ANNUAL Report
2012

ST. CATHARINES PUBLIC LIBRARY 1888 - 2012

Executive Summary

The St. Catharines Public Library has served the community since 1888. While much has changed over the past century the fundamental principles of library service have remained the same. The Library continues to support and promote literacy, life-long learning and self-improvement. The Library provides access to cultural resources, leisure materials and a world of information in a wide variety of formats. The library offers programs for all age groups including computer and cultural programs. It's doors are open to everyone regardless of age, ability, education, or economic status. The Library provides accessible public space where individuals and groups can meet to learn, discuss and share ideas.

The St. Catharines Public Library's website provides a portal to the Library's resources. The website provides 24/7 access to: over 77,832 electronic full-text magazines, newspapers, and reference sources; 200 reference E-books; and a large downloadable collection which includes books and music. Patrons can search for materials, place holds, print full-text articles and download materials from at the library or from their home or office using a smart phone, notebook or tablet pc. The library promotes its services in a variety of ways including using social media tools such as Facebook and Twitter.

Key objectives for 2012 included the following:
- Opening the new Grantham Branch at 425 Carlton Street.
- Installing a VoIP (Voice over IP) telephone system.
- Installing a Web Service mobile application that gives clients with iPhones, Androids and iPod devices access to the catalogue, renewals and holds.
- Upgrading 108 pc computers to MS Office 2010.
- Replacing 24 outdated computers.
- Conducting an inventory of the entire collection.
- Introducing a downloadable music collection.
- Launching the "Brock Talks Speaker's Series."
- Developing the "Explore the War of 1812" program series.
- Hosting the "Niagara Frontier War of 1812 Exhibit of Art Studies and Stories" exhibition.
- Conducting the 12th Annual Teen Writing Contest.
- Expanding the downloadable audio and e-book collection.
- Completing the replacement of all 1st floor windows at the Centennial Library.
- Building a storage facility in the Underground Garage at the Centennial Library.
- Engaging a consultant to prepare design and tender documents for Facility Accessibility Design Standards improvements at the Centennial Library.
- Preparing the Strategic Agenda: Information, Innovation, Integration 2013-2015.

The report that follows provides more detail on the activities of the Library in 2012.

2012 REVIEW OF ACTIVITIES AND ANNUAL STATISTICS

Technology

Libraries have always used technology to improve access to their collections and services. Libraries have online catalogues, automated acquisitions and electronic ordering systems, online full-text databases, downloadable collections, real-time online reference services, Web based services, etc. The Library's technological infrastructure is always evolving to improve the delivery services to the client.

The Library builds upon prior IT objectives some of which are listed below.

- 2006, replaced the integrated automated system.
- 2008, installed software that allowed clients to search the online catalogue, electronic full-text databases, e-books and web resources all at the same time. Installed software that allowed patrons to self-manage access to the public Internet stations.
- 2009, implemented WebServices including a Wordpress Blog, Help Desk Ticketing and Support Tracking system, an internal staff WebBlog, and a document management and distribution system. Installed Wifi at the Central Library.
- 2010, implemented an automated credit bureau collection process. Launched the downloadable audio and e-book collection. Installed Wifi at the Branches.
- 2011, installed a new Unified Threat Management Firewall. Installed social media software (Facebook and Twitter) to improve our communication and promotion strategies. Launched InfoChat a real-time reference service.
- 2012, installed a VoIP (Voice over IP) telephone system. Installed software applications that allow clients access to the Library from iPhones and Androids. Launched a downloadable music collection. Installed MS Office 2010 on 108 pc's. Upgraded 25 computers.

The Library has 140 computer workstations across the system, as well as public and staff printers. A cascading replacement strategy has allowed the Library to replace outdated computers annually thereby maintaining the workstation infrastructure.

Virtual Library Branch

The "Virtual Library Branch" is an extremely important component of library services. The Library's website is the access point to the collections including: over 77,832 electronic full-text magazines, newspapers and reference sources; 200 reference e-books; and a downloadable collection that includes books and music. The public can search for materials, place holds, renew items, download books, and print full text articles from their home or office using a smart phone, notebook or tablet pc. Clients have access to a real-time online reference service "Info Chat" as well as an email reference service.

<u>Facebook and Twitter</u>
In June 2011 the Library set up both Facebook and Twitter accounts. The accounts are severed so that the information posted on Twitter is not automatically posted to Facebook. Social media is being used to keep patrons informed about our collections, services/programs and to elicit user feedback. At the end of December 2012 there were 966 followers on Twitter and 605 followers on Facebook.

Collections
Collection development plans ensure the systematic review of all resources. The collections include a variety of formats – print, DVDs, CDs, microfilm, microfiche and digital media.

As of December 20th, 2012 the Library had added 24,378 titles (23,183 print/AV titles and 1,195 digital titles) and 47,986 copies (46,768 print/AV copies and 1,218 digital copies). The online electronic full-text magazine, newspaper and reference materials are not included in these collection statistics. The Library's holdings at year end were 257,861 Titles and 365,936 copies.

<u>Full Text Downloadable Magazines, Newspapers and Reference Materials</u>
In 2004 the Library acquired electronic databases which provided access to 2,500 full-text electronic magazines, newspapers and reference books. By 2012 the Library was providing access to 77,832 online magazines, newspapers, and reference materials.

Full-text Electronic periodical/newspaper databases provide many benefits to the user and library system. They increase the Library's periodical collection in a cost effective manner. They can be searched simultaneously by many users. They can be accessed 24/7. Issues are never missing, signed out or defaced. Staff involvement with respect to maintenance is minimal.

<u>Downloadable Audio and e-Book Collection</u>
The Library launched the downloadable audio and e-book collection in June 2010. At the end of December 2012 there were 3,909 copies in the collection which had circulated 24,852 times. The collection has materials for all age groups and includes fiction and non-fiction titles.

<u>Downloadable Music Collection</u>
In 2012 the Library launched a downloadable music collection. The decision was based on a service review. Access to a downloadable collection has many advantages for patrons and the Library. Patrons have access to tens of thousands of artists, hundreds of music labels and over 160 musical genres. The collection can be accessed remotely. Patrons can select the exact pieces of music they want to hear. To ensure equity of access downloads per patron, per week are pre-set by the Library. Unlike physical music collections, downloadable collections do not require processing, cataloguing, shelf space nor do they become damaged, misplaced or lost.

<u>Special Collections/Local History</u>
This unique collection consists of local history and genealogical materials in a wide variety of formats. The Library purchases materials for this collection, primarily microfilm resources of newspapers, census tracks etc.

Special Collections - Ancestry Database
One of the electronic databases the Library has access to is the Ancestry database — an online genealogical reference tool which includes Census Records, Wills, Passenger Lists, Birth/Death/Marriage records and many other unique full-text primary sources. Access to this database is currently funded by the Ministry of Culture, Tourism and Sport. Staff offer several courses in the Computer Lab on genealogical research and a specific class on how to search the Ancestry database.

Programs for Children
A primary role of the Library is the development of literacy skills in children 0-11 years of age. To support this objective the Library offers the sessional and drop-in programs listed below.
- Books for Babies (age 0-24 months)
- Toddler Time (age 24-40 months)
- Preschool Storytime (age 3-5 yrs)
- Family Storytime – (drop-in for ages 5 and under and their families)
- Saturday Story Stairs – (drop-in all ages)

The Library also develops a series of programs for 'March Break' and 'Summer Reading.' Some of the programs offered as part of these series are listed below.

March Break
- Candy Bingo
- Castle Moon Theatre Presents
- Travelling Reptile Show
- Star Wars
- Scary Science
- Pictionary
- Tween Wii
- Pet Sketching

Summer Reading Club (age 5-12 yrs)
- Dragon Hunt
- Wizard Science
- Magic Show,
- Olympic Bingo
- Ancient Egypt
- Gladiators Ready
- Mystery in the Library
- Trivia Challenge, Chess Club
- Little Otter's Adventures
- Grimm's Fairy Tales

Read Together Summer Reading Club (age 3 and under)
Single programs were also held throughout the year and included the following.
- Musical Instruments
- Cocoa Club
- Canada Day Trivia
- Mother's Day Tea
- Chess Club, Aboard the Titanic
- Earth Day Painting
- Holidays Around the World
- Ballet Themed Stories

In 2012 the Library conducted 636 children's programs and activities and 9,643 children participated.

Programs for Young Adults
Staff continued to solicit feedback from the Teen Advisory Council when developing programs for this age group. Some of the programs offered are listed below:
- Anime Club
- Teen Computer Lab and Homework Help
- Research Skill Development for Grade 12 students
- Teen Writers Club
- Fresh Ink Writing Contest
- Photography Contest
- Eliminate Exam Stress
- Teen Writers Club
- DIY Ornament Extravaganza
- Origami
- Teen Stitching Club
- Steampunk Jewelry

March Break Programs
- Hunger Games
- Pen and Ink Art
- Rock Band Tournament
- Drivers Education

Summer Reading Club
- Dystopian Book Discussion
- Comic Book Graphics
- Wii Tournament
- Abstract Art Project
- DIY Wrap Bracelets
- Embroidery 101

In 2012 the Library conducted 115 programs/activities for teens and 1,763 participated.

Fresh Ink Contest
This was the 12thyear for the 'Fresh Ink Poetry and Short story Writing Contest.' It is open to teens across the Region who are 12 to 18 years of age. In 2012 there were 43 short story and 42 poetry entries. There are two (2) age categories for the submissions, 12-15 and 16-18 years of age. A winner and runner-up is chosen for short stories and poetry in each of the age categories. One-hundred and forty (140) people attended the awards ceremony. TD Canada Trust is the corporate sponsor.

Programs for Adults
Computer Program Series
- These programs teach basic computer skills necessary in the search, retrieval, manipulation and downloading of data and acquaint patrons with new age technologies and products.
- Computers 1 and 2,
- Internet I, 2 and 3
- Email Basics
- Microsoft Word Basics
- Genealogy on the Internet
- Finding Health Information on the Internet
- Job and Career Searching Online
- Ancestry Online Research
- Downloading Audiobooks & eBooks
- Twitter Basics
- Facebook 1 and 2
- Tech Time

In 2012 staff the Library conducted 217 sessions with 1536 individuals attending.

Afternoons for Adults Spring and Fall Series
Programs included: Technology 101; Making the most of your retirement income; Coping with hearing loss; Biking in Niagara; Railway History of St. Catharines; War of 1812 – Invasion of Canada a Book Discussion, Classical Concert with Lynne Brinkman; and Sunshine Singers Christmas Concert

Evening Program Series
Life-long learning programs and author readings are core to library services. In 2012 the 'Brock Talks Series' was launched in partnership with Brock University's Humanities Department. Brock professors present seminars on their areas of research. Staff also developed a partnership with "Climate Action Niagara" who presented a number of programs.

Staff developed the "Explore the War of 1812 @ the Library" series and will continue this programming in 2013. This was the 8th year that the Library has organized the "Niagara Reads" program which profiles local authors. "Niagara Reads" is held in October during Public Library Month. Some of the programs offered during the year are listed below.

Author Readings
- <u>Cherry-Wood Horse: A Pioneer Story</u>— book talk by the author Barbara Weiler
- <u>The Allergy Free Cook Bakes Bread</u>– with the author Laurie Sadowski
- <u>Chariots and Horses: Life Lessons From an Olympic rower</u> – with author Jason Dorland.
- <u>On Common Ground: the Ongoing Story of the Commons in Niagara-on-the-Lake</u> – with author Richard Merritt
- <u>Three Testaments: Torah, Gospel and Quran</u> ─ with author Rev. Dr. Brian Arthur Brown
- <u>The Idiot Millionaire</u> ─ with author Derek Foster

Niagara Reads Series
- <u>Rash Decisions</u>— with author Rashmi Biswas
- <u>Hemingway's Island</u>— with authors Wayne Fraser and Eleanor Johnston
- <u>Chaser</u> ─ with author Erin Knight
- <u>A Man's Work is Never Done: a Novel About Mentoring Our Sons</u>— with author Jim Cloughley
- <u>Bullying is Not a Game: A Parent's Survival Guide</u> ─ with author Julia Christiansen

Brock Talks Series
- 6th Century BCE Shipwreck at PabucBurnu, Turkey – seminar by Dr. Elizabeth Greene
- The Gladiator's Code: A life in the Roman Arena – seminar by Dr. Michael Carter
- Finding direction: What does a Theatre Director Do? – seminar by Dr. Virginia Reh
- Not Dead Yet – the Lady of Shalottfrom the Tale of Anne of Green Gables to Avalon High – seminar by Dr. Ann Howey.

Explore the War of 1812 Series
- Archaeology at Fort George National Historic Site – seminar by B. Leskovec, Parks Canada
- Music of the War of 1812 – seminar by Peter Alexander of the Fife and Drum Corps
- Disputed Victory: Who Really Won the War of 1812 – seminar by Ron Dale
- What do we know about the Battle of Queenston Heights? – seminar by Dr. W. Turner
- Women's Clothing and Fashion during the War of 1812 – a seminar by Sheridan Alder

Climate Action Niagara Series
- The Economics of Farming
- Protecting Local Soils for Food Security
- What is Local Food Security
- The Economics of Farming
- The Urban Forest
- Heritage Trees
- Fruiting Trees, Shrubs and Vines for Wildlife
- Infilling the Urban Forest

General
- Learn to Prepare your Income Tax – seminar by Canada Revenue Agency
- Canadian Authors in Action: an Evening of Short Stories – CAA members
- Exploring in the 21stCentury – with explorer and author Adam Shoalts
- Free tax clinics – with Institute of Chartered Accounts
- Canadian Authors in Action: an evening of poetry and short stories – CAA
- Eviction Prevention – seminar by Niagara North Community Legal Assistance
- Do Kids Have Rights Too? – seminar by Niagara North Community Legal Assistance
- Titanic Ship of Dreams and Nightmares – seminar by Erica Jurus
- Understanding Dementia – seminar with Cathy Horn

In 2012 the Library offered 246 life-long learning programs and author readings, which were attended by 4,143 patrons.

Programs - Class Visits
The Library offers class visits for all age groups and educational institutions. In 2012 there were 121 with 1688 individuals attending.

Programs and Activities — All Age Groups – Total Attendance
In 2012 the Library had offered a total of 124 programs/activities. Total attendance was 17,319.

"Niagara Frontier War of 1812 Exhibit of Art Studies and Stories" exhibition
On October 16th The Hon. David C. Onley, Lieutenant Governor General of Ontario unveiled the "Niagara Frontier War of 1812 Exhibit of Art Studies and Stories" at the Centennial Library. The exhibit consisted of over 40 original art studies. Guest speakers included the Governor General and Stephen Sheaffe and descendant of Sir Roger Hale Sheaffe who became at the Battle of Queenston Heights when General Brock fell.

Facilities
In 2012 the Library replaced all the Windows on the 1st floor of the Central Library. A storage facility was built in the underground parking lot. Aconsultant was engaged to prepare design and tender documents for the identified Facility Accessibility Design Standards improvements at the Centennial Library. The improvements are to commence in 2013.

Outreach, Visiting Library Service
Up to the end of November the Library had made 624 housebound visits delivering 4,307 items. Throughout the year, staff provided outreach to daycares and schools, as well as book deposits to a number of seniors' residences.

Fundraising and Grants
Grants -$13,472.80
In 2012 the Library received $13,134 from the Community Access Program to purchase multi-function printer/scanner/copiers for all locations, a Computer Training Room laptop and LCD projector, and a network switch.

Fundraising and Donations -$39,501
The Library continued fundraising activities. Fundraising initiatives include a variety of donation programs, as well as the sale of used books and equipment. In 2012 these avenues realized a contribution of $39,501.

Meeting Rooms
Meeting rooms are provided primarily for not-for-profit community groups. In 2012 the rooms generated $16,742.50 in revenue.

Aquatic Centre and New Library Branch Update
In 2012 Library staff continued to work on projects related to the completion of the new library branch. Members of the Library's Project Team liaised with the City's Project Manager on a regular basis to respond to questions from the general contractor with respect to various elements of the Library.

July 3, 2012
After years of planning and construction work, the Kiwanis Aquatic Centre and Library opened on July 3, 2012. The old Grantham Branch which had served the community since 1961 was closed and the new branch opened to serve the public in its new location!

Collections	
Titles held (including digital)	257,861
Copies held (not including periodicals)	365,936
Digital Collection	3,945
Periodicals (print titles)	695
Periodicals (electronic titles)	77,832
Library Use	
Circulation (includes digital)	1,137,015
In-house Use	143,034
Information Requests*	223,642
Visits	
• In person (does not include attendance in the meeting rooms)	449,286
• Virtual visits	610,734
Registered Patrons	79,297
Programs	
Programs held.	1,124
Attendance	17,319

From Annual Survey Week

FINANCIAL REPORT 2012

Revenues	
Municipal Contribution	5,195,200
Provincial Grant	226,616
Miscellaneous Revenue	379,881
Funds Transferred to Reserves	203,112
Total Revenue	**6,006,809**
Expenditures	
Salaries and benefits	3,547,537
Library Materials	932,666
Occupancy Costs	533,592
Library Services and Supplies	287,626
Operating Capital	610,687
Total Expenditures	5,912,108
Unexpended Balance	**94,701**

LIBRARY LOCATIONS

CENTENNIAL LIBRARY
54 Church Street
905-688-6103
905-688-6292(fax)

GRANTHAM BRANCH
425 Carlton Street
905-934-7511

MERRITT BRANCH
149 Hartzel Road
905-682-3568

PORT DALHOUSIE BRANCH
23 Brock Street
905-646-0220

Email us at admin@stcatharines.library.on.ca
Telephone Reference Service 905-688-6103, ext 211
Email reference Service askus@stcatharines.library.on.ca

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