
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 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
 - Our physical materials circulation is down by 53% but we are hoping that our full reopening in April will help us start getting back to normal.
 - The chart below shows the increase in digital checkouts. This illustrates that when the physical library is unavailable our patrons still utilize their public library at home.
- Library Visits
 - Library locations opened to partial reopening in mid-March and then opened for browsing at the end of March. There will be a lot of marketing and outreach to the community to advertise the availability of library locations that have been closed to browsing for almost a year.
- 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 kits and programs that patrons can take at home. Youth Services did this with their popular Programs to Go which gave families all the materials necessary to do a craft and a lesson, 2,398 were given out in the first quarter.
 - Adult Services created Library in a Box which gives patrons books and materials to learn things like how to play card games, prepare for a job interview, or learn about Alaska History. There are many to choose from
<http://www.anchoragelibrary.org/books-plus-movies-plus-music/find-it/kits/library-in-a-box/>
- Computer use, including WIFI use of Library technology
 - The Public has needed our technology assistance and the technology we provide. In the first quarter we had 7,485 unique WiFi users. This is mostly from people on our grounds and parking lots because we were only partially open in March.
 - Our wireless (cellular) Wi-Fi called Mi-Fi had 391 checkouts and 241 holds which means that there were users waiting to use them. Demand exceeds our capacity to provide them to the public.
- COVID Digital Use of Library Materials
 - Our eBook and eAudiobook platforms continue you to see steady growth with an average increase of 28%.
 - Live Homework help which provides tutoring, resume review, and college test prep has seen 41% compared to this time last year.

Digital Checkouts	1Q 2020	1Q 2021	Percentage Change
Freegal	28,740	24,799	-13.71%
hoopla digital	19,098	23,152	21.23%
Listen Alaska			
eAudiobooks	26,676	33,709	26.36%
eBooks	29,587	40,617	37.28%
Live Homework Help	1,277	1,798	40.80%
(students served)			
Lynda.com	848	630	-25.71%
(hours viewed)			
Morningstar (page views)	6,177	3,619	-41.41%
ValueLine (pages viewed)	3,737	3,732	-0.13%
World Book Encyclopedia (hits)	46,000	53,420	16.13%

Public Library Performance Measures	Q1 2020	Q1 2021	Target
Cardholders as % of population	46%*	44%*	48%
Circulation/capita	.74*	.35*	1.3
Downloaded content (Alaska Digital, Freegal, Hoopla, etc)	101,314*^	122,277*^	Maintain
Collection spending/capita	\$2.97^~	\$2.77^~	\$6.94
Visits	159,198*	1,080*	Improve
Program attendance/1000 capita	39.6*	16.70*	Improve
Public Service hours/1000 capita	7.4*	8.65*	Improve
FTEs/1000 capita	.2604^	.2727^	.3368
Number of Library Programs	524*	192*	Improve
Program Attendance	11,560*	4,826*	Improve
Public Technology Use (Wi-Fi and devices)	41,314*	7,485*	Improve
Website Sessions	293,702*	209,907*	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	Q1 2020	Q1 2021	
COVID Related Website Pages		Pageviews	
Safe Opening Plans		12,118	
Curbside Pick-Up		11,580	
Downloadables and Streaming		8,405	
Facebook Video (views)			
14,900 minutes			
1,100 (one minute or more views)			
1,100 engagements			
Virtual Reference			
Phone Calls	184	4256	
Emails asking for assistance	170	211	

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.

