

District of Columbia Public Library FY2016

Agency District of Columbia Public Library

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 (DCPL) is a dynamic source of information, programs, books and other library materials and services that improve the quality of life for District residents of all ages that, when combined with expert staff, helps build a thriving city. The Library provides environments that invite reading, community conversation, creative inspiration and exploration, lectures, films, computer access and use, workforce and economic development, story times for children and much more. DC Public Library includes a central library and 25 neighborhood libraries and also provides services in non-traditional settings outside of the library buildings. DCPL enriches and nourishes the lives and minds of all DC residents, provides them with the services and tools needed to transform lives, and builds and supports community throughout the District of Columbia.

2016 Objectives

FY16 Objectives

Objective Number	Objective Description
Library Services (4 Objectives)	
1	New and enhanced library facilities provide inspiring destinations for learning, exploration, and community.
2	DCPL strives to reach users in increasingly surprising and convenient ways.
3	Libraries are engines of human capital development.
4	Libraries must plan for the rapidly evolving informational and educational needs of the residents of the District

2016 Key Performance Indicators

Measure	Division	Frequency of Reporting	FY 2013	FY 2014	FY 2015	FY 2015 Target	FY 2016 Target
1 - New and enhanced library facilities provide inspiring destinations for learning, exploration, and community. (6 Measures)							
Number of attendees at Library sponsored programs		Quarterly	264,557	284,969	327,719	272,489	320243
Number of community sponsored meetings		Quarterly	20,026	25,409	29,764	25,600	25600
Number of participants at community sponsored meetings		Quarterly	261,920	320,468	403,126	317,286	260000

Attendance at programs for children in their 1st five years	Quarterly	157,421	166,309	193,172	159,819	190750
Number of sessions on public access computers by children	Quarterly	90,500	108,724	112,682	108,479	108479
Number of sessions on public access computers by teens and adults	Quarterly	764,838	941,899	1,012,170	972,359	1066606
4 - Libraries must plan for the rapidly evolving informational and educational needs of the residents of the District (8 Measures)						
Annual circulation of books and other library materials	Quarterly	3,295,485	3,938,767	4,014,192	4,180,200	4011195
Carholders as a percentage of total population	Annually	50.28	55.59	47.68	50	50
Number of Card Holders	Annually	315,737	359,371	314,186	316,161	329446
Number of website user visits	Quarterly	2,377,925	1,758,748	1,493,504	1,750,000	1500000
Circulation of children's materials	Quarterly	1,095,219	1,464,871	1,348,751	1,547,191	1300000
Number of books and other library materials downloaded	Quarterly	357,237	745,036	1,000,490	782,503	1000000
Circulation per capita	Annually	5.21	6.09	6.09	6	6.5
Number of sessions of access to Library's electronic resources	Quarterly	378,263	709,626	929,024	811,699	1000000

2016 Workload Measures

Measure	Frequency of Reporting	FY 2013	FY 2014	FY 2015
Workload Measure (6 Measures)				
Library Programs offered to Children, Teens, and adults	Annually	10,520	14,357	15,000
New Library Cards Issued	Annually	56,050	41,545	104,961
Number of Hours at Martin Luther King Jr. Memorial Library	Annually	54	66	66
Number of Hours at Neighborhood Libraries	Annually	48	63	63

Local Book Budget	Annually	3,821,176	4,867,110	3,780,432
Library Visits	Annually			4,189,520

2016 Initiatives

Objective Number	Objective Title	Initiative Number	Initiative Title	Initiative Description
Library Services - 1 (6 Initiatives)				
1	Space is the service:	1.0	Open New Woodridge Library.	The new Woodridge Library will open in FY16. The library will be 20,000 sq. ft and feature separate spaces for adults, teens and children; comfortable seating for 200 people, 40 public access computers, free WiFi; meeting, conference and study rooms; and a roof top terrace. The building will achieve a minimum LEED Silver certification.
1	Space is the service:	2.0	Open Cleveland Park Interim Library; Begin demolition for a new neighborhood library at Cleveland Park.	Design of the new Cleveland Park Library will be completed in early FY16. Soon after demolition will begin. An interim library will open in FY16 and remain open during construction.
1	Space is the service:	3.0	Begin modernization of Palisades and Capitol View neighborhood libraries.	The Library will begin the re-design and modernization of interior spaces for Palisades and Capitol View neighborhood libraries.
1	Space is the service:	4.0	Upgrade interior spaces at Chevy Chase and Shepherd Park neighborhood libraries.	DC Public Library will begin the refresh of interior spaces and upgrade furniture, fixtures and equipment at Chevy Chase and Shepherd Park neighborhood libraries. A new roof will also be replaced at Shepherd Park Library.
1	Space is the service:	5.0	Open Martin Luther King Jr. Interim Library	As a major component of the modernization of the Martin Luther King Jr. Memorial Library, DCPL will locate, design, build-out and open an interim MLK Library. The interim MLK Library will be open for the duration of modernization/construction of the new Martin Luther King Jr. Memorial Library.
1	Space is the service:	6.0	Complete design of modernized Martin Luther King Jr. Memorial Library	Design of the modernized MLK Library will be completed. The design will feature new and exciting spaces for adults, teens and children; a roof top terrace, new fabrication and technology centers and new auditorium and conference center.

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Library Services - 2 (4 Initiatives)				
2	Libraries are not their buildings:	1.0	Increase access to the Internet by piloting mobile wifi checkouts	In an effort to increase education and employment opportunities for residents in Wards 7 and 8, DCPL will pilot a checkout system of mobile wifi devices at two library locations East of the River. This will allow residents to access the Internet from home to apply for jobs, take online classes and complete homework when it's most convenient for Ward 7 and 8 residents.
2	Libraries are not their buildings:	2.0	Expand STAR (Sing, Talk and Read) by implementing the Books from Birth Program	DCPL will launch the new Books from Birth program to provide every District child under the age of five with a free book every month. Enrollment in the program will be phased with the goal of registering about 5,000 children by the end of FY16. In addition to the monthly delivery of books, families will participate in parent workshops and receive STAR tips.
2	Libraries are not their buildings:	3.0	Increase DCPL's online engagement with teens	Actively engage teens with the library through enhanced online learning and engagement. This will include a revitalized teen section of dclibrary.org with regular contributions from teens, experimentation to find the best strategies to increase activity with teen followers on social media, and continued exploration of the District of Learning Connected Learning platform and its relation to library programming and activities.
2	Libraries are not their buildings:	4.0	Shared Technical Services Initiative with public schools	On the heels of the shared technical services feasibility study conducted in partnership with DCPS, DCPL and DCPS will develop a plan to implement a shared technical services initiative that will select, procure and distribute books and other library materials for school libraries and public libraries. Students will be able to use DCPL resources from their school libraries.
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Library Services - 3 (3 Initiatives)				
3	Libraries are engines of human capital development.	1.0	Expand opportunities for District residents to learn cutting edge maker technologies through a mobile makerspace	DCPL will launch a mobile maker space that will expand access to cutting edge maker technologies across the District, augmenting the work of The Labs @ DCPL and reaching audiences beyond the central library.

3	Libraries are engines of human capital development.	2.0	: Improve service delivery to customers experiencing homelessness	In partnership with homeless service providers and to further The District of Columbia's Interagency Council on Homelessness' strategic plan to end homelessness, Homeward DC, bring outreach workers into MLK and other branches who can complete housing assessments, connect customers to case management services, health and mental health services, and public benefits. Internally, DCPL will provide a complement of staff training opportunities to include sensitivity training, mental health and de-escalation techniques, and understanding youth homelessness. Pilot at MLK and three branch libraries targeted at customers experiencing homelessness.
3	Libraries are engines of human capital development.	3.0	Targeted Service for DC Youth with Disabilities	The Center for Accessibility will on-board a dedicated Children's Librarian to focus on and expand service for DC Youth with Disabilities. Planned activities include focus groups with local youth and their families, work with DCPS and charter schools, outreach to children with extended hospital stays, and inclusive children's programming which invites children of all abilities to participate including those on the autism spectrum.

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Library Services - 4 (2 Initiatives)

4	Libraries must plan for the rapidly evolving informational and educational needs of the residents of the District	1.0	DCPL will implement the All Access Program for District youth in order to increase access to library materials.	DCPL will implement the All Access Program that automatically registers school-issued Student DC One Cards as library cards for DCPS and DCPCS students. Additionally, students will be able to access many library databases from their school and have DCPL material delivered to their school libraries for use.
4	Libraries must plan for the rapidly evolving informational and educational needs of the residents of the District	2.0	Develop and release a strategic plan that will guide the library's services and programs.	DCPL is developing a strategic plan that will help to prioritize the services and programs offered to the public in the coming years. The planning process, which commenced in the summer of 2015, will involve broad stakeholder input from staff, partner agencies and organizations, and the community. Input from the plan will help the Library prioritize and enhance core programs and services such as; adult literacy, workforce development and education. The plan will be released in the final quarter of FY16.

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