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For Immediate Release:

Library use skyrockets at Sherrills Ford-Terrell

Newton, NC, Jan. 14, 2015:

Sherrills Ford-Terrell residents are in love with their new library branch. During the three months the branch has been open, library use has skyrocketed in that corner of the county.

“We are so pleased that our branch is becoming such a community center,” said Jennifer Patterson, branch manager. Investment in library facilities and services in Southeast Catawba County has clearly paid off. Circulation and library visits are up dramatically and cardholders have grown by the hundreds.

Circulation of library materials grew 27 percent to 12,846 items checked. Library visits have increased even more—up 37 percent from October through December a year ago. A total of 12,484 visits were recorded for the last three months of 2014.

“These are the kinds of numbers we love to see,” said Suzanne White, library director. “Residents wanted a modern library that could serve as an active and collaborative community space, and by all counts, it looks like the community is embracing and enjoying our new expanded offerings.”

The enhanced facility has allowed for programming to increase dramatically. The last three months of 2014 saw programs nearly double and attendance skyrocket by 220 percent. Meeting room use—now that the branch has an actual meeting room—has risen from 106 to 580 attendees. Twenty-nine meetings have been held in the new gathering space, compared to only three at the old facility during the final quarter of 2013.

Patterson reported that 310 children, teens and adults attended 35 library programs at Sherrills Ford during the last quarter of 2013. A year later, 51 programs drew 991 people.

Library customers have enthusiastically embraced the new library facility, as staff report positive comments every day.

“We hear how the new library is so bright and colorful,” Patterson said. “They love coming here.”

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About: *The Catawba County Library System, headquartered in Newton, NC, serves the citizens of Catawba County with seven branches throughout the county and is a year-round, integral provider of early literacy and lifelong learning. In addition to traditional services, the system provides a full complement of computer and digital services, classes and support to bridge the digital divide, empower job seekers, and enhance community quality of life and economic health.*