

Date: January 27, 2012
To: Chairman Stephen Albers and members of the Board of Trustees
From: Georgia Lomax, Deputy Director
Subject: 2011 Balanced Scorecard

Attached is the annual Balanced Scorecard results for 2011.

Of note: our visits and checkouts are down slightly from 2010. In conversations with colleagues at other libraries, most report being 2-7% down from the previous year in circulation. PCLS is down about 3% (227,000). Lower stats was a topic of discussion among Deputy Directors at last weekend's American Library Association Midwinter meeting, and most seem to feel it is within normal variation considering the record increases in the previous few years. After we have all finalized year-end statistics we will do a comparison to see if there are any common elements we can identify.

Our *Customer Experience* and *Reading & Materials* departments have been examining our checkout data to identify if there are particular areas of the materials collection that can account for the decrease to see if there is a need to make purchasing adjustments, or other changes. Sally Porter Smith and Lisa Bitney will share some of their observations during the February Board meeting. One of our focuses for 2012 will be, with the help of a variety of data tools, to understand how our collection is working and what our customers are using so that we continue to allocate money carefully, and purchase the right materials for the right places.

We will be reevaluating the measurements needed for the Balanced Scorecard this year. As we develop new metrics that will give us the information we need to understand how we are progressing, I will be providing the Board with monthly statistic overviews instead of the Scorecard chart.