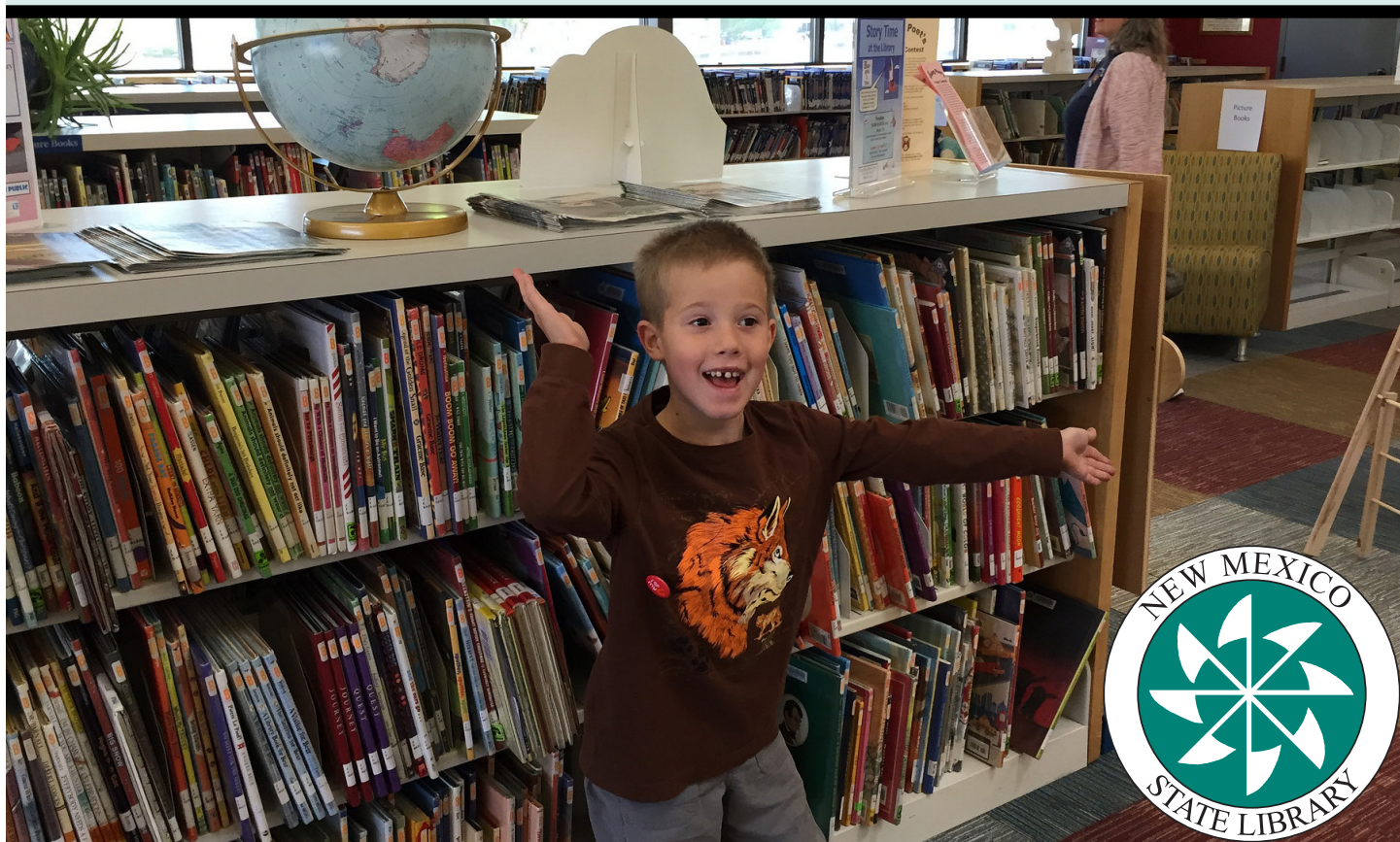




New Mexico Library Snapshot Day 2015
Celebrating one day in the life of New Mexico libraries!



Why Snapshot Day?

Snapshot Day is a national project designed to illustrate the incredible impact of services provided by libraries. As we enter the digital age, libraries are no longer simply a place to check out books. They are community hubs where citizens come for Internet access, digital downloads, socialization, employment help, and more.

A 2014 University of New Mexico report* found:

“Local libraries have become a lifeline to the technology resources and digital skills essential to full participation in civic life and in the economy. In addition to providing such services as free computer access, libraries increasingly are being called upon to provide technology training, assistance with job-seeking, and support for accessing e-government services. This is a role for which libraries were not originally established.”

The official Snapshot Day in New Mexico was April 16, 2015. On or around this date, 33 libraries (public, tribal, academic, school, and special) tracked the statistics published in this report. With 121 public and tribal library branches, 34 academic libraries, plus countless school and special libraries across New Mexico, this is just a small “snapshot” of the impact libraries have on citizens in any given day.

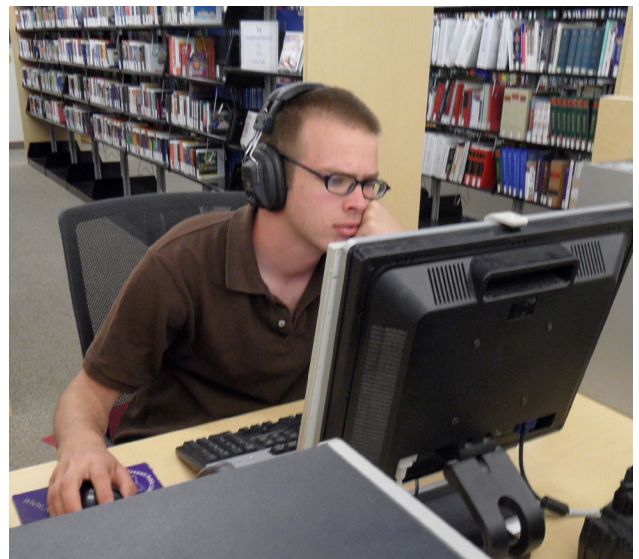
*UNM Bureau of Business and Economic Research report: “Building on the Past, Facing the Future: Renewing the Creative Economy of New Mexico” (2014).



Snapshot Day: By the Numbers

At 33 participating libraries...

- **17,828** visitors
- **176** library cards issued
- **3,711** public computer users
- **1,055** Wi-Fi users
- **65** job seekers helped
- Librarians answered **3,020** reference questions
- **1,536** youth, teens & adults attended **71** programs





A Library's Value



In one day, patrons at 33 participating libraries saved:

\$188,205

by borrowing books, movies, and other items.

{# of items borrowed multiplied by \$15, which is the average discounted retail cost of an item}

\$66,798

by using library computers for Internet access.

{# of users multiplied by the cost if they went to a FedEx Office Center @ \$18 per hour}

\$12,288

by attending library programs and events.

{# of children and adults attending a library program multiplied by the average cost of a movie ticket @ \$8}



Did You Know?



New Mexico has **121** public and tribal libraries - that's more libraries than Blake's Lotaburgers!

New Mexico public libraries have **4.9 million** items in their collections.

951,378 people in New Mexico are registered library card holders.



What are people saying about libraries?

“ The Los Lunas library is like a second home. There is a wonderful feeling of community. The facility is always bright and clean and welcoming! Well organized, well staffed, it is an important community asset for all ages.

-Susan, Los Lunas



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“ I'm very happy with the programs available. We are here three times a week attending programs provided for children.

-Karrie, Los Lunas

Whenever I need Internet or to print or fax something, the librarian is always ready to help. They are very friendly and knowledgeable.

-Darlene, Espanola

I came to pick up a book that the library specifically ordered for me. It doesn't get much better than that.

-Neal, Albuquerque

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“ The Ernie Pyle Library is a very small branch library in the former home of the journalist Ernie Pyle, but it is the hub of our community. Whenever I stop in there are people at all the computers, a long line of people checking out books and always patrons chatting with the librarian – sometimes for help with printing tax forms or working their Kindle but usually just to visit and connect in this cozy, friendly atmosphere. A stop at Ernie Pyle on my way home always brightens my day.

-Katherine, Albuquerque



“ The librarians helped me set up my device for e-books – thank you so much. I would have been lost without her help. I am so excited to use the new technology available!

-Anonymous, Rio Rancho

Libraries are mysteriously wonderful places. They contain shelves filled with colorful books containing so much information, enlightenment, entertainment and guidance. Books have individual feels, smells and looks. Librarians often are the friendly guides through the aisles of adventure.

-IAIA student

