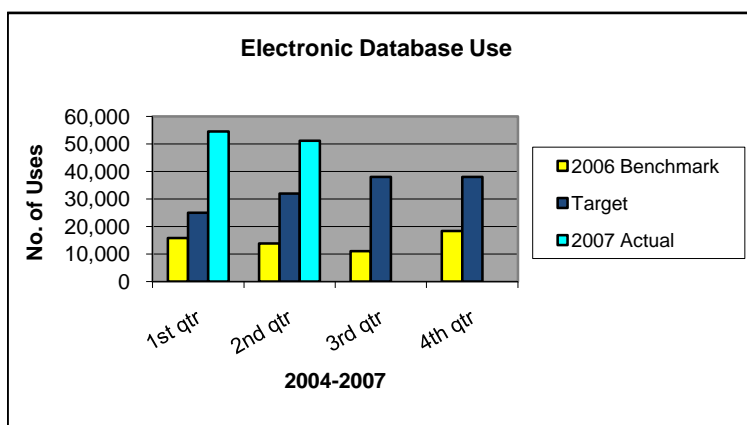


# Balanced Score Card Metrics - 2007

2nd quarter

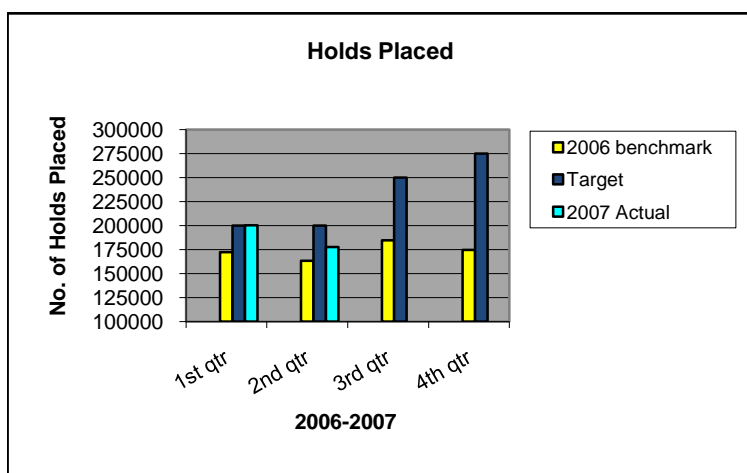
## CUSTOMER PERSPECTIVE

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.



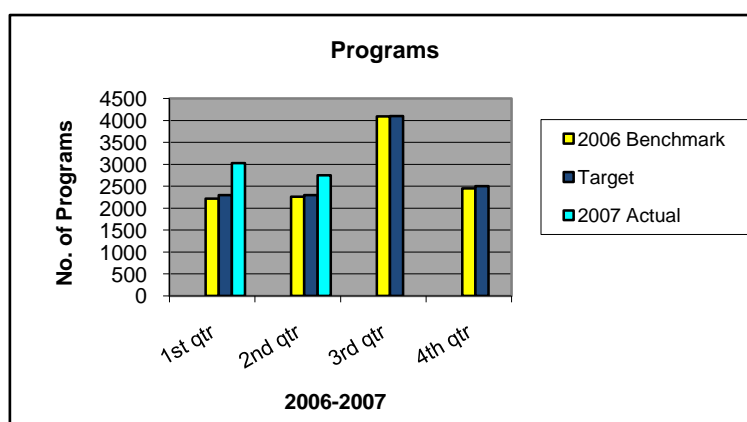
**Status:** Usage of our E-Databases continues to grow in popularity. Greater depth of databases and more promotion and awareness.

**Action:** Promotion of E-Databases will increase; Greater integration of e-databases with collections promotion and catalogue will improve results.



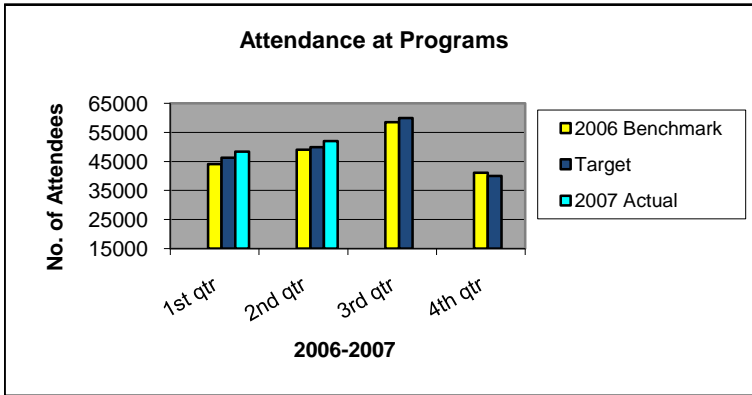
**Status:** Holds are down slightly but ahead of 2006. Holds are being used by some customers as a way of browsing our collections. New features on the website and an emphasis on DVD's encourage holds. We anticipate that the shopping cart feature on the catalogue will increase demand. Holds management is another aspect of customer empowerment in the use of our services.

**Action:** We have to assess the impact of the Discovery Place Quick Pics on the number of holds as popular materials are made available in all branches on a first-come first serve basis. Streamlining our internal processes is ongoing.



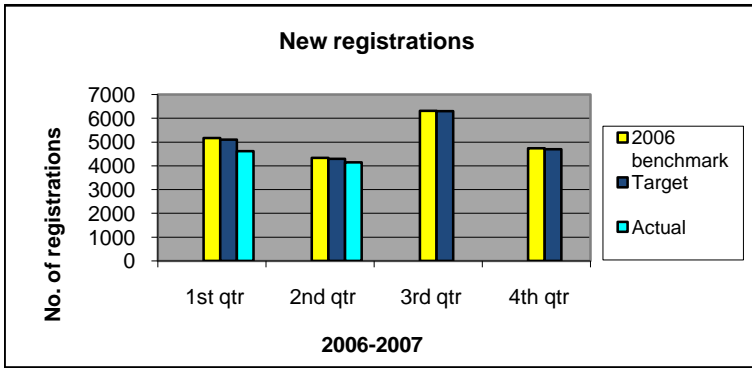
**Status:** Programs delivered through the Library as a community hub grew over prior year and were ahead of target.

**Action:** Programming and Community Outreach are key strategic priorities. Programs will continue to be designed and promoted to reflect the demand and needs of diverse customer groups. Increased promotion of Library Programs and new Website and Access Design will support greater awareness of programs.



**Status:** The ratio of attendees per program has increased nicely over prior quarter and prior year as well. Alignment to customer needs is evident in this result.

**Action:** Continue to offer programs that respond to high community needs and optimize promotion of programs to the target audiences. Ensure programs are designed to meet customer needs.



**Status:** New registrations are tracking down slightly but consistent with seasonal variations.

**Action:** Every Kid A Card campaign began in September. Marketing Campaign launches in October.