

OCT NOV DEC JAN FEB MAR APR MAY JUN JUL AUG SEP YTD TREND

Patron Count by Type by Status														
Individuals	446	446	456	449	458	458	457	462	464	-	-	-		
Active	387	391	397	390	394	399	399	401	402					
BARD only	52	53	54	55	56	52	50	50	50					
On Hold	7	2	5	4	8	7	8	11	12					
Organizations/Institutions	49	49	51	53	53	54	54	54	54	-	-	-		
Active	47	47	49	51	51	52	52	52	52					
BARD only	2	2	2	2	2	2	2	2	2					
On Hold	-	-	-	-	-	-	-	-	-					
Total	495	495	507	502	511	512	511	516	518	0	0	0		

Patron Activity over the last Month														
New Individuals Added	7	13	11	8	10	12	6	16	9				92	
New Institutions Added	-	-	1	3	-	-	-	-	-				4	
Reinstated (Reactivated)	2	2	-	1	-	-	-	-	1				6	
Transfer	1	1	1	3	1	7	-	-	1	-	-	-	15	
In	1	-	1	1	-	6	-	-	1				10	
Out	-	1	-	2	1	1	-	-	-				5	
Suspended	18	15	2	17	7	11	9	11	9	-	-	-	99	
Deceased	4	4	1	5	1	-	3	4	2				24	
Canceled Services	14	11	1	12	6	11	6	7	7				75	

Patron Contacts														
Phone Calls	217	140	93	226	145	83	103	123	137	-	-	-	1,267	
In	69	73	39	92	61	48	47	59	53				541	
Out	148	67	54	134	84	35	56	64	84				726	
Emails	1,593	525	722	388	349	2,460	231	283	273	-	-	-	6,824	
In	117	178	102	178	180	141	117	151	135				1,299	
Out	1,476	192	620	210	169	2,319	114	132	138				5,370	
Postal Mail	39	58	536	47	54	32	34	385	35	-	-	-	1,220	
In	6	21	16	19	16	8	15	20	23				144	
Out	33	37	520	28	38	24	19	365	12				1,076	
Walk-Ins	3	14	4	5	9	2	5	6	8				56	
Total	1,852	737	1,355	666	557	2,577	373	797	453	-	-	-	9,367	

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Web Site Traffic

Visits	91	87	92	125	124	130	90	105	97				941	
Unique visits	84	76	83	115	105	121	74	97	85				840	
Page views	136	186	139	201	210	252	112	139	151				1,526	
Unique page views	102	110	104	151	141	144	96	113	111				1,072	

Local Inventory

DB cartridges loaded with digital books	7	11	6	8	2	5	8	12	8					
Total	7	11	6	8	2	5	8	12	8	-	-	-	-	

BARD Download Circulation

Locally produced books downloaded	4	6	3	8	3	25	5	8	5	-	-	-	67	
# of Active BARD Accounts	79	84	85	89	93	93	92	93	94					
# of Individuals Approved for BARD DL	-	1	-	2	2	2	1	3	-				11	
# of Inst approved for BARD DL	-	1	-	-	-	-	-	-	-			-	1	
# of "Demo Only" approved for BARD DL	-	-	-	-	-	-	-	-	-				-	
# of New Mobile Devices	4	10	2	7	1	5	7	7	6				49	
# of new Mobile Device Users	4	9	2	6	1	4	5	6	5				42	

Patrons who:

DL at least 1 (non music) item in Braille	1	-	1	3	3	1	2	1	2				14	
DL at least 1 (non music) item in Audio	48	53	55	56	51	49	53	54	52				471	
DL at least 1 music item in Braille	-	1	-	-	-	-	-	-	-				1	
DL at least 1 music item in Audio	-	1	1	-	1	1	-	-	1				5	

Institutions who:

DL at least 1 (non music) item in Braille	-	-	-	-	-	-	-	-	-				-	
DL at least 1 (non music) item in Audio	2	1	1	2	2	1	1	1	-				11	
DL at least 1 music item in Braille	-	-	-	-	-	-	-	-	-				-	
DL at least 1 music item in Audio	-	-	-	-	-	-	-	-	-				-	

Patron activity:

book (non music) DL in Braille	3	-	11	13	27	6	12	4	18				94	
book (non music) DL in Audio	737	673	894	859	814	878	866	777	637				7,135	
magazine DL in Braille	-	-	-	-	18	-	-	-	-				18	
magazine DL in Audio	30	61	38	48	37	35	54	139	72				514	
music DL in Braille	-	1	-	-	-	-	-	-	-				1	
music DL in Audio	-	1	1	-	1	1	-	-	1				5	

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Institution activity:															
book (non music) DL in Braille	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
book (non music) DL in Audio	9	2	3	8	16	1	1	3	-	-	-	-	-	43	
magazine DL in Braille	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
magazine DL in Audio	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
music DL in Braille	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
music DL in Audio	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
Staff activity:															
book (non music) DL in Braille	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
book (non music) DL in Audio	8	26	10	3	-	1	1	-	-	-	-	-	-	49	
magazine DL in Braille	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
magazine DL in Audio	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
music DL in Braille	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
music DL in Audio	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
Total	787	764	957	931	913	922	934	923	728	-	-	-	-	7,859	

Physical circulation by mail

Digital Books on Cartridge Circulation															
DB - Digital books	3,595	3,630	3,214	3,733	3,382	3,476	3,520	3,569	3,260	-	-	-	-	31,379	
DBC - Network Produced Digital Books	199	195	107	195	126	171	138	248	143	-	-	-	-	1,522	
DBE - Gifts or Special Acquisitions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
DBF - Foreign Collection	-	-	-	-	4	-	-	-	-	-	-	-	-	4	
DBG - Audio Global - Marrakesh Treaty	3	3	4	5	7	2	1	6	4	-	-	-	-	35	
DMA - Digital Magazines Audio	-	-	-	-	-	32	60	43	61	-	-	-	-	196	
Total	3,797	3,828	3,325	3,933	3,519	3,649	3,719	3,866	3,468	-	-	-	-	33,104	

Physical Collection Circulation

BR - Braille books by mail	7	5	9	3	-	5	-	-	4	-	-	-	-	33	
BRG - BR Global - Marrakesh Treaty	-	-	1	-	-	-	-	-	-	-	-	-	-	1	
EBR - Braille E-Reader	-	-	10	-	-	-	-	-	-	-	-	-	-	10	
DV - Described Video	-	-	-	-	2	-	-	-	3	-	-	-	-	5	
BDB - Braille Digital Book	-	-	1	-	-	-	-	-	-	-	-	-	-	1	
Total	3,804	3,833	3,335	3,936	3,521	3,654	3,719	3,866	3,475	-	-	-	-	33,143	

Total Circulation (BARD + Physical)

Total	4591	4597	4292	4867	4434	4576	4653	4789	4203	0	0	0	0	41,002	
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Duplication on Demand (DOD) - Total cartridges mailed to our patrons															
Cartridges with Magazines	-	-	-	-	-	27	47	32	38					144	
Cartridges with Books	425	425	362	452	382	411	411	451	399					3,356	

Count of locally recorded books downloaded from BARD															
The Last Northwoods Reader	1	-	1	2	-	-	-	1	-					5	
Laughing Whitefish	-	1	-	-	-	-	-	-	-					1	
Northwoods Reader Vol. 1 Wit & Wisdom	1	1	1	2	2	2	2	3	-					14	
Copper Empire	-	-	-	-	1	1	-	-	-					2	
Dandelion Cottage	-	2	-	-	-	-	-	2	-					4	
The Cinder Pond	-	1	-	-	-	-	-	-	-					1	
Way Back When	-	1	1	2	-	-	-	-	-					4	
Danny and the Boys	2	-	-	2	-	1	-	-	-					5	
Upper Peninsula Life Legends Landmarks	-	-	-	-	-	21	3	2	5					31	
Total	4	6	3	8	3	25	5	8	5	-	-	-	-	67	

Outreach															
Many Faces of BARD Email	333													333	
NHL Hockey Schedule in Braille Email	333													333	
Semi-Annual Inactive patron Calls	76													76	
NBA Schedule in Braille Email	333													333	
WDET DRIS News Streaming Email	333													333	
Inactive Patron Contact letters by Mail	33													33	
Many Faces of BARD Email		333												333	
Braille Literacy Month Email to SLC			92											92	
Great Michigan Read Email to SLC			92											92	
Winter Newsletter Email to patrons			245											245	
Winter Newsletter Email to SLC group			92											92	
Winter Newsletter Postal Mail			500											500	
Email regarding NLS internship to SLC				92										92	
In person visit to Ojibwa Tribal Library				2										2	
In person presentation to Bluffs				11										11	
Mining Journal News Article														-	
Eye Doctor Postal Mail Packets				47										47	
Senior / Community Center Packets				51										51	
BARD Update 2.2.2 Mass Email					300									300	
2 New Audio Magazines Email					245									245	

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Outreach (continued)														
Email Blast Hadley Presents Podcast						545							545	
Email blast to promote DBC 19559						545							545	
Email blast to promote NLS calendars						545							545	
Email blast re braille baseball schedules						545							545	
Email blast to promote Summer Reading								545					545	
Email Summer Newsletter to SLC and UPRLC members								254					254	
Email Summer Newsletter to patrons with email address								238					238	
Presentation with Lion's Club								10					10	
Paper Summer Newsletter by mail to patrons without an email address								350					350	
Email Audio Newsletter to SLC/UPRLC									254				254	
Email Audio Newsletter to patrons with email address									238				238	
Email blast regarding new Described DVD's									233				233	
Email blast to UPRLC/SLC Described DVD's									254				254	
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Total	1,441	333	1,021	203	545	2,180	-	1,397	979	-	-	-	8,099	