

Balanced Score Card Metrics - 2007

3rd quarter

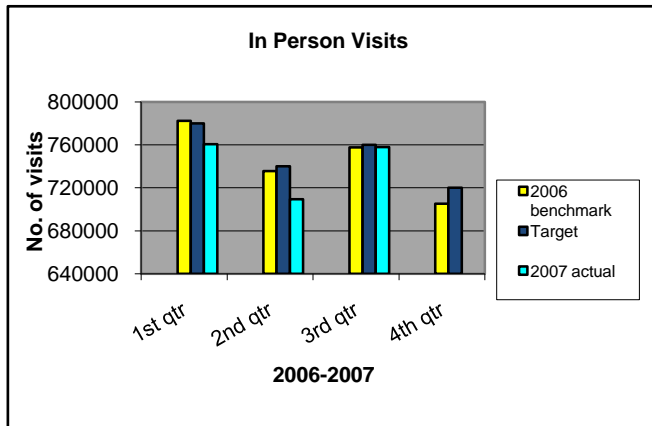
CUSTOMER PERSPECTIVE

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: This is a high-level, composite indicator of satisfaction with services, collections, programs, facilities, staff, etc. rated on a scale of 1 through 10. The satisfaction rating of 8.0 for the 3rd quarter is the same as that of the previous quarter. Specific survey variables and their impact on the ratings and targets are under review.

Action: All service and location-specific 2007 Service Excellence Action Plans have been reviewed and priorities established for the balance of 2007. Currently actions and priorities are being determined for 2008.



Status: In person visits met the 2007 3rd quarter target and the 2006 benchmark. This level of usage resulted from the wide array of programs and activities for children and teens including such popular happenings as the LPL Summer Reading Program, Book Buddies, Teen Extreme Reading Machine and the well attended Harry and the Potters Concert. Expansion across the system of new initiatives such as DiscoverPlace and QuickPicks contributed to attendance also having an impact on circulation.

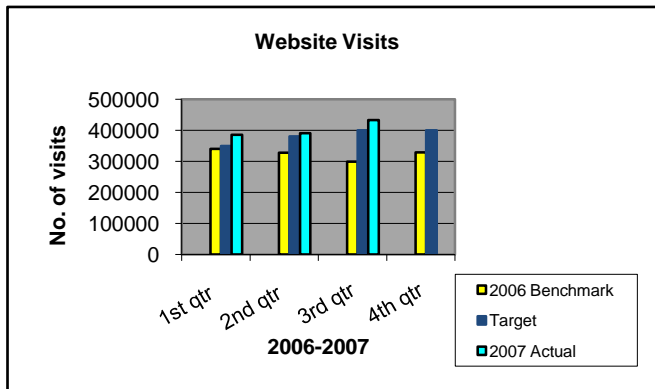
Action: Staff will continue to deliver targeted programming using celebrations and events, such as Ontario Library Week, to draw public interest.

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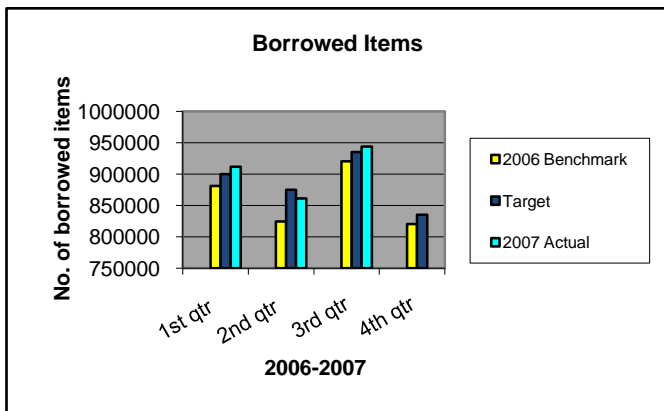
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Status: LPL Website continues to grow with increased functionality, services and promotion of website. Access points to our website have increased through LPL "satellite sites" on mySpace, youtube and flickr. A new website launched September 25, 2007. The new design incorporates rss feeds enabling people to pull selected content from our website to their own custom feed readers without actually visiting our website. The increasing integration of the catalogue with the website will also affect website usage statistics.

Action: Early in 2008, we will identify key entry points onto the website and adjust our statistics to reflect the usage and to track specific key features of the website enjoyed by our customers.



Status: Borrowing in all formats continues to grow. This reflects the combined impact of initiatives reported on previously: new collections management strategy with increased focus on popular materials, quicker access to new materials resulting from streamlined selection process, weeding of outdated materials, increased access to materials through services such as QuickPicks, improved display and marketing such as DiscoverPlace, increased role in the community by becoming a lending service for other key service providers, e.g. lending of pedometers for MLHU.

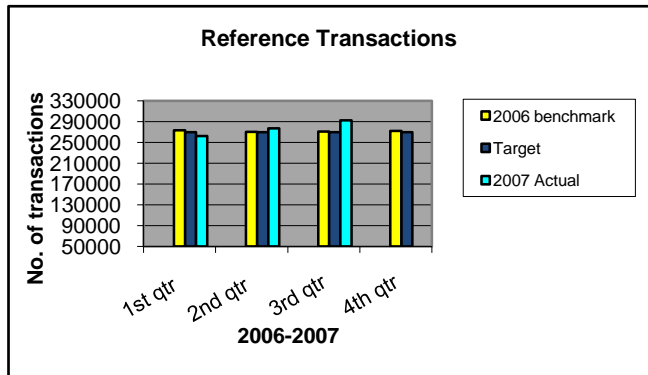
Action: The next phase of the Service Excellence Model Review is to review the "Lending Services Delivery Stream" (2008) including policies to identify and eliminate barriers to borrowing.

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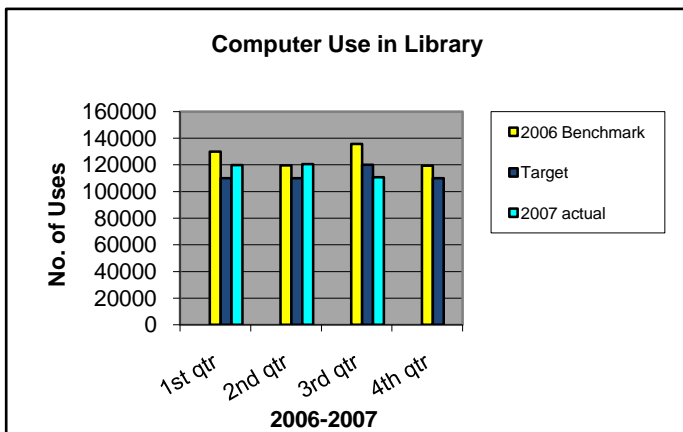
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Status: This is a composite number of all levels of reference transactions. Reference transactions continue to increase in the 3rd quarter and were ahead of target. With the new website we continue to see time spent instructing customers on how to use our virtual services.

Action: Through "Knowledge Ontario", LPL has entered into a partnership with other Ontario public libraries to deliver a joint e-reference service: "AskOn". Service guidelines and delivery mechanisms have been developed. LPL Staff are engaged in training at this time. The service will go live in January of 2008.



Status: Computer use in the Library continues to slip with use below the 2006 benchmark. Use of wireless activity continues to grow.

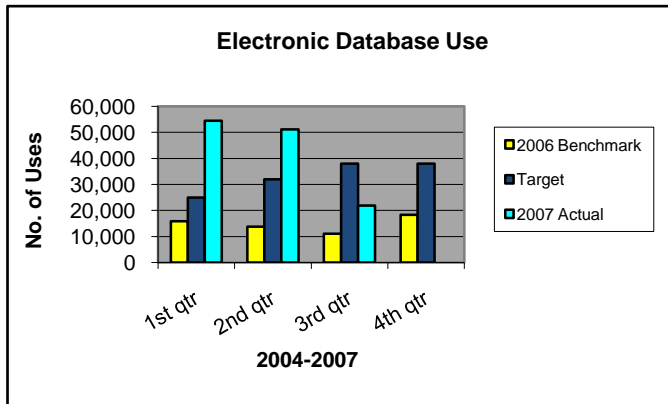
Action: We are investigating ways to capture wireless usage. Technology Solutions team is producing its report in 4th quarter which is designed to rationale computer workstation functionality to meet our customers needs.

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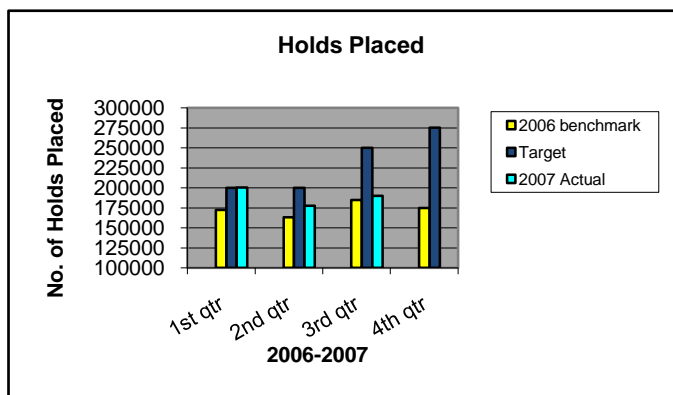
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Status: Usage of subscription databases continues to exceed that of 2006 although it did not meet the target set for this quarter. The drop in 2007 3rd quarter usage may be due to seasonal variation.

Action: In 2008, LPL will be introducing Millennium ReSearchPro "federated searching" which will enhance database access by enabling customers to use one search to access a variety of collections resources simultaneously, including the LPL catalogue and electronic databases. This and corresponding actions such as promotion of these resources and specialized staff reference training will continue to support growth in this service.



Status: Holds placed show a healthy increase over 2006 indicating ongoing customer use of this service. As well, we constantly receive positive customer feedback on the holds service. At the same time, holds did not reach the target set for this quarter. This was the result of other customer service improvements. Local collections are becoming more responsive to people's needs and interests as a result of the new selection process which makes titles available in a more timely fashion. A new automated "freeze holds" function was introduced to reduce the number of holds not picked up because timing was not convenient for customers (e.g. holds missed while people were on vacation). This function makes it possible for people to receive their holds at a later time more convenient to them and so has reduced the number of secondary holds.

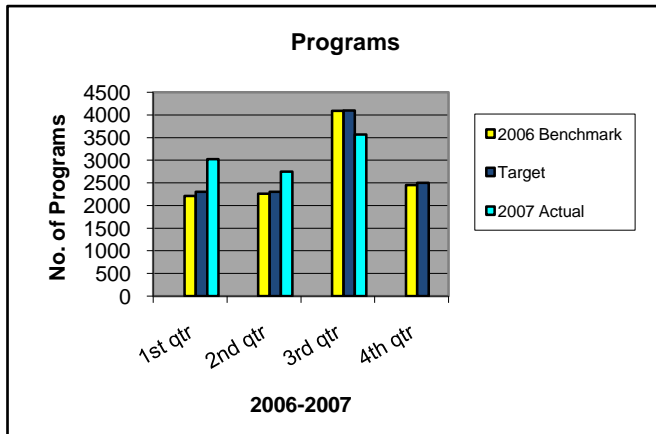
Action: The III "Shopping Cart" function which will further support patron ease of placing holds is forthcoming.

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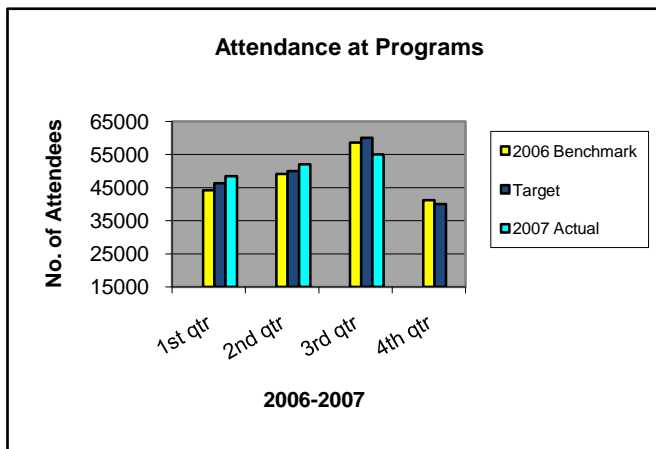
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Status: The public participate in relevant, timely and interactive programs and events at all library locations. To meet demand for this service, LPL continues to deliver a large number of programs to the community. Program sessions increased over the prior quarter and are near to the 3rd quarter target.

Action: Community engagement and outreach continue to be key strategies to determine needs and expectations for this service in order to deliver an accessible service for diverse customer groups including those who do not traditionally use libraries. The new LPL Website and **Access** design will enhance program awareness.



Status: The ratio of attendees per program has increased over the 2nd quarter 2007 and is slightly less than 2006. This reflects efforts to ensure that content and timing of programs aligns with customer needs and expectations and to ensure that LPL is operationally effective.

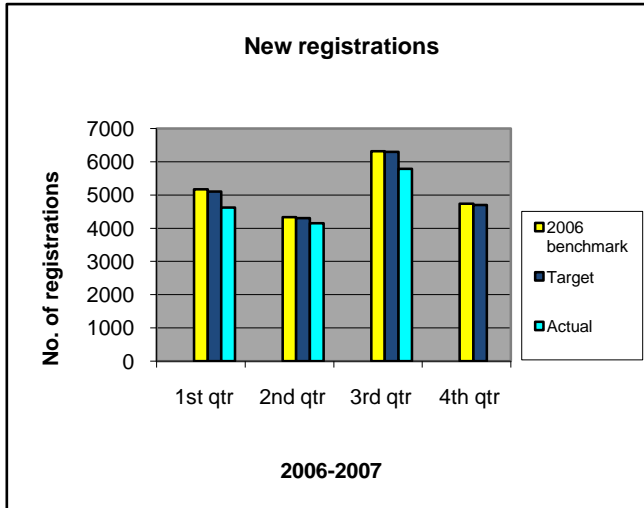
Action: The new LPL Community Outreach and Program Services Department is in place and has begun streamlining and automating the patron program registration process striving to improve customer service and to make operations more efficient.

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Status: New registrations are down slightly. This is consistent with seasonal variation trends in previous years. The ***Every Kid a Card*** campaign aimed at reaching elementary school children and ran from August 21 through October 13, 2007. Over 2500 children participated! Over 650 new cards are reflected in the 3rd quarter stats.

Action: The next phase of the Service Excellence Model Review is to review the "Lending Services Delivery Stream" (2008) to identify and eliminate barriers to new membership registration..