
ANCHORAGE PUBLIC LIBRARY

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

- 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 lays the reasons for future success or failure.

SUCSESSES, Qtr 3

- Broadband and WIFI have improved in most locations and we have installed devices in three branches that captures WIFI usage. The reports not only tell us about the numbers of people using our internet, but also the devices used. Apple products have 42% of our usage numbers. We only have 3 months of usage statistics and will do an average for the year based on 6 month for a full end of year report.
- Implementation of the testing of a thin client environment in one branch, Muldoon. It has been a great success and we are now looking to write an RFP to privatize our public network, which will require a first quarter budget revision request.
- We have computer tables, wiring, computer outlets, furniture and physical improvement in the Innovation Lab completed.

FAILURES, Qtr 2

- Instead of buying more computers/devices to satisfy the HUGE need, we had to use Automation dollars to replace our self check units. In addition, while our goal this year has been to double the devices for the public, IT has not finished testing ANY devices to see how they would be used with the public and managed by staff.
- IT has not finished imaging Innovation computer lab computers and we do not have yet to offer computer classes, a mainstay in many libraries. We have a VISTA staff member that has been assigned to other tasks.

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.

SUCSESSES, Qtr 3

- We are now fully staffed in Youth Services and branches.

FAILURES, Qtr 3

- We did not get a grant targeting parents and preschoolers to improve early literacy skills. We applied for with CITC for a national grant.
- 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

SUCCESES, Qtr 3

- 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 3

- Youth programming numbers are down to staff shortages.

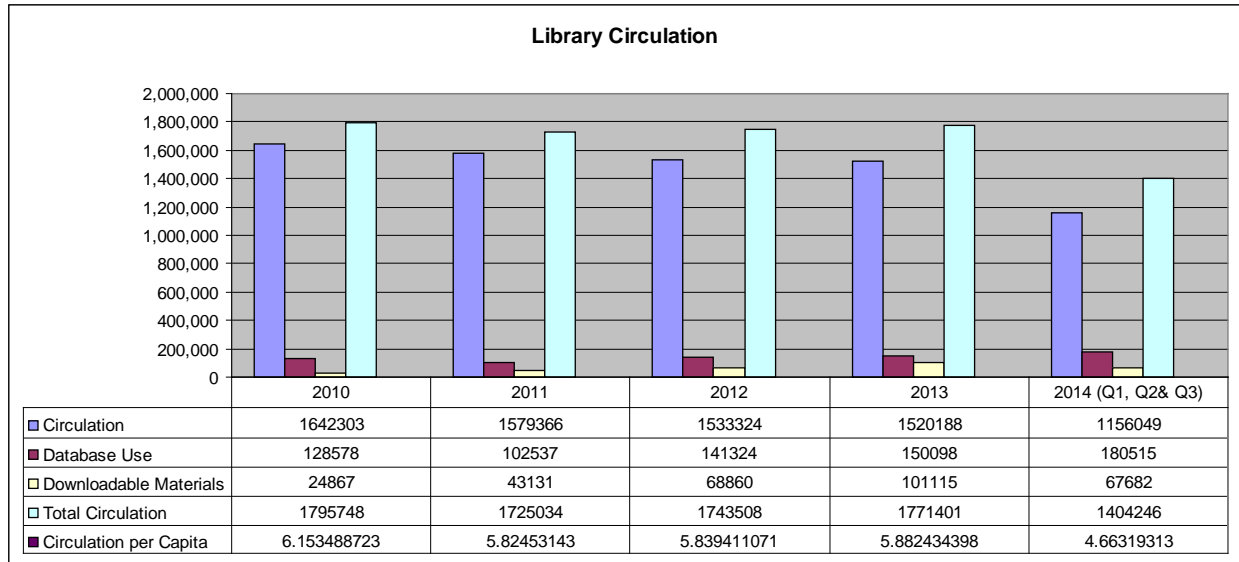
Performance Measures

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.

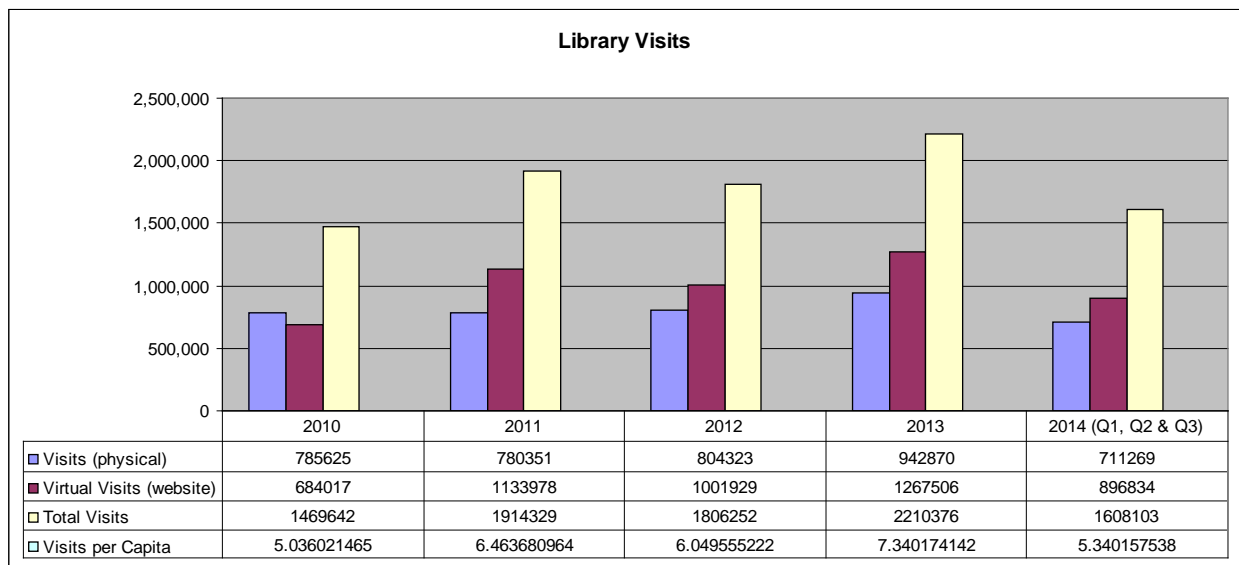
Goal 1: Increase Circulation and Circulation per capita by 2% a year. (2014 target is: 1,806,289; 5.99 per capita).



*Databases: As of Jan, 2014, we count all use. In prior years, we only counted selected database use.

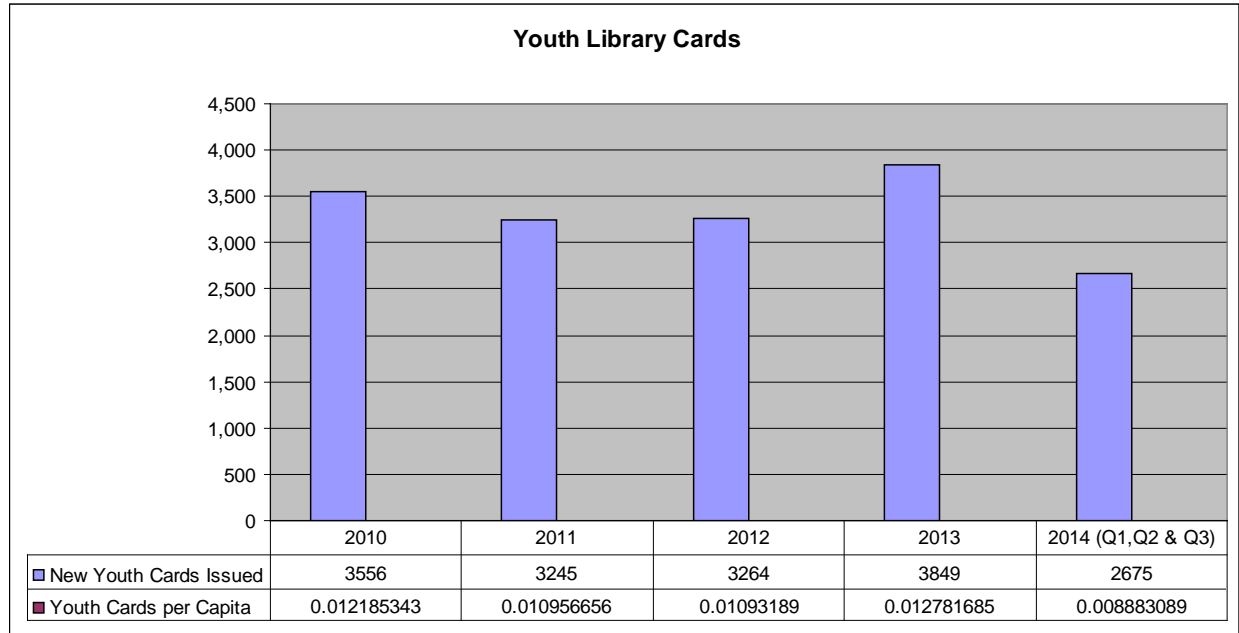
Goal 2: Increase Visits/Visits per capita by 5% a year (2014 target is: 2,320,893; 7.7 per capita).

**Our virtual visits down by 22%. We made changes to our website which impacted the manner in which "hits" are counted.



Due to the increased visits in 2013, we will not make this goal in 2014. Compared to 2014, we are 10% below 2013 physical visits.

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

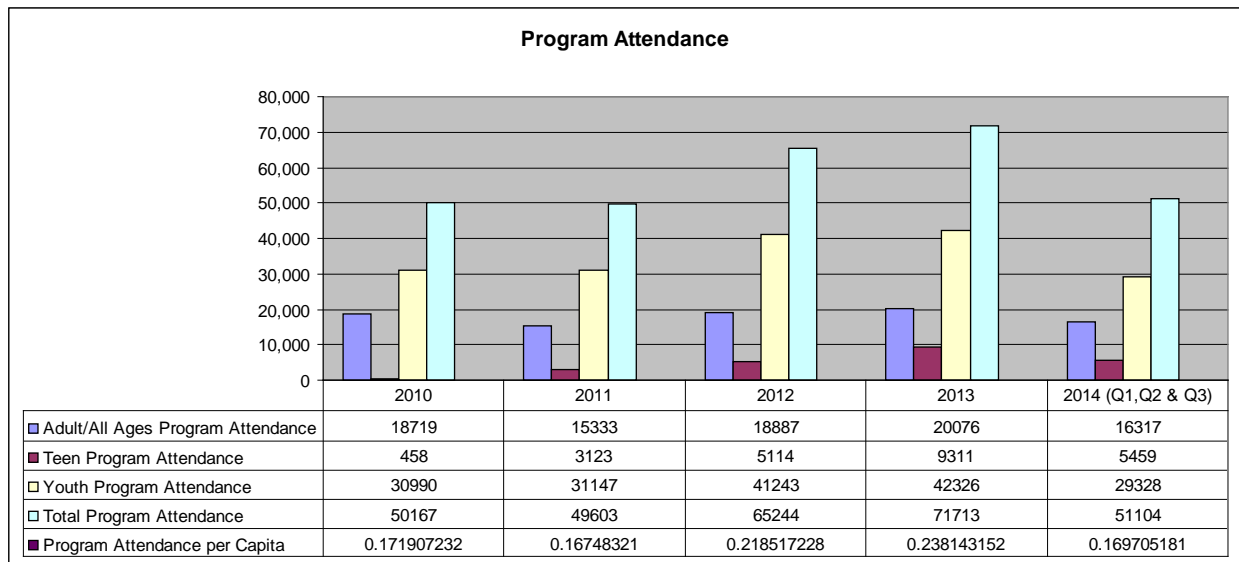


Due to staff shortages, we will not meet this target.

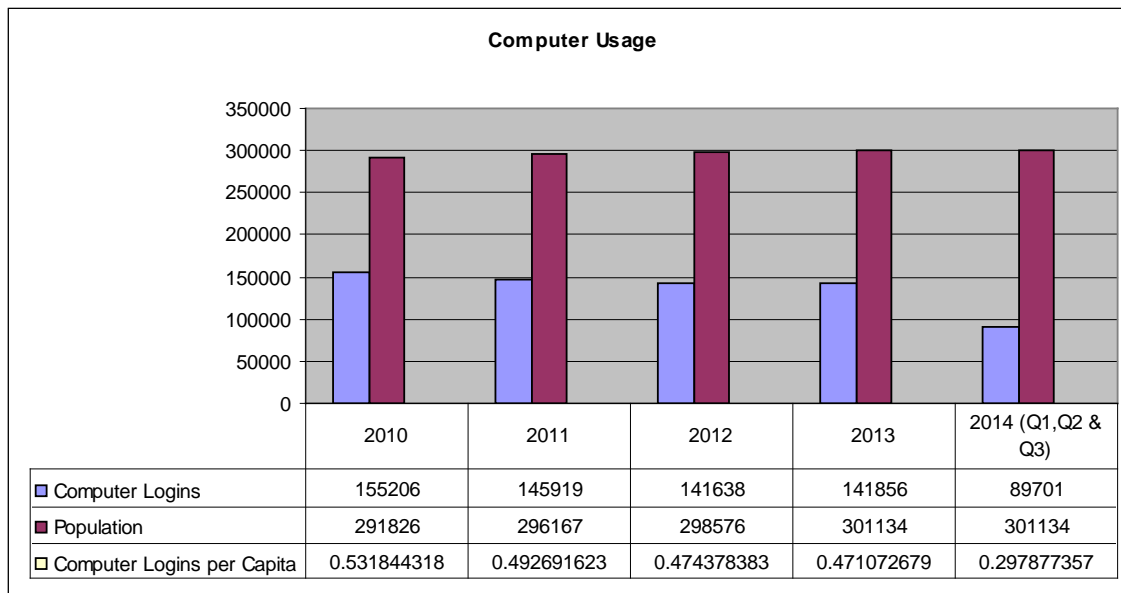
Goal 4: Increase Program Attendance 5% (2014 target is: 75,398, .25 per capita).

*Adult/All age program attendance up 19% over same quarters in 2013.

** Due to staff shortages in youth services, we offered fewer programs.



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.

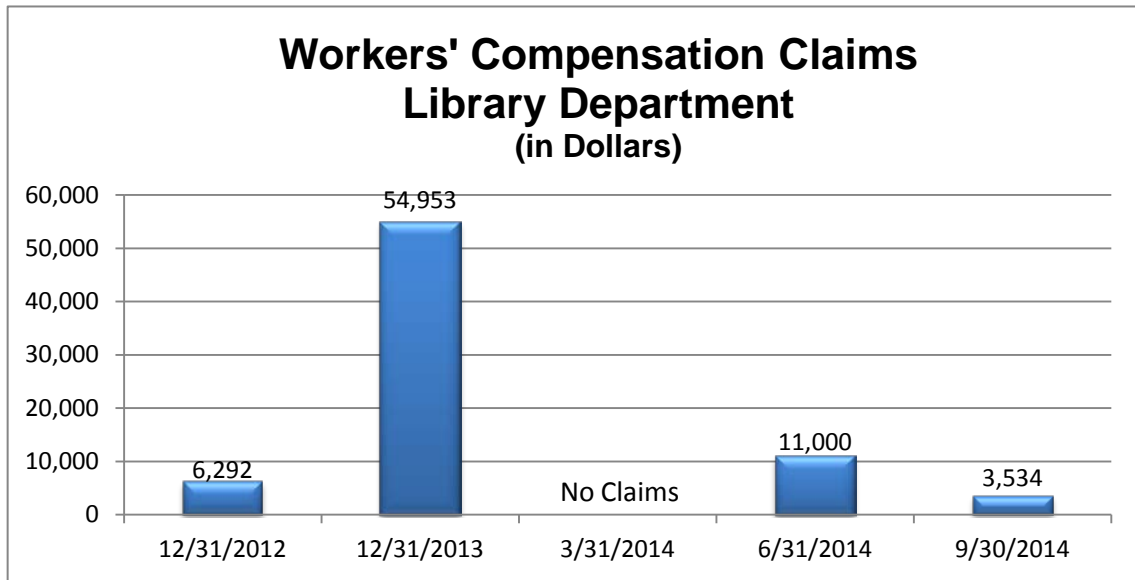


Even without more devices, we have increased usage by 11%, due to adding early literacy computers for small children and increased usage of our laptop checkout.

PVR Measure WC: Managing Workers' Compensation Claims

Reducing job-related injuries is a priority for the Administration by ensuring safe work conditions and safe practices. By instilling safe work practices we ensure not only the safety of our employees but reduce the potential for injuries and property damage to the public. The Municipality is self-insured and every injury poses a financial burden on the public and the injured worker's family. It just makes good sense to WORK SAFE.

Results are tracked by monitoring monthly reports issued by the Risk Management Division.



No data for second quarter of 2013, changing to a new record keeping system