
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.

Library Core Services:

Excelling As a Community Learning Center

- Education: Self-directed and classes
- Information: Materials, research and instruction
- Technology: Computing access and services
- Exploration: Programs, reading, viewing, listening

Major Use Indicators and Performance Measures

1. Facility Use
 - Maintain visits and visits per capita to 2015 levels during Loussac renovation
2. Resource Use
 - Increase virtual visits; increase computer use by 5%
3. Program attendance and Materials Circulation
 - Increase circulation by 2% and program attendance by 2%
4. Increase Youth Library Cards by 5%

Mayor's Mission for APL – 3rd Quarter progress:

- 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.
 - Youth library cards have increased by 242% through a successful partnership with the Anchorage School District.
 - Summer Reading Celebration participation for all ages of youth increased over 2015 levels. Program overall was extended by three weeks over previous years to engage youth in summer learning until the start of the school year.
 - In partnership with ASD and 90 by 2020, Countdown to Kindergarten efforts have reached hundreds of pre-K youth and their parents/caregivers.
- 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.
 - Online usage of Lynda.com, hoopla and other virtual resources steadily grows, offering remote access to community members to increase job skills, and support lifelong learning.
 - Our most vulnerable library patrons are offered resources through our UAA Social Work Intern at Loussac, and partnerships with the Food Bank, Listening Post and the Department of Health and Human Services Aging and Disability Resource Center. These efforts are in alignment with the Mayor's goals to eradicate homelessness, improve the health of the community and strengthen Anchorage neighborhoods.
 - Administrative costs were reduced by utilizing four Americorp VISTA Summer Associate Volunteers to support our Volunteer program, which offers job skill development to teens and supports our summer learning goals for all ages of youth.
 - We are empowered to be more responsive to the community through the efforts of Sarah McBryde, our full year Americorp VISTA Volunteer at the Mountain View

Library. Sarah's service project supports work force development in partnership with the Dept. of Labor.

FACILITY USE: GOAL: Maintain Visits and visits per capita to 2015 levels during Loussac renovation

- The Goals above were set as part of our strategic plan, 2014-2016, before we had a complete understanding of the drastic impact the construction at Loussac Library would have. Loussac is APL's busiest library, and with the noise levels and the space restrictions this year, the number of programs and the attendance cannot be expected to reach those of previous years. However, Branch hours were increased without adding additional labor costs, improving access in neighborhood libraries. Three branches are open 10 additional hours, bringing all branches to 39 open hours per week. Mountain View and Muldoon are now open two nights a week until 7pm to meet the needs of working families.

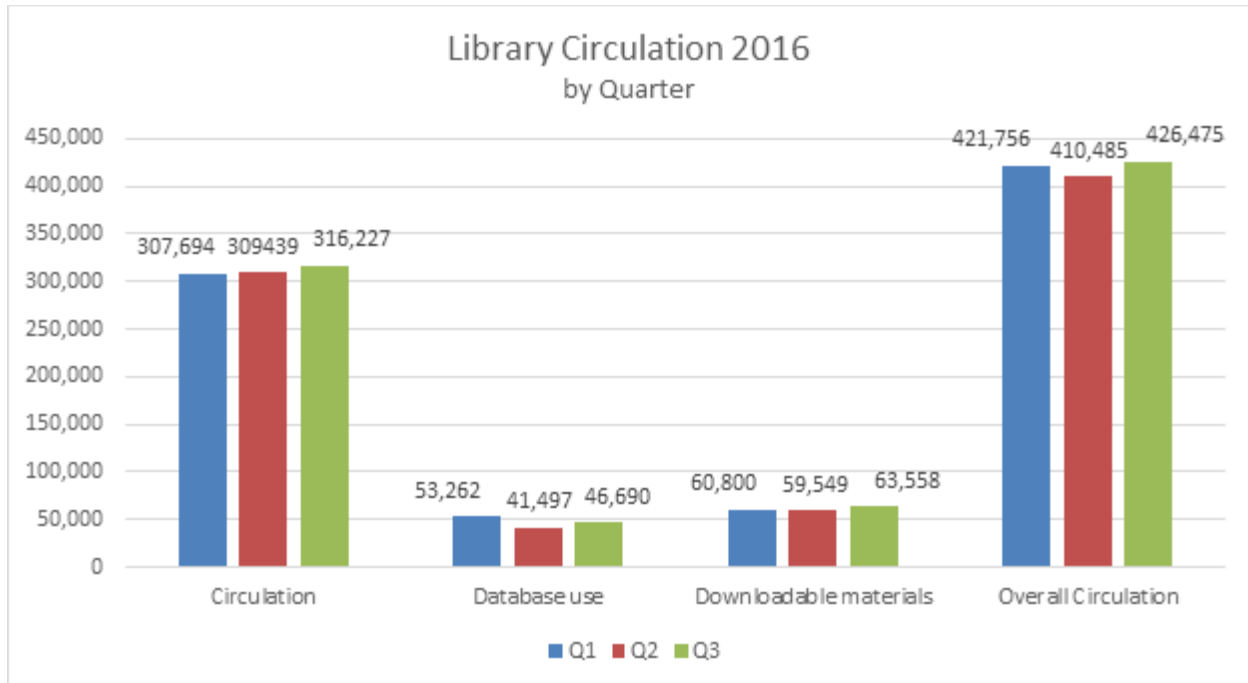
RESOURCE USE: GOAL: Increase use of virtual products by 2% and computer use by 5%

- Circulation of digital materials exceeded the goal outlined above, increasing 18% compared to this quarter last year, and up 7% since last quarter.

Most of the public use computers reside at Loussac, and some computer stations had to be removed to accommodate construction zones. With fewer computers available and loud renovation work happening in close proximity to those that remain, the computer area has remained very busy but overall sessions are down. We expect they will return to previous levels after construction ends. We have made use of laptops and will be adding more mobile devices for loan this year. There appears to be more people bringing in personal devices. Right now we are unable to capture that WIFI usage but by the end of the year, we will have some baseline numbers.

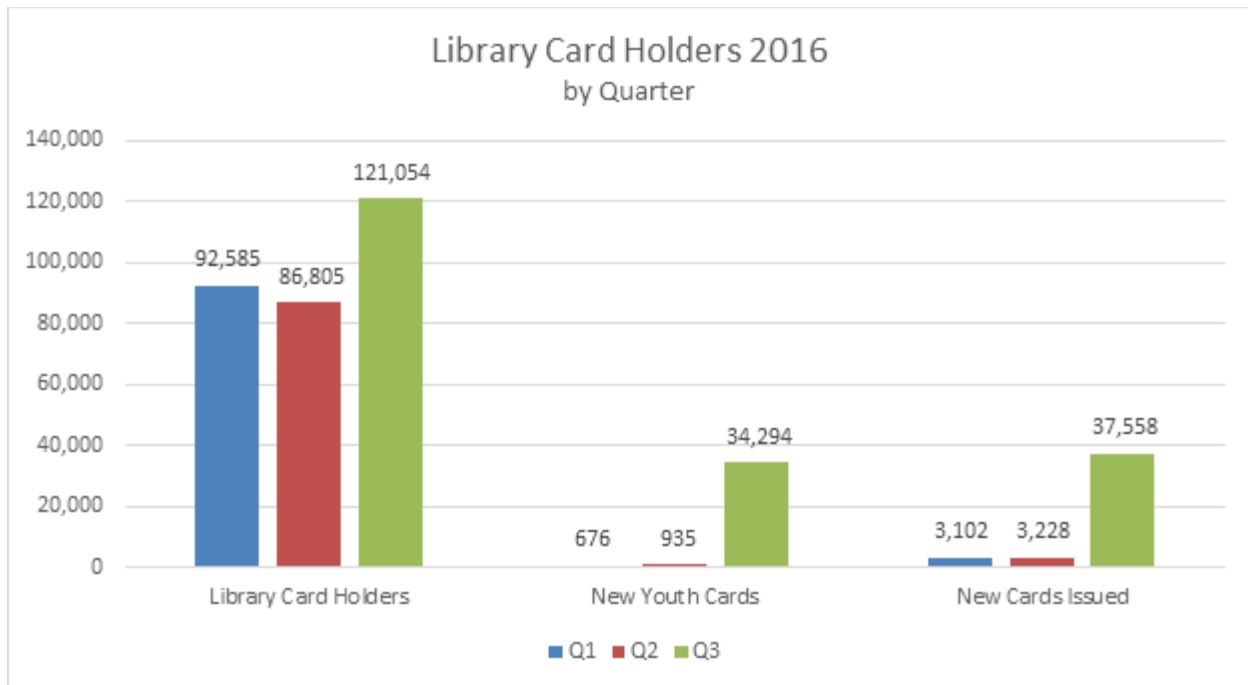
PROGRAM ATTENDANCE AND CIRCULATION: GOAL: Increase circulation by 2% and maintain program attendance 2015 levels

- Physical circulation of materials continues to increase.
- As part of the renovation, we had to close the rooms where we were holding programs. The added logistical work of off-site programming has led to offering fewer programs, and the constant changes in location have had a detrimental effect on program attendance. The Parks department partnered with us to use Cuddy Park amphitheater for our outdoor summer music program, Live at the Library. We were able to move some programs to branch locations and branches have seen an increase in program attendance (at least at Mountain View).



LIBRARY CARDS: Goal: Increase youth Library Cards by 5%

- Our initiative to partner with the Anchorage School District to increase the resources available to Anchorage K-12 was successful, increasing youth library cardholders by 242%. 92% of parents/caregivers registering their student online opted in for a library card for a total of 34k new youth cards. Outreach to ASD teachers continues to promote our online resources to support K-12 students in Anchorage.



Overall Accomplishments

- Kick off of a Capital Campaign with a goal of \$60k to complete the Loussac renovation.
- We are at 73% completion of Loussac renovation with a completion target of Spring, 2017.
- Increase Branch hours by 15% and add additional evening hours. (Expect to see a proportionate increase in circulation for those locations)