

# Monthly Active Cardholders Count Louisville Free Public Library



KPI Owner: Jim Blanton

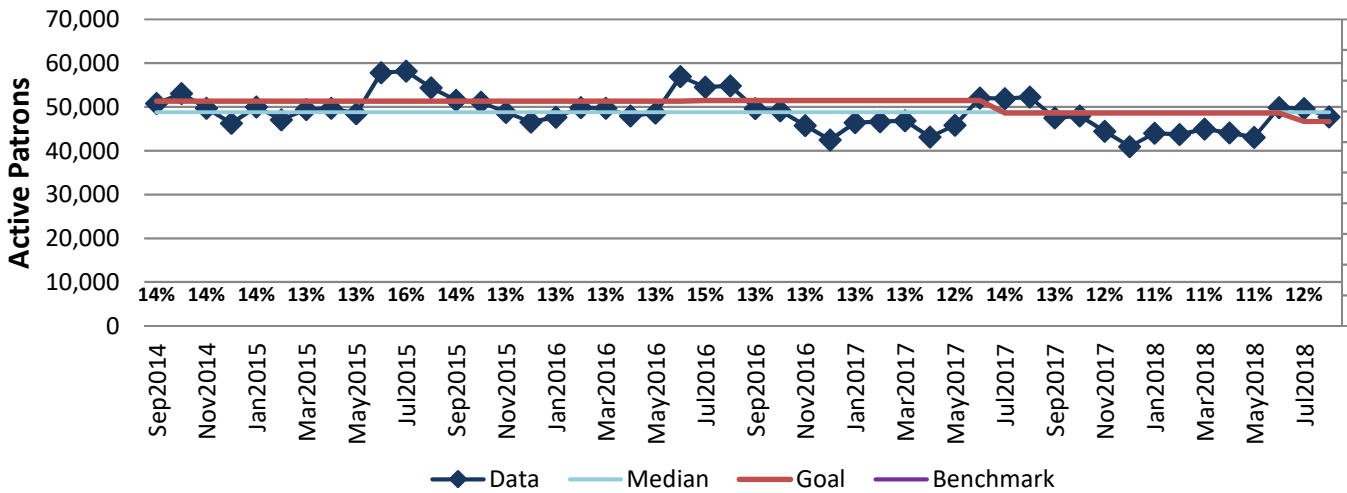
Process: Patron Services

Baseline, Goal, & Benchmark	Source Summary	Continuous Improvement Summary
Baseline: Oct13 - Sep14 monthly avg = 52,345 Goal: By June 30, 2019 Increase by 1% over previous year from 554,819 to 560,367 (46,697/mo.)  Benchmark: TBD	Data Source: LFPL Monthly Report  Goal Source: LFPL Strategic Plan  Benchmark Source: TBD	Plan-Do-Check-Act Step 3: Determine and quantify root causes Measurement Method: Count of how many patrons used their card in the previous month.  Why Measure: To monitor active patron trends.  Next Improvement Step: Begin a targeted email campaign to library patrons using OrangeBoy data analysis.

### How Are We Doing?

Sep2017-Aug2018 12 Month Goal	Sep2017-Aug2018 12 Month Actual		Aug2018 Goal	Aug2018 Actual	
<b>579,434</b>	<b>548,063</b>		<b>46,697</b>	<b>47,780</b>	
Active Patrons	Active Patrons		Active Patrons	Active Patrons	

## Monthly Active Cardholders Count



## Monthly Active Cardholders by Branch

