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# Anchorage Public Library

*Anchorage: Performance. Value. Results.*

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## **Mission**

Connecting people to education, information, and community

## **Values**

- Access- Ensure all people have free and equal access to information and library spaces.
- Community- Maintain a library that is safe, welcoming, and responsive to community needs.
- Learning- Actively facilitate and promote literacy and life-long learning.

## **Core Services**

- Access to a diverse collection of materials in various formats
- Knowledgeable and approachable staff
- Functional technology and connectivity
- Expert information and reference assistance
- Communal spaces for individual and group use
- Targeted programming that meets the needs of all our community

## **Accomplishment Goals**

- Improve economic advancement by providing equitable access to computing equipment, programs, and resources.
- Improve public safety by providing safe and stimulating places and clean, well-maintained buildings for all.
- Increase opportunities for our children's success when they enter school, by supporting the foundations of reading, social skills, 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.

## **Community Priorities and Desired Outcomes**

- **Education and Skills for Life:** Children enter Kindergarten with the foundational skills for literacy and are supported by the Library in their literacy progression through elementary school; the Library supports teens and adults in learning the skills they need to be successful in life.
- **A Bridge to Information and Resources:** Anchorage is an engaged and well-informed community; the library seeks to be the trusted institution that connects people to non-biased information, experts, and materials, and adapts with the changing needs of our community.
- **Building Community:** The Library facilitates Anchorage residents coming together for camaraderie, fun, and fulfillment.

## **Performance Measures**

- Cardholders and Library Visits
  - Anchorage Public Library has issued 3,268 library cards in Q1 this year, this is slightly lower than the same period last year when there were 3,800 new library

cards issued. Currently, 16% of the Anchorage population are active library card holders. In Q1, we had 141,641 visits. That is a 18% increase from Q1 2023. Our continued goal is 150,000 people per quarter visiting our libraries. Library staff continue to market at community gatherings, through radio and print advertisements, and partnerships with other organizations.

- Circulation of Materials
  - Total circulation is 17.8% higher than Q1 2023. This increase is due to digital circulation (downloadable eBooks and eAudiobooks) which increased by 31% from Q1 2023. Our goal is to continue to grow our collection to meet the demand for digital materials while increasing our physical circulation to surpass 2019 levels.
- Program Attendance
  - We had a 8.6% drop in the number of programs offered from Q1 2023 and a corresponding drop in attendance which can be attributed to the inclement weather in February.
- Computer use, including Wi-Fi use of Library technology
  - Wi-Fi users at the library were up 2% from the same quarter in 2023 and however computer sessions dropped slightly from Q1 2023, attributable in part to technology issues related to our public printing system.

### **Explaining the Metrics below:**

Circulation is a metric used by the Institute for Museums and Libraries Services (IMLS), the federal government department in charge of grants and standards for libraries and museums. Circulation per capita has been what data analysis staff, at many libraries have used to put this figure in context of the population that they serve. APL chose a target based on what libraries with the same service population achieve.

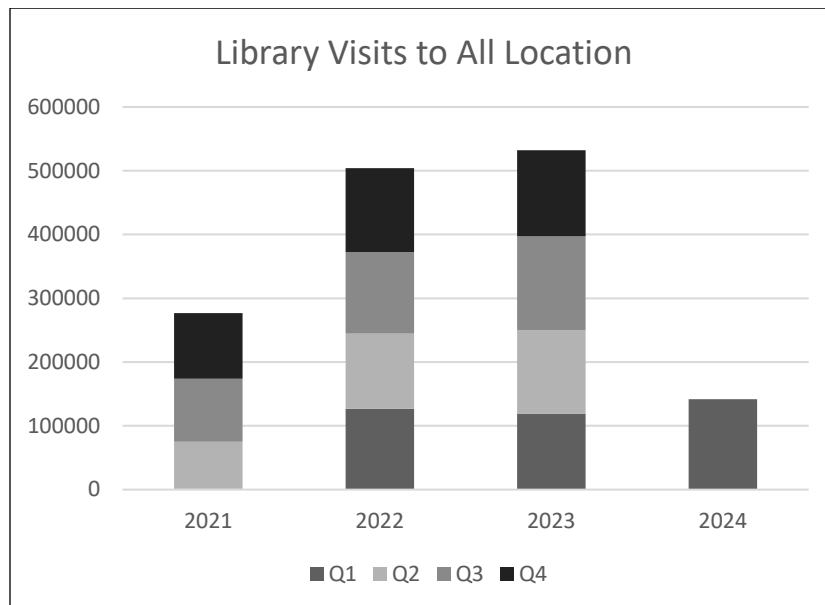
Downloaded content measurement is included to observe the shift from physical materials such as books and DVDs, to streaming or downloaded content like eBooks and eAudiobooks. The charts below demonstrate that while print circulation is higher in terms of number of items, more individual users are choosing digital items. Anecdotally this is five people at home each checking out an eBook or downloadable eAudiobook per week as opposed to one person coming in once a week to check out 15 picture books for their children. Also included is a graph showing this change over the last five years reflecting numbers of items circulated.

Collection spending per capita is a metric that puts our circulation numbers in a fiscal context. APL may not be performing at the same level as comparable libraries that serve the same service population because it is underfunded in this area. In part, the Library cannot afford to buy enough digital items to circulate because digital items have higher costs associated with them. APL has been working on fundraising through grants and assistance from the Anchorage Library Foundation and Friends of the Library. APL chose a target based upon the average collection spending per capita of other libraries our size <https://www.ims.gov/search-compare/>

Circulation, visits, program attendance, public service hours, and number of programs, are all historically used by libraries to track use of facilities and in-person services. APL's goal has been to return to pre-COVID numbers in all categories. Digital circulation goals were met in fourth quarter. Once the Library gets back to that level, plans are to use numbers from libraries

with service populations of similar size. Comparable statistics can be found at the IMLS search and compare tool previously mentioned but also in state-wide statistics <https://library.alaska.gov/dev/plstats.html>.

Public Library Performance Measures	Q1 2023	Q1 2024	Target
Total Circulation	353,329	416,328	500,000
Downloaded content (Overdrive, Hoopla, etc.)	132,979 <sup>^</sup>	173,881 <sup>^</sup>	200,000
Physical Circulation	220,350	232,447	300,000
Visits	119,138	141,641	150,000
Public Service hours	2,703	2,726	
Number of Library Programs	466	429	700
Program Attendance	12,513	11,065	20,000
Public Technology Use (Wi-Fi and devices)	27,605	27,539	55,000
Website Sessions	236,446	249,025	425,000
Anchorage Population	287,752	288,189	
<sup>^</sup> = Item is budget / funding dependent			



**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.

