
Library

Anchorage: Performance. Value. Results.

Mission

Deliver opportunities for education, information, and enrichment for Municipal residents.

Core Services

- Education: foundational and self-directed
- Information: materials, research assistance and instruction
- Technology: computing access and services

Accomplishment Goals

Increase opportunities for our children's success when they enter school by teaching the foundations of reading, social, and creative skills through early learning educational activities.

Improve civic engagement, cultural enrichment, 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.

Improve economic advancement by providing equitable access to computing equipment and resources and improve public safety by providing safe and stimulating places for teens and clean, well-maintained buildings for all.

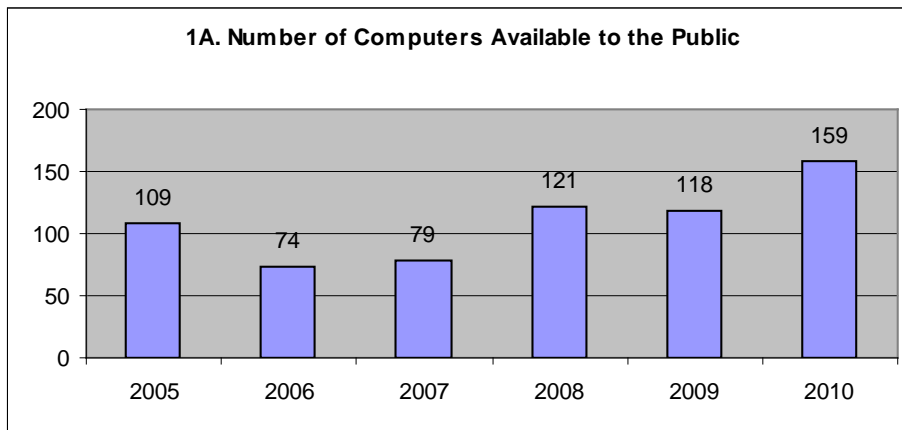
Performance Measures

1. Increase library use and performance in relation to national standards

Note: In 2007, Mountain View branch closed pending relocation to its former building (which occurred in late September of 2010) and Muldoon branch closed for relocation and reopened. In 2008, Gerrish branch closed for relocation and reopened. In 2009, library hours were significantly reduced (by 1,308 from 2008) due to a staff furlough and the closure of the Chugiak-Eagle River Branch for 3 months between moving locations. Further staff reductions in 2010 meant eliminating telephone reference and a reduction in service hours for the Alaska Collection. These losses negatively impacted the rate of usage and circulation of materials. Unless specified, data for peer libraries is from the Public Library Data Service annual statistical report or Institute of Museum and Library Services. Peer libraries information is the average of 35 libraries with comparable service populations. These libraries were originally identified in the Anchorage Public Library Community Plan (2008).

Measure #1: Increase library use and performance in relation to national standards

A. Number of computers available for public use



Peer libraries*:

2005	2006	2007	2008	2009	2010
			144	204	n/a

2008 data identified in Anchorage Public Library Community Plan process,
 2009 data from Institute of Museum and Library Services' Public Libraries Survey
 2010 data is unavailable

B. Age of public and staff computers

Average age of computers

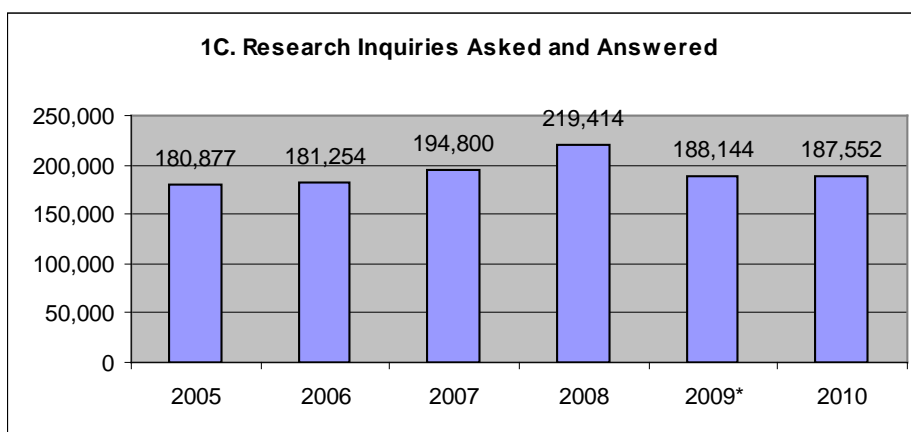
2005	2006	2007	2008	2009	2010
5.17	3.86	no data	3.25	2.74	3.46

Industry standard – no computer over 5 years old

Number of computers more than 5 years old

2005	2006	2007	2008	2009	2010
59	24	0	27	0	0

C. Research inquiries asked and answered



*2009 – Furlough & Chugiak-Eagle River relocation reduced open hours by 1308

2011 Progress: Research inquiries

Q1	Q2	Q3	Q4	Total
41,618	43,878			85,496

Telephone reference discontinued

Research inquiries asked and answered per capita

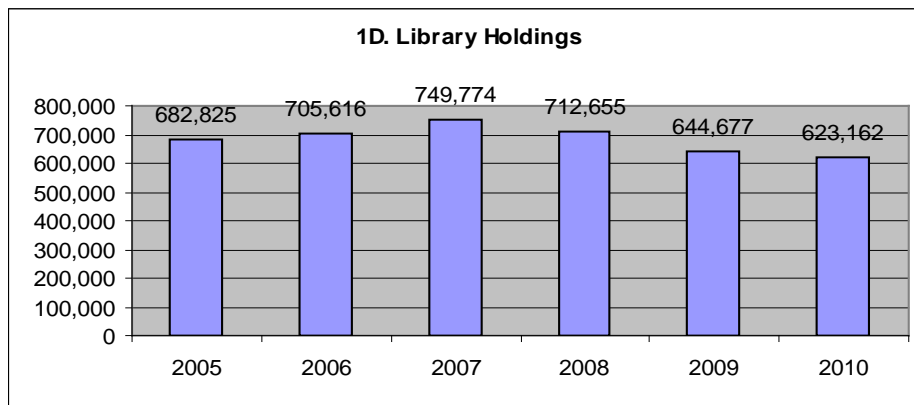
2005	2006	2007	2008	2009*	2010
0.64	0.64	0.68	0.76	0.65	0.64

*2009 – Furlough & Chugiak-Eagle River relocation reduced open hours by 1308

Peer libraries:

2005	2006	2007	2008	2009	2010
			1.13	1.14	1.10

D. Library holdings



2011 Progress: Total library holdings

Q1	Q2	Q3	Q4	Total
633,233	586,348			n/a

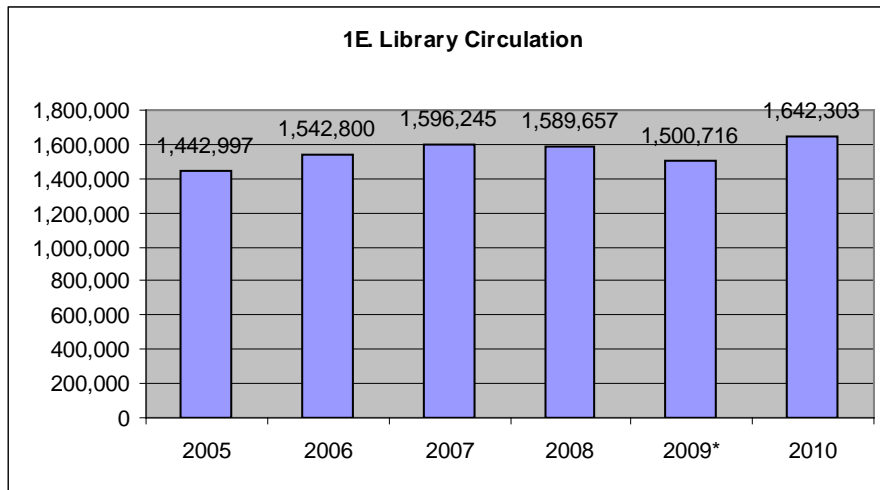
Library holdings per capital

2005	2006	2007	2008	2009	2010
2.41	2.49	2.63	2.45	2.22	2.23

Peer libraries:

2005	2006	2007	2008	2009	2010
			2.61	2.69	2.58

E. Library circulation



*2009 – Furlough & Chugiak-Eagle River relocation reduced open hours by 1308

2011 Progress: items in circulation

Q1	Q2	Q3	Q4	Total
400,646	406,273			806,919

Circulation per capita

2005	2006	2007	2008	2009*	2010
5.10	5.44	5.60	5.47	5.21	6.41

*2009 – Furlough & Chugiak-Eagle River relocation reduced open hours by 1308

Peer libraries:

2005	2006	2007	2008	2009	2010
			8.84	9.48	9.31

Circulation per registered borrower

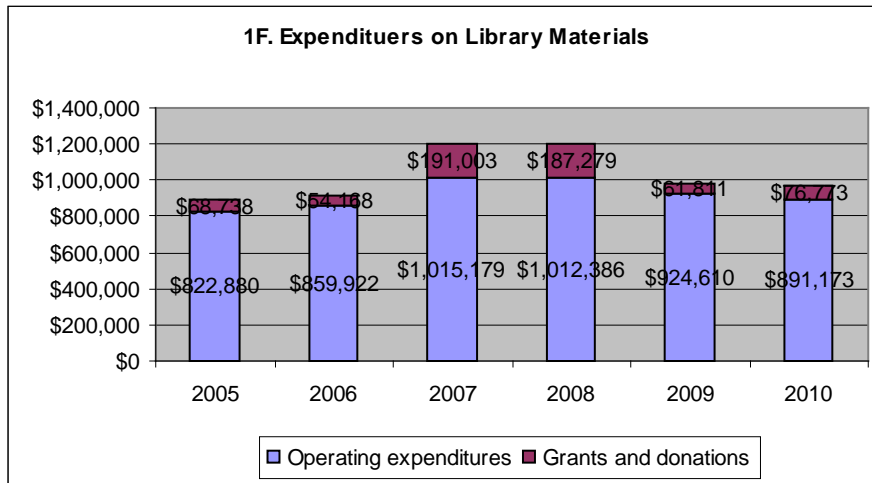
2005	2006	2007	2008	2009*	2010
12.36	11.39	10.40	9.31	8.07	9.75

*2009 – Furlough & Chugiak-Eagle River relocation reduced open hours by 1308

Peer libraries:

2005	2006	2007	2008	2009	2010
			15.46	16.81	17.45

F. Materials expenditures



Percentage of total expenditures for library materials

	2005	2006	2007	2008	2009	2010
Total direct costs	12.1%	12.0%	13.0%	12.0%	12.2%	11.7%
Total function costs	8.6%	8.3%	9.0%	8.5%	8.3%	8.0%

Peer libraries:

	2005	2006	2007	2008	2009	2010
Total function costs				12.8%	12.1%	11.6%

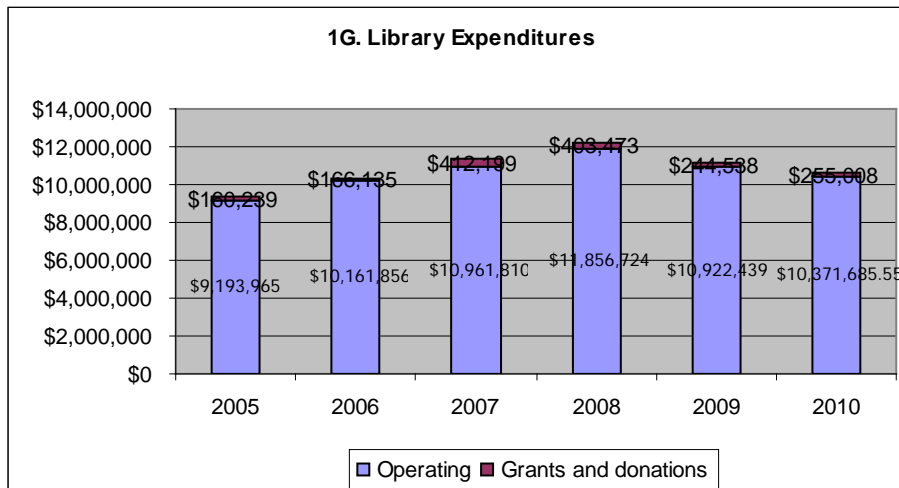
Materials expenditures per capita

2005	2006	2007	2008	2009	2010
\$2.91	\$3.03	\$3.57	\$3.48	\$3.18	\$3.05

Peer libraries:

2005	2006	2007	2008	2009	2010
			\$4.58	\$4.47	\$4.11

G. Overall library budget



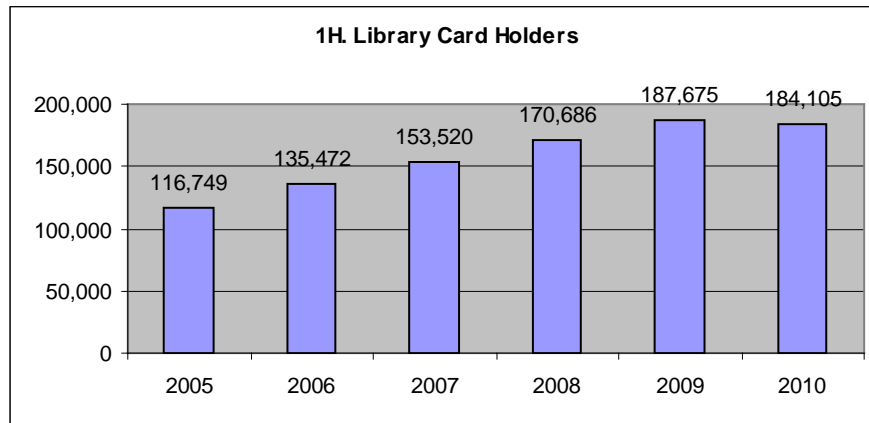
Overall library costs per capita

	2005	2006	2007	2008	2009	2010
Total direct costs	\$24.04	\$25.34	\$27.36	\$28.96	\$26.01	\$26.06
Total function costs	\$34.02	\$36.55	\$39.37	\$41.21	\$38.49	\$38.24

Peer libraries:

	2005	2006	2007	2008	2009	2010
Total function costs				\$35.53	\$36.09	\$35.78

H. Library card holders



2011 Progress: new library cards

Q1	Q2	Q3	Q4	Total
4,669	5,443			10,112

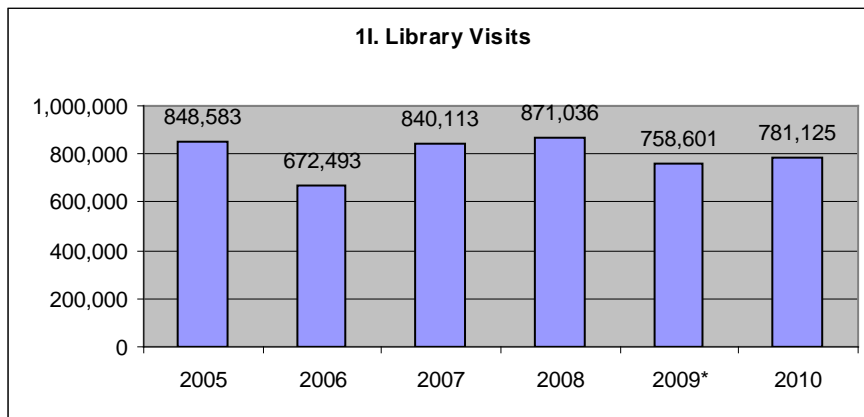
Library card holders as percentage of total population

2005	2006	2007	2008	2009	2010
41.3%	47.7%	53.9%	58.7%	64.5%	65.8%

Peer libraries:

2005	2006	2007	2008	2009	2010
			55.8%	55.3%	55.9%

I. Library visits



*2009 – Furlough & Chugiak-Eagle River relocation reduced open hours by 1308

2011 Progress: number of library visits

Q1	Q2	Q3	Q4	Total
188,828	166,791			355,619

Library visits per capita

2005	2006	2007	2008	2009*	2010
3.00	2.37	2.95	3.00	2.61	2.79

*2009 – Furlough & Chugiak-Eagle River relocation reduced open hours by 1308

Peer libraries:

2005	2006	2007	2008	2009	2010
			4.75	4.86	4.90

Library visits per library card holder

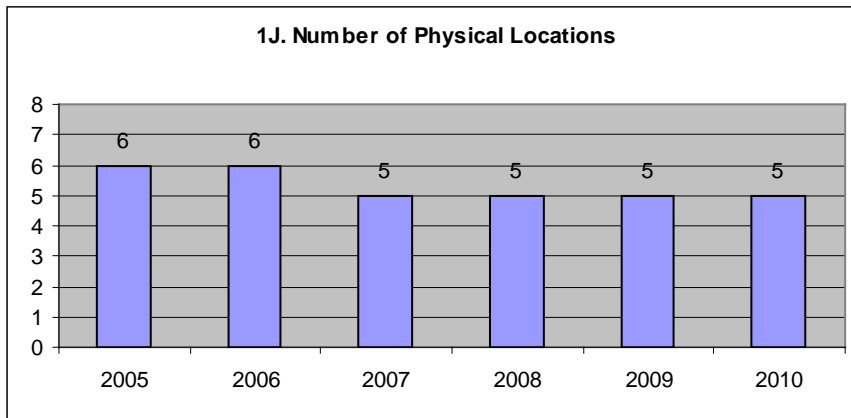
2005	2006	2007	2008	2009*	2010
7.27	4.96	5.47	5.10	4.04	4.24

*2009 – Furlough & Chugiak-Eagle River relocation reduced open hours by 1308

Peer libraries:

2005	2006	2007	2008	2009	2010
			8.86	9.34	9.45

J. Library locations

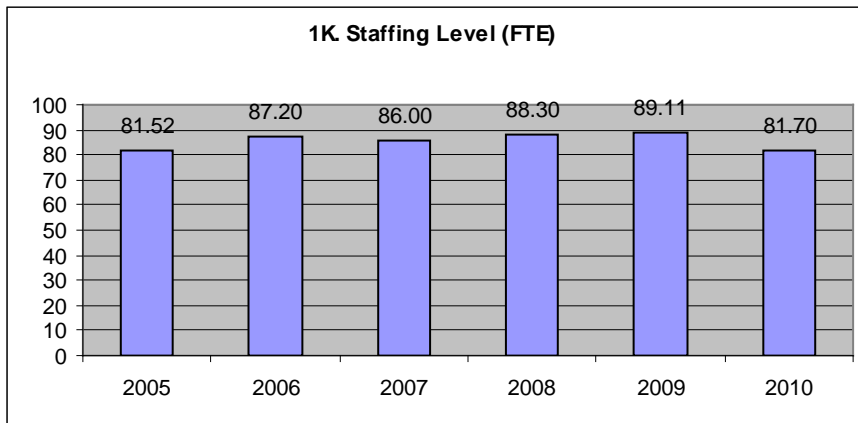


*2010 – MV opened in September; SD closed in December

Peer libraries:

2005	2006	2007	2008	2009	2010
			10	9	9

K. Staffing level



Peer libraries:

2005	2006	2007	2008	2009	2010
			142.97	141.67	133.60

Circulation per FTE

2005	2006	2007	2008	2009*	2010
17,701	17,693	18,561	18,003	16,841	20,102

*2009 – Furlough & Chugiak-Eagle River relocation reduced open hours by 1308

Peer libraries:

2005	2006	2007	2008	2009	2010
			17,636	19,396	20,380

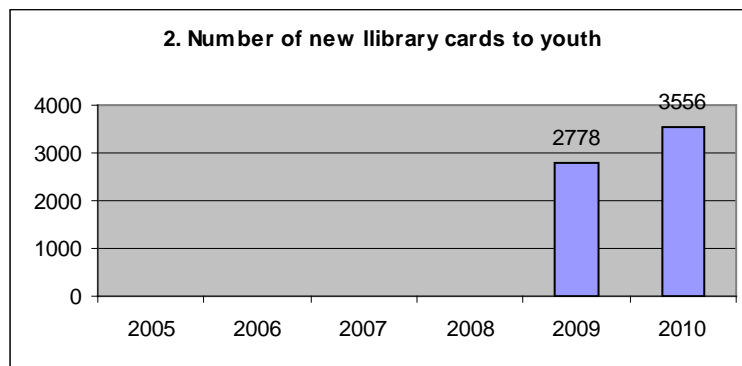
Percentage expended on personnel (salaries and benefits)

	2005	2006	2007	2008	2009	2010
Total direct costs	77.6%	75.8%	77.7%	80.7%	81.0%	82.6%
Total function costs	54.9%	52.6%	54.0%	56.7%	54.7%	56.3%

Peer libraries:

	2005	2006	2007	2008	2009	2010
Total function costs				66.3%	65.7%	65.8%

Measure #2: New library cards issued to youth, with a goal of 25% increase annually



Percentage change in new library cards to youth

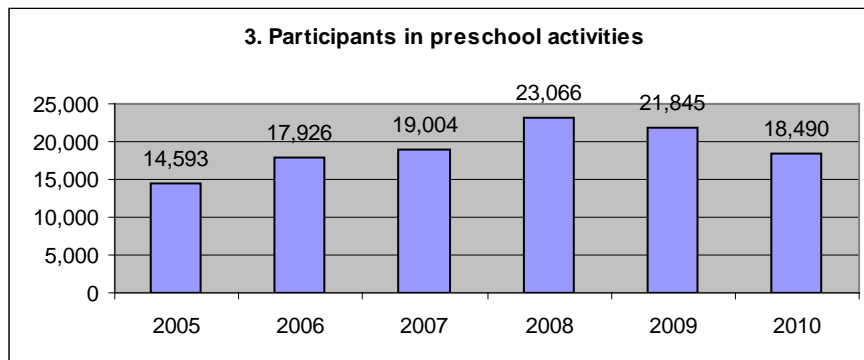
2005	2006	2007	2008	2009	2010
no data	no data	no data	no data	no data	28%

2011 Progress

Q1	Q2	Q3	Q4	Total
688	928			1,616

Background: Of states ranking in the top half of all states on reading scores, more than four-fifths (82%) ranked in the top half on circulation of children's materials per capita. Conversely, four out of five states (83 percent) in the bottom half on reading scores also rank in the bottom half on children's circulation. (Lance, Keith Curry and Robbie Bravman Marks. "The Link between Public Libraries and Early Reading Success." *School Library Journal*. September 1, 2008. <http://www.schoollibraryjournal.com/article/CA6590044.html>)

Measure #3: Number of participants attending preschool activities, with a goal of 10% increase annually



Percentage change in participation in preschool activities

2005	2006	2007	2008	2009*	2010*
no data	23%	6%	21%	-5%	-15%

*2009 – Furlough & Chugiak-Eagle River relocation reduced open hours by 1308

2010 – Staff reductions resulted in the elimination of 3 weekly preschool activities Q4 2009

2011 Progress

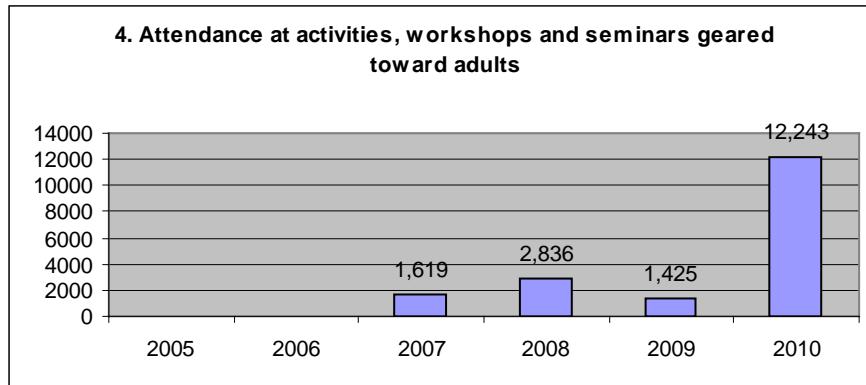
Q1	Q2	Q3	Q4	Total
6,535	4,125			10,660

Background: Investments in high quality early childhood development programs consistently generate benefit cost-ratios exceeding 3-to-1—or more than \$3 return for every \$1 invested. For low-income and disadvantaged children, for every \$1 invested in a quality pre-K program, there is a nearly \$13 public benefit through savings on future public expenditures like special education, welfare, and especially crime. The economic and social benefits from these investments amount to much more than just improvements in public balance sheets. By improving the skills of a large fraction of the U.S. workforce, these programs raise the gross domestic product, reduce poverty, and strengthen U.S. global competitiveness. (Bright Futures, the early childhood education newsletter of the National Governors Association. <http://www.nga.org/Files/pdf/0501TaskForceReadiness04.pdf>)

In nearly half the classrooms (46%), at least one out of five kids was inadequately prepared for kindergarten when they started schools (Mason-Dixon Polling & Research, Inc., Kindergarten Teachers Poll, (<http://www.fightcrime.org/releases.php?id=101>)).

Of states ranking in the top half on reading scores, seven out of 10 (70 percent) ranked in the top half on attendance at children's programs per capita. By contrast, seven out of 10 states (71 percent) in the bottom half on reading scores also rank in the bottom half on children's program attendance. (Lance, Keith Curry and Robbie Bravman Marks. "The Link between Public Libraries and Early Reading Success." *School Library Journal*. September 1, 2008. <http://www.schoollibraryjournal.com/article/CA6590044.html>)

Measure #4: Activities, workshops and seminars geared toward adults offered, with a goal of 10% increase in attendance annually



Number of activities, workshops and seminars geared toward adults

2005	2006	2007	2008	2009*	2010
no data	12	38	52	41	86

*2009 – Furlough & Chugiak-Eagle River relocation reduced open hours by 1308

2011 Progress

Q1	Q2	Q3	Q4	Total
1,082	4,514			5,569

Background: When libraries work with local and state agencies to provide business development data, workshops, and research, market entry costs to prospective small businesses are reduced, existing businesses are strengthened, and new enterprises are created. The public library reduces costs to local workforce development agencies by providing a wide range of employment information resources, access to online employment and career certification tests with computers and other technology. (Urban Libraries Council, “Making Cities Stronger: Public Library Contributions to Local Economic Development.” January 2007.)

Performance Measure Methodology Sheet

Library

Measure #1: Increase library use and performance in relation to national standards

Type

Effectiveness

Accomplishment Goal Supported

Increase opportunities for our children's success when they enter school by teaching the foundations of reading, social, and creative skills through early learning educational activities.

Improve civic engagement, cultural enrichment, 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.

Improve economic advancement by providing equitable access to computing equipment and resources and improve public safety by providing safe and stimulating places for teens and clean, well-maintained buildings for all.

Definition

Measure impacts and improvements for all library activities in relation to national standards and peer libraries as identified in the Anchorage Public Library Community Plan and by the Public Library Association.

- 1.A. Number of computers available for public use: public internet computers, public catalog computers, and laptops for public use
- 1.B. Age of public and staff computers and number of computers more than 5 years from date of purchase
- 1.C. Research inquiries asked and answered: reference questions, directional questions, and requests for research assistance
- 1.D. Library holdings: items held by APL libraries
- 1.E. Library circulation: checkouts and renewals of materials at APL libraries
- 1.F. Materials expenditures: expenditures to acquire library materials
- 1.G. Overall library budget: total direct costs and total function costs
- 1.H. Library card holders: library users with an APL library card
- 1.I. Library visits: gate counts at library locations
- 1.J. Library locations: physical locations
- 1.K. Staffing level: number of FTE, circulation per FTE, and salaries/benefits

Data Collection Method

Calculate usage, circulation, attendance, inventory, expenditures by the following and compare to previous years, published population statistics, and peer libraries (if not specified, data is from the integrated library system):

- 1.A. number of computers available for public use: count number of computers available for public use—public internet computers, public catalog computers, and laptops for public use
- 1.B. age of public and staff computers: data from hardware and software inventory and from published MOA IT standards
- 1.C. research inquiries asked and answered: count of activities at service desks, over the phone, via email, and through other communication channels and calculate relation to current population
- 1.D. library holdings: count number of items held by the library

- 1.E. library circulation: count number of times items are checked out or renewed at APL libraries and calculate circulation in relation to current population and number of library card holders
- 1.F. materials expenditures: total expenditures on library materials (3838) expenditures, percentage of total direct costs and total function costs from PeopleSoft, and calculation relation to current population
- 1.G. overall library budget: total direct costs and total function costs approved and allocated for the library from PeopleSoft
- 1.H. library card holders: count number of card holders (registered borrowers) and calculate relationship with current population
- 1.I. library visits: door/gate counts at library locations and relation to current population and library card holders
- 1.J. library locations: count number of physical library locations
- 1.K. staffing level: count number of FTE, calculate relationship between FTE and total circulation and relationship between personnel costs (salaries and benefits) in relation to total direct costs and total function costs from PeopleSoft

Frequency

Measurements will be collected and reported as appropriate for the type of statistic (monthly, quarterly or annually) but will be accumulated annually.

Measured By

Library staff in all areas will collect data; reported to identified staff for centralized compilation and entry into an Excel spreadsheet

Reporting

Library section heads will compile, analyze and prepare annual report in numerical and/or graphical format

Used By

Library section heads and Library Administration to determine effectiveness, return on investment of library expenditures and programs, and areas needing improvement.

Performance Measure Methodology Sheet
Library

Measure # 2: New library cards issued to youth, with a goal of 25% increase annually

Type

Effectiveness

Accomplishment Goal Supported

Increase opportunities for our children's success when they enter school by teaching the foundations of reading, social skills and, creative skills through early learning educational activities

Improve economic advancement by providing equitable access to computing equipment and resources and improve public safety by providing safe and stimulating places for teens and clean, well-maintained buildings for all

Definition

Measures increase in number of new library cards issued to youth (individuals under age 18)

Data Collection Method

Calculated by comparing number of new library cards issues to youth during the current year with the data from the prior year to determine the percentage change

Frequency

The measurement will be performed quarterly

Measured By

Youth Services Library Assistant III will tabulate the monthly statistics on the number of youth with library cards. Quarterly comparisons will be documented in an Excel form.

Reporting

Youth Services Coordinator will publish numerical and graphical quarterly comparisons

Used By

Youth Services Coordinator will use the information to track the number of youth with library cards

Performance Measure Methodology Sheet
Library

Measure #3: Number of participants attending preschool activities, with a goal of 10% increase annually
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Type

Effectiveness

Accomplishment Goal Supported

Increase opportunities for our children's success when they enter school by teaching the foundations of reading, social, and, creative skills through early learning and educational activities.

Definition

Measures increase in attendance of youth and adults at APL preschool and elementary school activities

Data Collection Method

Calculated by comparing current year event attendance statistics to the prior year and calculating percentage change

Frequency

The measurement will be performed quarterly annually

Measured By

Youth Services Library Assistant III will tabulate the monthly event statistics in an Excel spreadsheet and complete a comparative evaluation annually

Reporting

Youth Services Coordinator will publish the quarterly annual numerical and graphical comparisons

Used By

Youth Services Coordinator and Library Director to determine public response to library activities in relation to decisions on staff deployment and event offerings

Performance Measure Methodology Sheet
Library

Measure #4: Activities, workshops and seminars geared toward adults offered, with a goal of 10% increase in attendance annually

Type

Effectiveness

Accomplishment Goal Supported

Improve civic engagement, cultural enrichment, 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

Definition

Measures the program attendance and the number of programs offered for an adult audience by library staff or in partnership with community organizations

Data Collection Method

Count the number of programs for adults scheduled to be presented at all library locations or by library staff at other locations

Frequency

The measurement will be performed monthly with an annual total

Measured By

The total will tracked and recorded in an Excel spreadsheet by the division manager

Reporting

The division manager will create and maintain a monthly and annual report in Excel from the data gathered. The information will be displayed numerically.

Used By

The division manager and department director will use the information to develop programs in response to the community's needs and interests