



REPORT TO THE LIBRARY BOARD

MEETING DATE: SEPTEMBER 22, 2011

Session:	Public Session
Subject:	Balanced Score Card Report, 2 nd Quarter 2011
Prepared By:	Nancy Collister, Arlene Thompson, Margaret Wilkinson
Presented By:	Nancy Collister
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.

2nd Quarter Report

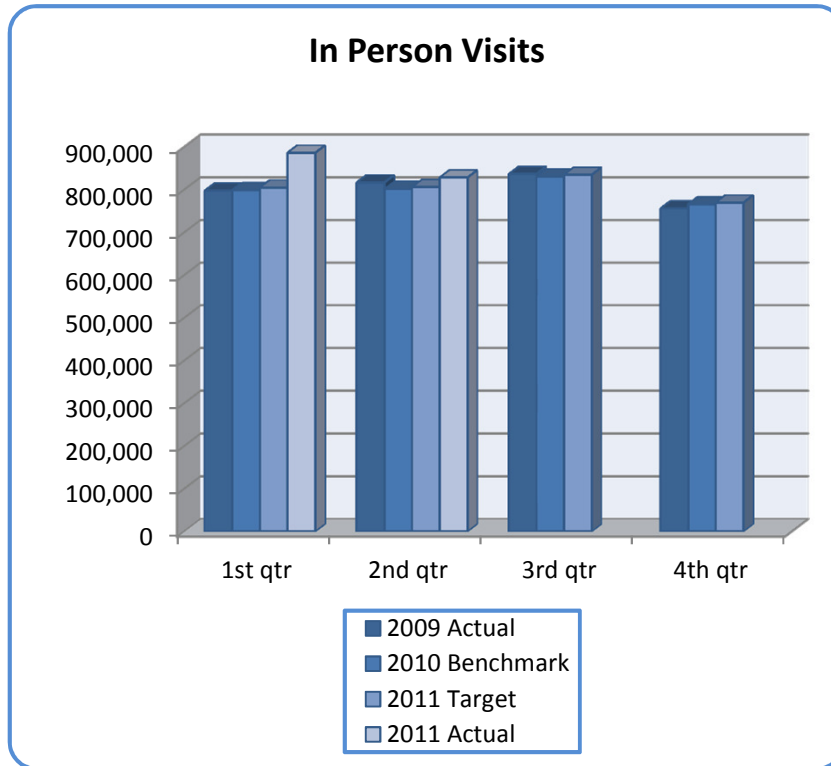
The 2011 Balanced Score Card Metrics Report – 2nd Quarter is attached. The report presents overall 2011 targets as well as analysis of 2nd quarter results.

Balanced Score Card Metrics - 2011

2nd 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	2.79%	6.47%
Over 2010 Benchmark	3.35%	7.15%

Status: The number of in person visits to the Library system continued to increase during the 2nd quarter of 2011 with 828,510 people coming in to access services. This was an increase of 3.35% over the same time period in 2010. Books2 Eat, LPL's fundraising event for literacy, the 2nd Annual Hand Made Festival, and renowned author, Barbara Coloroso speaking about bullying, drew many interested people to the Central Library.

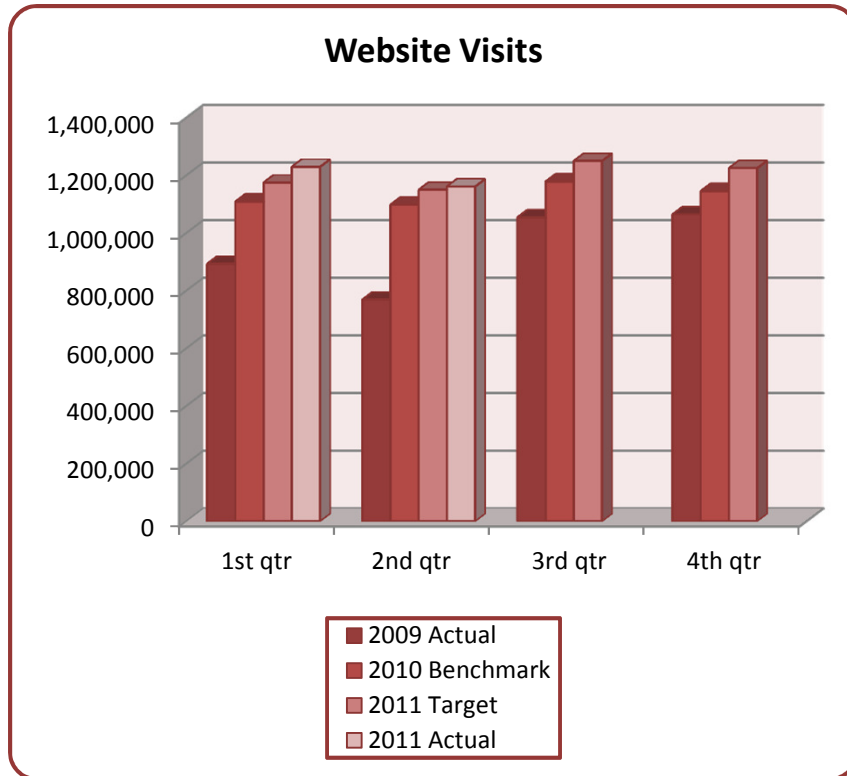
Action: With the TD Summer Reading Club, Libro Library Road show outreach activities and numerous other programs for children offered during the summer months, it is anticipated that there will be continued increases in physical attendance in the 3rd quarter.

Balanced Score Card Metrics - 2011

2nd Quarter

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Percentage Changes:

	Current Quarter:	Year-to-Date:
Over 2011 Target	0.96%	2.82%
Over 2010 Benchmark	5.73%	8.31%

Status: There were 1,161,083 visits to the website during the 2nd quarter resulting in a 5.73% increase over the 2nd quarter of 2010. During the month of May, new mobile services such as email to text notices and the mobile catalogue were launched.

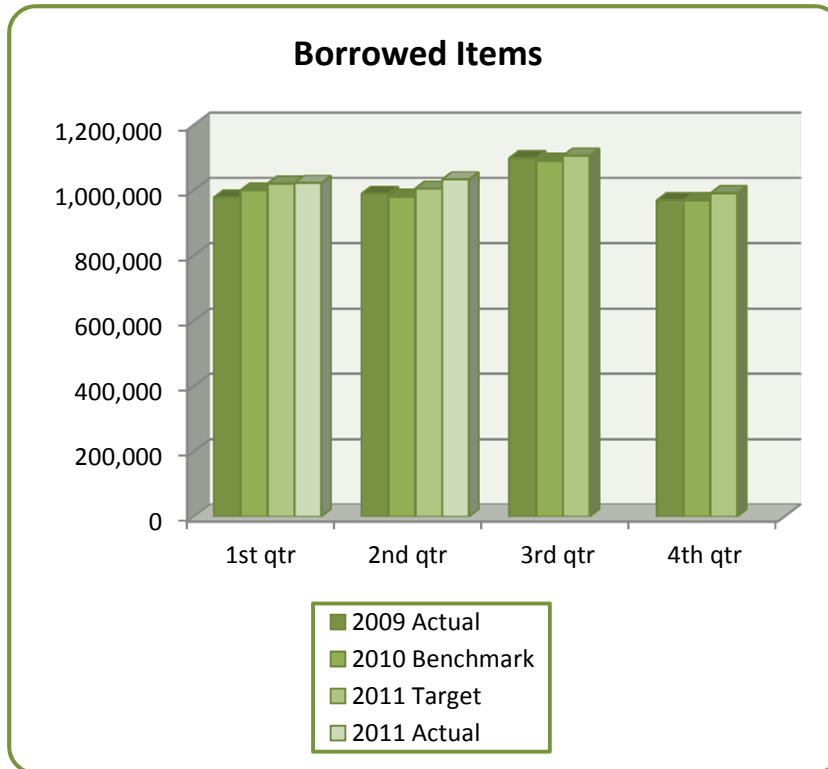
Action: This Fall, a staff team will be researching and exploring additional options to reach patrons who use mobile devices in their daily lives.

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2nd Quarter

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Percentage Changes:

	Current Quarter:	Year-to-Date:
Over 2011 Target	2.72%	1.44%
Over 2010 Benchmark	5.38%	3.78%

Status: Borrowing of materials continued to be strong during the 2nd quarter with 1,032,378 items loaned to patrons which resulted in an increase of 5.38% over the 2nd quarter of 2010.

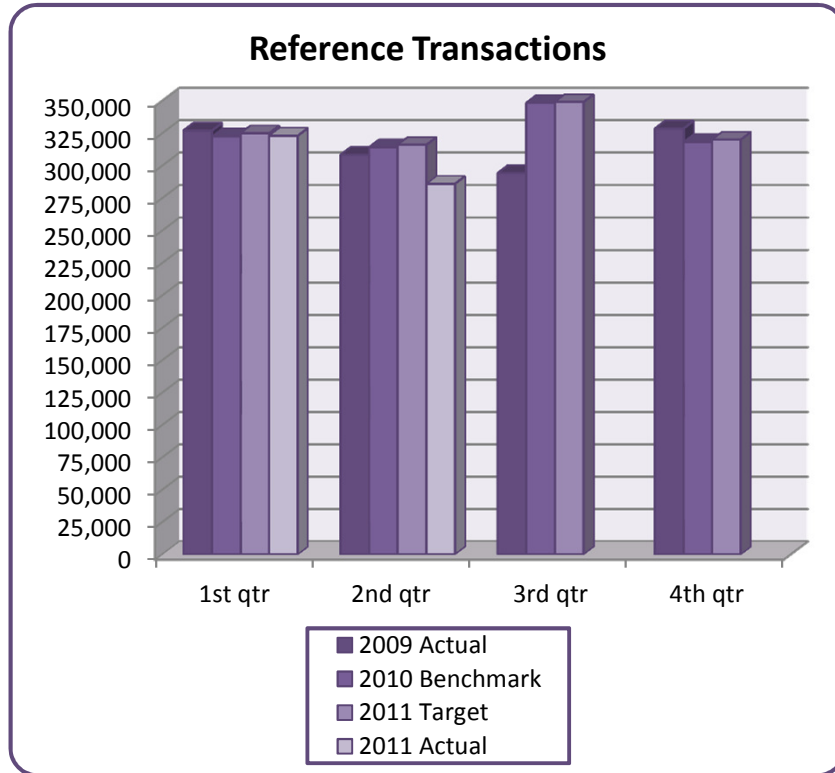
Action: A more efficient, yet secure, lock box system for the very popular and highly circulating DVD collection is currently being introduced. The new cases are more user friendly, easier to shelve, and can be unlocked by staff upon checkout much faster resulting in a savings in staff time.

Balanced Score Card Metrics - 2011

2nd Quarter

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Percentage Changes:

	Current Quarter:	Year-to-Date:
Over 2011 Target	-9.50%	-4.98%
Over 2010 Benchmark	-9.00%	-4.36%

Status: Reference transactions fell by 9% from the same time period in 2010. During the quarter, staff answered 285,987 questions compared to 314,262 during the 2nd quarter of 2010. Staff continue to find that the types of questions being asked are complex in nature so that while we may be experiencing fewer queries, more time is required to answer them.

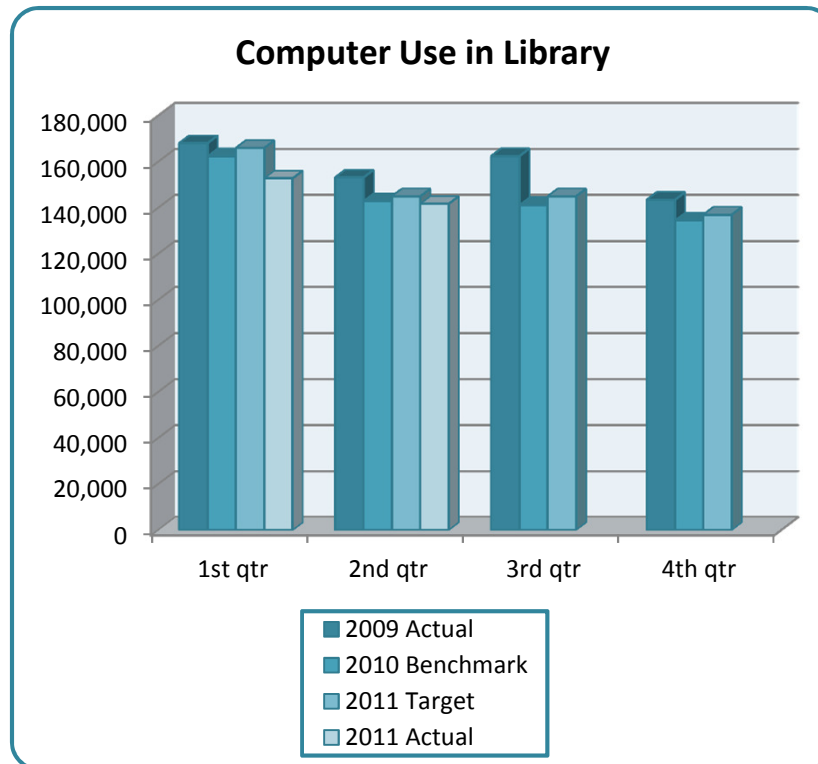
Action: Staff will continue to monitor this indicator to see if the decrease is a trend.

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2nd Quarter

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Percentage Changes:

	Current Quarter:	Year-to-Date:
Over 2011 Target	-2.27%	-5.30%
Over 2010 Benchmark	-0.90%	-3.58%

Status: Use of public computers dropped slightly during this quarter. The computers were used 141,707 times during the spring, compared to 142,992 times this quarter in 2010. Wireless usage continued to increase to 31,376 uses, 23.5% over the 2010 figure of 30,189.

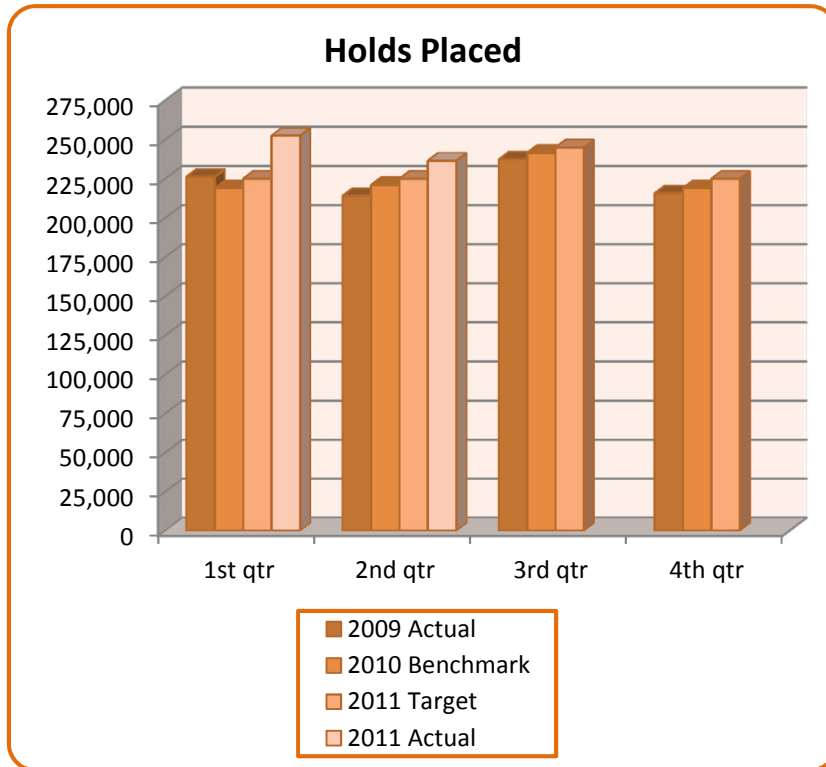
Action: A pilot project will be undertaken at the Central Library to review the mix of types of computer workstations that are available to the public. Staff will work with patrons to ensure that they have valid library cards so they are able to access the Internet computers.

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2nd Quarter

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Percentage Changes:

	Current Quarter:	Year-to-Date:
Over 2011 Target	5.12%	8.67%
Over 2010 Benchmark	7.00%	11.09%

Status: During this quarter, the number of holds placed rose to 236,523, representing a 7% increase from the 2nd quarter of 2010 when the number of holds placed totaled 225,000.

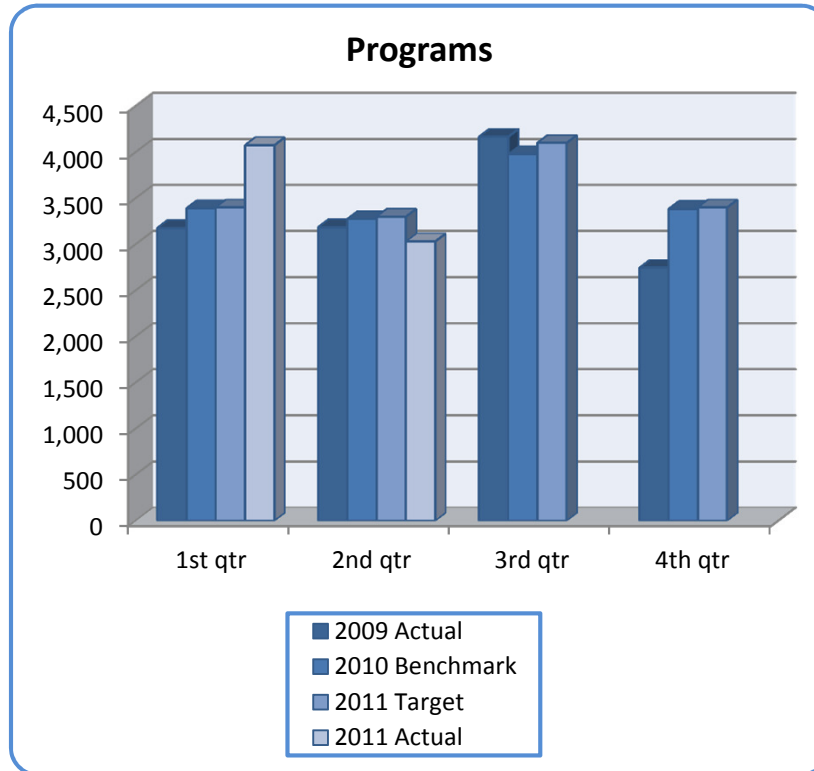
Action: To increase efficiency in handling the volume of holds packaged and processed, red bags designated for holds are being utilized to transport materials between locations in delivery. The BSC project team has been testing the use of adhesive hold slips. This efficiency will save staff time in processing hold items. The slips have been tested at Central, Landon and Masonville Branches.

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Percentage Changes:

	Current Quarter:	Year-to-Date:
Over 2011 Target	-8.15%	6.06%
Over 2010 Benchmark	-7.45%	6.60%

Status: There was a slight decrease in the number of programs offered during this spring quarter. In 2010, there were 3,275 programs and 3,031 during this same time period in 2011. This is a 7.45% decrease.

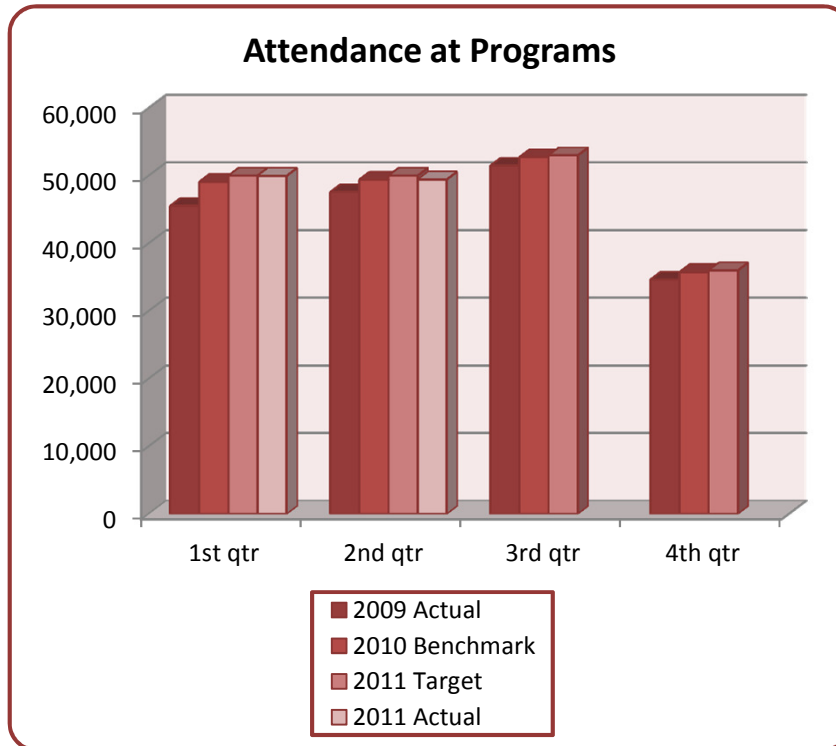
Action: A review of storytime programs is in progress. The Reading Enjoyment & Development (READ) review has been completed and the program will be streamlined through some procedural changes. Also, in the fall, READ will be offered at Cherryhill branch. At the Crouch branch, rather than the READ program, a drop-in Homework Club in partnership with Frontier College will be offered to more appropriately meet the needs of the children.

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Percentage Changes:

	Current Quarter:	Year-to-Date:
Over 2011 Target	-1.13%	-0.59%
Over 2010 Benchmark	0.04%	0.92%

Status: While the number of programs decreased, the attendance at programs actually increased slightly during this quarter by .04%. 49,436 people participated in events such as the 2nd annual Hand Made Festival, National Youth Week events and the wide variety of other programs available.

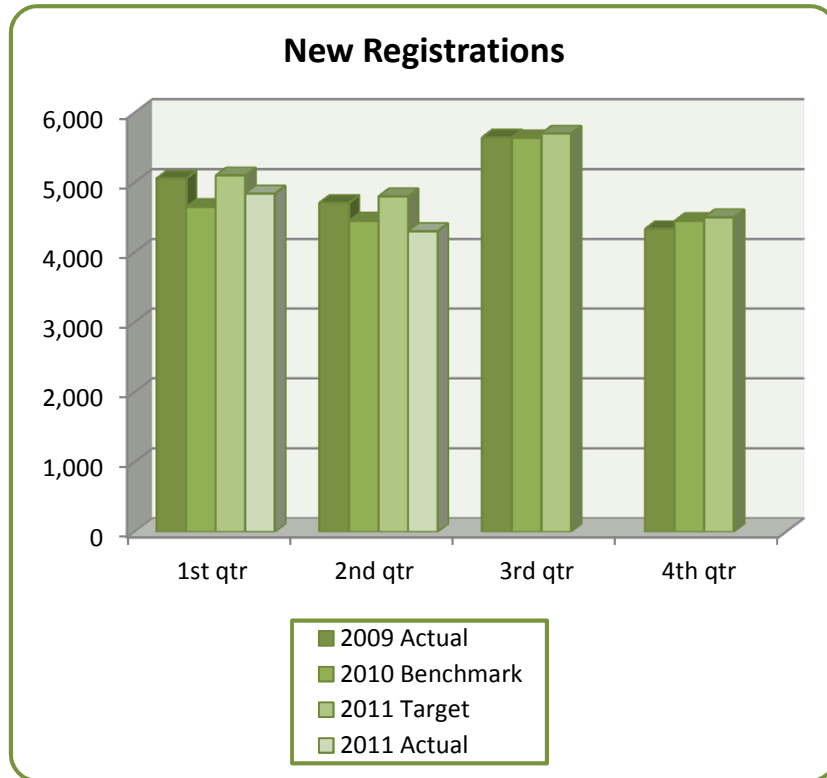
Action: With the popularity of the TD Summer Reading Club and the programs offered for children, it is anticipated that many people will participate in LPL programming during the summer months.

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Percentage Changes:

	Current Quarter:	Year-to-Date:
Over 2011 Target	-10.35%	-7.62%
Over 2010 Benchmark	-3.35%	0.49%

Status: The number of new library registrations dropped by 3.35% during this quarter from 4,452 in 2010 to 4,303 this year.

Action: Outreach activities offered through the Libro Library Road Show, and participation in other community events during the summer is anticipated to attract new patrons. As well, after the outreach done by staff in June to promote the TD Summer Reading Club, it is expected that eager young readers will be arriving at the library in July to obtain cards.