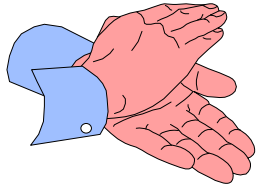


# FAST FACTS

*Recent Statistics from The Library Research Service*

ED3/110.10/No. 148

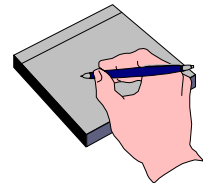
October 5, 1998



## The Colorado Library Card A Resource Sharing Success Story

In Spring 1998, 133 (85 percent) of the 156 public, academic, and special libraries participating in the CLC program responded to an evaluation survey. By sector, the response rates were: public, 99 out of 112 or 88 percent; academic, 23 out of 29 or 79 percent; and special, 11 out of 15 or 73 percent. The results indicate that the Colorado Library Card program is an overwhelming success.

■ **Colorado Library Card libraries generally extend the same borrowing privileges to other Coloradans as to their primary clientele. This is the core principle of the CLC agreement signed by participating libraries.**



- At nine out of 10 CLC libraries, non-resident\* users can borrow books and audio books on the same terms as residents, as well as return materials borrowed from other libraries. Among the respondents, such privileges are almost universal among public and special libraries and are extended by three out of four academic libraries.
- At four out of five CLC libraries, non-residents can borrow audio CDs, videos, and audio music cassettes and receive online database/Internet searches on the same terms as residents. Among the respondents, such privileges are almost universal among public and special libraries and are extended by one-quarter to three-quarters of academic libraries.
- At three out of five CLC libraries, non-residents can request loans of materials from other libraries on the same terms as residents—a privilege not even mandated by the CLC agreement signed by participating libraries. Among the respondents, this privilege is extended by all special libraries, three out of five public libraries, and half of academic libraries.

Note: Throughout this document, the term "non-resident" is used to refer to non-residents of a public library's legal service area as well as to those not affiliated with a college or university operating an academic library or an organization operating a special library.

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■ **The overwhelming majority of participating libraries of all types report that none of the anticipated costs of their participation in the CLC program is an issue.**

- Nine out of 10 participating libraries have had no major problems dealing with increased workloads at circulation, reference, and interlibrary loan desks; nor do they report excessive competition for library space or technology, dramatic increases in courier traffic, or ignorance among non-resident borrowers of local library policies.
- Four out of five participating libraries report no concerns about damage to or loss of materials or excessive competition for popular materials, such as best-selling books and videos; or problematic differences among CLC regarding available formats and services, loan periods, or fine rates.
- Three quarters of participating libraries have no issue with keeping borrower and circulation statistics required by the CLC agreement. The quarter of responding libraries that are experiencing issues of this sort are primarily public libraries.
- Two-thirds of participating libraries are not experiencing major problems relating to the standing of non-resident borrowers with their home library or other CLC libraries. The third of responding libraries that are experiencing issues of this sort are primarily public libraries.



■ **When asked to characterize the amount of effort required by CLC participation, considering the resources (staff, collections, facilities) they expend to serve non-residents, four out of five responding libraries indicated that it involved no or negligible effort.**

■ **When asked to give the CLC program an overall rating based on its public relations value, as well as its impact on resident and non-resident users, two-thirds of responding libraries rated it modestly or very successful. Almost all of the remaining third indicated that it had no effect. No academic or special libraries characterized their participation as unsuccessful.**

Possible explanations for these overwhelmingly positive results include that total reported CLC circulation statewide (about 877,000) is equal to only 2.7 percent of total circulation (32 million) and that the number of libraries receiving extraordinary amounts of business due to the CLC program is a small one. Of the state's 115 public library jurisdictions, only 15 (13 percent) have double-digit percentages of CLC registrants relative to local registrants. Many of these libraries function in extraordinary circumstances that may help to explain this survey's findings. Two examples: Denver Public Library, which has the most non-resident borrowers—84,436 (25 percent of its registered residents)—receives funding from the General Assembly to serve as the Colorado Resource Center. Like other municipal libraries in Boulder county, Louisville Public Library serves residents of Boulder cities and unincorporated Boulder county who do not have their own libraries. As a result, it reports non-resident registration equal to 67 percent of its resident registration—the highest such figure statewide).



Apparently, the Colorado Library Card program is achieving its primary aim of extending open access to libraries statewide (among public, academic, and special libraries), and—at least so far—is not raising cost-of-participation issues for the vast majority of participating libraries.



# Colorado Library Card (CLC) Evaluation Survey Final Results, September 17, 1998

1. Which of the following services does your staff extend to residents and/or non-resident borrowers?

Service	Type	Percent who lend to resident borrowers	Percent who lend to resident borrowers who also lend to non-resident borrowers
a) Loan books	ALL	95.4%	93.3%
	Academic	94.4%	76.5%
	Public	98.8%	95.1%
	Special	62.5%	100.0%
b) Loan audio books (i.e., books on tape)	ALL	80.7%	89.8%
	Academic	33.3%	66.7%
	Public	96.4%	90.0%
	Special	25.0%	100.0%
c) Loan videos	ALL	78.9%	77.9%
	Academic	66.7%	50.0%
	Public	86.7%	80.6%
	Special	25.0%	100.0%
d) Loan audio CDs	ALL	39.4%	79.1%
	Academic	55.6%	40.0%
	Public	37.3%	90.3%
	Special	25.0%	100.0%
e) Loan audio cassettes (music)	ALL	49.5%	75.9%
	Academic	50.0%	22.2%
	Public	51.8%	86.1%
	Special	25.0%	100.0%
f) Loan other formats	ALL	19.3%	71.4%
	Academic	16.7%	33.3%
	Public	21.7%	77.8%
	Special	0.0%	0.0%
g) Accept interlibrary loan requests	ALL	92.7%	61.4%
	Academic	88.9%	50.0%
	Public	97.6%	59.3%
	Special	50.0%	100.0%
h) Conduct online database/Internet searches	ALL	78.9%	81.4%
	Academic	66.7%	50.0%
	Public	83.1%	84.1%
	Special	62.5%	100.0%
i) Accept materials checked out from other CLC libraries for return via courier	ALL	86.2%	90.4%
	Academic	94.4%	70.6%
	Public	91.6%	92.1%
	Special	12.5%	100.0%
j) Other services	ALL	11.0%	83.3%
	Academic	5.6%	100.0%
	Public	13.3%	81.8%
	Special	0.0%	0.0%

2. How much of an issue is each of the following for your library as a Colorado Library Card participant?:

Issue	Type	Percent Responding			
		Not an issue	Consi- dering action	Taking/ have taken action	No respon- se
a) Loss of materials	ALL	82.6%	3.7%	9.2%	4.6%
	Academic	77.8%	5.6%	11.1%	5.6%
	Public	83.1%	2.4%	9.6%	4.8%
	Special	87.5%	12.5%	0.0%	0.0%
b) Damage to materials	ALL	84.4%	5.5%	6.4%	3.7%
	Academic	88.9%	11.1%	0.0%	0.0%
	Public	83.1%	3.6%	8.4%	4.8%
	Special	87.5%	12.5%	0.0%	0.0%
c) Increased workload at circulation desk	ALL	90.8%	1.8%	2.8%	4.6%
	Academic	94.4%	5.6%	0.0%	0.0%
	Public	89.2%	1.2%	3.6%	6.0%
	Special	100.0%	0.0%	0.0%	0.0%
d) Increased workload at reference desk	ALL	89.9%	4.6%	1.8%	3.7%
	Academic	94.4%	5.6%	0.0%	0.0%
	Public	89.2%	3.6%	2.4%	4.8%
	Special	87.5%	12.5%	0.0%	0.0%
e) Increased workload for interlibrary loan	ALL	89.9%	2.8%	0.9%	6.4%
	Academic	94.4%	0.0%	0.0%	5.6%
	Public	88.0%	3.6%	1.2%	7.2%
	Special	100.0%	0.0%	0.0%	0.0%
f) Increased courier traffic	ALL	93.6%	1.8%	0.9%	3.7%
	Academic	100.0%	0.0%	0.0%	0.0%
	Public	91.6%	2.4%	1.2%	4.8%
	Special	100.0%	0.0%	0.0%	0.0%
g) Competition for library space (e.g., parking, tables/chairs, carrels)	ALL	89.9%	4.6%	0.9%	4.6%
	Academic	94.4%	5.6%	0.0%	0.0%
	Public	89.2%	3.6%	1.2%	6.0%
	Special	87.5%	12.5%	0.0%	0.0%
h) Competition for library technology (e.g., catalog/Internet terminals, printers)	ALL	85.3%	5.5%	2.8%	6.4%
	Academic	88.9%	11.1%	0.0%	0.0%
	Public	85.5%	2.4%	3.6%	8.4%
	Special	75.0%	25.0%	0.0%	0.0%
i) Competition for popular materials (e.g., best-selling books and videos)	ALL	83.5%	3.7%	6.4%	6.4%
	Academic	88.9%	0.0%	5.6%	5.6%
	Public	83.1%	3.6%	7.2%	6.0%
	Special	75.0%	12.5%	0.0%	12.5%
j) Not knowing if non-resident borrowers are in good standing with home/other CLC library	ALL	67.0%	21.1%	0.9%	11.0%
	Academic	83.3%	11.1%	0.0%	5.6%
	Public	61.4%	25.3%	1.2%	12.0%
	Special	87.5%	0.0%	0.0%	12.5%
k) Collecting overdue fines	ALL	81.7%	9.2%	2.8%	6.4%
	Academic	83.3%	5.6%	5.6%	5.6%
	Public	80.7%	9.6%	2.4%	7.2%
	Special	87.5%	12.5%	0.0%	0.0%
l) Keeping statistics on CLC borrowers	ALL	74.3%	13.8%	5.5%	6.4%
	Academic	94.4%	0.0%	0.0%	5.6%
	Public	69.9%	16.9%	7.2%	6.0%
	Special	75.0%	12.5%	0.0%	12.5%

Issue	Type	Percent Responding			
		Not an issue	Consi-dering action	Taking/ have taken action	No respon- se
m) Keeping statistics on CLC circulation	ALL	72.5%	13.8%	5.5%	8.3%
		94.4%	0.0%	0.0%	5.6%
	Academic	67.5%	16.9%	7.2%	8.4%
	Public	75.0%	12.5%	0.0%	12.5%
n) Ignorance of CLC borrowers about library's policies, procedures, rules	ALL	84.4%	6.4%	2.8%	6.4%
		77.8%	5.6%	5.6%	11.1%
	Academic	86.7%	6.0%	2.4%	4.8%
	Public	75.0%	12.5%	0.0%	12.5%
o) Differences among CLC libraries (e.g., available formats/services, loan periods, fine rates)	ALL	86.2%	5.5%	0.9%	7.3%
		88.9%	0.0%	0.0%	11.1%
	Academic	85.5%	7.2%	1.2%	6.0%
	Public	87.5%	0.0%	0.0%	12.5%
	Special				

3. Considering the resources (i.e., staff, collections, facilities) required by your participation in the CLC program, how would you characterize the amount of effort it involves?

	ALL	Aca- demic	Public	Special
No noticeable effort	35.8%	61.1%	30.1%	37.5%
Negligible effort (part of "the cost of doing business")	45.9%	27.8%	50.6%	37.5%
<b>No or negligible effort</b>	<b>80.7%</b>			
Modest effort (noticeable but absorbable costs)	18.3%	11.1%	19.3%	25.0%
Substantial effort (specific staffing and budgeting Allowances made)	0.0%	0.0%	0.0%	0.0%

4. Considering its public relations value as well as its impact on resident and non-resident users, what overall rating would you give to your library's participation in the CLC program? Mark one.

	ALL	Academic	Public	Special
Modestly successful	33.0%	16.7%	36.1%	37.5%
Very successful	33.9%	38.9%	33.7%	25.0%
<b>Successful</b>	<b>66.9%</b>			
Unsuccessful	1.8%	0.0%	2.4%	0.0%
No effect	28.4%	44.4%	24.1%	37.5%
No response	2.8%	0.0%	3.6%	0.0%

5. Do you or any of your staff have success stories to share about your library's experience as a CLC participant?

	Yes	No	No response
<b>ALL</b>	<b>8.3%</b>	<b>81.7%</b>	<b>10.1%</b>
Academic	5.6%	77.8%	16.7%
Public	9.6%	83.1%	7.2%
Special	0.0%	75.0%	25.0%