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# **Anchorage Public Library**

*Anchorage: Performance. Value. Results.*

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## **Mission**

Connecting people to education, information, and community

## **Core Services**

- Provide access to a diverse collection of materials in various formats
- Provide excellent customer service through knowledgeable and approachable staff
- Maintain functional technology and connectivity
- Maintain safe and welcoming spaces for individual and group use
- Create and present targeted programming that meets the needs of all our community
- Actively facilitate and promote early literacy
- Ensure all Anchorage residents have free and equal access to information and library spaces

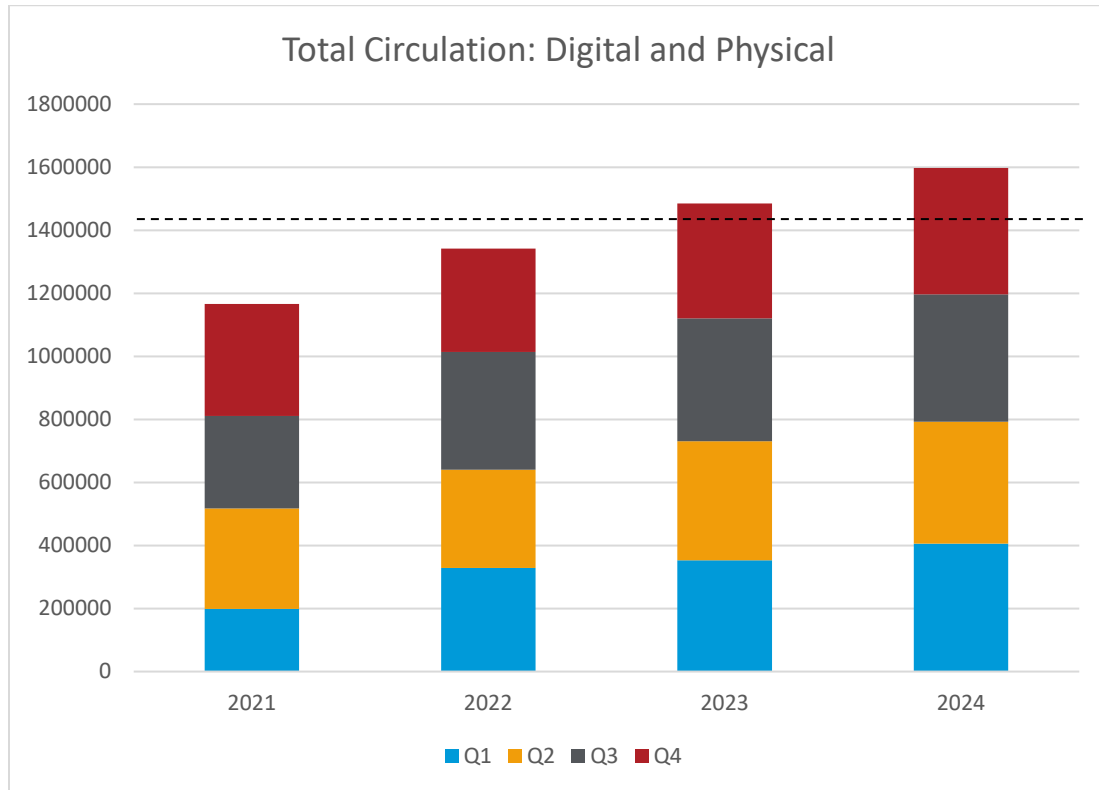
## **Accomplishment Goals**

- Timely and responsive access to a diverse collection of materials in order to promote literacy and life-long learning resources
- Provide expert information and reference services to the public through excellent customer service and trained staff
- 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
- 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
- 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
- Enhance quality of life for all Anchorage Residents through library services

## Performance Measures

Progress in achieving department and certain division-related goals will be measured by:

### Measure #1: Physical and digital circulation



#### Explanatory information:

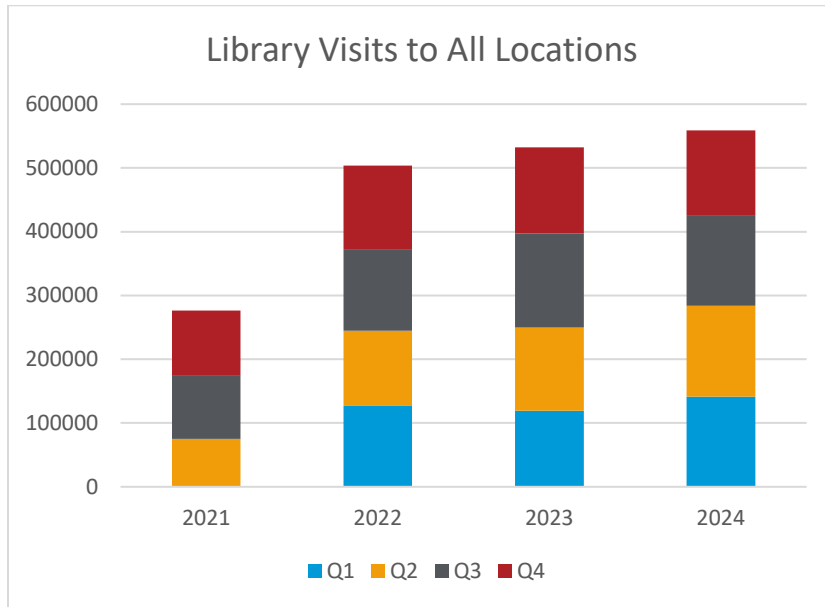
Total circulation is the sum of physical items checked out plus eBooks, eAudiobooks and other downloadable content. Our goal, as indicated by the dashed line, is 5.16 items/capita which equals 1,491,085 and is based on the average circulation of comparable libraries as found in the Institute of Museum and Library Science statistics (available national stats are from 2021). 7.29 items /capita was the 2019 average circulation based on peer libraries. While the library is encouraged by increased circulation it has yet to reach pre-pandemic levels.

In 2021, APL digital circulation was 32% of the total. Digital circulation is now 42% of the total. This rapid shift in how patrons are borrowing and accessing materials has forced the library to reconsider and shift operational funds to meet the demand.

Physical Circulation	Q1	Q2	Q3	Q4	TOTAL To Date
2021	101,484	202,666	223,292	231,884	759,326
2022	207,960	193,788	248,359	203,902	854,009
2023	220,350	232,720	241,282	204,651	899,003
2024	232,430	222,703	241,365	222,686	919,184

Digital Circulation	Q1	Q2	Q3	Q4	TOTAL
2021	97,211	115,868	70,375	123,592	407,046
2022	121,051	117,255	125,852	124,035	488,193
2023	132,979	144,555	148,381	160,365	586,280
2024	173,872	163,151	163,141	177,852	678,016

**Measure #2: Library visits**



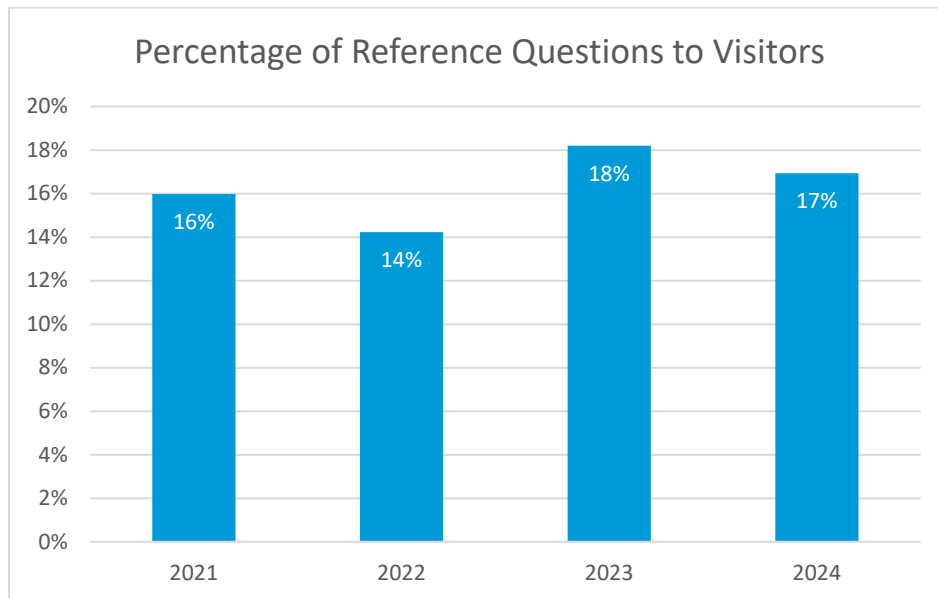
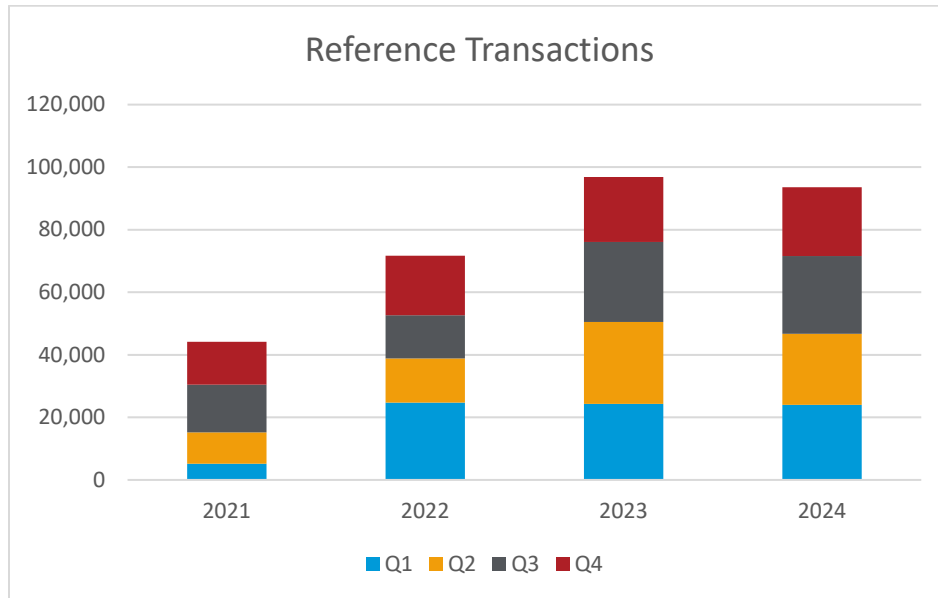
**Library visits by branch**

Library Visits	Loussac	Chugiak-Eagle River	Scott and Wesley Gerrish	Mountain View	Muldoon	TOTAL
2021	152,294	32,792	14,295	46,086	31,101	276,568
2022	287,836	65,564	21,745	95,539	33,250	503,934
2023	312,812	64,242	25,774	88,193	41,178	532,199
YTD 2024	296,486	72,348	32,689	112,460	44,660	558,643

**Explanatory notes:**

In Q1 2021 the library had 1,080 visits, due to only partial opening of library buildings beginning March 1, which is not apparent from the 2021 total. The library is still working to return to pre-pandemic visits. In 2019, the library had 686,183 visitors. The IMLS average in 2019 was 3.66 per capita (equal to 1,057,630 for Anchorage Population) and is 1.29 per capita for 2021 (equal to 372,771 based on Anchorage population). This decline showed that libraries across the country saw less visitors during the COVID pandemic. As more information is available on a national level our goals will be adjusted. Our first goal is to return to 2019 visitor numbers of 686,183 and then to reach a comparable metric to our peer libraries.

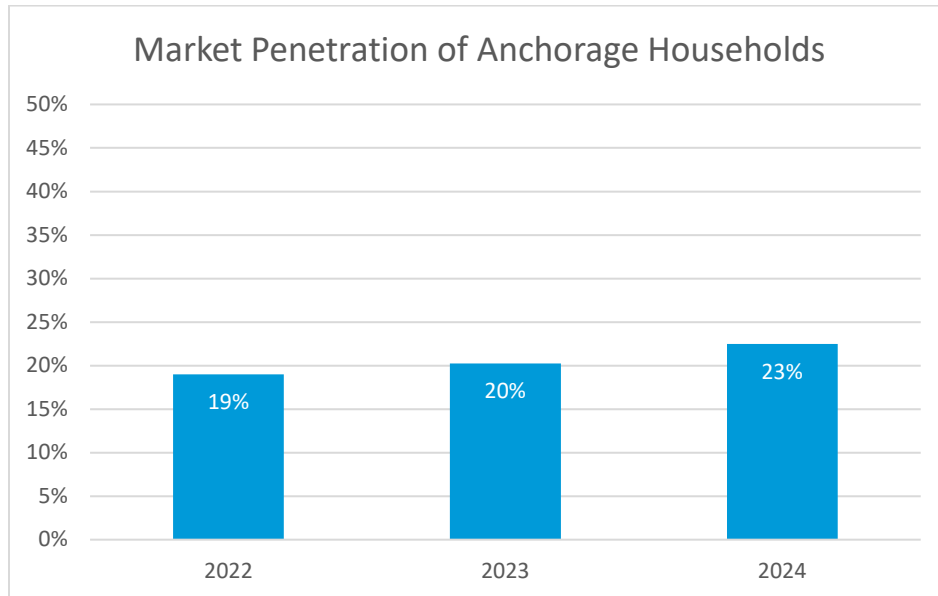
### Measure #3: Reference questions answered



#### Explanatory note:

The number of reference transactions is impacted by and proportional to the door count and computer usage. Anecdotally, most reference questions are about computer usage as the Library is one of the few places to offer basic technology assistance. The largest limiting factor on number of questions answered is library staffing levels. Fewer staff can mean longer wait lines as each transaction can last anywhere from two to fifteen minutes. This will result in visitors leaving rather than waiting in lines. Questions are answered via chat, email, in-person, and phone with in-person accounting for approximately 95% of questions. The goal is to increase the proportion of questions to visitors, to be able to help a higher percentage of our visitors with their questions. Doing this will require more staff working at more service points. In 2022, 14% of library visitors had a reference transaction and in 2023, it was 18%.

**Measure #4: Percentage of households with active library card.**



**Explanatory note:**

Use of libraries contributes to overall community wellbeing by providing access to resources, cultural enrichment, lifelong learning and more as outlined in [Understanding the Social Wellbeing Impacts of the Nation's Libraries and Museums](#). [Understanding the Social Wellbeing Impacts of the Nation's Libraries and Museums \(imls.gov\)](#) Anchorage has 110,390 households based on census data. In Q1 2024, the library reached 24,763 households. While the library continues to return to pre-pandemic usage and is encouraged by improvements in numbers, the goal is 31% market penetration based on average of peer libraries with comparable population as identified in Savannah, the libraries statistic software. This data is only available from 2022 as that is when the library began using the software.

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## **Automations Division Anchorage Public Library**

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### **Purpose**

To provide technology support, maintenance, and upgrades to all patron facing technology at all five Anchorage Public Library locations. To manage Integrated Library System (Sirsi) including records maintenance, circulation rules, and Alaska Library Catalog compliance. Explore and advise on new technology trends which would allow the library to serve its customers more efficiently and effectively.

### **Direct Services**

- Maintain functional and high-quality public access to the internet
- Provide reliable self-service options and automated solutions for patrons and staff
- Ensure library technology is maintained and updated as necessary
- Seek innovative solutions to community needs through technology
- Troubleshoot technology or oversee handoff to Muni IT
- Manage relationship between the Alaska Library Consortium and Anchorage Public Library
- Responsible for all procurement and contract management for technology at Anchorage Public Library
- Maintain compliance with the Federal Communications Commission eRates Program to ensure APL continues to receive discounts on internet and internet infrastructure

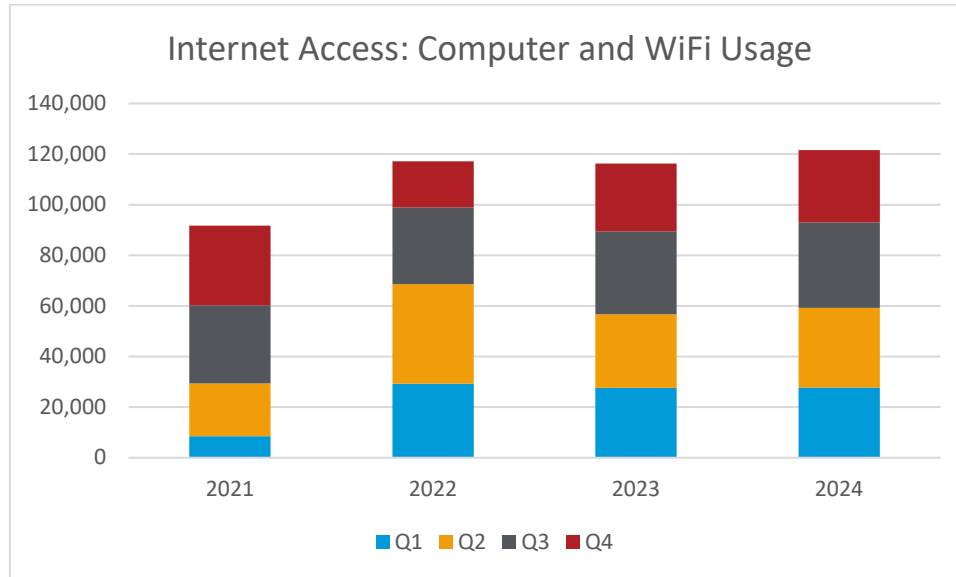
### **Accomplishment Goals**

- Improve economic advancement by providing free access to computers and the internet and service them as needed.

## Performance Measures

Progress in achieving goals shall be measured by:

### Measure #5: Computer and WiFi Usage



WiFi Sessions	Q1	Q2	Q3	Q4	TOTAL
2021	7,485	12,616	15,996	19,347	55,444
2022	15,755	23,323	18,122	13,076	70,276
2023	15,818	18,919	20,456	16,788	71,981
2024	16,129	18,877	19,082	16,624	70,712

Computer Use	Q1	Q2	Q3	Q4	TOTAL
2021	976	8,330	14,809	12,105	36,220
2022	13,476	16,054	12,161	5,232	46,923
2023	11,787	10,194	12,251	10,018	44,250
2024	11,616	12,606	14,689	11,952	50,863

#### Explanatory note:

Access to the internet is essential for economic advancement as most job advertisements, job applications, and support services, require access to a computer. The Library has a total of 65 desktop computers available for public at the five locations in addition to WiFi and printing services. APL 2019 computer usage was 103,131 and 114,051 WiFi usage for total internet access of 217,182 approximately twice the usage of 2023. The Library's goal is to use this information to make budgetary decisions on the need of wifi internet versus computer stations.

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**Branch Libraries Division**  
**Anchorage Public Library**

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**Purpose**

Provide library spaces and equitable access to services for all from birth through adulthood including reference, readers advisory, programming, computer access, and library books and materials. Provide communal spaces for learning and growth in neighborhoods throughout the Municipality of Anchorage. Build connections with community partners for outreach events to enrich library experiences. Respond to the unique needs of each community.

**Direct Services**

- Cardholder registration
- Readers Advisory and Reference Assistance
- Computer Access and Assistance
- Outreach visits and educational talks
- In library programs

**Accomplishment Goals**

- Maintain communal spaces that are safe, welcoming, and available for individual and group use
- Provide excellent customer service through readers advisory, reference assistance, and computer assistance
- Provide access to a diverse collection of materials in various forms and promote literacy and lifelong learning
- Provide targeted programs that meet the needs of the individual community and to promote civic engagement

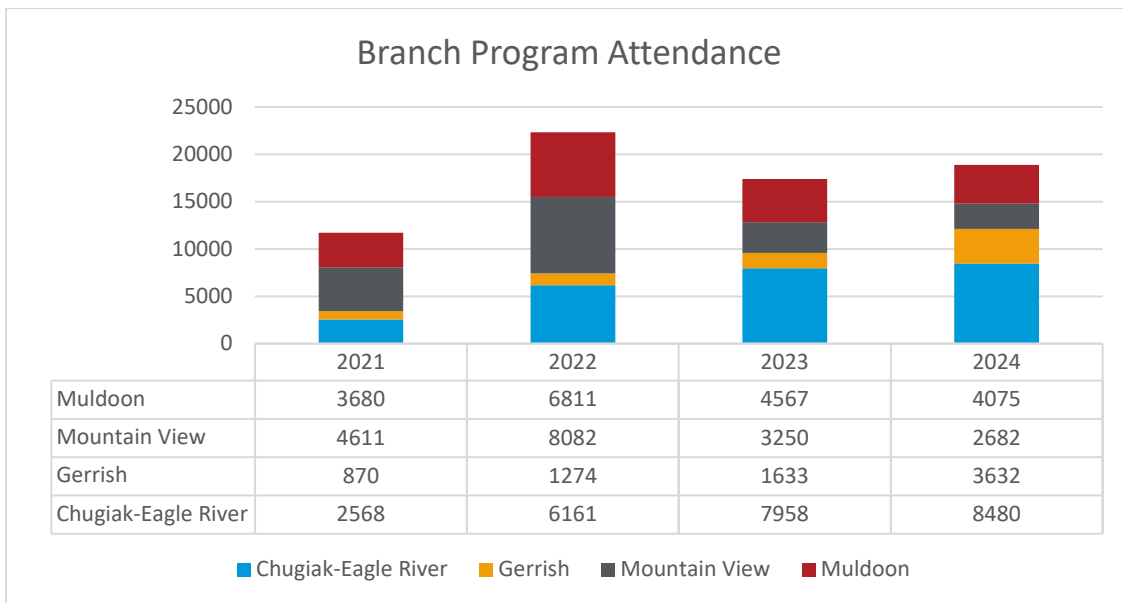
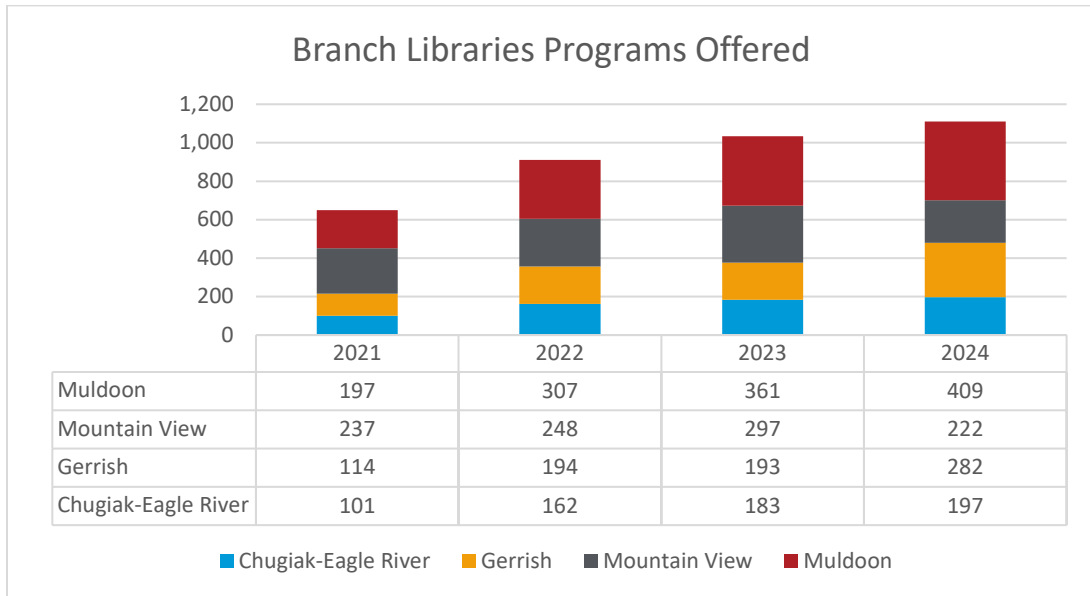
**Performance Measures**

*(Additional performance measures related to Branch Libraries is reported at department level, to include: Library Visits, Reference Transactions, and Circulation)*

Progress in achieving goals shall be measured by:



**Measure #6: Branch library programs and attendance**



**Explanatory note:**

Branch libraries provide programming unique to the communities they serve with the goal of building community, promoting lifelong learning, and introducing educational materials. The Library’s goal is to increase the number of programs offered and to return to pre-pandemic attendance numbers per program. In 2019, the average attendance for Chugiak-Eagle River (CE) was 22, Mountain View (MV) was 14, Muldoon (MD) was 22 and Gerrish (GR) was 21. In 2023, the average attendance in CE was 43, MV 11, MD 13, and GR 9.

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## Collection Management Services Division

### Anchorage Public Library

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#### Purpose

To select, order, process, and evaluate all materials in the library collection. To ensure the library collection reflects the needs of the community by focusing on multiple formats and content diversity.

#### Direct Services

- Order materials in multiple formats including digital, media, periodicals, databases, and books
- Process all materials and invoices
- Manage bibliographic records in Integrated Library System
- Ongoing collection maintenance including deselection

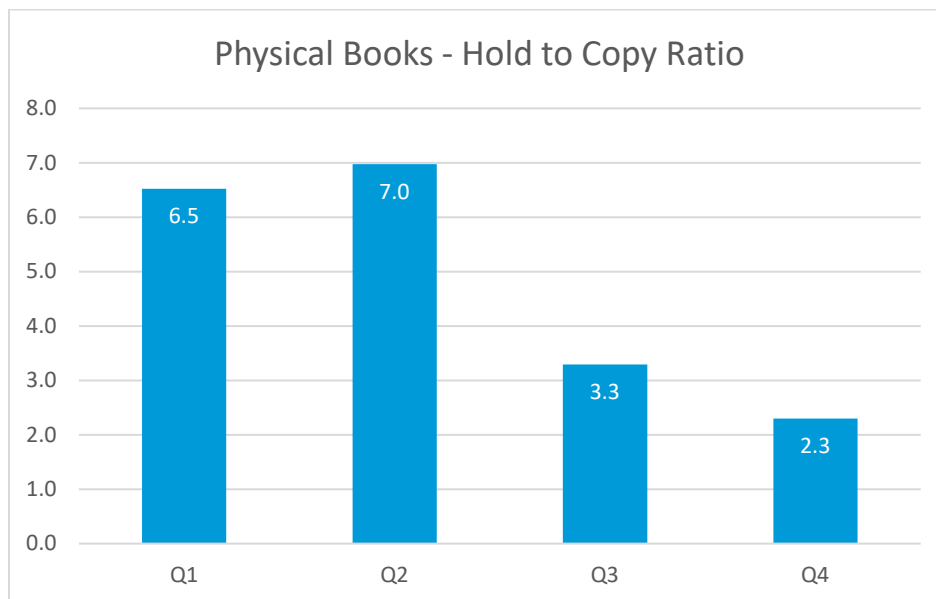
#### Accomplishment Goals

- Responsive to community requests and provide materials for checkout
- Respond to community requests and provide materials in various formats
- Maintain a diverse collection of materials in various formats

#### Performance Measures

Progress in achieving goals shall be measured by:

<b>Performance Measure #7: Wait times for print books</b>
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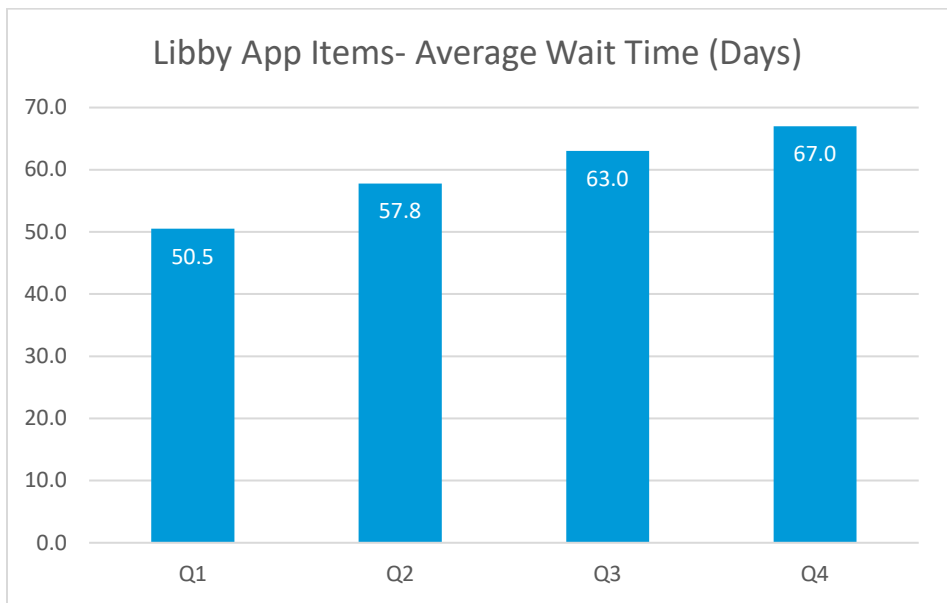
Explanatory note:

The Library's goal is to have a ratio of no more than 3 hold requests per copy which will keep wait

times down for library cardholders. APL is part of the Alaska Library Network which allows us to borrow from other locations in the state and those copies are counted as part of the overall ratio. However, the holds tracked are for APL cardholders only. The library is not concerned with buying extra copies of a book if it is only being requested by card holders in Wasilla.

In the spring of 2024, the library transitioned to a new book vendor. During the transition, there were delays in being able to order books as we troubleshoot set up issues including cataloging and processing. When the books began to arrive in larger and more consistent quantities over the summer, we were able to reduce by half the ratio of hold requests per copy.

**Measure #8: Wait times for digital items (audiobooks, ebooks, and magazines) on the OverDrive app Libby**



**Explanatory note:**

To be responsive to community needs, the Library has an internal goal of no more than a 30 day wait period for items. Usage is outpacing APL’s ability to purchase materials. Between April 2023 and April 2024, unique users increased by 20%, checkouts increased by 40%, holds increased by 29%, whereas total holdings only increased by 10%. It is the Library’s goal to use this new information to determine the amount of increase to the digital collection budget required to reduce wait time.

\*Anchorage Public Library only began tracking wait times in December 2023.

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## **Library Administration Division** **Anchorage Public Library**

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### **Purpose**

To provide leadership, guidance, and support to all library divisions. To interface with MOA departments to ensure compliance and work collaboratively on city wide initiatives. Collaborate with Anchorage Library Foundation, Friends of the Library, and Library Advisory Board to achieve library mission and goals. Create a safe and welcoming environment for customers and staff. To support the public's awareness and use of library services, resources, and spaces.

### **Direct Services**

- Facilities use for rentals and community engagement
- Security and facilities management
- Budgeting, procurement, and timekeeping
- Public communication
- Coordinate with City Hall departments: HR, Finance, OMB, and Purchasing

### **Accomplishment Goals**

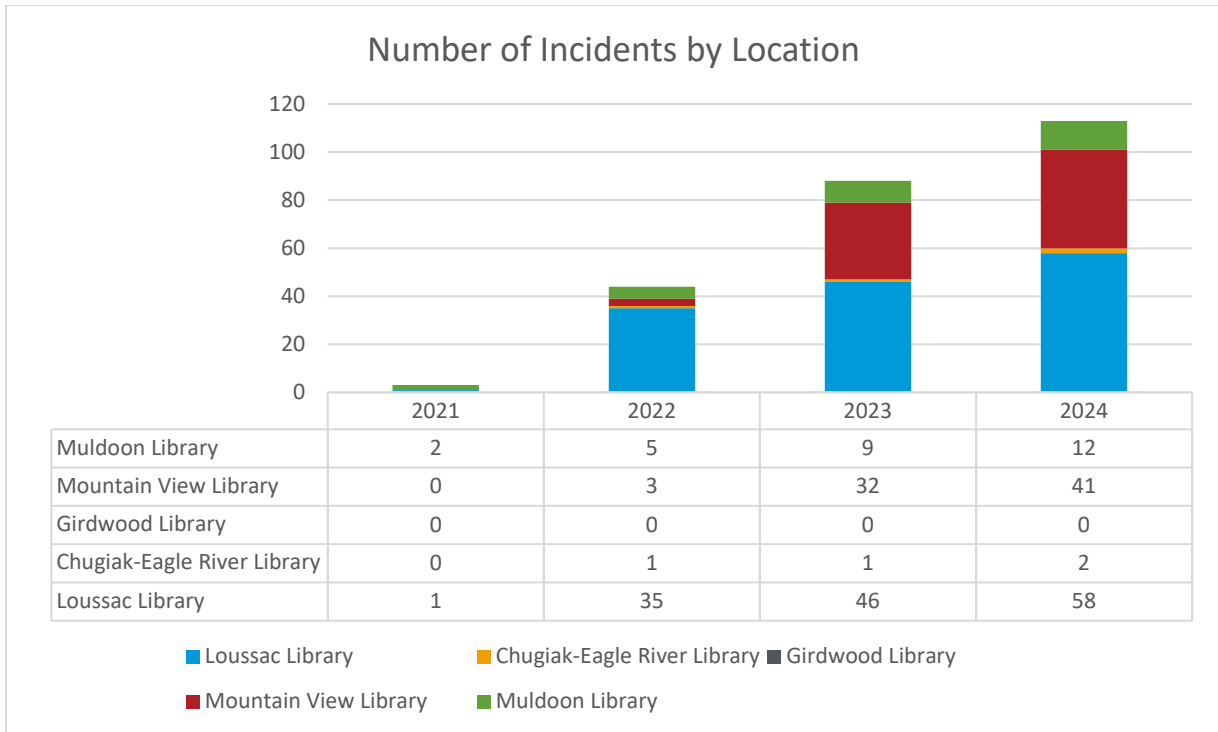
- Maintain communal spaces that are safe and welcoming
- Clean and well-maintained spaces for community, individual, and group use
- Increased public use of library materials and resources

## Performance Measures

(Additional performance measures are reported at department level, including percentage of active library cards)

Progress in achieving goals shall be measured by:

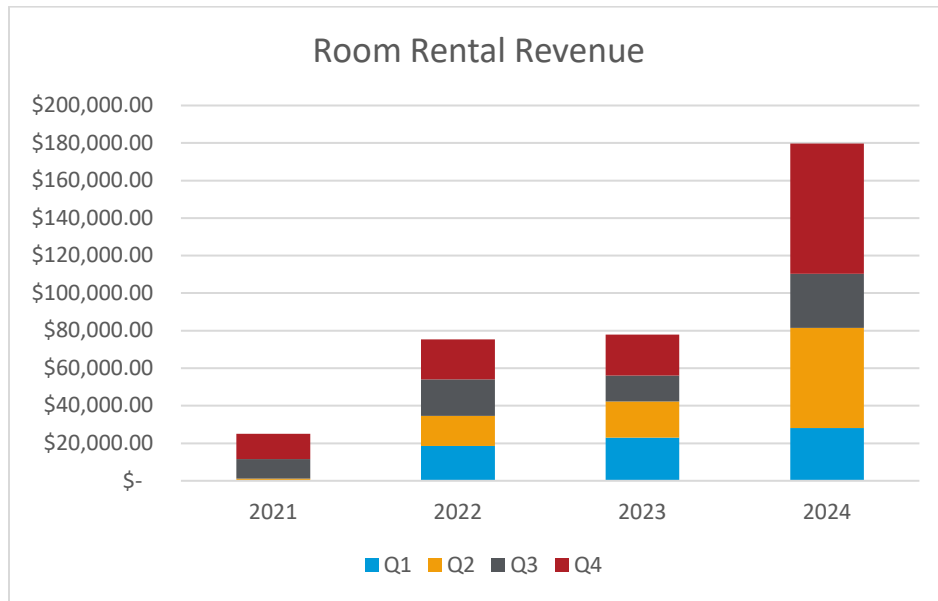
### Measure #9: Number of incidents at all library locations



#### Explanatory note:

For 2021 through 2023, the number of incidents tracks how many times security or staff had to enforce the library code of conduct resulting in a trespass of an individual. In 2024, the total reflects the additional inclusion of adding into that number the incidents involving significant property damage even when the individual was not identified. The Library strives to create a safe and welcoming environment for all patrons with the goal to reduce the number of incidents.

**Measure #10: Room rental revenue.**



**Explanatory note:**

Meeting rooms and event spaces are available for rent at the Loussac and Mountain View Libraries as part of the APL's commitment to providing safe and welcoming spaces for individual and group use. All MOA departments have access to use library facilities for free. APL is working to revise the room rental rates which have not been changed since 2010. The Library has already exceeded its 2024 goal of \$100,000.

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**Loussac Adult Services Division**  
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**Purpose**

Provide library services, including reference services, programs, outreach, and computer assistance to adults. Develop and maintain an Alaska Collection and archives. Assist with selecting materials for adults.

**Direct Services**

- Readers' advisory, reference assistance, and computer assistance
- Outreach visits and educational talks
- In library programs
- Maintain library digital presence and access to electronic resources.
- Provide access to Alaska archives

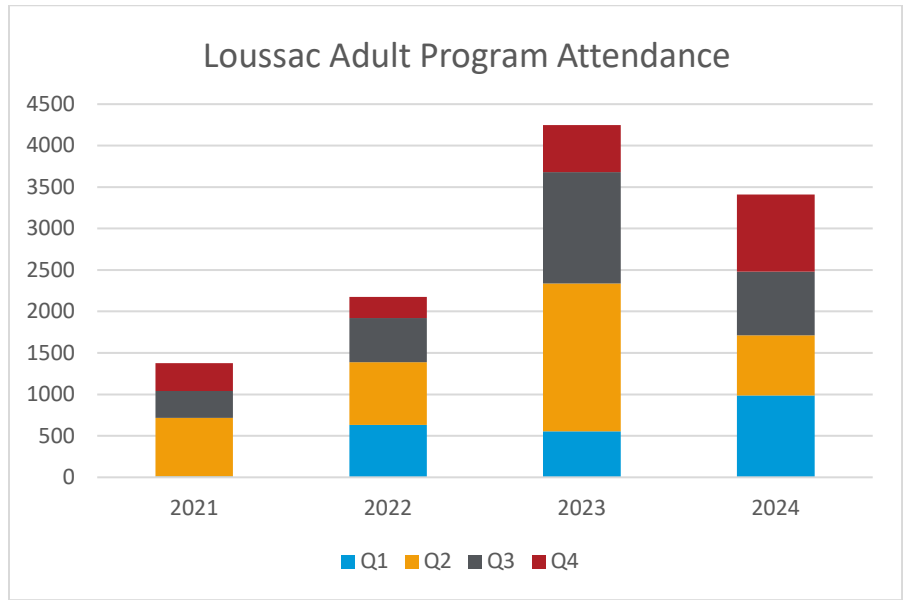
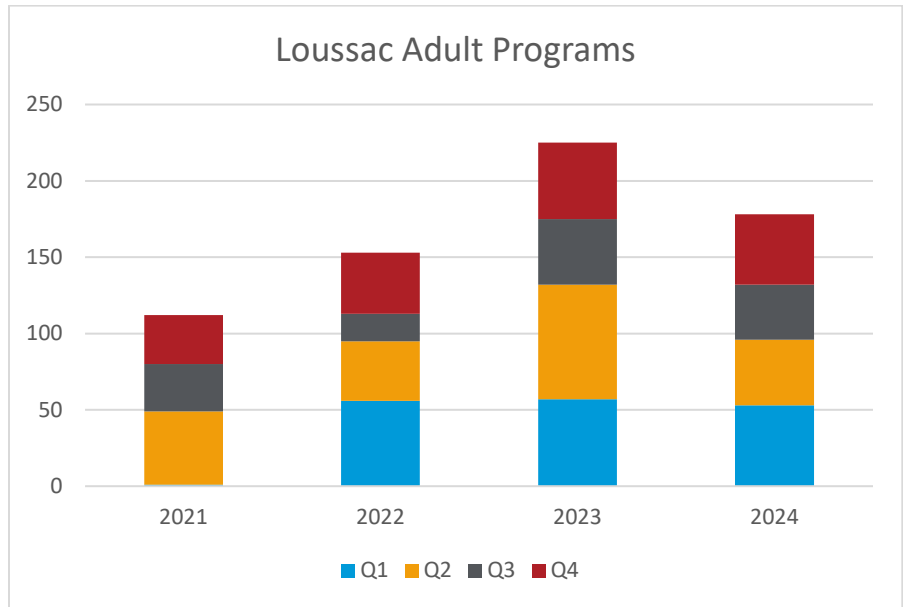
**Accomplishment Goals**

- Provide targeted programs designed to educate, engage, and enrich the lives of adults
- Expert customer service through knowledgeable and approachable staff

**Performance Measures**

Progress in achieving goals shall be measured by:

**Measure #11: Adult programs and attendance at Loussac Library**



**Explanatory note:**

Adult Programming is how the APL achieves its goal to 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. Adult programs include classes, community events, crafts and DIY, discussions and lectures, fun and games, job lab, and outreach. Loussac Adult Services also work with branches to help oversee system wide programming such as the Winter Reading Challenge. APL's goal is to increase the number of programs while returning to pre-pandemic levels of attendance per program. The Loussac Adult Services department of the library has an internal goal of 250 programs a year with 5,000 total attendees.



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## **Loussac Circulation Division** **Anchorage Public Library**

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### **Purpose**

To serve all customers at the Loussac Library with creating accounts and resolving account issues. Manage all incoming and outgoing items including shipment to Alaska Library Catalog members, restocking items, and maintaining the organization of the library collection.

### **Direct Services**

- Provide library cards and account support for current cardholders
- Check out materials directly or teach patrons to use self-service options
- Process fines and fees
- Process incoming and outgoing holds for library patrons
- Sort, repair, and reshelve physical materials
- Shipping and receiving including preparing materials for distribution through courier system to deliver items to branch libraries

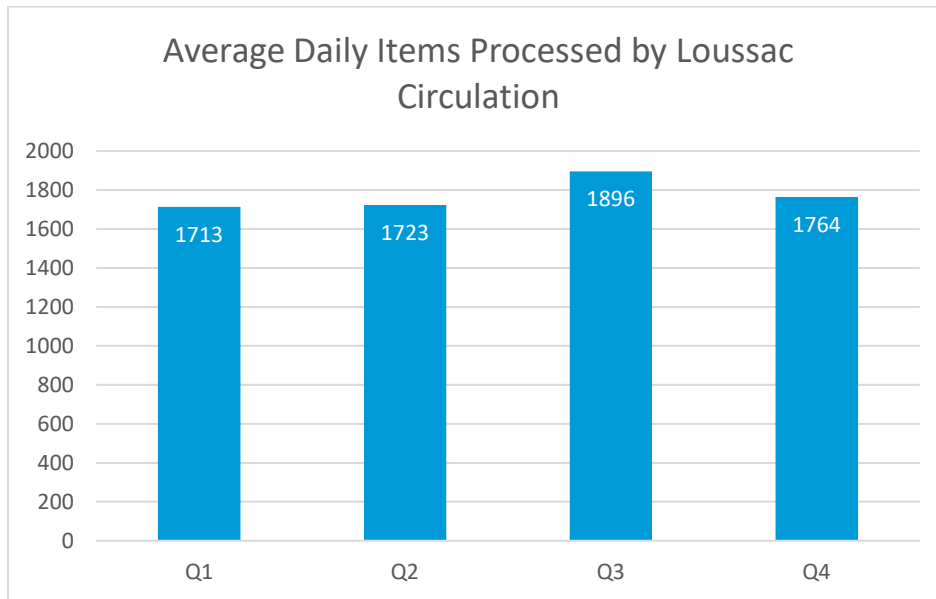
### **Accomplishment Goals**

- Provide access to physical materials

### **Performance Measures**

Progress in achieving goals shall be measured by:

**Measure #12: Materials Handling Rate**



**Explanatory note:**

The Library handles a considerable volume of materials that come into the Loussac Library via the Automated Handling Machine, every one of these items needs to be handled by a staff person. Items can be routed to holds, returned to library partners statewide or other libraries within the Municipality, or referred to staff for an investigation into more complicated issues. This data shows the average amount of items coming in daily that are being managed, primarily, by our shelving and dispatch department of 12 staff.

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**Loussac Youth Services Division**  
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**Purpose**

Provide library services, including reference services, programs, outreach, and computer assistance to children from birth to age 18 and their caregivers. Increase early literacy directly in children and early literacy awareness in the community. Partner as appropriate with other related agencies and nonprofits.

**Direct Services**

- Readers Advisory and Reference Assistance
- Computer Assistance
- Outreach visits and educational talks
- In library programs
- School library partnerships and caregiver educational programs and services

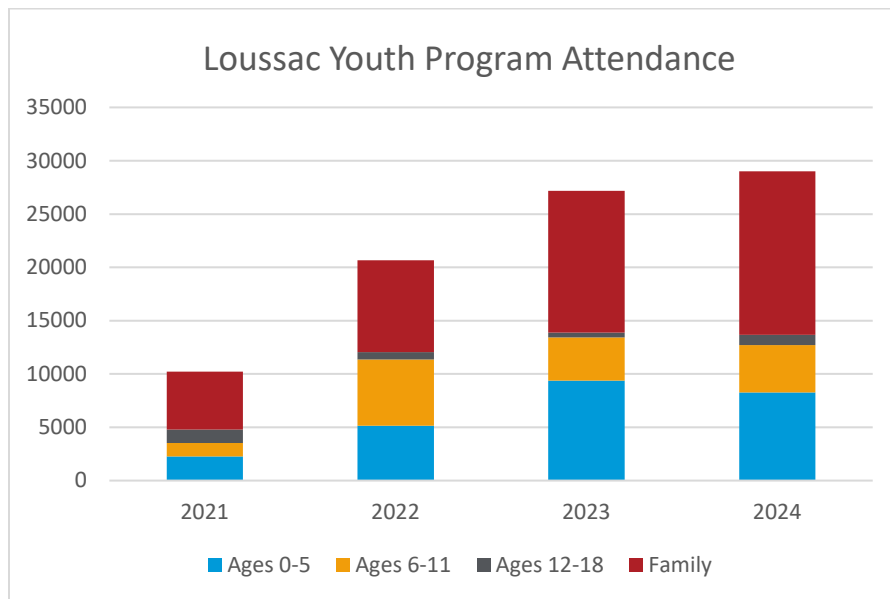
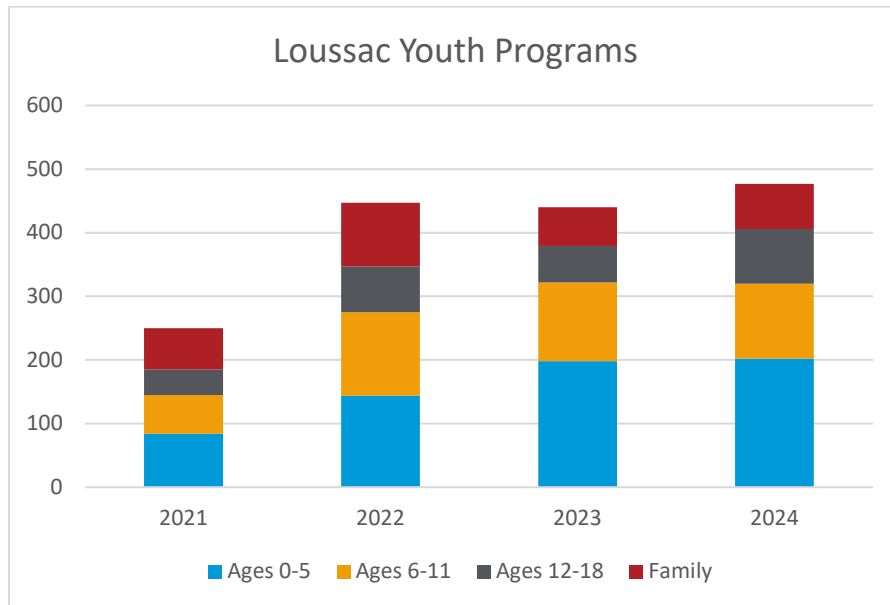
**Accomplishment Goals**

- 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
- Support literacy, social skill building, and creativity to elementary school age children and teens through programming

**Performance Measures**

Progress in achieving goals shall be measured by:

**Measure #13: Youth programs and attendance at Loussac Library**



**Explanatory note:**

Library storytimes and other programs for ages 0-5 are proven to increase early literacy and school readiness (T Campana K, Mills JE, Capps JL, Dresang ET, Carlyle A, Metoyer CA, Urban IB, Feldman EN, Brouwer M, Burnett K, Kotrla B. Early literacy in library storytimes: A Study of measures of effectiveness. *Library Quarterly*. 2016; 86; 4: 369-388. 10.1086/688028). Participation in library programs, especially summer reading (called Summer Discovery at APL) has been shown nationwide to provide benefits in math and reading skills and to build critical social and emotional skills. (<https://www.ireadprogram.org/resources/summer-reading-research>). The Loussac Library's goal is to continue to increase programming for youth in order to improve literacy and support student success. The total number of programs offered in 2023 declined slightly from 2022 due to staffing shortages at the Loussac Library.

**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.

