

# AVENUES TO EXCELLENCE

FOR PUBLIC LIBRARY SERVICE IN ILLINOIS

## VII. USERS & USAGE

Within its mission or role statement each library should address the question of whom it serves. While all community residents should be eligible for service, a library may decide to emphasize service to particular target groups for the duration of a particular planning period. This is a local decision and must be made on the basis of available resources, community profile, and priority setting.

In order to make such decisions, information on current use and users must be collected and analyzed. Most of the following standards relate to this data collection.

- \_\_\_\_\_ 1. The expiration date on registered borrower's cards should be three years or less, unless an automated circulation system is used to purge inactive patrons on a more frequent basis.
- \_\_\_\_\_ 2. Annual nonresident fees should be at least equal to the amount paid by the average taxpayer as calculated by the established state formula or as determined by system-wide agreement. Consult your library system for the formula to use in calculating this amount.

### Users & Usage: Output Measures

- \_\_\_\_\_ 3. *Library Visits Per Capita* (OPTIONAL)  
C, B, or A  
Libraries should determine the number of people who come in to the library facility during a specified period of time. (The procedures outlined in the ALA/PLA *Output Measures for Public Libraries* should be followed when calculating this measure. To be done annually.)

	C	B	A
Any population size	3.0	4.5	6.0

- \_\_\_\_\_ 4. *Registration as a Percentage of the Population*  
C, B, or A  
Libraries should determine the number of people who are registered borrowers compared to the total population served. (The procedures outlined in the ALA/PLA *Output Measures for Public Libraries* should be followed when calculating this measure. To be done annually.)

	C	B	A
Any population size	30%	40%	50%

- \_\_\_\_\_ 5. *Users as a Percentage of Population*  
By means of a citizen survey, determine the percentage of the population that has used the library during the last year. (To be done every five years.)

- \_\_\_\_\_ 6. *Patrons by Age Groups or Other Specific Characteristics as a Percentage of the Population* (OPTIONAL)  
By means of a citizen survey, determine the percentage of the population that has used the library during the past year, by age, sex, occupation, race, or other meaningful groupings. Compare these figures to the percentage of the population represented by those groups in your community to determine the extent to which any of these groups are underserved. (To be done every five years.)