



District of Columbia Public Library DCPL (CE)

MISSION

The District of Columbia Public Library supports children, teens and adults with services and materials that promote reading, success in school, lifelong learning and personal growth.

SUMMARY OF SERVICES

The District of Columbia Public Library supports children and adults with books and other library materials that foster success in school, reading and personal growth. The Library system includes a Central Library, 24 Neighborhood Libraries providing services to children, youth, teens, and adults. “Library as community space” provides clean, safe and available places for community use. “Library resources” provides books and other library materials, programs and special services for children and adults. “Library technology” helps bridge the digital divide with public access computers and free WiFi at all libraries as well as data bases, downloadable books and music, and library information via the library’s website, dclibrary.org.

ACCOMPLISHMENTS

✓ **Circulation**

DC Public Library increased circulation by 12.78% in FY2011. Library users borrowed 3,059,432 books and other library materials in FY2011 compared to 2,712,775 in FY2010. Library users have tripled the number of items checked out since FY2006 when circulation was 1,198,605. **Education Quality**

✓ **Opened 3 New Libraries**

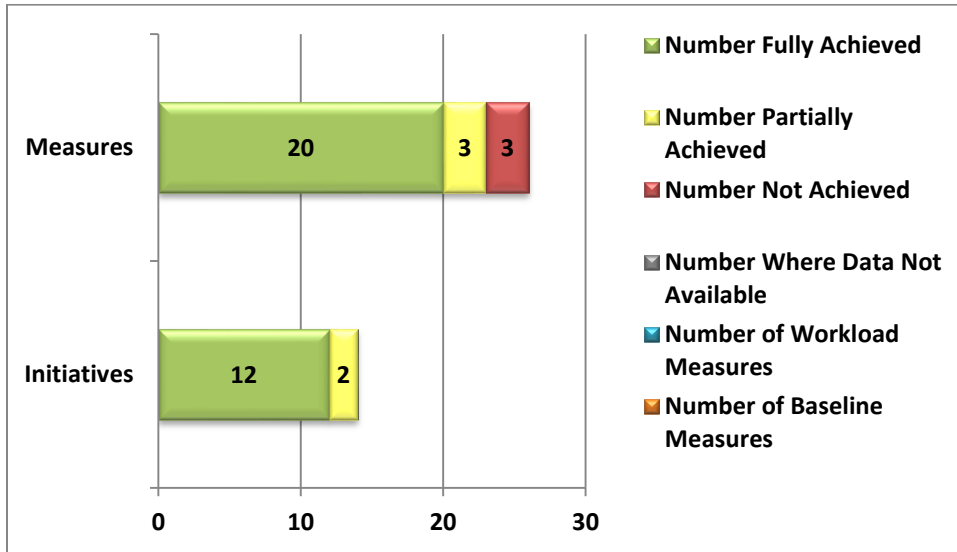
DC Public Library opened three new libraries in FY2011: Georgetown Neighborhood Library, Tenley/Friendship Neighborhood Library and Petworth Neighborhood Library. **Job Creation**

✓ **Technology – Public Access Computers**

DC Public Library installed 146 public access computers during FY2011 and now has 825 public access computers available for District residents. In FY2011, public access sessions increased by 40.29%. Public access session during FY2011 numbered 940,418 compared to 670,359 in FY2010. The Library created a Job Portal to help job seekers with resume writing, applications and apply for jobs on-line. **Job Creation**



OVERVIEW OF AGENCY PERFORMANCE





Performance Initiatives – Assessment Details

Performance Assessment Key:

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

Office of the Chief Librarian

OBJECTIVE 1: Strategically manage the resources and operations of the Library.

No Initiative for this objective

OBJECTIVE 2: Develop a strategic plan for future Library facilities, programs and services.

No Initiative for this objective

Library Services Division

OBJECTIVE 1: Library as community space:

INITIATIVE 1.1: Ensure that all Library meeting room space is available for community engagement and lifelong learning.

Fully Achieved. DC Public Library held programs for children, youth and adults every day and also provided meeting space at all 25 locations in FY2011. The Library was the only agency in the District to provide free meeting room space for community meetings. Lifelong learning starts at the earliest age and 115,058 children between birth – 5 years attended programs at DC Public Library in FY2011. The Library hosted 180,905 residents at the 12,401 community meetings held in the libraries. This was a 33.78% increase from FY2010. As an example of community engagement the Library hosted “Henson Ridge Community meeting with Councilmember Marion Barry” and as an example of lifelong learning the Library hosted “I Can Write: Free Writing Workshop for Teens 19 and Older and Adults” at Martin Luther King, Jr. Memorial Library.

INITIATIVE 1.2: Open 5 new or totally renovated libraries in the District of Columbia.

Partially Achieved. Three new libraries opened in FY2011: Georgetown Neighborhood Library, Tenley/Friendship Heights Neighborhood Library and Petworth Neighborhood Library. Two additional neighborhood libraries will open in FY2012. The Library continues to be a good steward of Martin Luther King, Jr. Memorial by investing in the cooling system, carpet, new windows and security.

OBJECTIVE 2: Library resources for the public.

INITIATIVE 2.1: Prepare children to be ready to read when they enter kindergarten.

Fully Achieved. All libraries offered STAR Programs that focused on singing, talking and reading in FY2011. This technique helps with early literacy skills and the DC Public Library hosted 2,800 Story Hours for Children in FY2011. This was an increase of 229 events compared to FY2010. The Library also checked out 889,477 children’s materials which was an increase from 728,861 in FY2010.

INITIATIVE 2.2: Provide books and library materials, media and electronic resources that promote discovery for teens and young adults.



- Fully Achieved. The Library created a Teen run and Teen focused radio program in FY2011 called “Youth202” and applied for and received a LSTA sub-grant to continue the program in FY2012. Teens use the Library’s collections to research programs by accessing databases when working on programs for “Youth202”. Fully Achieved.

INITIATIVE 2.3: Provide books and on-line resources for adults.

- Fully Achieved. The Library purchased a wide range of books, magazines, and e-resources needed by the District’s adult residents. The District residents responded to those selections by checking out 3,059,432 items in FY2011. This resulted in 12.78% increase in circulation from FY2010. The Library attracted 36,879 by offering 2,447 adult programs. These programs included book groups, author talks at Martin Luther King, Jr. Memorial Library and 24 neighborhood libraries. The Library provided adult literacy and learning support by providing resources and free space for tutoring and GED practice tests. The Library, in partnership with the Department of Employment Services created a job seekers portal to help adults with resume writing and applications.

OBJECTIVE 3: Technology: Access to the online world is critical in the 21st century.

INITIATIVE 3.1: Provide computer access for city residents.

- Fully Achieved. DC Public Library trained 786 adults on computer training throughout the District with an emphasis on residents in Wards 5 (121 individuals), Ward 7 (223 individuals) and Ward 8 (168 individuals). The 786 residents all received a free refurbished computer and broadband access for a year at the conclusion of the training. DC Public Library installed 146 public access computers during FY2011 and now has 825 public access computers available for District residents. Public access sessions during FY2011 = 940,418 which was an increase from 670,359 (40.29%) over FY2010.

INITIATIVE 3.2: Increase library electronic resources.

- Fully Achieved DC Public Library provided electronic resources to support and supplement the school curriculum by investing in 10,000 new downloadable materials and purchasing 50 databases for children; as well as for teens and adults. The Library offered live on-line homework help in Spanish and English to 3,452 children which was a 9% increase from 3,169 in FY2010.

Business Operations Division

OBJECTIVE 1: Library as community space.

INITIATIVE 1.1: Position all libraries as community gathering places of choice.

- Fully Achieved. DC Public Library was awarded LEED Gold certificates in FY2011 for Anacostia and Shaw/Watha T. Daniel Neighborhood Libraries and upgraded HVAC, ceilings, doors, lighting, completed installation of energy efficient lighting, control systems, doors and windows at Woodridge, Northeast, Southwest, Lamond Riggs, Chevy Chase, Cleveland Park, Palisades, West End and Chevy Chase. The Library also entered into a cleaning service contract which specifies LEED – appropriate GREEN cleaning methods and materials.

INITIATIVE 1.2: Open 5 new or totally renovated libraries in the District of Columbia.

- Partially Achieved. Three new libraries opened in FY2011: Georgetown Neighborhood Library, Tenley/Friendship Heights Neighborhood Library and Petworth Neighborhood Library. Staff of the Business Operations Division managed procurement, construction, and general maintenance of three new neighborhood libraries (Two additional neighborhood libraries are scheduled to open in FY2012). The Library Mentor Protégé Program met all goals.



OBJECTIVE 2: Library resources for the public.

INITIATIVE 2.1: Prepare children to be ready to read when they enter kindergarten.

- Fully Achieved. Procurement work group managed multiple year contracts with multiple vendors to purchase books and other library materials selected for children. Children's spaces are very heavily used throughout the year. To keep them attractive and clean, the Library provided new furniture at Palisades, and heavy cleaning at Cleveland Park, Southeast and other libraries.

INITIATIVE 2.2: Provide books and library materials, media and electronic resources that support school services and promote discovery for *teens and young adults*.

- Fully Achieved. Procurement work group managed multiple year contracts with multiple vendors to purchase books and other library materials selected for teens and young adults. DC Public Library's Summer Reading program attracted 14,833 participants during FY2011 and Teens, Young Adults and Children participated across the District. The Library also hosted writing workshops across the District and had Teen summer workers at all library locations.

INITIATIVE 2.3: Provide books and on-line resources for *adults*.

- Fully Achieved. Procurement work group managed multiple year contracts with multiple vendors to purchase books and other library materials selected for adults. The Library started tracking use of its Digital Library and in FY2011 it circulated 102,781 electronic books and media downloaded from its website. To download the electronic resources library users access them through the website and dclibrary.org; the website received 2,210,325 hits (1,997,524 hits in FY2010) during FY2011.

OBJECTIVE 3: Technology: Access to the online world is critical in the 21st century.

INITIATIVE 3.1: Using Broadband stimulus funds now authorized for expenditure

- Fully Achieved. DC Public Library received \$1.5M from the Broadband Technology Opportunities Program (BTOP) which was used in public computing centers and to increase the bandwidth for all libraries. The Library also spent \$1.45M for sustainable broadband computer training for vulnerable populations, giving them refurbished computers and 1 year of broadband access. The Library has expanded this program to work with the Community College of the District of Columbia and OCTO to provide training to Reentrants referred by the Mayor's office of Reentering Citizens Affairs. The Library hired a trainer to help prepare staff to train adults in computer skills in the District. The Library did create a Jobs Portal to help with resume writing and on-line applications. The Library also installed computers at recreation centers, and high schools in Ward 8 as part of the District's BTOP grant.

INITIATIVE 3.2: Increasing electronic access to library materials

- Fully Achieved. DC Public Library provided electronic resources to support and supplement the school curriculum by investing in 10,000 new downloadable materials and purchasing 50 databases for children, as well as for teens and adults. The Library did complete its 3rd upgrade of its first in the nation library iPhone App as well as introduce a Blackberry application to allow residents 24 hour access to the Library's website and its digital collections. The Library provided online tutoring services that were used 3,452 times (3,169 in FY2010) during the school year. Databases used by students and adults for information and research were used 254,395 (216,758 in FY2010). Residents downloaded 102,761 (61,146 in FY2010) electronic books on print and in audio formats.



Performance Initiatives – Assessment Details

Performance Assessment Key:

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

		Measure Name	FY2010 YE Actual	FY2011 YE Target	FY2011 YE Actual	FY2011 YE Rating	Budget Program
Agency Management							
●	1.1	Annual circulation of books and other library materials	2,712,775	2,984,052	3,059,432	102.53%	BOOKS AND MEDIA
●	1.2	Cardholders as a % of total population	36.32%	40%	50.43%	126.09%	LIBRARY SERVICES
●	1.3	Number of Card Holders	288,636	300,000	329,313	109.77%	LIBRARY MATERIALS AND THEIR USE
●	1.4	Number of website user visits	1,997,524	2,197,276	2,210,325	100.59%	LIBRARY MATERIALS AND THEIR USE
●	1.5	Number of attendees at Library sponsored programs	197,282	203,200	228,884	112.64%	OUTREACH SERVICES
●	1.6	Number of participants at community sponsored meetings	153,471	158,075	180,905	114.44%	OUTREACH SERVICES
●	1.7	Number of Library renovations/constructions on schedule for design phase	100%	100%	100%	100%	LIBRARY SERVICES
●	1.8	Number of Library renovations/constructions on schedule for construction phase	88.89%	100%	100%	100%	LIBRARY SERVICES
●	1.9	Number of libraries re-opened in accordance with schedule	83.33%	100%	60%	60%	LIBRARY SERVICES
●	2.1	Increase in circulation of children's materials	662,601	728,861	889,477	122.04%	BOOKS AND MEDIA
●	2.2	Increase in the number of new Library Cards for Children	8,958	9,226	6,274	68%	LIBRARY MATERIALS AND THEIR USE



		Measure Name	FY2010 YE Actual	FY2011 YE Target	FY2011 YE Actual	FY2011 YE Rating	Budget Program
●	2.3	Increase participation and completion rates in summer reading for pre-school and elementary school age children	9,440	9,723	14,126	145.28%	LIBRARY SERVICES
●	2.4	Increase in attendance at programs for children in their 1st five years	89,342	92,022	115,058	125.03%	LIBRARY SERVICES
●	2.5	Increase in the number of story hours for children	2,497	2,571	2,800	108.91%	LIBRARY SERVICES
●	2.6	Number of people using on-line homework help	3,169	3,485	3,452	99.05%	LIBRARY SERVICES
●	2.7	Participation in teen summer reading programs	2,057	2,118	707	33.38%	LIBRARY SERVICES
●	2.8	Percent increase in the number of new library cards for teens	14,242	14,669	11,096	75.64%	LIBRARY MATERIALS AND THEIR USE
●	2.9	Increase in the number of books downloaded	27,794	30,573	59,955	196.10%	BOOKS AND MEDIA
●	2.10	Increase in number of adult learners seeking assistance	2,542	2,796	3,189	114.06%	OUTREACH SERVICES
●	2.11	Increase in number of GED practice tests administered	1,169	1,285	957	74.47%	OUTREACH SERVICES
●	2.12	Circulation per Capita	4.52	4.65	5.08	109.34%	BOOKS AND MEDIA
●	3.1	Increase the number of public access computers	679	700	825	117.86%	LIBRARY SERVICES
●	3.2	Increase in the number of sessions on public access computers by children	139,626	153,588	225,326	146.71%	LIBRARY SERVICES
●	3.3	Increase in the number of sessions on public access computers by teens and adults	530,733	583,806	715,092	122.49%	LIBRARY SERVICES
●	3.4	Increase in the number of sessions of remote access to Library's electronic resources	182,021	200,223	292,601	146.14%	BOOKS AND MEDIA
●	3.5	Percent computers are available to the public	90%	90%	91.30%	101.45%	LIBRARY MATERIALS AND THEIR USE

NOTE: The Measure "Number of community meetings convened" was included in the FY11 Performance Plan .DC Public Library engaged communities by providing an overview of the Northeast interior renovation at a Friend's meeting and conducted a tour of the Petworth idea to give the community an idea of the steps involved in a historic renovation. Community outreach will continue throughout FY2012 for the Northeast and Woodridge libraries construction projects. This performance indicator is no longer a KPI in FY2012.