



## REPORT TO THE LIBRARY BOARD

MEETING DATE: NOVEMBER 24, 2011

Session:	Public Session
Subject:	Balanced Score Card Report, 3 <sup>rd</sup> Quarter 2011
Prepared By:	Nancy Collister, Arlene Thompson, Margaret Wilkinson
Presented By:	Margaret Wilkinson
Purpose of Report:	For Receipt and Information Only

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### Recommendation

It is recommended that the Library Board Receive this Report.

### 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 Service and Patron Perspective
- Internal Perspective
- Learning and Growth Perspective
- Financial Perspective

Consistent with the Board's adopted governance model, the Customer Service and Patron 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 2011 Balanced Score Card Metrics Report – 3<sup>rd</sup> Quarter is attached. The report presents overall 2011 targets as well as analysis of 3rd quarter results.

# Balanced Score Card Metrics - 2011

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 2011 Target	-2.65%	3.35%
Over 2010 Benchmark	-2.11%	3.99%

**Status:** In person visits declined by -2.11% during the 3rd quarter of 2011. 812,835 patrons visited their libraries in July, August and September compared to 830,374 in 2010. Year-to-date system attendance continues to be above that of 2010 by 3.99%.

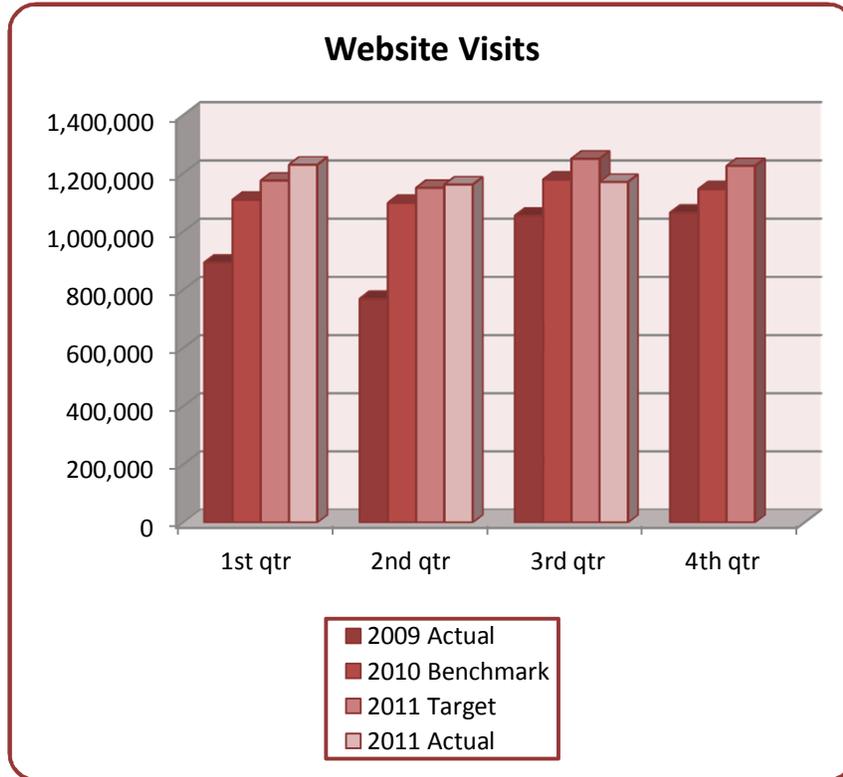
**Action:** Staff will continue to monitor attendance in all locations for trends.

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3rd Quarter

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### Percentage Changes:

	Current Quarter:	Year-to-Date:
Over 2011 Target	-6.40%	-0.40%
Over 2010 Benchmark	-0.73%	5.16%

**Status:** Website visits declined slightly (-0.73%) with 1,170,027 hits compared to 1,178,617 during the 3rd quarter of 2010. Similar to overall system attendance, year-to-date website activity is up 5.16% over 2010. The well-organized website continues to draw users.

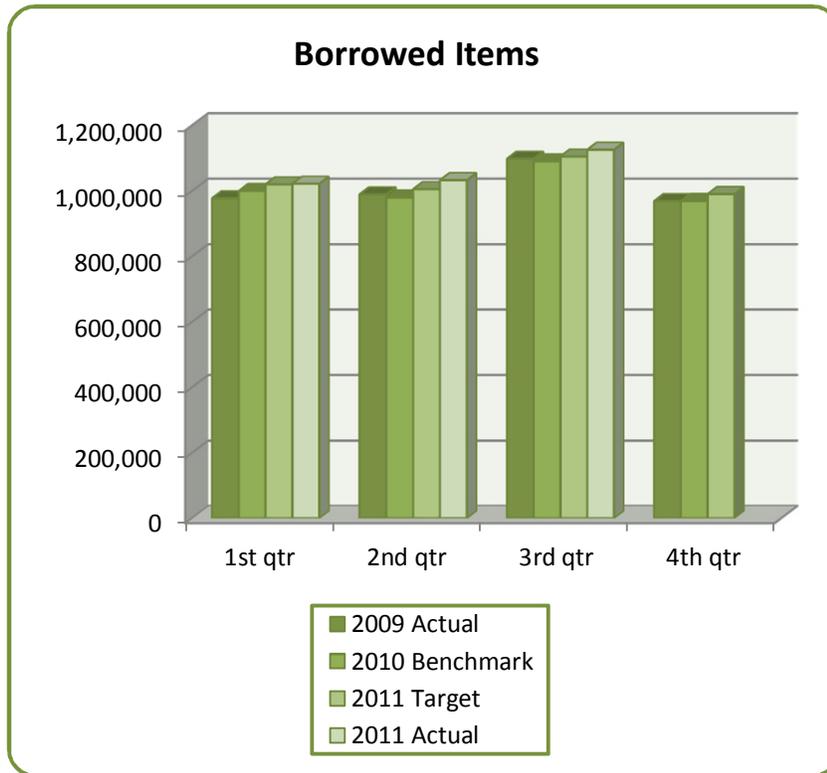
**Action:** A new version of the Library catalogue is expected to be released later this fall. It is anticipated that improvements to the catalogue will draw users to the website.

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3rd Quarter

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### Percentage Changes:

	Current Quarter:	Year-to-Date:
Over 2011 Target	1.85%	1.58%
Over 2010 Benchmark	3.25%	3.59%

**Status:** Circulation activity remained high during the quarter – 1,125,486 items were borrowed, compared with 1,090,080 items in 2010. This is a direct result of another summer of well-planned, active reading programs and related activities resulting in high borrowing.

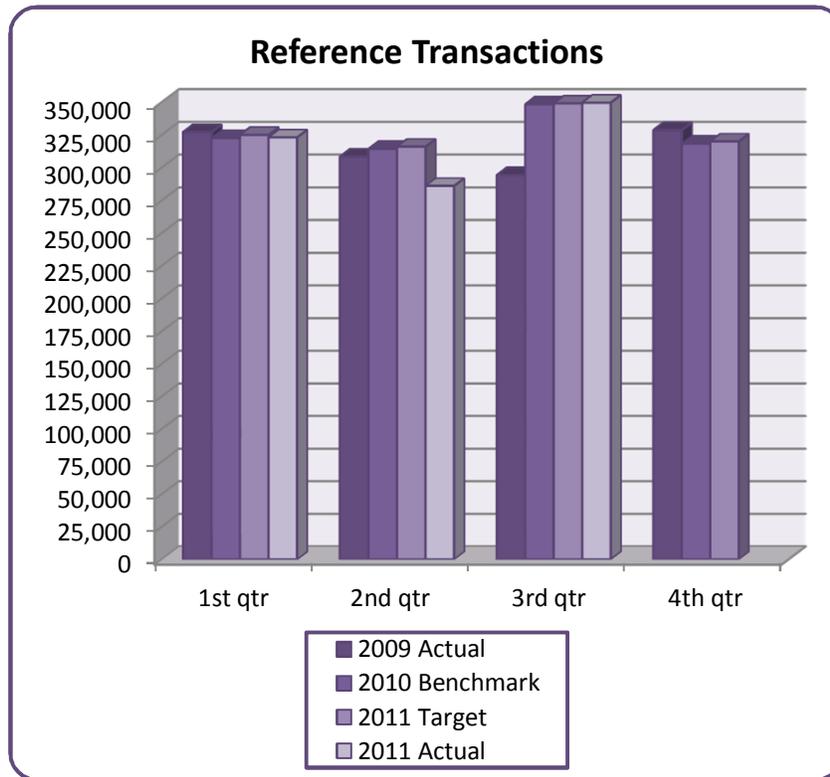
**Action:** Collections will continue to be weeded and developed to meet the interests and needs of patrons.

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3rd Quarter

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### Percentage Changes:

	Current Quarter:	Year-to-Date:
Over 2011 Target	0.16%	-3.17%
Over 2010 Benchmark	0.32%	-2.70%

**Status:** This quarter we saw a slight increase of 0.32% in the number of reference transactions. There were 349,557 queries compared to 348,426 in 2010. Staff was busy this quarter with reader's advisory while supporting participants in the popular summer reading club.

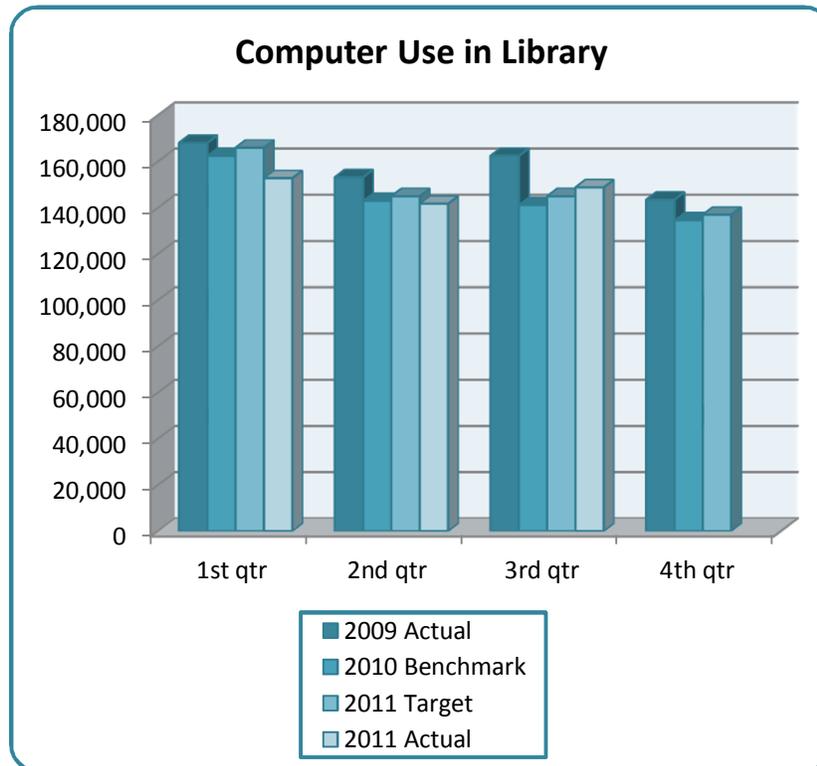
**Action:** Staff-training to enhance searching skills using the new catalogue is planned for the fall. Although the new catalogue will be self-revealing, patrons continue to use and appreciate staff recommendations and assistance for reader's advisory and information seeking.

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3rd Quarter

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**Percentage Changes:**

	Current Quarter:	Year-to-Date:
Over 2011 Target	2.64%	-2.78%
Over 2010 Benchmark	5.38%	-0.75%

**Status:** The use of public computer workstations rose this quarter from 141,222 users in 2010 to 148,825 in 2011. This was an increase of 5.38%. As an outcome of the Serving Socially Vulnerable Population Project, library cards were issued to patrons at Central who had previously struggled to keep their patron records in good standing and were unable to access 90 minute Internet computers. Also, during the summer months, the computers are heavily used by young people during the daytime and then by adult users during the evenings.

Wireless use continues to grow – this quarter wireless users accessed the service 45,409 times compared to 30,234 times during the same quarter in 2010. This is an increase of 33.2%. Use of laptops and mobile devices is common in all locations.

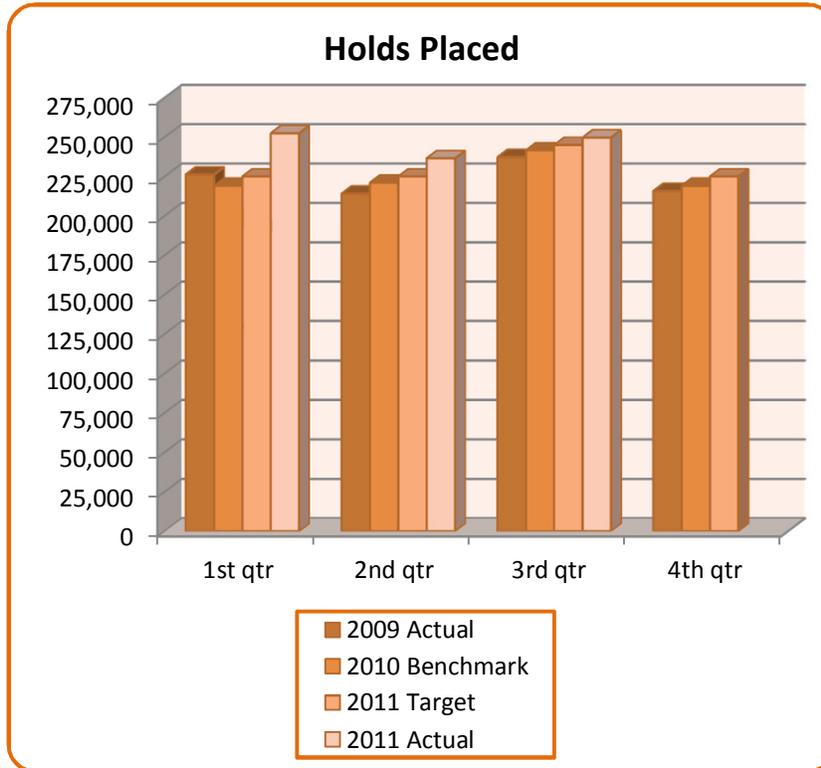
**Action:** The results of the pilot project at Central will be reviewed and considered for other Branch locations. The mix of public Internet computers at the branches will be reviewed.

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### Percentage Changes:

	Current Quarter:	Year-to-Date:
Over 2011 Target	1.91%	6.29%
Over 2010 Benchmark	3.36%	8.35%

**Status:** The holds service continues to grow. 249,689 holds were placed in July, August and September of 2011, compared to 241,582 holds placed during this quarter in 2010. This is an increase of 3.36%.

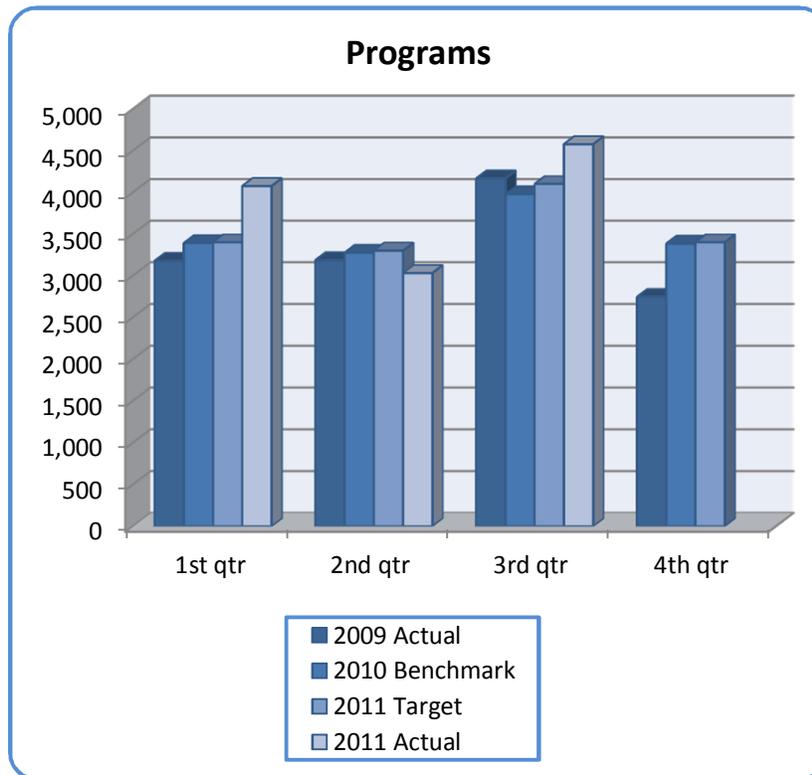
**Action:** Finding and implementing processing efficiencies continue to be a priority for staff.

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### Percentage Changes:

	Current Quarter:	Year-to-Date:
Over 2011 Target	11.63%	8.18%
Over 2010 Benchmark	15.06%	9.76%

**Status:** There was an increase of 15.06% in the number of programs offered during the 3rd quarter of 2011 – patrons attended 4,577 programs, compared to 3,978 in 2010. Due to the exceptional summer Literacy Facilitators that we have hired in the past few years, more participants are drawn to the summer READ program. This summer LPL was able to offer the service to French speaking children from two locations. This was also the first summer that Stoney Creek was open and it was a good season!

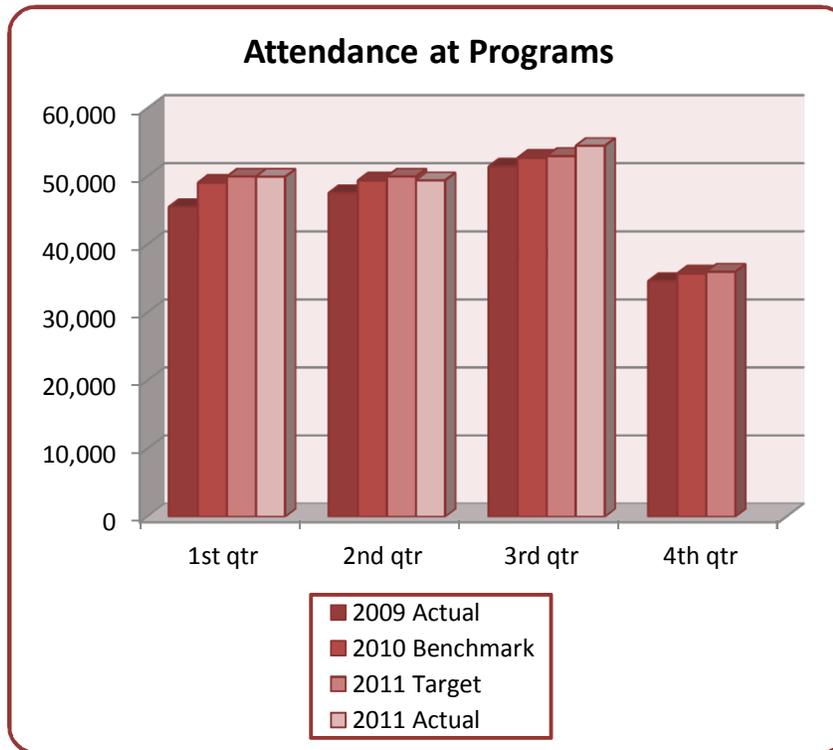
**Action:** While attendance at programs was up and the summer reading club was very successful again this year, the summer reading club is undergoing review to ensure that the program remains responsive to the needs of the participants and is offered in an efficient and effective way.

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### Percentage Changes:

	Current Quarter:	Year-to-Date:
Over 2011 Target	2.83%	0.60%
Over 2010 Benchmark	3.33%	1.76%

**Status:** Program attendance increased as well by 3.33% during this quarter. 54,500 patrons attended programs during 2011; 52,746 did so in 2010. The summer reading club continues to attract a high number of participants despite the reduced number of children in the target demographic across the City.

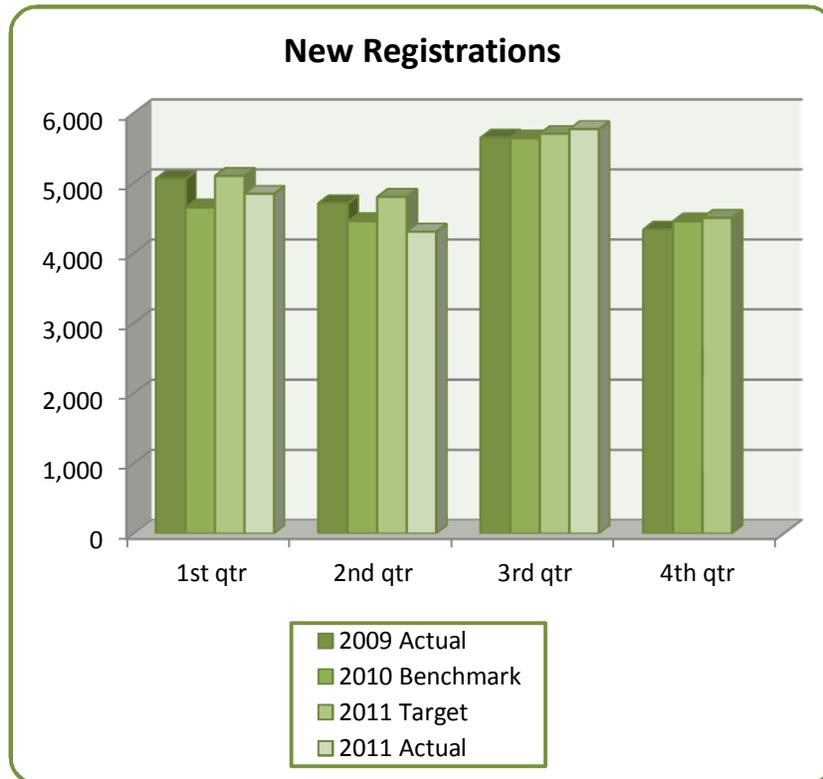
**Action:** Review of the summer reading club could result in changes in program attendance next summer.

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**Percentage Changes:**

	Current Quarter:	Year-to-Date:
Over 2011 Target	1.18%	-4.40%
Over 2010 Benchmark	2.31%	1.19%

**Status:** There was a 2.31% increase in library registration over the July, August, September period. 5,767 patrons obtained library cards in 2011 compared to 5,637 in 2010. There is a 1.19% year-to-date increase in new registrations.

**Action:** Library staff will continue to participate in outreach activities to promote the services of LPL to residents who are not currently using them, such as the Age Friendly London Conference scheduled for November.