
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: The challenge of visiting Loussac Library during renovation is having an impact on overall usage. Our reference questions, 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

1. **Facility Use:** Maintain Visits and visits per capita to 2014 levels during Loussac renovation
 - Visits decreased by only 6%. Given the Loussac renovation and difficulty getting into the building, it is surprising that this is not a larger percentage.
 - The public has not been able to utilize Marston Theater or our conference room for the last seven months. That decreases our door count substantially.
2. **Resource Use:** Increase Virtual visits by 2%; increase computer use by 5%
 - Even with the public downloading more material, our website visits are down. The public can access virtual use through computer applications and not through our website.
 - Computer use up by 25% due to computers in the Innovation Lab.
 - We have a VERY poor website, which needs to be updated.
3. **Program attendance and Circulation:** Increase circulation by 2% and maintain program attendance 2014 levels
 - Circulation is down by 1.5%, or 26K. We attribute this decrease to Loussac renovation.
 - Download usage has increased by 79% over 2014 and 120% over 2013. More people are downloading ebooks, audio books and music. We expect to see this number grow substantially, with the addition of new download products.
 - Program attendance grew slightly, due to more children and adult programs over the previous year. Given the renovation, it is surprising this number did not decrease, given the difficulty to get into the building. We have been experimenting with holding programs off site.

4. Increase new Library Cards by 5%
 - We did not meet this goal. New cards decreased.

Overall Accomplishments

- RFID tags placement in materials completed and gates installed
- Loussac Renovation started with several media events. Good press coverage for the library. Staff committee heavily involved with all aspects of renovation and new workflows
- Doubled broadband capacity at Loussac; increased capacity at all branches
- Presenting 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. They are accomplishing a lot under very difficult conditions.
- Conducted a very successful staff day, where staff said it was the best training day they had ever had.
- Added new products, Hoopla and Lynda.com
- Started work on Capital Campaign, with the Goal of raising \$1M
- Weeded over 18% of our entire collection due to age, condition or outdated materials

| SUMMARY OF LIBRARY USAGE | | | | | 2011 - 2015 | |
|--------------------------|------------------|------------------|------------------|------------------|------------------|------|
| KEY INDICATORS | 2011 | 2012 | 2013 | 2014 | 2015 | |
| Visits/capita | 2.63 | 2.69 | 3.13 | 3.03 | 2.87 | down |
| Program attend/capita | .017 | .22 | .24 | 0.20 | .20 | same |
| Circulation/capita | 5.82 | 5.84 | 5.88 | 6.09 | 6.01 | down |
| Computer logins/capita | .49 | .47 | .47 | 0.53 | .66 | up |
| OTHER | 2011 | 2012 | 2013 | 2014 | 2015 | |
| Circulation | 1,579,366 | 1,533,324 | 1,520,188 | 1,504,025 | 1,381,252 | down |
| Database use | 102,537 | 141,324 | 150,098 | 207,481 | 207,154 | same |
| Downloadable materials | 43,131 | 68,860 | 101,115 | 122,760 | 221,408 | up |
| Overall Circulation | 1,725,034 | 1,743,508 | 1,771,401 | 1,834,266 | 1,809,814 | down |
| New cards issued | 22,414 | 20,088 | 18,101 | 22,966 | 14,453 | down |
| Visits | 780,351 | 804,323 | 942,873 | 913,304 | 860,751 | down |
| Computer Reservations | 145,919 | 141,638 | 141,856 | 158,104 | 197,131 | up |
| Website hits | 1,133,978 | 1,001,929 | 1,267,506 | 1,152,002 | 1,014,382 | down |
| Program Attendance | | | | | | |
| Children | 31,147 | 41,243 | 42,326 | 36,587 | 39,438 | up |
| Teen | 3,123 | 5,114 | 9,311 | 6,829 | 4,955 | down |
| Adult/All Ages | 15,333 | 18,887 | 20,076 | 15,774 | 16,195 | up |
| TOTAL | 49,603 | 65,244 | 71,713 | 59,190 | 60,588 | up |
| Holds | 130,736 | 122,028 | 132,684 | 148,525 | 147,700 | down |
| Reference Questions | 172,762 | 158,414 | 99,966 | 84,193 | 71,785 | down |