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# Anchorage Public Library

*Anchorage: Performance. Value. Results*

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## **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 increased by 6% over the same quarter in 2022. Due to a major vendor change, APL had fewer new titles to circulate in 4<sup>th</sup> Quarter 2022 and 1<sup>st</sup> Quarter 2023.
  - Circulation of digital materials is higher than in 2022 and 2021. Digital resource use has continued to grow and the Library continues to add new digital options.
  - The library system was open 2,386 hours in the 1<sup>st</sup> Quarter of 2022 but now that the library is open in Sundays again the, the number of open hours increased to 2,703.
- Library Visits
  - APL had 119,138 visits in the 1<sup>st</sup> Quarter 2023, a decrease from the same period in 2022 with 126,744 visits. Weather may have been a factor. 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 2022 but saw the number of program attendees increase by 2,570 attendees.
- Computer use, including Wi-Fi use of Library technology
  - Wi-Fi was used by 15,818 patrons in the 1<sup>st</sup> Quarter, a slight increase over the same period in 2022.
  - The library website had 236,446 visits during the 1<sup>st</sup> Quarter, a slight decrease from the same quarter a year ago.

## 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 achieve.

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. While some numbers are down this quarter over last year, this can be attributed to weather, Sunday closures in January, and controversies around the library that may affect the public's trust in the institution. With the approach of summer and a return to pre-Covid summer programming, it is expected that library usage will substantially increase.

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	Q1 2022	Q1 2023	Target
Circulation	207,960	220,350	375,000
Downloaded content (Overdrive, Hoopla, etc.)	121,051 <sup>^</sup>	133,178 <sup>^</sup>	150,000
Non-digital Circulation	144,143	87,172	225,000
Visits	126,744 <sup>*</sup>	119,138 <sup>*</sup>	150,000
Public Service hours	2,386	2,703	
Number of Library Programs	474	442	725
Program Attendance	8,491	11,061	20,000
Public Technology Use (Wi-Fi and devices)	29,745	27,605	55,000
Website Sessions	251,334 <sup>*</sup>	236,446	425,000
Anchorage Population	287,752	288,189	
<sup>^</sup> = Item is budget / funding dependent <sup>*</sup> = 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	Q1 2022	Q1 2023	
Visits/Capita	44%	41%	
Computer logins/Capita	87%	82%	
Program Attendance/Capita	3%	4%	
Circulation/capita	72%	76%	

### 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.

