

KEY MONTHLY LIBRARY ACTIVITIES - 2012

Month: August

REACHING OUT TO...

FAMILIES AND CAREGIVERS

1. Summer is typically a busy time at the Central Library Children's Dept. This year a broad menu of programs was offered ranging from Rise and Shine Storytimes to Sizzling Sunset Storytimes, Lego Club, Movie Matinees, Magic Shows, Puppetry, Mystic Drums and Mad Science. In total, 71 programs were enjoyed by over 3100 children and their caregivers. The Library was a favourite destination for many families who before or after their program enjoyed choosing books to take home or read during their visit.
2. The annual TD Summer Reading Club was once again a huge success. The aim of the Club is to connect families with books and libraries, build children's confidence in and excitement about reading, help children retain reading skills over the summer, champion Canadian writers and illustrators, deliver free incentives and fun library activities and inspire a sense of adventure and wonder, nurture children's imaginations and celebrate their accomplishments. Indeed, a review of literature provides evidence that summer reading clubs are effective tools for keeping summer reading loss at bay and improving children's reading performance. This year's theme of Imagine which delved into mystery, fantasy, superheroes and mythology inspired the interest and enthusiasm of many young readers. Over 600 children registered to keep track of their reading, making regular return visits to the Library to report on their progress and to receive incentives to continue to read over the summer months.

YOUTH

1. The Readers' Den Department hosted its second Teen Summer Reading Club. Over 100 teens participated in the Bingo Teen Reading Challenge and the completed reading logs with teen reviews were displayed for all to enjoy. Book prizes were awarded to the participants who read the most books, including a grand prize of a Hunger Games cloth bag full of great reads.
2. The Readers' Den Department provided 8 youth programmes for over 100 teens during the month of August featuring do-it-yourself workshops making snow globes and chalkboard notebooks, drop-in video gaming sessions, risk and chess matches, and 2 films. In addition, staff hosted regular meetings of the Central Teen Advisory Group, the Youth Writers' Guild, and the Teen Book Club.

NEW CANADIANS

1. The Sciences and Business Department coordinated ten career tours during the month of August for a total of 150 newcomers from the Fleming Adult Learning Centre, the Newcomer Centre of Peel, the St. Gabriel Adult Learning Centre, or the Peel Multicultural Centre. Newcomers learned to navigate the department's popular Career Centre and key job search databases. Sixty attendees returned for a

Career Research Day focused on expanding their knowledge of resume writing and developing their interview skills.

2. In collaboration with the Newcomer Information Centre, the staff of the Sciences and Business Department presented a workshop on immigration issues to an enthusiastic audience of 12 participants. One participant emailed, "I did find it helpful. Thanks for providing such a great opportunity."

BUSINESSES

1. The Readers to Writers Network, run by Readers' Den Department staff, has helped an aspiring writer achieve her goal. Marianne Funny, who earlier in the year submitted her draft for review and feedback, has now published her book *Diary of a Self-Help Junkie*, copies of which will be added to the library's collection.

OTHER (special initiatives)

1. The Sciences and Business Department monitors the library's social media presence which continues to grow. Facebook added 34 fans in August for a total of 1240 (an increase of almost 3%) and Twitter gained 69 followers for a total of 1395 (an increase of almost 5%).
2. Canadiana Reading Room has accepted the donation of a major collection of primary sources from Karl Frank, landscape architect for the Meadowvale New Town project in the 1970s. This is an excellent and significant collection of one of Mississauga's major planned communities and includes slides, photographs, reports, maps, notes, and marketing material. Mr. Frank is particularly proud of Lake Aquitaine and other such pathways throughout the community.
3. Central Library's partnership with the Art Gallery of Mississauga saw the curated installation of 20 works from the Gallery's Permanent Collection on the East and North sides of the ground floor of Central Library.