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# **Anchorage Public Library**

*Anchorage: Performance Value. Results.*

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## **Mission**

Anchorage Public Library provides resources to enrich the lives and empower the future of our diverse community, while preserving the past for generations to come.

## **Core Services**

- Education: Self-directed and classes
- Information: Materials, research and instruction
- Technology: Computing access and services

## **Measurement Goals: Increased Use of Library Services and Programs**

### **1. TECHNOLOGY: COMPUTING ACCESS AND SERVICES**

In order for us to reach our goals in 2014, we must improve broadband, increase the number of devices and provide a more open and user driven computing environment for our public. While metrics provide a snapshot of achievement, behind them lies the reasons for future success or failure.

#### **SUCCESES, Qtr 1**

- Increase broadband from 40MB to 100 MB at Loussac and improved WIFI
- While new copiers with scanning ability were installed at all locations, the scanning function is still not functional and is being investigated by IT staff.

#### **FAILURES, Qtr 1**

- Two out of four branches still have inadequate broadband for WIFI
- Public machine security and age of software prevents public to use basic tools, such as Google docs, which is used in schools
- Determining how to surmount the differences between the MOA IT need for a secure computer environment and the public's need for open computing
- Determining how to double the devices for us in the library. It is not a finance issue but a staffing issue in the IT department

### **2. INCREASE LIBRARY USE BY YOUTH**

The Library plays an educational role by providing classes to parents and children, with an emphasis on early learning for children. As a partner in United Way's "90% by 2020" community initiative, our goals include increased library use by children and parents through program attendance and circulation of more materials.

#### **SUCCESES, Qtr 1**

- Collaborating with the Anchorage School District on a plan to transfer data for a first grade library card drive for Fall, 2014.
- Play and Learn Center's are established in all libraries

#### **FAILURES, Qtr 1**

- Numbers are lower than target. Summer reading outreach to schools will encourage library use.

### **3. TRANSFORM THE LIBRARY INTO A DYNAMIC COMMUNITY CENTER FOR LEARNING AND DISCOVERY**

Improve civic engagement, cultural enrichment, economic advancement, 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

#### **SUCCESES, Qtr 1**

- Through the efforts of staff and a VISTA volunteers, we continue to develop new community partners especially in the area of adult programs and services.
- Usage of downloadable resources are increasing and circulation remains stable.

#### **FAILURES, Qtr 1**

- Numbers are lower than target for program attendance. However, summer events traditionally offer a substantial increase in programs and attendance through the summer reading efforts and the Live at the Library concerts.

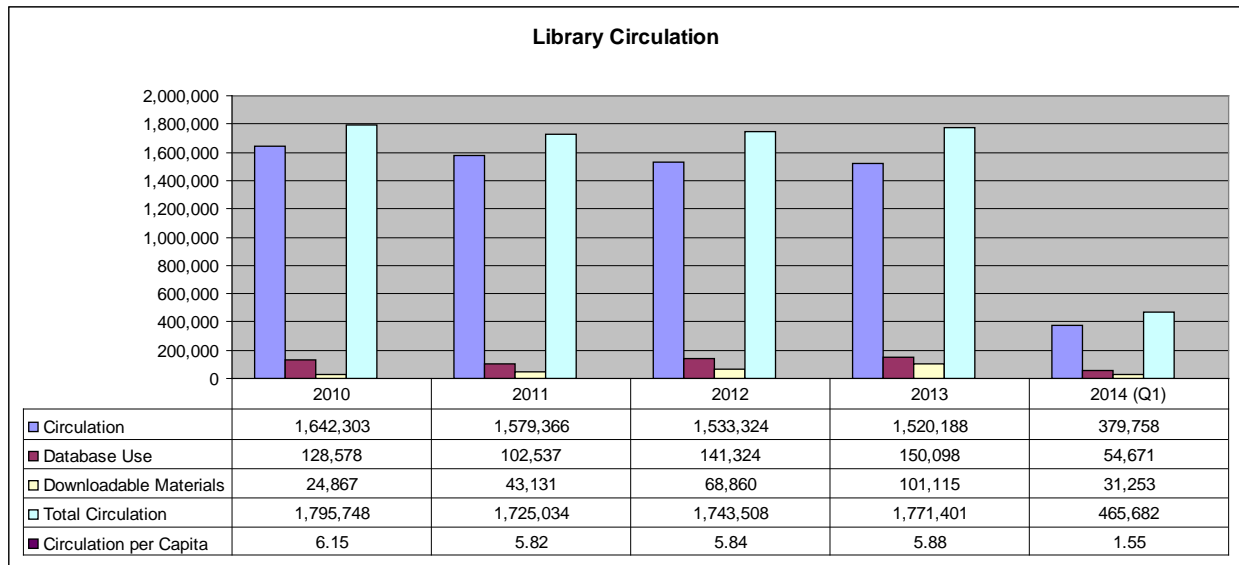
#### **Performance Measures**

1. Increase Circulation and Circulation per capita by 2%
2. Increase Visits and Visits per capita by 5%
3. Increase Youth library cards by 2%
4. Increase Program Attendance and Programs by Age Group by 5%
5. Increase Computer Logins and Logins per capita by 5%

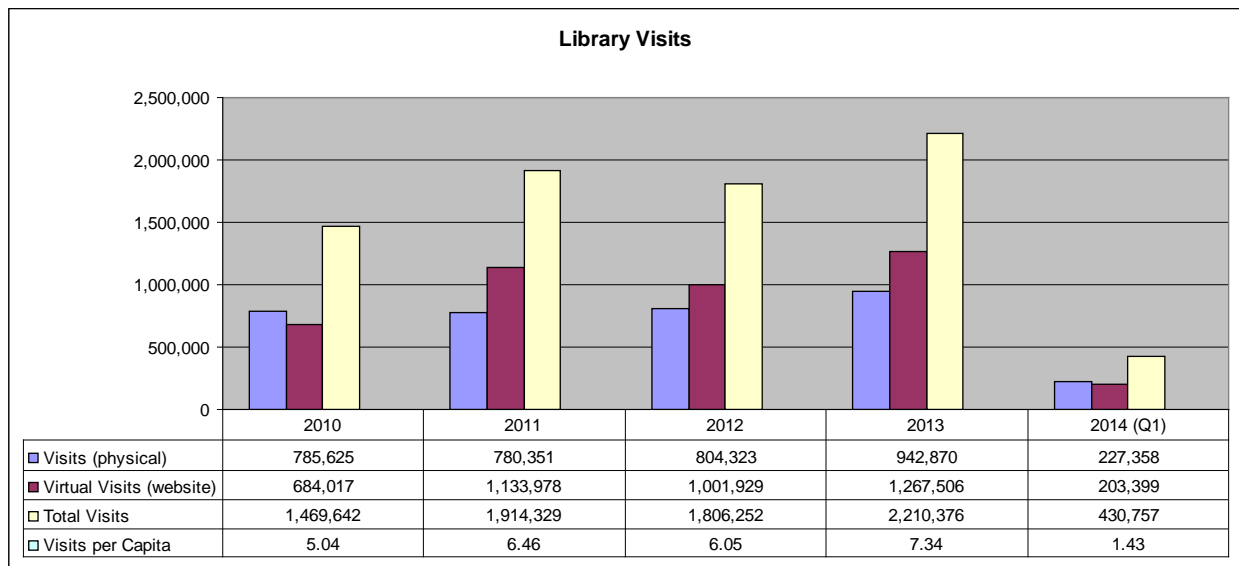
Deviations of trends:

1. These closures negatively impacted the rate of usage and circulation of materials
  - 2010—Mountain View Neighborhood Library reopened Q4
  - 2010—Samson Dimond Neighborhood Library closed December
2. Youth Library Cards: It is now easier for children to get a library card without a parent's signature.
3. In late 2012, we started to capture visits through all entrances.

**Goal #1: Increase Circulation and Circulation per capita by 2% a year. (2014 target is: 1,806,289; 5.99 per capita).**



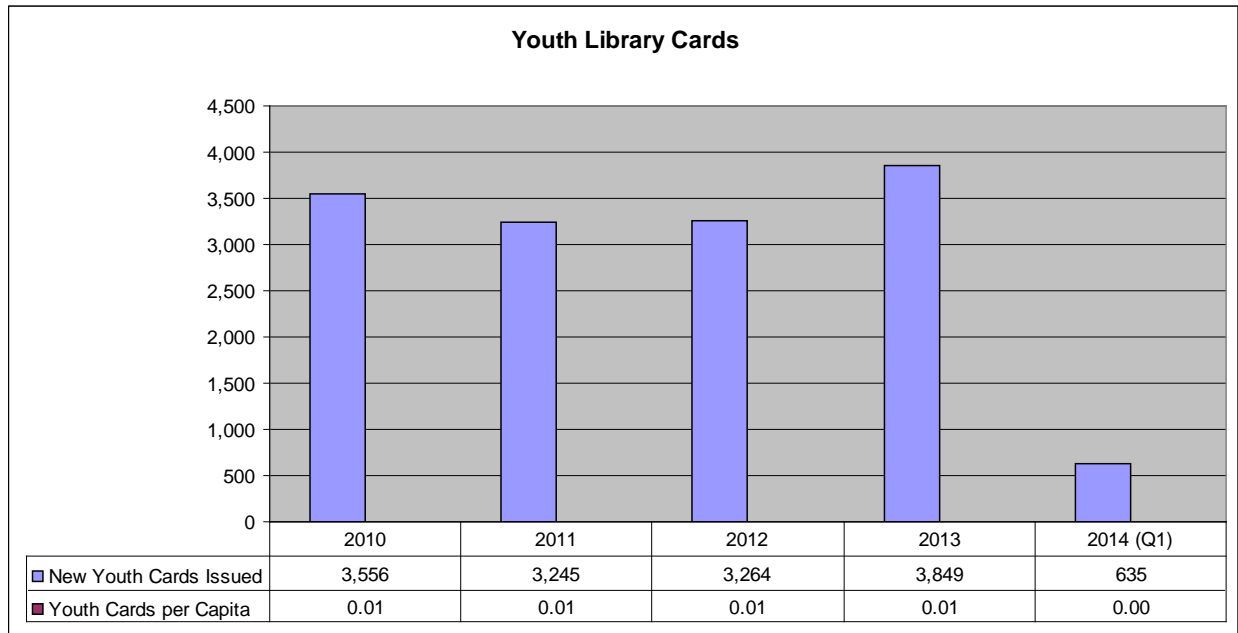
**Goal 2: Increase Visits/Visits per capita by 5% a year (2014 target is: 2,320,893; 7.7 per capita).**



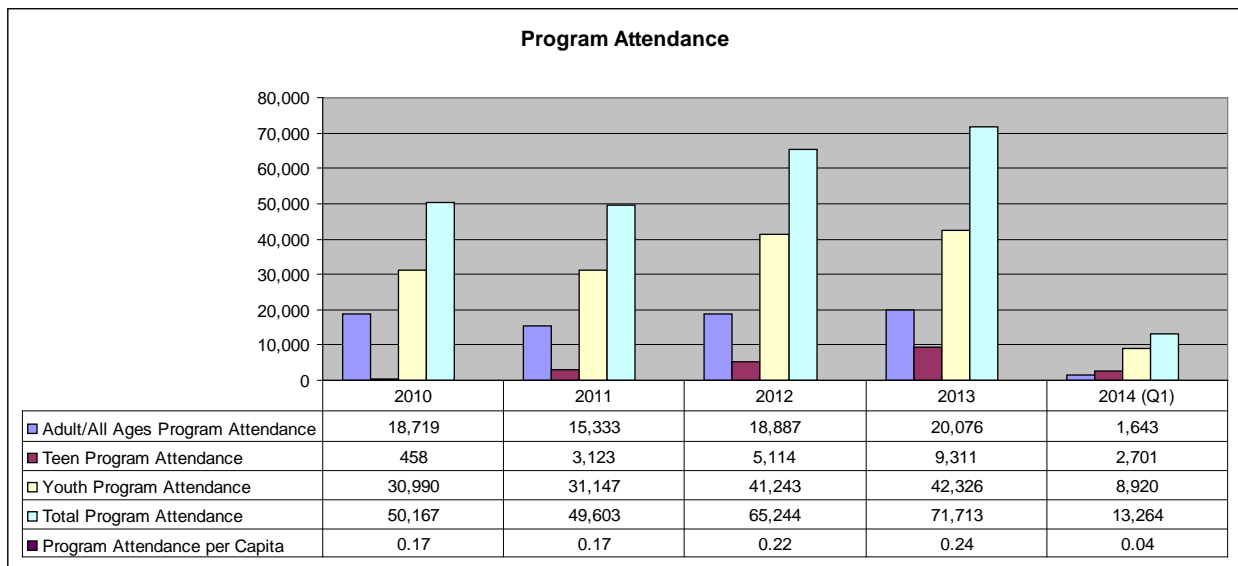
\*In late 2012, we started to capture visits of the whole library, including all of our meeting rooms, which will lead to a large increase of visits in 2013.

\*\*Assembly meeting attendance did have some impact on physical visits to the library in 2013

**Goal #3: Increase Youth Library Cards by 2% a year (2014 target is: 3925).**



**Goal #4: Increase Program Attendance 5% (2014 target is: 75,398, .25 per capita).**



**Goal #5: Increase Computer Logins and Logins per capita by 5%. (2014 target is 148,948, .49 per capita).**

**Unless we are able to have solutions to increase devices, count WIFI usage and improve software, this number will remain flat.**

