



REPORT TO THE LIBRARY BOARD

MEETING DATE: MAY 19, 2011

Session:	Public Session
Subject:	Balanced Score Card Report, 1 st Quarter 2011
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 Perspective
- Internal Perspective
- Learning & Growth Perspective
- Financial Perspective

Consistent with the Board's adopted governance model, the Customer 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

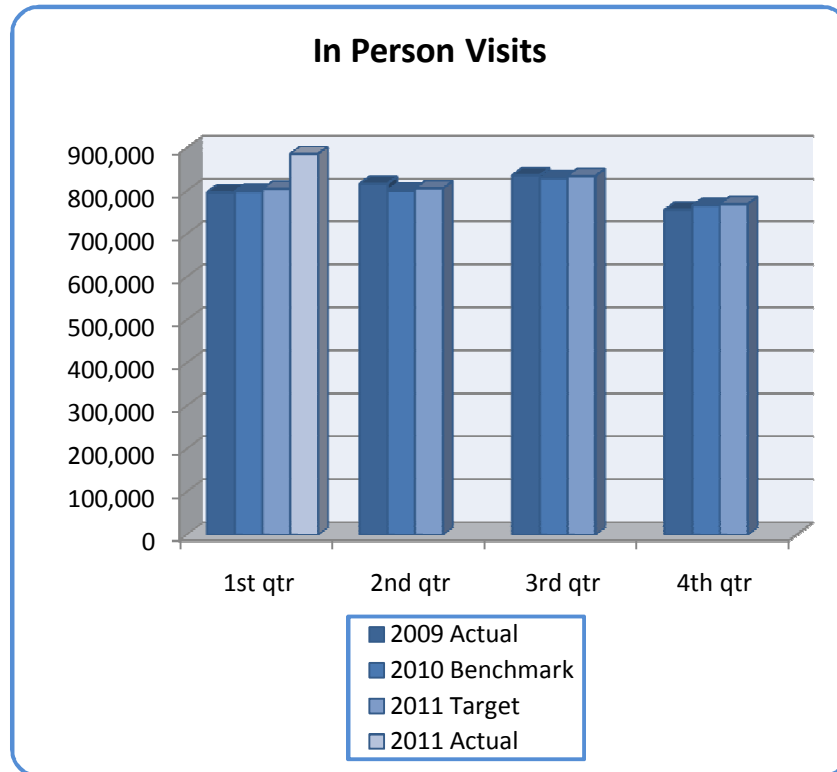
The 2011 Balanced Score Card Metrics Report – 1st Quarter is attached. The report presents overall 2011 targets as well as analysis of 1st quarter results.

Balanced Score Card Metrics - 2011

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 2011 Target	10.15%	10.15%
Over 2010 Benchmark	10.97%	10.97%

Status: 2011 has started off with a 10.97% increase over the 1st quarter of 2010. The physical attendance for this quarter is substantially higher than the target of 805,000. The attendance system-wide was 886,679. While some locations experienced a drop each month this quarter, several (including Westmount, Central, and Sherwood) experienced an increase, especially during the month of March. The new Stoney Creek Branch Library was discovered by many patrons during this quarter and proved to be very busy. Stoney Creek attendance was 17,125 in January; 13,055 in February; and 17,299 in the month of March. The Family Literacy Day event held January 29 at the Central Library was well attended by over 500 enthralled children and caregivers. During March Break at the Central Library, the wildly successful Comic Book Literacy Day drew over 800 excited visitors to the Library.

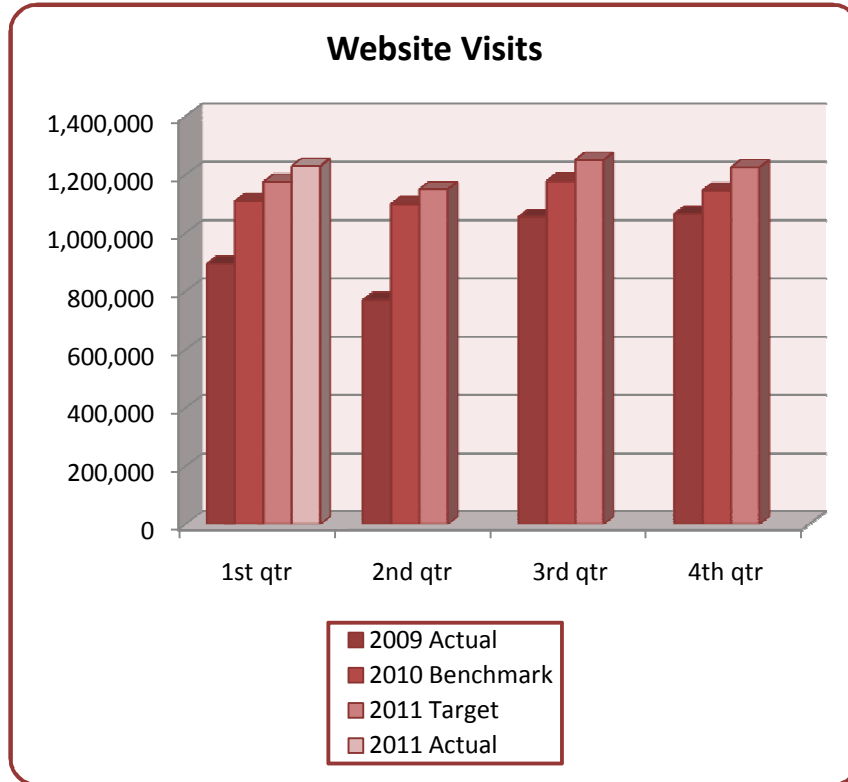
Action: It is anticipated that attendance system-wide will be somewhat lower during the 2nd quarter, as it is traditionally. However, with the usage of Stoney Creek to date, and rising fuel prices which may lead to more "staycations" in 2011, it is anticipated that attendance in 2011 will continue to increase over that of 2010.

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Percentage Changes:

	Current Quarter:	Year-to-Date:
Over 2011 Target	4.64%	4.64%
Over 2010 Benchmark	10.86%	10.86%

Status: The website continues to be very popular with our patrons. Usage of the website increased 10.86% over the 1st quarter of 2010 when the site was accessed 1,109,050 times. During this quarter of 2011, 1,229,516 made a virtual visit to LPL to search the catalogue, place a hold, find out about a program, research a topic, find homework help....visits were made for an endless list of reasons.

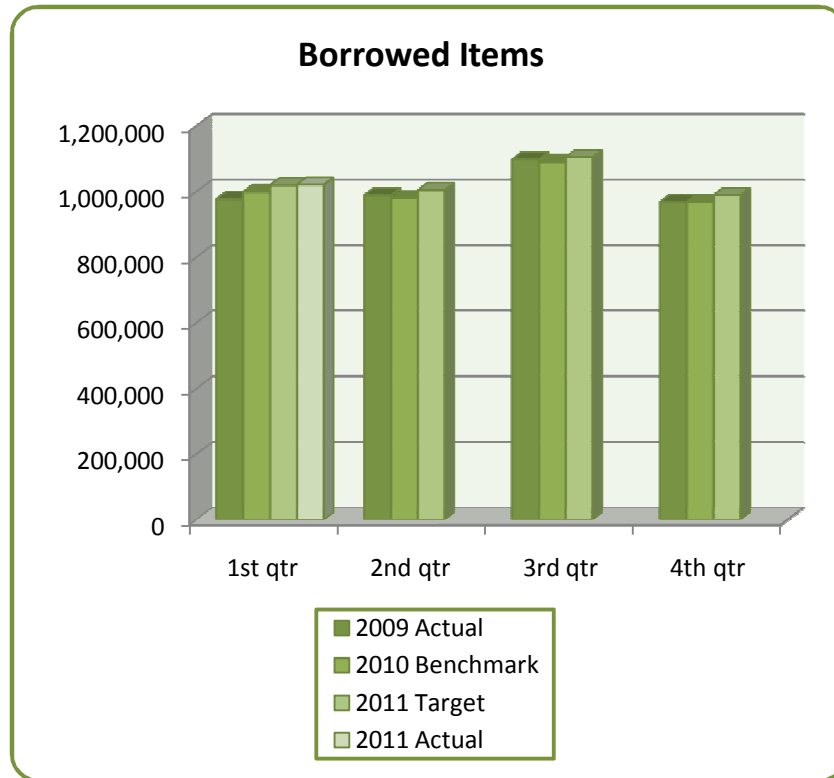
Action: As with any good website, the website team is constantly making changes and updating information to keep the site relevant, easy to use and useful to our patrons.

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Percentage Changes:

	Current Quarter:	Year-to-Date:
Over 2011 Target	0.17%	0.17%
Over 2010 Benchmark	2.21%	2.21%

Status: Our collections continue to be popular with the public. In 2010, 999,632 items circulated in the early part of the year; while in the first quarter of 2011, 1,021,683 items were borrowed. This is a 2.21% increase. E-books are extremely popular with the public and DVDs continue to be heavily used by patrons.

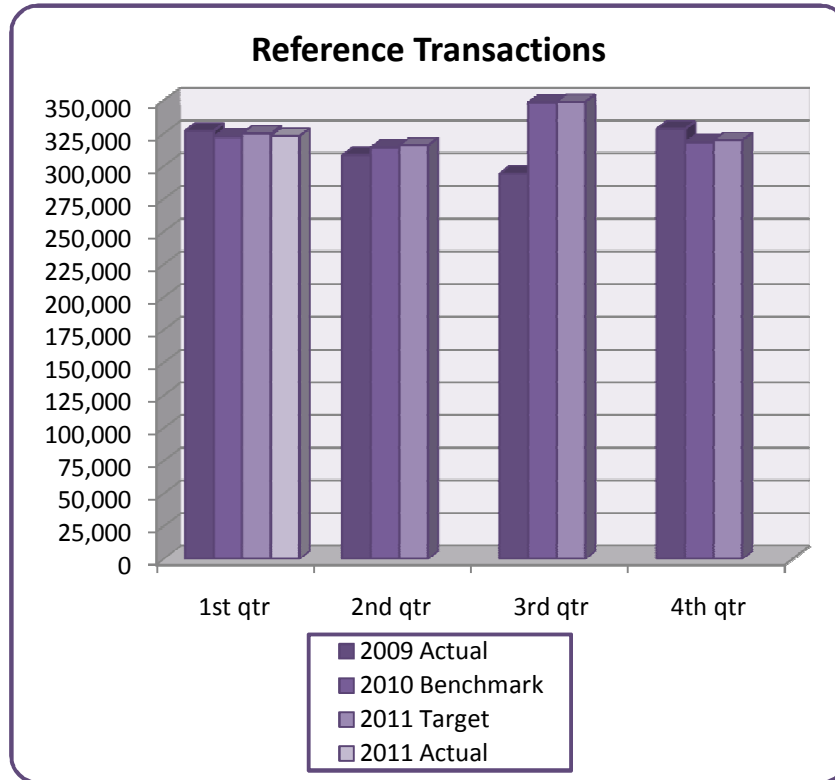
Action: In 2011 the videorecording and books on audiocassette collections at the Central Library will be decommissioned. There is very little usage of these formats as patrons prefer DVDs, Books on CD or increasingly e-books.

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1st Quarter

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Percentage Changes:

	Current Quarter:	Year-to-Date:
Over 2011 Target	-0.59%	-0.59%
Over 2010 Benchmark	0.16%	0.16%

Status: The number of reference questions posed by the public to the staff increased slightly by 0.16% in the 1st quarter of 2011 from 322,569 in 2010 to 323,076.

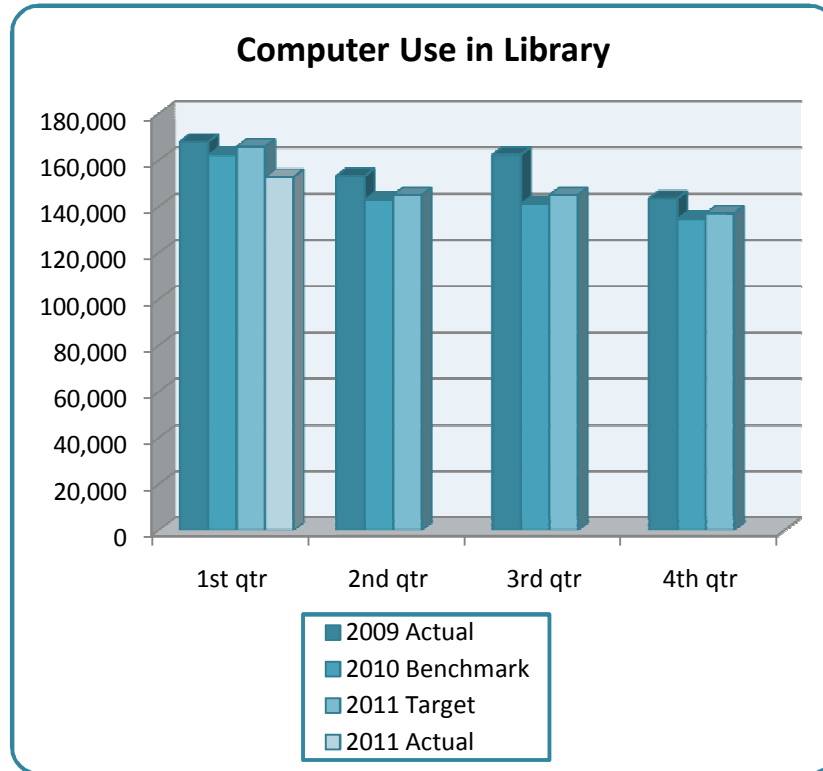
Action: During "Practicalities", staff training sessions offered during the last two weeks of May, training sessions will be offered on searching the electronic databases which will enable staff to provide even better service to the public. Other webinars and opportunities for staff training are made available.

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Percentage Changes:

	Current Quarter:	Year-to-Date:
Over 2011 Target	-7.95%	-7.95%
Over 2010 Benchmark	-5.94%	-5.94%

Status: Systemwide use of the public computers dropped by 5.94% from this quarter in 2010. Many patrons are accessing the catalogue from home or are using their wireless devices while at the library. Use of the wireless network has increased by 48.7%. In 2010, there were 23,388 wireless uses during the 1st quarter compared with 34,789 uses during the same time period in 2011.

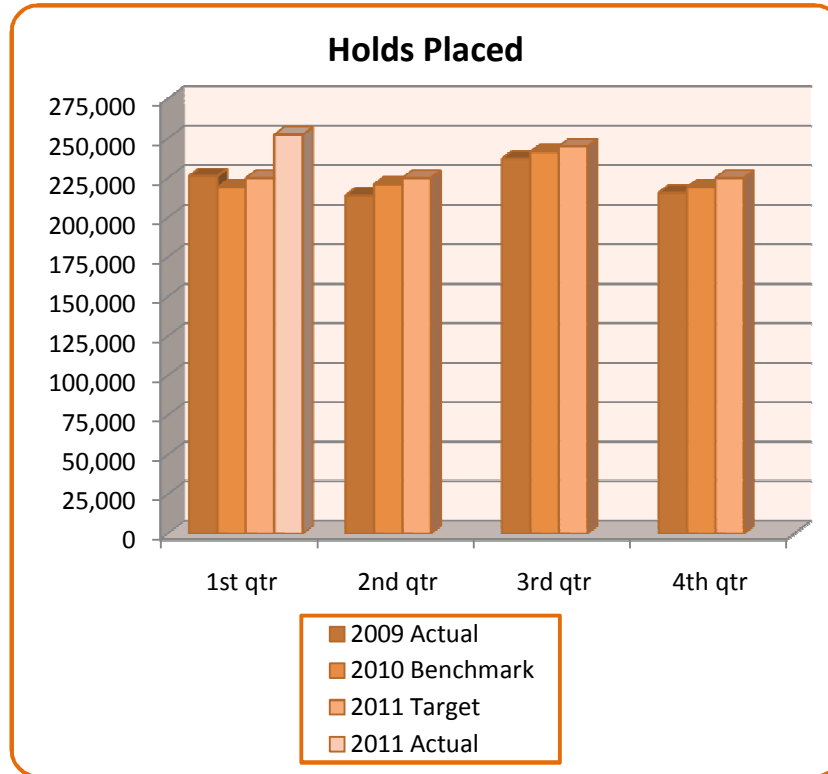
Action: Usage and demand for computers at some locations continues to be high while usage is dropping off in others. A review of computer use in each location will be conducted.

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Percentage Changes:

	Current Quarter:	Year-to-Date:
Over 2011 Target	12.21%	12.21%
Over 2010 Benchmark	15.22%	15.22%

Status: The number of holds placed continues to grow. The 1st quarter of 2011 saw an increase of 15.22% from the same time period in 2010. In 2010, 219,116 holds were placed, while in 2011, there were 252,470 placed. Holds placed on our high demand e-books also are now included in this statistic. Patrons place many of their holds while accessing the website and catalogue from home.

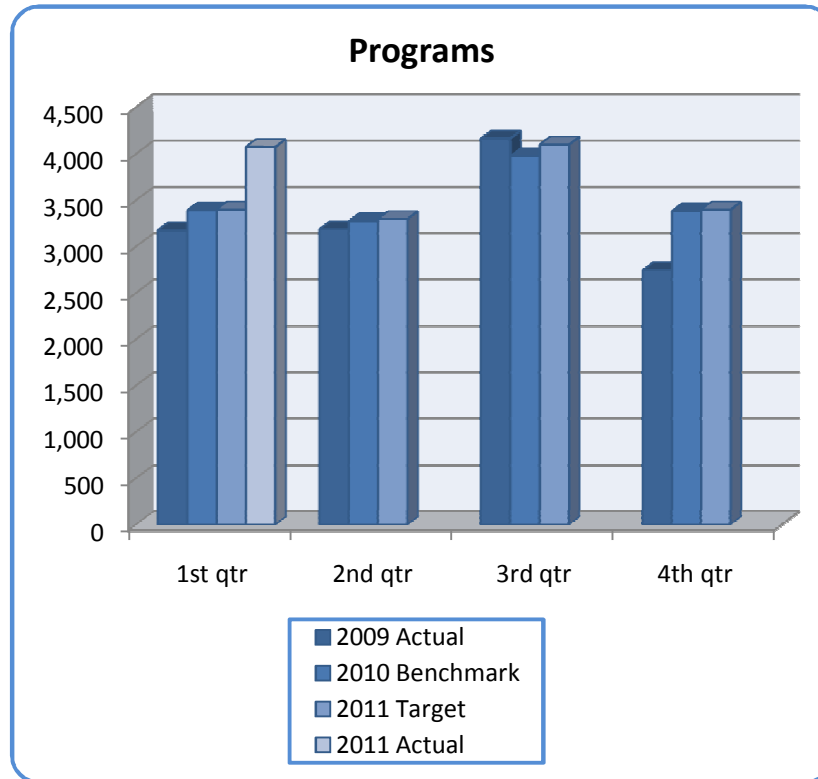
Action: The Strategic Plan identified Holds as an area for study and review. The Holds Team has been meeting, reviewing practices and will be recommending measures to help alleviate the pressures for staff and streamline the service.

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Percentage Changes:

	Current Quarter:	Year-to-Date:
Over 2011 Target	19.85%	19.85%
Over 2010 Benchmark	20.17%	20.17%

Status: 4,075 programs were offered in 2011 as compared to 3,391 during the 1st quarter of 2010. This is an increase of 20.17%. The manner in which the sessions of the READ program are calculated changed during the last quarter of 2010. This change contributed substantially to the increase in the number of programs offered during this quarter.

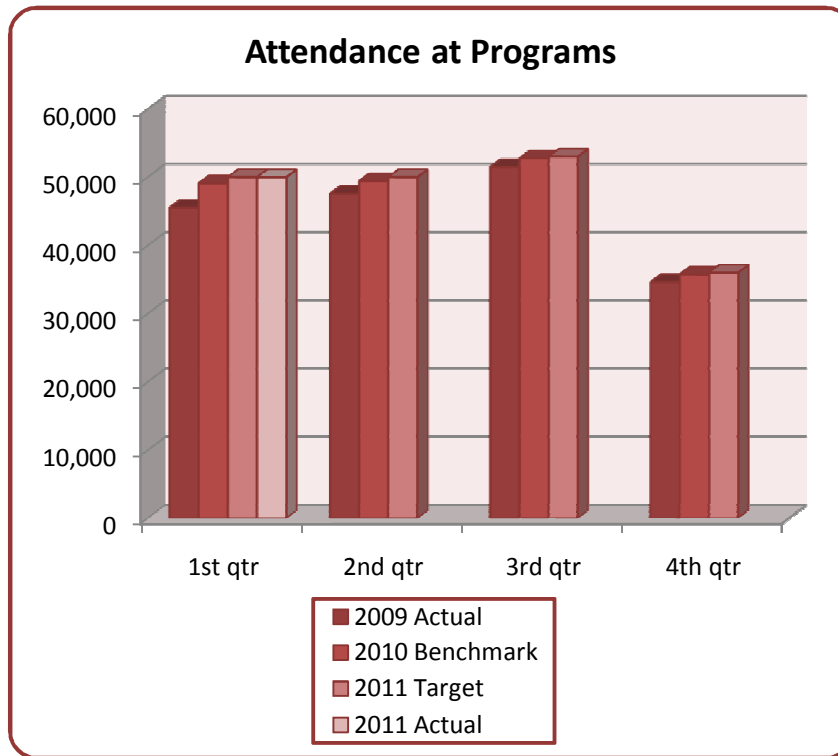
Action: Currently there is a storytime review underway to ensure that the storytime programs offered are relevant and meet the needs of this young clientele and their caregivers. A review of the READ program is planned to ensure that the program is being offered at the right locations and is the appropriate program for the intended audience.

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Percentage Changes:

	Current Quarter:	Year-to-Date:
Over 2011 Target	-0.05%	-0.05%
Over 2010 Benchmark	1.81%	1.81%

Status: While the number of programs offered increased substantially, the attendance at programs only increased by 1.81% from 49,089 in 2010 to 49,976 in this quarter of 2011.

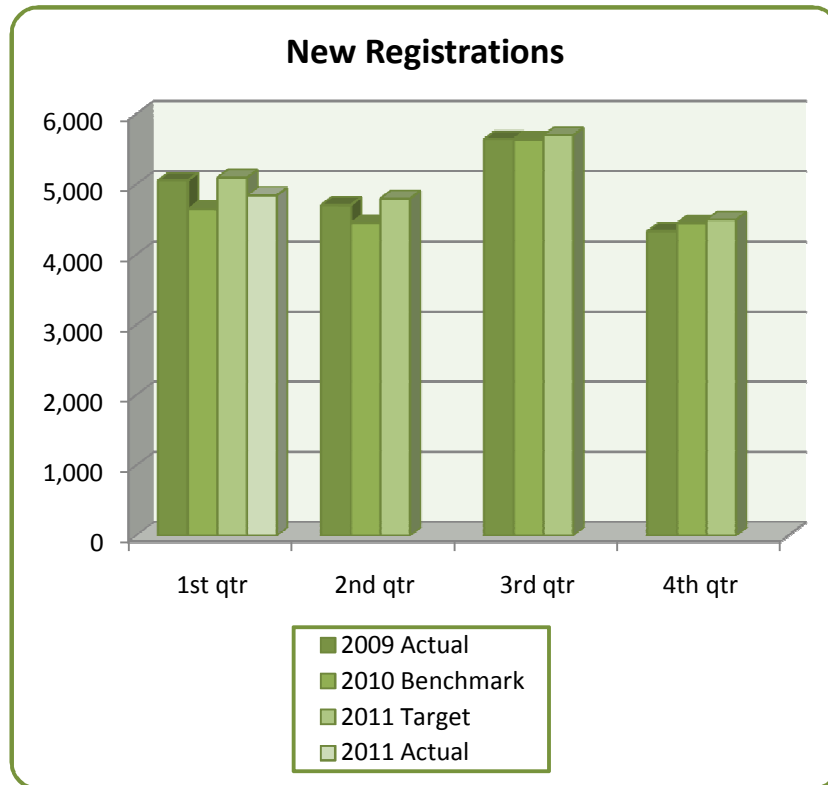
Action: The attendance at programs is remaining consistent. We anticipate that there may be a slight increase in the 2nd quarter.

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Percentage Changes:

	Current Quarter:	Year-to-Date:
Over 2011 Target	-5.04%	-5.04%
Over 2010 Benchmark	4.17%	4.17%

Status: There were 4,843 new registrations in the 1st quarter of 2011; this is up from 4,649 in 2010 and represents a 4.17% increase. Many new library members are joining up at the Stoney Creek Branch as they discover the services available.

Action: There will be outreach activities during the month of June to encourage participation in the summer reading club. This targeted outreach as with other outreach activities, usually results in new library users.