
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.

Library Core Services:

Excelling As a Community Learning Center

- Education: Self-directed and classes
- Information: Materials, research and instruction
- Technology: Computing access and services
- Exploration: Programs, reading, viewing, listening

Major Use Indicators and Performance Measures

CHALLENGES: While our customer visits are down by only 3,000, the challenge of visiting Loussac Library during renovation is having an impact on overall usage. Our reference questions, computer usage and new cards being issued are all lower. The impact of not being able to rent the Marston Theater also has an impact on visits, and probably, to some degree circulation. We will not meet any of our increased goals for the year.

1. **FACILITY USE:** Maintain Visits and visits per capita to 2014 levels during Loussac renovation
2. Resource Use: Increase Virtual visits by 2%; increase computer use by 5%
3. Program attendance and Materials Circulation: Increase circulation by 2% and maintain program attendance 2014 levels Increase new Library Cards by 5%

SUMMARY OF LIBRARY USAGE

2011 - 2015

KEY INDICATORS	2011	2012	2013	2014	YEARLY COUNT ONLY			
Visits/capita	2.63	2.69	3.13	3.03				
Program attend/capita	.017	.22	.24	0.20				
Circulation/capita	5.82	5.84	5.88	6.09				
Computer logins/capita	.49	.47	.47	0.53				
OTHER	2011	2012	2013	2014	2015 QTR 1	QTR 2	QTR 3	Trend
Circulation	1,579,366	1,533,324	1,520,188	1,504,025	362,133	351,994	355,884	down
Database use	102,537	141,324	150,098	207,481	56,635	48,946	53,417	up
Downloadable materials	43,131	68,860	101,115	122,760	52,720	50,870	52,075	up
Overall Circulation	1,725,034	1,743,508	1,771,401	1,834,266	471,488	451,810	461,376	
New cards issued	22,414	20,088	18,101	22,966	3896	4,055	3,803	down
Visits	780,351	804,323	942,873	913,304	233,478	230,387	210,273	down
Computer Reservations	145,919	141,638	141,856	158,104	39,653	37,899	37,281	down
Website hits	1,133,978	1,001,929	1,267,506	1,152,002	269,495	259,154	256,382	down
Program Attendance								
Children	31,147	41,243	42,326	36,587	8,920	11,473	7,650	
Teen	3,123	5,114	9,311	6,829	2,701	1,372	842	
Adult/All Ages	15,333	18,887	20,076	15,774	3,067	7,837	5,589	
TOTAL	49,603	65,244	71,713	59,190	14,688	20,682	14,081	up
Holds	130,736	122,028	132,684	148,525	38,140	37,085	36,695	up
Reference Questions	172,762	158,414	99,966	84,193	19,886	15,300	15,980	down

Overall Accomplishments

- RFID tags placement in materials completed and gates installed
- Loussac Renovation ongoing
- Doubled broadband capacity at Loussac; increased capacity at all branches
- Doing programs at Loussac, even in the midst of little meeting room space
- Staff are maintaining decorum in the midst of trying to do their jobs in a construction zone