

---

# **Anchorage Public Library**

*Anchorage: Performance. Value. Results.*

---

## **Mission**

Anchorage Public Library provides resources to enrich the lives and empower the future of our diverse community, while preserving the past for generations to come.

## **Core Services**

- Education: foundational and self-directed
- Information: materials, research assistance, and instruction
- Technology: computing access and services

## **Accomplishment Goals: Increased Use of Library Services and Programs**

While these measurements do not assess everything we do, each measure does provide a library snapshot and does a better job at capturing some of the use of our facilities and products we offer to the public to use.

### **TECHNOLOGY: COMPUTING ACCESS AND SERVICES**

We have completed a new technology plan and will now spend the next 3 years working to improve our technology based on creating a better customer experience. We are increasing the numbers of computers at each location and will be adding computer classes. We will also be utilizing ebook devices to teach the public about this technology

- Improved technology will lead to:
  - Increased use of computers and laptops (computer logons)
  - Increased attendance at computer classes and programs aimed at teaching public about technology, including the use of ebook devices

### **INCREASE LIBRARY USE BY YOUTH**

As a partner in United Way's "90% by 2020" community initiative, our goals include increased library use by children and parents through program attendance and circulation of more materials. By using a library, children increase their reading abilities, improve their social and creative skills, and are better able to be prepared to succeed at kindergarten.

- Increase attendance at youth education programs
- Increase the number of juvenile cards by 5%

### **TRANSFORM THE LIBRARY INTO A DYNAMIC COMMUNITY CENTER FOR LEARNING AND DISCOVERY**

Improve civic engagement, cultural enrichment, economic advancement, 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.

- More people coming to our libraries, using our materials and attending our programs
- Increased library visits

## **Performance Measures**

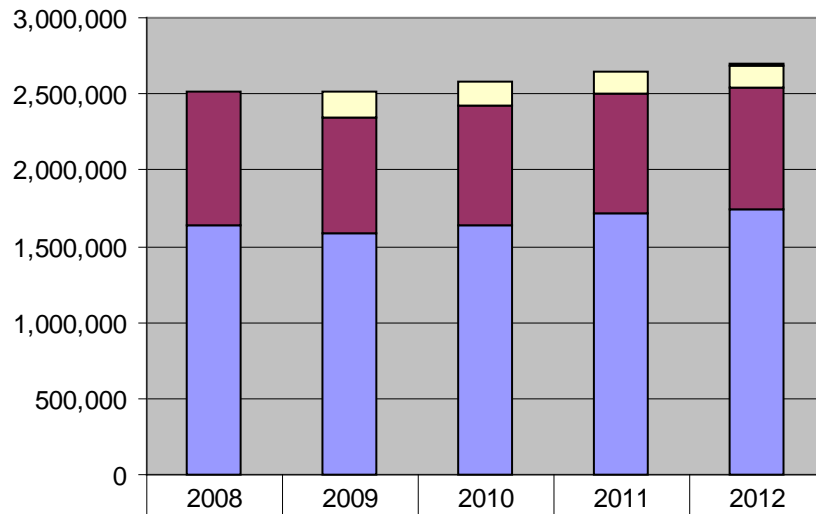
We have condensed the Library PVR's to just five:

1. Increase Circulation and Circulation per capita
2. Increase Visits and Visits per capita
3. Increase Youth library cards by 5%
4. Increase Program Attendance and Programs by Age Group
5. Increase Computer Logins and Logins per capita

Deviations of trends:

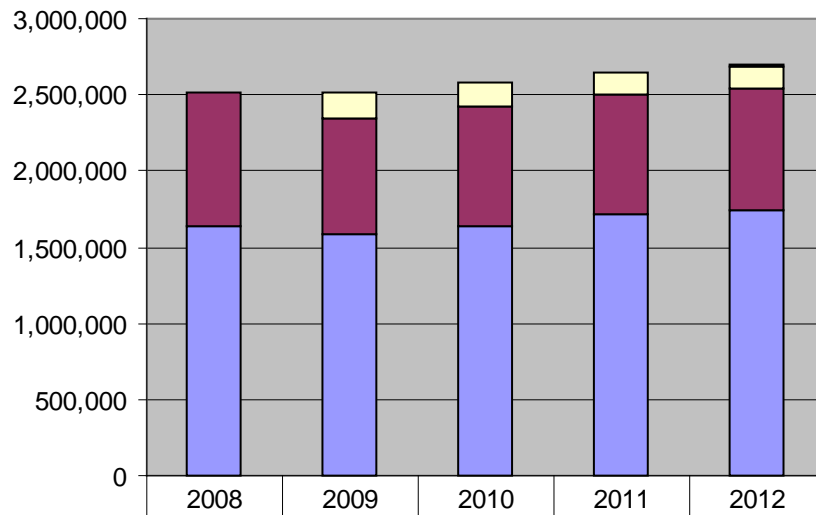
1. These closures negatively impacted the rate of usage and circulation of materials
  - 2009—All Library hours reduced to meet the mandatory furlough
  - 2009—Chugiak-Eagle River Neighborhood Library closed for relocation
  - 2010—Mountain View Neighborhood Library reopened Q4
  - 2010—Samson Dimond Neighborhood Library closed December
2. Youth Library Cards: It is now easier for children to get a library card without a parent's signature. This will have a dramatic effect, as seen just in the first quarter.
3. In late 2012, we started to capture visits of the whole library, including all of our meeting rooms. We have not been capturing the whole building usage. Beginning in 2013, there will be an increase in visits.

### Library Usage Data



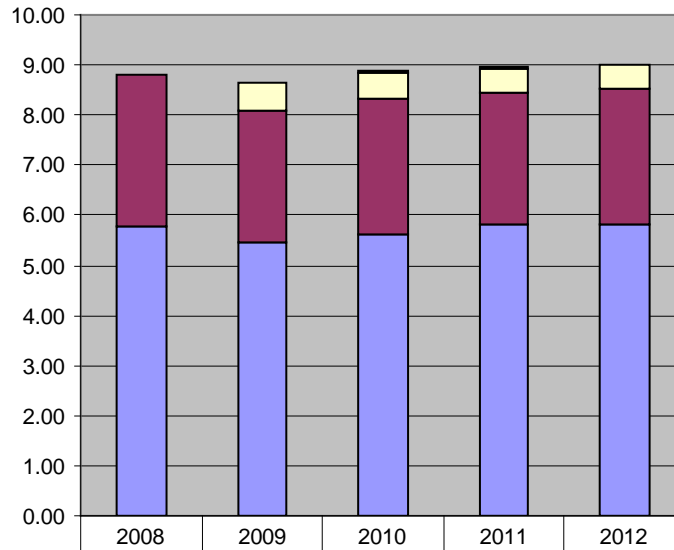
<span style="color: blue;">■</span> New Youth Cards		2,778	3,556	3,245	3,264
<span style="color: yellow;">■</span> Computer Logins		161,182	155,660	145,919	141,638
<span style="color: maroon;">■</span> Visit	871,036	758,601	785,625	780,351	804,323
<span style="color: blue;">■</span> Circulation	1,643,020	1,589,657	1,642,303	1,720,005	1,743,508

### Library Usage Data



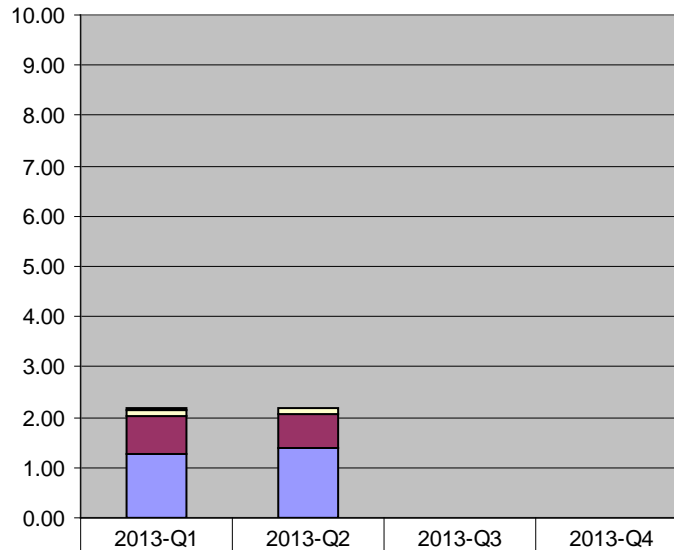
<span style="color: blue;">■</span> New Youth Cards		2,778	3,556	3,245	3,264
<span style="color: yellow;">■</span> Computer Logins		161,182	155,660	145,919	141,638
<span style="color: maroon;">■</span> Visit	871,036	758,601	785,625	780,351	804,323
<span style="color: blue;">■</span> Circulation	1,643,020	1,589,657	1,642,303	1,720,005	1,743,508

**Library Usage Per Capita**



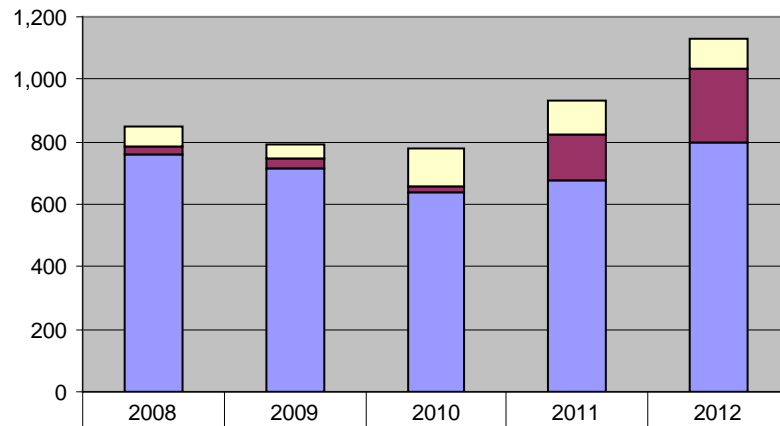
<div></div> New Youth Cards per Capita		0.01	0.01	0.01	0.01
<div></div> Computer Logins per Capita		0.55	0.53	0.49	0.47
<div></div> Visit per Capita	3.06	2.61	2.69	2.63	2.69
<div></div> Circulation per Capita	5.77	5.47	5.63	5.81	5.83

**Library Usage Per Capita**



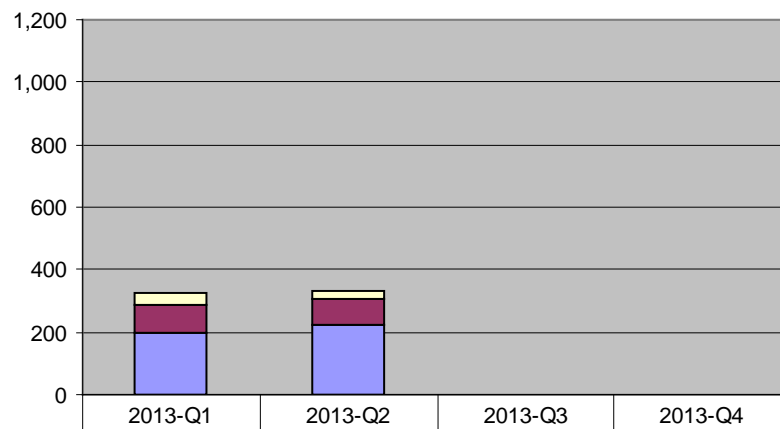
<div></div> New Youth Cards per Capita	0.02	0.00		
<div></div> Computer Logins per Capita	0.12	0.11		
<div></div> Visit per Capita	0.76	0.69		
<div></div> Circulation per Capita	1.28	1.37		

**Number of Programs**



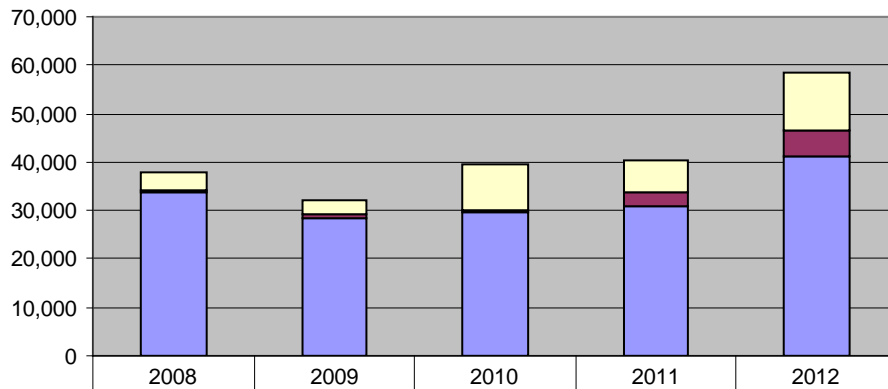
Adult Programs	62	45	122	108	97
Teen Programs	26	29	19	148	235
Preschool and Children Programs	758	717	637	676	797

**Number of Programs**



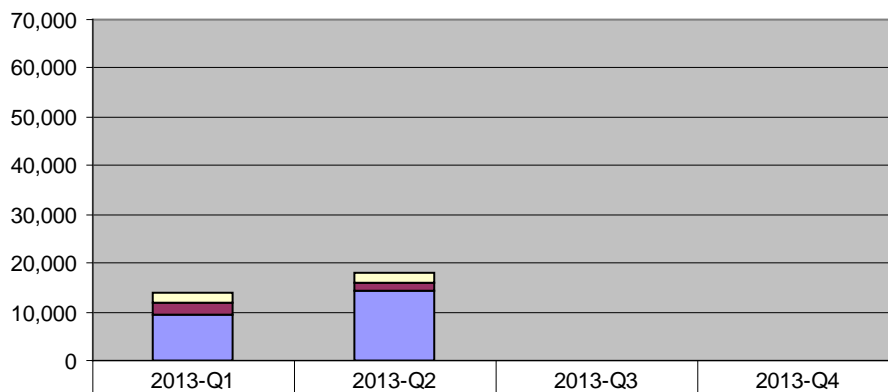
Adult Programs	41	21		
Teen Programs	90	85		
Preschool and Children Programs	196	224		

### Program Attendance



Adult Attendance	3,704	3,079	9,544	6,561	12,190
Teen Attendance	496	698	458	3,123	5,114
Preschool and Children Attendance	33,822	28,501	29,697	30,835	41,243

### Program Attendance



Adult Attendance	1,924	2,048		
Teen Attendance	2,282	1,668		
Preschool and Children Attendance	9,610	14,126		