

KEY MONTHLY LIBRARY ACTIVITIES - 2011

Month: February 2011

REACHING OUT TO...

FAMILIES AND CAREGIVERS

Area 1 – Central Library

- 1 Outreach to Fairview Family Literacy Hour, a noon hour program for families of Junior and Senior Kindergarten children, included a storytime as well as information about the Every Child Ready to Read Initiative. Parent Guides were distributed to all those in attendance.
- 2 The recently introduced Grab and Go Storypacks are extremely popular with families. Pre-selected picture books for babies, toddlers and preschoolers packaged in different coloured backpacks are quick and easy to borrow and are a huge help for parents and caregivers in a hurry or who need assistance in choosing the best, age-appropriate books for their children.
- 3 Readers' Den continues to support the popular Polish preschool program at Central. Over 250 children attend the program weekly that features books and music in Polish.

Area 2 – Churchill Meadows, Courtneypark, Lakeview, Lorne Park, Frank McKechnie, Malton, Port Credit, South Common

1. Staff from Churchill Meadows Library conducted an early learning program in conjunction with Region of Peel's Learning In Our Neighbourhood (LION) program.
2. Churchill Meadows Library offered "Rise and Shine" Drop-in Family Storytime, a Spanish Preschool Storytime, and "Wee Ones" Storytime.
3. Courtneypark Library offered "1-2-3 Read-With-Me" Toddler Storytime, "Midday Merriment" Drop-in Family Storytime, "Picture Book Parade" Preschool Storytime, "Sweet Dreams" Drop-in Family Storytime, and "Wee Ones" Storytime.
4. Courtneypark Library hosted local Brownie and Sparks troops. The visits included stories, tours, and information about the Library.
5. Staff from Courtneypark Library conducted an early learning program in conjunction with Region of Peel's LION program.
6. Frank McKechnie Library offered "1-2-3 Read-With-Me" Toddler Storytime, "Bouncing Baby" Storytime, "Midday Merriment" Drop-in Family Storytime, "Picture Book Parade" Preschool Storytime, and "Sweet Dreams" Drop-in Family Storytime.

7. At Frank McKechnie Library 15 sessions of drop in Reading Buddy Homework help were held with 116 participants. These sessions are held Mondays, Tuesdays, and Wednesdays evenings and Saturday mornings.
8. Malton Library conducted a special family storytime for Valentine's Day and Chinese Day. Both parents and children loved the cards and Chinese lantern that they made as well as the stories.
9. Malton Library participated in the Kindergarten registration day at Lancaster School.
10. Staff from Malton Library conducted a program for Malton Neighbourhood Services Early Years Centre.
11. Malton Library offered a Punjabi Storytime, French Bilingual Drop-in Family Storytime and "Sweet Dreams" Drop-in Family Storytime.
12. South Common Library offered Polish Preschool Storytime, "Rise and Shine" Drop-in Family Storytime, and "We're ONE-derful" Toddler Storytime.

Area 3 – Burnhamthorpe, Cooksville, Clarkson, Erin Meadows, Meadowvale, Sheridan, Streetsville, Woodlands

1. The Meadowvale Library conducted another very successful Reading Buddies program. Fourteen "little buddies" were paired with ten teen volunteer "big buddies". The children, teens, parents and staff were thrilled with the improved reading skills and with how everyone involved bonded.
2. Even with circulation up over 80% due to the renovations at Burnhamthorpe Library and Port Credit Library, Mississauga Valley Library continues to offer a full slate of programming including, baby, toddler, preschool and family story times.
3. Sheridan Library rearranged their March Break programs so they would not conflict with other children's programs in the community. As a result children and families will have access to an even greater number of programs and events during their school break.
4. Heather Powell from the Center for Skills and Development and Training provided the first resume critique sessions to three customers at Clarkson Library. This free service will be available to Clarkson customers of all ages every Tuesday afternoon from 1 pm to 4 pm.
5. Streetsville families are discovering the drop-in crafts and picture book displays in the storytime room on Saturdays. Comments from parents, about these informal activities, have been enthusiastic.
6. In February fourteen new grade 4 students made their third visit to Streetsville Library. This makes a total of 69 students who have visited at least three times following their class visit to the library.

Shared Services – System-wide services including collection acquisitions, cataloguing, materials handling, marketing, web services, community development, financial and IT services

1. The Library has added the Programs for Youth column to its newsletter in support of our youth programmers.
2. The Library promoted March Break Programs for Teens at the Library across the City.

YOUTH

Area 1 – Central Library

1. Readers' Den worked with the Library Nexus Youth Centre to present a special event for Black History Month. Community agencies and youth were on hand to share information about local black history with the more than 100 people in attendance.
2. The Arts & History Department connected with 278 middle and high school students doing in school and in library class visits which included research workshops and library tours.

Area 2 – Churchill Meadows, Courtneypark, Lakeview, Lorne Park, Frank McKechnie, Malton, Port Credit, South Common

1. Churchill Meadows Library hosted a Teen Book Club.
2. Staff from Churchill Meadows Library conducted 3 class visits this month.
3. Staff from Courtneypark Library conducted 7 class visits this month.
4. Courtneypark Library achieved a 100% participation rate in the Grade 4 Read to Succeed program. A total of 42 grade 4 classes from 12 schools visited the library during the 2010-2011 school year. The generous bussing subsidy from the Mississauga Friends of the Library helped to make the program such a success.
5. Staff from Frank McKechnie Library conducted 14 class visits this month.
6. Students from local high schools St. Paul, Cawthra Park and Gordon Graydon were welcomed and given the opportunity to provide feedback on the Lakeview Library. They appreciate the trendy and modern look of the redeveloped space.
7. South Common Library has partnered with the South Common Community Centre to provide lunch time programs to students of Erin Mills Middle School. Each Friday at noon, students are welcomed by South Common staff at the Teen Gaming Program. Attendance at this program has almost doubled since starting in January.

Area 3– Burnhamthorpe, Cooksville, Clarkson, Erin Meadows, Meadowvale, Sheridan, Streetsville, Woodlands

1. A partnership has been formed between Big Brothers Big Sisters of Peel and the Meadowvale Library to run a conversation club for new Canadian youth ages 12-18 by being mentored by other youth ages 16-24.
2. Associated Youth Services of Peel has staffed a table in the Erin Meadows Library. They offer youth help dealing with various and diverse issues like bullying and job searching.
3. Woodlands Library Teen Advisory Group held their first book swap at the branch. Customers and students were invited to bring in a gently used book and receive a ticket to redeem another book from the swap at the end of the month. The teens collected and arranged the books, managed the tickets and recruited some new Teen Advisory Group members! Many community adults also participated by donating books.
4. This month the Clarkson teen book club read and discussed the book “Crank” by Helen Hopkins. The book club chose the book “Alchemy” by Margaret Mahy for next month’s discussion.
5. Clarkson Library partnered with the Clarkson Community Centre’s youth committee, VOYCE, to display photographic art from high school students. The artwork theme was “Capture Clarkson”. The artwork is featured in the library. Several customers have commented positively about this initiative.
6. A college student thanked staff at the Erin Meadows Library for helping her get good marks on her last semester’s projects. She was back working on this semester’s projects and said she had told all her classmates what a difference the library could make in their work and their marks.

OLDER ADULTS

Area 1 – Central Library

1. Readers’ Den continues the successful “Books to Go” program. More than 12 groups are served monthly with book club selections and reading guides. In 2010, over 1300 customers took advantage of this service.
2. Readers’ Den staff, who serve Homebound customers, recognized the efforts of the volunteers with the new Mississauga Library System shoulder bag, a calendar and a note of thanks. Volunteers have been emailing staff with their thanks for these tokens of appreciation.
3. Staff hosted a number of computer workshops for Older Adults, including Internet and Mouse Skills.

4. As a member of the Halton-Peel Genealogical Society, Dorothy Kew (Librarian, Canadiana Reading Room) published an article in *Families*, the journal of the Ontario Genealogical Society entitled *How to Research Your Jamaican Ancestry from Canada* February 2011 issue.
5. Staff of the Arts & History Department received excellent customer comments from adults attending the Beyond Hollywood film series including –

Great selection of films—similar to festivals I've seen in London”

“I've just moved to Oakville from France and really missing seeing films like this” “We miss the TIFF films they used to show at the LAC, so we like to come to these films”.

Area 2 – Churchill Meadows, Courtneypark, Lakeview, Lorne Park, Frank McKechnie, Malton, Port Credit, South Common

1. Courtneypark Library hosted several Extencicare Older Adults during a spontaneous visit. Residents were treated to pleasant conversation along with tea and cookies, and reported to staff that they had a lovely time.
2. At Frank McKechnie Library the Alzheimer's Society of Peel provided an informative session on brain health, dispelling myths and providing strategies on how to cope with this disease.
3. Lakeview Library staff contacted the Mississauga Seniors' Centre to promote the branch's reopening and to discuss partnership ideas for the year ahead.

Area 3– Burnhamthorpe, Cooksville, Clarkson, Erin Meadows, Meadowvale, Sheridan, Streetsville, Woodlands

1. Staff from the Clarkson Library visited the Sheridan Villa Long Term Care Center to discuss future partnerships and programming opportunities between the library and the center. Regular visits for the residents to the Clarkson Library will begin in the spring.
2. Sheridan Library is presenting a series of six computer workshops for older adults, helping them develop computers skills such as basic mouse skills, word processing, Internet searching, and emailing. Response has been so positive and enthusiastic that two more workshops have been added to the program. These courses will target more advanced computer skills as requested by customers attending the workshops.
3. For Alzheimer's awareness month the Clarkson Library book club read *Still Alice* by Lisa Genova, a book about a woman with early onset Alzheimer's. The book club welcomed a special guest from the Alzheimer's Society of Peel who discussed Alzheimer's disease and how it affects the brain.

Shared Services – System-wide services including collection acquisitions, cataloguing, materials handling, marketing, web services, community development, financial and IT services

1. The Library continued to hear from former residents now living throughout the world wanting information about the Our Heritage Series of books. These orders come via snail mail pre paid by

cheque from seniors. The Library shipped a Clarkson book to British Columbia.

2. March tax clinics were promoted to the wider older adult community.
3. Older adult programs (internet workshops, retirement seminars) were publicized in The Library NEWS.

NEW CANADIANS

Area 1 – Central Library

1. “Welcome to Canada” attracted 92 participants to 4 drop-in evening storytimes.
2. Following a tour conducted by Readers’ Den staff, thank-you letters written by the ESL students were received. The teacher used the thank-you letters as an opportunity to teach her students about letter writing.
3. The Newcomer Information Centre offered Tax Information Sessions for twelve interested participants.
4. The Newcomer Information Centre continues to provide five day per week onsite service to newcomers from their location in the Arts & History Department.

Area 2 – Churchill Meadows, Courtneypark, Lakeview, Lorne Park, Frank McKechnie, Malton, Port Credit, South Common

1. Newcomers received valuable practice and support through the English conversation circle offered by Polycultural Immigrant and Community Services at the Churchill Meadows Library.
2. At Churchill Meadows Library Peel Multicultural Council mounted a display each Friday.
3. The Courtneypark Library had representatives from the Peel Career Assessment Centre and the India Rainbow Community Services of Peel come to the library to do information sessions with the public.
4. At Frank McKechnie Library the Newcomer Information Centre provided a free session aimed at newcomers but open to all job seekers entitled “Build Your Career”.
5. Audmax Settlement Group set up a table outside of the South Common Library twice this month and provided advice and referrals to Newcomers.

Area 3– Burnhamthorpe, Cooksville, Clarkson, Erin Meadows, Meadowvale, Sheridan, Streetsville, Woodlands

1. The Meadowvale Library’s partnership with COSTI Mississauga Employment Services has proven to be very beneficial. In February, COSTI was able to connect with 40 individuals at the library, 23

who subsequently visited their centre and are receiving assistance with their employment search.

2. Erin Meadows Library staff demonstrated the use of two of the library database resources, Scott's Directory and The Learning Express, to staff from Peel Career Assessment Services Inc. who help newcomers with job assistance.
3. The Clarkson Library partnered with Centre for Skills Development to offer resume critiques at the library.
5. Erin Meadows Library staff was thanked in writing for their professionalism and for 'making a positive difference in the lives of others because of the help offered to a newcomer.
5. A family storytime was held in the Urdu language at the Meadowvale Library.
6. Peel Career Assessment Services are present each Tuesday at Woodlands Library, with laptop and handouts to assist local newcomers in a variety of ways, but particularly with job searches.

Shared Services – System-wide services including collection acquisitions, cataloguing, materials handling, marketing, web services, community development, financial and IT services

1. The Library now features Programs for Newcomers in its newsletter in support of our programmers.
2. The Library distributed copies of its generic publicity pieces to Newcomer agencies and Welcome Wagon.

COMPLETING OUR NEIGHBOURHOODS

Area 2 – Churchill Meadows, Courtneypark, Lakeview, Lorne Park, Frank McKechnie, Malton, Port Credit, South Common

1. Churchill Meadows Library ordered Income Tax Forms and Guides from Revenue Canada and set up a display of materials to assist residents in completing their taxes.
2. The Lakeview Library reopened following renovation. The community came out in droves to welcome the Library back.
3. Local Malton author Natasha L Henry held a reading at the Malton Library to discuss her book, *Emancipation Day*.

Area 3– Burnhamthorpe, Cooksville, Clarkson, Erin Meadows, Meadowvale, Sheridan, Streetsville, Woodlands

1. Clarkson Library partnered with the Clarkson Community Centre's youth committee to display photographic art from high school students.

2. Staff from Sheridan Library met with representatives of the South Asian Community Services group and Sheridan Centre to create a three-way partnership to help South Asian Community Services hold their 3rd Annual Art for Kids event in March.
3. The lunchtime gaming program offered at Erin Meadows Library, in partnership with the Erin Meadows Community Centre, has proven to be very successful. Average attendance is over forty per session.

Shared Services – System-wide services including collection acquisitions, cataloguing, materials handling, marketing, web services, community development, financial and IT services

1. The Library supported the City's communication plan around the re-opening of its ISF branches.
2. The Library supported the City's communication plan around the Civic Core Precinct and paid parking.
3. The Library supported the City's communication plan around Lakeview development plan.
4. The Library supported the Friends of the Library membership campaign with a staff awareness drive. The Friends raise \$80,000 annually in support of Library programs and services. If you are a member of the Friends, please renew! Not a member yet? Join today!
5. On Facebook – there have been a total of 21,539 comments by Library Facebook fans. Popular posts – free programs for newcomers, March Break, Library reopenings. On Twitter – the Library has tweeted 432 messages and has 498 followers.

BUSINESSES

Shared Services – System-wide services including collection acquisitions, cataloguing, materials handling, marketing, web services, community development, financial and IT services

1. The Library continues to innovate – the Ontario Government purchased the advertising space on the back of the Library's dynix till tapes. This provides the Library with a free supply of paper rolls for a month and added revenue stream. As a value driven organization the Library continues to challenge its partners to think green.
2. The Library's WiFi was improved as the City doubled its usage capacity – the Library executed a communication plan to its members.
3. The Library welcomed a dozen businesses to its commercial posting service.
4. The Library is working with the Friends of the Library and launched the first pilot in partnership with Better World Books.

5. The Library is converting its Our Heritage Series from pdfs to EPUB documents which will be posted on the OverDrive service promoting wider access and readership of these books.

LIVING GREEN

Area 2 – Churchill Meadows, Courtneypark, Lakeview, Lorne Park, Frank McKechnie, Malton, Port Credit, South Common

1. Churchill Meadows Library has been actively promoting Earth Hour with staff highlighting plans to save energy. The participation poster was quickly filled by customers committed to doing their part.
2. The Earth Hour participation poster was displayed and quickly filled by environmentally conscious customers at the Frank McKechnie Library. A second poster is now amassing signatures.

Area 3– Burnhamthorpe, Cooksville, Clarkson, Erin Meadows, Meadowvale, Sheridan, Streetsville, Woodlands

1. Woodlands Library programmers started to incorporate activities related to Earth Hour into their story times and class visits to promote the March 26th event.

Shared Services – System-wide services including collection acquisitions, cataloguing, materials handling, marketing, web services, community development, financial and IT services

1. The Library closed the books on its eight year old quarterly newsletter The Library LINK and launched a new bi monthly magazine, The Library News. It is a guide to programs and services which is produced more frequently and has less of a marketing goal than a publicity one.
2. Mississauga was the first city to move from Wildcards bookmarks to till tape advertising in support of the City's Think Green pillar. This ensures a reduction in the amount of paper being circulated. The next till tape campaign is in April 2011.
3. The Library moves from a paper annual report to an electronic one for 2010. The Library has revisited its publicity plan and has reduced the number of brochures from six to one and that one remaining piece is now printed on environmentally friendly paper. The Library continues to move to e marketing and social media.
4. The Library now has a bi-weekly spot on the Rogers show Daytime Peel. With a viewership of 60,000 residents this provides another "green" marketing tactic.
5. The Library is now a partner in the City's roll out of LCD screens at check in counters at all facilities – the screens have been installed at the 4 ISF libraries and roll out will continue to the remaining over the next year or two. This will allow further reduction of print publicity and a move to electronic in house marketing.

SUPPORT PUBLIC TRANSIT

Shared Services – System-wide services including collection acquisitions, cataloguing, materials handling, marketing, web services, community development, financial and IT services

1. The Library supported the City's communication plan related to paid parking at the Central Library to start June 1, 2011.
2. The Library continued to position Transit and MiWay on its generic map/locations and hours handout piece for new members.

OTHER (special initiatives)

Area 1 – Central Library

1. On February 3rd, Beth Parker, (Engineering professor at the University of Guelph) spoke about "Groundwater Contamination Research and Applications to Source Water protection"; 37 people attended.
2. James Cooper demonstrated OverDrive downloadable e-books and e-audio books at 3 branch/department staff meetings and assisted 19 customers with technical support questions.
3. To celebrate Darwin Day, Central Library, in partnership with the Halton-Peel humanist Community, hosted Dr. Kevin Seymour; 40 people attended.

Area 2 – Churchill Meadows, Courtneypark, Lakeview, Lorne Park, Frank McKechnie, Malton, Port Credit, South Common

1. A representative from the Heart and Stroke Foundation set up a display and gave a presentation, "A healthy heart begins at home" at Frank McKechnie Library.