ANNUAL Report
2014

Executive Summary

For 126 years the St. Catharines Public Library has played a unique role in the community. Its doors are open to everyone regardless of age, ability, education or economic status. The Library has promoted literacy and life-long learning through its collections and programs. It has provided access to a world of information, leisure materials and cultural resources in wide variety of formats. In addition to its resources the Library has provided valuable 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 has established partnerships with individuals, groups and organizations to promote the city's diversity and rich cultural resources.

The Library's collections, programs and services are constantly evolving to meet the needs of a changing community. The Library utilizes 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 Library's website provides access to the library's collections and services including access to the online catalogue, 62,051 electronic full-text magazines, newspapers, and reference sources, 200 reference ebooks, as well as downloadable audiobooks, magazines, music, feature films, television series and documentaries. One can search for materials, place holds, renew items, download resources and print full text articles remotely using a smart phone, notebook or tablet pc. The library offers online book clubs and a real-time online reference service. Services are promoted through a variety of methods including print and social media such as Facebook and Twitter.

The Library's *Strategic Agenda: Information, Innovation, Integration 2013-2015* continued to provide the framework for the development of library services. Key objectives for 2014 included the following:

- Launching the Hoopla downloadable collection which provides access to over 9,000 audiobooks, 200,000+ music albums, 2,500+ movies, TV shows and documentaries.
- Launching the Center for Equitable Library Access service.
- Creating an on-line book club for teens.
- Introducing "MaKer" programs for children.
- Introducing a LEGO Stop-Motion animation program for children.
- Acquiring the Ontario Genealogical Society- Niagara Branch collection.
- Organizing the 14th Annual Fresh Ink Teen Writing Contest.
- Organizing the 9th Annual Niagara Reads Program.
- Upgrading the fibre-optic Network.
- Upgrading the library's servers to a virtualization server solution.
- Continuing with FADS facility improvements at the Centennial Library.
- Replacing the roof at the Port Dalhousie Branch.
- Updating Safety and Health and Accessibility training programs.

The report that follows provides more detail on the activities of the Library in 2014.

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 which include books, magazines, movies, documentaries and TV shows. We offer a real-time online reference service as well as online book clubs for adults and teens.

The Library maintains 150 computer workstations across the system. IT staff have implemented a cascading replacement strategy. This approach ensures that as computers become outdated they are replaced but only a certain number will come due every year. This approach maintains the workstation infrastructure. In 2014 the Library replaced 13 computers.

Fibre-Optic Network Upgrade

The library has a fibre telecommunications backbone and runs a VoIP telephone system. The fibre-optic service is from Niagara Region Broadband Network (NRBN). As part of ther service agreement the Library was entitled to a bandwidth upgrade. Branch-to-branch service was increased from 10 Mbps to 100 Mbps and the Internet service was increased from 20Mbps to 50Mbps. The increase in service levels were achieved without any cost to the Library. The only cost was the replacement of the media converters which had reached their end-of-life and which were no longer being supported.

Server Virtualization Upgrade

In 2014 the Library upgraded 8 servers which the Library acquired in 2006 when it migrated from the Dynix to Horizon Integrated Library System. These servers had reached their end-of-life both from a hardware and software perspective. These obsolete servers were replaced with a server virtualization solution. Server virtualization is a technology for partitioning one physical server into multiple virtual servers. Each of these virtual servers can run its own operating system and applications and perform as if it is an individual server. Virtualization allows the number of servers to be greatly reduced which brings many benefits including but not limited to: better disaster recovery, better utilization of server memory, more computing power and storage across machines etc.

Virtual Library Branch

The Library's website provides 24/7 access to the collections and services including access to: electronic full-text magazines, newspapers and reference sources; reference Ebooks; downloadable audio and e-books; music, magazines, movies, TV shows as well as e-Braille formats.

Via our website patrons have access to an online real-time reference service "Info Chat" as well as an email reference service. Patrons can search for material, place holds, renew items, download books, and print full-text articles remotely using a smart phone, notebook or tablet pc.

Facebook and Twitter
Social media has been used since June 2012 to keep patrons informed about our collections, services/programs, and to elicit user feedback. In 2014 we added Pinterest. On December 31, 2014 the Library had 1088 followers on Twitter and 1092 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, 2014 the Library had added 39,972 titles (print, AV and digital) and 40,228 copies (37,945 print/AV copies and 2,283 digital copies). The Library's collection as of December 31, 2014 in all formats included 265,293 titles and 354,431 copies.

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 200 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 downloadable magazine 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 no such limitation. In 2014 the Zinio service was used by 980 patrons who downloaded 13,852 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, 2014 there were 6,305 titles in this collection which had circulated 41,829 times in 2014.

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. In 2014patrons had downloaded 14,875 tracks an average of 40.75 tracks per day.

Hoopla Downloadable Collection
In 2014 the Library introduced the Hoopla downloadable collection which provides access to over 9,000 audio books, 200,000+ music albums, 2,500+ movies, TV shows and documentaries. Since launching the service on October 1, 2014 patrons have downloaded 1,300 items.

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.

<u>Ontario Genealogical Society – Niagara Branch</u>
In 2014 the OGS-Niagara Branch turned over their collection of books, microfilm and family histories to the Library. The collection consists of 1852 books, 1216 OGS publications, 155 magazines, 112 microfilm, 266 archival materials, 69 CDs, 69 pamphlets and 12 maps. The library already had at least 50% of the items donated.

<u>Special Collections - Ancestry Database</u>
The Library provides access to the Ancestry database, an online genealogical reference tool which includes Census Records, Wills, Passenger Lists, Birth/Death/Marriage records and other unique full-text primary sources. Staff offer courses in the Computer Lab on general genealogical research methodology and on how to search the Ancestry database.

Programs for Children
A primary role of the Library is to foster the development of literacy skills in children 0-11 years of age. The Library offers a variety of programs to support this goal including:
- Books for babies (ages 0-24 months)
- Toddler time (ages 24-40 months)
- Preschool storytime (age 3-5 years)
- Family storytime (drop-in for ages 5 and under and their families)
- Saturday story stairs (drop-in all ages)

The Library develops programs for March Break and Summer Reading. In 2014 the Library introduced MaKer programs. Some of the programs offered as part of these series are listed below.
March Break
- Firefighter storytime
- Let's play chess
- Jeopardy for kids
- Spectacular science show

Summer Reading Club (ages 4-11 years)
- Frozen
- Lego stop motion animation
- MaKey MaKey fun
- Plant science lab
- Emily Carr

Single programs were also held throughout the year and included the following.
- Chess Club
- Craft palooza
- Kindergarten 101
- Lego Club
- Munsch Mania
- Tell Tails: Therapy Tails Ontario

In 2014 the Library conducted 675 children's programs/activities which were attended by 9,763 participants.

Programs for Tweens and Young Adults
Staff continued to solicit feedback from the Teen Advisory Council when developing programs for
Tweens (10 to 14 years) and young adults (12 years and older). Some of the programs offered for
this group are listed below.
- Anime club
- Art "Zine workshop
- Digital downloads
- Iron chef
- MaKey MaKey
- Online book club
- Photography contest (ages 9-18)
- Research skill development for grade 12 students
- Teen computer lab and homework help
- Teen writers club

March Break Programs
- Altered books
- Blackout poetry
- Book Swap

Summer Reading Club
- Dr. Who
- Pieces of Pre-history paleo art
- Water colour silhouettes

Fresh Ink Contest
This was the 14th 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 52 entries and 60 people attended the
awards ceremony.

In 2014 the Library held 111 tween and young adult programs/activities with 1,797 participating.

Adult Programs - 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. They are also
open for teens 15 years or older and include the following sessions:

- Computers (Level 1, 2 and 3)
- Internet (Level 1, 2 and 3)
- Facebook (Level 1 and 2)
- Twitter basics
- Email Basics
- Excel Basics
- Microsoft Word basics

- Introduction to Windows 8
- Downloadable collections
- Genealogy on the Internet
- Finding health information on the Internet
- Job and career searching online
- Ancestry online research
- Tech Time

In 2014 the Library offered 202 computer courses attended by 1,219 individuals.

Programs for Adults – General and Special Interest

Afternoons for Adults Spring and Fall Series
Programs included: The Canadian North and Greenland, Downsizing your home, Life after cancer, Preventative Fire Safety, and Safety in your home.

Brock Talks Series
Life-long learning programs and author readings are core to library services. The 'Brock Talks Series' launched in 2012 continued in 2014. Professors from Brock University's Humanities Department presented seminars on their areas of research. Seminars in 2014 included:

- Curious nostalgia: representing WWI in contemporary Canadian literature by Dr. Neta Gordon.
- Death in the land of Agamemnon: The excavation of Mycenaean cemetery by Dr. Angus Smith
- Divided by common language: the spread of global Englishes in the modern world by Dr. David Hayes
- Fighting against their will: forced conscripts in occupied Europe by Dr. Elizabeth Vlossak

Explore the War of 1812 @ the Library Series
This series was launched in 2012 and continued in 2013 and 2014. The seminars given in 2014 are listed below.

- The Coloured Corps in the War of 1812 by Brian Narhi
- More Desperate Fighting has Rarely Been Known: The Battle of Lundy's Lane by Sherman Zavitz
- The Last Invasion by Ron Dale
- The Long and Short of it: British-American Negotiations and the Resulting Treaty by Dr. Wesley Turner.

Niagara Reads Series – 10th Annual
Niagara Reads is held in October during Public Library Month. Local authors are invited to do author readings and book signings. This year the series included the following:
- The Fort George Bill of Fare: the history of cooking and eating by Amanda Gamble
- The allergy-free cook makes pies and desserts by Laurie Sadowski
- Cataract City by Craig Davidson
- Writers forum – a rainbow of poems and stories – by 11 local poets
- An evening of short stories by the Canadian Authors Association.

Author Readings and General Interest
Author readings and general interest programs continued in 2014 and included the following:
- A celebration of Jane Austen presented by Professor Barbara Seeber
- A discussion of James Joyce's novel The Dubliners by Dr. Tim Conley
- World of visual effects and animation presented by Keyframe Digital Productions
- Get Smart about smart phones presented by Jonathan Belgrave
- Tax planning seminar conducted by Michele Galante and Lance Siebe
- Scottish Country Dance presented by the Royal Scottish Country Dance Society
- Living well with Diabetes presented by the Garden City Diabetes Care Team
- Lyme disease presented by Vanessa Farnsworth

- More than just Mozart presented by Laurie Sadowski
- Extinction is not forever: bring back dinosaurs – alive with Dr. Brian Pihack
- Fraud and Identity theft presentation by Detective Tricia Rancourt
- Diversity at work presentation by Jobs Niagara
- 1972 the Summit Series with the author of the book Richard Bendell
- The Hedge with the author Anne McPherson
- Memorial Concert with the Lincoln and Welland Regimental Association Band
- Decorating for the Holidays with B.B.Blooms
- Caroling in the Atrium with the Chapel Singers and Salvation Army Citadel Band

In 2014 a total of 5,279 adults participated in the life long programs offered which included the computer courses, seminars, author readings, and book clubs.

Programs - Class Visits
The Library offers class visits for all age groups and educational institutions. In 2014 there were 175 class visits with 3203 individuals attending.

Programs and Activities — All Age Groups – Total Attendance
In 2014 the Library offered a total of 1,629 programs/activities. A total of 22,071 individuals participated in these programs.

Facilities
In 2014 the major facilities project was the rehabilitation of the Podium in front of the Centennial Library. The project was commissioned by the City of St. Catharines. Library staff were included in the Project Team and were in daily contact with the contractors. The project started on May 5, 2014 and was expected to be completed on August 4, 2014. The majority of the work was completed by the end of September 2014.

Impacts on the public
The rehabilitation of the podium included the walkways around the library. At various times during the project the entrances/exits facing King Street, James Street and Church Street were quartered off. There was considerable noise from the jack-hammering which was required to break up the cement. The closure of these entrances/exits and the noise reduced the number of visitors to the Centennial Library for a period of 5 months from May to early October. In addition, staff had to be moved from their work areas in the basement to the meeting rooms. This made the meeting rooms unavailable for rent by community organizations, which in turn impacted meeting room revenue.

In 2014 the other major facilities project was the replacement of the roof at the Port Dalhousie Branch.

Accessibility improvements – Facilities
In 2014 the Library continued with renovations to the Centennial Library. These upgrades 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 widening the doors of the Story Hour Room, Kiwanis and Trust Meeting Rooms, and creating a FADS accessible washroom on the 2nd floor.

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, audio books, e-books, e-Music, e-Magazines. Most of the DVDs in the collection include descriptive videos and closed caption videos. The DVDs are searchable by this format.

All of the branches have adjustable computer stations, adjustable chairs, large screen monitors, large print keyboards, trackballs and mouse as well as dome magnifiers.

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 and 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 also offers an online real-time reference service "InfoChat" as well as the Visiting Library Service.

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, and Google Chrome.

Center for Equitable Library Access (CELA)
In 2014 a large number of large urban libraries which included St. Catharines Public Library partnered with CNIB to create the Center for Equitable Library Access (CELA). Membership in CELA allows our patrons access to the CELA collection which includes over 85,000 audio books, magazines, as well described videos. Formats include digital narrated audio, text-to-speech, e-braille, printed Braille including embossed Braille picture books and tactile books for early Braille literacy intervention. CELA also provides the patron with a myriad of delivery options.

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 616 housebound visits delivering 4,726 items.

Fundraising, Donations and Grants – $44,218.49
The Library continued fundraising activities. Fundraising initiatives include a variety of donation programs, as well as the sale of used books and equipment. In 2014 these avenues realized a contribution of $44,218.49.

Meeting Rooms
Meeting rooms are provided primarily for not-for-profit community groups. At the end of November the rooms had been booked 388 times and generated $11,059.72 revenue. The Rotary and Bankers Rooms were unavailable in June, July and August.

Collections	
Titles held (including digital)	265,293
Copies held (including digital)	354,431
Digital Collection copies	6,305
Periodicals (print titles)	695
Periodicals (electronic titles not including in holdings)	62,051
Library Use	
Circulation (*all Formats)	1,059,626
• Circulation (digital)	71,893
In-house Use of Materials	110,830
Information Requests	217,862
Visits	
• In person (does not include attendance in the meeting rooms)	423,366
• Virtual visits	618,034
Meeting Room Bookings	388
• Estimated attendance	8,333
Registered Patrons	65,889
Web/Electronic/Automated Services	
Internet sessions booked in the Library includes word processing	60,712
Virtual visits to the Library	618,034
Electronic full-text database searches (not all databases included)	2,234,720
Programs	
Programs held	1,629
Attendance	22,071
Visiting Library Service	
Number of Visits	616
Number of Items Delivered	4,726

FINANCIAL REPORT 2014

Revenues	
Municipal Contribution	5,419,300
Provincial Grant	228,616
Miscellaneous Revenue	303,506
Funds Transferred to Reserves	(380,131)
Total Revenue	5,571,291
Expenditures	
Salaries and benefits	3,611.665
Library Materials	958, 712
Occupancy Costs	498,006
Library Services and Supplies	234,673
Operating Capital	193,321
Total Expenditures	5,496,378
Unexpended Balance	**74,913**

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

**For a complete list of services, access to the online catalogue, electronic databases
and digital media collection please visit our website at www.stcatharines.library.on.ca**