Library
Anchorage: Performance. Value. Results.

Mission

Deliver opportunities for education, information, and enrichment for Municipal residents.

Core Services

- Education: foundational and self-directed
- Information: materials, research assistance, and instruction
- Technology: computing access and services

Accomplishment Goals

Increase opportunities for our children's success when they enter school by teaching the foundations of reading, social skills, and creative skills through early learning educational activities such as story times and summer reading programs.

Improve civic engagement, cultural enrichment, and enhance the quality of life for all Anchorage residents through provision of life-long educational services including library materials, online resources, and programs/events.

Improve economic advancement by providing equitable access to computing equipment and resources; and improve public safety by providing safe and stimulating places for teens, as well as clean, well-maintained buildings for all.

Performance Measures

Measure #1: Increase library use and performance in relation to national standards
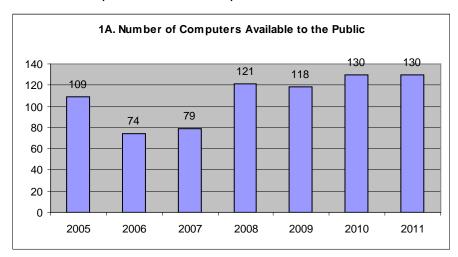

Note on library availability and usage:

- 2007—Mountain View Neighborhood Library closed pending relocation to its former building
- 2007—Muldoon Neighborhood Library closed for relocation and reopened
- 2008—Gerrish Neighborhood Library closed for relocation and reopened
- 2009—All Library hours reduced to meet the mandatory furlough
- 2009—Chugiak-Eagle River Neighborhood Library closed for relocation
- 2010—Mountain View Neighborhood Library reopened Q4
- 2010—Samson Dimond Neighborhood Library closed December

These closures negatively impacted the rate of usage and circulation of materials.

Unless specified, data for peer libraries is from the Public Library Data Service annual statistical report or Institute of Museum and Library Services. Peer libraries information is the average of 35 libraries with comparable service populations. These libraries were originally identified in the Anchorage Public Library Community Plan (2008).

A. Number of computers available for public use

1A. Number of Computers Available to the Public

Year	Number
2005	109
2006	74
2007	79
2008	121
2009	118
2010	130
2011	130

Note: original 2010 and 2011 public computer numbers included catalog computers and print release stations. These have been removed and all future totals will include public internet computers, laptops, and any other computer solely for the purpose of public access to the internet.

Peer libraries*:

2005	2006	2007	2008	2009	2010	2011
			144	204	no data	

*2008 data identified in Anchorage Public Library Community Plan process
  2009 data from Institute of Museum and Library Services' Public Libraries Survey
  2010 data is unavailable – not collected by IMLS or PLDS
  2011 Public Library Data Service data available May 2012
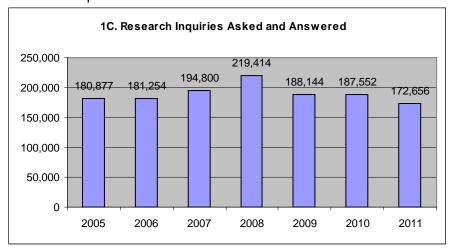
B. Age of public and staff computers

Average age of computers

2005	2006	2007	2008	2009	2010	2011
5.17	3.86	no data	3.25	2.74	3.46	4.46

Industry standard – no computer over 5 years old
Number of computers more than 5 years old

2005	2006	2007	2008	2009	2010	2011
59	24	0	27	0	0	53

C. Research inquiries asked and answered

1C. Research Inquiries Asked and Answered

Year	Value
2005	180,877
2006	181,254
2007	194,800
2008	219,414
2009	188,144
2010	187,552
2011	172,656

2012 Progress: Research inquiries

Q1	Q2	Q3	Q4	Total
39,887	47,422			87,309

Research inquiries asked and answered per capita
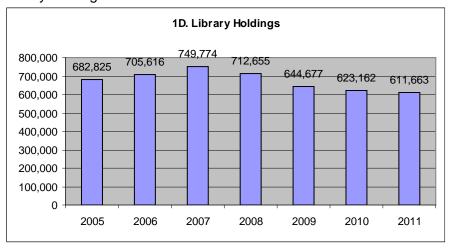
2005	2006	2007	2008	2009	2010	2011*
0.64	0.64	0.68	0.76	0.65	0.64	.058

*2011 – Telephone reference discontinued

Peer libraries:

2005	2006	2007	2008	2009	2010	2011
			1.13	1.14	1.10	

2011 Public Library Data Service data not yet available

D. Library holdings

1D. Library Holdings

Year	Holdings
2005	682,825
2006	705,616
2007	749,774
2008	712,655
2009	644,677
2010	623,162
2011	611,663

2012 Progress: Total library holdings

Q1	Q2	Q3	Q4
583,676	599,470		
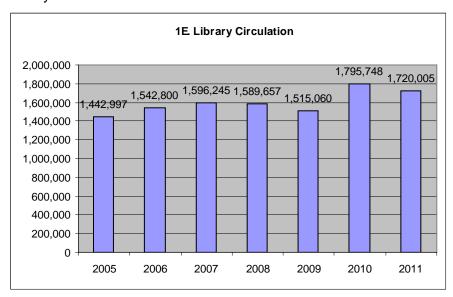
Library holdings per capita

2005	2006	2007	2008	2009	2010	2011
2.41	2.49	2.63	2.45	2.22	2.14	2.07

Peer libraries:

2005	2006	2007	2008	2009	2010	2011
			2.61	2.69	2.58	

2011 Public Library Data Service data not yet available

E. Library circulation

1E. Library Circulation

Year	Circulation
2005	1,442,997
2006	1,542,800
2007	1,596,245
2008	1,589,657
2009	1,515,060
2010	1,795,748
2011	1,720,005

2012 Progress: items in circulation

Q1	Q2	Q3	Q4	Total
435,371	422,391			877,762

Circulation per capita

2005	2006	2007	2008	2009	2010	2011
5.10	5.44	5.60	5.47	5.21	6.41	5.82

Peer libraries:

2005	2006	2007	2008	2009	2010	2011
			8.84	9.48	9.31	

2011 Public Library Data Service data not yet available

Circulation per registered borrower
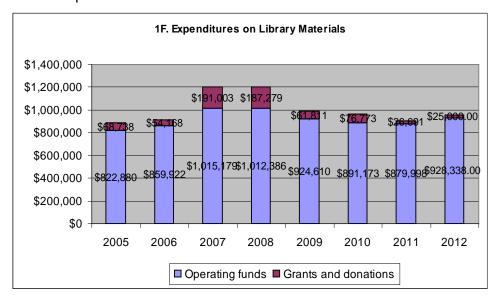
2005	2006	2007	2008	2009	2010	2011
12.36	11.39	10.40	9.31	8.07	9.75	8.48

Peer libraries:

2005	2006	2007	2008	2009	2010	2011
			15.46	16.81	17.45	

2011 Public Library Data Service data not yet available

F. Materials expenditures

1F. Expenditures on Library Materials

Year	Operating funds	Grants and donations
2005	$822,880	$68,738
2006	$859,922	$54,168
2007	$1,015,179	$191,003
2008	$1,012,386	$187,279
2009	$924,610	$61,811
2010	$891,173	$76,773
2011	$879,998	$26,691
2012	$928,338.00	$25,000.00

Legend: ☐ Operating funds ■ Grants and donations

Percentage of total expenditures for library materials

	2005	2006	2007	2008	2009	2010	2011	2012
Total direct costs	12.1%	12.0%	13.0%	12.0%	12.2%	11.7%	11.6%	
Total costs with IGCs	8.6%	8.3%	9.0%	8.5%	8.3%	8.0%	7.9%	

Peer libraries:

	2005	2006	2007	2008	2009	2010	2011	2012
Total costs with IGCs				12.8%	12.1%	11.6%		

2011 Public Library Data Service data not yet available

Materials expenditures per capita
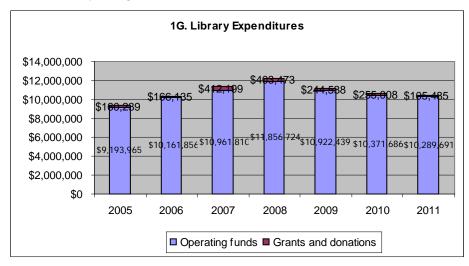
2005	2006	2007	2008	2009	2010	2011	2012
$2.91	$3.03	$3.57	$3.48	$3.18	$3.05	$2.98	

Peer libraries:

2005	2006	2007	2008	2009	2010	2011	2012
			$4.58	$4.47	$4.11		

2011 Public Library Data Service data not yet available

G. Overall library budget

1G. Library Expenditures

	Operating funds	Grants and donations
2005	$9,193,965	$160,239
2006	$10,161,856	$166,135
2007	$10,961,810	$412,199
2008	$11,856,724	$403,473
2009	$10,922,439	$244,588
2010	$10,371,686	$255,008
2011	$10,289,691	$105,485
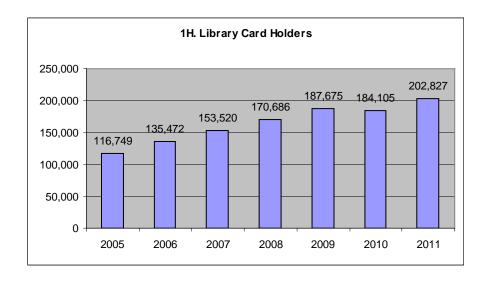
Overall library costs per capita

	2005	2006	2007	2008	2009	2010	2011
Total direct costs	$24.04	$25.34	$27.36	$28.96	$26.01	$26.06	$25.71
Total costs with IGCs	$34.02	$36.55	$39.37	$41.21	$38.49	$38.24	$37.60

Peer libraries:

	2005	2006	2007	2008	2009	2010	2011
Total costs with IGCs				$35.53	$36.09	$35.78	

2011 Public Library Data Service data not yet available

H. Library card holders (Calculation of this statistic is under review. In 2011 there were 91,612 non-expired Anchorage Public Library patrons. Inactive patrons may still use the public computers and other library services. Card holders reported below appears to be too high; simply reporting active APL card holders is too low. A formula to retrieve the accurate number is being developed.]

1H. Library Card Holders

Year	Card Holders
2005	116,749
2006	135,472
2007	153,520
2008	170,686
2009	187,675
2010	184,105
2011	202,827

2012 Progress: new library cards

Q1	Q2	Q3	Q4	Total
4,964	5,491			10,455

Library card holders as percentage of total population
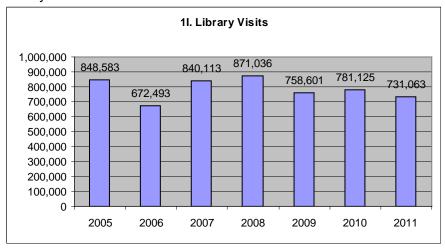
2005	2006	2007	2008	2009*	2010*	2011*
41.3%	47.7%	53.9%	58.7%	64.5%	63.1%	68.7%

*2009-2011 Includes some inactive patrons retained due to outstanding bills

Peer libraries:

2005	2006	2007	2008	2009	2010	2011
			55.8%	55.3%	55.9%	

2011 Public Library Data Service data not yet available

I. Library visits

1I. Library Visits

Year	Visits
2005	848,583
2006	672,493
2007	840,113
2008	871,036
2009	758,601
2010	781,125
2011	731,063

2012 Progress: number of library visits

Q1	Q2	Q3	Q4	Total
194,279	196,886			391,165

Library visits per capita

2005	2006	2007	2008	2009	2010	2011
3.00	2.37	2.95	3.00	2.61	2.68	2.48

Peer libraries:

2005	2006	2007	2008	2009	2010	2011
			4.75	4.86	4.90	

2011 Public Library Data Service data not yet available

Library visits per library card holder
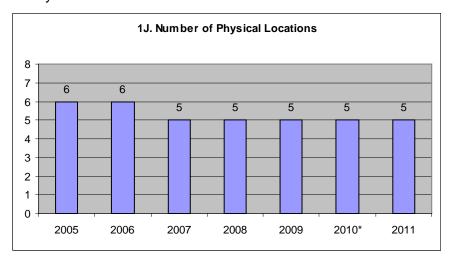
2005	2006	2007	2008	2009	2010	2011
7.27	4.96	5.47	5.10	4.04	4.24	3.60

Peer libraries:

2005	2006	2007	2008	2009	2010	2011
			8.86	9.34	9.45	

2011 Public Library Data Service data not yet available

J. Library locations

1J. Number of Physical Locations

Year	Number
2005	6
2006	6
2007	5
2008	5
2009	5
2010*	5
2011	5
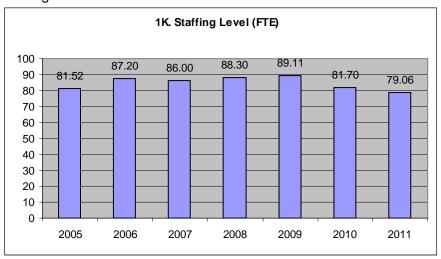
*2010 – MV opened in September; SD closed in December

Peer libraries:

2005	2006	2007	2008	2009	2010	2011
			10	9	9	

2011 Public Library Data Service data not yet available

K. Staffing level

1K. Staffing Level (FTE)

Peer libraries:

2005	2006	2007	2008	2009	2010	2011
			142.97	141.67	133.60	

2011 Public Library Data Service data not yet available

Circulation per FTE

2005	2006	2007	2008	2009	2010	2011
17,701	17,693	18,561	18,003	16,841	20,102	19,977

Peer libraries:

2005	2006	2007	2008	2009	2010	2011
			17,636	19,396	20,380	

2011 Public Library Data Service data not yet available
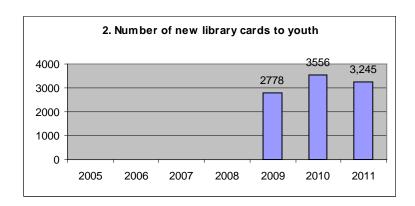
Percentage expended on personnel (salaries and benefits)

	2005	2006	2007	2008	2009	2010	2011
Total direct costs	77.6%	75.8%	77.7%	80.7%	81.0%	82.6%	82.1%
Total costs with IGCs	54.9%	52.6%	54.0%	56.7%	54.7%	56.3%	56.1%

Peer libraries:

	2005	2006	2007	2008	2009	2010	2011
Total costs with IGCs				66.3%	65.7%	65.8%	

2011 Public Library Data Service data not yet available

2. Number of new library cards to youth

Percentage change in new library cards to youth

2005	2006	2007	2008	2009	2010	2011
no data	no data	no data	no data	no data	28%	-9%

2012 Progress
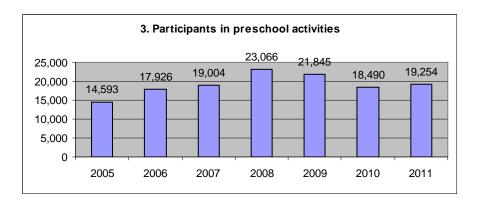
Q1	Q2	Q3	Q4	Total
747	1,066			1,813

2011: Anchorage Public Library set an ambitious goal to increase the number of youth cards issued in 2011 by 25 percent. Much of this increase was tied to a pilot project with the Anchorage School District to issue public library cards in conjunction with the August student registrations at Romig and West High. Both APL and ASD anticipated high numbers of new cards issued during this drive. Sadly, that wasn't the case; only a small number of students stopped to register for library cards. The program was staff intensive and the results were disappointing. In addition to the ASD registration pilot project, APL has made it easier for youth age 8-17 to get a limited use card. We continue to work with teachers who schedule library tours to encourage and facilitate library card registration. We will continue our efforts to reach out to youth through the schools, but are exploring less staff intensive methods.

Background: Of states ranking in the top half of all states on reading scores, more than four-fifths (82%) ranked in the top half on circulation of children's materials per capita. Conversely, four out of five states (83 percent) in the bottom half on reading scores also rank in the bottom half on children's circulation. (Lance, Keith Curry and Robbie Bravman Marks. "The Link between Public Libraries and Early Reading Success." *School Library Journal.* September 1, 2008.
http://www.schoollibraryjournal.com/article/CA6590044.html)

Measure #3: **Number of participants attending preschool activities, with a goal of 5% increase annually**

3. Participants in preschool activities

Year	Participants
2005	14,593
2006	17,926
2007	19,004
2008	23,066
2009	21,845
2010	18,490
2011	19,254

Percentage change in participation in preschool activities

2005	2006	2007	2008	2009	2010*	2011
no data	23%	6%	21%	-5%	-15%	4%

*2010 – Staff reductions resulted in the elimination of 3 weekly preschool activities Q4 2009

2012 Progress

Q1	Q2	Q3	Q4	Total
7,240	4,852			12,092
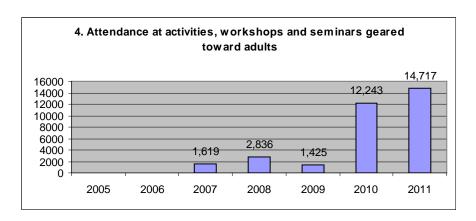
Background: Investments in high quality early childhood development programs consistently generate benefit cost-ratios exceeding 3-to-1—or more than $3 return for every $1 invested. For low-income and disadvantaged children, for every $1 invested in a quality pre-K program, there is a nearly $13 public benefit through savings on future public expenditures like special education, welfare, and especially crime. The economic and social benefits from these investments amount to much more than just improvements in public balance sheets. By improving the skills of a large fraction of the U.S. workforce, these programs raise the gross domestic product, reduce poverty, and strengthen U.S. global competitiveness. (Bright Futures, the early childhood education newsletter of the National Governors Association.
http://www.nga.org/Files/pdf/0501TaskForceReadiness04.pdf)

In nearly half the classrooms (46%), at least one out of five kids was inadequately prepared for kindergarten when they started schools (Mason-Dixon Polling & Research, Inc., Kindergarten Teachers Poll, (http://www.fightcrime.org/releases.php?id=101).

Of states ranking in the top half on reading scores, seven out of 10 (70 percent) ranked in the top half on attendance at children's programs per capita. By contrast, seven out of 10 states (71 percent) in the bottom half on reading scores also rank in the bottom half on children's program attendance. (Lance, Keith Curry and Robbie Bravman Marks. "The Link between Public Libraries and Early Reading Success." *School Library Journal.* September 1, 2008. http://www.schoollibraryjournal.com/article/CA6590044.html)

Measure #4: **Activities, workshops and seminars geared toward adults offered, with a goal of 5% increase in attendance annually**

4. Attendance at activities, workshops and seminars geared toward adults

Percentage change in attendance of programming geared for adults

2005	2006	2007	2008	2009	2010*	2011
no data	no data	no data	75%	-50%	759%	20%

*2010 – Methodology for counting adult programming changed to include all age programming and events uncounted in previous years

Number of activities, workshops and seminars geared toward adults

2005	2006	2007	2008	2009	2010*	2011
no data	12	38	52	41	86	135

*2010 – Methodology for counting adult programming changed to include information that was inaccurately omitted in previous years

2012 Progress

Q1	Q2	Q3	Q4	Total
1,066	795			1,761

Background: When libraries work with local and state agencies to provide business development data, workshops, and research, market entry costs to prospective small businesses are reduced, existing businesses are strengthened, and new enterprises are created. The public library reduces costs to local workforce development agencies by providing a wide range of employment information resources, access to online employment and career certification tests with computers and other technology. (Urban Libraries Council, "Making Cities Stronger: Public Library Contributions to Local Economic Development." January 2007.)

Measure #1: Increase library use and performance in relation to national standards

Type

Effectiveness

Accomplishment Goal Supported

Increase opportunities for our children's success when they enter school by teaching the foundations of reading, social skills, and creative skills through early learning educational activities.

Improve civic engagement, cultural enrichment, and enhance the quality of life for all Anchorage residents through provision of life-long educational services including library materials, online resources, and programs/events.

Improve economic advancement by providing equitable access to computing equipment and resources; and improve public safety by providing safe and stimulating places for teens, as well as clean, well-maintained buildings for all.

Definition

Measure impacts and improvements for all library activities in relation to national standards and peer libraries as identified in the Anchorage Public Library Community Plan and by the Public Library Association.

1.A. Number of computers available for public use: public internet computers, public catalog computers, and laptops for public use. [Note: original 2010 and 2011 public computer numbers included catalog computers and print release stations. These have been removed and all future totals will include public internet computers, laptops, and any other computer solely for the purpose of public access to the internet.]

1.B. Age of public and staff computers and number of computers more than 5 years from date of purchase

1.C. Research inquiries asked and answered: reference questions, directional questions, and requests for research assistance

1.D. Library holdings: items held by APL libraries

1.E. Library circulation: checkouts and renewals of materials at APL libraries

1.F. Materials expenditures: expenditures to acquire library materials

1.G. Overall library budget: total direct costs and total function costs

1.H. Library card holders: library users with an APL library card (Calculation of this statistic is under review. In 2011 there were 91,612 non- expired Anchorage Public Library patrons. Inactive patrons may still use the public computers and other library services. Card holders reported below appears to be too high; simply reporting active APL card holders is too low. A formula to retrieve the accurate number is being developed.]

1.I. Library visits: gate counts at library locations

1.J. Library locations: physical locations

1.K. Staffing level: number of FTE, circulation per FTE, and salaries/benefits

Data Collection Method

Calculate usage, circulation, attendance, inventory, expenditures by the following; and compare to previous years, published population statistics, and peer libraries (if not specified, data is from the integrated library system):

1.A. number of computers available for public use: count number of computers available for public use—public internet computers, public catalog computers, and laptops for public use

1.B. age of public and staff computers: data from hardware and software inventory and from published MOA IT standards

1.C. research inquiries asked and answered: count of activities at service desks, over the phone, via email, and through other communication channels and calculate relation to current population

1.D. library holdings: count number of items held by the library

1.E. library circulation: count number of times items are checked out or renewed at APL libraries and calculate circulation in relation to current population and number of library card holders

1.F. materials expenditures: total expenditures on library materials (3838) expenditures, percentage of total direct costs and total function costs from PeopleSoft, and calculation relation to current population

1.G. overall library budget: total direct costs and total function costs approved and allocated for the library from PeopleSoft

1.H. library card holders: count number of card holders (registered borrowers) and calculate relationship with current population

1.I. library visits: door/gate counts at library locations and relation to current population and library card holders

1.J. library locations: count number of physical library locations

1.K. staffing level: count number of FTE, calculate relationship between FTE and total circulation and relationship between personnel costs (salaries and benefits) in relation to total direct costs and total function costs from PeopleSoft

Frequency

Measurements will be collected and reported as appropriate for the type of statistic (monthly, quarterly, or annually) but will be accumulated annually.

Measured By

Library staff in all areas will collect data; reported to identified staff for centralized compilation and entry into an Excel spreadsheet

Reporting

Library section heads will compile, analyze, and prepare annual report in numerical and/or graphical format

Used By

Library section heads and Library Administration to determine effectiveness, return on investment of library expenditures and programs, and areas needing improvement.

Measure #2: New library cards issued to youth, with a goal of 5% increase annually

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Type

Effectiveness

Accomplishment Goal Supported

Increase opportunities for our children's success when they enter school by teaching the foundations of reading, social skills and, creative skills through early learning educational activities

Improve economic advancement by providing equitable access to computing equipment and resources and improve public safety by providing safe and stimulating places for teens and clean, well-maintained buildings for all

Definition

Measures increase in number of new library cards issued to youth (individuals under age 18)

Data Collection Method

Calculated by comparing number of new library cards issues to youth during the current year with the data from the prior year to determine the percentage change

Frequency

The measurement will be performed quarterly

Measured By

Youth Services Library Assistant III will tabulate the monthly statistics on the number of youth with library cards. Quarterly comparisons will be documented in an Excel form.

Reporting

Youth Services Coordinator will publish numerical and graphical quarterly comparisons

Used By

Youth Services Coordinator will use the information to track the number of youth with library cards

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Measure #3: Number of participants attending preschool activities, with a goal of 5% increase annually

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Type

Effectiveness

Accomplishment Goal Supported

Increase opportunities for our children's success when they enter school by teaching the foundations of reading, social skills, and creative skills through early learning educational activities.

Definition

Measures increase in attendance of youth and adults at APL preschool and elementary school activities

Data Collection Method

Calculated by comparing current year event attendance statistics to the prior year and calculating percentage change

Frequency

The measurement will be performed quarterly annually

Measured By

Youth Services Library Assistant III will tabulate the monthly event statistics in an Excel spreadsheet and complete a comparative evaluation annually

Reporting

Youth Services Coordinator will publish the quarterly annual numerical and graphical comparisons

Used By

Youth Services Coordinator and Library Director to determine public response to library activities in relation to decisions on staff deployment and event offerings

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Measure #4: Activities, workshops and seminars geared toward adults offered, with a goal of 5% increase in attendance annually

Type
> Effectiveness

Accomplishment Goal Supported
> Improve civic engagement, cultural enrichment, and enhance the quality of life for all Anchorage residents through provision of life-long educational services including library materials, online resources and programs/events

Definition
> Measures the program attendance and the number of programs offered for an adult audience by library staff or in partnership with community organizations

Data Collection Method
> Count the number of programs for adults scheduled to be presented at all library locations or by library staff at other locations

Frequency
> The measurement will be performed monthly with an annual total

Measured By
> The total will tracked and recorded in an Excel spreadsheet by the Adult Services Coordinator

Reporting
> The Adult Services Coordinator will create and maintain a monthly and annual report in Excel from the data gathered. The information will be displayed numerically.

Used By
> The Adult Services Coordinator and department director will use the information to develop programs in response to the community's needs and interests