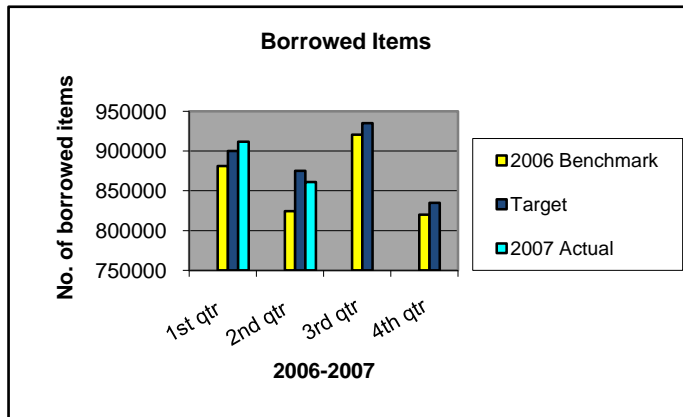


Balanced Score Card Metrics - 2007

2nd quarter

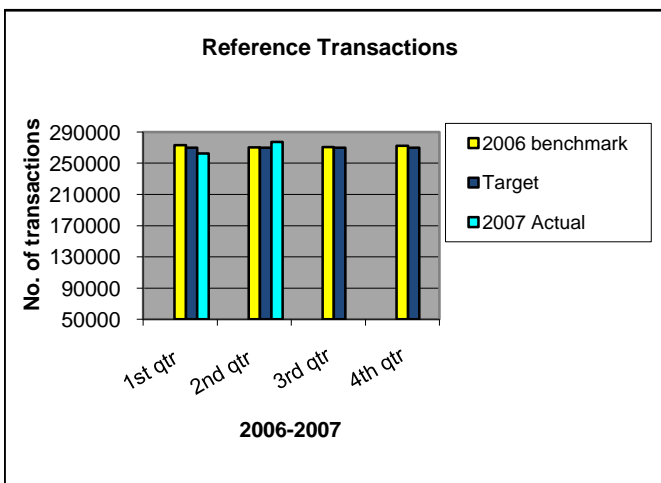
CUSTOMER PERSPECTIVE

We want to show that through strategic plan initiatives we have customers 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.



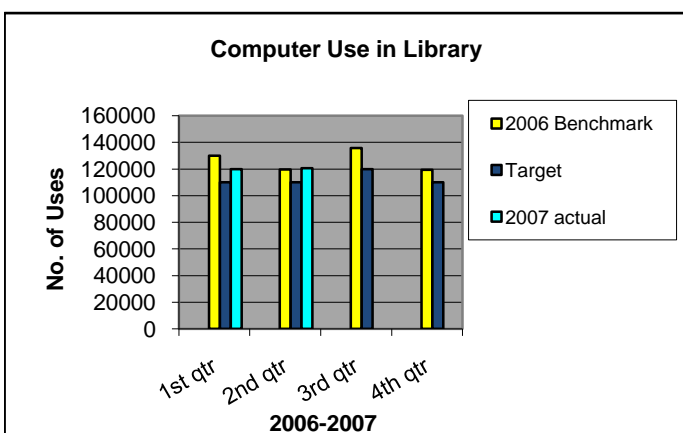
Status: Borrowing in all formats continues to grow. Direct correlation with Holds increase. Collections Management and Graphical Self Check Teams are working on a variety of initiatives to increase the effectiveness of our borrowing services. Marketing of collections, both in-house and on-line through our e-newsletters has had an impact. (Overall target is +3 %)

Action: Strategic initiatives, such as DiscoverPlace and QuickPicks and relevant collections for diverse audiences will continue to improve circulation results. (Overall target is +3 %)



Status: This is a composite number of all levels of reference transactions. Reference transactions increased in the 2nd quarter and were ahead of target. Greater focus on reaching out to customers. There is a noticeable difference in the time spent on instructing customers on how to use our virtual services, such as database usage, navigating the website.

Action: Reader's Advisory and Reference project is established to create and implement actions to improve reference tasks. Expanded e-newsletter topics which should continue to increase our reader's advisory role. Introduction of roving services will have positive impact. E-reference service model will be developed and launched in the coming quarters.



Status: Computer use in the Library remained the same in the 2nd quarter of 2007, and was slightly ahead of target. Use of wireless connectivity continues to grow at Central and is expanding across the system.

Action: We are investigating ways to capture wireless usage. Computer illiteracy is still very common in our community and we address this through instructional programs in many locations. The Technology Solutions team is examining the mix of catalogue, single and multi-purpose workstations.