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 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 information they seek, whether through trusted experts or materials, and adapts with the changing needs of our community.
- **Building Community:** The Library brings Anchorage residents together.

Performance Measures
- Cardholders and Library Visits
  - Notable that our new cardholders increased digital checkouts and decreased physical checkouts. Circulation of Materials
  - Total circulation is 12% less than in 2021, but 53% better than 2020. Due to a major vendor change, APL had fewer new titles to circulate in 4th Quarter 2022. The number of new titles should return to typical levels in 1st Quarter 2023.
  - Circulation of digital materials is higher than in 2021 and 2020. Digital resource use has continued to grow and the Library continues to add new digital options.
  - The library system was open 2,601 hours in the 4th Quarter, 50 fewer hours than in the same period in 2021. This was due in part to Sunday closure as well as inclement weather forcing the library to close early and open late.

- Library Visits
  - APL had 131,190 visits in the 4th Quarter of 2022. This is a 21% increase over the 4th Quarter of 2021 and 8.5% less than the same period in 2019 (no visits were recorded for 4th quarter 2020). Library staff continue to market at community gatherings, through radio advertisements, and partnership with other organizations.

- Program Attendance
  - The library had fewer programs than in 2021 and just over half as many programs as in 4th Quarter 2019. Although the number of programs decreased compared to the same period in 2021, the number of program attendees increased. Average program attendance in 4th Quarter 2022 was 22, while during the same period in 2021 it was just 17 attendees per program. Pre-pandemic average program attendance was 22.4 attendees per program,

- Computer use, including Wi-Fi use of Library technology
  - Wi-Fi was used by 13,076 patrons in the 4th Quarter, a 32% decrease over the same period in 2021. During the 4th Quarter, the Library experienced several server related issues resulting in intermittent wifi at the Loussac location.
  - The library website had 358,029 visits during the 4th Quarter, over twice as many visits as during the same period in 2021. Following this trend, the Library should have see a pre-pandemic level of website usage by 4th Quarter 2023.

Explaining the Metrics below:

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: 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.

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. 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

Public Library Performance Measures	Q4 2021	Q4 2022	Target
Circulation	231,884	203,902	375,000
Circulation/capita	.80	.71	1.3
Downloaded content (Overdrive, Hoopla, etc.)	123,592^	124,035^	150,000
Non-digital Circulation	108,292	79,867	225,000
Visits	102,435*	131,190*	150,000
Public Service hours	2,651	2,601	
Number of Library Programs	434	389	725
Program Attendance	7,386*	8,387	20,000
Public Technology Use (Wi-Fi and devices)	19,347	13,076	55,000
Website Sessions	167,879	358,029	425,000
Anchorage Population	288,102	287,752	
^ = Item is budget / funding dependent * = Item has been affected by COVID-19 event and building closure			

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 has continued to grow, our engagement of new cardholders is very good, and there has been success reengaging patrons that have not used the library in a while.

Notable Statistics	Q4 2021	Q4 2022	
Cardholders reengaged after email campaign	255	101	
Number of new cardholders circulated print	2767	2601	
Number of new cardholders circulated digital	1579	1843	

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.

Workers' Compensation Claims
Library Department
(in Dollars)

Date	Amount
3/31/2022	$12,800
6/30/2022	$-
9/30/2022	$-
12/31/2022	$30,735