
Anchorage Public Library

Anchorage: Performance. Value. Results

Mission

Connecting people to education, information and community

Values

- Access, equity, and social justice
- Community by welcoming everyone to our library
- Lifelong learning and literacy

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 our community

Accomplishment Goals

- Improve economic advancement by providing equitable access to computing equipment, programs, and resources.
- Improve public safety by providing safe, stimulating, clean, and well-maintained buildings for all.
- 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 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 brings Anchorage residents together to build a more inclusive and accepting community.

Performance Measures

- Cardholders and Library Visits
 - Online registrations have been steady but are at about half the usual number.
- Circulation of Materials, including downloadable items
 - Checkout of physical items was not available until curbside pick-up began June 4th.
 - The chart below shows the increase in digital checkouts. This shows that when the physical library is unavailable our patrons still utilize their public library at home.
- Library Visits
 - Library visits were not possible due to the COVID event.
- Program Attendance
 - Virtual program attendance was good at the start of the COVID event but has decreased over time. Staff have worked to do more interactive events and videos that can be viewed at any time.
- Computer use, including WIFI use of Library technology
 - Despite being closed to the public due to COVID-19, we still had 10K WiFi sessions from people on our grounds and parking lots (about 1/3 normal usage), and for the three weeks we were open in July, we had over 900 computer sessions. While usage is down due to the closure, there is still high demand and need for library technology access.
- COVID Digital Use of Library Materials
 - Digital use has skyrocketed during COVID-19, up by 50% in most categories. Both Lynda.com and Live Homework Help assist the public with learning new skills. World Book Encyclopedia use has dramatically increased, due to its usefulness for student research and reports.

Digital Checkouts	3Q 2019	3Q 2020	Percentage Change
Freegal	22,323	24,876	11.44%
hoopla digital	17,881	22,732	27.13%
Listen Alaska			
eAudiobooks	25,666	32,347	26.03%
eBooks	27,003	39,248	45.35%
Live Homework Help	1,201	1,179	-1.83%
(students served)			
Lynda.com	612	513	-16.18%
(hours viewed)			
Morningstar (page views)	4,902	4,162	-15.10%
ValueLine (pages viewed)	1,500	2,109	40.60%
World Book Encyclopedia (hits)	4,820	11,340	135.27%

Public Library Performance Measures	Q3 2019	Q3 2020	Target
Cardholders as % of population	42%	46%*	48%
Circulation/capita	.97	.35*	1.3
Downloaded content (Alaska Digital, Freegal, Hoopla, etc)	89,166	119,394*^	Maintain
Collection spending/capita	\$2.75	\$2.97^~	\$6.94
Visits/capita	.57	0*	Improve
Program attendance/1000 capita	46.47	16.65*	Improve
Public Service hours/1000 capita	9.29	8.37*	Improve
FTEs/1000 capita	.2604	.2604^	.3368
Number of Library Programs	443	81*	Maintain
Program Attendance	13,569	4,862*	Improve
Public Technology Use (Wi-Fi and devices)	31,668	10,269*	Maintain
Website Sessions	413,093	195,255*	Improve
<i>^ = Item is budget / funding dependent</i>			
<i>* = Item has been affected by COVID-19 event</i>			
<i>~ = MOA budget funds only (no donations)</i>			
COVID-19 Related Metrics	Q3 2019	Q3 2020	
COVID Related Website Pages		Pageviews	
Safe Opening Plans		12,118	
Curbside Pick-Up		11,580	
Downloadables and Streaming		8,405	
Facebook Video (views)			
9,107 minutes			
748 (one minute or more views)			
951 engagements			
Virtual Reference Q3			
Phone Calls	447	4468	
Emails asking for assistance	314	164	

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.

