



ST. CATHARINES PUBLIC LIBRARY

STRATEGIC Agenda

INFORMATION AND INNOVATION

2004 - 2006



LIBRARY LOCATIONS

Central Library

54 Church Street

L2R 7K2

905-688-6103

Fax: 905-688-6292

DialPAC: 905-687-4800

TeleCirc: 905-687-4832

E-mail: admin@stcatharines.library.on.ca

Website: www.stcatharines.library.on.ca

Grantham Branch

Scott and Vine Streets

L2M 3W4

905-934-7511

Merritt Branch

149 Hartzel Road

L2P 1N6

905-682-3568

Port Dalhousie Branch

23 Brock Street

L2N 5E1

905-646-0220

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“There is not such a cradle of democracy upon the earth as the Free Public Library, this republic of letters, where neither rank, office, nor wealth receives the slightest consideration.”

**Andrew Carnegie
(1835 - 1919)
Philanthropist**

Owl - St. Catharines Public Library logo, statue from original Carnegie Library. Housed at the Central Library.

"Little Girl Reading" by J. Van der Smissen. Donated by Dr. E.A. Asselberg.



"Books are the carriers of civilization. Without books, history is silent, literature dumb, science crippled, thought and speculation at a standstill."

***Barbara Tuchman
(1912-1989)
Historian, Author***

INTRODUCTION

Message from the Library Board Chair and CEO

In January 2003 the St. Catharines Public Library celebrated 115 years of continuous service. The Library has grown with the community and we can take pride in its rich history and progressive development. The progress and achievements to date are due to the ongoing planning process which is an integral part of library operations.

The St. Catharines Public Library entered the new millennium with an ambitious strategic plan. The goals of the *Strategic Agenda, Serving Our Community 2000-2003* have been achieved. The goals included: refurbishing all the facilities; improving library collections; acquiring new formats; developing seniors' and young adult programs; providing computer access to the Internet and electronic information. By upgrading systems and telecommunications the Library was able to introduce new automated services and provide access to electronic information 24 hours a day seven days a week.

The *Strategic Agenda, Information and Innovation 2004-2006* builds upon the previous plan and provides the framework for further development. This strategic plan continues the commitment to maintain traditional services, collections and programs while utilizing new technologies and advances in telecommunications to improve access to the collections, extend resources, provide new services and enhance operational efficiency.

Library services will continue to be delivered through a network of service points. The Central Library will maintain a comprehensive resource collection and provide specialized programs to augment the resources of the local branches. All locations will serve as gateways to the world of electronic information. Our libraries will provide a secure and welcoming environment where people of all ages feel free to browse, study and meet others.

We will continue to respond to the current information needs of the community, and research and plan for the introduction of new services that will meet the changing needs.

In addition, the Library will participate in co-operative ventures that promote literacy, enhance the quality of services, and contribute to the growth and development of the community.

In closing, we thank the community for your support and input as well as for gifts and donations that have been made to the Library. The Board is also grateful for the ongoing support of City Council and the commitment of staff and volunteers.

Sheila R. Forster
Library Board Chair

Lilita Stripnieks
Chief Executive Officer



***“A truly great book
should be read in youth,
again in maturity and
once more in old age, as a
fine building should be
seen by morning light, at
noon and by moonlight.”***

***Robertson Davies
(1913 - 1995)
Novelist, Playwright,
Journalist***



***“The love of learning,
the sequestered nooks,
and all the sweet
serenity of books.”***

***Henry Wadsworth
Longfellow
(1807-1882)
Poet***

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.

OUR VISION

The Library will be a resource centre for the community providing information, works of imagination, and access to a broad range of materials.

The Library will promote literacy and life-long learning.

The Library will provide fair and equitable access to library services.

The Library will continue to seek effective alliances with individuals, community organizations, schools, public and private sector partners, and the City of St. Catharines in order to promote, develop and improve library service throughout the city.

The Library will continue to be an innovative, efficient, and accountable organization.

SERVICE DELIVERY PRINCIPLES

The Library is guided by the following service delivery principles:

- **Fiscal Responsibility**
The Library will operate in a financially responsible manner continually striving to improve efficiency and effectiveness in all areas.
- **Information and Literacy**
The Library will facilitate universal and equitable access to a broad range of materials and information, and promote and support literacy and the joy of reading.
- **Innovation and Creativity**
The Library will encourage innovation and creativity in the development and delivery of all library services.
- **Customer Service**
The Library will provide timely, effective and courteous service.
- **Leadership**
The Library will anticipate, research, plan and implement services that will respond to the changing needs of the community.
- **Partnerships**
The Library will, whenever possible, seek partnerships that extend and enhance library services, and improve the quality of life of the community.



“Read in order to live.”

Gustave Flaubert
(1821-1880)
Novelist

COLLECTIONS, PROGRAMS AND SERVICES



The St. Catharines Public Library will continue to develop collections, programs and services for all age groups that support informational, educational and recreational pursuits. The St. Catharines Public Library will pursue the following strategies:

- Continue to develop collections in a wide variety of formats that anticipate and meet the needs of the user.
- Build and preserve research and special collections.
- Expand literacy and ESL collections.
- Digitize rare collections and provide remote access.
- Develop a virtual library collection.
- Develop and promote specialized library collections and services, e.g. career planning, genealogy, literacy, etc.
- Expand computer user education programs to promote informed use of the Internet and electronic resources.
- Implement a Grade 10 “Research Skills Development” program.
- Develop a Grade 4 “Learn to Use the Library” program.
- Investigate the implementation of Library kiosks in non-traditional service points.
- Investigate the use of the computer lab for independent study, word processing, desktop publishing, etc.
- Assess the need for customized services for specific groups.



INFORMATION TECHNOLOGY

The St. Catharines Public Library will utilize advances in technology and telecommunications in order to improve services and expand access to collections and information resources. The St. Catharines Public Library will pursue the following strategies:

- Upgrade the online automated system.
- Develop an Information Portal to allow: consolidated searching of the catalogue, electronic and web resources; enriched “content” searching; and desktop customization.
- Provide seamless web links in the online catalogue to periodicals, newspapers, government documents and specific resources.
- Implement high-speed intra-branch communications.
- Investigate voice communications via the high-speed intra-branch network.
- Provide secure, high-speed wireless Internet access points within the Library for laptop users.
- Develop the Intranet to improve the storage, retrieval and dissemination of information.
- Automate the Birth, Death and Marriage Index.
- Automate the Historic Names Index.
- Develop virtual user education programs and tutorials.
- Implement additional online services, e.g. registering for programs or a library card, booking meeting rooms, direct payment of fines, etc.



Winners of the Fresh Ink Writing Contest 2002



Book Donation 2002



MARKETING, OUTREACH AND PARTNERSHIPS

The St. Catharines Public Library will improve and expand marketing and outreach initiatives, and continue to build effective alliances and partnerships. The St. Catharines Public Library will pursue the following strategies:

- Review marketing and communication strategies and distribution lists to ensure maximum effectiveness.
- Create information brochures to highlight specific collections, programs and services.
- Develop age appropriate “path finders” for specific subjects.
- Continue to create internal displays to profile collections and resources.
- Participate in community events and local committees to raise awareness of library services.
- Offer electronic resources training to teachers and school librarians.
- Investigate partnerships and co-operative ventures that will promote library services and extend access.
- Participate in municipal, regional, provincial and national initiatives that enhance literacy, culture and information services.

ACCOUNTABILITY AND EFFECTIVENESS

The St. Catharines Public Library will operate in a financially responsible manner, continually striving to improve efficiency and effectiveness in all areas. The St. Catharines Public Library will pursue the following strategies:

- Solicit customer feedback to establish service priorities and identify opportunities for service improvements.
- Revise operations to address changing service requirements and service priorities.
- Allocate resources strategically to service priorities.
- Review existing practices and procedures in all areas.
- Review service levels and implement the most effective and efficient service delivery model.
- Conduct skills inventory and develop staff expertise through ongoing training and career opportunities.
- Update technology, facilities, capital and collection plans.

FACILITIES

The St. Catharines Public Library will maintain a network of facilities in order to provide equitable access to library services. The St. Catharines Public Library will pursue the following strategies:

- Review Condition Assessment reports and prepare a five-year capital forecast.
- Identify facility maintenance priorities annually to maintain secure, functional environments.
- Investigate opportunities with the City to incorporate library services in multi-purpose, community-based facilities particularly in under-served areas.



HISTORICAL HIGHLIGHTS

1851	Mechanics' Institute Reading Room established.	1905	Carnegie Library opened at 59 Church Street, on January 2.
1882	Free Public Libraries Act passed by the Ontario legislature.	1922	First woman appointed to the Library Board, Mrs. J. Abbs.
1887	Council received a petition from the "Friends of the Mechanics' Institute" asking that the Reading Room be assumed by the city and made free to the citizens for their use.	1925	First woman chair, Mrs. J. Abbs.
1888	Council passed By-Law 615 on January 10 establishing a free public library.	1939	Carnegie Library extension completed.
1895	Fire destroyed the library housed in the Masonic Temple on Ontario Street.	1939	Branch opened at the Armouries for the use of the soldiers.
1895	Library moved to Queen Street; collection rebuilt.	1944	First films are rented out.
1901	T. B. McIntyre, Mayor of St. Catharines, approached Andrew Carnegie for funds for a library. Carnegie offered \$20,000 if a suitable site was found.	1950	Jessie Warren became first woman librarian-in-charge; also first woman executive in City Hall.
1902	J.A. McSloy and H.E. McSloy, two St. Catharines businessmen, provided \$2,500 to purchase the St. John lot for the library.	1951	Small branch opened at East St. Catharines Community Centre, Dieppe Road.
1903	Construction of the new library began.	1952	Second branch (deposit library) opened at Lincoln Park Community Centre in West St. Catharines.
		1953	Children's branch opened in Queen Mary Junior High School.
		1954	Art Gallery opened on the 2nd floor of the Carnegie Library.
		1956	First Bookmobile circulated to 11 schools, and 10 community stops.
		1960	Art Gallery moved to Rodman Hall, second floor became a reference room.

1961	Three branches: Port Dalhousie, Grantham, and Merritton opened.	1998	New automated system installed.
1966	Pen Centre Branch Library opened.	1999	Automated holds/overdue system installed. 30 public access Internet PCs installed. Internet training programs created. Merritt and Port Dalhousie Branches retrofitted.
1967	Grantham Branch moved into larger quarters (expanded again in 1973).	2000	Strategic Plan 2000 - 2003 prepared. Electronic databases introduced. Library newsletter created. Central Library retrofit plan began.
1968	Merritton Branch closed.	2001	Grantham branch retrofitted. Web-based catalogue introduced. Gates computer training lab created. Fresh Ink young adult writing contest launched. Hours of service extended. DVDs introduced.
1970	Bookmobile withdrawn from service.	2002	Remote access provided to electronic resources. Seniors program series launched. Grade 8 Research Skills Development program created.
1976	Sod turned for new Central Library, at 54 Church Street on January 14.	2003	Central Library HVAC system replaced. Merritt branch relocated and retrofitted. Genealogy program introduced. User survey conducted. Canadian Henley Regatta digital database completed. Strategic Plan 2004 - 2006 completed.
1977	New Central Library officially opened on June 22.		
1986	Pen Centre Branch closed. William Hamilton Merritt Branch opened.		
1988	Library celebrated its Centennial Year.		
1989	Automated catalogue/circulation system installed.		
1994	Dial-in access provided to the automated catalogue.		
1997	PC provided at Central Library for Internet access.		



ST. CATHARINES PUBLIC LIBRARY BOARD 2000 - 2003

Sheila Forster, Chair
Andrew Dunlop, Vice-Chair

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John Davis
Doran Hallett
Robert Peabody
John Smith
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ST. CATHARINES PUBLIC LIBRARY MANAGEMENT

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David Bott, Manager, IT and Networks
Anna Chiota, Manager, Branch Services
Ann McKenzie, Manager, Children's and Community Services
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Greg Smith, Manager, Systems and Technical Services

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The St. Catharines Public Library Board receives municipal funding annually in order to deliver library services to the community.

