

KEY MONTHLY LIBRARY ACTIVITIES - 2011

Month: May 2011

Location: Shared Services, Community Development

REACHING OUT TO...

FAMILIES AND CAREGIVERS

1. The Library provided promotional materials and card registration forms to Welcome Wagon to include in their new residents' packages. This partnership has been in effect for 10 years.
2. The Library supported the City's National Access Awareness Week which highlighted the accessibility of its new libraries, pools and community centres. It is estimated that 140,000 residents in Mississauga are living with disabilities. For more information visit www.mississauga.ca/portal/residents/accessibility
3. The Library issued its May-June newsletter and its special summer program issue of its newsletter this month. Both have been well received and the summer issue is being requested by neighbourhood schools in large quantities.
4. The pregnancy bible, ***What to Expect When You are Expecting***, by Heidi Murkoff (618.24 MUR at all locations) has optioned for a movie. It looks like the least likely candidate for a Hollywood blockbuster is going forward. According to *The Hollywood Reporter*, [Cameron Diaz is in final negotiations](#) to star. Kirk Jones (*Nanny McPhee*) will direct. The description of the plot proves, as expected, it will be somewhat different from the book; "The story follows five couples who suffer the many joys of the childbirth process."

YOUTH

1. The Library produced and distributed its youth summer program issue of its newsletter highlighting programs like Library BINGO, DIY Workshops, Poetry showcase, Game Night and Tournament, teen drop-ins and much more.
2. The Library supported the Youth Week celebrations and used the occasion to announce its Jim Wilde Volunteer of the Year Awards. Gift bags were provided by the Unit.

OLDER ADULTS

1. The Library publicized its summer programs for older adults in its summer issue of its newsletter.
- 2.

NEW CANADIANS

1. The Library supported the City's communication plan around the IIFA activities around the City.
2. The Library's *The Americans* display ran in the MN May 9. Described as documenting tensions between optimism and the realities of class, race and cultural differences, the show is presented by the City of Mississauga and the South Asian Visual Arts Centre.

COMPLETING OUR NEIGHBOURHOODS

1. The Library supported the Carassauga Festival 2011 by selling passports – branches sold out and the Library continues to be the top retailer of passports each year.
- 2.

CULTIVATING CREATIVE & INNOVATIVE BUSINESSES

1. The Library and City are developing a plan to introduce back lit signage at some locations. The new advertising assets will create a new revenue stream for the Library.
- 2.

PROMOTING TRANSIT

1. The Library created and issued its summer hours' brochure where it continued to position Transit and its many services. The Library continued to support Transit requests for added value promotions of its summer Wonderland route.

LIVING GREEN

1. The Library has partnered with the City to see the installation of digital signage at all libraries. The digital screens have been installed at the four ISF renovated branches and the intention is to over the next three years retrofit all libraries as the City moves away from print to electronic marketing.
2. All of the Rogers Daytime Peel spots were booked. The show goes on hiatus as of June 21.

OTHER (special initiatives)

- * lapsed member survey and report completed
- * continued to position partners and agency locations for the launch of the Library's membership campaign in fourth quarter
- * key note at several rotary club and newcomer AGMs to promote the Library and its services the presentation also includes a Sony reader demo and read participants a story 😊😊 which they really, really like a lot because they are adults and never get read to out loud

- * continued to work on the sell off of the remaining Our Heritage Books
 - * worked with 2 local authors to create e pubs of their books
 - * trained new co-chairs of the Friends of the Library Central Library book sale and supported the Friends of the Library Central book sale volunteers move through a back log and worked with Co-chairs in orientations
 - * met with Friends to start to plan Canada Day huge book sale and booked all spaces
 - * organized and arranged that members of the Friends Executive to be an integral part of each of the official re-opening ceremonies of the ISF branches – members to be at “booth” at all 3 libraries to promote the Friends and sell memberships and be a visible part of each of these local communities
 - * Mississauga News and mississauga.com provided \$1000s of free space for Library messages this month
 - * staff worked with Central Library departments to create special signage for Career Centre and Newcomers Information the beginning of a new signage plan roll-out
 - * supported City interdepartmental campaigns including re-launch Borrow a Pedometer at the Library, Culture Days contests, R+P summer programs, Don Cherry Jackets display, Art Galleries current shows and Credit River Salmon Run activities
 - * negotiated throughout the month an exclusive to Mississauga summer Wildcards’ campaign for dynix paper rolls (revenue stream)
1. Daily courier deliveries to Burnhamthorpe were reinstated.