

Webpage Visits Louisville Free Public Library



KPI Owner: Lee Burchfield

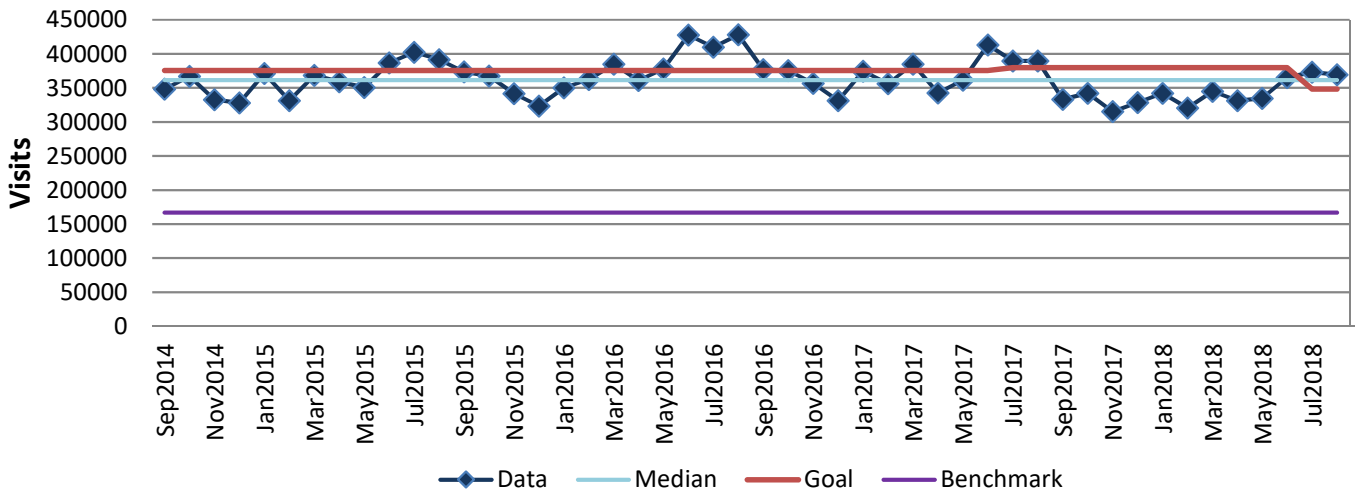
Process: External Communication

Baseline, Goal, & Benchmark	Source Summary	Continuous Improvement Summary
<p>Baseline: FY 2013 Monthly Average = 404,306</p> <p>Goal: By June 30, 2019 increase by 1% over 2016-17 from 4,138,238 to 4,179,620.</p> <p>Benchmark: 166,861/mo=Top 25% of 25 PLDS libs w/ann. exp. \$16M - \$20M (LFPL=\$18.6M)</p>	<p>Data Source: Google Analytics for LFPL.org</p> <p>Goal Source: Enterprise Model</p> <p>Benchmark Source: PLDS (FYE 2017 Data)</p>	<p>Plan-Do-Check-Act Step 2: Validate problem: baseline, benchmark, & goal</p> <p>Measurement Method: Count of "Sessions" as reported by Google Analytics for unfiltered traffic on lfpl.org sites</p> <p>Why Measure: To continually increase patron online engagement.</p> <p>Next Improvement Step: Evaluate website redesign options.</p>

How Are We Doing?

Sep2017-Aug2018 12 Month Goal	Sep2017-Aug2018 12 Month Actual		Aug2018 Goal	Aug2018 Actual	
4,494,432	4,101,813	🚦	348,301	369,625	🚦
Visits	Visits		Visits	Visits	

Webpage Visits



Root cause analysis is not necessary because there is no gap between the goal and current performance.