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

<table>
<thead>
<tr>
<th>SALARIES &amp; BENEFITS</th>
<th>$1,598,483</th>
</tr>
</thead>
<tbody>
<tr>
<td>PRINT BOOKS &amp; MAGAZINES</td>
<td>$166,950</td>
</tr>
<tr>
<td>ELECTRONIC DATABASES/MAGAZINES</td>
<td>$90,546</td>
</tr>
<tr>
<td>ELECTRONIC BOOKS &amp; MUSIC</td>
<td>$37,103</td>
</tr>
<tr>
<td>TOTAL COLLECTION EXPENDITURES</td>
<td>$294,599</td>
</tr>
<tr>
<td>OTHER OPERATING EXPENDITURES</td>
<td>$187,010</td>
</tr>
<tr>
<td>TOTAL OPERATING BUDGET</td>
<td>$2,080,092</td>
</tr>
</tbody>
</table>

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

HOURS

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 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.

**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.

**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: Freading 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.

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.