



District of Columbia Public Library

DCPL (CEO)

MISSION

The District of Columbia Public Library (DCPL) 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. DC Public Library includes a Central Library, 25 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). The Library’s budget consists of five divisions: Office of the Chief Librarian, Library Services, Business Operations, Agency Management and Agency Financial Operations. The administrative and support role of each division contributes to every objective and initiative by the library. For this reason, DC Public Library has developed an agency level plan.

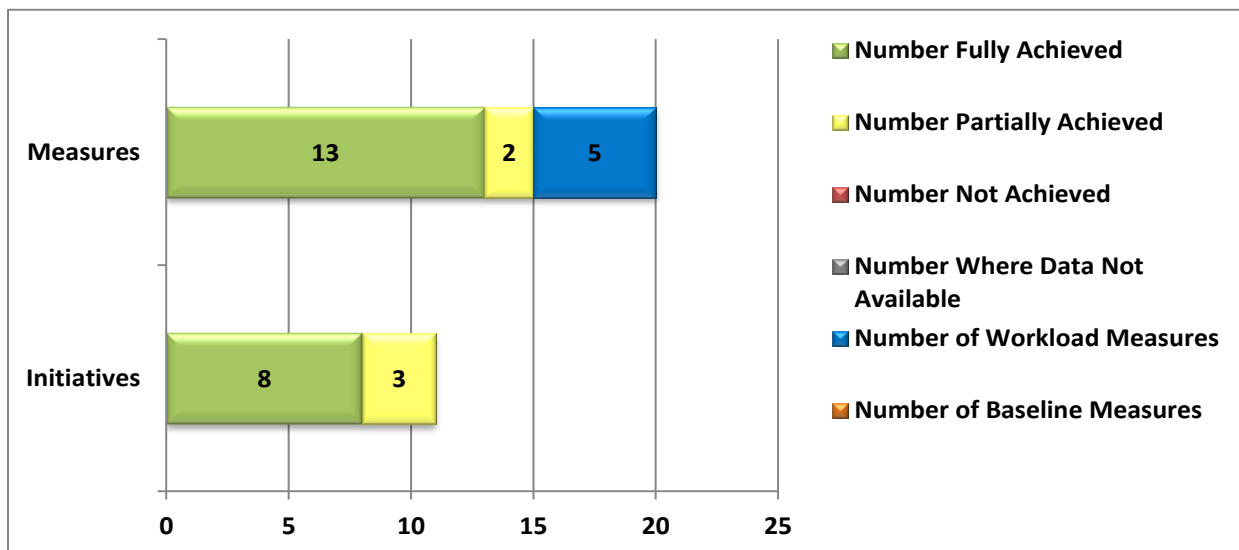
ACCOMPLISHMENTS:

- ✓ Martin Luther King Jr. Memorial Library – Selected an architect to design the future central library and community engagement is underway.
- ✓ Expanded Hours – Expanded hours by 343 per week or 27%.
- ✓ Opened 3 Libraries – Opened two interim libraries at West End and Woodridge plus opened the historic Northeast Neighborhood Library.

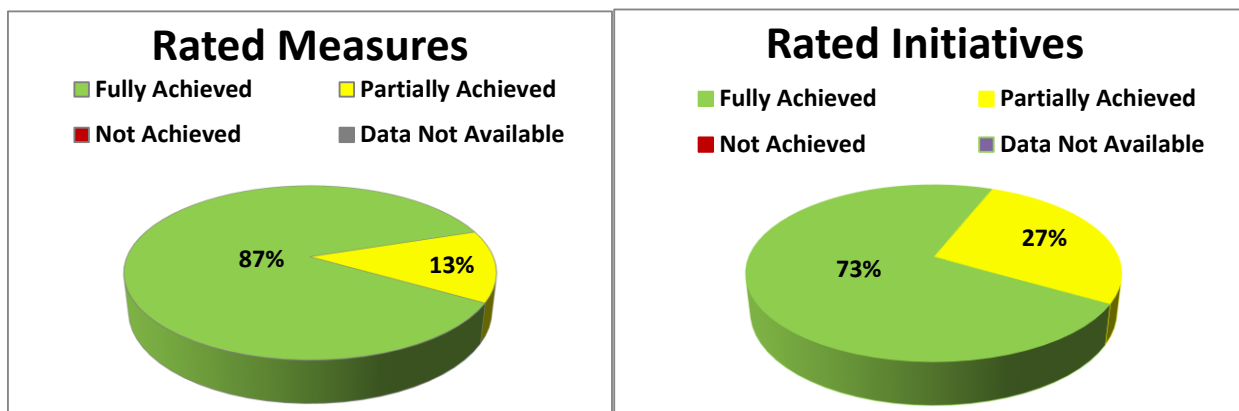


OVERVIEW AGENCY PERFORMANCE

TOTAL MEASURES AND INITIATIVES



RATED MEASURES AND INITIATIVES



Note: Workload and Baseline Measurements are not included

Default KPI Rating:	
>= 100%	Fully Achieved
75 - 99.99%	Partially Achieved
< 75%	Not Achieved



Performance Initiatives – Assessment Details

Performance Assessment Key:



Fully achieved



Partially achieved



Not achieved



Data not reported

Agency Management

OBJECTIVE 1: Library as Community Space: Enhance the community experience with new buildings and community space (including One City Action Plan Action 3.4.4).

INITIATIVE 1.1: Open 2 new interim libraries in the District of Columbia in FY2014.

Fully Achieved. DC Public Library opened the Woodridge Interim Library on January 13, 2014 and the West End Interim Library on June 23, 2014. To complete this initiative the Library took a systematic approach to planning, designing and delivering the interim locations on a schedule that matched the respective buildings construction timetable. This approach, that involved both library staff and the community, assured that the interim locations would meet the needs of library users while the permanent buildings are under construction. The renovated Northeast Neighborhood Library opened on February 3, 2014.

INITIATIVE 1.2: Begin construction of new libraries at Woodridge and West End.

Partially Achieved. DC Public Library commenced construction activities at the Woodridge Neighborhood Library on May 7, 2014. The West End Neighborhood Library project is scheduled to break ground in November 2014. This part of the initiative was not met due to circumstances outside of DCPL's control. This project is being managed by a developer and Office of the Deputy Mayor for Planning and Economic Development.

INITIATIVE 1.3: As part of the newly opened "Digital Commons" at the Martin Luther King Jr. Memorial Library, DCPL will focus on growing the co-working partners in the "Dream Lab".

Fully Achieved. Since the beginning of FY2014 the Dream Lab has added 67 new members. These start-ups include everything from graphic design companies and software developers, to geographic information systems and freelance journalists. Our partnership with DC Tech Meetup has bolstered our relationship with DC based tech entrepreneurs. DC Tech Meetup is held monthly at the Martin Luther King Jr Memorial Library and averages around 500 attendees per event. Dream Lab memberships have also brought forth new relationships with DCPL. Dream Lab member Mapstory, in partnership with DCPL, received a federal library grant to digitize historic D.C. maps. We anticipate even greater focus and growth for the Dream Lab in FY2015.

INITIATIVE 1.4: Prepare children to be ready to read when they enter kindergarten.

Fully Achieved. The core principles of the Sing, Talk and Read (STAR) program is that parents and care givers play a key role in preparing children as early as possible in their lives to be ready to learn to read when they get to Kindergarten through the simple and effective practices of singing, talking and reading. To aid adults in assuming this important role as "first teacher," the Library offered workshops to demonstrate how easy (and important) it is to incorporate these practices into everyday activities. Participants received free books, educational manipulatives such as shaker eggs, tipsheets, and Star branded gifts to remind them to "Sing, Talk and Read." In FY 2014 the Library reached 972 adults and care givers at the workshops. Included in this number were 110 teenagers enrolled in the New Heights program at DC high schools. Target communities were in wards 1, 4, 5, 7 and 8, and some workshops were presented in Spanish. Another key activity used



by the Library to introduce these practices to parents and care givers is weekly story times targeted for infants, toddlers and preschoolers. On average, attendance at story times, which are held in every one of the 26 DCPL locations, is 12,000 per month. Finally, the second annual STAR Family Festival drew over 550 young children and their families for entertainment, information about all aspects of early child development and the distribution of free resources, including age-appropriate books.

INITIATIVE 1.5: Begin the design process for a renovated Martin Luther King Jr. Memorial Library and engage the community in the process.

Fully Achieved. Through a design competition, the library selected D.C.-based Martinez & Johnson Architects and the Dutch architectural firm Mecanoo Architecten to design the newly renovated Martin Luther King Jr. Memorial Library. As part of the design process, the DC Public Library conducted extensive community engagement around the renovation of the Martin Luther King Jr. Memorial Library. To date, the library has engaged more than 3,000 residents through focus groups, surveys (online and paper), community meetings across the city, crowd sourcing and social media. Focus groups have included customers with disabilities, teens, teachers, adult learners, native Spanish speakers, parents with young children and general adults. DC Public Library staff and project architects have incorporated feedback into the design process. The Library has hosted numerous meetings both at the central library and around the city. Examples of suggestions from residents include a roof top terrace, a café, a large auditorium space, more meeting room space, a more welcoming entrance and improved way-finding in the building and incorporating elements that honor the legacy of Dr. Martin Luther King, Jr. We continue to seek input from the community about library programs and services as well as design elements as the project continues. To date, the Library has reached hundreds of thousands of people in the District through advertising (print, online, radio, outdoor, direct mail) as well as through the Library's website and electronic newsletter, email blasts, neighborhood listservs, ANCs, informational materials in all 26 library locations and other word-of-mouth activities. All of these have invited residents to offer their ideas about what they would like to see in a renovated central library.

OBJECTIVE 2: Library Resources for the Public: Enhance community satisfaction by providing resources to the public.

INITIATIVE 2.1: Manage the DCPL's electronic and digital resources.

Fully Achieved. In FY2014, management of the library's electronic and digital resources focused on reaching new users and expanding the digital user base by purchase of enhanced access tools and broadened relevant content, and their promotion through training sessions for staff and public, the library's website, social media and Overdrive Media Stations. In response to increased demand for digital materials, the library purchased a broader selection of titles and more copies of Overdrive eBooks, eAudiobooks, and downloadable music and video, installed 28 Overdrive Media Stations (one (1) in each neighborhood library, three (3) at MLK Library) to promote browsing and use of the digital collection, and added the SIRSI Electronic Resource Center to the library's catalog to integrate relevant Overdrive content into search results. The library expanded Zinio digital magazine availability, as well as adding a streaming music option to Freegal downloadable music holdings. These enhancements resulted in an 89 percent increase in digital downloaded and streamed items (digital checkouts), and a 68 percent increase in users of the library's Overdrive and Freegal digital collections in FY2014. New databases added in support of research, homework help, business, job searching, and lifelong learning included the Washington Evening Star 1852-1981; The New York Times, Historic, 1851-2009; Safari Books Online with access to more than 800 titles in computer technology, programming and personal and professional development; Access



Videos On Demand offering streaming documentary, educational and instructional films; and Mango Languages, covering 70 foreign languages and ESL, together with Mango's Little Pim, language learning for children. These enrichments to the library's electronic resources collection contributed to an 85 percent increase in database searches by library users.

INITIATIVE 2.2: Expand collections at newly opened libraries.

- **Partially Achieved.** DC Public Library actively added print and media collections to newly opened libraries in FY2014. Total collections for: Woodridge Interim Library (12,000), Northeast Neighborhood Library (42,000) and West End Library (9,000).

OBJECTIVE 3: Technology: DCPL will provide access to the digital world for the public.

INITIATIVE 3.1: Provide improved accessibility to books and other materials by enhancing the user experience and upgrading the Integrated Library System (ILS) on-line catalog, including mobile technology integration.

- **Partially Achieved.** Sirsi ILS system was upgraded and new ILS modules were implemented in FY2014 including Social Library for Facebook users, MobileCirc Library Takeout for outreach services, eResource Central for single sign-on and download of electronic resources, and Enterprise public access catalog for catalog discovery, circulation, and account information. Planning is underway for the implementation of a new mobile app which we expect to complete in FY2015.

INITIATIVE 3.2: Provide Adult Computer Classes throughout DCPL.

- **Fully Achieved.** In FY2014, DCPL partnered with ByteBack to provide adult computer classes at 11 different neighborhood libraries, covering all eight wards. Class topics included a basic introduction to computing, the Microsoft Office suite, introduction to social media, and jobseeker's support. ByteBack held 120 workshop series for a total of 572 individual course sessions, training 1,317 District residents.

INITIATIVE 3.3: Implement Thermal Visitor Counters

- **Fully Achieved.** Sensus thermal counters were installed in FY2014 for counting, tracking and reporting library visits to Martin Luther King Jr. Memorial Library and all 25 neighborhood libraries. Reports are available for visits to each location by the hour, day, week, month, and year, in addition to custom reports.

INITIATIVE 3.4: Provide Overdrive Media Stations in all DCPL locations.

- **Fully Achieved.** A total of 28 OverDrive Media Stations were installed for discovery and downloading digital content, including three stations at Martin Luther King Jr. Memorial Library, and one at each of the 25 neighborhood libraries.



Performance Indicators – Assessment Details

Performance Assessment Key:

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

	KPI	Measure Name	FY 2013 YE Actual	FY 2014 YE Target	FY 2014 YE Revised Target	FY 2014 YE Actual	FY 2014 YE Rating	Budget Program
●	4.1	Annual circulation of books and other library materials	329,5485	329,9121		3,938,767	119.39%	LIBRARY SERVICES
●	4.2	Cardholders as a % of total population	50.28	50		55.59%	111.18%	LIBRARY SERVICES
●	4.3	Number of Card Holders	315,737	316,161		359,371	113.67%	LIBRARY SERVICES
●	4.4	Number of website user visits	2,377,925	1,849,033		1,758,748	95.12%	LIBRARY SERVICES
●	4.5	Number of attendees at Library sponsored programs	264,557	280,267		284,969	101.68%	LIBRARY SERVICES
●	4.6	Number of participants at community sponsored meetings	261,920	268,611		320,468	119.31%	LIBRARY SERVICES
●	4.7	Circulation of children's materials	1,095,219	1,097,059		1,464,871	133.53%	LIBRARY SERVICES
●	4.8	Attendance at programs for children in their 1st five years	157,421	166,178		166,309	100.08%	LIBRARY SERVICES
●	4.9	Number of people using on-line homework help	4,497	4,775		4,313	90.32%	LIBRARY SERVICES
●	4.10	Number of books and other library materials downloaded	357,237	371,218		745,036	200.70%	LIBRARY SERVICES
●	4.11	Circulation per capita	5.21	5.75		6.09	105.96%	LIBRARY SERVICES



	KPI	Measure Name	FY 2013 YE Actual	FY 2014 YE Target	FY 2014 YE Revised Target	FY 2014 YE Actual	FY 2014 YE Rating	Budget Program
●	4.12	Number of sessions on public access computers by children	90,500	90,605		108,724	120%	LIBRARY SERVICES
●	4.13	Number of sessions on public access computers by teens and adults	764,838	793,636		941,899	118.68%	LIBRARY SERVICES
●	4.14	Number of sessions of access to Library's electronic resources	378,263	396,934		709,626	178.78%	LIBRARY SERVICES
●	4.15	Number of community sponsored meetings	20,026	21,560		25,409	117.85%	LIBRARY SERVICES
●	NA	Library Programs offered to Children, Teens and Adults	10,520	Not Applicable		14,357	Workload Measure Not Rated	LIBRARY SERVICES
●	NA	New Library Cards Issued	56,050	Not Applicable		59,832	Workload Measure Not Rated	LIBRARY SERVICES
●	NA	Number of Hours at Martin Luther King Jr. Memorial Library	54 hours total / 7 days a week	Not Applicable		66 hours total / 7 days a week	Workload Measure Not Rated	LIBRARY SERVICES
●	NA	Number of Hours at Neighborhood Libraries	48 hours total / 6 days a week	Not Applicable		63 hours total / 7 days a week	Workload Measure Not Rated	LIBRARY SERVICES
●	NA	Local Book Budget	\$3,852,176	Not Applicable		\$3,695,484	Workload Measure Not Rated	LIBRARY SERVICES