

SPECIAL SERVICES

BOOKS BY MAIL

The library mailed **13,460+ items** to City and County residents who were unable to come to the Main Library.



HOMEBOUND PROGRAM

Just because someone can't get to the Library doesn't mean they have to give up our services. In FY2013/2014, **staff processed** and a dedicated team of **more than 30 volunteers delivered 5,483 library items** to users unable to go to the Library for themselves.



THE BOTTOM LINE

SALARIES & BENEFITS	\$1,598,483
PRINT BOOKS & MAGAZINES	\$ 166,950
ELECTRONIC DATABASES/MAGAZINES	\$ 90,546
ELECTRONIC BOOKS & MUSIC	\$ 37,103
TOTAL COLLECTION EXPENDITURES	\$ 294,599
OTHER OPERATING EXPENDITURES	\$ 187,010
TOTAL OPERATING BUDGET	\$2,080,092

SOME MORE NUMBERS...

Service Area Population	120,001
Print Books in Collection	184,208
Audio Materials in Collection	20,787
Number of e-Books	51,082
Database Licenses Paid by NM State Library	45
Physical Magazines/Serial Subscriptions	194
Number of Computer Sessions	90,951
FTE Librarians on Staff	10
FTE Non-Librarians on Staff	28
Total Visits	314,873
Number of registered cardholders	51,906
Items checked out	478,675



SUNDAY

MEMORIAL DAY - LABOR DAY CLOSED
SEPTEMBER - MAY 1 PM - 5 PM

MONDAY - THURSDAY

9 AM - 8 PM

FRIDAY AND SATURDAY

10 AM - 6 PM



Contact Numbers
(Area Code 575)

Administration	528.4028
Children's	528.4225
Circulation (Main Desk)	528.4000
Media	528.4014
Outreach	528.4001
Reference	528.4005
Renewals	528.4010
Young Adult	528.4102



Fiscal Year 2013/2014

(July 2013 - June 2014)

Highlights

MISSION STATEMENT:

To have a positive impact on our diverse community by providing lifelong learning and literacy resources.

Thomas Branigan Memorial Library
200 East Picacho Avenue
Las Cruces, New Mexico 88001
<http://library.las-cruces.org>
575.528.4000



CHILDREN'S HIGHLIGHTS



WEEKLY PROGRAMS

Mother Goose Time gives little ones birth-13 months and their caregiver adults a time to socialize and play.

Toddler Time stories, songs and finger plays for 1-3 year olds.

Read To Me (ages 3+) books, songs, finger plays and puppet shows.

Rhythm Roundup (2-5 years) features music and motion.

Fantastic Fridays is our school year craft and story program for kids 7-11.



SUMMER READING PROGRAM

Fizz, Boom, READ, the **Summer 2014 Reading Club** ran from June 2 - July 18. Kids counted the days they read/listened for at least 20 minutes. This tied in with local elementary schools' focus on 20 minutes of daily reading. **489 children registered** and **171, or 35% completed 30 days** while **127 or 26% read for 40 days** and got a reader's medal. Parental feedback was positive while staff and kids had less paperwork to do than in previous years, so all benefitted. A big **thank you to the Friends of the Library for their generous support of this program!** We look forward to working together once again in coming years.

CHILDREN'S NUMBERS

We hosted **437** programs this year. Average attendance was just over **37** people a program for a total of **16,228** overall.

6,872 sessions were logged on the children's computers; staff answered **8,845 reference questions** while **108,837** library items were checked out.



HIGHLIGHTS

Monthly and Special Programs for our 12-18 year old customers (YA or Young Adult) covered a variety of topics from fantasy football to anime and more.

NUMBERS

Registration for the **2014 YA Summer Reading Program** was 247 while 118 finished. In addition, YA staff answered **2,980 reference questions** and teens **checked out 42,130** items.



REFERENCE HIGHLIGHTS

Our **reference services** include answering questions, teaching classes for the public and staff training. The reference librarians also conduct recreational and educational programs promoting life long learning. In addition, they are Notaries Public whose services are free.

REFERENCE NUMBERS

Reference staff answered **18,642 questions**. **8,409** were face-to-face in the Library; **8,219** on the Internet and **2,014** by phone. They also taught **63 computer classes**.



In addition, **1,207** people came to **117 classes** on other topics from finances to genealogy. **The 2014 Adult Summer Reading Program** was popular as well. There were **77 people** who read and attended the **9 programs** over the course of the summer.

MORE HIGHLIGHTS AND NUMBERS



ELECTRONIC RESOURCES

During FY 2013/2014, the Library added the **3M Cloud** e-book library to the e-services we offer. Now, our e-book collection (including two other services: **Freeding** and **OneClickdigital**) numbers just over **51,000**. In addition, **Freegal** provides access to **120,000+ downloadable and streaming songs**, while **Zinio** allows our cardholders to read **67 online magazines**.



Branigan Library Express

In late November 2013, the City of Las Cruces opened Sage Café just east of the East Mesa Recreation Center at 6121 Reynolds Drive. This is a multi-purpose, intergenerational facility with fitness & recreation programs and a locally owned & operated restaurant: Barbecue Heaven. **Branigan Library Express** is also here. **Hours** for this mini-library and the adjacent **computer lab** with **six computers** are from **2 pm until 6 pm Tuesday - Thursday** and from **1 pm until 5 pm Friday**.