



REPORT TO THE LIBRARY BOARD

MEETING DATE: MAY 27, 2010

Session:	Public Session
Subject:	Balanced Score Card Report, 1 st Quarter 2010
Prepared By:	Nancy Collister, Arlene Thompson, Margaret Wilkinson
Presented By:	Arlene Thompson
Purpose of Report:	For Receipt and Information Only

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 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.

1st Quarter Report

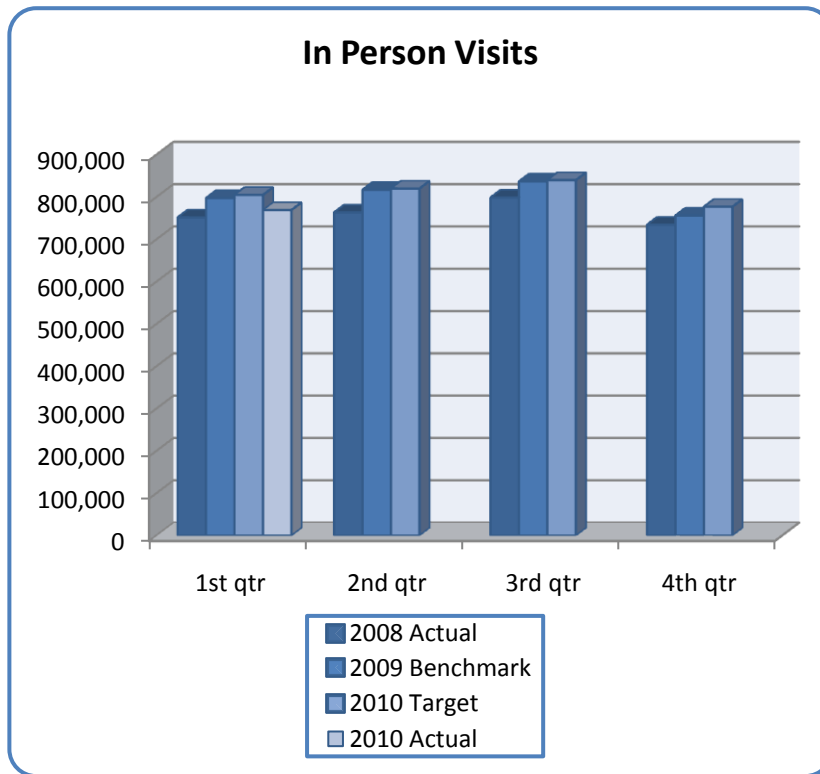
The 2010 Balanced Score Card Metrics Report – 1st Quarter is attached. The report presents overall 2010 targets as well as analysis of 1st quarter results.

Balanced Score Card Metrics - 2010

1st 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 2010 Target	-4.45%	-4.45%
Over 2009 Benchmark	-3.56%	-3.56%

Status: There were 769,200 in person visits to the library during the 1st quarter. This was a decline of 3.56% from the 1st quarter of 2009. While there was a drop in attendance at many locations in January and February, there was a notable increase in attendance at the East London and Beacock Branches during this quarter.

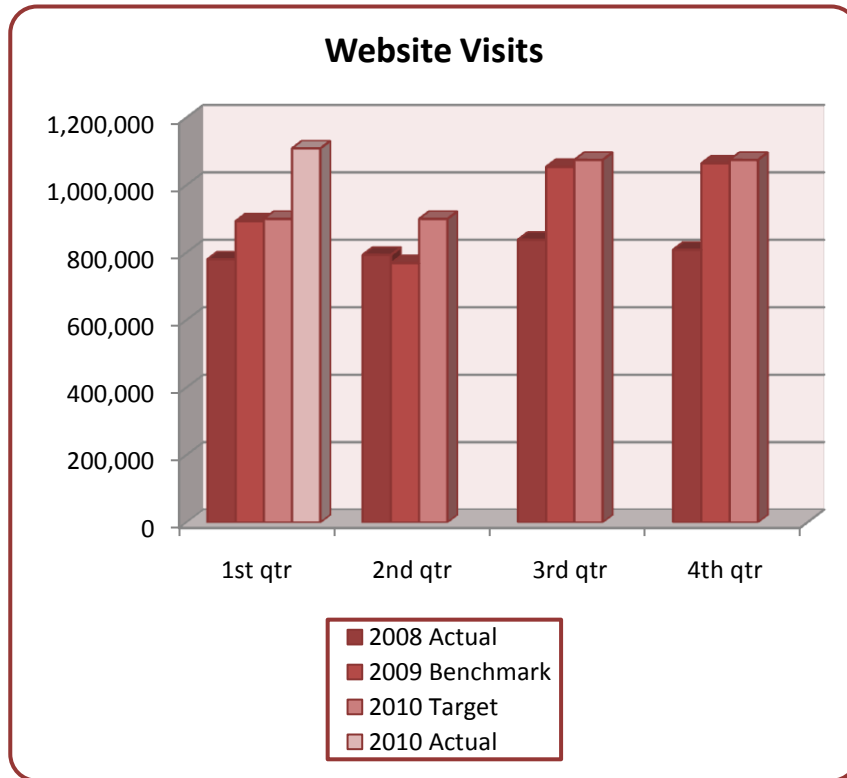
Action: Attendance patterns will be monitored and trends identified during upcoming months.

Balanced Score Card Metrics - 2010

1st Quarter

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Percentage Changes:

	Current Quarter:	Year-to-Date:
Over 2010 Target	23.23%	23.23%
Over 2009 Benchmark	24.17%	24.17%

Status: Virtual attendance saw a sizable increase during the 1st quarter with more than a million (1,109,050) visitors. This represents an increase of 24.17% over the 1st quarter of 2009. Patrons continue to enjoy visiting their library from home to access services and information available to them via easy clicks on the webpage.

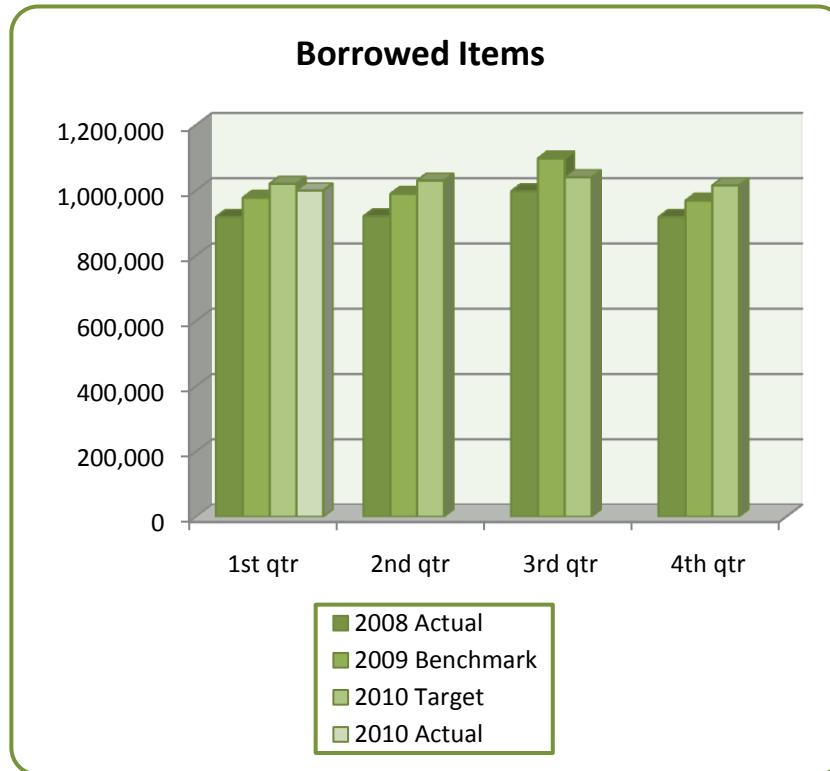
Action: Modifications continue to be made to the web page so that patrons can find the information and services they are seeking from an even more user friendly site. The website team is planning major changes for 2010 which will further enhance usability.

Balanced Score Card Metrics - 2010

1st Quarter

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Percentage Changes:

	Current Quarter:	Year-to-Date:
Over 2010 Target	-2.00%	-2.00%
Over 2009 Benchmark	2.29%	2.29%

Status: While the number of items borrowed (999,632) during the 1st quarter of 2010 surpasses the number borrowed (977,288) during the same time period in 2009, the number is slightly under the target set for this quarter. However, the 2.29% increase over 2009 represents a continuing steady growth in circulation.

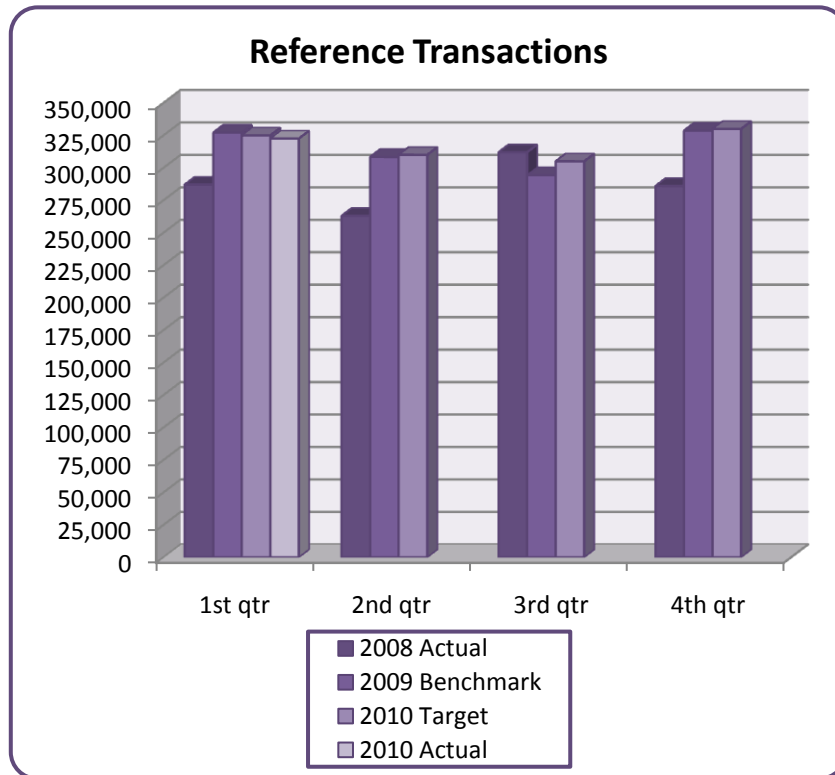
Action: Sessions on "Merchandizing" will be offered to staff during Practicalities training in May. Additional eye-catching displays may entice patrons to borrow more materials during their visits to the library. Review of the Lending Services Policy is underway

Balanced Score Card Metrics - 2010

1st Quarter

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Percentage Changes:

	Current Quarter:	Year-to-Date:
Over 2010 Target	-0.75%	-0.75%
Over 2009 Benchmark	-1.40%	-1.40%

Status: The reference transactions for this quarter were down slightly by 1.40% from this time period in 2009. 322,569 queries were handled in the 1st quarter of 2010, as compared to 327,145 in 2009. Public Services Staff have been actively participating in training opportunities to improve reader's advisory and reference services.

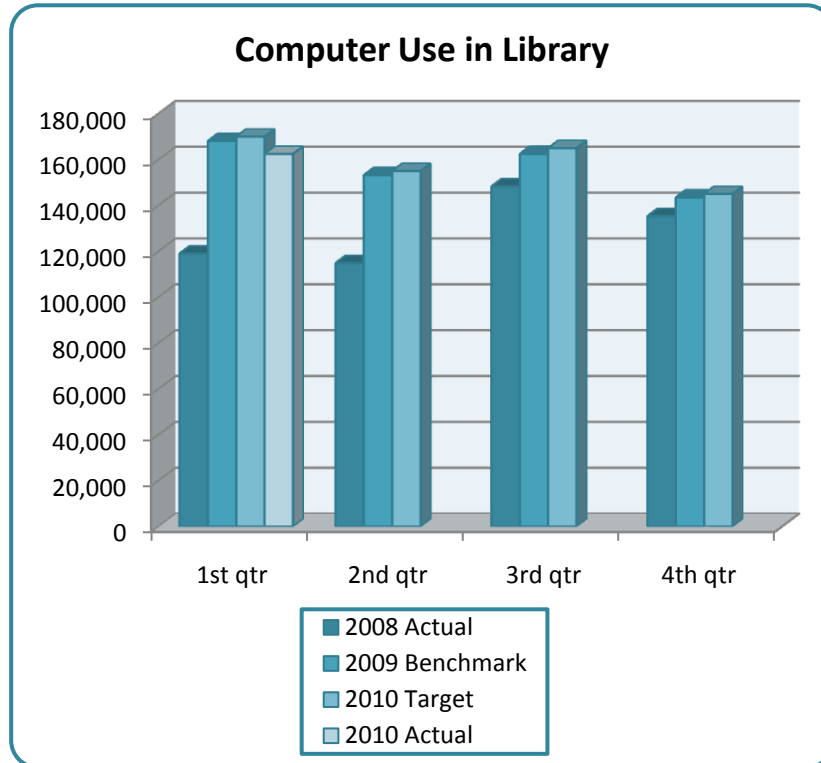
Action: More training sessions will be offered to staff during Practicalities (such as "3R's – the ToolsRus") and beyond. Training is delivered in-person, in workshops, or via podcast.

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1st Quarter

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Percentage Changes:

	Current Quarter:	Year-to-Date:
Over 2010 Target	-4.44%	-4.44%
Over 2009 Benchmark	-3.36%	-3.36%

Status: During this quarter 162,455 people used public computers compared to 168,101 during the same time period in 2009. This represents a 3.36% decrease in usage. In contrast, wireless use continues to increase in all locations. Usage was up 50% this quarter, with 23,388 connections made to the wireless service. Staff are seeing an increase in the use of handheld devices by patrons.

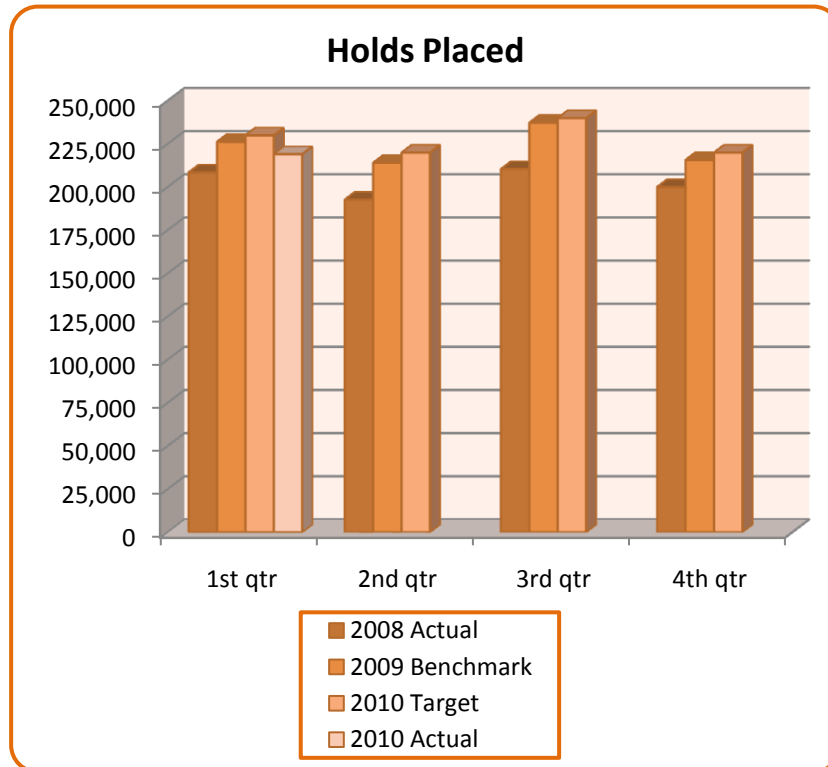
Action: Pharos has been added to the ERC computers to better protect the privacy of user information. This system will track use of the computers more accurately and at times when there is not a Facilitator present.

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Percentage Changes:

	Current Quarter:	Year-to-Date:
Over 2010 Target	-4.73%	-4.73%
Over 2009 Benchmark	-3.15%	-3.15%

Status: The number of holds placed dropped slightly in this quarter by -3.15%. In the 1st quarter 2009, 226,247 holds were placed compared to 219,116 in 2010. This might be an indicator of an improving economy as consumer spending increases.

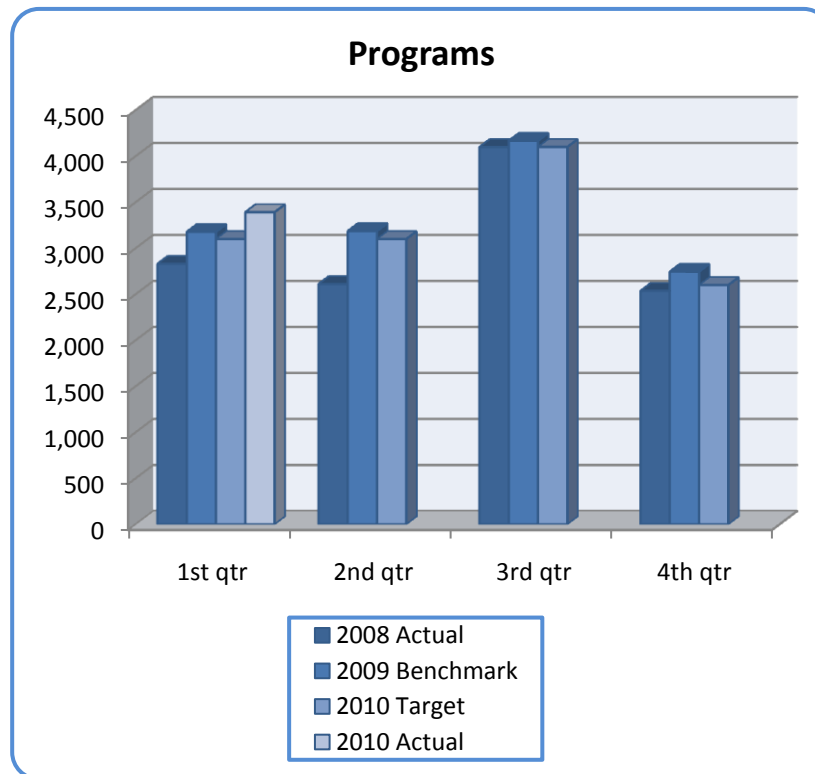
Action: Internal processes related to holds are being reviewed in hopes of streamlining and improving work flow for the public and staff.

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Percentage Changes:

	Current Quarter:	Year-to-Date:
Over 2010 Target	9.39%	9.39%
Over 2009 Benchmark	6.74%	6.74%

Status: There were 3,391 programs offered during the 1st quarter of 2010 in comparison with 3,177 during the same time period in 2009. This represents a 6.74% increase in number of programs offered. Programs with a “green theme” are being highlighted in Access all year.

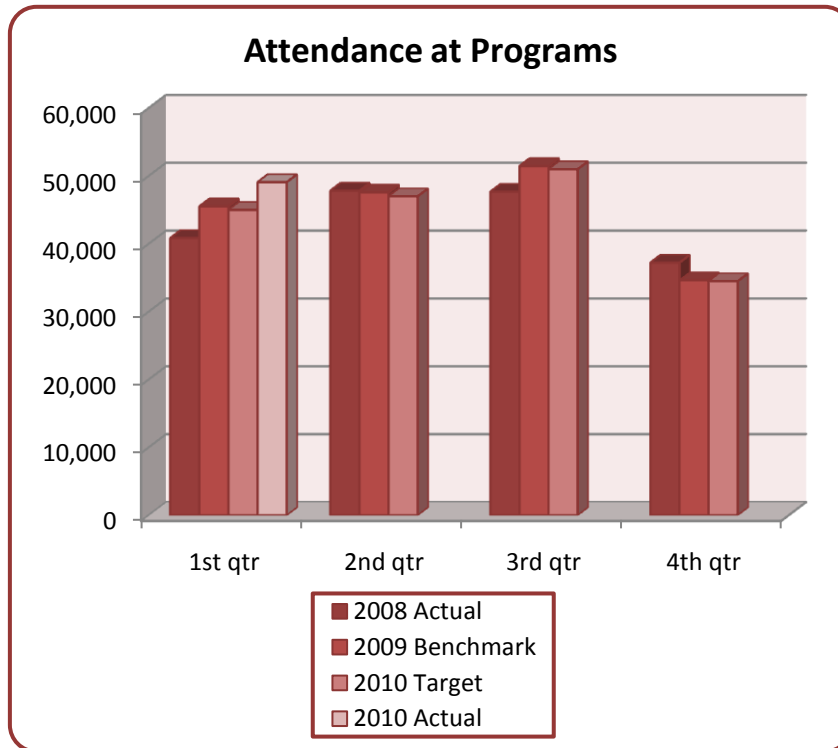
Action: Targets for 2010 are set to maintain the level of programming that was offered in 2009. The review of system-wide programming will commence in the Fall of 2010.

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Percentage Changes:

	Current Quarter:	Year-to-Date:
Over 2010 Target	9.09%	9.09%
Over 2009 Benchmark	7.83%	7.83%

Status: Attendance at programs increased by 7.83% this quarter, with 49,089 people enjoying a wide variety of offerings. Of note, there has been an increase in attendance at computer training courses. Travelling computer labs, consisting of laptops, are available for use throughout the system. The 1st Annual Handmade Festival was planned for March/April. Its goal was to share the art of craft making and cottage industry and to promote skill sharing. The workshops and events were well received. The public has commented that they appreciate the ability to register for programs from home (either online or by phone).

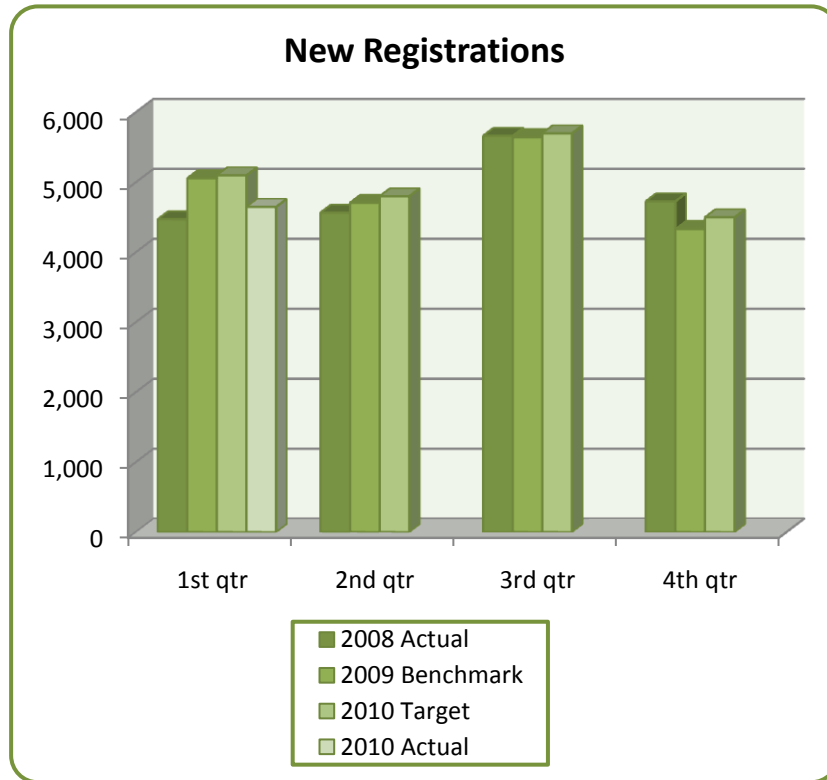
Action: Locations will continue to offer quality, popular programming, with Greening Up being the 2010 theme.

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Percentage Changes:

	Current Quarter:	Year-to-Date:
Over 2010 Target	-8.84%	-8.84%
Over 2009 Benchmark	-8.09%	-8.09%

Status: There were 4,649 new registrations for LPL library cards during the 1st quarter. This was a drop of 8.09% from 5,058 in the 1st quarter 2009. As noted above, improvements to the economy might be a factor in this decline.

Action: With Libro Library Road Show promotions commencing in June, a system-wide summer reading club theme of Destination Jungle, and other promotions, it is hoped that new patrons will be drawn to the library.