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# **Anchorage Public Library**

*Anchorage: Performance. Value. Results.*

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## **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 have increased the numbers of computers through a state library grant 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**

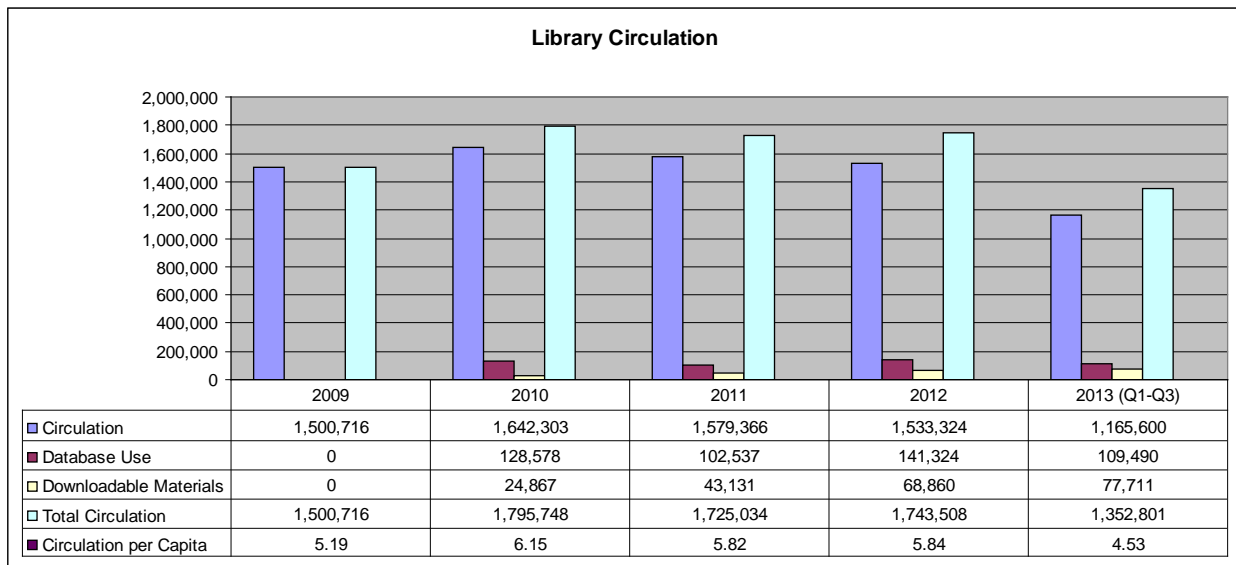
We have condensed the Library PVR's to just five:

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

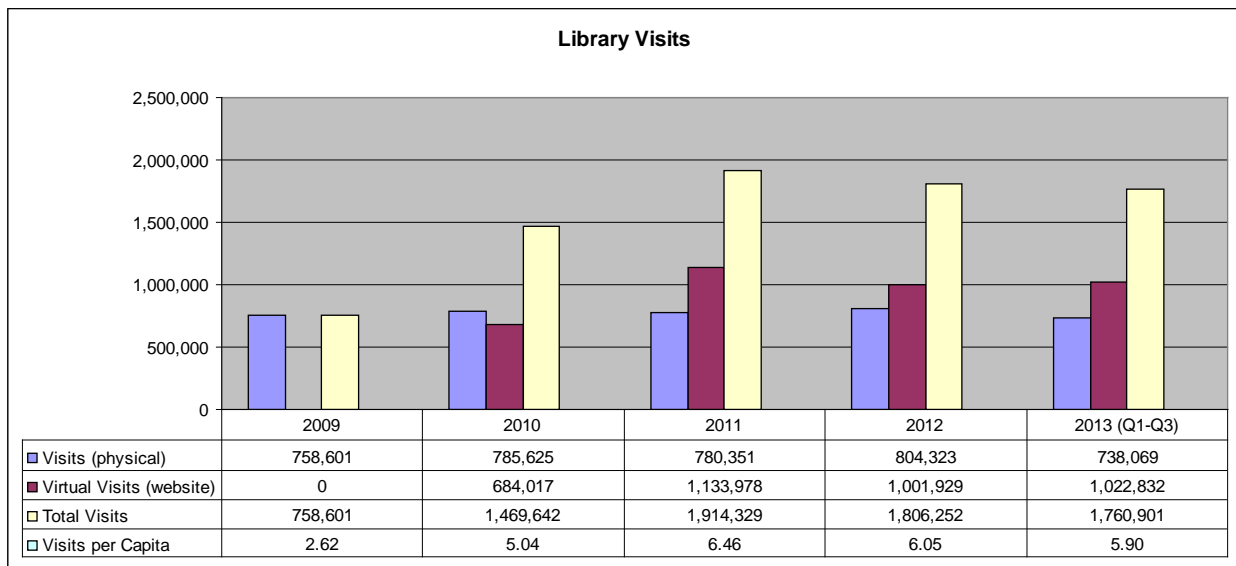
Deviations of trends:

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.

**Measure #1: Increase Circulation and Circulation per capita by 2% a year. (2013 target is: 1,778,378; 5.96).**

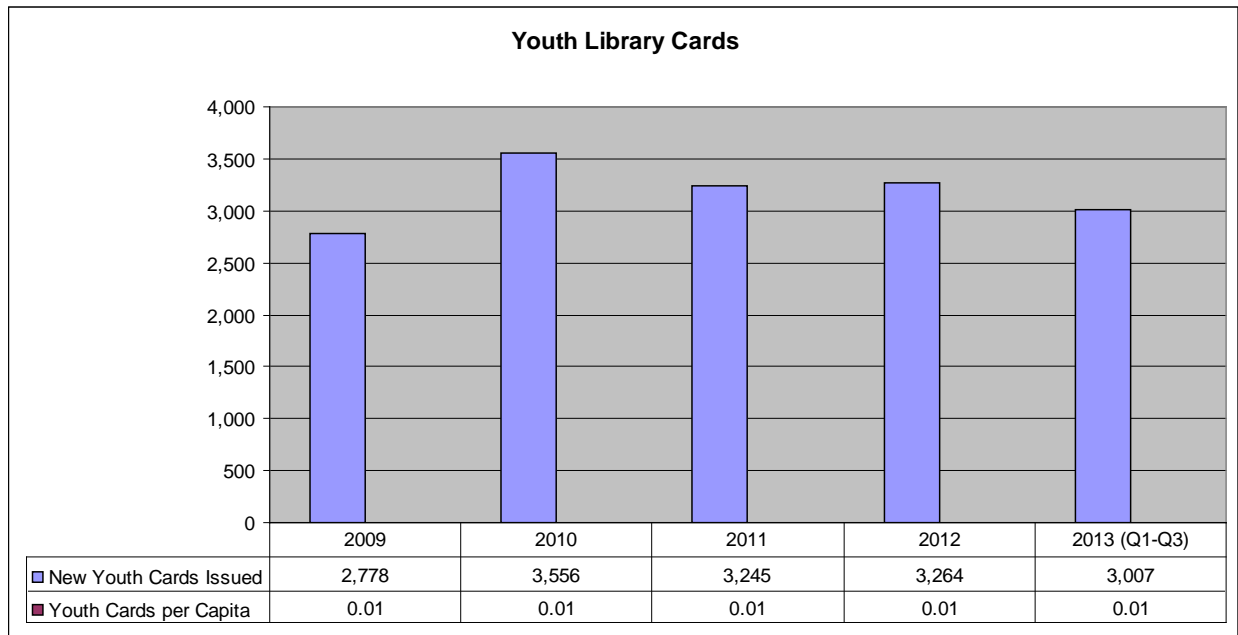


**Measure #2: Increase Visits and Visits per capita by 5% a year (2013 target is: 1,896,564; 6.35).**

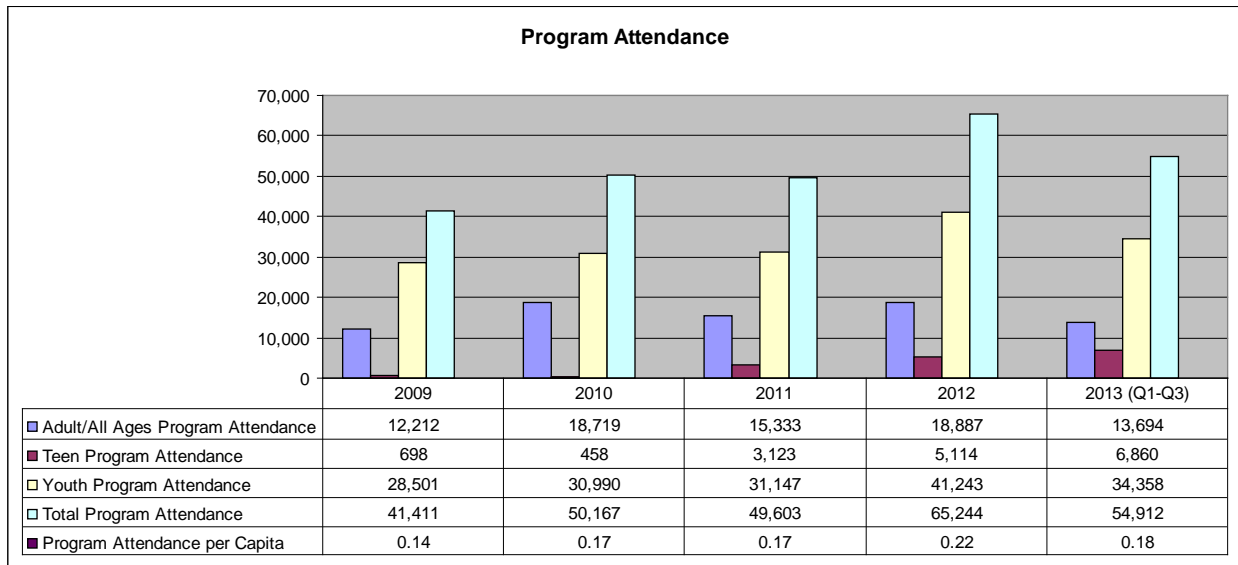


\*In late 2012, we started to capture visits of the whole library, including all of our meeting rooms, which will lead to a large increase of visits in 2013.

**Measure #3: Increase Youth Library Cards by 5% a year (2013 target is: 3427).**



**Measure #4: Increase Program Attendance by 5% a year (2013 target is: 68,506).**



**Measure #5: Increase Computer Logins and Logins per capita. This is a baseline measurement; we do not anticipate an increase until funding is obtained to address major deficiencies in broadband and equipment.**

