



It starts here.

Motto

The Library changes lives.

Vision

The Library provides life-long enrichment,
education and empowerment.

Mission

The Mississauga Public Library Board exists to
provide library services to meet the life-long
informational, educational, cultural and recreational
needs of all citizens.

ACTING DIRECTOR'S MESSAGE

2012 was another great year for the Mississauga Library System.

This report highlights the many achievements of the past 52 weeks. As Acting Director I want to recognize first the efforts of the Library's great employees who work so committedly to make our service relevant to the greatest number of residents, whatever their library needs. Customer satisfaction with the Library is continuously very high and that is a testament to the dedication of the Library's employees.

I also want to recognize the nine citizen members and two City Council representatives who make up the Mississauga Public Library Board. Thanks to their volunteer efforts over the year the Library Board made a real difference in how the community sees its library. Their efforts are a great tribute to the on-going success of the Library.

The Friends of the Library continue their year-round efforts to "make a great library even better" and all I can say to their many hard working volunteer members is- THANK YOU ALL VERY MUCH. To all our many donors and sponsors, a special note of appreciation. Libraries have always benefitted from community support and the Library is very fortunate to have so many community supporters.

Local authors are great users and supporters of the Library - all 175 of them! And to them I also say THANK YOU. As the City grows, so does its creative community. Support our local authors!

Local history supporters are special library advocates. Working with the many local heritage groups over the year is a true delight.

Finally, the City is a keen supporter of excellence in its public library and I want to acknowledge their continued support for excellent library service. City Council continues to promote and support its library.

This report also allows me to say THANK YOU to 740,000 residents who know that *libraries change lives...*

We hope that more people will use their library card more often for more reasons in the year ahead. Continue to let us know how we are doing! Let's work together to make our community better.....contact us at library.info@mississauga.ca



Betty Mansfield

LIBRARY BOARD CHAIRMAN'S MESSAGE

Accelerating further into the 21st century we as a community face a myriad of challenges. The world is moving increasingly faster. As exciting and new opportunities manifest and the economic gap widens there is a concern that people will get left behind. By the time grade school children today graduate college or university many will be entering industries not yet in existence. How can we help prepare children for a future we can't even see? And as more and more people from around the world choose Mississauga as their home how can we help them thrive and become contributing members of our community? How can we nourish the wealth of wisdom of our older adults? The Mississauga Library System is here to maximize the potential of our diverse residents and build a strong healthy community where everybody has the resources to thrive.

A Place to Reconnect

Amazingly we are now able to connect with people around the world instantly, make new friends, and learn about different cultures and ideas; without leaving our homes. It seems the closer we connect with distant lands, however, the further disconnected we have become from our immediate neighbours and communities. It is time to slow down, connect, and interact face to face. The Mississauga Library System is a powerful hub with a wide array of programs and services where residents can sit together to explore, learn, and build a strong community.

The fact is that if we want to experience optimism and goodwill in the community, we must create the right conditions for it. We are working hard to create inclusive spaces that spring to life with respect, joy, elucidation.

Your Library

The Library plays a real role in ensuring our entire community thrives. Your Library Board wants to recognize the achievements of the past year – which were many – and to promote the plans for the year ahead.

The Library Board's four-year plan for its term, called Moving the Library Forward, has seven key strategies:

- Promoting Awareness
- Celebrating our Community
- Innovating Through Technology
- Ensuring Library Space that Works
- Providing Life-Long Learning Support
- Offering Superior Service at a Reasonable Cost
- Developing Board Effectiveness

Key markets for the coming period as identified by the community include:

- Youth
- Older adults

- New Canadians
- Families and Caregivers
- Small Business

The plan sets a series of key objectives for each year designed to meet the Library's purpose or ends and is based in large part on what we hear from you, the library users.

Public libraries are changing more rapidly than ever before as they strive to meet the change in trends and varied needs of the community. Your Library Board of volunteer citizens and two councillors are proud to be responsible for a great library service. Thanks to the direction of skilled managers, the dedicated and committed staff and the support of an appreciative City Council, the Mississauga Library System is moving forward.

Whether you have a young family; just arrived from a different country; are a student working on a school project or studying for exams; want to start a business; are an older adult trying to keep up with advancing technology; or you simply just want to sit down, relax, and connect we have the space and resources you need. Join us at the Mississauga Library System and help us build the kind of community we are proud to call our own.



Brad Hutchinson
Library Board Chair



The Mississauga Public Library Board meets monthly to discuss the services of your library system. For agendas and minutes of their 2012 meetings, visit Mississauga.ca/library.

Decade of Literacy 2003-2012



Decade of Literacy
2003 - 2012

The Library recognized the International Decade of Literacy 2003 - 2012.

The importance of literacy is obvious. Everywhere you look, you see words – on signs, in training manuals, on buses, in books. Adults who can't read risk becoming isolated from society. Illiteracy affects their ability to find jobs, and ultimately, their very survival. That's why it's so important to start reading when you're young, long before you become an adult. But reading and writing aren't the only skills for literacy. There's math and number literacy.

In addition, each year the Library also chose a theme to promote with its staff and members.

For 2012, the Library recognized a *Year of Literacy and Reading*. This may seem strange in these highly technological times, but libraries are still mainly about books. In 2012, the Library loaned over 7 million books. It added over 100,000 new ones to its collection of over 1.3 million items.

Libraries are busy. Book stores are busy. E book readers and e book download sales have taken off. Books are routinely covered in the media. Bestsellers – both fiction and non-fiction – become important cultural events. Award winning books – adult's, teens' and children's – grab headlines and become news events.

In today's world we get so much information via radio, television and technology but none have more ability to educate than reading. Reading is the most essential skill and activity – at any age. You can judge the health of a nation, city and community by its reading rate. So over the past year, the Library invited all residents back to the book and reading. What reading were you doing?

For more information about UNESCO and the campaign, visit

<http://www.unesco.org/new/en/education/themes/education-building-blocks/literacy/un-literacy-decade/>



YOUR LIBRARY BY THE NUMBERS-2012 at a glance

Number of Library Card Holders_____	325,735
Total Visits_____	4,515,250
Total Visits to Central Library_____	793,950
Average Daily Visits_____	12,901
Average Daily Visits to Central Library_____	2,268
Total Weekly Hours Open_____	1087
Number of Library Staff_____	427
Number of Volunteers_____	1,253
Number of Volunteer Hours Donated_____	31,989
Library Collection_____	1,314,769
Items Borrowed _____	7,301,788
eBooks Borrowed_____	127,744
Reference and Readers' Advisory Questions Answered_____	306,300
Technology Help Requests Answered_____	48,750
Number of eMail Questions Answered_____	3,400
Number of Homebound Customers_____	96
Number of Items Delivered to Homebound Customers_____	8,216

Total Number of Programs Offered	6,426
Total Attendance at Programs	138,179
Number of Storytimes	1,498
Attendance at Storytimes	32,835
Number of Class Visits	654
Attendance at Class Visits	25,804
Number of School Contacts	6,049
Number of Youth Programs	424
Attendance at Youth Programs	6,674
Number of Outreach Programs	354
Attendance at Outreach Programs	14,752
Number of Newcomer Programs	317
Attendance at Newcomer Programs	3,471
Number of Older Adult Programs	369
Attendance at Older Adult Programs	2,656
Number of Visits to Library Webpage	815,268
Number of Library Computer Uses	626,226
Number of Wireless Sessions	386,750
Number of Facebook Fans	1,375
Number of Twitter Followers	1,674



THE TOP 12 LIBRARY SERVICE IMPROVEMENTS

The Library continually moves forward to serve its members better – here are the top 12 service improvements made last year:

1. The Library implemented a new computer system, featuring a new catalogue interface and improved opportunities for showcasing the collection.
2. The Library's annual Book Fest was held during October to celebrate Public Library Month. The event celebrated authors, books and readers.



3. The Library, in partnership with Polycultural Immigrant & Community Services, opened the Sheridan Computer Resource Centre at the Sheridan Library and here's that story:

<http://www.mississauga.com/community/article/1529170--sharing-resources-is-kismet>

4. Amazing buildings: RDH received 2012 Governor General's Medals in Architecture and a Mississauga Urban Design Award of Excellence for the Lakeview, Port Credit and Lorne Park Library Projects; ZAS received a 2012 Ontario Library Association Building Award for the Burnhamthorpe Library Project.



5. The Library expanded its services for new immigrants including English Conversation Circles, Citizenship Prep classes and presentations on Your First Canadian Winter and Introduction to Canadian Taxes.
6. The Library moved big time into digital communications via Celebration Square jumbo-tron and electronic reader boards at all City facilities. Smaller digital screens have been rolled out to several Library locations with plans to expand to all by the end of the first quarter of 2013.
7. We speak your language! One hundred staff speak 40 different languages - became a key message in support of our new immigrant programs. The Library updated its second language list.

8. The Library launched four new library card designs - a kid's card, a teen card and two adult cards - we have a style now for everyone.



9. The Mississauga Library System hosted the Canadian Urban Library Council on October 1st and 2nd, giving Mississauga a chance to show off its excellent libraries.
10. Through the financial support of the Friends, the Library partnered with the Art Gallery of Mississauga to present Roots and Branches. Mississauga is spread out geographically, this project aims to unite people through art and literature to create a socially based conversation.
11. A new collection of Raves and Faves titles selected by library staff were introduced this year including titles from fiction to non-fiction, aimed at children, teens and adults.
12. Wireless Mississauga was upgraded and improved. To serve residents better, the service moved to open access no longer requiring a library card or password login, improving performance with increased Internet capacity.

Digital Signage Project Moves Libraries into 21st Century Marketing

They are the signs of the times. Advertising using digital signage allows for the delivery of targeted information and messages to specific locations at specific times. Content on digital signs is easily and quickly updated, added and distributed. Specific content can be scheduled to show at different times / days. The Project moved forward throughout the past year in phases. Phase 1 and 2 Libraries came online in 2012.

Watch for Phase 3 Libraries to go live in the first quarter of 2013.

Membership Drive – Join the Biggest Club

The new membership campaign was launched on the Library delivery vans.



The main objective for the next few years is to increase library membership. During 2012, staff pulled together and worked to get more memberships out there! Join the Biggest Club was the rallying cry at community events, library programming and with library partners.

The campaign was supported by four new library card designs – a style for everyone; floor banners positioned throughout the City; outreach displays for community forums and events; reader boards and digital signage messaging; library courier vans; and, on library book bags for the year.



The 2012 goal set was 300,000 card holders by year's end – by year's end total card holders stood at 325,000.

The best preparation for the future is to be relevant to the greatest number of residents. We have a great service to offer – we just need more residents to join up and enjoy it!

December 13, 2012 - New Computer System Goes Live

Many new features awaited Library users:

Faceted searching – with each search the results are sorted into categories (folders) down the left side of the screen, i.e. DVDs, books

Ability to enter and read customer created book reviews

Ability to search tables of contents and summaries for a record

Ability to have the system save your searches, and contact you when new bibliographic records are added that match your saved searches

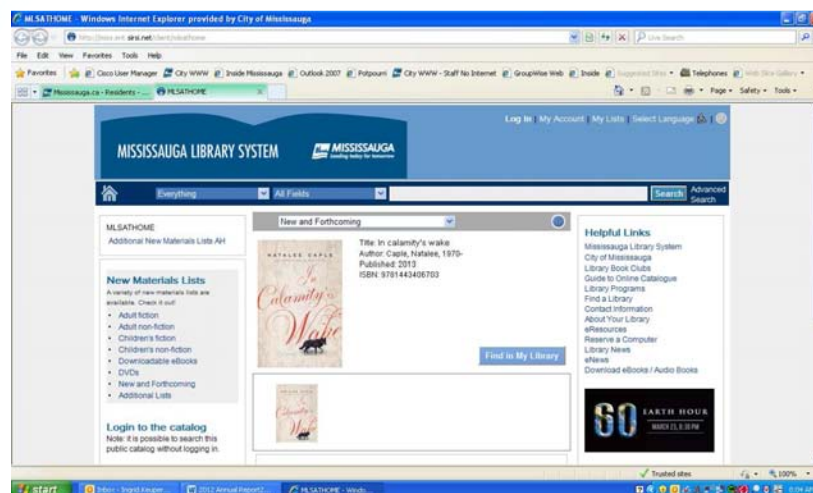
A ‘did you mean’ feature to aid in searching

Relevancy ranking of retrieved bibliographic records

Customization into English, French, Spanish and German

Look forward to on-line registration, on-line payment of fees and fines, on-line program sign-up, a richer catalogue, and more “social media” elements.

Check the Library's new catalogue at <http://miss.ent.sirsi.net/client/mlsathome>



FINANCIAL REPORT 2012 (UNAUDITED)

Item	2012 Budget (000)	Actual Year End (000)	Variance (000)	Variance %
Labour	\$21,150	\$20,668	\$482	2.28%
Library Materials	\$2,392	\$2,408	-\$17	-0.70%
Other Operating	\$2,751	\$2,653	\$98	3.55%
Custodial, Admin & IT Costs	\$759	\$759	\$0	0%
Total Expenditures	\$27,051	\$26,488	\$563	2.8%
Grants	\$715	\$715	\$0	0%
Fines	\$978	\$800	\$177	18.14%
Other Revenues	\$768	\$694	\$74	961%
Tax Portion	\$24,590	\$24,278	\$312	1.27%
Total Revenues	\$27,015	\$26,488	\$563	2.08%

LIBRARY VOLUNTEERS

Our volunteers make the difference between a great library and a really great library. The Library is proud of its talented and diverse group of volunteers. With the support of Library staff, 1,253 volunteers donated 31,989 hours of their time across our 18 libraries, extending the reach of the Library and getting the community involved in reaching library goals. A big thank you goes out to all of the volunteers who support our Friends of the Library, Reading Buddies, Computer Buddies, Homebound Service and Teen Advisory Groups.



FRIENDS OF THE LIBRARY









The Friends of the Library is a non-profit citizens' volunteer group that supports literacy in this community and the programs and services of their Library – thank you! Join the Friends today! For more information, call 905-615-3200, ext. 3604 or email the Friends at friendsofthelibrary@rogers.com

To see the many activities and projects funded by the Friends over the years, visit their webpage at mississauga.ca/library

DONORS AND SPONSORS – WALL OF FAME

Each year, many individuals, community groups and businesses help make a great Library even better, thank you

Friends of the Library,  
 , Whitehots Inc., Sony Canada, La Villa Bakery, Linda's Craftique, Pure
Balance Wellness Centre, Second Cup, Rabba, Hooper's Pharmacy,  Starbucks, Port Credit
Rowing Club, Port Credit BIA, Mississauga Diving Service, Mississauga Recreation and Parks
Department, Enersource, Polycultural Immigrant and Community Services, Irina Benoit, Lasting
Change Hypnosis,  , Mary Wilkinson, Free the Children, Metro, Turtle
Jacks, Food Basics, Tim Horton's, Truscott Italian Bakery, Panera Bread, Pizza Pizza, Boston

Pizza, X-Planet Games, Malton Neighbourhood Services, Newcomer Information Centre, Chartered Accountants of Ontario, , Panago Pizza, Heritage House Dental, Streetsville Chiropractic, Gentle Touch Dental Hygiene Services, Punjabi Community Health Services, Holistic Yoga and Meditation, T-Zone Vibration, Ontario Society of Chiropodists, LA



Fitness Sports Clubs, , Escape 2 Oasis, Medical Mart, Costco, C.N.I.B, Canadian Diabetes Association, Sobeys, Churchill Meadows Activity Center, Wings Up, Laughing Trunk,



Highland Farms, Zellers, Quinn Stationery, Country Style, , Iglesia Ni Cristo, Jeff Scott, Kate's Town Talk, Chapters, Museums of Mississauga, Nurturing Nannies, Sunlife



Financial, , A-Line Automobile Co., Ontario Simulation Training Centre, HomeMinder Plus, Boswin Sports, Grade Learning, Universe Professional Training,



, Quality Computing Project, Premier Home Care Services, Club Z, Toronto International Academy, City of Mississauga Animal Services, Lolin Enterprises, Canadian



Career College, Investors' Group, ReMax Realty, Logos Training Centre, Triple J Canada Consulting Inc., The Communications Embassy, Marigold Formulations, Supply Solutions Ltd., Summer School Trips Inc., Royal School of Canada, Music for Young Children,



Art Gallery of Mississauga, Academy of Learning, Mississauga Business Enterprise Centre, Celtic Shaman, Sisters in Crime, Peel Multicultural Council, Abjad Educational

Resources, In Our Words Inc., , Images Collection, Usborne Books,



Tap Peques, Scholastic Book Fairs, Pedalheads, Bright Scholars Academy,



Kendellhurst Academy, Reading Town, My French Club, Toronto French School, Academy of Math & Science, Knitter's Companion, Fleming Vigna Balmer, Confident



Minds Inc., Osford Learning Centres, Sutton/Francis Rodricks, My French Club,



Mississauga School of Music, Para-IT, and Toronto International Academy.

Take a bow.....
