
Anchorage Public Library

Anchorage: Performance. Value. Results

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 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.

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, including downloadable items

- Circulation of physical materials is down by 21.4% from the same period in 2019. We had been improving but the most recent increase in COVID cases saw a drop of physical circulation in September.
- Circulation of digital materials is higher than 2019 and 2020. Our analysis is that as COVID cases increase we see a corresponding increase in digital use.
- 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 40% less than 2019. A Library card registration campaign brought in some new users to the Library but overall the number decreased in September. Point of fact: Loussac does not count attendance at the Assembly meetings as Library attendance. The electronic gates we use to count is at the doors that separate the atrium and the main part of the library.
- Program Attendance
 - July and August wrapped up our Summer Discovery program. There were 2,834 registrants and 954 finishers. That is a 34% finisher rate – our highest rate on record. Nationally a finisher average is 25%. In our focus group of elementary students, the age group most likely to suffer from summer learning loss, we had a 41% finisher rate.
 - In person storytimes and other youth events began again in September. We continued to offer asynchronous programs and virtual programs for people more comfortable with those options. These hybrid programs brought 736 people to 62 events.
 - Partnered with Alaska Literacy Program, the Anchorage Peer Leader Navigators, Catholic Social Services, and Refugee Assistance and Immigration Services to facilitate a six-part series around local government. Each session had speakers from various Municipality of Anchorage departments, community organizations, and the Anchorage School Board to present and answer questions. The series culminated in a Civics Fair at Grow North Farms in Mountain View.
 - Adult Gardening to Go program was a huge success – it was a seven-week challenge with 690 participants.
- Computer use, including WIFI use of Library technology
 - Wi-Fi users in the third quarter were 12,573. This was notable because APL had been staying at about 4,000 users a month until July when it jumped to nearly 6000 that month.
 - APL checked out 337 Mi-Fi devices (cellular hotspots) and had 358 holds. The Library has seen the need for these devices sustained even though Library locations are open for business; the MiFi devices are helping to scratch the tip of the iceberg with digital divide issues in Anchorage

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 traditional 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 are underfunded in this area. The Library cannot afford to buy enough items to circulate. 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, but we are still very underfunded compared to both other libraries in the state and nationally. 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. *Summer Discovery* is the Library's expanded summer reading initiative that includes adults, children, and family. It had significant growth after a dismal 2020. APL's social media engagement has had significant growth with great numbers on *Instagram* this quarter. Under *Virtual Reference* phone reference has had a very significant decrease over 2020 which can be attributed to having library doors closed to the public during this quarter last year. Patrons are taking advantage of email reference more than double of third quarter 2020.

Public Library Performance Measures	Q3 2020	Q3 2021	Target
Cardholders as % of population	46%*	42.53%*	48%
Circulation/capita	.35*	.77*	1.3
Downloaded content (Alaska Digital, Freegal, Hoopla, etc.)	119,394*^	122,218*^	120,000
Collection spending/capita	\$2.97^~	\$2.97^~	\$6.94
Visits/capita	.0*	.34*	.75
Program attendance/1000 capita	16.82*	15.95*	58.35
Public Service hours/1000 capita	8.46*	9.60	9.5
FTEs/1000 capita	.2604^	.2727^	.3368
Number of Library Programs	81*	294*	580
Program Attendance	4862*	4610*	20,000
Public Technology Use (Wi-Fi and devices)	10,269*	15,966*	55,000
Website Sessions	195,255*	254,687	350,000
^ = Item is budget / funding dependent			
* = Item has been affected by COVID-19 event			
~ = MOA budget funds only (no donations)			
Notable Statistics	Q3 2020	Q3 2021	
Summer Discovery Registration	848	2,834	
Non-digital Circulation	102,500	223,292	
Instagram Reach (percent increase from previous quarter)		24.5%	
Audience growth		2.3%	
Virtual Reference			
Phone Calls	4,584	1,223	
Emails asking for assistance	174	359	

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.

