



## REPORT TO THE LIBRARY BOARD

MEETING DATE: DECEMBER 17, 2009

Session:	Public Session
Subject:	Balanced Score Card Report, 3 <sup>rd</sup> Quarter 2009
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 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 Service and Patron Perspective
- Internal Perspective
- Learning & 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.

### 3<sup>rd</sup> Quarter Report

The 2009 Balanced Score Card Metrics Report – 3<sup>rd</sup> Quarter is attached. The report presents overall 2009 targets as well as analysis of 3<sup>rd</sup> quarter results.

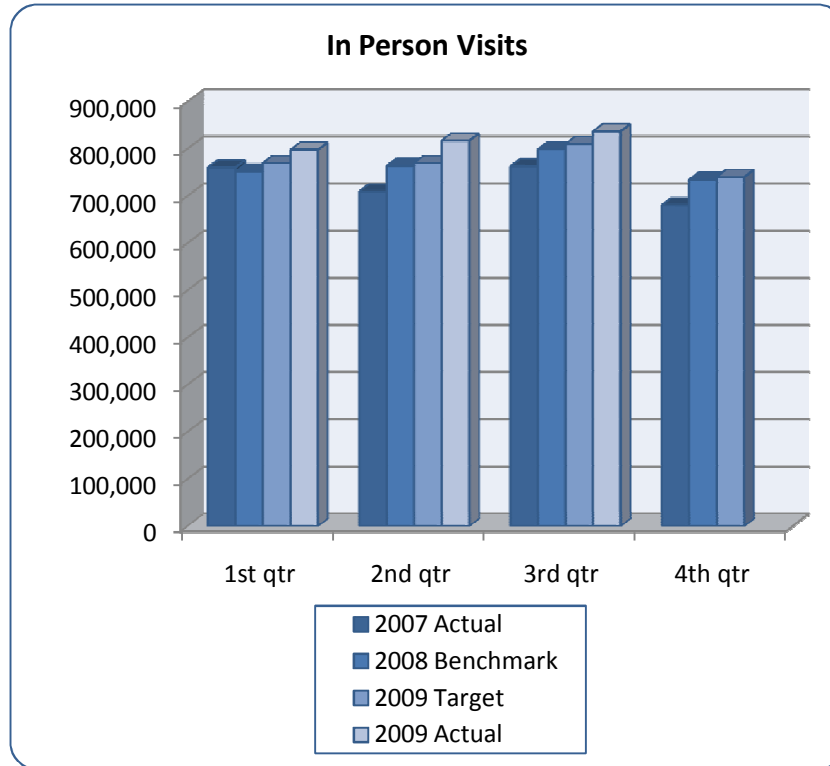
Nota Bene: As reported in the 2<sup>nd</sup> Quarter BSC Report, the subscription to the customer satisfaction survey software previously used has been discontinued. Staff have a number of ways of receiving feedback about services and operations.

# Balanced Score Card Metrics - 2009

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 2009 Target	3.31%	4.33%
Over 2008 Benchmark	4.77%	5.94%

**Status:** In person visits this quarter rose 4.77% over the 2008 benchmark. 836,846 people walked through LPL doors. As anticipated, the summer months were especially busy in Branch locations, with the TD Summer Reading Program and related activities being the key attraction. Some locations such as Beacock, Masonville and Landon experienced significant increases while other locations remained steady.

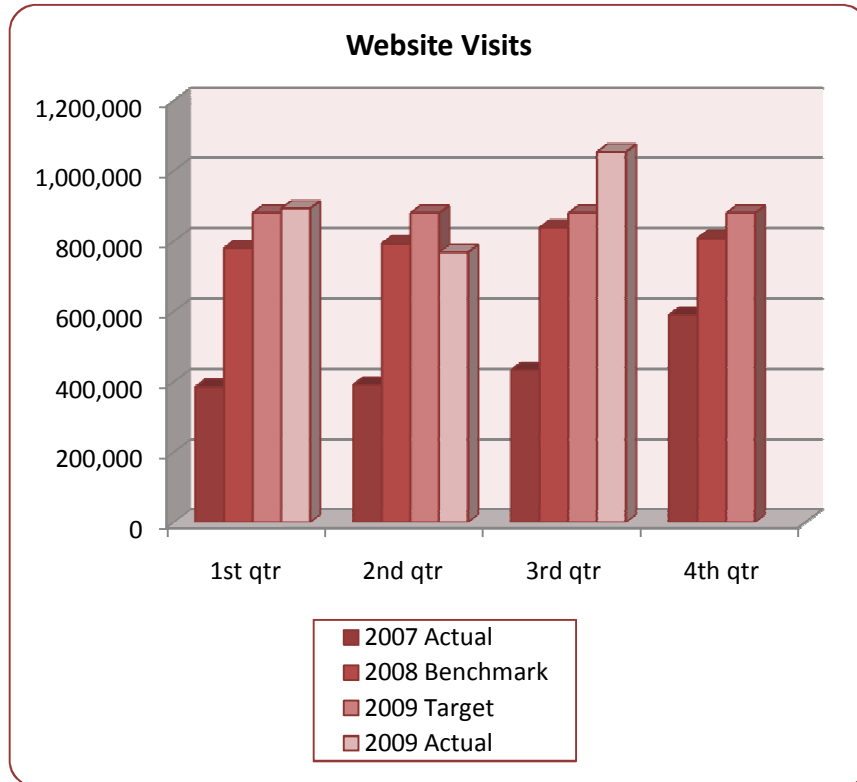
**Action:** To continue to examine how to best serve our growing patron base within our current resources.

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3rd Quarter

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**Percentage Changes:**

	Current Quarter:	Year-to-Date:
Over 2009 Target	19.81%	2.89%
Over 2008 Benchmark	25.76%	12.63%

**Status:** A new record was achieved with over 1 million people visiting the LPL website this quarter. This was a 25.76% increase from this quarter last year. Downloadable audiobooks and summer reading club web activities featured prominently over the summer. The tracking code was corrected in June to provide accurate results again.

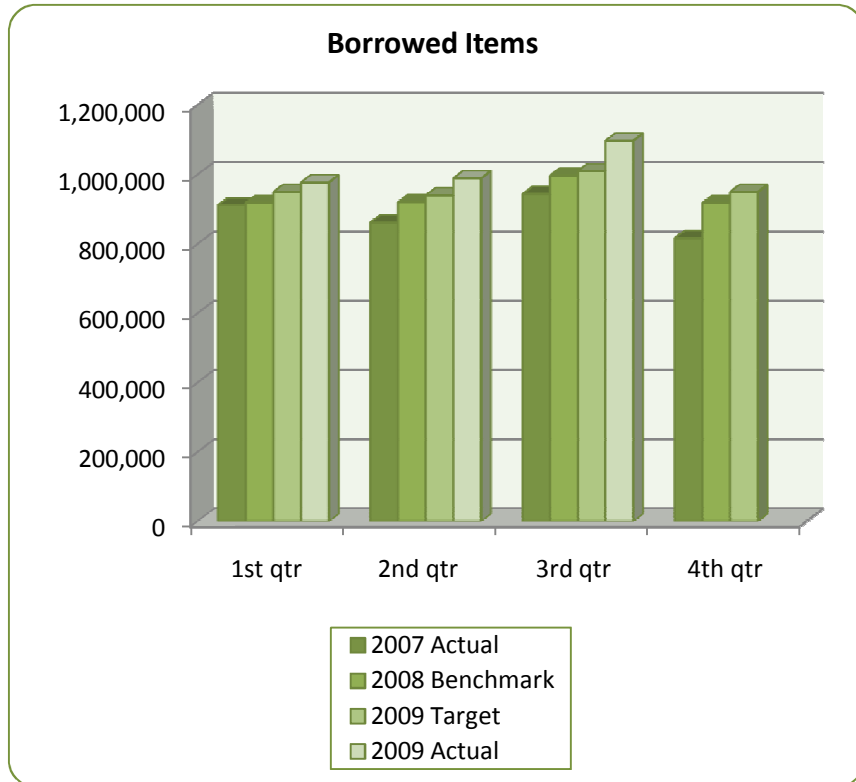
**Action:** The Web Team will continue to ensure the website meets all accessibility requirements

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**Percentage Changes:**

	Current Quarter:	Year-to-Date:
Over 2009 Target	8.71%	5.66%
Over 2008 Benchmark	10.10%	8.04%

**Status:** Over one million items were borrowed from the collections – a 10.10% increase from last year. Recreational reading, viewing, listening is traditionally high over the summer months and this summer was no exception. Again, all locations felt the effect of this at the circulation desks.

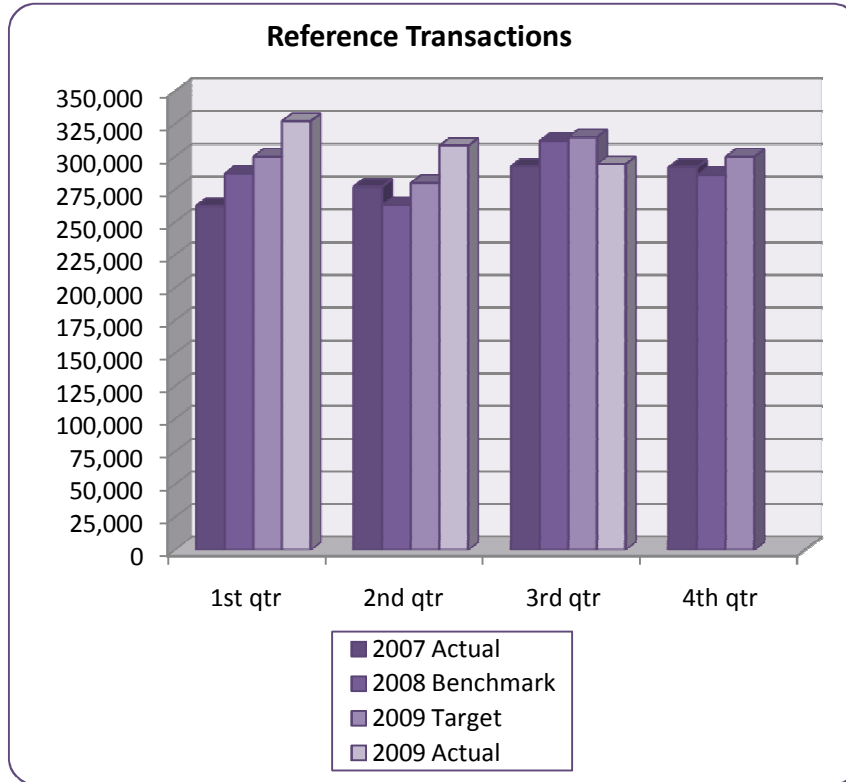
**Action:** To continue to seek ways to streamline circulation-related processes. To encourage self-serve by re-examining and seeking solutions to some of the barriers patrons experience in using the service.

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3rd Quarter

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**Percentage Changes:**

	Current Quarter:	Year-to-Date:
Over 2009 Target	-6.56%	3.90%
Over 2008 Benchmark	-5.65%	7.87%

**Status:** Reference queries were down this quarter by 5.65% (294,333 questions answered in 2009; 311,974 questions answered in 2008). As our website becomes more intuitive and information-rich, patrons are increasingly able to find information on their own. Enhancements to reading guides, subject resource lists, staff blogs, additional e-newsletter topics are working to support a more independent user.

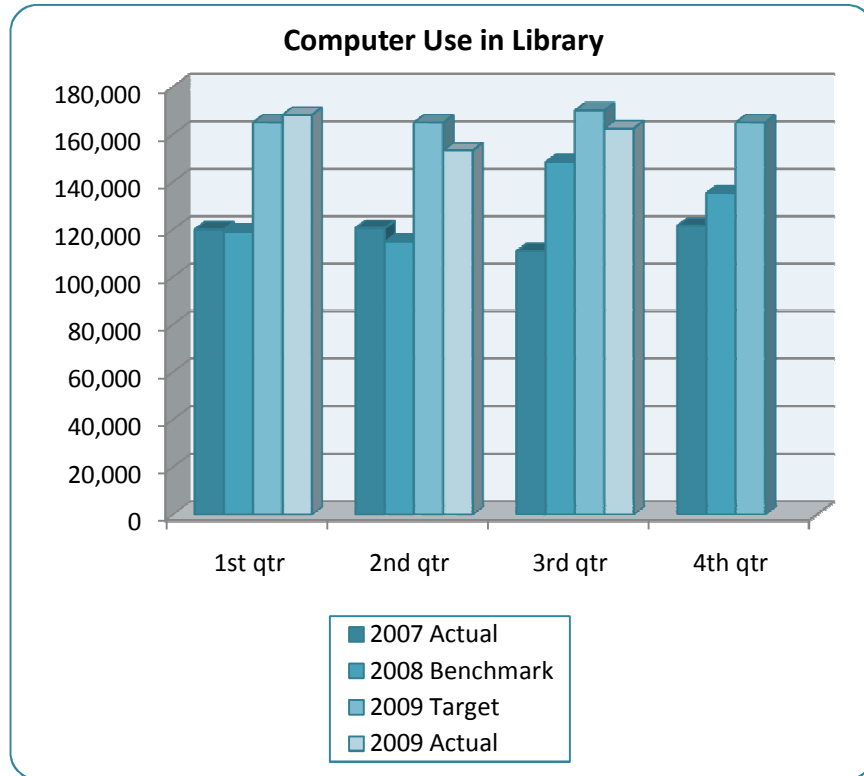
**Action:** To encourage more staff roving and proactive reference assistance.

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3rd Quarter

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### Percentage Changes:

	Current Quarter:	Year-to-Date:
Over 2009 Target	-4.42%	-3.24%
Over 2008 Benchmark	9.56%	26.60%

**Status:** As has been noted in the earlier reports for 2009, we have made changes to the way computer use is counted. While many patrons continue to rely on library computers, wireless use within the Library system has also been steadily climbing since the service was first implemented. By the end of September 2009, there had been 33,791 logins compared to 34,731 for the entire year of 2008.

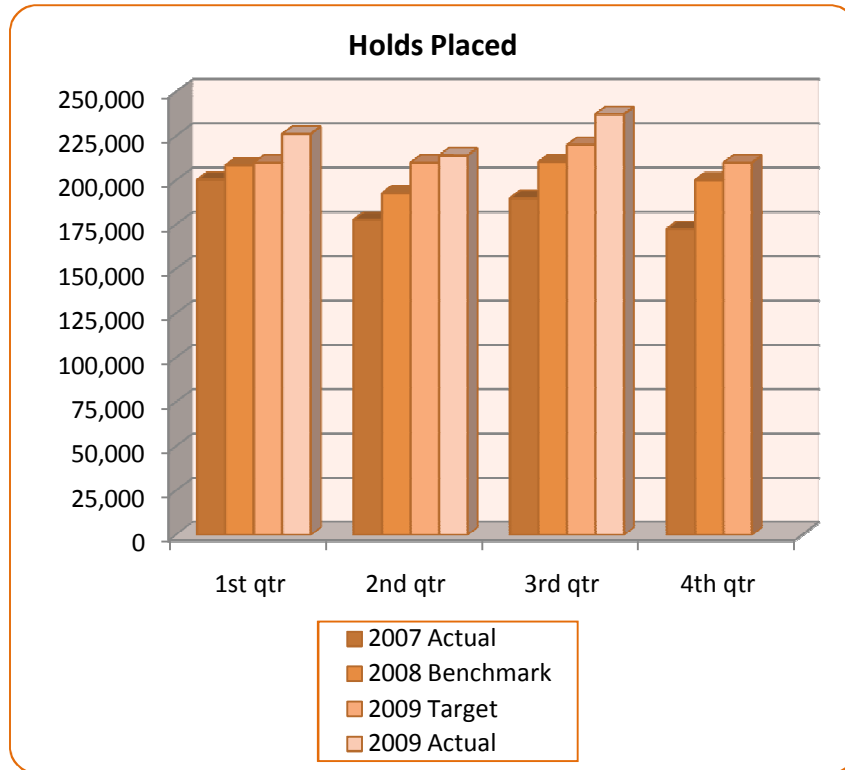
**Action:** By the end of 2009, accurate benchmark figures will be established.

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3rd Quarter

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### Percentage Changes:

	Current Quarter:	Year-to-Date:
Over 2009 Target	7.88%	5.89%
Over 2008 Benchmark	12.76%	10.78%

**Status:** The Holds service continues to be well utilized by Library patrons. There was a 12.76% increase in use of this service during this quarter – 237,326 holds were placed. This was a 7.88% increase over the expected target. The increased integration of website and catalogue, with its enhanced reader's services features (e.g. Syndetics (jacket covers), links to additional resources such as NovelList, the ability for patrons to add tags and reviews, and the newly released discovery catalogue, Catalogue Plus) makes it easier to browse and select.

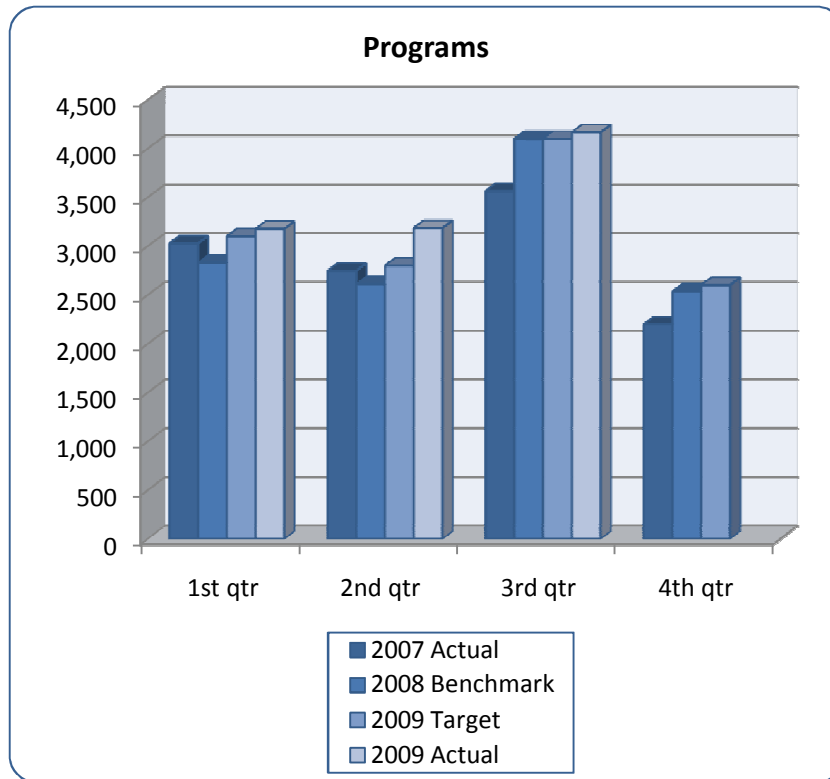
**Action:** Millennium's new Paging Service will help to improve Holds processing. The new service is being tested at selected locations now and will be ready for a final rollout in the next few months.

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### Percentage Changes:

	Current Quarter:	Year-to-Date:
Over 2009 Target	1.63%	5.30%
Over 2008 Benchmark	1.66%	10.39%

**Status:** There was a slight increase (1.66% over last year) in the number of programs offered this quarter with the focus being on children and family programming. The Children's and Youth Services Committee offered a wide array of programs and activities for children and teens. A total of 16,548 children and teens came through our doors to participate in 310 different programs. Children learned how to drum, were amazed by the Snake Lady's creatures, were enchanted by Mother Goose and Honker, and enjoyed drop-in crafts and many other programs at numerous branches. In response to recommendations from previous years we increased the number of programs offered for older children and teens; this included offering the Get Caught Reading!: Teen Summer Reading Challenge program at all locations. Teens also showed off their talents with DDR, Wii and gaming as well various craft programs.

**Action:** Continue to coordinate program planning and delivery of system-wide programs, offer location-specific programs that target each community's individual needs, and offer a mix of high quality pre-registered and drop-in programs.

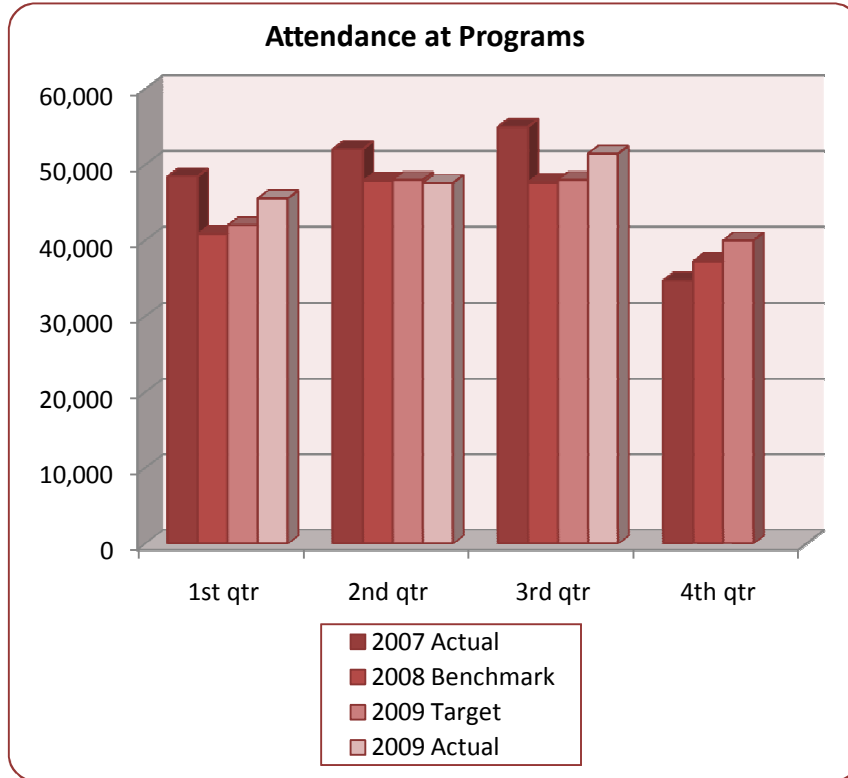


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**Percentage Changes:**

	Current Quarter:	Year-to-Date:
Over 2009 Target	7.23%	4.76%
Over 2008 Benchmark	7.95%	6.02%

**Status:** Program attendance surpassed both target (7.23%) and benchmark (7.95%) figures. 51,469 people participated in LPL programs this quarter. A well-designed and promoted summer programming theme helped to contribute to this strong increase in attendance.

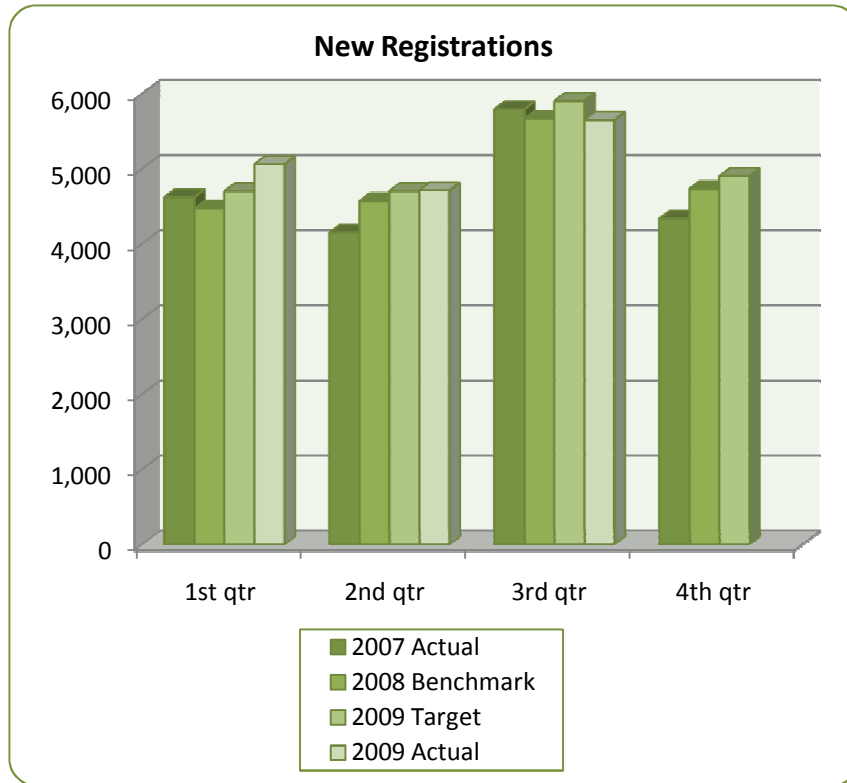
**Action:** Review of this service is continuing.

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<b>Percentage Changes:</b>	Current Quarter:	Year-to-Date:
Over 2009 Target	-4.31%	0.73%
Over 2008 Benchmark	-0.34%	4.82%

**Status:** There was no significant change to the number of new registrations this quarter compared to last year's. There had been significant increases during the first two quarters of 2009 (13.1% in the 1st quarter; 3.11% in the 2nd quarter).

**Action:** We will continue to reach new library patrons through outreach registration initiatives.