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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
- 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 **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. Review the Code of Conduct with staff for a more consistent enforcement from all library employees.
- 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 brings Anchorage residents together.

## **Performance Measures**

- Cardholders and Library Visits
  - Registrations have been strong, but we have been losing cardholders due to expiring cards. We are looking for new ways to engage patrons and improve our renewal rate.

- Circulation of Materials
  - Circulation of physical materials is up by 4% from the same period in 2019. This is the first time, since the beginning of the pandemic, it has been better than the same period 2019.
  - Circulation of digital materials is higher than 2019 but not higher than 2020. It seems that some users are going back to using physical items as they return to visiting the library in-person.
- Library Visits
  - Library buildings fully reopened in April and we saw steady growth in the number of visits, then a plateau, and then a small decrease. It is an increase compared to 2020 (buildings were closed), but 29% less than 2019. Point of fact: Loussac does not count attendance at the Assembly meetings as Library attendance. The electronic gates we use to count are at the doors that separate the atrium and the main part of the library.
- Program Attendance
  - The number of programs is down by 40% and program attendance is down by 55%. Attendance decline is partially due to less programs but also due to COVID discouraging in-person activities.
  - In addition to regular in-person programs like storytime, youth services systemwide launched literacy-based scavenger hunts. For pre-readers they focus on letter recognition and encourage children and caregivers to find letters and things that start with that letter throughout the library. Readers have a scavenger hunt focused on learning to use the library catalog and exploring different collections in the library. They've become very popular – one mother shared her daughter learned to use the catalog and now looks up all her own books! 1,070 kids have participated so far.
  - December saw the launch of “Leap into Science”. This program is part of a grant and uses curriculum developed by The Franklin Institute. Locally it is administered by Alaska Afterschool Network. The workshops, held at four library locations, start with a storytime and then feature a series of stations with scientific activities. The combination of children’s literature and science is both fun and educational. APL has had two very well attended events in cooperation with the Municipal Community Engagement Department and hope to continue this coordination.
  - Loussac Library began offering study rooms on the second and third floor. They have been extremely helpful in providing patrons a quiet place to conduct virtual interviews and appointments, as well as group study. In the 4<sup>th</sup> quarter, we have had 68 study room reservations.
  - Adult Services hosted United Way Healthcare Navigators during Affordable Care Act open enrollment on Tuesdays, Thursdays, and some Saturdays. Healthcare Navigators are able to assist patrons in finding affordable health insurance through the marketplace.
  - Loussac Library hosted seven COVID 19 vaccination clinics and one flu shot clinic. We partnered with Visit Healthcare for COVID shots and Anchorage Health Department for the flu shots. Each clinic saw people getting first, second, and booster vaccinations. Our flu shot clinic was especially popular with about 100 people getting vaccinated in one day.

- Adult Services, along with help from partners, started a new program series entitled “Golden Afternoons” which provides senior focused programming in the library. The first event had about 15 attendees. Future programs will occur monthly.
- Computer use, including Wi-Fi use of Library technology
  - Wi-Fi was used by 12,105 patrons in the fourth quarter and followed the trend of in-person visits.
  - APL checked out 315 Mi-Fi devices (cellular hotspots) and had 300 holds. The Library has seen the need for these devices sustained even though Library locations are open for business. Library patrons have complained that they cannot renew these items and that it takes so long to get these devices, but APL has as many devices as it can afford to pay for service on. Staff continue to look for grant opportunities to pay for additional devices and to replace grants that will end in 2022.

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

Cardholders as percentage of the population is a commonly used performance metric. It is highlighted in the book Municipal Benchmarks: Assessing Local Performance and Establishing Community Standards 3rd Edition by David Ammons. It is also commonly used in reports that libraries use to compare their performance with others. Anchorage Public Library (APL) has selected 48% because that is what the Library was at pre-COVID in 2019.

Circulation is a metric used by the Institute for Museums and Libraries Services, the federal government department in charge of grants and standards for libraries and museums. They have great data comparison tool available here: <https://www.ims.gov/search-compare/> Circulation per capita has been what data analysis staff, at many libraries, have used to put this traditionally in context of the population that they serve. APL chose a target based on what libraries with the same service population were achieving before COVID.

Downloaded content measurement is included to observe the shift from traditional materials such as books and DVDs to streaming or downloaded content. Especially with the onset of the COVID pandemic this has seen a large growth. The target selected is the high point of digital materials use during COVID.

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 it is often difficult to keep up with the cost of ordering as digital items have higher costs associated with them. As observers see patrons switch to digital resources there is an added strain to this budget. 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/>

Visits, program attendance, public service hours, number of programs, program attendance, are all historically used by libraries to track use of facilities and in-person services. APL’s goal has been to be back at pre-COVID numbers. 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 state-wide statistics <https://library.alaska.gov/dev/plstats.html>

FTEs/1000 capita, full time equivalent staff per 1000 residents, is a metric that shows how much labor support there is for the above mentioned in-person services. APL's performance can only truly be compared to those with both an equivalent service population and staffing. Another source of great comparative data in this area is Library Journal; this can be found by looking at additional tools section of article <https://www.libraryjournal.com/?page=americas-star-libraries-2020>

Public Technology use has been a statistic that is relatively new to libraries, it started in earnest in 2018 but has quickly been adopted by several states. Unfortunately, Alaska is not one of the states that asks for or reports that data, but it can be seen in the aforementioned Library Journal data. APL's "public technology use" data includes computer use inside the Library, check-out of Chromebooks and Mi-Fi devices (cellular hotspots), use of library devices laptops and iPads, and unique Wi-Fi users. Website session data is tracked at the state and federal level. These statistics illustrate that technology and virtual services are areas of library service that have had growing importance for over two decades. APL's goal is to reach highest usage numbers of late 2018.

**Notable Statistics** section was added to look at data that is of particular interest to staff either due to COVID caused changes or because the usage has been extraordinary in some way. Non-digital circulation was higher than fourth quarter 2019, pre-COVID levels, which is great. This means that while visits are still below where they were prior to COVID, staff has been showcasing our collections in ways where patrons are checking out more items. APL's social media engagement has had significant growth with great numbers especially on Facebook this quarter. Our social media helps encourage visits, program participation and circulation.

<b>Public Library Performance Measures</b>	<b>Q4 2020</b>	<b>Q4 2021</b>	<b>Target</b>
Cardholders as % of population	48%*	39%*	48%
Circulation/capita	.33*	1.22*	1.3
Downloaded content (Alaska Digital, Freegal, Hoopla, etc.)	123,597*^	122,218*^	120,000
Collection spending/capita	\$2.97^~	\$2.97^~	\$6.94
Visits/capita	0*	.35*	.75
Program attendance/1000 capita	16.70*	25.46*	58.35
Public Service hours/1000 capita	8.27*	9.15	9.5
FTEs/1000 capita	.2604^	.2692^	.3368
Number of Library Programs	103*	434*	580
Program Attendance	4,827*	7,375*	20,000
Public Technology Use (Wi-Fi and devices)	8,511*	20,070*	55,000
Website Sessions	202,494*	237,461*	350,000
<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>			
<i>Anchorage Population</i>	291,247	289,697	
<b>Notable Statistics</b>	<b>Q4 2020</b>	<b>Q4 2021</b>	
Non-digital Circulation	95,182	231,932	
<b>Facebook Reach</b> (percent increase from previous quarter)		60%	
<b>Instagram Reach</b> (percent increase from previous quarter)		20%	
<b>Twitter Reach</b> (percent decrease from previous quarter)		14%	

### 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.

