Anchorage Public Library
Anchorage: Performance. Value. Results.

Mission
Connecting people to education, information, and community

Values
- Access- Ensure all people have free and equal access to information and library spaces.
- Community- Maintain a library that is safe, welcoming, and responsive to community needs.
- Learning- Actively facilitate and promote literacy and life-long learning.

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.
- 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 non-biased information, experts, and materials, and adapts with the changing needs of our community.
- **Building Community:** The Library facilitates Anchorage residents coming together for camaraderie, fun, and fulfillment.

Performance Measures

Multiple weather closures impacted library services and performance measures, especially library visits, program attendance, and physical circulation.

- Cardholders and Library Visits
  - Anchorage Public Library has issued 112,445 library cards, 45,935 of those cards are actively being used. In Q4, we had 135,019 visits. That is a 3% increase from Q4 2022. Our continued goal is 150,000 people per quarter visiting our libraries. Library staff continue to market at community gatherings, through radio and print advertisements, and partnerships with other organizations.

- Circulation of Materials
  - Total circulation is 11% higher than Q4 2022. This increase is due to digital circulation (downloadables) which increased by 29% from Q4 2022. Our goal is to continue to grow our collection to meet the demand for digital materials while increasing our physical circulation to surpass 2019 levels.

- Program Attendance
  - We had 6% more programs in Q4 2023 than Q4 2022 and attendance increased 14%. Because the attendance increase outpaced the increase in number of programs offered, we can show an increase in the average attendance at each program.

- Computer use, including Wi-Fi use of Library technology
  - Wi-Fi users at the library were up 28% from the same quarter in 2022 and computer usage was also up as well.

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-2020.

Circulation is a metric used by the Institute for Museums and Libraries Services (IMLS), the federal government department in charge of grants and standards for libraries and museums. Circulation per capita has been what data analysis staff, at many libraries have used to put this figure 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 physical materials such as books and DVDs, to streaming or downloaded content like eBooks and eAudiobooks. The charts below demonstrate that while print circulation is higher in terms of number of items, more individual users are choosing digital items. Anecdotally this is five people at home each checking out an eBook or downloadable eAudiobook per week; as opposed to one person coming in once a week to check out 15 picture books for their children. Also included is a graph showing this change over the last five years reflecting numbers of items circulated.

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 underfunded in this area. In part, the Library cannot afford to buy enough digital items to circulate because digital items have higher costs associated with them. APL has been working on fundraising through grants and assistance from the Anchorage

Library Foundation and Friends of the Library. APL chose a target based upon the average collection spending per capita of other libraries our size https://www.imls.gov/search-compare/

Circulation, visits, program attendance, public service hours, and number of programs, are all historically used by libraries to track use of facilities and in-person services. APL's goal has been to return to pre-COVID numbers in all categories. Digital circulation goals were met in fourth quarter. 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 in state-wide statistics https://library.alaska.gov/dev/plstats.html.

Public Library Performance Measures	Q4 2022	Q4 2023	Target
Total Circulation	327,937	365,016	400,000
Downloaded content (Overdrive, Hoopla, etc.)	124,035^	160,365^	150,000
Physical Circulation	203,902	204,651	225,000
Visits	131,190	135,019	150,000
Public Service hours	2,601	2,544*	
Number of Library Programs	389	414	725
Program Attendance	8,387	9,543	20,000
Public Technology Use (Wi-Fi and devices)	13,076	16,788	55,000
Website Sessions	358,029	Unknown*	425,000
Anchorage Population	287,752	288,189	
^ = Item is budget / funding dependent * = Statistics were impacted by equipment failures and/or weather closures.			

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
3/31/2023	$2,500
6/30/2023	$-
9/30/2023	$-
12/31/2023	$2,500