



FY24 Annual Performance Report

MELISSA PUBLIC LIBRARY





The Melissa Public Library reflects on the year with immense pride and excitement. As your Library Director, I am proud to present this annual report highlighting the significant milestones that have shaped our 30th year! Our dedicated staff fosters inclusivity and belonging through our programs and collections, both digital and physical, to reflect our growing and diverse community.



Jennifer Nehls
Library Director

Please join us as we embark on this next chapter of expansion! City Hall and the Library will be undergoing some changes in the next year and we are so excited! As you continue to support the library during these changes, either by joining the Friends of Melissa Public Library, applying for a position on the Library Advisory Board, volunteering, or attending our programs, we appreciate your involvement.

Together, we celebrate a wonderful 30 years and, guided by invaluable feedback and your support, Melissa Public Library looks forward to our next 30 years of growth and learning!

Content



01

Fiscal Years 2023 & 2024
Comparison

02

Trends Over Time

03

Summer Reading Program

04

User Demographics

05

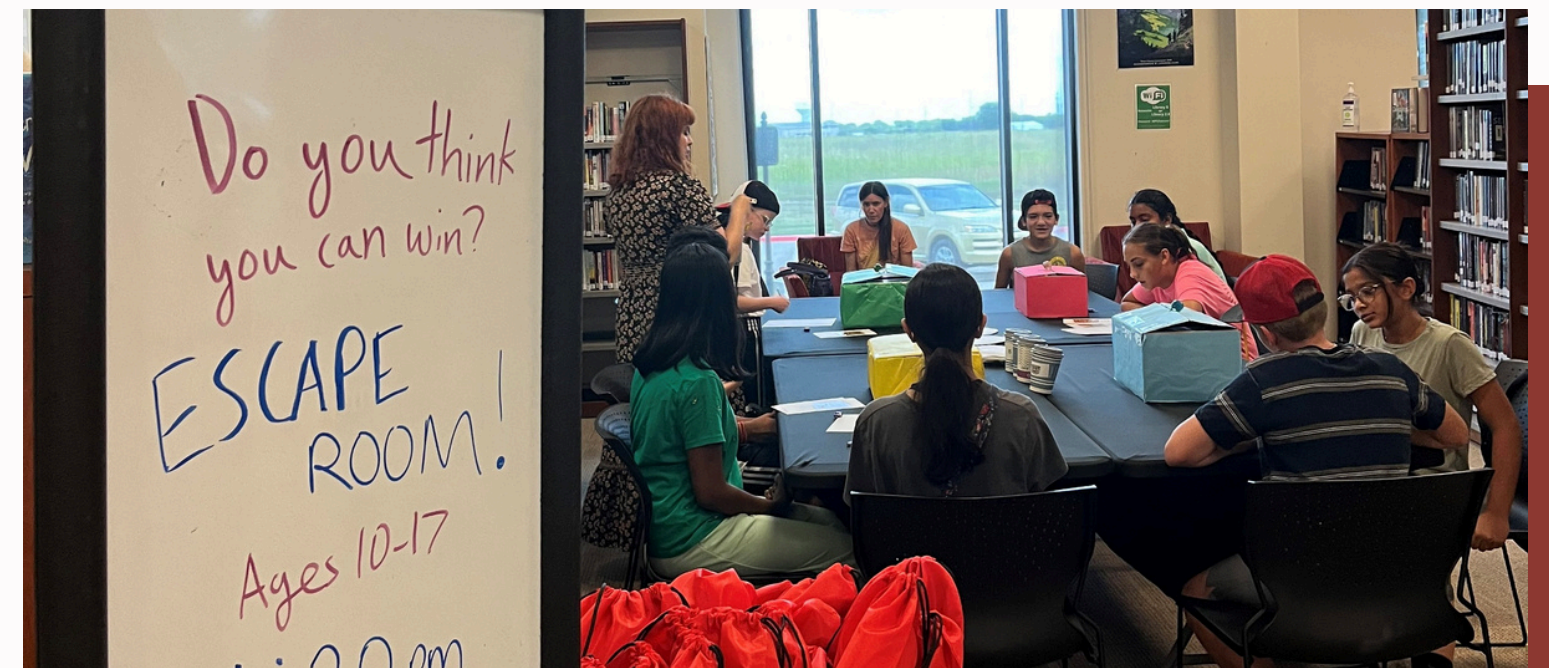
Community Savings

06

Public Responses

07

How You Can Help Us Excel



FISCAL YEAR 2023 COMPARED TO FISCAL YEAR 2024

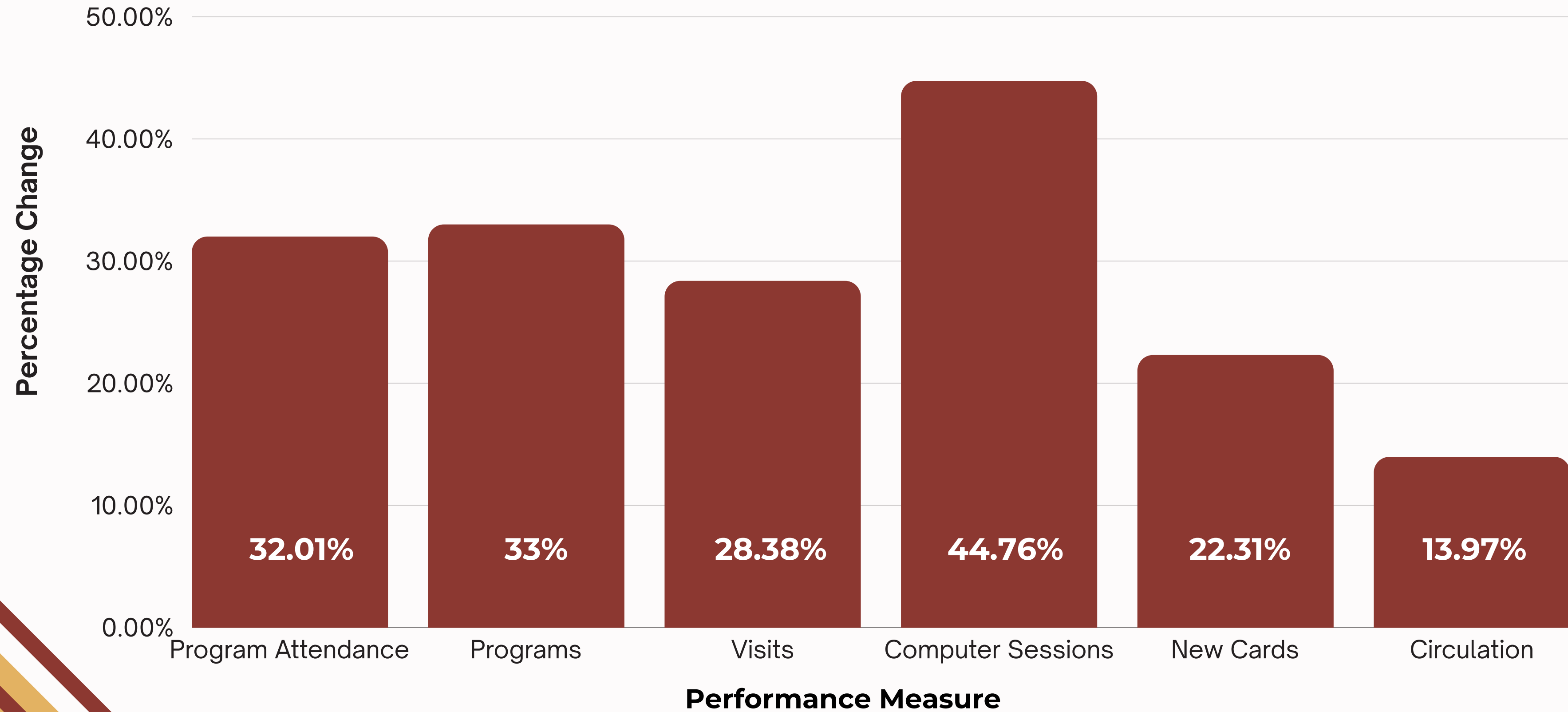


- A comparison of fiscal year 2023 (FY23) and fiscal year 2024 (FY24) shows positive changes in most areas. These include how many items circulated (checked out), how many people visited the library, attended the programs, number of programs, etc.
- Fiscal Years, such as FY24, run from October 1, 2023 to September 30, 2024.
- There is a significant increase in catalog visits likely due to the introduction of iPad kiosks in the library. These iPads have made catalog searching and more convenient for our patrons.

YEARLY TOTALS & PERCENTAGE CHANGE BETWEEN FY23 & FY24

CATEGORY	FY 23	FY 24	PERCENTAGE
Programs Offered	297	395	+33%
Program Attendance	11,596	15,312	+32.01%
Catalog Visits	20,648	133,607	+547.07%
Physical Item Checkouts (Books, DVDs, audiobooks, etc.)	94,152	107,302	+13.97%
Total Visits	26,178	33,606	+28.38%
New Cards Issued	1,582	1,935	+22.31%
Computer Uses	2,301	3,331	+44.76%
Volunteers	372.75 hrs	307.79 hrs	-17.43%

PERCENTAGE INCREASE FROM FY23 TO FY24 BY PERFORMANCE MEASURE

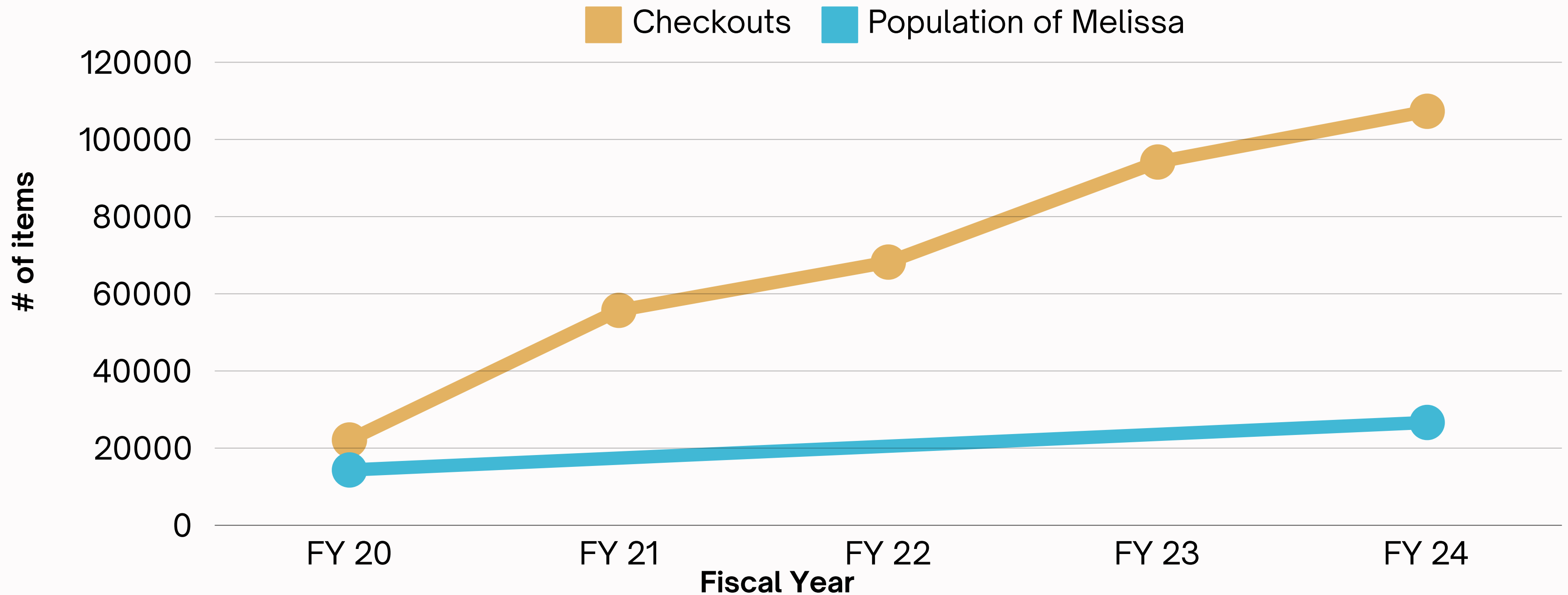


TRENDS OVER TIME



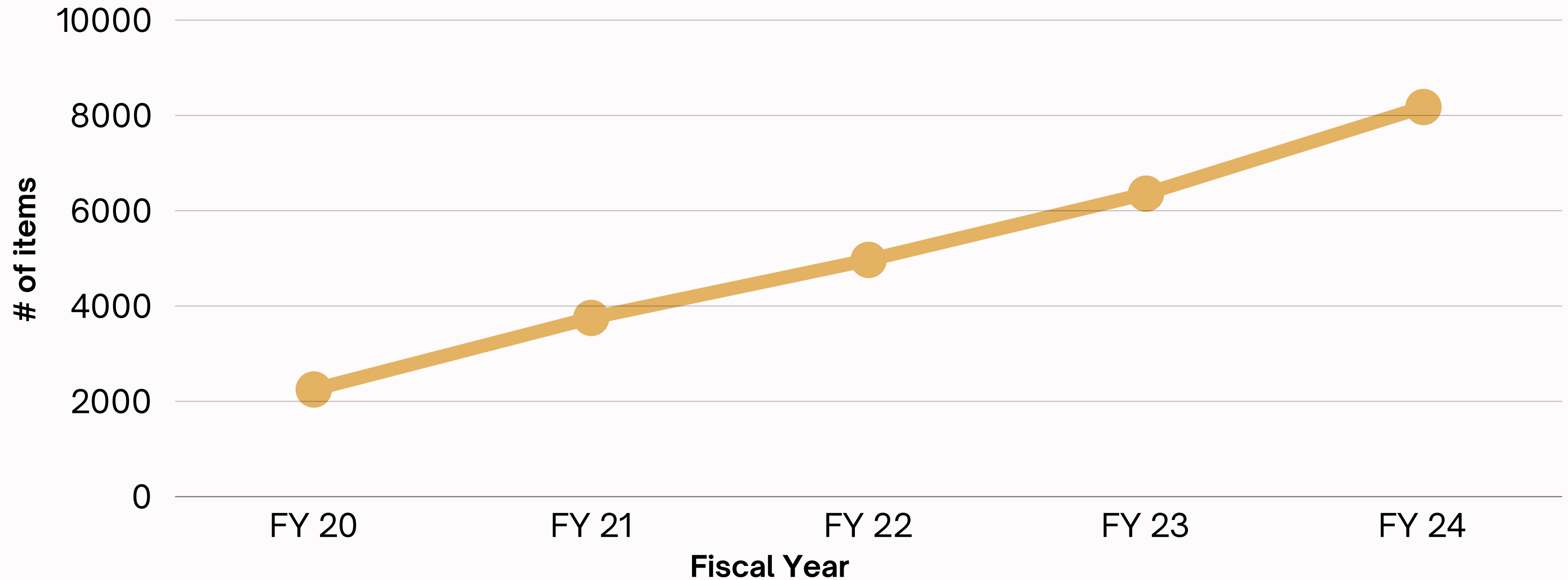
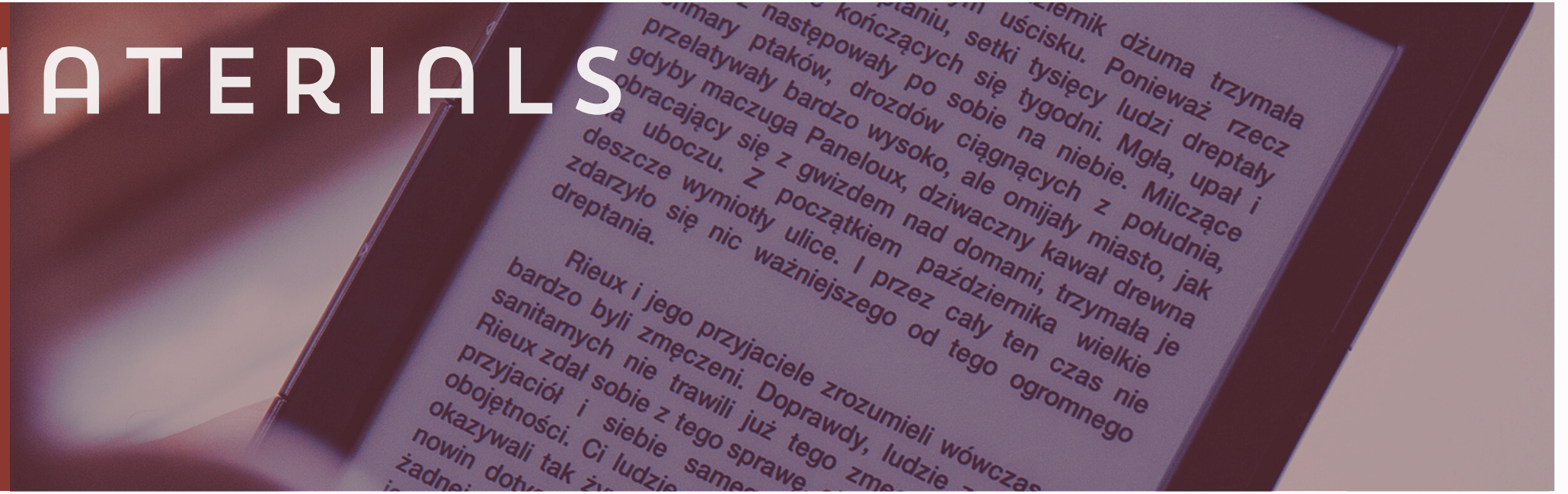
- Over the last five years, the population of Melissa has increased from 14,336 in 2020 to an estimated 26,649 in 2024 (source: worldpopulationreview.com). The Melissa Public Library has grown as well in budget and staffing, while being led by the same dedicated library director during those five years. These changes are reflected in the Trends over Time reports.
- There is a difference between FY20 and the following years due to the COVID-19 impact on services, programming, and visits to the library during 2020.
- The significant increase in the number of programs offered over the 5 year period can be attributed to several factors. In FY21, the library returned to in-person programming after COVID-19 restrictions were lifted. Although there was some turnover within our librarian staff during FY22, we maintained a strong youth librarian team and added a part-time Adult Services Librarian in late FY23.

CHECKOUTS OF PHYSICAL ITEMS (BOOKS, GAMES, DVDS, ETC.) 5 Year Trend



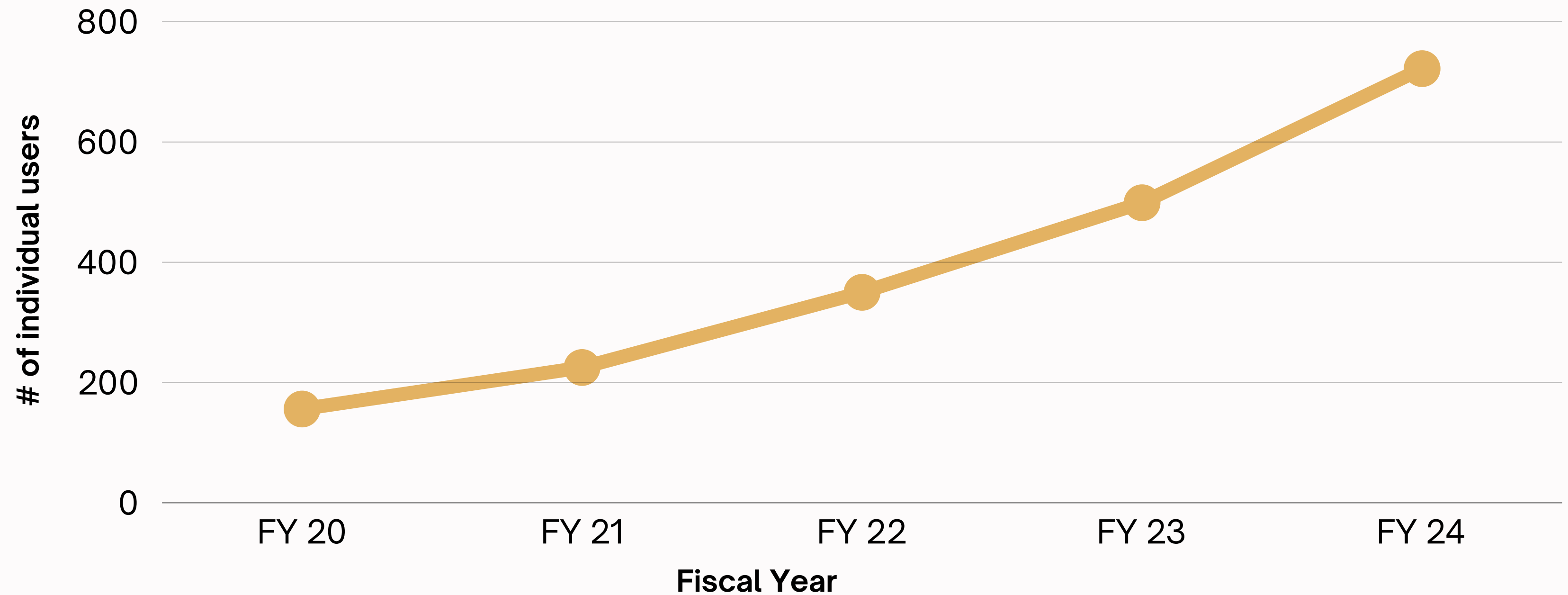
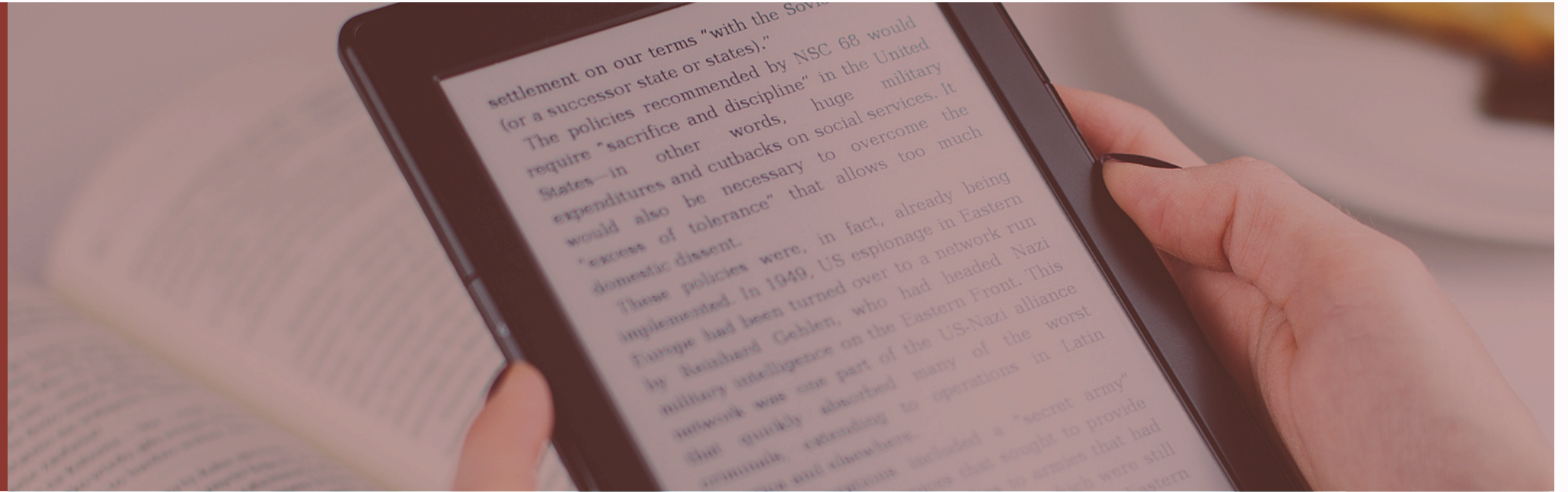
CHECKOUTS OF MATERIALS FROM LIBBY APP

5 Year Trend



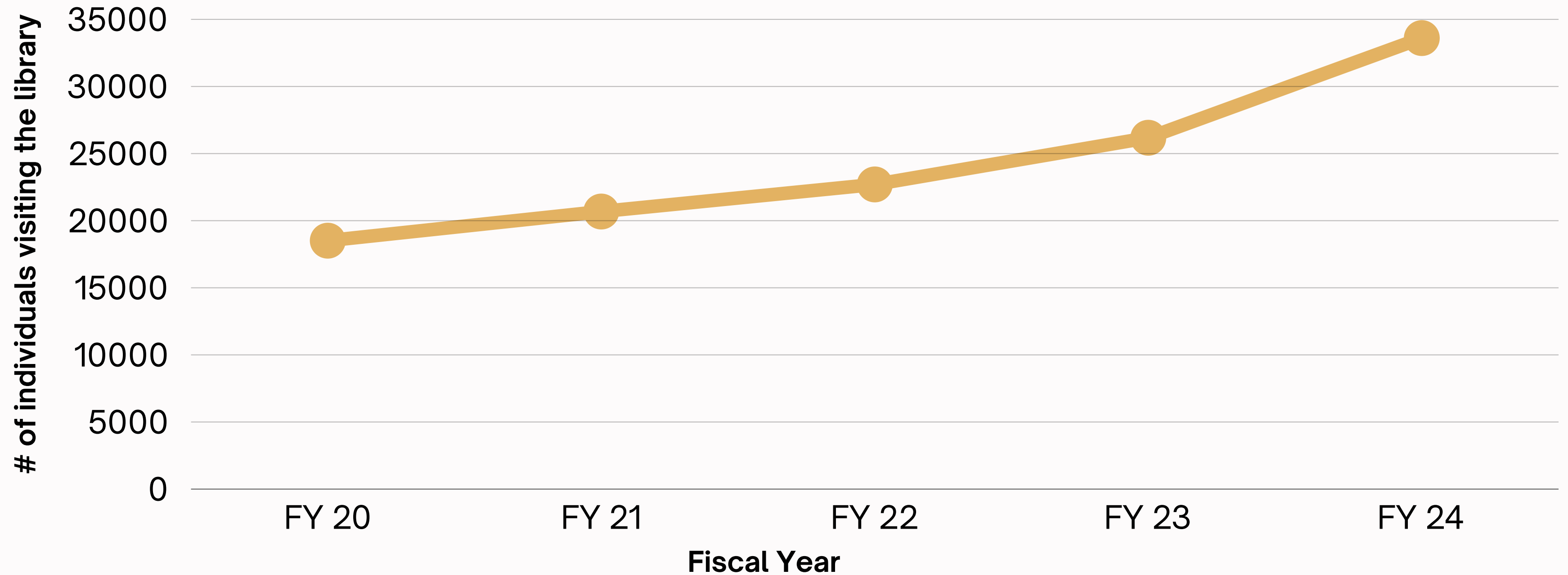
Libby is a mobile app for patrons to checkout electronic books and audiobooks.

LIBBY APP UNIQUE USERS 5 Year Trend



VISITORS INTO THE LIBRARY

5 Year Trend



VISITORS INTO THE LIBRARY

FY24 by Month

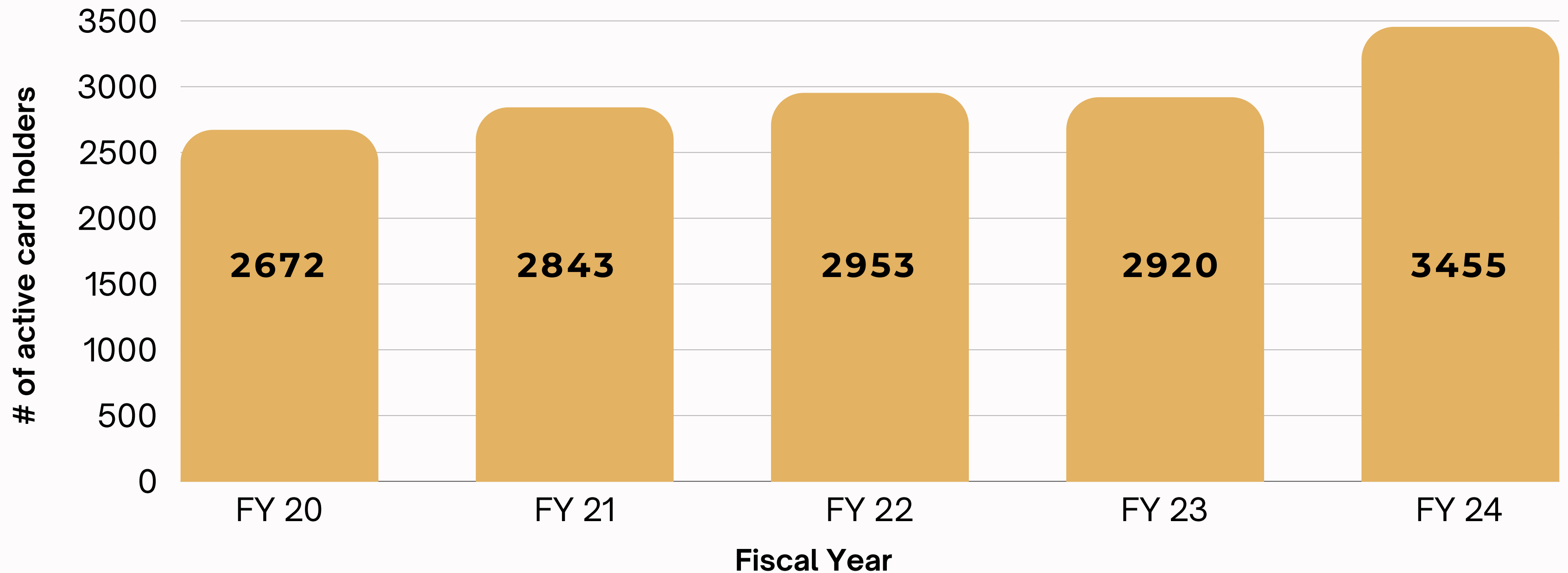


October 2023	3,491
November 2023	2,003
December 2023	1,961
January 2024	2,453
February 2024	2,357
March 2024	2,396

April 2024	2,622
May 2024	2,512
June 2024	4,726
July 2024	3,822
August 2024	2,911
September 2024	2,352

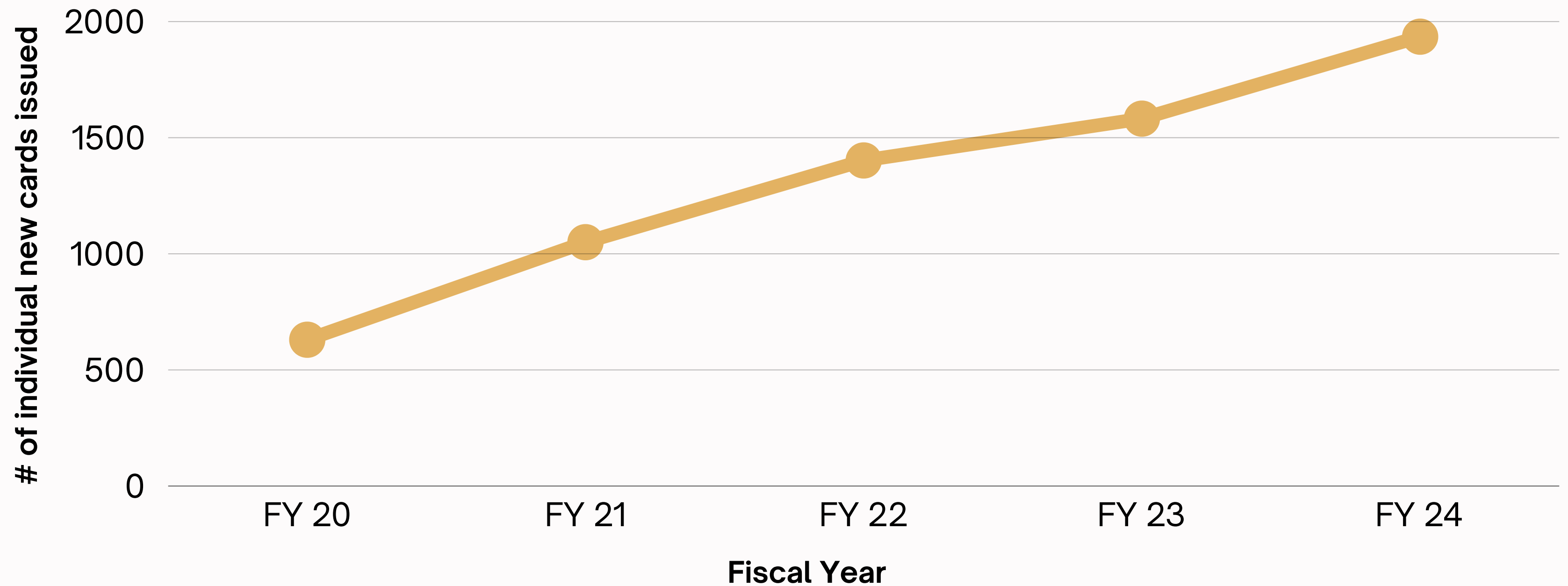
TOTAL ACTIVE CARD HOLDERS

5 Year Trend



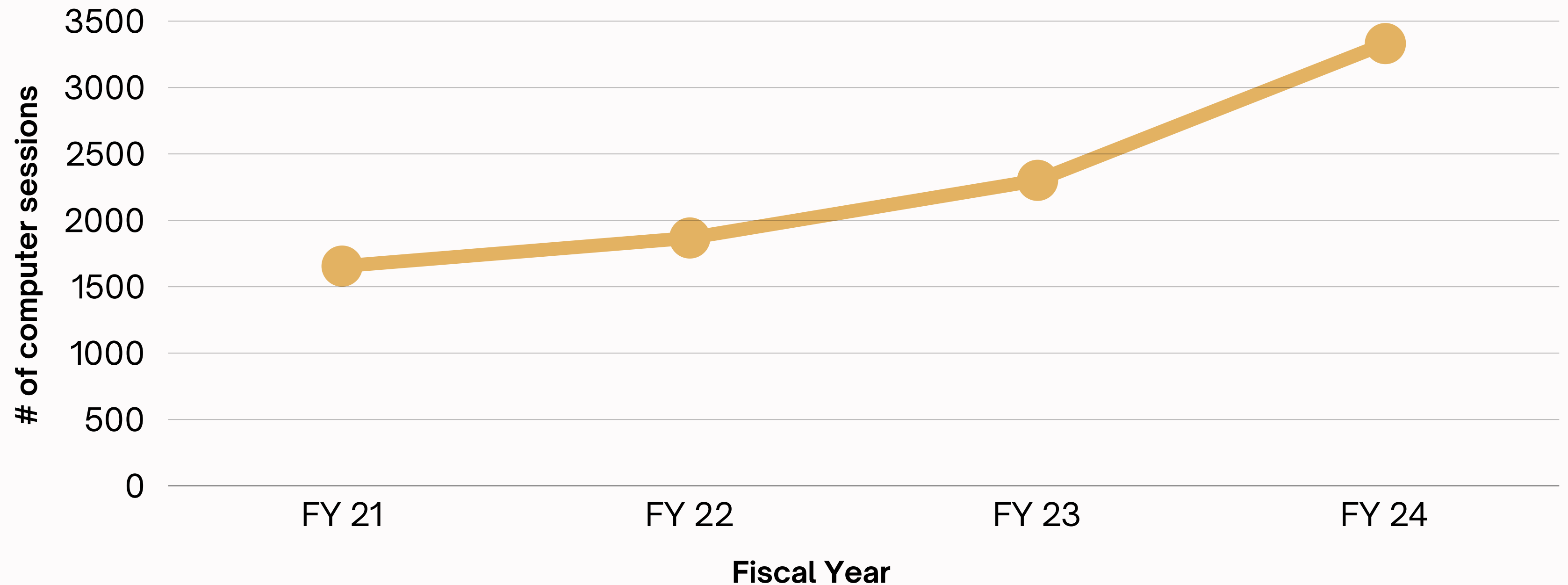
NEW CARDS ISSUED

5 Year Trend



COMPUTER SESSIONS

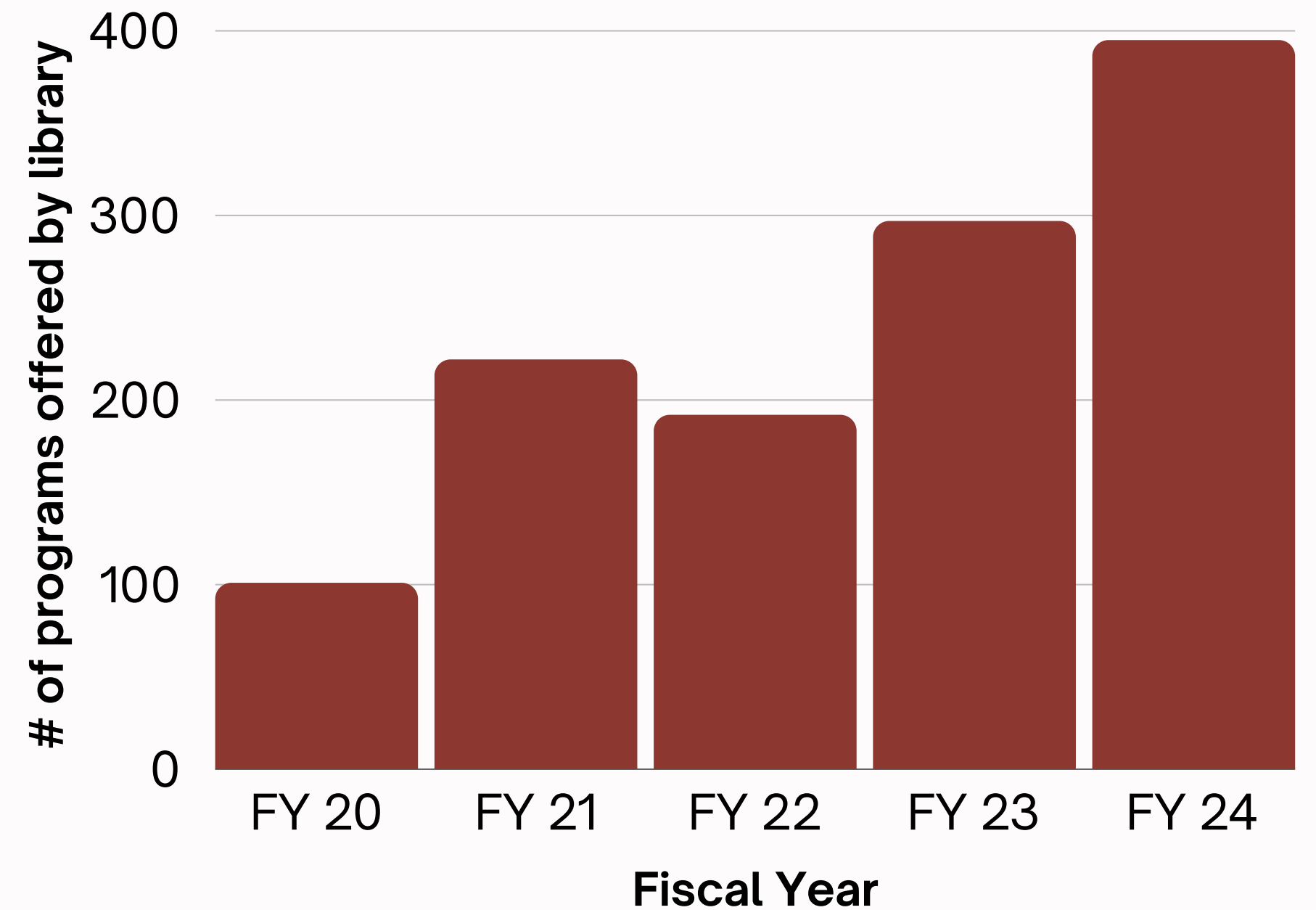
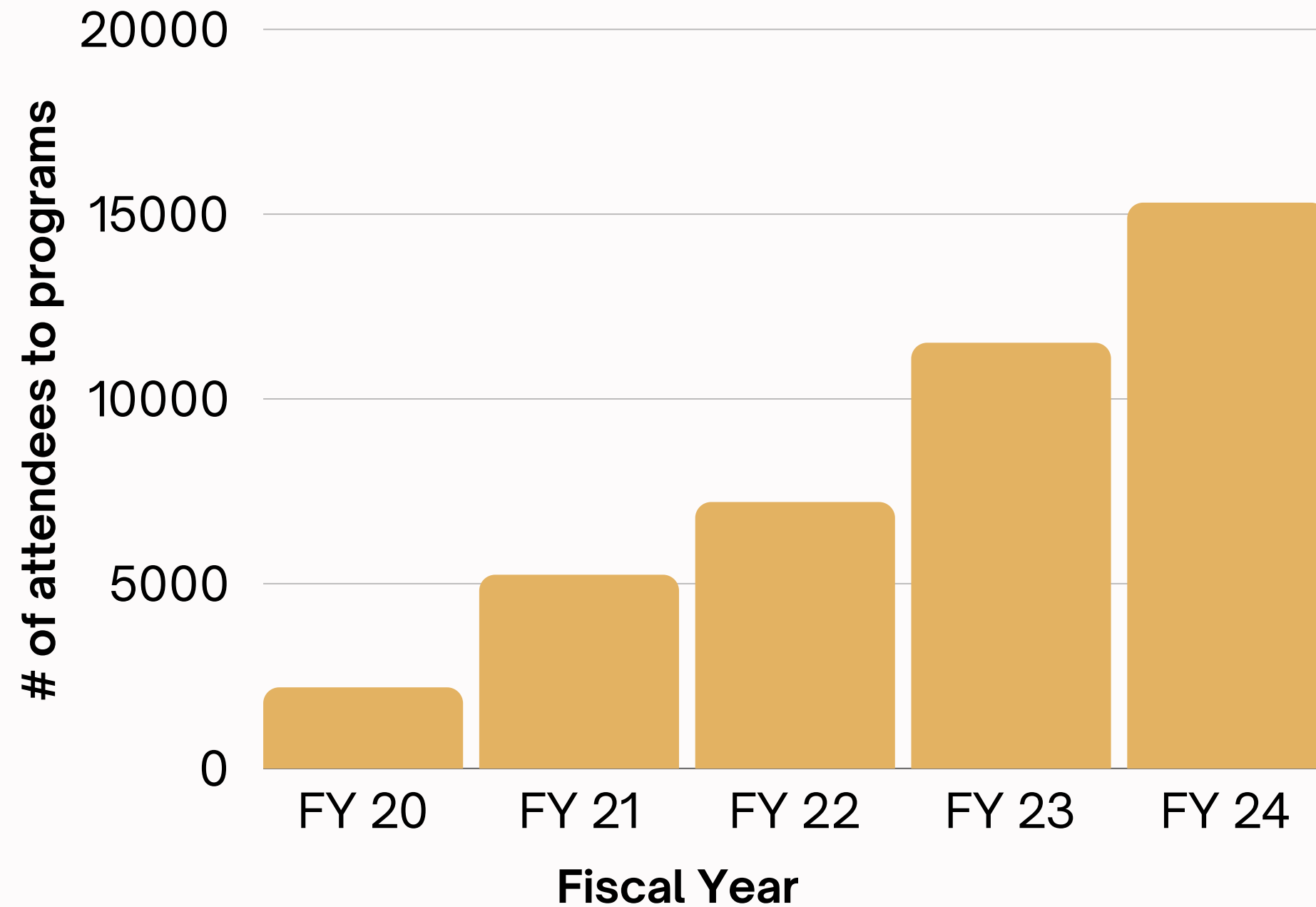
How many times patrons used the library computers
4 Year Trend



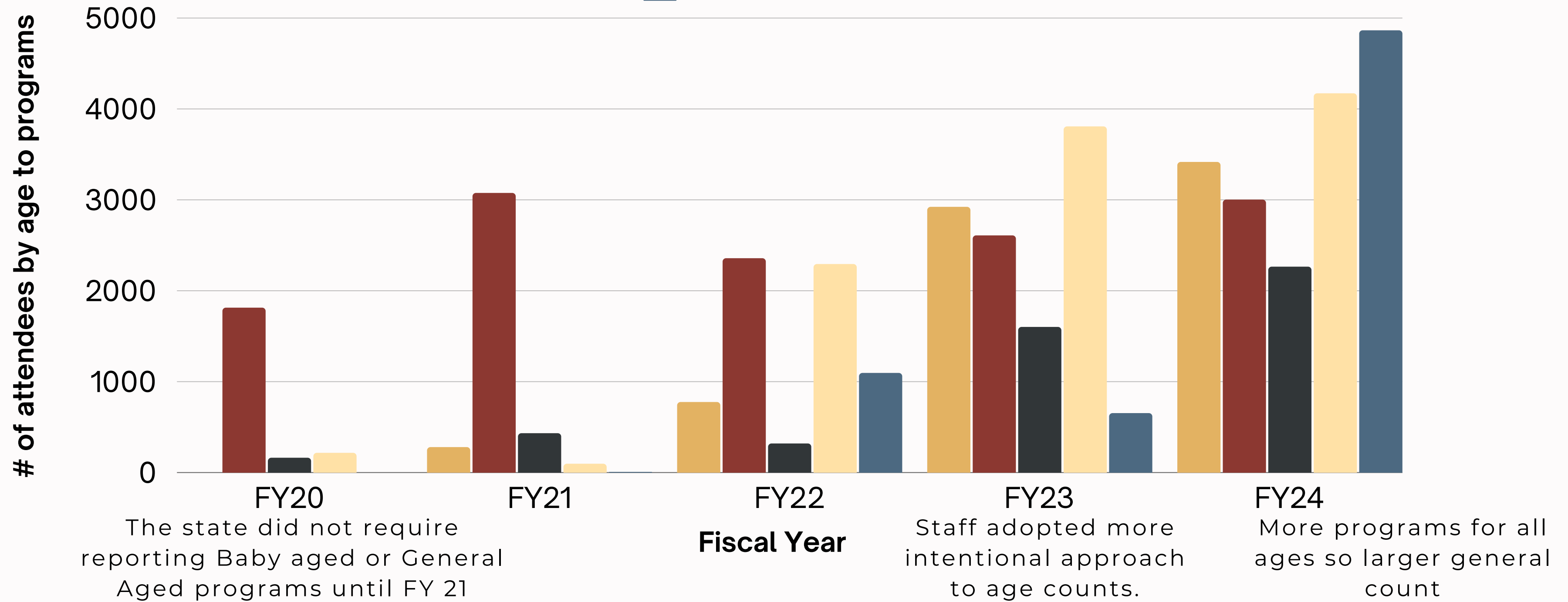
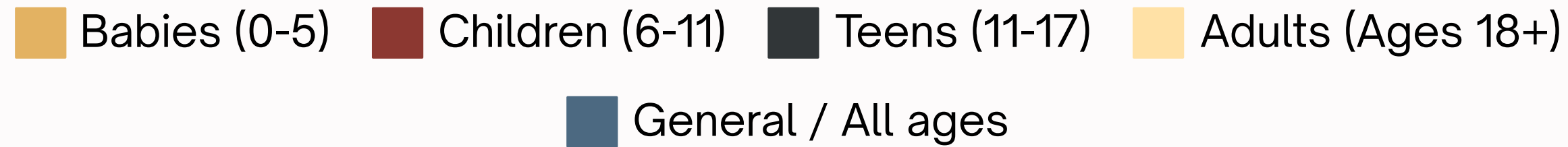
Computer sessions not track in FY20 due to library closure for COVID 19

PROGRAM ATTENDANCE & PROGRAMS

5 Year Trend



PROGRAMS ATTENDANCE BY AGE 5 Year Trend

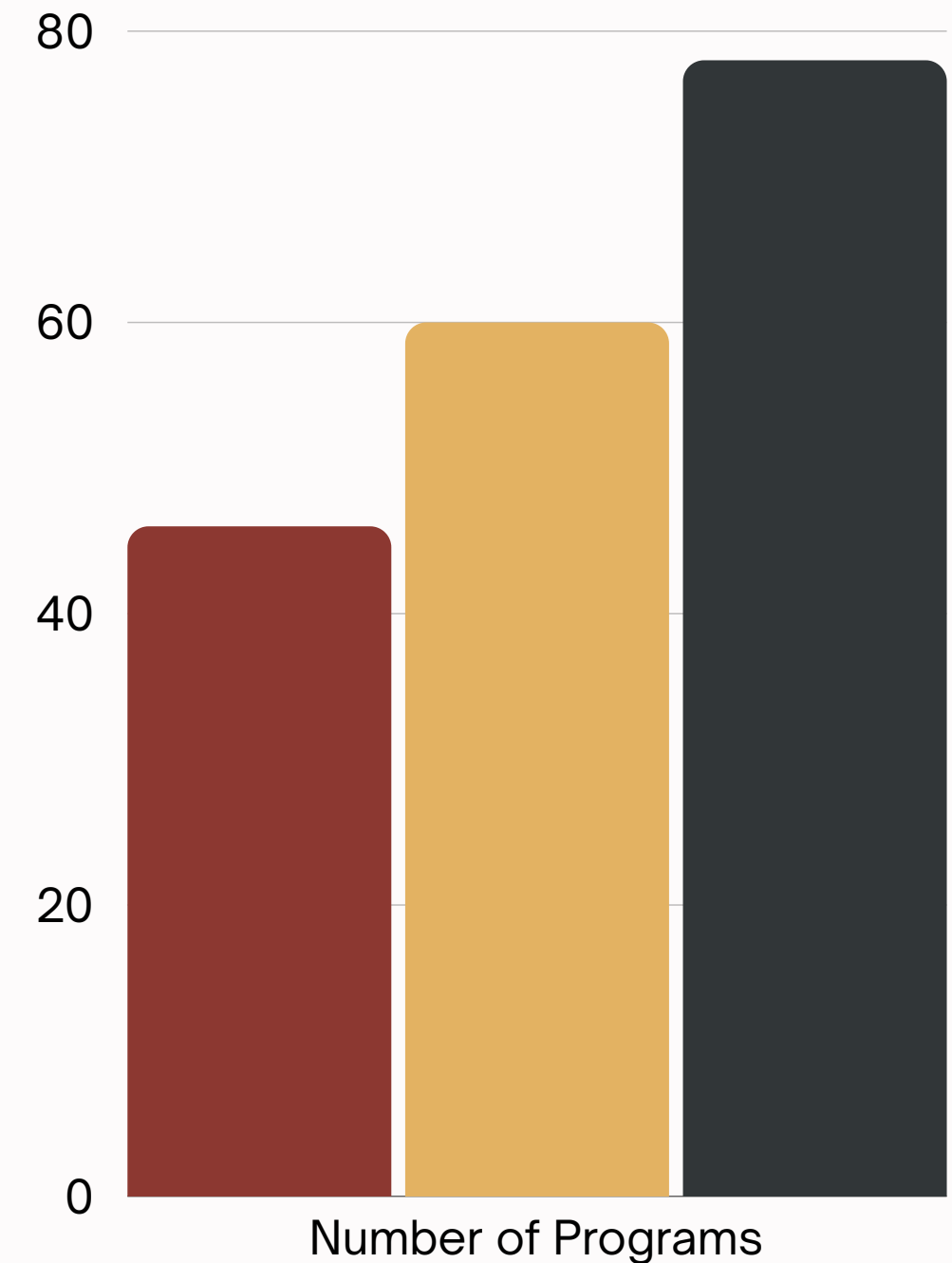
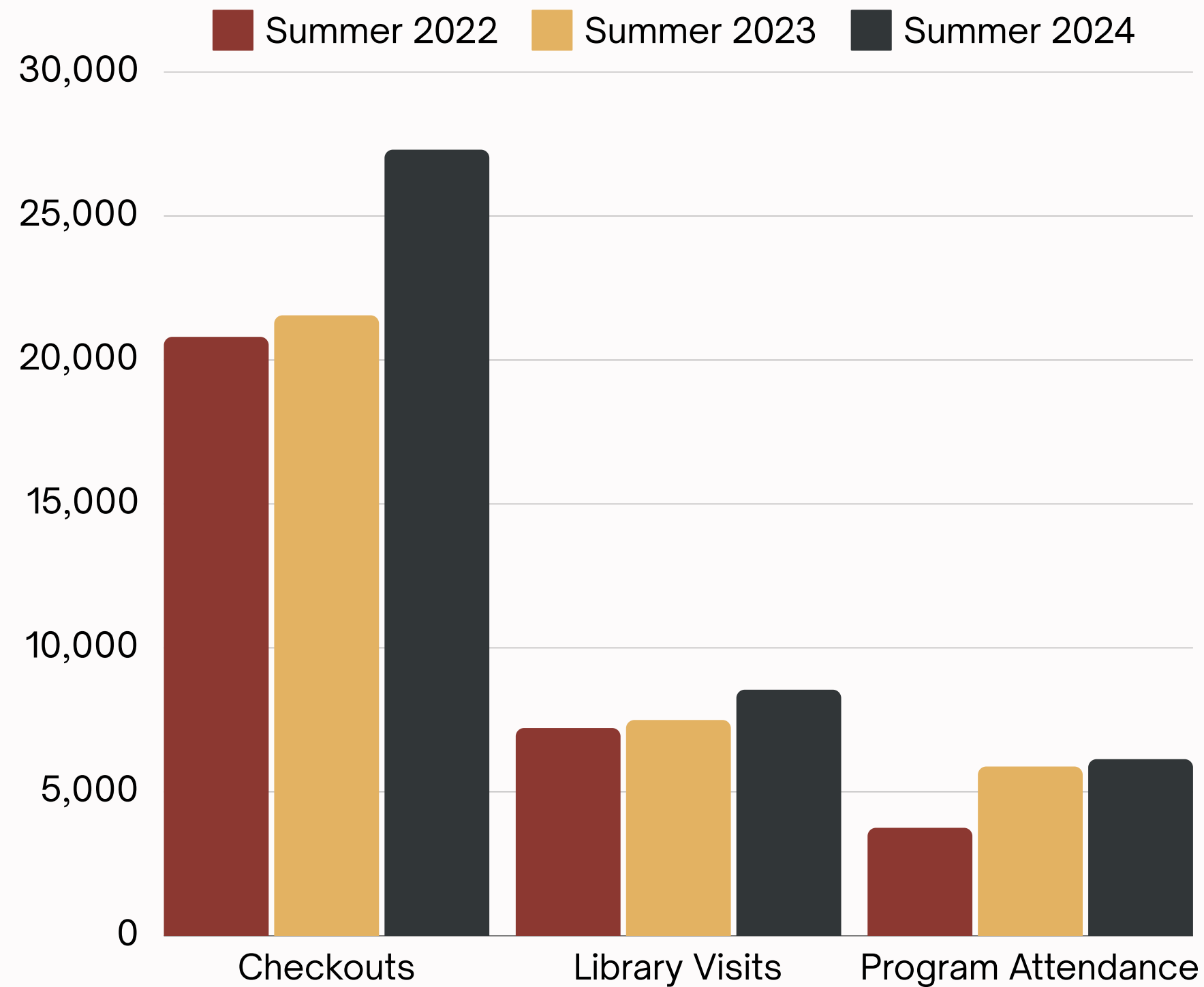


SUMMER READING PROGRAM

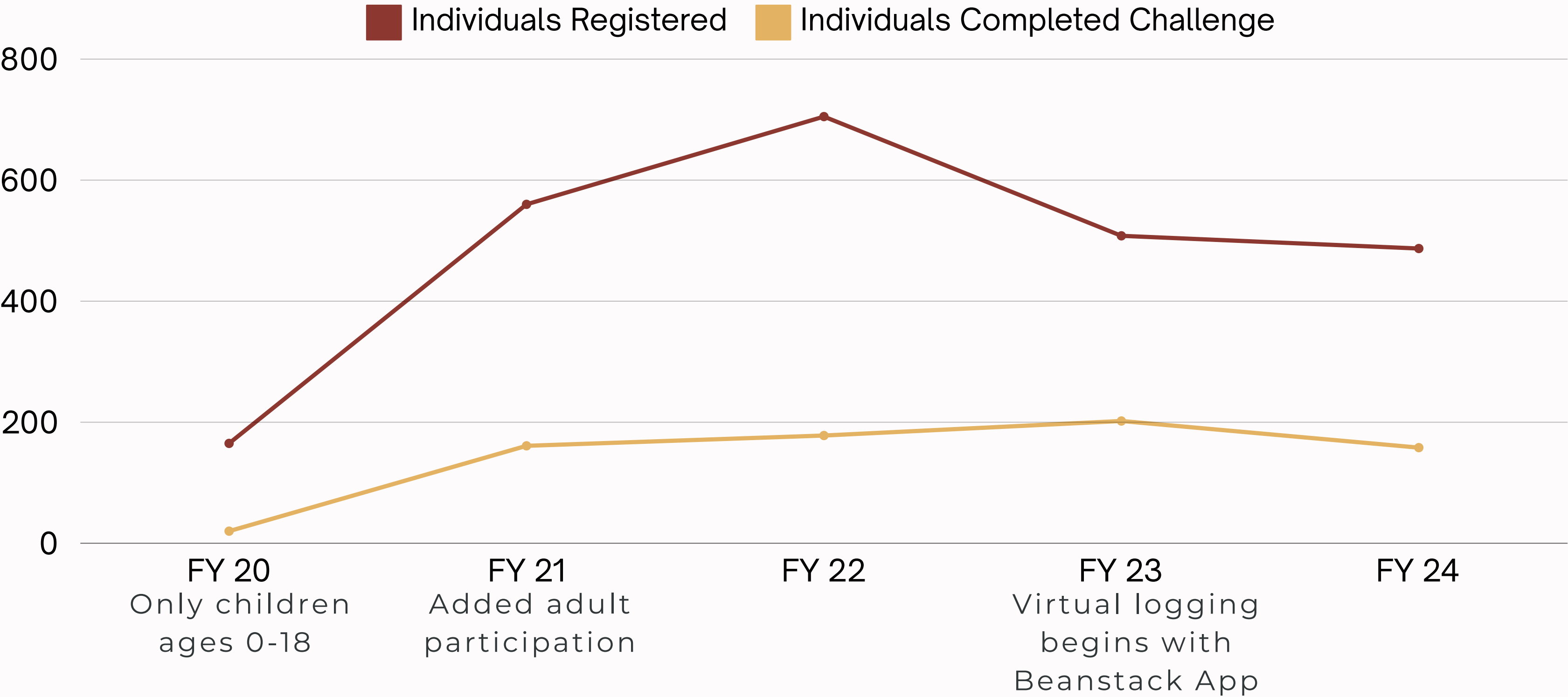


- The Melissa Public Library has seen significant changes to our Summer Reading Program (SRP) of 2023 and 2024.
- In Summer 2023, the library transitioned to an online tracking system for days in which a participant read. This allowed the librarians to focus on programming and outreach. However, the patrons were slower to adopt the new method, perhaps leading to the only slight increase in checkouts and library visits.
- Every summer, a library's goal is a 30% challenge completion rate for enrolled participants. Melissa Public Library successfully exceeded that goal with a 32% participation challenge completion rate.

SUMMER READING PROGRAM NUMBERS



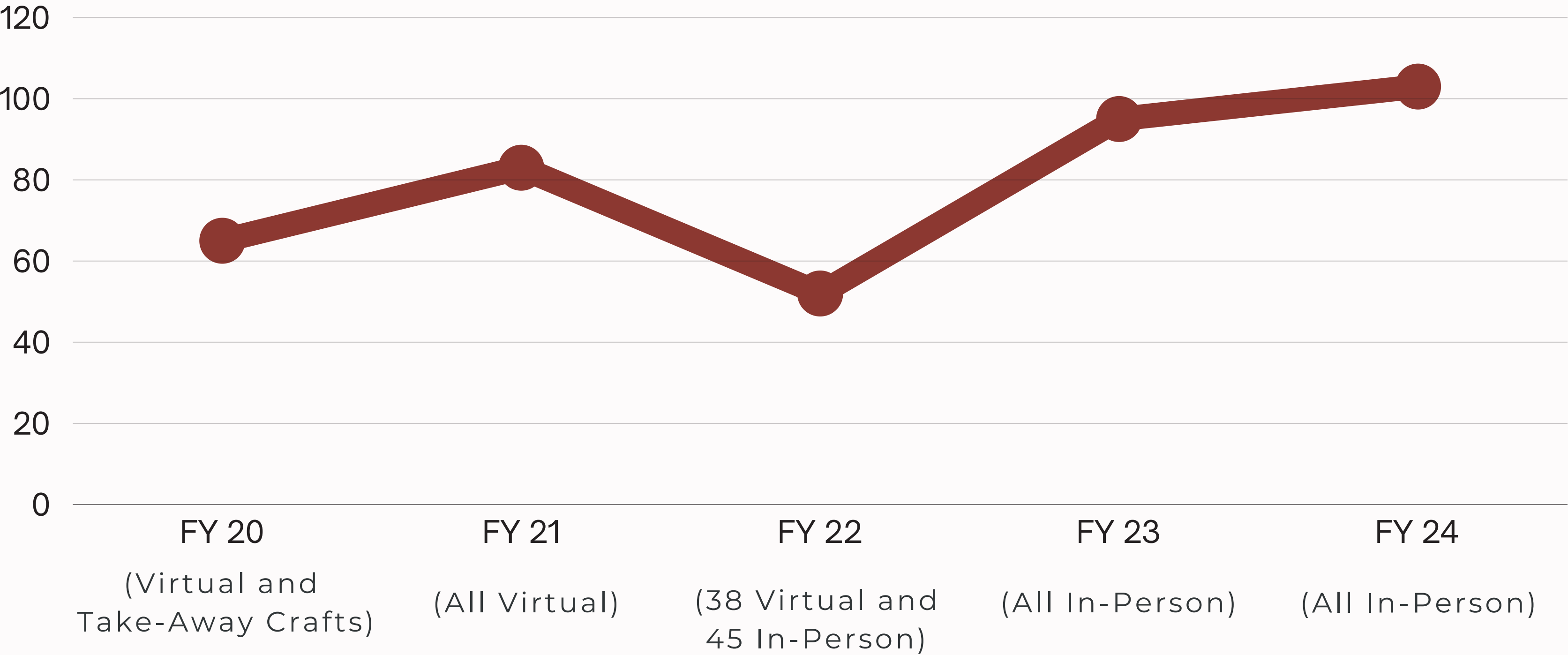
SUMMER READING PROGRAM CHALLENGE PARTICIPATION



SUMMER PROGRAMMING

5 YEAR TREND

*From the End of May (MISD School Release)
until August (MISD School Return)*

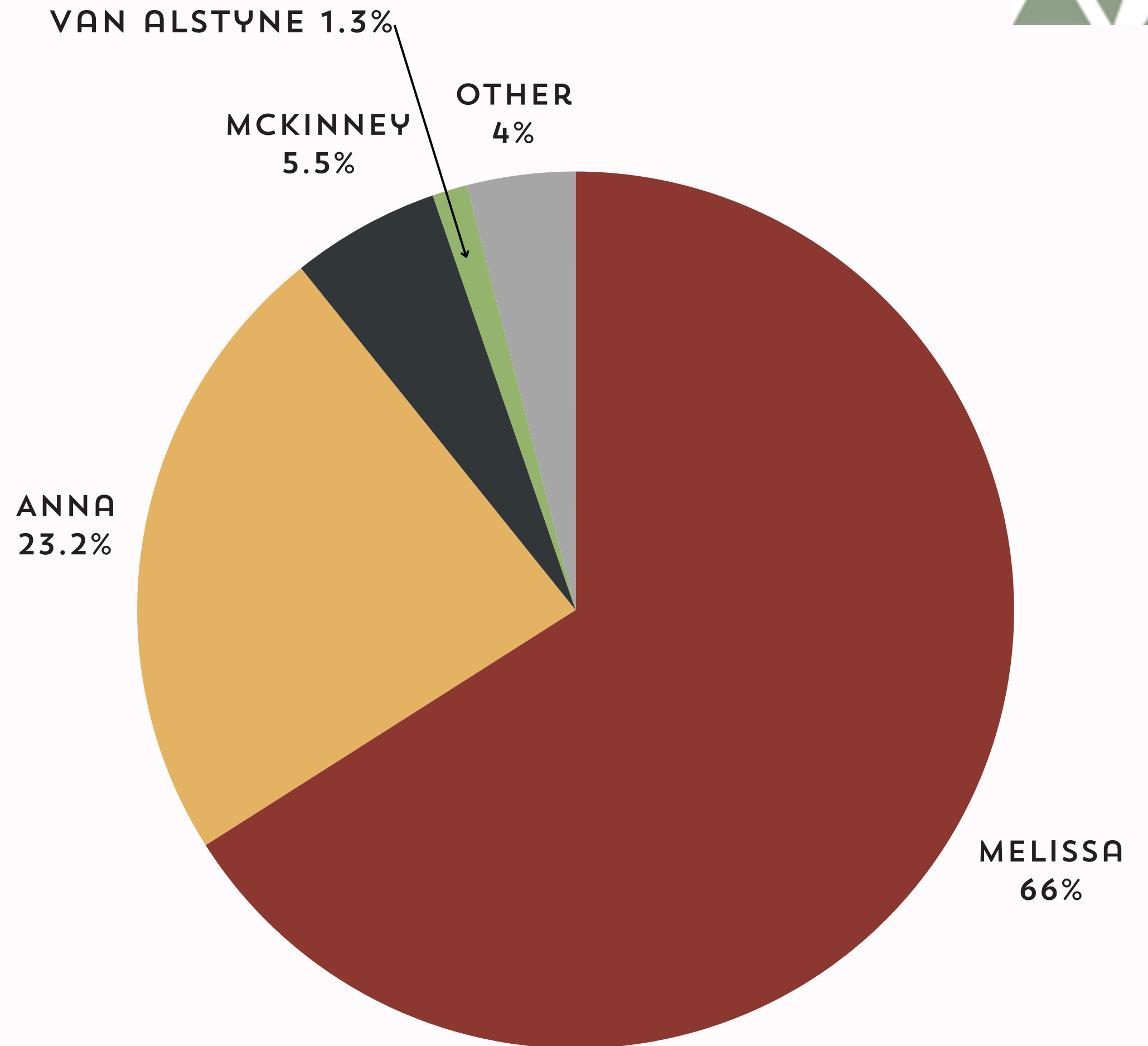


USER DEMOGRAPHICS



- A review of our patrons by home address.

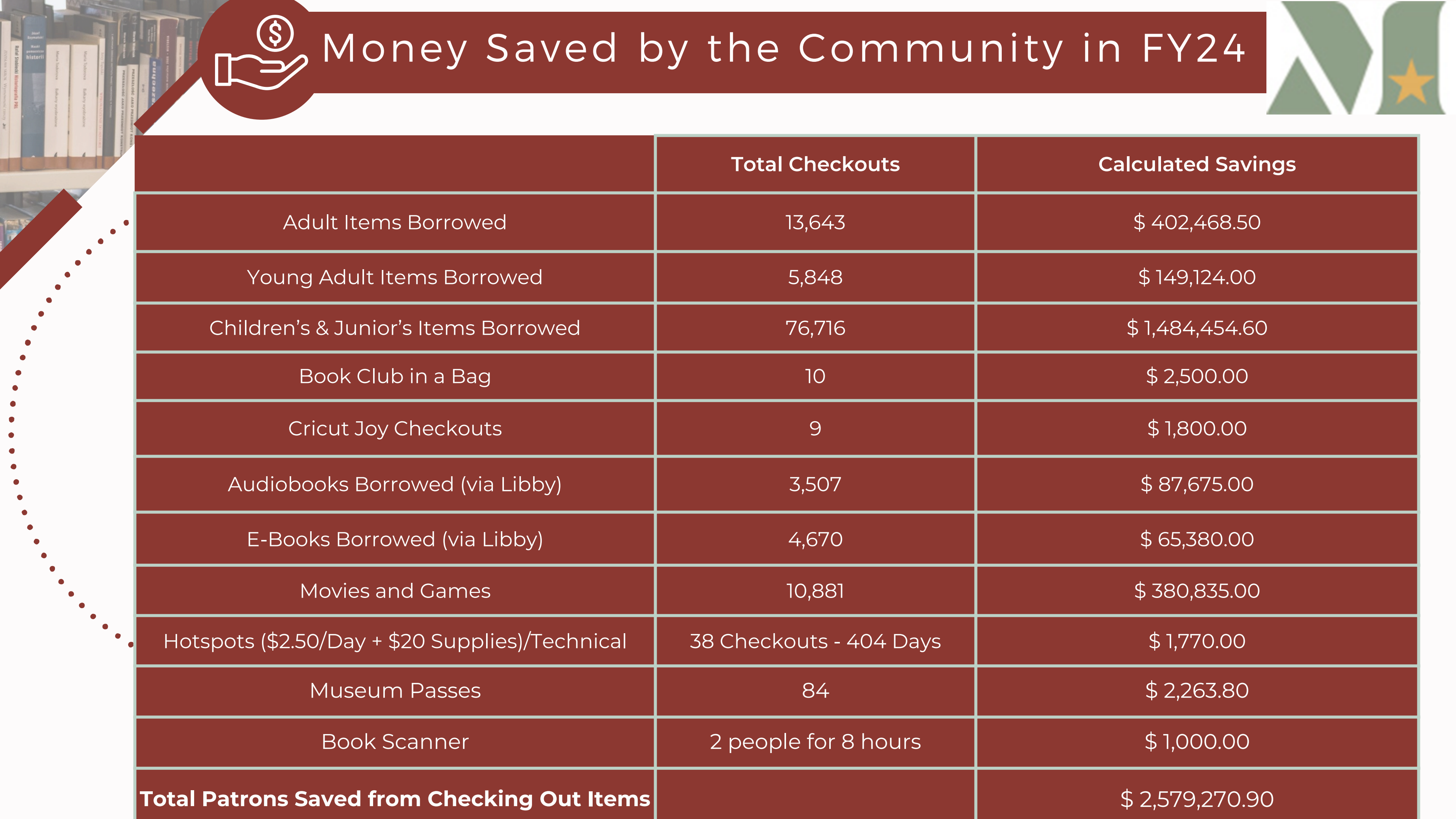
Communities served by Melissa Public Library



COMMUNITY SAVINGS



- A library is a community resource and provides programming, materials and staff that enhance the lives of patrons and other community members when utilizing the library's services.
- By attending programs, checking out items, using the computers, etc. a person saves money and therefore has the opportunity to spend those savings back into the local (Melissa) economy!



	Total Checkouts	Calculated Savings
Adult Items Borrowed	13,643	\$ 402,468.50
Young Adult Items Borrowed	5,848	\$ 149,124.00
Children's & Junior's Items Borrowed	76,716	\$ 1,484,454.60
Book Club in a Bag	10	\$ 2,500.00
Cricut Joy Checkouts	9	\$ 1,800.00
Audiobooks Borrowed (via Libby)	3,507	\$ 87,675.00
E-Books Borrowed (via Libby)	4,670	\$ 65,380.00
Movies and Games	10,881	\$ 380,835.00
Hotspots (\$2.50/Day + \$20 Supplies)/Technical	38 Checkouts - 404 Days	\$ 1,770.00
Museum Passes	84	\$ 2,263.80
Book Scanner	2 people for 8 hours	\$ 1,000.00
Total Patrons Saved from Checking Out Items		\$ 2,579,270.90



Money Saved by the Community in FY24



		Calculated Savings
Volunteers	307.79 hours	\$6,155.80
Programs with Adult Attendance (per annual report)	6,561	\$ 131,2200.00
Programs with Teen Attendance (per annual report)	2,265	\$ 122,514.00
Programs with Child Attendance (per annual report)	6,486	
Total Saved from Attending Programs		\$ 253,734.00
Computer Usage	2,301 hours	\$ 89,937.00
Udemy Services and Lectures	106 logins	\$ 26,500.00
TexShare Database	53 logins	\$ 530.00
Reference Questions	3,063	\$ 46,710.75
Total Saved from Using Services		\$ 163,677.75
ILL Requests received from other libraries	41	\$ 1,494.45
Public Notary Fulfillments	481	\$ 1,924.00
Total Saved from these Services		\$ 3,418.45
Total saved by Melissa Public Library Patrons from 10/1/23 to 9/30/2024		\$ 3,000,101.10

PUBLIC RESPONSE



- The Mission of Melissa Public Library is to enrich the community by providing resources to aid in the pursuit of information and provide recreation and cultural enhancement using print, various media products, electronic access and planned quality programs available to all.
- The following quotes, reviews, & testimonials provide proof that Melissa Public Library staff are on the right track.

As a fellow librarian (school) new to the area, I am constantly impressed with your programming & presence on social media. You guys do a phenomenal job connecting with the community and providing a variety of different kinds of programs. Great job!

One mom commented that she loves coming (even by herself!) to our Noon Years Eve Party for kids!

Melissa Public Library hosted such a sweet 4th of July event for all these kiddos today!



The library is our son's favorite place! We come up here every single week and grab a ton of books and then do the crafts and go to the programs.

We love our Melissa library ❤️ and the librarians make the library's ambience perfect!! Both of my kids get excited just mentioning 'let's go to the library'. The staff are just amazing, always ready to help and the monthly activities they put in for the kids is awesome. Thank you for all you guys do!!

Thank you MPL for giving our kiddos a place to learn and grow!



Melissa Public Library
Attn: person in charge of
the Halloween Festival
3411 Barker Ave.
Melissa, TX 75454

75454-956911

To Whom it May Concern,

I just wanted to extend a quick thank you to the person in charge of the Halloween festival there at the library! My son had a blast at the face painter, "pumpkin patch" and reptile area! Oh and he loved meeting Spiderman! Please know your time + energy are appreciated.

Mallory Wiley



Email from Patron

"April is awesome! I just want you to know how thankful I am. She helped me more than she'll ever know!"
April helped with computer skills.

In conversation

"I've been in here studying & I passed!
Now I can bring my boys to play & learn!"

After a Magic Show

"Truly, thank you for everything y'all do for the Library. These events are so much fun and we love getting the family together to come to them."

Google Review

"This library has the best activities and my grandchildren love going there."

In Conversation

"Thanks so much for your fun programs! We love coming to them."

OUR GOALS AND HOW YOU CAN HELP



- The Melissa Public Library’s logo is “A global reach with a local touch”. We strive to provide the best for our patrons community and staff. This goal impacts our future planning of strategy, programs, events, services, and materials.
- If you would like to know more, please email Director Jennifer Nehls at jnehls@cityofmelissa.com or refer to the most recent City of Melissa Annual Budget publication.

FY25 Goals

01

Expansion planning to encompass Court area

02

Define books by genres to allow for easier patron searches

03

Grow Genealogy resources and add tools for record archiving

04

Build more programs and attendee following for adults

05

Conduct community survey and use results for further strategic planning



What can I do
to help support
the library?

Share this report on social media!



Like and Share the Library's social media posts!

Your business or group can sponsor a program or host a space during renovations for crafts, storytimes, teen groups, and more!

Attend a program!

Join our Library Advisory Board!

Check out items from the library!

Get a library card!

Donate to support!

Stop by and say "hello!"

Join our Friends of Melissa Public Library!

Share your thoughts and program ideas with us!



THANK YOU!

*Melissa Public Library
and Staff*