ANNUAL Report
2013

ST. CATHARINES PUBLIC LIBRARY 1888 - 2013

Executive Summary

On January 12, 2013 the St. Catharines Public Library marked 125 years of service. The Library provides access to a world of information, leisure materials and cultural resources in wide variety of formats. The Library promotes literacy and life-long learning. It provides public space where individuals and groups can come to study, to do research, and to hold meetings and seminars. An integral part of the community, the Library partners with individuals, groups and organizations to promote the city's diversity and rich cultural resources. Everyone is welcome in the Library regardless of their age, ability or economic status.

The Library's collections, programs and services are constantly evolving to meet the changing needs of the community. The Library leverages advances in technology to: improve access to collections; to provide electronic and downloadable collections; and to bring new services to all members of the community.

The "Virtual Library" Branch is a key component in service delivery. The Library's website is the portal to collections and services including: 62,051 electronic full-text magazines, newspapers and reference sources, 284 reference e-books, 5,009 downloadable audio and e-books, a downloadable music collection and magazine collection. The public can search for materials, place holds, renew items, download books, and print full text articles remotely using a smart phone, notebook or tablet pc. Services are promoted through a variety of methods including print, media and social networking tools such as Facebook and Twitter.

The Library's *Strategic Agenda: Information, Innovation, Integration 2013-2015* provides the framework for the development of library services.

Key objectives for 2013 included the following:
- Launching a downloadable (digital) magazine collection.
- Introducing a video game collection.
- Creating an on-line adult book club.
- Adding new computer courses.
- Organizing the 13th Annual Fresh Ink Teen Writing Contest.
- Organizing the 8th Annual Niagara Reads Program.
- Developing a new accessible website compliant with WCAG 2.0.
- Implementing accessibility improvements at all locations including installing: adjustable workstations, large screen monitors, large print keyboards, large trackball and mouse.
- Installing Zoomtext and BrowseAloud software on public access computers.
- Completing the Facility Design Standards (FADS) improvements at the Centennial Library.
- Replacing the windows on the 2nd floor of the Centennial Library.
- Renaming of the Grantham Branch to the Dr. Huq Family Library Branch
- Naming ceremony on April 20, 2013
- Introducing Sunday Service at the Dr. Huq Family Library Branch.

The report that follows provides more detail on the activities of the Library in 2013.

Technology
The St. Catharines Public Library has utilized advances in technology to: improve access to the collections, to introduce new electronic and downloadable collections, and to improve operational efficiency. The Library has an online catalogue and ordering system, online full-text databases, downloadable digital collections, an online book club, and a real-time on-line reference service.

The Library maintains 150 computer workstations across the system and our cascading replacement strategy ensures the replacement of outdated computers annually thereby maintaining the workstation infrastructure. The library has a fibre telecommunications backbone and runs a VoIP telephone system.

Virtual Library Branch
The Library's website provides 24/7 access to the collections and services including access to: 62,051 electronic full-text magazines, newspapers and reference sources; 284 reference Ebooks, 5,009 downloadable audio and e-books, and a downloadable music and magazine collection. Clients have access to a online real-time reference service "Info Chat" as well as an email reference service. You can search for material, place holds, renew items, download books, print full-text articles remotely using a smart phone, notebook or tablet pc.

Facebook and Twitter
In June 2012 the Library set up Facebook and Twitter accounts. Social media is being used to keep patrons informed about our collections, services/programs and to elicit user feedback. By year end the Library had 1,529 followers on Twitter and 873 friends 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 31, 2013 the Library had added 23,312 titles (print, AV and digital) and 41,945 copies (40,798 print/AV copies and 1,147 digital copies). The Library's collection as of December 31, 2013 in all formats included 253,699 titles and 364,969 items.

Full Text Magazines, Newspapers and Reference Materials
The Library provides access to the articles in: 62,051 full-text electronic magazines, newspapers, and reference materials; and 284 e-Reference books. Electronic magazine/newspaper databases provide many benefits. They increase the Library's periodical collection in a cost effective manner. They can be searched simultaneously by many users and accessed remotely 24/7. Issues are never missing, signed out or defaced, nor do they need to housed physically or maintained by staff.

Zinio Downloadable Magazine Issues
In July 2013 the Library introduced a new downloadable collection "Zinio" which gives patrons access to 50 of Canada's most popular magazine titles, including French magazines. This service allows patrons to download the entire issue not just an article. Unlike downloadable books which have a loan period and will disappear from the patron's automated device the magazine issues

have not such limitation. As of December 31, 2013 the Zinio service had been used by 430 patrons who had downloaded magazine issues.

Downloadable Audio and e-Book Collection
The Library launched the downloadable audio and e-book collection in June 2010. The collection includes fiction and non-fiction titles for all age groups. As at December 31, 2013 there were 5,009 copies in the collection and they had circulated 33,880 times.

Downloadable Music Collection
In 2012 the Library launched a downloadable music collection. Patrons have access 24/7 to tens of thousands of artists, hundreds of music labels and over 160 musical genres. They can select and download the exact piece of music they wish to hear. By offering a downloadable music collection the Library was able to reduce the number of CDs it acquires, processes, catalogues, circulates, shelves and maintains. To ensure equity of access downloads per patron, per week are pre-set by the Library. By the end of the year patrons had downloaded 13,618 tracks and average of 37.31 per day.

Special Collections/Local History
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. The collection is heavily used by both local and non-local residents and researchers.

Special Collections - Ancestry Database
The Library also provides access to 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. Staff offer several courses in the Computer Lab on general genealogical research methodology 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 sessional and drop-in programs as 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
- Club Rex presented by Pieces of Prehistory
- Grimm's Fairy Tales an interactive musical presentation by the St. Catharines Chamber Music Society
- Little Miss Curious
- Mo Willems books
- Wonderful World of Wizard of Oz
- Where's Waldo in the Library

Summer Reading Club (age 4-12 yrs)
- Art on the Move
- Diary Writing
- Castlemoom Theatre puppetry workshop.
- Chess Club
- Pen and Ink Drawing
- Summer Adventures of Flat Stanley
- Thomas the Tank

Single programs were also held throughout the year and included the following.
- Cocoa Club
- Chess Club
- Craft Palooza
- Lego Club
- Jan Brett Storytime
- Mother's Day Tea
- Tell Tails: Therapy Tails Ontario

In 2013 the Library conducted 677 children's programs/activities which were attended by 10,104 participants.

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
- Art "Zine Workshop
- Fresh Ink Writing Contest
- Hunger Games
- Photography Contest (ages 9-18)
- Research Skill Development for Grade 12 students
- Scrabble – Word Play
- Teen Computer Lab and Homework Help
- Teen Writers Club
- Water Colour Silhouettes.

March Break Programs
- Art in the Library
- Bead It
- Grimm's Tales for Tweens
- Printmaking
- So you want to Drive
- Wii U

Summer Reading Club
- Geocaching
- Stitch It
- Teen Book Chat
- DIY Temporary Tattoos

<u>Fresh Ink Contest</u>
This was the 13th year 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. There are two age categories for the submissions, 12-15 and 16-18 years of age. There were 50 entries and about 60 people attended the awards ceremony. TD Canada Trust is the corporate sponsor.

In 2013 the Library held 111 programs/activities with 1,095 teens participating.

Programs for Teens and Adults - Computer Programs
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
- Downloadable Books
- Twitter Basics
- Facebook 1 and 2
- Tech Time

In 2013 the Computer Lab was renovated during July/August and courses were not offered during those months.

In 2013 the Library offered 229 computer courses which were attended by 1,553 individuals.

Programs for Adults – General and Special Interest
<u>Afternoons for Adults Spring and Fall Series</u>
Programs included Alaska Bound, Creating a Memory Book, Galapagos Adventure, Knitting Circle, Preparing for Retirement, Tablets 101, Tech Savvy.

<u>Brock Talks Series</u>
Life-long learning programs and author readings are core to library services. The 'Brock Talks Series' launched in 2012 continued in 2013. Professors from Brock University's Humanities Department presented seminars on their areas of research. Topics in 2013 included:
- Art in the Making with Professor Duncan MacDonald
- Tending to the Comfort of the Soldier, Alcohol and the War of 1812 with Professor Renee Lafferty
- The Poetry of Flesh and Blood: Romanticism and Medicine with Dr. James Allard
- Sacred Discoveries: Late Medieval Music Manuscripts Unearthed in the Brock University Library with Dr. Brian Power
- The Spread of Global Englishes in the Modern World with Dr. David Hayes

Explore the War of 1812 @ the Library Series
A number of programs were held in 2013 as below:
- The Burning of Niagara with David Webb
- The Battle of Beaver Dams with Rodney Morris
- The Battle of Fort George with Ron Dale
- The Rocket's Red Glare; The War of 182 on Chesapeake Bay with Robert Sears
- Six Nations in the War of 1812 with Rick Hill
- Tecumseh & Brock: The War of 1812 with James Laxer

Niagara Reads Series – 9th Annual
Niagara Reads is held in October during Public Library Month. Local authors are invited to do author readings and book signings. This year 5 authors were invited to participate.

Author Readings and General Interest
Author readings and general interest programs continued in 2013 and included the following:
- Justice Prevails with author Sandra Brown
- The Allergy Free Cook Bakes Bread with the author Laurie Sadowski
- Spinning in the Atrium by Niagara Handweavers and Spinners Guild
- Celebration of Jane Austen with Professor Barbara Seeber
- Memorial Concert with the Lincoln and Welland Regimental Association Band
- Decorating for the Holidays with BBBlooms
- Carolling with the Chapel Singers and Salvation Army Citadel Band
- Music Ensemble Continuum
- St. Catharines Past, Present and Future with Paul Chapman
- Niagara's Myths and Legends with Dr. Peter Sacco
- Learn to Mediate with G.K. Rabbye
- Home Staging with Maria Snider
- Learn to Prepare your IncomeTax – seminar by Canada Revenue Agency
- Canadian Authors in Action: an Evening of Short Stories – CAA members

In 2013 a total of 4,410 adults attended the 244 life-long learning programs and author readings.

Programs - Class Visits
The Library offers class visits for all age groups and educational institutions. In 2013 there were 161 class visits with 2809 individuals attending.

Programs and Activities ─ All Age Groups – Total Attendance
In 2013 the Library offered a total of 1,285 programs/activities and the attendance was 17,162.

Facilities
This year the Library replaced all the windows on the 2nd floor of the Central Library.

Accessibility improvements – Facilities
In 2013 new circulation/information desks were installed at the Merritt and Dalhousie Branches. The desks address accessibility requirements.

For 5 months, from May to September renovations took place at the Centennial Library. These renovations were necessary if the Library was to meet its obligations with respect to the Facility Accessibility Design Standards(FADS) improvements that had been recommended in the Accessibility Audit (2008) conducted by the City. The improvements included modifications to all the public washrooms, widening of all of the meeting room doors, widening of the computer training room doors, removal of the stage in the Mills Room, and re-configuration of the storage cupboards and kitchen facility adjacent to the Mills Room. The renovations impacted the Library in terms of general visits and rental/use of the meeting rooms.

Accessibility Improvements – Public Access Equipment, Collections and Services
The Library has always provided a wide-variety of formats in order to address the needs of a diverse community. The accessible collections include: large print books, audiobooks, ebooks, e-audiobooks, eMusic, eMagazines. Most of the DVDs in the collection include descriptive videos and closed caption videos. The DVDs are searchable by this format.

In terms of equipment all locations have adjustable computer stations, adjustable chairs, large screen monitors, large print keyboards, trackballs and mouse as well as dome magnifiers.

The Library's website was completely changed in 2013 and complies with the Web Content Accessibility Guidelines (WCAG) 2.0 standard. The website includes links to Browser Accessibility Guides – Internet Explorer, Mozilla Firefox, Google Chrome.

In 2013 the Library installed ZoomText software on selected computer stations at the Central Library, Dr. Huq Family Library Branch and Merritt Branch. This software program magnifies the computer screen for the visually impaired. This program also has the ability to speak to the user as they work. The Library also installed BrowseAloud software which can be activated by the user and will read the text on the screen. The Library offers an online real-time reference service "InfoChat" as well as the Visiting Library Service.

Outreach, Visiting Library Service
Throughout the year, staff provided outreach to daycares and schools, as well as book deposits to a number of seniors' residences. Up to the end of December the Library had made 610 housebound visits delivering 4,306 items.

Fundraising, Donations and Grants – $46,302 + $7,950.
The Library continued fundraising activities. Fundraising initiatives include a variety of donation programs, as well as the sale of used books and equipment. In 2013 these avenues realized a contribution of $46,302.
Grants
In 2013 the Library received a capacity building grant from the Ministry of Tourism, Culture and Sport via the Southern Ontario Library Service for $7,950.00.

Meeting Rooms

Meeting rooms are provided primarily for not-for-profit community groups. At the end of November the rooms had been booked 557 times and generated $13,275.65 revenue. The Rotary and Bankers Rooms were unavailable from May 16th to June 4th, and the Mills Room was unavailable June 4th to September 14th, and this impacted 2013 revenue.

Renaming of the Grantham Branch to the Dr. Huq Family Library Branch

In July 2012 the Kiwanis Aquatic Center and Grantham Library opened its doors to the public. The 'old' Grantham Library on Scott Street was closed and the new branch opened at 425 Carlton Street.

Similar to the City the Library Board developed a donation program which offered a variety of donation opportunities to the community including naming rights, which were set at a contribution level of $200,000.

In May 2012 the Board received notification that Dr. Huq was interested in the naming rights. In January 2013 the Donor Agreement was signed off. The official ceremony for the opening of the newly named Dr. Huq Family Library Branch took place on April 20, 2013.

Collections	
Titles held (including digital)	253,699
Copies held (not including periodicals)	364,969
Digital Collection	5,009
Periodicals (print titles)	695
Periodicals (electronic titles)	62,051
Library Use	
Circulation (includes digital)	1,129,889
In-house Use	109,309
Information Requests*	194,106
Visits	
• In person (does not include attendance in the meeting rooms)	423,641
• Virtual visits	653,505
Registered Patrons	79,297
Programs	
Programs held.	1,285
Attendance	17,162

From Annual Survey Week

FINANCIAL REPORT 2013

Revenues	
Municipal Contribution	5,343,000
Provincial Grant	228,616
Miscellaneous Revenue	310,582
Funds Transferred to Reserves	(360,546)
Total Revenue	5,521,652
Expenditures	
Salaries and benefits	3,590,586
Library Materials	848,247
Occupancy Costs	501,337
Library Services and Supplies	204,745
Operating Capital	286,939
Total Expenditures	5,431,854
Unexpended Balance	**89,798**

LIBRARY LOCATIONS

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

DR. HUQ FAMILY LIBRARY 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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