

Vaughan Public Libraries

An inspiring place

2010

Achievement Report



Message from the Chair

Inspiration by design

Great things don't happen without inspiration. Here at Vaughan Public Libraries (VPL) we draw our inspiration from *Today for Tomorrow*, our four-year strategic plan. Implemented back in 2008, our strategic plan has been the driving force behind all of the exciting initiatives VPL has introduced and been involved with over the past few years. 2010 marked the third year of our plan and brought with it many new developments.



Literacy opens up a greater world of possibilities for the individual, and helps make a community thrive. That's why all of us at VPL are proud to say that in 2010, through our *Family Library Card Campaign*, over 1,000 new families took advantage of signing up for free library cards.

Demand for the use of our libraries continued to grow over the year, so much so that Bathurst Clark Resource Library and Pierre Berton Resource Library are now open on Sunday right through the summer months.

To boost the browsing experience for our customers every VPL branch adopted a new merchandising model fashioned after the retail world. We also received \$575,000 in infrastructure funding that was put towards facility renovations allowing us to make Kleinburg Library more accessible and make a host of needed renovations at Bathurst Clark Resource Library.

These are just a few of the products of inspiration from 2010. There are many more in the pages that follow. None of them would have been possible without the dedication of VPL's staff and all those who served on the Vaughan Public Library Board for the past four years. On behalf of the citizens of Vaughan, thank you for being an inspiration to us all.

Michael McKenzie

Chair, Vaughan Public Library Board

“ I love the increasing number of books available in eBook format. ”



VPL's Board Members

Front Row (from L): Lorraine de Boer, Michael McKenzie (Chair), Grace Lociento. Middle Row (from L): Suri Rosen, Rosanna DeFrancesca, Devender Sandhu (Vice-Chair), Marie Chiaromonte, Isabella Ferrara, Marilyn Iafrate. Back Row (from L): Vivek Gupta, Gino Rosati, Margie Singleton (CEO), Stephen Kerwin, Rocco Capone, Pradeep Puri, Michael Di Biase

OUR MISSION: Vaughan Public Libraries offer welcoming destinations that educate, excite and empower our community.



Message from the CEO

Drawing inspiration from many sources

A library should be a place of inspiration. Here at VPL we take great pride in ensuring that inspiration springs from more than the books on our shelves. It comes from your feedback too.

You asked for improved access to VPL's online catalogue, so we redesigned our website to make it more user-friendly, allowing you to review and rate titles and create lists of books to borrow. You can even access our site from a mobile device.

You asked to have quicker access to returned materials, so now *Just Returned* items are available as soon as they are checked in and a list is updated and posted three times a day on our website.

You asked to be better informed about new books arriving at the library. Now a *New Arrivals* list complete with a summary of each item is uploaded onto our website.

Inspiration also comes from the people we employ. Their passion for literacy, learning and continuing education extends beyond our walls. In 2010 our staff visited daycares, schools, seniors' residences, fairs and festivals, reaching out to over 22,500 Vaughan citizens; creating awareness of many VPL services, programs and activities.

Much has been accomplished due to the efforts of the Libraries' staff and our outgoing VPL Board of Directors whose tremendous leadership and governance strengthened our organization and inspired us daily. Thank you to everyone for your exceptional contribution to VPL's success.

Margie Singleton
Chief Executive Officer



Executive Management

(L to R) - Aleksandra Dowiat Vine, Director of Planning & Communication; Terri Watman, Director of Service Delivery; Margie Singleton, Chief Executive Officer; Marilyn Guy, Director of Operations; Sandy Vander Werff, Director of Finance.

CORPORATE VALUES

Intellectual Freedom

VPL supports all expressions of knowledge and intellectual creativity providing access to a wide variety of information sources and ideas.

Literacy

VPL promotes and fosters an informed and literate community.

Accountability

VPL embraces efficient, effective and economical practices.

Expertise

VPL respects staff expertise and invests in ongoing professional growth and skills development.

Innovation

VPL encourages and rewards innovation, creativity and visionary leadership.

Collaboration

VPL enhances service to our community through collaboration and cooperation.

Service Excellence

VPL achieves excellence in all library services recognizing and responding to the needs of our community.

And what an inspiring place it was!

Inspiration comes in many forms, and this year at VPL we proved that by hosting and participating in a wide spectrum of programs, events and activities.



And the winner is...

VPL held its first ever *Teen Awards* honouring *Early Harvest Competition* award winners, the Top Readers from the *Teen Summer Reading Challenge* and VPL's teen volunteers. In total over 400 teens received certificates for their efforts.

Something for everyone

The diversity of our community continued to be reflected in VPL's collection of materials. We now offer resources in more than 15 languages, having added Filipino, Vietnamese and Tagalog materials in 2010 to our multilingual collection that already included items in French, Hindi, Farsi, Chinese, Hebrew, Korean, Gujarati, Russian, Italian, Punjabi, Spanish and Urdu.

Teens are talking

Teenagers got another reason to stop by and visit the library when renovations to the Teen area at Bathurst Clark Resource Library were completed. The new space features booth seating, new shelving, lots of display areas and additional lighting.

Celebrating culture

Recognizing and celebrating the area's culture proved to be a big drawing card. In 2010 over 3,100 citizens participated in cultural events hosted at VPL – everything from *Asian Heritage Month* and *Black History Month* to our *Chinese New Year Celebration*.

Making literacy the star

Once again VPL held *Family Literacy Night* at the City Playhouse. Over 200 parents and kids came out to meet and listen to guest of honour Ruth Ohi, author of *Chicken, Pig, Cow on the Move*.

Author in the house

A great way to inspire children to read is to provide them with opportunities to meet the authors of the books they're reading. This year over 500 school students got to spend time with some of their favourite Canadian authors, including Ruth Ohi, Rosemary Sadlier, Aubrey Davis, Sharon Jennings, Paul Yee, Kean Soo, Sharon McKay, Andrea Wayne von Konigslow and Patricia Storm.





Quick Bytes

- Visitors to VPL up by 6%
- Over 1.5 million books borrowed
- Over 1 million multimedia items borrowed
- eBook loans up by 200%
- Database usage up by 77%
- 47% of adults in Vaughan have a library card
- Over 14,500 new customers joined VPL
- Over 55,000 children attended VPL programs
- Over 60,000 new titles added to collection

Connecting online

Staying in the know about VPL got even easier in 2010, as we expanded the scope of ways to follow and connect with us through online media. Citizens can now access us on Facebook, YouTube, Twitter, the redesigned Teen Vortex, podcasts and the Libraries' free online newsletter, *The Buzz*.

Assisting new citizens

VPL was able to lend a helping hand to new Canadians in the area through our Library Settlement Worker at Maple Library. Over 1,100 customers received help with their enquiries about settlement services and VPL's resources.

Getting the message out

Taking advantage of the grand opening of the new North Thornhill Community Centre, VPL held outreach activities and spoke to over 600 residents informing them of library programs and services. As well, we began offering *Born to Read* and *Family Storytime* programs.

Parading down Main Street

Once again VPL participated in the City of Vaughan's *Santafest Parade*, with 30 staff and 31 family members taking part. Everyone had a great time, and the day was capped off when we learned our Teddy Bears' Picnic-themed float had won the 2nd place prize.

VPL celebrated seniors

Nearly 300 seniors enjoyed socials, games and free movies at VPL. During *Grandparents' Month*, children shared storytime with their grandparents and over 1,700 books were delivered to seniors in residences and retirement homes across Vaughan.

“I am amazed...I only wish I had joined the library sooner!”



Champion Literacy

Inspiring literacy for all

Literacy is one of the foundations to understanding and learning. As a result, literacy remained an integral part of the programming at VPL throughout 2010, inspiring children, teens and adults.

Family focused

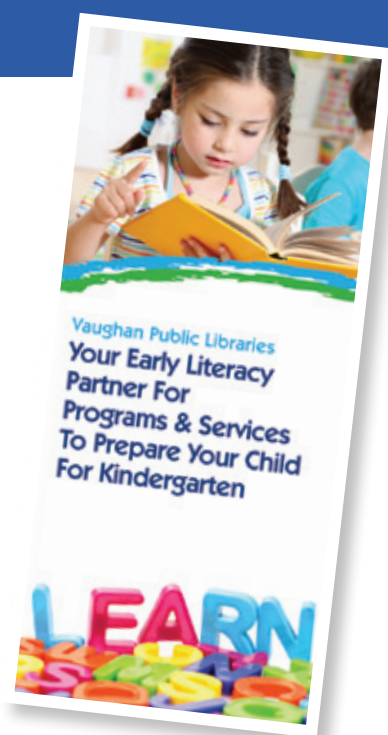
VPL helped reinforce the importance of literacy with every member of the family with a number of initiatives. Thanks to our *Family Library Card Campaign* run throughout schools in Vaughan, over 1,000 new families signed up for library cards. We're proud to say that in 2010, over 29,000 children participated in our core *Early Literacy* programs and over 26,500 children took part in our other children's programs including *Summer Reading Club*, *Family Day* and *March Break*.

Teens matter

All of our libraries offer teen materials, teen programming and a welcoming place for teens to gather with their friends. In 2010 we offered programs such as *Babysitting Training* and *How to Research School Assignments*. We provided teens with a number of ways to earn their high school volunteer hours, such as the *Teen Reader's Advisory Circle*, *Reading Buddies*, *Interviewer* and *Digital Storyteller*, *Podcasters* and *Tech Savvy Teens* – a program that has teens providing computer training to seniors. Plus, to encourage online interaction, we redesigned and converted our Teen Vortex website into a blog.

ESL for newcomers

VPL plays a big role in helping newcomers integrate into the community. It starts the minute they walk through our doors, where our *Welcome Brochure* is available in seven languages. Our collection of materials is available in more than 15 languages. To assist them with their English language skills, over 900 newcomers attended VPL's *Adult ESL Program*, and over 300 honed their English by participating in our *Conversation Circles*. To further assist newcomers VPL provided a number of other programs as well. Over 1,000 participated in programs such as *Newcomers to Canada Job Search and Tax Seminar*, *How to Become a Canadian Citizen*, *Chinese Information Sessions for Seniors*, *Hindi Literature and Culture Circle* and more.



“The online system for reserving books is remarkable!”



Champion literacy for all members of the community by providing literacy programming and education for all ages, backgrounds and skill levels to build a healthy and prosperous Vaughan.

Collaborate with the Community

Taking inspiration from you

A great deal of the inspiration for the initiatives and programs that take place at VPL comes from recognizing and acting on the needs of the Vaughan community as it evolves and grows. As a result a number of innovative and exciting things were implemented over the course of 2010.

Playing teacher's aid

To support the curriculum efforts of elementary teachers, \$30,000 was spent on improving our French collection. \$17,000 was spent on expanding our ESL collection, and we added Audio Vision Descriptive Video in order to make our collection more accessible to the visually impaired.

Boosting our eBooks

To keep up with the growing demand for eBooks, we increased our eBook spending by \$20,000 last year. VPL offers many eBook titles - all can be checked out through our website 24/7.

Giving back

The citizens of Vaughan and VPL were able to connect and collaborate on a number of charitable endeavours this year. VPL customers helped decorate Christmas trees with 99 pairs of mittens which were later donated to local charities. VPL branches also served as drop off locations for the City of Vaughan's first annual *Toy Drive*. Approximately 100 toys were collected and donated to the *Chum City Christmas Toy Mountain*. Once again VPL ran its *Food for Fines* program for one week in December. For each item of food donated, a customer's overdue library fine was reduced by \$1.00. Over 3,200 food items were collected and donated to the Vaughan Food Bank.

Continuing education

The Vaughan community's desire for continuing education inspired VPL to offer off-site satellite technology training, a program attended by 57 seniors at the Friuli Terrace Seniors Residence. Over 90 local entrepreneurs and small business owners took advantage of library-run programs focused on business research. And, as in previous years, we continued to offer meeting spaces for business and community groups to meet in all our locations.



“I feel at home here.”



Collaborate with the community to ensure responsive and accessible library collections, services and programming tailored to the needs of an ever-changing and growing community.

Connect the Community

Inspiring a sense of community



One of the purposes of VPL is to be a vehicle that inspires members of the community to connect with one another. The libraries offer a welcoming atmosphere and serve as meeting places for the community.

Family Day fun

VPL was the destination of choice for families on *Family Day* as special storytime and family-oriented activities were held at Bathurst Clark Resource Library, Pierre Berton Resource Library and Maple Library.

Becoming more accessible

In keeping with our commitment to ensure our libraries are accessible to all residents, the main entrance of the Kleinburg Library was relocated to accommodate wheelchair access. A new handicapped washroom was installed, along with a new elevator to allow customers to gain access to lower and upper levels.

Revitalizing libraries

The lobby area at Bathurst Clark Resource Library received a facelift, merchandising space was increased, display areas were added, lighting was enhanced and a brand new teen area was created - complete with cool booth seating. A community gallery featured in the lobby enhances the area with art from local artists.

Helping students hit the books

During exam time, we extended our hours to offer a *Study Hall* at Bathurst Clark Resource Library from 9 p.m. to midnight. Over 2,000 students took advantage of the extended hours to prepare for their exams.

“This library is a great example of what wheelchair accessibility should be like.”



Connect the community by providing enjoyable, welcoming destinations for people of all ages to spend time, gather with friends, learn something new, read, meet neighbours, study, attend a program, conduct a business meeting, hear a story, see culture in action, meet an author, search the Internet, live life.

Commit to Empower Staff

Ensuring our workplace is inspiring

At VPL we want to ensure all seven of our branches are inspiring places for our customers and our staff. Everyday at VPL we strive to create a workplace environment that will be engaging and provide opportunities for growth.

Open to ideas

This year 149 staff members provided valuable feedback on ways to improve our workplace through our annual staff satisfaction survey. Through our *Steps to Excellence Program* staff influence how things are done at VPL and this year eight staff members were invited to assist us in developing VPL's next Strategic Plan for 2012-2015.

Personal growth

In 2010 VPL provided staff with self-improvement opportunities, including customer service training, conferences, workshops and staff presentations. Another way our employees gained insightful learning was through our job switch program. Staff from various locations worked and observed practices at other libraries.

Mentoring & promotion

VPL hosted work placements for library students from Seneca College, the University of Toronto's iSchool, the University of Buffalo, and provided resume critiques to Library Techniques students. As well, staff members were active participants in the promotion of their profession and VPL at the annual Ontario Library Association SuperConference.

Team building

To help foster team spirit at VPL, our Social Team coordinated a number of events including the *United Way Campaign*, *Take Our Kids to Work Day*, and our float in the *Santafest Parade*.

Recognition

Lastly, no matter what size the organization, it is always important to recognize staff for outstanding achievement. In 2010 VPL presented 26 staff with bronze awards for their outstanding contributions.

“The staff always helps with a smile.”



Commit to empower staff to continue to provide excellent public service in a dynamic culture that reflects the quality of service the community expects from their Libraries.

Communicate with Stakeholders

Inspiring curiosity

VPL is much more than books. We are home to exceptional resources and there are always so many great events, activities and programs being hosted in our seven branches. That's why part of our strategic plan is to maintain constant communication so we can remind and inform the community of the many reasons why VPL is such an inspiring place to visit, week after week.

Staying in touch

VPL reaches out in a number of ways. Online, we leverage VPL's website, blogs, podcasts, fan page on Facebook, Twitter, YouTube Channel, Chat Reference and bi-weekly online newsletter, *The Buzz*, to keep people up to date on upcoming VPL events and new materials that have arrived. Four times a year, we produce *At the Library*, and last year our *Annual Success Report* was distributed to approximately 80,000 homes in Vaughan.

In the news

In an effort to further expand awareness of our programs, services and events, VPL issued many news releases. This added exposure led to greater coverage of VPL by the media, and caused a boost in program attendance, database usage and library visits.

Talking it up

The staff at VPL weren't shy about getting out either. Our librarians conducted 327 outreach visits and talked to over 22,500 people. We also hosted storytime and other activities promoting the library at a number of community events including *Winterfest*, *WinterLights*, *Communities in Bloom* and the *Santafest Parade*.

We're all ears

Communication with our stakeholders was a two-way street too. In 2010 we had over 3,500 customers provide us with feedback via library surveys conducted on-site and online. This valuable information was combined with research data to help VPL make strategic decisions on future programs and services.

“The online Bookclub Reader is a wonderful tool.”

Connect with VPL:

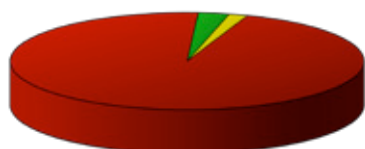


Communicate with stakeholders to create, cultivate and expand awareness, usage and relevance of Vaughan Public Libraries' collections, services and programs designed to fulfill their information, learning, leisure and cultural needs.

The Corporation of the City of Vaughan Public Library Board

Financial Activity for the Year Ended December 31, 2010

Revenues



- City of Vaughan Contribution (95%)
- Fees / Rental & Sundry (3%)
- Provincial / Other Grants (2%)

City of Vaughan contribution	\$ 10,974,544
Fees, rental and sundry	325,540
Provincial / other grants	196,686

Total \$ 11,496,770

Expenditures

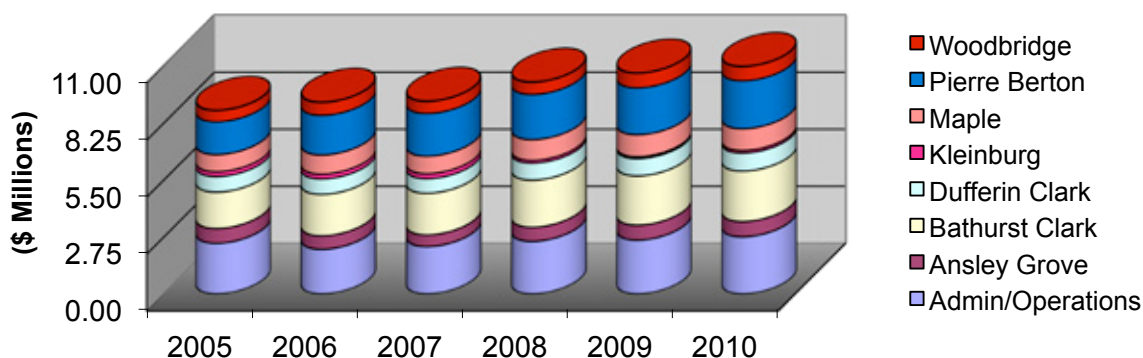


- Staffing (72%)
- Resources (15%)
- Facilities (9%)
- Communications (3%)
- Administrative (1%)

Staffing	\$ 8,280,545
Resources	1,695,998
Facilities	1,008,073
Communications	369,783
Administrative	142,371

Total \$ 11,496,770

Total Net Library Expenditure - By Branch



“Suggest an item for purchase — WOW!”



Contact Us

905-653-READ(7323)
Administrative Office
900 Clark Avenue West
Vaughan, ON L4J 8C1
www.vaughanpl.info



Locations

Ansley Grove Library
Bathurst Clark Resource Library
Dufferin Clark Library
Kleinburg Library
Maple Library
Pierre Berton Resource Library
Woodbridge Library

The secret to inspiring service

Our Customer Service Pledge

We **V**alue our customers

Provide collections, services
and a community hub

Lead through our commitment
to customer service

Our Principles

In every interaction with our customers
we will meet or exceed their expectations
by being:

- Proactive
- Respectful
- Resourceful
- Pleasant
- Knowledgeable
- Discreet
- Efficient