
Anchorage Public Library

Anchorage: Performance. Value. Results

Mission

Connecting people to education, information and community

Values

- Community
- Learning
- Access and Equity

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 and stimulating places and clean, 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 less than 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.
 - CARES dollars allowed us to increase our purchase of digital materials, including new databases for children and adults
- 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 had around 6,000 WiFi sessions from people on our grounds and parking lots.
 - In November we started checking out cellular (mobile) Wi-Fi devices called Mi-Fi's. They are extremely popular and there is now a waiting list to get one of the one hundred devices.
- COVID Digital Use of Library Materials Use of the library's digital resources were much higher in 2020 but for Q4 their use cooled slightly.

Electronic Resources Statistics	Q4 2019	Q4 2020	Percentage Change
Freegal (downloads and streams)	26,541	28,164	6.12%
hoopla (check-outs)	16,524	23,600	42.80%
Learning Express			
total sessions	22	55	150%
total number of resources	22	71	222.70%
Listen Alaska (check-outs)	51157	71,833	40.40%
eAudioBook	25048	31,975	27.65%
eBook	26109	39,858	52.70%
Live Homework Help (students served)	1149	794	-30.90%
Lynda.com			
total users	581	391	-32.70%
total hours viewed (hours)	1083	610	-43.70%
avg viewing time (minutes)	81	68	-16.05%
Morningstar (page views)	4,470	4,531	1.36%

Public Library Performance Measures	Q4 2019	Q4 2020	Target
Cardholders as % of population	42%	48%*	48%
Circulation/capita	.74	.33*	1.3
Downloaded content (Alaska Digital, Freegal, Hoopla, etc)	90,468	123,597*^	Maintain
Collection spending/capita	\$2.75	\$2.97^~	\$6.94
Visits/capita	.50	0*	Improve
Program attendance/1000 capita	56.44	16.70*	Improve
Public Service hours/1000 capita	9.41	8.27*	Improve
FTEs/1000 capita	.2604	.2604^	.3368
Number of Library Programs	727	103*	Maintain
Program Attendance	16,310	4,827*	Improve
Public Technology Use (Wi-Fi and devices)	26,185	8,511*	Maintain
Website Sessions	426,010	202,494*	Improve
^ = Item is budget / funding dependent			
* = Item has been affected by COVID-19 event			
~ = MOA budget funds only (no donations)			
COVID-19 Related Metrics	Q4 2019	Q4 2020	
COVID Related Website Pages		Pageviews	
Safe Opening Plans		12,118	
Curbside Pick-Up		11,580	
Downloadables and Streaming		8,405	
Facebook Video (views)			
Minutes of engagement		9,600	
# of views (one minute or more views)		723	
# of engagements (likes, shares, etc.)		579	
Virtual Reference Q4			
Phone Calls	492	4794	
Emails asking for assistance	240	160	

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.

