ANNUAL Report
2016

Executive Summary

The Library provides access to 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 provides public space where individuals and groups can study, conduct research, hold meetings and seminars. Everyone is welcome regardless of their age, ability or economic status.

The Library's collections, programs and services are constantly evolving. New technologies are used to improve access to collections, to provide electronic and downloadable collections, and to deliver new services.

The Library's website provides 24/7 access to: the online catalogue; over 27,962 electronic full-text magazines, newspapers, and reference sources; reference e-books; as well as downloadable audio books, e-books, 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 provides reference services: in-house; via email; and real-time online chat services. Collections and services are promoted through a variety of methods including Facebook, Twitter and Pinterest.

The Library's Strategic Agendas have provided the framework for the development of library services. Key objectives for 2016 included the following:
- Began the Digitization of Special Collections photographs
- Conducted an in-house and online User Survey
- Finalized the Library's Strategic Agenda, Enriching Our Community 2016-2018
- Expanded Community Outreach and Partnership Programs
- Utilized funds from an anonymous donation to purchase furniture and equipment including: 74 study tables, 12 meeting room tables, 34 club chairs, modular soft seating for children, 26 material display units, microfiche/film scanners.
- Obtained grants to purchase two 3D printers.
- Launched 3 new computer courses – 3D Printing Basics, Online Shipping Basics and Advanced Microsoft Word
- Commissioned a new Mural for the Children's Area in the Central Library
- Installed a new information desk on the 2nd Floor at the Central Library
- Completed an Electrical Safety Inspection of the Central Library
- Completed Fire Inspections of all facilities
- Completed the Energy Saving Re-lamping project at the Central Library
- Inspected all facilities for Bed Bugs and developed inspection protocols.
- Upgraded the Talking Tech Server which makes outbound calls notifying patrons of holds and overdues and receives inbound calls.
- Upgraded staff and computer lab PCs
- Organized the 16th Annual Fresh Ink Teen Writing Contest
- Organized the 12th Annual Niagara Reads Program
- Participated in the 1st Annual Festival of Readers Program

The report that follows provides more detail on Library activities in 2016.

TECHNOLOGICAL INFRASTRUCTURE

The Library maximizes the use of computers and advances in technology to: store and retrieve data; order and receive materials; and deliver products and services to clients in a cost effective and convenient manner. The Library has an online catalogue, online full-text databases, downloadable digital collections which include books, magazines, movies, documentaries and TV shows. We offer online book clubs, an online reference service, access to the Internet and WiFi services. There are 150 computer workstations across the system.

Fiber -Optic Network Upgrade

The library has a fibre-optic telecommunications backbone and runs a VoIP telephone system. The fibre-optic service is from Niagara Region Broadband Network (NRBN). Branch-to-Branch service is 100 Mbps and the Internet service is 50 Mbps. All locations have WiFi.

Server Virtualization Upgrade

In 2015 the Library upgraded 8 servers which were acquired in 2006 when the Library migrated to Horizon a windows Integrated Library System. The obsolete servers were replaced with a server virtualization solution. Server virtualization is a technology that partitions one physical server into multiple virtual servers. Each of the 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 and provides for better disaster recovery, better utilization of server memory, more computing power and storage across machines. The Library maintained these servers in 2016.

Integrated Library System Upgrade

In 2015 the Library upgraded its Integrated Library System to cloud based services. The Library installed Enterprise Search Portal software which searches all fields in a library record by default similar to the way Google works. This allows patrons to explore collections across multiple targets by applying multiple filters such as subject, author, format, etc. as well as integration with social media sites such as Facebook. The Library installed E-resource Central software which integrates electronic resources into the online catalogue providing the patron with a unified search experience without having to log into 3rd party sites such as Overdrive, Hoopla etc. We also installed Mobile Circulation software which allows staff to circulate items using an iPad, Android or laptop supporting HTML5 with or without a data connection. In 2016, we continued to maintain these cloud based services.

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 e-books, music, magazines, movies, TV shows and e-Braille 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 remotely. In 2016, we launched an online user survey through our website.

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 31st, 2016 the Library had 2,434 followers on Twitter, 1,382 friends on Facebook, and 206 followers on Pinterest.

FACILITIES
In 2016, a number of facilities projects were undertaken including the following.
- Completed an Electrical Safety Inspection of the Central Library
- Completed Fire Inspections of all facilities
- Completed the Energy Saving Re-lamping project at the Central Library
- Repaired and maintained damaged fountains at the Central Library
- Power sprayed exterior walls and walkways to remove debris
- Sandblasted exterior walls to remove graffiti
- Extracted all rugs at the Central Library
- Completed outside maintenance at Port Dalhousie Branch
- Repaired and painted concrete floors at the Central Library
- Investigated the replacement of the basement tiles at the Central Library
- Investigated the creation of 3 sound proof rooms on the 2nd floor of the Central Library, which could accommodate maker space and accessibility equipment.

Furniture and Equipment Upgrade
In 2016 the Library used the funds from an anonymous donation to upgrade the 40 year old furniture at the Central Library. By year end the Library had acquired the following: 74 study tables, 12 flip top meeting room tables, 9 end tables, 34 club chairs, 4 state of the art microfilm-fiche scanners, 3 video game controllers and 3 consoles, a Talking Tech server, 24 book displayers, 2 blue tooth scanners, 1 iPad, and 1 android tablet; and 2 wall mounted LCD TVs and 2 laptops for Dr. Huq and Merritt.

Facilities and Accessibility
In 2016, the 2nd floor Information Desk was upgraded to be incompliance with accessibility requirements.

ACCESSIBLE SERVICES – COLLECTIONS, EQUIPMENT AND SERVICES
The Library provides a variety of formats to address the needs of different user groups. Accessible collections include large print books, audio books, e-books, e-Music, e-Magazines. DVDs in the collection include descriptive videos and closed caption videos.

All Branches have adjustable computer stations, adjustable chairs, large screen monitors, large print keyboards, trackballs, and dome magnifiers.

All locations have ZoomText software on selected computer stations. ZoomText magnifies the computer screen and has the ability to speak to the user. The Library has also installed BrowseAloud software which will read the text on the screen.

The Library's website was changed in 2013 to comply with 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, large urban libraries partnered with CNIB to create the Center for Equitable Library Access (CELA). Membership in CELA gives SCPL 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.

In 2016 a total of 119 patrons registered with CELA through the Library. A total of 2,328 items were borrowed from this service.

COLLECTION SIZE
The Library's collections include a variety of formats – print, DVDs, CDs, microfilm, microfiche and digital media.
  * On December 31, 2016 the collection (including all formats) consisted of 289,609 titles and 347,613 copies of which 6898 were digital.

CIRCULATION OVERVIEW AND MATERIAL USE IN-HOUSE
Material checked out or downloaded
  * In 2016 patrons had borrowed or downloaded a total of 1,063,154 items. Digital circulation of 165,889 accounted for 15.6% of total circulation.

In-house Material Use
The Library also tracks material that is used in-house including material that can be checked out as well as material that cannot circulate (e.g. local history and reference).
  * In 2016 a total of 107,988 items were used in-house (93,458 across the system, and 14,530 in the Special Collections Room.

CIRCULATION DETAILS DIGITAL COLLECTIONS
Full Text Magazines, Newspapers and Reference Materials
The Library subscribes to a number of electronic databases that provide full-text access to approximately 27,962 magazines, newspapers and reference sources. Electronic databases can be searched simultaneously by many users and accessed remotely 24/7.
  * In 2016 these databases were searched 1,306,480 times.

Downloadable Magazine Collection – Zinio
In July 2013 the Library acquired "Zinio" a downloadable magazine subscription service. Zinio provides access to 122 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 2016 this service was used by 1,382 patrons who downloaded 15,403 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. Titles are refreshed on a regular schedule.
  * In 2016 a total of 56,396 digital e-books and audio books had been borrowed.

Downloadable Music Collection – Freegal

In 2012 the Library acquired a downloadable music subscription service which offers access to the music of tens of thousands of artists, hundreds of music labels and over 160 musical genres. Patrons 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 2016 patrons downloaded 20,813 tracks and streamed 63,288 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 2016 a total of 9,966 items were 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.

The digitization of photographs held in Special Collections began in March 2016.

- In 2016 a total of 1,284 images were uploaded.

REFERENCE AND INFORMATION SERVICES

The Library provides reference and information service in-person, by telephone, by email or through a real-time online chat reference service. .

- In 2016 staff answered a total of 325,974 requests. This included: 237,974 reference requests; 45,801 referral/directional requests; 41,775 equipment and software application assistance requests; and 102 Info Chat requests.

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 + caregiver)
- Stories and More (2 - 4 yrs. + caregiver)
- 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)

Single programs are also offered yearlong some of which are listed below:

- Cocoa Reading Club (ages 6-11)
- Chess Club (ages 6-13)
- Water colour Silhouettes (ages 8-12)
- Art Workshops (ages 6-11)
- Little Bits Innovation station (ages 8-12)
- Polar Express Story Time (ages 3-6)
- Tell Tales –Therapy Tales Ontario (ages 6-10)
- Kindergarten 101 (ages 3 – 4 yrs)

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

March Break
- Amazing Animals
- Exploring print making

Summer Reading Club (ages 2-11 years)
- Minecraft
- Paint Chip Mosaics
- Wild Junior Science

In 2016 a total of 12,628 children participated in the 758 programs/activities offered.

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
- Photography Contest
- Minecraft
- Research Skills Development for Grade 8 Students
- Teen writers club
- Teen On-line Book Club

March Break Programs
- Podcasting 101
- Nail and string art
- Card making

Summer Reading Club
- Teen Improve Workshops
- Printmaking 101
- Teen Book Talk

Fresh Ink Contest
This was the 16th 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 48 entries and 60 people attended the awards ceremony.

In 2016 a total of 2,588 teens had participated in 163 programs/activities offered.

PROGRAMS FOR ADULTS

Computer Programs

The Library offers a number of computer programs. Tech Time is a very popular drop-in program where adults receive one-on-one help with basic software issues, navigating the Internet, downloading digital content, setting up and using their smart phones, iPads or tablets etc.

Beginner Computer Courses
- Computers (Level 1 and 2)
- Introduction to Windows 10
- 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
- Microsoft Word Advanced
- Excel Basics

Social Networking
- Facebook (Level 1 and 2)
- Twitter Basics
- Shopping Online
- 3D Printing Basics

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

In 2016 a total of 1,050 individuals attended the 201 computer courses offered.

Brock Talks Series

Life-long learning programs and author readings are core to library services. The 'Brock Talks Series' was launched in January 2012 and continued in 2016. Professors from Brock University's Humanities Department presented seminars on their areas of research. Seminars in 2016 included:
- Excavating an Ancient Church Under the Sea
- The Past, Present, and Future of Luxury in a Canadian Context
- How Project Management Principles Can Help Us Manage Our Everyday Lives
- A Monument to Suffering and Courage in Our Time: Svetlana Alexievich
- Theatre for Development in the Slums of Cairo
- On Becoming a Greek Hero: Sons and their Fathers in Homer's Odyssey

Since January 2012, there have been 26 Brock Talks programs with 761 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 2016 included the following:
- Canadian Expeditionary Force
- Shot at Dawn: British, French and German Deserters in History and Memory

Niagara Reads Series – 12th 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:
- Sherman Zavitz, author of It Seemed As If 100 Men Were Pounding My Head.
- William Thomas, author of The Legend of Zippy Chippy
- June E. Chipp, author of Duty and Honour
- 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:
- Healthy Brain – Alzheimer Society of Niagara Region
- Downsizing Your Home –NASSM
- Managing Your Back Pain – J. Moroz
- Enhancing Your Skills; Memoir and Fiction Writers – C. Whitfield
- Executors be Prepared – M. Galante
- Online Safety for Families
- Online Non Fiction Book Club
- Getting Into Shape for Summer – P. Karanfilis
- Railway History in Niagara: The NS and T Story – P. Chapman
- The Harriet Tubman Underground Railway National Monument – D. Broyld
- Canada Revenue Agency Tax Clinics
- Decorating for the Holidays with BBBlooms
- Bake with Anna Olson – A. Olson
- Caroling in the Atrium with the One Voice Choral Group & Salvation Army Citadel Band

In 2016 the Library offered 325 general interest programs and author readings which were attended by 4,725 adults.

In 2016 the Library offered a total of 523 adult programs (including general interest, author readings, book clubs, class visits and computer classes) which were attended by 5,740 adults.

PROGRAMS – CLASS VISITS
The Library offers class visits for all age groups. In 2016 there were 174 visits with 4,013 attending.

PROGRAMS TOTAL ATTENDANCE – ALL AGE GROUPS
In 2016 the Library offered a total of 1,438 programs/activities for children, teens and adults. A total of 21,087 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. In 2016 the Library's Visiting Library Service made 628 visits to housebound patrons delivering 4,366 items.

<u>FUNDRAISING, DONATIONS AND GRANTS –$197,713</u>
The Library continued fundraising activities. Fundraising initiatives include a variety of donation programs including: the sale of used books; sale of equipment; donations to the Honour with Books programs. In 2016 the Library received a significant anonymous donation for $164,592.

<u>MEETING ROOMS – $10,625</u>
Meeting rooms are provided primarily for not-for-profit community groups. In 2016 the rooms were rented 420 times and generated $10,625 in revenue.

2016 ANNUAL STATISTICS

Collections	
Titles held (including digital)	289,609
Copies held (including digital)	347,613
Digital Collection copies	6,898
Periodicals (print titles)	251
Periodicals (electronic titles)	27,962
Circulation of Materials	
Circulation (*all Formats)	1,063,154
• Circulation (not including digital)	897,265
• Circulation (digital downloads)	56,396
• Circulation (music downloads)	20,813
• Circulation (music streaming)	63,228
• Circulation (magazine downloads)	15,403
• Circulation (Hoopla downloads)	9,966
• Circulation (One click downloads)	26
In-house Use of Materials	93,458
• In-house use Special Collections	14,530
Reference / Information Requests	325,974
Visits	
• In person (does not include attendance in the meeting rooms)	331,256
• Virtual visits	459,524
Meeting Room Bookings	229
• Estimated attendance	4,938
Registered Patrons	64,947
Web/Electronic Services	
Internet sessions booked in the Library includes word processing	423,781
Virtual visits to the Library	541,208
Electronic full-text database searches (not all databases included)	1,306,480
Programs	
Programs held	1,438
Attendance	21,097
Class Visits	174
Attendance	4,013

Revenues	
Municipal Contribution	5,572,035
Provincial Grant	228,616
Miscellaneous Revenue	272,893
Funds Transferred to Reserves	(432,900)
Total Revenue	5,640,644
Expenditures	
Salaries and benefits	3,690,431
Library Materials	970,491
Occupancy Costs	529,792
Library Services and Supplies	242,333
Operating Capital	127,704
Total Expenditures	5,560,751
Unexpended Balance	**79,893**

LIBRARY MISSION STATEMENT

The St. Catharines Public Library Board is committed to providing all the citizens of
St. Catharines with the highest level of library services, materials, and facilities
within the resources available to meet their informational, educational and recreational needs.

LIBRARY VISION STATEMENT

The Library is a cornerstone in the community which enriches and strengthens the cultural, educational and democratic life of the City.

The Library is a resource centre providing access to information and works of imagination in a wide variety of formats that encourage the exploration of the broadest range of ideas.

The Library promotes literacy, reading, the pursuit of knowledge and life-long learning through its collections, programs and services.

The Library promotes information literacy and computer / digital literacy through its research skills development and computer programs.

The Library is an innovative and accountable organization and seeks partnerships that promote library services and add value to the community.

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