



# North Douglas Library District's Mildred Whipple Library Annual Stats 2023/2024

Programs	July	August	September	October	November	December	January	February	March	April	May	June	YTD	Programs
JE Programs	0	0	1	6	3	3	3						16	JE Programs
JE Program Attendance	N/a	N/a	7	89	27	40	52						215	JE Program Attendance
<i>Avg. Attendance/Program</i>	<i>N/a</i>	<i>N/a</i>	<i>N/a</i>	<i>14.8</i>	<i>9</i>	<i>13.3</i>	<i>17.3</i>						<i>14</i>	<i>Avg. Attendance/Program</i>
J Programs	12	10	6	9	12	8	9						66	J Programs
J Program Attendance	208	152	48	236	185	107	134						1,070	J Program Attendance
<i>Avg. Attendance/Program</i>	<i>17.3</i>	<i>15.2</i>	<i>8</i>	<i>26.2</i>	<i>15.4</i>	<i>13.4</i>	<i>14.9</i>	<i>#DIV/0!</i>	<i>#DIV/0!</i>	<i>#DIV/0!</i>	<i>#DIV/0!</i>	<i>#DIV/0!</i>	<i>#DIV/0!</i>	<i>Avg. Attendance/Program</i>
YA Programs	11	16	7	8	10	7	7						66	YA Programs
YA Program Attendance	53	48	38	54	41	40	51						325	YA Program Attendance
<i>Avg. Attendance/Program</i>	<i>4.8</i>	<i>3</i>	<i>5.4</i>	<i>6.8</i>	<i>4.1</i>	<i>5.7</i>	<i>7.3</i>	<i>#DIV/0!</i>	<i>#DIV/0!</i>	<i>#DIV/0!</i>	<i>#DIV/0!</i>	<i>#DIV/0!</i>	<i>#DIV/0!</i>	<i>Avg. Attendance/Program</i>
A Programs	3	4	6	10	11	6	13						53	A Programs
A Program Attendance	43	313	84	42	36	38	67						623	A Program Attendance
<i>Avg. Attendance/Program</i>	<i>14.3</i>	<i>78.3</i>	<i>14</i>	<i>4.2</i>	<i>3.3</i>	<i>6.3</i>	<i>5.2</i>	<i>#DIV/0!</i>	<i>#DIV/0!</i>	<i>#DIV/0!</i>	<i>#DIV/0!</i>	<i>#DIV/0!</i>	<i>#DIV/0!</i>	<i>Avg. Attendance/Program</i>
<b>TOTAL PROGRAMS</b>	<b>26</b>	<b>30</b>	<b>20</b>	<b>33</b>	<b>36</b>	<b>24</b>	<b>32</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>201</b>	<b>TOTAL PROGRAMS</b>
<b>TOTAL PROGRAM ATTENDANCE</b>	<b>304</b>	<b>513</b>	<b>177</b>	<b>421</b>	<b>289</b>	<b>225</b>	<b>304</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>2,233</b>	<b>TOTAL PROGRAM ATTENDANCE</b>
Total In-Person Programs	26	29	19	32	35	24	31						196	Total In-Person Programs
Total Hybrid Programs	0	1	1	1	1	0	1						5	Total Hybrid Programs
Total Virtual Programs	0	0	0	0	0	0	0						0	Total Virtual Programs
<b>Social Media</b>														<b>Social Media</b>
Facebook Page Likes	376	376	385	393	397	398	411							Facebook Likes
Facebook Page Followers	413	416	424	432	438	438	451							Facebook Followers
Instagram Followers	122	126	128	128	130	131	131							Instagram Followers
YouTube Followers	13	13	13	13	13	13	13							YouTube Followers
Total Social Media Posts (all platforms)	18	13	5	3	15	7	8						69	Total Social Media Posts (all platforms)
Total Online Engagement (all platforms)	266	350	216	52	358	204	146						1,592	Total Online Engagement (all platforms)
<i>Average Engagement Per Post</i>	<i>14.8</i>	<i>26.9</i>	<i>43.2</i>	<i>17.3</i>	<i>23.9</i>	<i>29.1</i>	<i>18.3</i>	<i>#DIV/0!</i>	<i>#DIV/0!</i>	<i>#DIV/0!</i>	<i>#DIV/0!</i>	<i>#DIV/0!</i>	<i>#DIV/0!</i>	<i>Average Engagement Per Post</i>
Total Online Reach (all platforms)	1689	5616	2392	339	3458	1849	535						15,878	Total Online Reach (all platforms)

**Notes:**  
**September:** Website visits could be increased due to wide social media circulation of program flyer. Reciprocal borrowing seems less than it should be.  
**October:** 1) Lowest website visit month since we've started tracking, not sure why (last FY average was 400 per month). 2) Reciprocal borrowing seems less than it should be (based on staff observation) for the second month in a row. 3) Started tracking 4 age groups for State Library statistics (July-Sep estimated).  
**November:** Celebrated the library's 5-year anniversary on 11/10/23.  
**December:** Closed 12/22, 12/23, 12/26, & 12/30 for staff inservice & winter holidays.  
**January:** Closed 1/2 for New Year's holiday & 1/16 for weather.