



REPORT TO THE LIBRARY BOARD

MEETING DATE: NOVEMBER 25, 2010

Session:	Public Session
Subject:	Balanced Score Card Report, 3rd Quarter 2010
Prepared By:	Nancy Collister, Arlene Thompson, Margaret Wilkinson
Presented By:	Margaret Wilkinson
Purpose of Report:	For Receipt and Information Only

Recommendation

It is recommended that this report be received.

Background & Review

The Balanced Score Card (BSC) Metrics provide a quarterly measure of specific indicators that measure the progression to the successful achievement of the Library's Strategic Plan.

The BSC has four components:

- Customer Perspective
- Internal Perspective
- Learning & Growth Perspective
- Financial Perspective

Consistent with the Board's adopted governance model, the Customer Perspective and the Financial Perspective will be presented to the Board on a quarterly basis, along with analysis and report on future actions.

3rd Quarter Report

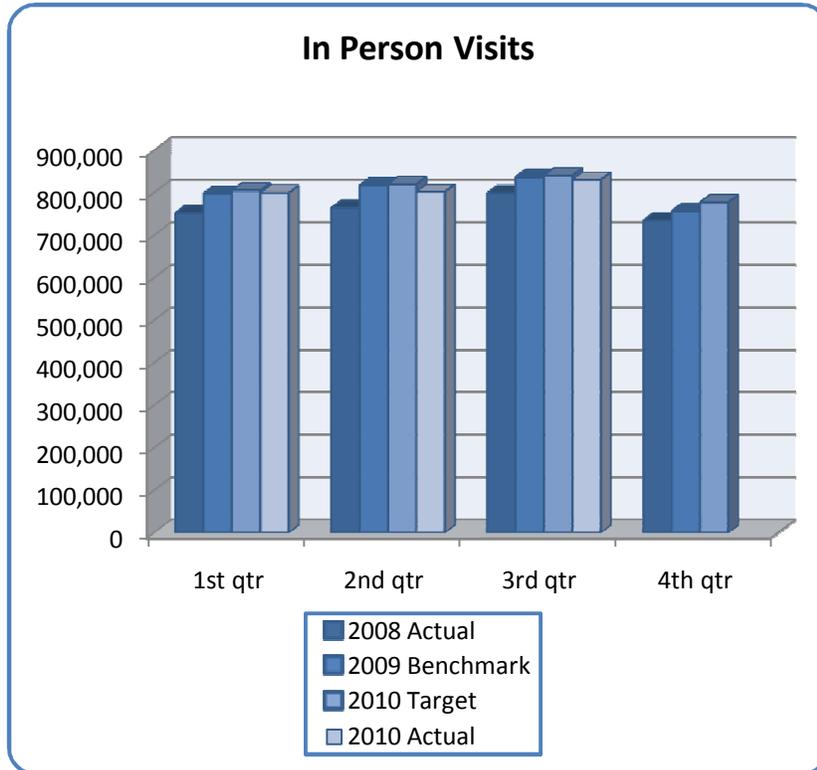
The 2010 Balanced Score Card Metrics Report – 3rd Quarter is attached. The report presents overall 2010 targets as well as analysis of 3rd quarter results.

Balanced Score Card Metrics - 2010

3rd Quarter

PATRON PERSPECTIVE

We want to show that through strategic plan initiatives we have patrons who are very satisfied with services, use a wide scope for which we have organized ourselves effectively to provide. We can retain our user base and grow it. Because of high satisfaction they are supporters of the library through donations.



Percentage Changes:

	Current Quarter:	Year-to-Date:
Over 2010 Target	-1.15%	-1.38%
Over 2009 Benchmark	-0.77%	-0.84%

Status: Following a pattern similar to the last 2 quarters, system attendance appeared to drop noticeably during the 3rd quarter. Numbers were stabilized or on the increase in Branch locations, yet considerably lower at the Central Library. As other indicators were not showing a similar decline, the data gathering process was thoroughly examined and it was revealed that the Central main gate people counters were not all functioning. The data for the period January – September, 2010 for the Central Library has been adjusted. The system figures are estimates. It is estimated that in person visits were 830,374 during the 3rd quarter compared to 836,846 during the same quarter of 2009. This is a modest change of -0.77% which remains in line with circulation.

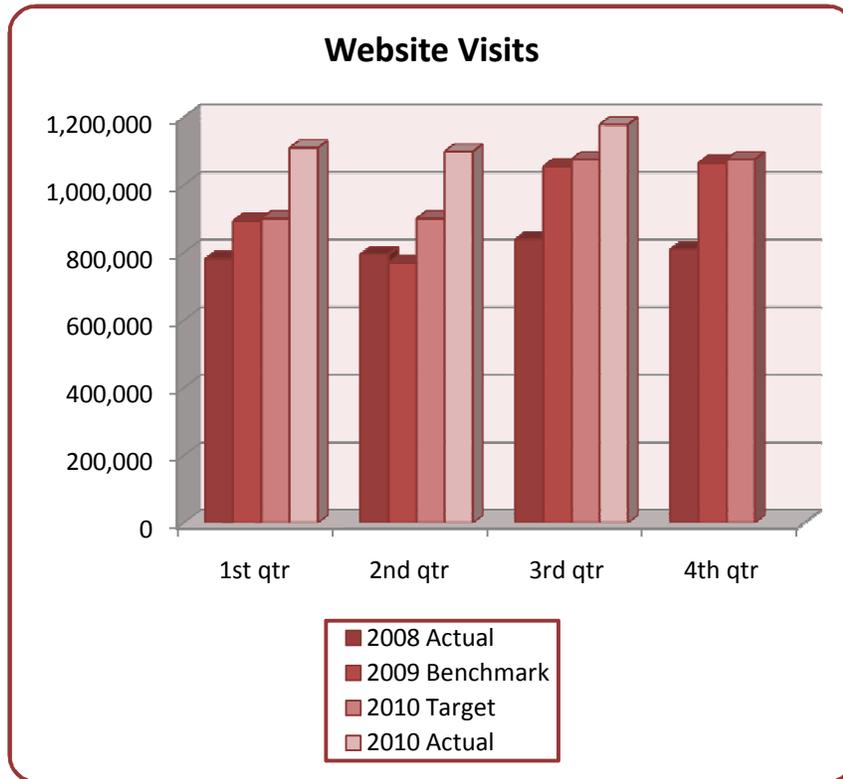
Action: The counters will be checked on a daily basis as part of the early morning start-up procedure.

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Percentage Changes:

	Current Quarter:	Year-to-Date:
Over 2010 Target	9.64%	17.77%
Over 2009 Benchmark	11.79%	24.65%

Status: Virtual visits continue to increase. There were 1,178,617 visits to the LPL website this quarter compared to 1,054,304 in the 3rd quarter of 2009. This is an increase of 11.79%. There have been a variety of improvements to the website itself such as academic subject guides aligned to secondary school curriculum, new reader's advisory guides to teen and children's literature, and a Twitter presence. Also, there has been more promotion of the site in general and specifically to e-resources such as those available through OverDrive and electronic databases such as Mango Languages.

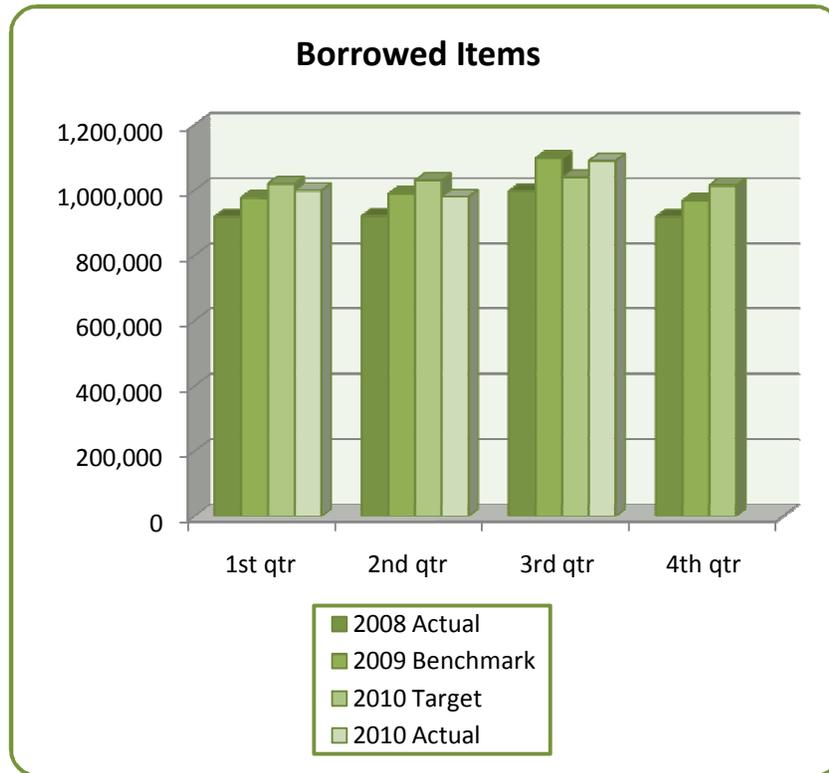
Action: The work continues.

Balanced Score Card Metrics - 2010

3rd Quarter

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Percentage Changes:

	Current Quarter:	Year-to-Date:
Over 2010 Target	4.82%	-0.67%
Over 2009 Benchmark	-0.71%	0.17%

Status: There was another slight drop of -0.71% in the number of items borrowed during the 3rd quarter of 2010 compared to this quarter last year. During this July, August, and September 1,090,080 items were borrowed; 1,097,930 items were borrowed during the 3rd quarter of 2009. As noted above, this corresponds to system attendance. Branches reported an active summer, well attended programs, and busy circulation desks.

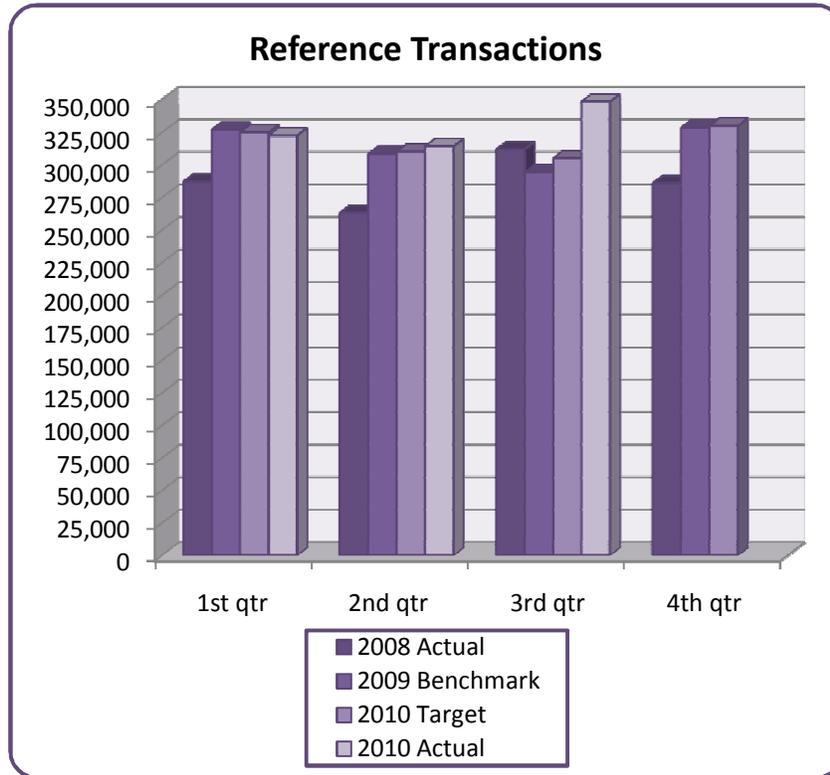
Action: Collection Management librarians will continue to work closely with Branch staff to assist in regular de-selection of material no longer relevant or in demand. This approach has aided greatly in ensuring shelves are uncluttered and easy to browse. Additional collection funds through the Library budget and grants have resulted in a healthy boost in the variety of new materials in all locations. There will be a focus on Central Library collections during 2011.

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Percentage Changes:

	Current Quarter:	Year-to-Date:
Over 2010 Target	14.24%	4.81%
Over 2009 Benchmark	18.38%	5.96%

Status: The number of reference questions increased by 18.38% during the 3rd quarter of 2010. 348,426 reference transactions were recorded this quarter, compared to 294,333 in 2009. Most queries were made in person but the number of contacts made electronically is also on the rise.

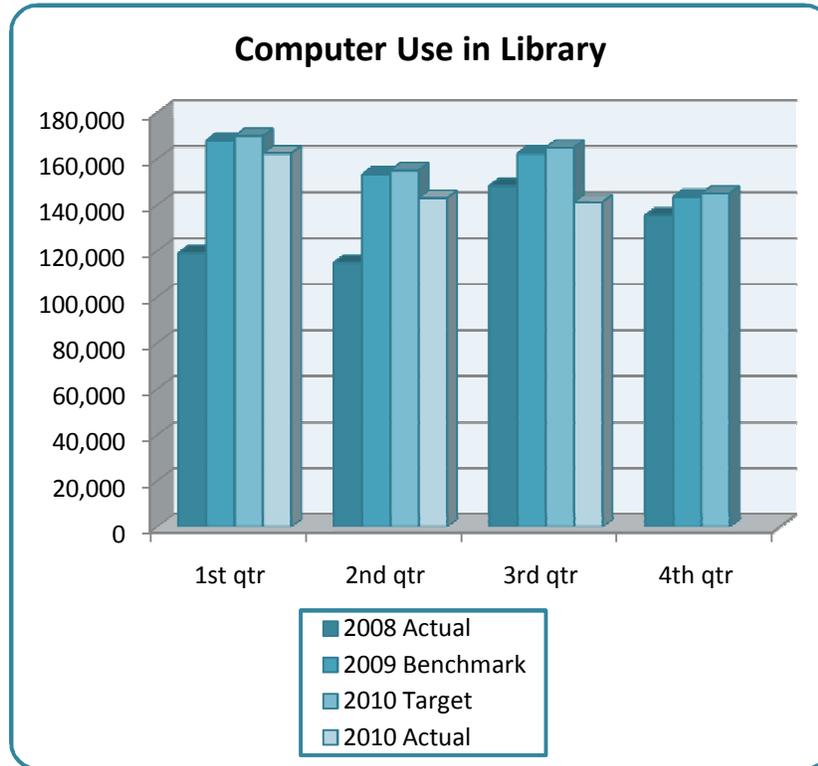
Action: Many reader's advisory questions were answered during summer reading programs in July and August. Training in the provision of reference, reader's advisory and referral will continue to be provided to staff to ensure effective interactions.

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Percentage Changes:

	Current Quarter:	Year-to-Date:
Over 2010 Target	-14.41%	-8.84%
Over 2009 Benchmark	-13.08%	-7.68%

Status: There was a drop in use of library computers this quarter. Computer workstations were used 141,222 times compared to 162,482 times during the 3rd quarter of 2009. This represents a decrease in use by -13.08%. Wireless is heavily used in all locations. 30,234 patrons accessed the service during the 3rd quarter compared to 8127 patrons during the 3rd quarter of 2009.

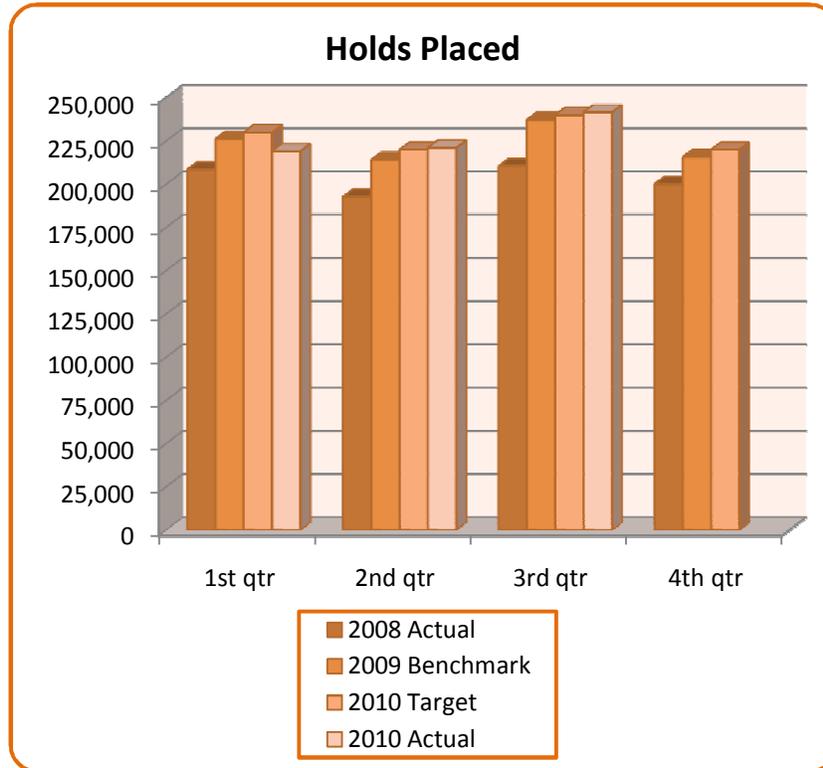
Action: With computer workstations being in slightly less demand, wait times have been noticeably reduced. Staff will continue to monitor overall computer use and the service, including the amount of computer time allowed per patron per day.

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Percentage Changes:

	Current Quarter:	Year-to-Date:
Over 2010 Target	0.66%	-1.20%
Over 2009 Benchmark	1.79%	0.60%

Status: The number of holds placed during the 3rd quarter of 2010 rose slightly. 241,582 holds were placed, compared to 237,326 during the 3rd quarter of 2009. This is an increase of 1.79%.

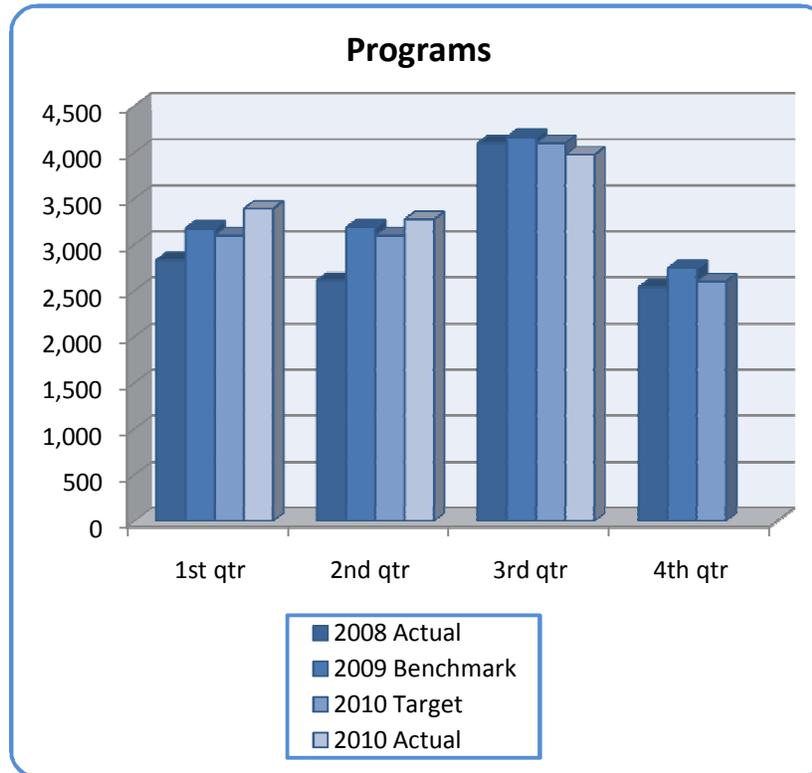
Action: During 2011, staff will undertake a review of the holds process. This is an initiative identified in the 2010-2013 Strategic Plan.

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Percentage Changes:

	Current Quarter:	Year-to-Date:
Over 2010 Target	-2.98%	3.34%
Over 2009 Benchmark	-4.54%	1.08%

Status: There were -4.54% fewer programs offered during the months of July, August and September 2010. 3,978 programs were offered during the 3rd quarter of 2010; there were 4,167 programs during this quarter in 2009. Branch staff offered many programs during the summer yet concentrated their resources on providing a great summer reading club to help young people go back to school with the same or an improved reading level.

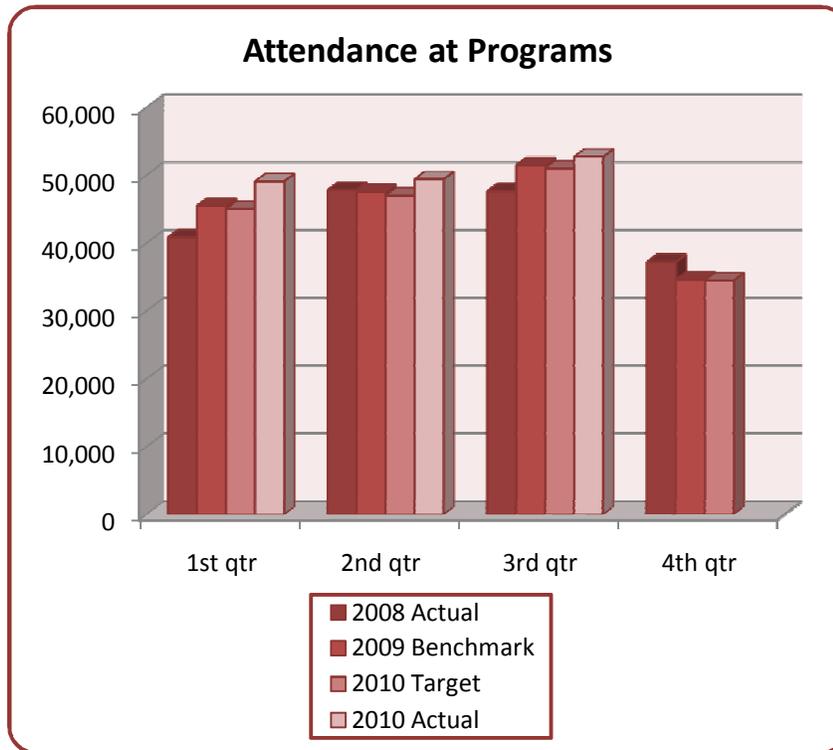
Action: A program review is another initiative to be undertaken as part of the new Strategic Plan. Staff will seek input from Londoners on the types of programs that will meet their needs and interests.

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Percentage Changes:

	Current Quarter:	Year-to-Date:
Over 2010 Target	3.42%	5.77%
Over 2009 Benchmark	2.48%	4.62%

Status: Although fewer programs were offered during the 3rd quarter, attendance to these programs rose by 2.48%. 52,746 people attended programs, compared to attendance of 51,469 at programs during the 3rd quarter of 2009. Staff reported another busy, successful summer season with the enthusiasm (patrons and staff) and satisfaction with programs remaining high.

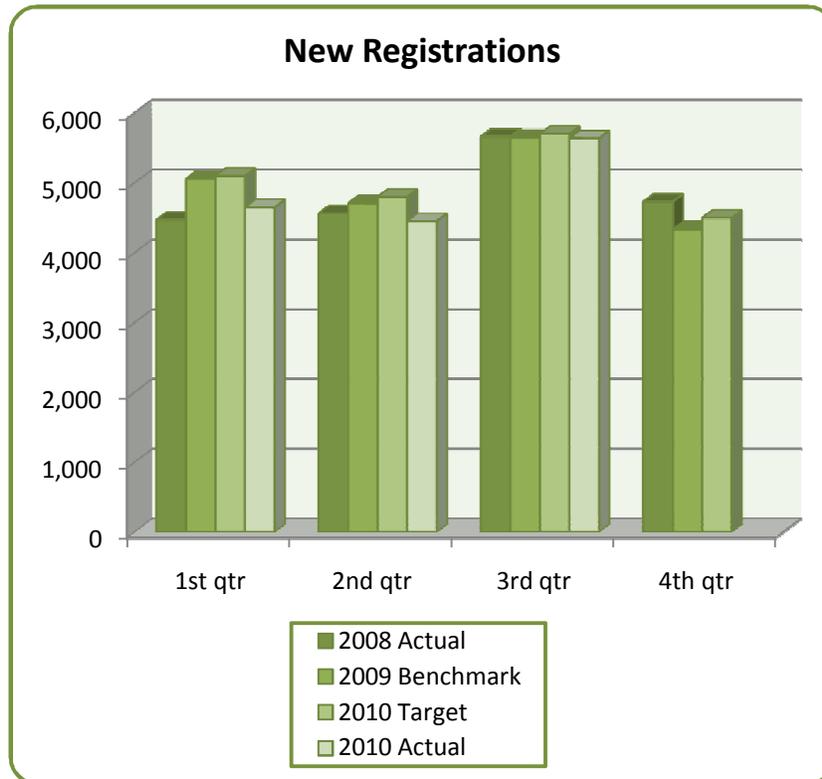
Action: The Children's and Youth Services Committee has made a series of recommendations for Summer 2011. In brief, a coordinated effort to plan and deliver programs will continue; additional location-specific programming will target specific community needs; we will continue to offer a mix of drop-in and pre-registered programs; and the Committee will continue to increase programming to Teens.

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Percentage Changes:

	Current Quarter:	Year-to-Date:
Over 2010 Target	-1.11%	-5.53%
Over 2009 Benchmark	-0.16%	-4.37%

Status: The number of new registrations dropped slightly this quarter by -0.16%, with 5,637 new cards being issued, compared to 5,646 during the 3rd quarter of 2009. There was an increase in outreach activities during this period with class visits to promote all the summer programs, an active schedule for the Libro Library Road Show, and off-site registration opportunities for post secondary students.

Action: Staff will continue to participate in outreach activities that will draw new patrons to the library; i.e. class visits to elementary and secondary schools, visits to U.W.O. Also, with the opening of Stoney Creek Branch Library it is anticipated that there will be an increase in new library registrations.