiting the library is down 8%, but this would be expected when nine hours per week have been cut from the hours of operation.