

City of Corvallis, OR

Case Profile

Population:

53,165

Square miles:

14

Median household income:

\$68,100

Form of government:

Council-manager

Performance Indicators

- **Circulation rate per registered borrower**
- **Citizen satisfaction with library services**

For FY 2006, the city of Corvallis reported circulating 29.5 items per registered borrower. For all jurisdictions reporting that year, the mean number of items circulated per registered borrower was 12.4, and the median was 11.1.

That same year, the city also reported that 97 percent of citizens surveyed rated the city's library services as excellent or good. The mean and median proportions of excellent and good ratings for all jurisdictions reporting were 88 percent and 86 percent, respectively.

When asked how the city has achieved such strong circulation rates and customer satisfaction ratings, city officials noted several factors, including:

- Strong commitment to materials acquisition
- Programming tailored by audience, with particularly good results among teen and Spanish-language patrons.

Investment in materials

The city of Corvallis has increased its materials acquisition budget by 3 percent each year since 2003, which allows the library to add new, relevant materials to its collection frequently and, in turn, entices patrons to check out materials and promotes their satisfaction. (Between 1993 and 2003, the Corvallis library was able to increase its materials acquisition budget by 7 percent each year.)

Award-winning programs, tailored by audience

The city has seen its largest circulation growth in its young adult and Spanish-language collections. Between 2003 and 2006, circulation of young adult materials grew by 73 percent, and circulation of Spanish-language materials grew by 11 percent.

To promote interest among teen patrons, the library offers a number of programs, including monthly video game and movie nights.

To reach Spanish-language patrons, the library also offers its monthly Family Fiesta program. The program is intended for the whole family and features storytelling, music, and other activities. Bilingual staff and volunteers are present to assist patrons and encourage registration.

For their outstanding teen programs, two Corvallis librarians recently won an award from the Oregon Young Adult Network. The library also received the Mora Award, which recognizes excellence in library services targeted toward Spanish-language audiences.

Using data to track progress

Like most libraries, the Corvallis library tracks circulation and other statistics carefully. This allows staff to focus materials acquisition funds and other resources in areas of greatest patron interest.



For more information about the practices described in this case study, please contact Teresa P. Landers, deputy library director, at 541/766-6995 or teresa.landerson@ci.corvallis.or.us.

The city also shares performance data from the Public Library Data Service and ICMA Center for Performance Measurement™ (CPM) and shows how Corvallis's library service compares with service offered by its peers (in Oregon and across the country). These statistics are provided in Corvallis's annual budget document, strategic plan, and quarterly progress reports.

Note: In addition to the residents of the city of Corvallis, the Corvallis library also serves residents of surrounding Benton County. The population of the library's total service area is 84,125, and its total area is 688 square miles.