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# ANCHORAGE PUBLIC LIBRARY

*Anchorage: Performance. Value. Results.*

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## **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
  - Increase Loussac visits between July and December by 20%
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 – 1st 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.
  - One measure of the success of the partnership between the Anchorage School District Library card project is in virtual usage of our products. If we compare the 1<sup>st</sup> quarter of 2016 vs 2017, usage increased in the following databases: World Book increased by 100%; Tumblebooks by 300%; Newsbank newspapers increased by 65%, and Hoopla comic books by 105%. These are AMAZING increases.
  - In the first quarter, we have visited 28 schools and visited with faculty and classrooms to promote the "virtual" library cards and our numerous databases. Given the increased database usages, this has been an effective method of promotion, though very time consuming.
- 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.

- We were rewarded a grant through the AK Mental Health Trust to determine who uses the Library, what they use it for, are they a member of a vulnerable population and languages spoken. We received over 4000 responses and had face to face interviews with approximately 750 customers. While the report has not been written, we will be able to use outcomes for additional granting opportunities.

#### **FACILITY USE:**

GOAL: We are amending our original strategic planning goal to just reflect increasing patron visits by 20% between July to December

- The Loussac construction has had a dramatic impact on usage. Loussac is APL's busiest library, and the construction continues to impact all aspect of service.
- While Branch hours were increased by ten hours a week, we have not yet completed an analysis of the impact those hours have had. We count through the help of our detection gates and they have not been working.

#### **RESOURCE USE:**

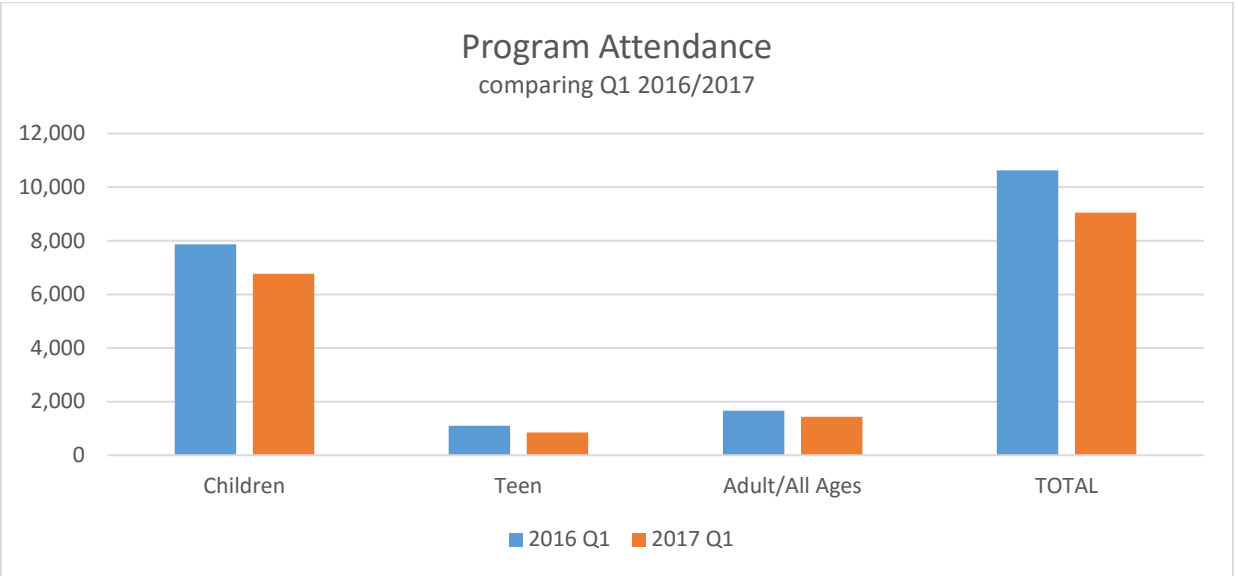
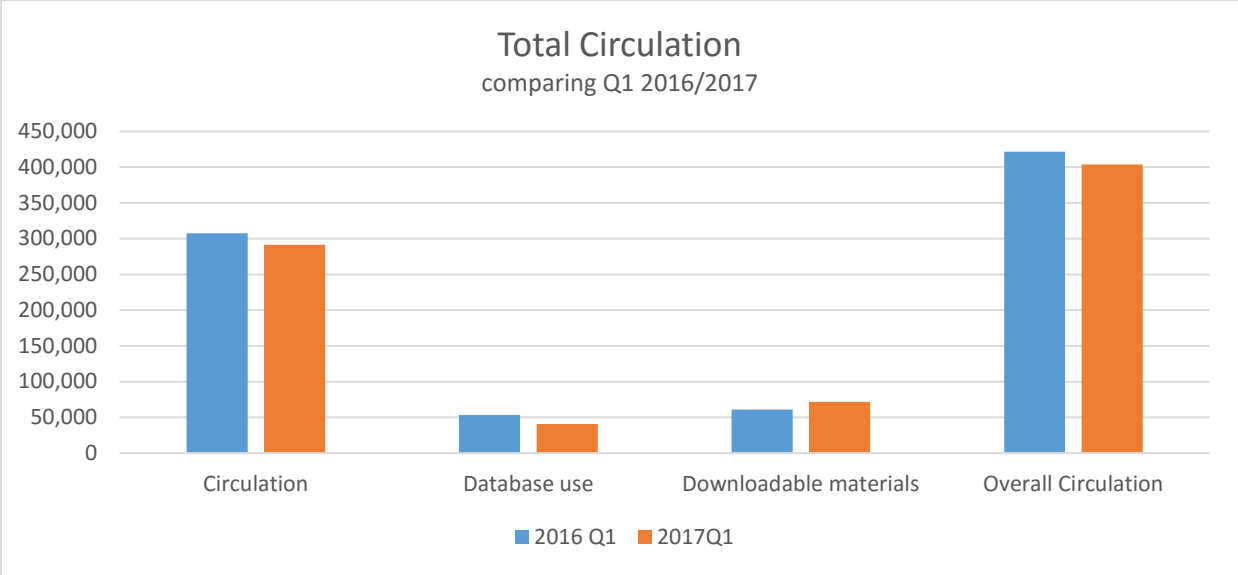
GOAL: Increase use of virtual products by 2% and computer use by 5%

- Children's database usage has dramatically increased due to promotion, most of our other databases usage has dipped. That said, the popular hoopla usage has doubled and Lynda.com by 14%
- We have increased broadband in all locations and added more WIFI in Loussac. We will finally be able to track WIFI usage in the future and the added broadband will allow users to be able to manage new chromebooks and pads.

#### **PROGRAM ATTENDANCE AND CIRCULATION:**

GOAL: Increase circulation by 2% and maintain program attendance 2015 levels

- Downloadable materials usage has increased 14% while circulation of physical materials has created a slight dip.



**Overall Accomplishments**

- Staff are working with members of the Library Advisory Board and Foundation to meet with downtown leaders to explore possibilities of opening a downtown library in 2018 or 2019. These have been wonderful conversations that have helped to form new partnerships beyond a new branch.
- The public can now pay fees online, which has a dual benefit of customer convenience while also saving us staff time.