ANCHORAGE PUBLIC LIBRARY
Anchorage: Performance. Value. Results.

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

- o Education: Self-directed and classes
- o Information: Materials, research and instruction
- o 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 lays the reasons for future success or failure.

   SUCCESSES, Qtr 2

   - Both our Broadband and WIFI have improved and are being monitored to ensure that we can add more broadband as needed. Usage is up 15%.
   - The newest version of Microsoft Office suite has been loaded on all public machines. Youth now have access to Google Docs for school reports and we are now compatible with other software the public has wanted to use.
   - Planning for the testing a thin client environment in one branch, which could open more access to the public.
   - An upgrade of wiring, computer outlets, furniture and physical improvement in the Innovation Lab will allow us to teach/host a variety of computer classes for the public, once we receive new computers from a state grant.

   FAILURES, Qtr 2

   - Our goal this year has been to double the devices for the public but there is no capacity for IT to test devices for public use. These devices would augment desktop use, primarily for people wanting to use Internet. Devices also include e-readers for education, and to show the public how to download our ebook collections.
   - We currently are not able to get counts of our WIFI usage.

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.

   SUCCESSES, Qtr 2

   - We partnered with Cook Inlet Tribal Council to write a national grant targeting parents and preschoolers to improve early literacy skills. We will learn if the partnership will be awarded the grant in October, 2014.

FAILURES, Qtr 2
- Work with ASD on a project to transfer data for a first grade library card drive for Fall, 2014 was postponed into Fall of 2015.
- We have a shortage of YS Librarians which has impacted our forecast for youth services, which can be seen in youth programming and cards.

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

SUCCESSES, Qtr 2
- 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. Adult programs increased a whopping 47% over last year's 2nd quarter.
- Usage of downloadable resources are increasing and circulation remains stable.

FAILURES, Qtr 2
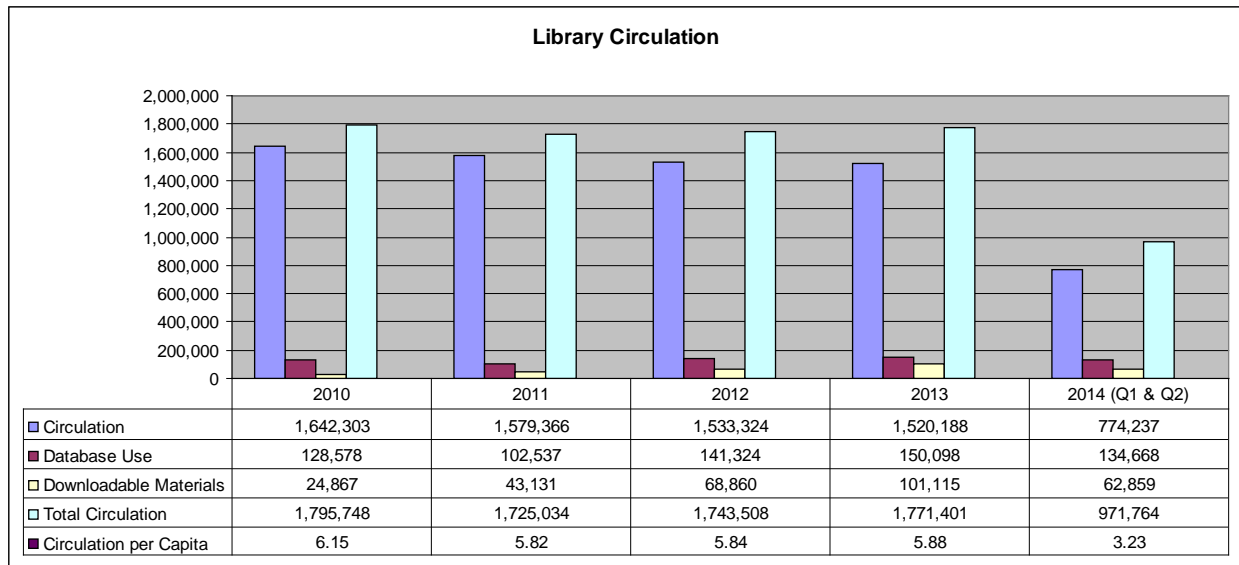- Youth programming numbers are down to staff shortages.

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.
4. In 2014, we started counting all database use, versus selected databases.
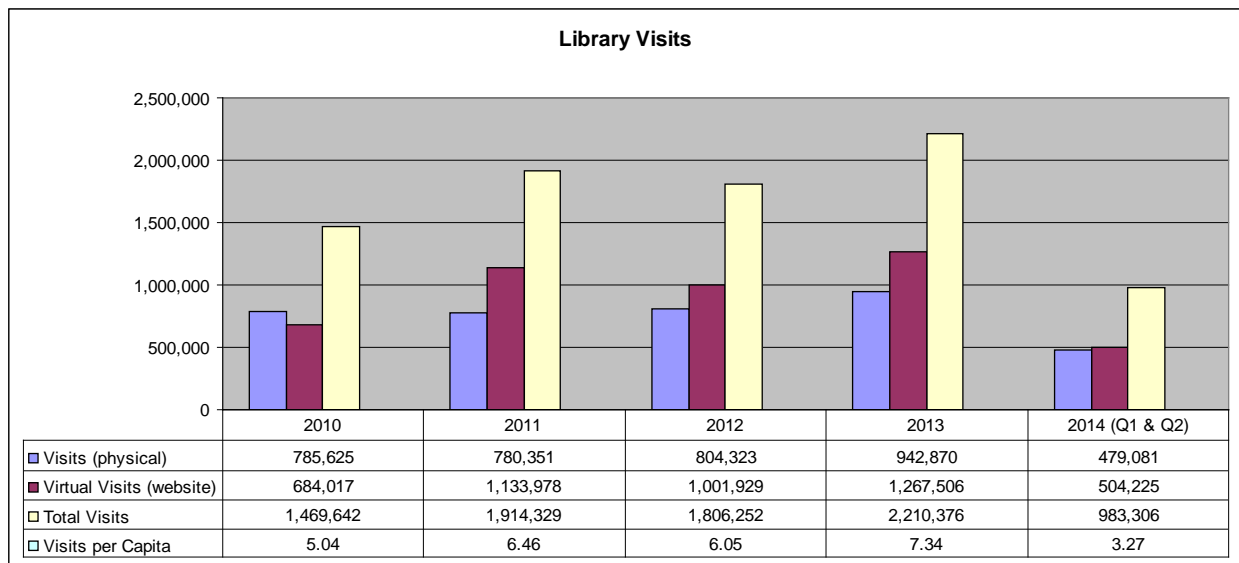
Goal 1: Increase Circulation and Circulation per capita by 2% a year. (2014 target is: 1,806,289; 5.99 per capita).

Library Circulation

	2010	2011	2012	2013	2014 (Q1 & Q2)
☐ Circulation	1,642,303	1,579,366	1,533,324	1,520,188	774,237
☐ Database Use	128,578	102,537	141,324	150,098	134,668
☐ Downloadable Materials	24,867	43,131	68,860	101,115	62,859
☐ Total Circulation	1,795,748	1,725,034	1,743,508	1,771,401	971,764
☐ Circulation per Capita	6.15	5.82	5.84	5.88	3.23

We will surpass our 2% target. Downloadable use is up by 32% over previous 2013 2nd qtr.

*Databases: As of Jan, 2014, we count all use. In prior years, we only counted selected database use.
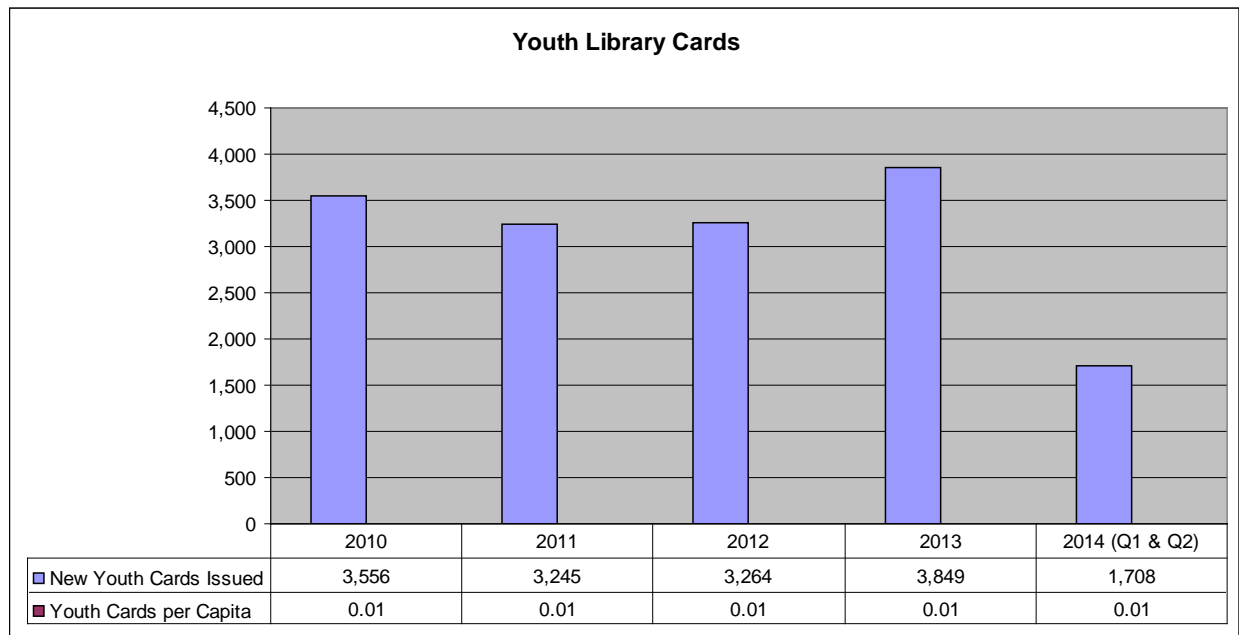
Goal 2: Increase Visits/Visits per capita by 5% a year (2014 target is: 2,320,893; 7.7 per capita).

Library Visits

	2010	2011	2012	2013	2014 (Q1 & Q2)
☐ Visits (physical)	785,625	780,351	804,323	942,870	479,081
☐ Virtual Visits (website)	684,017	1,133,978	1,001,929	1,267,506	504,225
☐ Total Visits	1,469,642	1,914,329	1,806,252	2,210,376	983,306
☐ Visits per Capita	5.04	6.46	6.05	7.34	3.27

*Visits down by 25%, due to the large numbers of visitors attending Assembly meetings.
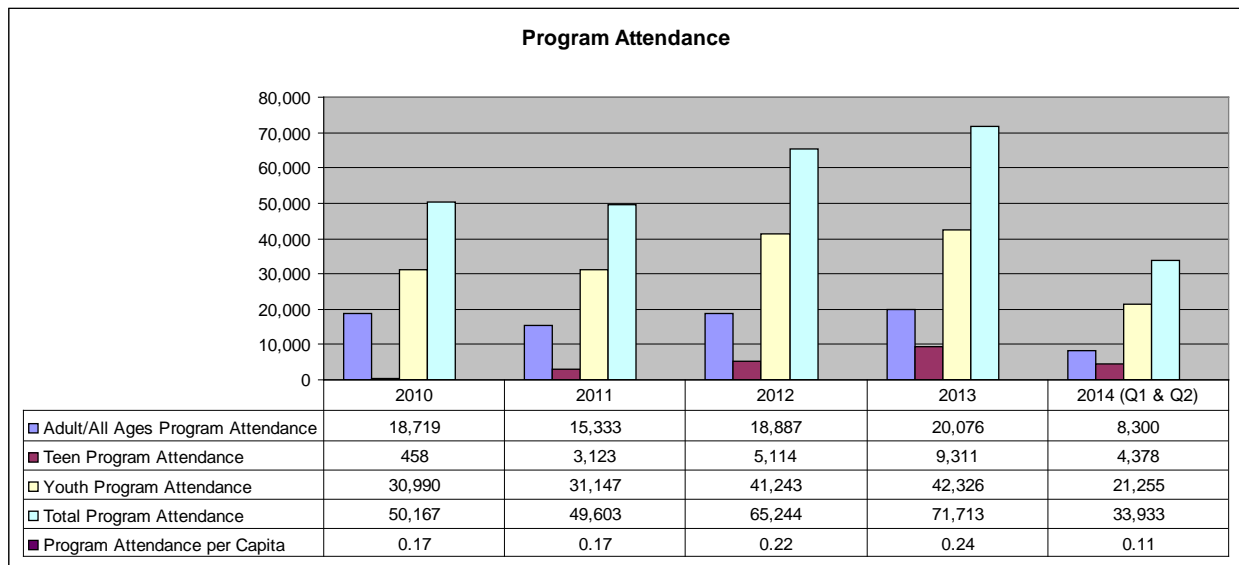**Our virtual visits down by 22%. We made changes to our website which impacted the manner in which "hits" are counted.

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

Youth Library Cards

	2010	2011	2012	2013	2014 (Q1 & Q2)
■ New Youth Cards Issued	3,556	3,245	3,264	3,849	1,708
■ Youth Cards per Capita	0.01	0.01	0.01	0.01	0.01

Due to staff shortages, we probably will not meet this target.

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

Program Attendance

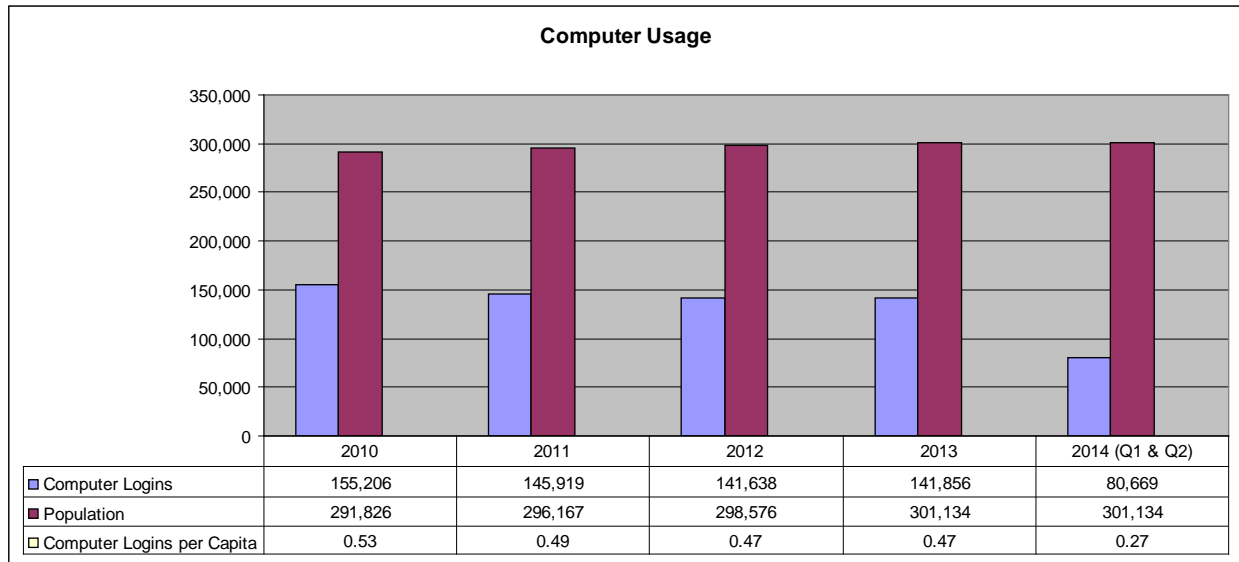|	2010	2011	2012	2013	2014 (Q1 & Q2)
■ Adult/All Ages Program Attendance	18,719	15,333	18,887	20,076	8,300
■ Teen Program Attendance	458	3,123	5,114	9,311	4,378
□ Youth Program Attendance	30,990	31,147	41,243	42,326	21,255
□ Total Program Attendance	50,167	49,603	65,244	71,713	33,933
■ Program Attendance per Capita	0.17	0.17	0.22	0.24	0.11

*Adult/All age program attendance up 47% over 2nd qtr of 2013.
** Due to staff shortages, we probably will not meet this target.

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.

Computer Usage

	2010	2011	2012	2013	2014 (Q1 & Q2)
▫ Computer Logins	155,206	145,919	141,638	141,856	80,669
▪ Population	291,826	296,167	298,576	301,134	301,134
▫ Computer Logins per Capita	0.53	0.49	0.47	0.47	0.27

Even without more devices, we have increased usage by 15%, due to adding early literacy computers for small children and increased usage of our laptop checkout.