



District of Columbia Public Library

DCPL (CE)

MISSION

The mission of the District of Columbia Public Library is to provide access to materials, information, programs and services that when combined with expert staff enables everyone to achieve lifelong learning, improving quality of life and helping to build a thriving city.

SUMMARY OF SERVICES

The District of Columbia Public Library supports Children, Youth, Teens and Adults with programs, books and materials that help achieve success in school, learning to read and personal growth. Literacy and Learning programs help expand opportunities and elevate the quality of life for the District. DCPL creates a **Library as Community Space** that allows users a clean, safe and open place for community meetings and programs. The Library provides diverse **Collections** of books and other library materials that invite reading and learning and the **Technology** available provides help to find, evaluate and use information that engages the mind as well as being a service to those who don't have computer technology at home.

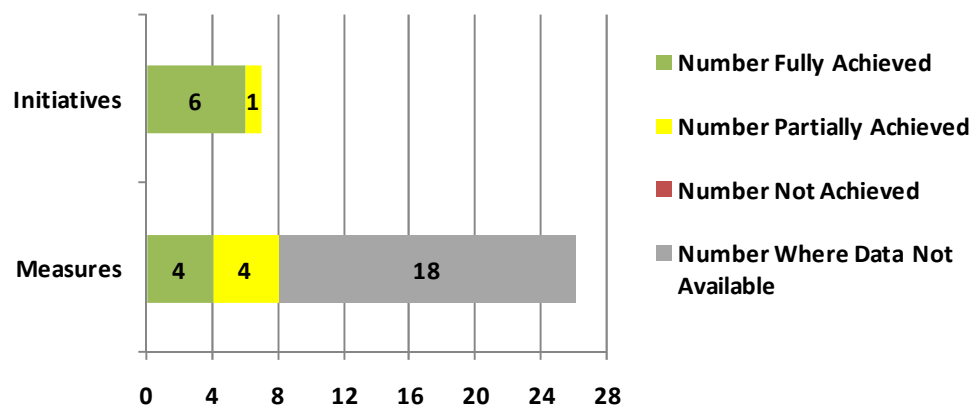
AGENCY OBJECTIVES

1. Library as community space.
2. Collections.
3. Technology.

3 KEY ACCOMPLISHMENTS

- ✓ Increased circulation 21.83% (FY08 Circulation = 1,781,862, up from 1,462,531 during FY07).
- ✓ Children's materials accounted for 39% (525,469) of the total FY08 circulation.
- ✓ Increased public computer use 16% (FY08 Public Computer Use = 459,152 sessions, up from 395,978 during FY07).

OVERVIEW OF AGENCY PERFORMANCE¹



¹ Data not reported because FY08 was the baseline year for these measures.






Performance Initiatives – Assessment Details




Performance Assessment Key:

-  Fully achieved  Partially achieved  Not achieved  Data not reported

OBJECTIVE 1: Library as community space.

-  **INITIATIVE 1.1: Implement new programs that attract and increase visits by city residents to DCPL.**
Fully Achieved. Book Talks were initiated throughout the library but the exact number of “talks” was not tracked. This will no longer be a separate initiative in FY09. Total attendance at Library sponsored programs was 192,441 and the Library offered 9,492 programs in FY08.
-  **INITIATIVE 1.2: Position neighborhood libraries as centers for community engagement.**
Fully Achieved. The Library completed facility improvements to enhance the community’s experience. This resulted in DCPL exceeding its target goal of 142,025 meeting participants and attracting 158,521 community members to meetings. Online meeting room reservation system was dropped because of unforeseen circumstances – This item was not countable so the performance indicator was dropped after the first quarter.
-  **INITIATIVE 1.3: Initiate capital improvements of neighborhood facilities.**
Fully Achieved. The design phase for all five neighborhood libraries is on schedule and 95% of the design work is complete.

OBJECTIVE 2: Collections.

-  **INITIATIVE 2.1: Increase Library resources for the public to support early literacy training focused on children. Provide staff, books and library materials that focus on pre-school and elementary school age children.**
Partially Achieved. The Library had 1,672 hours of story time for children, circulated 525,469 children’s materials and issued 6,301 cards for children during FY08. The Library’s Summer Reading for pre-school and elementary school aged was partially accomplished. We reached 28,382 (86%) of the 32,932 we set as a goal. We reached 4,899 (97%) teens of the 5,069 we set as a goal.
-  **INITIATIVE 2.2: Provide books and library materials, media and electronic resources that support homework assignments, improve literacy, and promote discovery for teens and young adults.**
Fully Achieved. The Library offered On-line Homework Help to 2,497 District teens and youth during FY08.
-  **INITIATIVE 2.3: Provide books and on-line resources for adults.**
Fully Achieved. The Library issued 126,172 new Library Cards for adults in FY08 which helped lead to an increased Circulation of 21.83%; Circulation increased from 1,462,531 to 1,781,862 in FY08. More DC residents’ downloaded free, up to date digital books and media. The Library was 1st in the nation to offer i-pod compatible audiobook downloads. The Library referred 2,465 to literacy programs in the District and offered 961 GED practice tests in FY08.



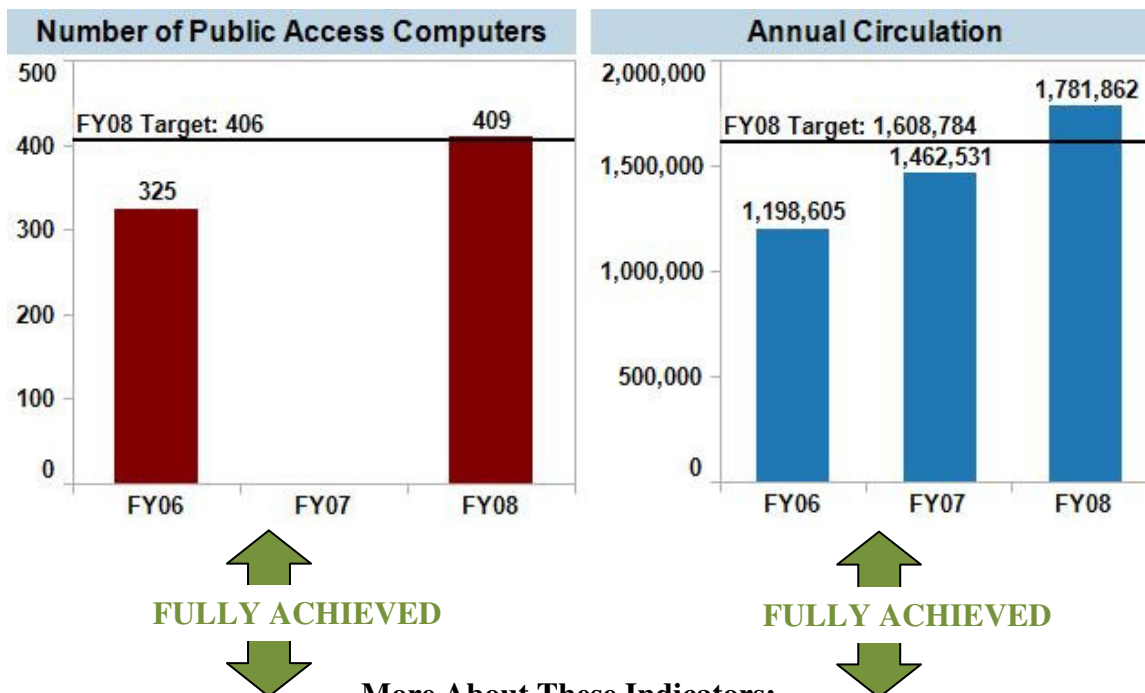
OBJECTIVE 3: Technology.

● INITIATIVE 3.1: Provide computer access for city residents.

Fully Achieved. DC Public Library increased the number of public access computers from 325 to 409 in FY08. The information technology investment allowed 88,753 public sessions for children and 368,621 public sessions for teens and adults.



Key Performance Indicators – Highlights



More About These Indicators:

How did the agency's actions affect this indicator?

- DCPL made a full range of content and new collections readily available to customers both within libraries and online.
- Technology and public service facilitated access to materials by improving the process to place holds and deliver materials to all locations, along with the enhanced organization and retail-like displays of books and media for all age levels.

What external factors influenced this indicator?

- New technology tools were available in the library marketplace.
- Increased confidence from the public that has brought new and repeat customers to the library.
- More DC residents downloaded free, up to date digital books and media.

How did the agency's actions affect this indicator?

- Implemented broadband service at 14 locations to increase the public access computer speed.
- Installed WiFi at all neighborhood library locations.
- Better trained staff provides technical assistance and help customers with educational resources, databases, computer and internet skills training and help with job seekers.

What external factors influenced this indicator?

- Many users live without broadband or internet connection and DCPL is the primary provider of internet service in many communities.
- Increasing in use of Wi-Fi enabled laptops by the public.



Key Performance Indicators – Details

Performance Assessment Key:

● Fully achieved
 ● Partially achieved
 ● Not achieved
 ● Data not reported

	FY06 Actual	FY07 Actual	FY08 Target	FY08 Actual	FY09 Projection
● Annual circulation.	1,198,605	1,462,531	1,608,784	1,781,862	1,769,662
● Cardholders as a % of total population ²	N/A	N/A	N/A	42.58%	30%
● Number of new library cards per year.	51,635	45,124	49,636	52,038	54,600
● Number of website user visits.	N/A	N/A	N/A	408,670	TBD
OBJECTIVE 1: Library as community space.					
● Number of attendees at Library sponsored programs.	214,480	204,334	224,767	192,441	247,224
● Number of participants at community sponsored meetings.	94,209	129,114	142,025	158,521	163,329
● Number of reservations made online.	N/A	N/A	N/A	0	10%
● Percent of library renovations/constructions on schedule for design phase.	N/A	N/A	100%	95%	100%
● Percent of library renovations/constructions on schedule for construction phase.	N/A	N/A	N/A	N/A	100%
● Percent of libraries re-opened in accordance with schedule.	N/A	N/A	N/A	N/A	100%
OBJECTIVE 2: Collections.					
● Circulation of children’s materials.	N/A	N/A	N/A	20.0%	10.0%
● Number of new Library Cards for Children.	N/A	N/A	N/A	6,301	10%
● Increase participation and completion rates in summer reading for pre-school and elementary school age children.	16,840	29,939	32,932	28,382	36,225
● Percent increase in attendance at programs for children in their 1 st five years.	N/A	N/A	N/A	77,133	10%
● Percent increase in the number of story hours for children.	N/A	N/A	N/A	1,672	50%
● Number of people using on-line homework help	N/A	N/A	N/A	2,497	10%
● Participation in teen reading programs	2,593	4,608	5,069	4,899	5,576
● Percent increase in number of new library cards for teens.	N/A	N/A	N/A	9,357	10%
● Percent increase in number of new library cards for adults.	N/A	N/A	N/A	126,172	10%

² Data not reported because FY08 was the baseline year for these measures.



	FY06 Actual	FY07 Actual	FY08 Target	FY08 Actual	FY09 Projection
● Percent increase in number of books downloaded . . .	N/A	N/A	N/A	7,355	10%
● Percent increase in number of adult learners seeking assistance.	N/A	N/A	N/A	2,465	10%
● Percent increase in number of GED practice tests administered.	N/A	N/A	N/A	961	N/A
● Number of sessions of remote access to Library's electronic resources.	N/A	N/A	N/A	145,500	25%
OBJECTIVE 3: Technology.					
● Number of public access computers increase 25% from current level.	325	N/A	406	409	508
● Number of sessions on public access computers by children.	N/A	N/A	N/A	88,753	25%
● Percent increase in the number of sessions on public access computers by teens and adults.	N/A	N/A	N/A	368,621	25%