# Community Enrichment Division

## Third Quarter Report

## July - September 2012

Key
85 - 100% = green
75-84% = yellow
< 75% = red

| Division 11- Library | | Description |
|---|---|---|
| **Council Priority: Family, Youth, Community; Quality of Life: Customer Service; Sustainability; Livability**<br><br>**Goal:** Provide a positive library experience for all customers<br><br>**Objective:** Create an environment, resources and customer service so that customers have a positive library experience | Trend | **Scoring:** Feedback from customers by way of online and hardcopy surveys, customer comment cards and attendance.<br><br>**Third Quarter Outcome:** 96% of customers said they were pleased with their Library experience. Down 1% from 3rd quarter 2011. Up 1% from 3rd quarter 2010. 2) 198,659 patrons visited Flagstaff libraries, up 16K from 2nd quarter. |
| **Council Priority: Sustainability; Livability**<br><br>**Goal:** Maintain and deliver a quality, reliable technological information infrastructure and electronic resources<br><br>**Objective:** Provide computers for use by the public, internet and wireless access, customer training and assistance, electronic databases, and electronic formats (downloadable digital and audio books) including customer access from home saving fuel and time | Trend | **Scoring:** Consistent Usage of electronic resources; Statistics on Early Literacy Stations, Computers and Wireless Users.<br><br>**Third Quarter Output:** 1) 9,701 Early Literacy sessions 2) 46,457 computer usage by patrons 3) 5,779 wireless users up over 1,000 from 2nd quarter 4) 86,634 hits to library website up over 20K from second quarter |
| **Council Priority: Quality of Life, Customer Service**<br><br>**Goal:** Provide diverse arts, cultural and educational opportunities for the community<br><br>**Objective:** Design and offer a variety of programs for all ages | Trend | **Scoring:** Customer satisfaction will be measured by program surveys, online surveys and customer comment cards.<br><br>**Third Quarter Outcome:** 96% of customers surveyed were satisfied with programs offered at the Library. Down 1% from 3rd quarter 2011. Up 1% from 3rd quarter 2010. |

| Division11 - Library | | Description |
|---|---|---|
| **Council Priority: Livability, Quality of Life**<br><br>**Goal:** Enhance quality of life for the community through library services<br><br>**Objective:** Provide services, programs and resources to meet the information and recreation needs of all ages | Trend | **Scoring:** Consistent Usage of electronic resources; Statistics on Early Literacy Stations, Computers and Wireless Users.<br><br>**Third Quarter Outcome:** 100% of customers believe that having access to Library resources enhances their quality of life. Up 1% from 2nd quarter 2011. Up 3% from 2nd quarter 2010. |