ANNUAL Report
2015

Executive Summary

The St. Catharines Public Library has provided services to the community for 127 years. Its doors served the community for 127 years. Its doors are open to everyone regardless of age, ability, education or economic status. The Library provides access to a world of information, leisure materials and cultural resources.

The Library promotes literacy and life-long learning and partners with individuals and organizations to deliver a variety of programs and services. The Library's collections, programs and services are constantly evolving to meet changing needs. New technologies are used to improve access to collections, to provide electronic and downloadable collections, and to deliver new services. In addition to its resources the Library provides public space where individuals and groups can come to study, to do research and to hold meetings and seminars.

The Library's website provides 24/7 access to the library's collections including 66,686 electronic full-text magazines, newspapers and reference sources as well as downloadable audio books, eBooks, magazines, music, feature films, television series and documentaries. The public can search for materials, place holds, renew items, download resources and print full text articles remotely using a smart phone, notebook or tablet. The Library also provides reference services in-house, via email and a real-time online chat service. Collections and services are promoted through a variety of social media applications including Facebook, Twitter and Pinterest.

Strategic agendas have provided the framework for the development of library services. Key objectives for 2015 are listed below.

- Server upgrade and virtualization project which included:
  - Installation and configuration of Dell VRTX server
  - Migrating existing servers to virtual environment
- Integrated Library System Upgrade which included:
  - Migrated existing ILS data to Virtual machines
  - Upgrading all ILS software applications to cloud based services
- Upgrade of the sound system in the Mills Meeting Room
- Installation of digital signage at the Central Library
- Acquisition of 4 microfilm/fiche scanners for Special Collections
- Furniture and equipment upgrade at the Central Library
- Energy Audit and light fixture exchange at the Central Library
- Replacement of old water pipes at the Central Library
- Replacement of the Port Dalhousie Branch roof
- Collective agreement negotiations and settlement
- Organizing the 15th Annual Fresh Ink Teen Writing Contest
- Organizing the 11th Annual Niagara Reads Program
- Developing the Brock Talks and Great War Centenary Series
- Continuing FADS facility improvements at the Central Library.

The report that follows provides more detail on Library activities in 2015.

TECHNOLOGICAL INFRASTRUCTURE

New technologies continue to improve access to collections, to provide downloadable materials and improve operational efficiency. The Library has an online catalogue, an online ordering system and provides access to electronic full-text periodical and newspaper databases, as well as downloadable digital collections which include books, magazines, movies, TV shows, and documentaries. We offer an online reference service as well as online programs. The Library maintains 150 staff and public access computer workstations across the system. In 2015 the Library upgraded 17 workstations.

Fiber -Optic Network Upgrade

The Library has a fiber telecommunications backbone and runs a VoIP telephone system. The fiber-optic service is provided by the Niagara Region Broadband Network (NRBN). Branch-to-branch service is 100 Mbps and the Internet service is 50 Mbps.

Server Virtualization Upgrade

In 2015 the Library upgraded 8 servers which had been acquired in 2006 when the Library migrated to a windows based Integrated Library System. The obsolete servers were replaced with a server virtualization solution. Server virtualization is a technology which partitions one physical server into multiple virtual servers. Each of these virtual servers can run their 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: better disaster recovery, better utilization of server memory, more computing power and storage across machines.

Integrated Library System Upgrade

In 2015 the Library upgraded its Integrated Library System to cloud based services. The new Enterprise Search Portal software searches all fields by default similar to the way Google works. It also allows patrons to explore collections across multiple targets by applying multiple filters such as subject, author and format, as well as integration with social media sites such as Facebook. The eResource Central software integrates many popular electronic resources into the catalogue providing the patron with a unified search experience without having to log into third party sites such as Overdrive or Hoopla. MobileCirc Software allows staff to circulate items using an iPad, Android tablet or laptop supporting HTML5 with or without a data connection.

Virtual Library Branch – 24/7

The Library's website provides 24/7 access to the online catalogue, to full text electronic magazines, newspapers and reference sources, as well as downloadable audio and eBooks, music, magazines, movies, TV shows and eBraille formats. Patrons can search for material, place holds, renew items, download books, and print full-text articles remotely using a smart phone, notebook or tablet.

Social Media and Library Outreach

Social media has been used since June 2012 to keep patrons informed on new programs, services, and collections. On December 31, 2015, the Library had 2,182 followers on Twitter, 1,219 friends on Facebook, and 70 followers on Pinterest.

FACILITIES
In 2015 facilities projects included the following.
- replacement of old water pipes at the Central Library
- replacement of the Port Dalhousie Branch roof
- completion of an Energy audit at the Central Library and the beginning of the light fixture exchange program
- review of the 2nd floor Information Desk

Furniture and Equipment Upgrade
In 2015 the Library received an anonymous donation which allowed for the upgrade of furniture and equipment at the Central Library. The Library acquired the following: 74 study tables of various sizes, 12 flip top meeting room tables, 10 end tables, 34 club chairs, 4 microfilm/fiche scanners, 3 modular children's seating pods, 24 book display units, a new server, a 3D printer, 3 video game controllers and 3 consoles, 2 blue tooth scanners, 1 iPad, and 1 Android tablet. In addition, the Library acquired 2 wall mounted LCD TVs and 2 laptops for the Dr. Huq and Merritt Branches

Facilities and Accessibility
In 2015 an accessibility assessment of the 2nd floor Information Desk was completed. The desk will be modified in 2016.

ACCESSIBLE SERVICES – COLLECTIONS, EQUIPMENT AND SERVICES
The Library provides a variety of formats to meet the needs of different user groups. Accessible collections include large print books, audio books, eBooks, eMusic as well as eMagazines.

The majority of DVDs in the collection include descriptive videos and closed caption videos. All locations provide adjustable computer stations, adjustable chairs, large screen monitors, large print keyboards, trackballs and dome magnifiers.

In 2013 the Library installed ZoomText software on selected workstations at all locations. This software magnifies the computer screen and has the ability to speak to the user as they work. The Library also installed BrowseAloud software which will read the text on the screen.

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

Center for Equitable Library Access (CELA)
In 2014 a number of large urban libraries including the St. Catharines Public Library partnered with CNIB to create the Center for Equitable Library Access (CELA). As a member of CELA our library patrons can access the CELA collection which includes over 85,000 audio books, magazines, as well described videos. Formats include: digital narrated audio, text-to-speech, eBraille, 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.

By year end 20 patrons had registered for the service and acquired 183 items.

COLLECTIONS
The Library's collections include a variety of formats – print, DVDs, CDs, microfilm, microfiche and digital media. In 2015, the Library added 36,553 titles to the collection (print, AV, CDs and digital) and 41,149 copies of which 1,583 were digital.

The Library's collection at the end of December including all formats consisted of 277,859 titles and 353,053 copies of which 7,295 were digital.

Full Text Magazines, Newspapers and Reference Materials
The Library subscribes to a number of electronic databases that provide access to full-text articles in over 60,000 magazines, newspapers, and reference sources. Electronic magazine/newspaper databases can be searched simultaneously by many users and accessed remotely 24/7.

In 2015, databases were searched 139,715 times.

Downloadable Magazine Collection – Zinio
In July 2013 the Library acquired "Zinio" a downloadable magazine subscription service. Zinio provides access to 130 of Canada's most popular magazines. Library card holders can download articles and whole issues. Unlike downloadable books there is no loan period limit and the service offers simultaneous access.

In 2015 this service was used by 1200 patrons who downloaded 15,372 magazines.

Downloadable Audio and e-Book Collection – Overdrive
In June 2010 the Library acquired "Overdrive" a downloadable audio and e-book subscription service which includes fiction and non-fiction titles for all age groups.

In 2015, there were 7,138 titles in the collection which had circulated 53,710 times.

Downloadable Music Collection – Freegal
In 2012 the Library acquired a downloadable music subscription service which provides access to the music of tens of thousands of artists, hundreds of music labels and over 160 musical genres. Library card holders can download or stream the exact piece of music they wish to hear. To ensure equity of access, downloads per patron, per week are pre-set by the Library.

In 2015 patrons downloaded 20,223 tracks an average of 60.55 per day and streamed 29,985 songs.

Downloadable Book, Movie, TV Show Collection – Hoopla
In 2015 the Library acquired the subscription service Hoopla that provides access to over 9,000 audio books, 200,000+ music albums, 2,500+ movies, TV shows and documentaries.

In 2015 a total of 1,177 patrons were registered for the service and 8,392 items had been downloaded.

Special Collections – Local History – Ancestry Database
This collection consists of local history and genealogical materials in a wide variety of formats. The Library also subscribes to Ancestry an online genealogical resource which contains Census Records, Wills, Passenger Lists, Birth/Death/Marriage records and other primary sources. Staff offer courses in the Computer Lab on general genealogical research and on how to search the Ancestry database.

REFERENCE AND INFORMATION SERVICES
The Library provides reference and information service in-person, by telephone, by email or through an online chat reference service. In 2015 staff answered: 202,281 reference/information requests; 33,730 referral/directional requests; 36,505 equipment and software application assistance requests; and 141 Info Chat requests. A total of 272,657 requests were answered.

CIRCULATION SERVICES AND MATERIAL USE IN-HOUSE
In 2015 the Library circulated 928,708 print, A/V and CD items. In addition 127,708 items were downloaded. Digital item usage accounts for 6.7% of circulation. In 2015 patrons checked out and/or downloaded a total of 1,055,744 items.

In-house Material Use
The Library also tracks material that is not checked out but used in-house. This includes both materials that can be checked out as well as materials such as reference books and Special Collections materials that cannot be removed from the Library. In 2015 a total of 116,239 items were used in-house across the system.

PROGRAMS FOR CHILDREN
A primary role of libraries is to foster the development of literacy skills in children 0-11 years of age. The Library offers the following programs to support this goal.

- Books for babies (ages 0-24 months)
- Toddler time (ages 2 – 4yrs.)
- Teddy Tales (under 5 yrs. of age with families)
- Family Story Time (ages 5 and under and their families)
- Saturday story stairs (drop-in all ages)
- Kindergarten 101 (ages 3 – 4 yrs.)

Single programs are also offered throughout the year some of which are listed below.
- Batman Science
- Cocoa Reading Club (ages 7-12)
- Chess Club (ages 6-13)
- Frozen (ages 5-9)
- Penguin Tales (ages 5-8)
- Super Science Club (ages 6-10)
- Tell Tales –Therapy Tales Ontario (ages 6-10)

The Library develops programs for March Break and for the Summer Reading Club some of which are listed below.

March Break
- Boogying Bert and the Big Magic Show
- Celebrating Robert Munsch
- Castlemoon Theatre Presents Chester
- Minecraft in real Life
- Wax resist water colour painting

Summer Reading Club (ages 4-11 years)
- Back to school Jeopardy
- Discover Dinosaurs
- Kindergarten 101
- Winnie the Pooh
- Star Wars science

In 2015 the Library conducted 755 children's programs/activities which were attended by 10,609 participants.

PROGRAMS FOR TWEENS AND TEENS
Feedback from the Teen Advisory Council is used when developing programs for tweens (10 to 14 years) and teens (12 years and older). Some of the programs offered for this group are listed below.

- Anime club
- Animal Photography Contest
- Podcasting 101
- Research skill development for grade 8 students
- Teen writers club
- Teen On-line Book Club
- Wax resist water colour painting

March Break Programs
- Lego Stop-Motion Animation
- Pendulum Painting
- Wii Mario Party

Summer Reading Club
- DIY subway art
- Experiment with Makey-Makey
- Personal finance for teens

Fresh Ink Contest
This was the 15th year for the 'Fresh Ink Poetry and Short Story Writing Contest.' The contest 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 40 entries and 60 people attended the awards ceremony.

In 2015 the Library held 97 'tween and young adult programs/activities with 1629 participating.

PROGRAMS FOR ADULTS
Computer Programs

The Library offers a variety of computer programs that teach the public basic computer skills as well as information literacy skills. We also offer Tech Time, a drop-in program where patrons receive one-on-one help with basic software issues, navigating the Internet, downloading digital content, setting up their smart phones, iPads or tablets.

Beginner Computer Courses
- Computers (Level 1 and 2)
- Introduction to Windows 8
- Internet (Level 1, 2 and 3)
- Email Basics
- How to use the Library's new online catalogue

Digital Collections
- Downloadable Books and Music (for mobile devices)
- Downloadable Magazines
- Digital Collections (all formats)

Genealogy
- Ancestry Library Edition
- Genealogy on the Internet

Job Skills Training
- Job and Career Searching Online
- Microsoft Word Basics
- Excel Basics

Social Networking
- Facebook (Level 1 and 2)
- Twitter Basics

General computer help
- Tech Time (a drop-in program)

In 2015 the Library offered 202 computer courses attended by 1,219 individuals.

Brock Talks Series

The 'Brock Talks Series' was launched in February 2012 and continued in 2015. Professors from Brock University's Humanities Department present seminars on their areas of research. Seminars in 2015 included:
- Memory politics: Ottawa's monument to the victims of Communism
- Multimodal Persuasion in videogames
- Ten things you might not have known about the Vikings
- Russia's Great War: The eastern front in centenary perspective
- Vampires and virgins:Monstrous depictions of female sexuality

Since February 2012 there have been 23 programs with 773 in attendance.

The Great War Centenary Series

In April 2014 the Library launched the Great War series. A variety of historical programs related to the conflict are being presented. They describe the achievements and sacrifices of Canadians in this conflict. Seminars in 2015 included the following:

- Black Soldiers' Engagement in World War I
- Niagara Camp in the Great War
- Taking up arms: Why Canada fought in World War I
- The story behind the poem: John McCrae and the second battle of Ypres
- 10th Battery in the battle of St. Julien

Niagara Reads Series – 11th 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:

- David Goicoechea author of the Agape series.
- Richard Wright author of A Life with Words.
- Roxanne Derhodge author of A Therapist Insider's Guide on Relationships.
- Canadian Authors Association-Niagara Branch An Evening of Short Stories

General Interest and author readings

Other author readings and general interest programs in 2015 included the following:

- Alzheimer's: Caring for and coping with those suffering from dementia
- African Safari: Birds, mammals and people of Kenya
- Bees in your backyard: Protecting the pollinators
- CRA Tax Clinics
- Costume design at the Shaw with W.Schmuck
- Decorating for the Holidays with BBBlooms
- Discover traditional Chinese Crafts
- Executors: Be Prepared
- Finding the right daycare for your child
- How to talk to your Doctor: Take charge of your health experience
- Mind and memory exercises
- Mompreneurs panel: Starting a business from home.
- Tales of Facer Street with S.Skrzeszewski
- Memorial Concert with the Lincoln and Welland Regimental Association Band
- Caroling in the Atrium with the Chapel Singers and Salvation Army Citadel Band

In 2015, the Library offered 117 general interest programs and author readings attended by 4756 adults.

In summary the Library offered a total of 471 adult programs. This includes computer classes, book clubs, Brock Talks, the Great War, Niagara Reads and general interest programs. A total of 5698 adults attended.

PROGRAMS – CLASS VISITS

The Library provides class visits for all children, teens and adults in the Library. Staff also go out to the schools to provide book talks, orientation to resources, demonstrations of the online catalogue etc.

In 2015 there were 182 class visits with 3698 attending.

PROGRAMS TOTAL ATTENDANCE - ALL AGE GROUPS

In 2015 the Library offered a total of 1331 programs/activities/class visits. A total of 18,018 individuals participated in these programs.

OUTREACH AND VISITING LIBRARY SERVICE

Throughout the year, staff provided outreach to daycares, schools, as well as book deposits to a number of seniors' residences. The Library's Visiting Library Service made 473 visits to housebound patrons delivering 3,499 items in 2015.

FUNDRAISING, DONATIONS AND GRANTS - $234,057.57

The Library continued fundraising activities. Fundraising initiatives include a variety of donation programs, as well as the sale of used books. In 2015 these avenues realized a contribution of $234,057.57 (used books sale $8747.20; promotion $1151.58; donations $224,158.79)

MEETING ROOMS - $10,400.20

Meeting rooms are provided primarily for not-for-profit community groups. At the end of November the rooms had been booked 386 times and generated $10,400.20 in revenue.

COLLECTIVE AGREEMENT NEGOTIATIONS

In 2015 the Library negotiated a four year Collective Agreement with CUPE Local 2220 for the period January 1, 2015 to December 31, 2018.

2015 ANNUAL STATISTICS

Collections	
Titles held (including digital)	277,859
Copies held (including digital)	353,053
Digital Collection copies	7,295
Periodicals (print titles)	695
Periodicals (electronic titles) *	60,000
Circulation of Materials	
Circulation (all Formats)	1,055,744
• Circulation (not including digital)	928,708
• Circulation (digital downloads)	53,710
• Circulation (music downloads)	20,223
• Circulation (music streaming)	29,985
• Circulation (magazine downloads)	15,372
• Circulation (Hoopla downloads)	8,392
• Circulation (One click downloads)	26
In-house Use of Materials	116,239
Reference / Information Requests	272,657
Visits	
• In person (does not include attendance in the meeting rooms)	422,363
• Virtual visits	603,362
Meeting Room Bookings	386
• Estimated attendance	5,700
Registered Patrons	65,357
Web / Electronic Services	
Internet sessions booked in the Library includes word processing	57,651
Virtual visits to the Library	603,362
Electronic full-text database searches (not all databases included)	1,955,099
Programs	
Programs held	1,331
Attendance	18,018
Class Visits	182
Attendance	3,698
Visiting Library Service	
• Number of visits made	473
• Number of items delivered	3,499

FINANCIAL REPORT 2015

Revenues	
Municipal Contribution	5,488,825
Provincial Grant	228,616
Miscellaneous Revenue	260,637
Funds Transferred to Reserves	(412,564)
Total Revenue	5,565,514
Expenditures	
Salaries and benefits	3,546,420
Library Materials	943,098
Occupancy Costs	544.321
Library Services and Supplies	252,333
Operating Capital	189,346
Total Expenditures	5,475,518
Unexpended Balance	**89,996**

```
┌─────────────────────────────────────────────────────────────────────┐
│                                                                     │
│                          LIBRARY LOCATIONS                          │
│                                                                     │
└─────────────────────────────────────────────────────────────────────┘
```

CENTENNIAL LIBRARY	DR. HUQ FAMILY LIBRARY BRANCH	MERRITT BRANCH	PORT DALHOUSIE BRANCH
54 Church Street	425 Carlton Street	149 Hartzel Road	23 Brock Street
905-688-6103	905-934-7511	905-682-3568	905-646-0220
905-688-6292(fax)			

```
┌─────────────────────────────────────────────────────────────────────┐
│                                                                     │
│              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 │
│                                                                     │
└─────────────────────────────────────────────────────────────────────┘
```