

AGENDA

information	culture
education	recreation

Strategic Priorities 2007-11

MOVING THE LIBRARY FORWARD

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

2010 – Year of Reading to Succeed – at any age

MISSISSAUGA PUBLIC LIBRARY BOARD MEETING

Wednesday, November 17, 2010 – 5 to 7:00 pm
Library Board Room, 3rd Floor, Administration, Central Library

Members

Darrel Carvalho (Chair)
Heather Relf (Vice-Chair)
Councillor George Carlson
Lorraine Harris
Harry Hastilow
Brad Hutchinson
Jackie Joiner
Councillor Carolyn Parrish
Stefano Pascucci

Secretary/Treasurer

Don Mills, Director of Library Services

Leadership Team

Don Mills, Director of Library Services
Anne Murphy, Area Manager One
Sue Coles, Area Manager Two
David Penteliuk, Acting Area Manager Three
Debbie MacDonald, Manager of Shared Services

AGENDA

CALL TO ORDER

EXCUSED ABSENCES

DECLARATION OF CONFLICT OF INTEREST

APPROVAL OF MINUTES

CORRESPONDENCE

DELEGATIONS

- (a) Presentation – Civic Centre Redevelopment [15 minutes]
- (b) Presentation of copies of the Benares DVD Project from the Friends of the Museums [15 minutes]
- (c) CUPE Local 966 [10 minutes]

MATTERS TO BE CONSIDERED

1. Executive Limitations:
 - (a) Policy A1 – Monthly Communication and Counsel Report
2. Governance Process:
 - (a) Review of Library Fees and Fines
3. Linkages:
 - (a) Conferences/Trends Report
 - (b) Central Library Lay-by Parking Study
4. Ends:
 - (a) Board Roles and Responsibility Review
 - (b) Output from the Annual Community Forum
 - (c) Review of Ends Policies
 - (d) Monthly Report on Ends
5. Other Business:
 - (a)

SELF EVALUATION

An evaluation of the meeting. Leader: Lorraine Harris
Prepared for the meeting...time spent appropriately on Ends...full participation...courteous treatment of others...adherence to Rules of Order...emphasis on the future.

NEXT MEETING: December 8, 2010

ADJOURNMENT



MISSISSAUGA PUBLIC LIBRARY BOARD MINUTES

Wednesday, September 15, 2010 at 5 p.m.

Board Room, 3rd Floor, Central Library

PRESENT: Darrel Carvalho (Chair)
Heather Relf (Vice-Chair)
Councillor George Carlson
Lorraine Harris
Brad Hutchinson
Jackie Joiner
Councillor Carolyn Parrish
Stefano Pascucci

MEMBERS ABSENT: Harry Hastilow

STAFF PRESENT: Anne Murphy, Acting Director of Library Services
Don Mills, Director of Library Services
Debbie MacDonald, Manager of Shared Services
Marian Kutarna, Acting Area Manager 1
Sue Coles, Acting Area Manager 2

MINUTES RECORDED: Mumtaz Alikhan

CALL TO ORDER AND CHAIRMAN’S REMARKS

The Chair called the meeting to order. He welcomed the Board back after the Summer break and welcomed director Don Mills back. Mr. Mills thanked the Board for their good wishes, and senior staff for their excellent work during his absence.

EXCUSED ABSENCES

24:10 On motion by B. Hutchinson, seconded by H. Relf, that H. Hastilow be excused from the meeting. CARRIED

DECLARATION OF CONFLICT OF INTEREST

There were no conflicts of interest declared.

APPROVAL OF MINUTES

The Chair declared the minutes of the regular meeting held on June 16, 2010 approved as presented.

Mississauga Public Library Board Meeting
Wednesday, September 15, 2010

CORRESPONDENCE

The September 15 edition of the “Toronto Star’s” Entertainment Section prominently advertised the Mississauga Literary Festival to be held at the Living Arts Centre on September 19, 2010.

DELEGATIONS

(a) Presentation by Safe-City Mississauga:

This presentation was cancelled as the presenters were unable to attend the meeting.

(b) Presentation on Children’s Services:

Daria Sharanewych, Manager of Central Children’s Department, was introduced to the Board and gave an informative presentation on services provided to children from birth to 12 years old throughout the system. The focus was the importance of reading to increase literacy at an early age with programs to enable parents in achieving this objective as part of the Every Child Ready to Read initiative.

The Chair thanked Daria Sharanewych for her information presentation.

(c) CUPE Local 966:

Amanda French, CUPE 966 Vice-President, advised that a bargaining committee was struck as the Union will be bargaining a new collective agreement in Spring 2011. It was hoped that the new agreement will accurately reflect the positive increases in usage, provision of excellent customer service and the increase in the cost of living.

Ms. French also expressed the Union’s appreciation to the Board for its support at Council on implementation of paid parking for staff at the Central Library.

The Chair thanked Ms. French for her presentation.

MATTERS TO BE CONSIDERED

1. Monitoring Reports:

(a) Policy A1 – Communication and Counsel to the Board:

The report was reviewed by the Board.

Each area manager reviewed key events in the month and the Board was informed that the Library would be leading a city initiative in ensuring newcomers in Mississauga thrive.

It was suggested that user testimonials be included in *LINK* as well as seeking donations from local businesses using this publication.

The monthly compliance report on Policy A1 – Communication and Counsel to the Board from the Acting Director dated September 8, 2010 was received.

Mississauga Public Library Board Meeting
Wednesday, September 15, 2010

2. Governance Process:

(a) **Quarterly Expenditures Report:**

The 2nd quarter expenditures report dated September 7, 2010, was received as presented.

(b) **2011-2012 Library Budget Estimates:**

D. MacDonald reviewed the report and highlighted new items for 2011-2012 as well as new revenue streams.

The report on the 2011-2012 Library budget process dated September 7, 7, 2010 was received.

(c) **Report on Impact of Sunday Opening:**

S. Coles, Area Manager 2, reviewed the impact of Sunday openings at all Library locations. It was difficult to gauge the impact of Sunday openings within such a short space of time and the fact that 4 of the locations were closed for redevelopment. The Board agreed that a further report be prepared in the Spring of 2011 and a more meaningful report with comparable data be produced in 2012.

The Union noted that some branches had very limited usage on Sundays.

The report updating the impact on Library service on Sundays dated September 15, 2010 was received.

3. Linkages:

There were no reports under Linkages.

4. Ends:

(a) **2010 Mid-Year Successes:**

The Library's mid-year successes were received.

The Chair requested that the successes be highlighted under the specific strategic priorities as well as target groups including young children, families and caregivers.

(b) **Report on Plans for the Annual Community Forum:**

It was noted that the forum would focus on the master plan recommendations with key partners and stakeholders invited to participate in discussions on specific plans and priorities for the Library's future. Members of the Board would participate actively at the forum to facilitate the discussions and comments.

The report from the Director dated September 8, 2010 on the annual Library Board community forum to be held on October 20, 2010, was received.

Mississauga Public Library Board Meeting
Wednesday, September 15, 2010

(c) Monthly Ends Report:

The monthly Ends report dated September 8, 2010, was received as presented.

5. Other Business:

There were no further items of business.

SELF EVALUATION

Heather Relf led the self-evaluation. She affirmed that members were on time, well prepared and participated fully in a courteous manner with adherence to the Rules of Order and emphasis on the future.

NEXT MEETING

The next meeting will be the Library Board Community Forum on October 20, 2010.

ADJOURNMENT

There being no further business, the meeting adjourned at 7:00 pm.

Secretary/Treasurer

Chair

DATE: November 8, 2010

TO: Mississauga Public Library Board

FROM: Don Mills, Director of Library Services

SUBJECT: **Monthly Compliance Report on Policy A1 – Communication and Counsel to the Board**

RECOMMENDATION: That the report on Policy A1 – Communication and Counsel to the Board from the Director dated November 8, 2010, be received.

BACKGROUND: The Policy States:

The CEO shall not permit the Board to be uninformed, unsupported in its work, or non-compliant with legal or fiscal obligations. Accordingly, he or she shall not:

- 1. Neglect to submit monitoring data required by the Board (see policy on Monitoring Executive Performance) in a timely, accurate and understandable fashion, directly addressing provisions of the Board policies being monitored.*
- 2. Fail to inform the Board of relevant trends, significant changes in provincial or municipal policies, anticipated adverse media coverage, material external and internal changes, particularly changes in the assumptions upon which any Board policy has previously been established.*
- 3. Fail to advise the Board if the Board is not in compliance with its own policies on Governance Process and Board-Staff Relationship, particularly in the case of Board behaviour that is detrimental to the work relationship between the Board and the CEO.*

Over 2007-2011, the key markets in the Library’s Strategic Priorities include:

- Older Adults
- Youth
- Newcomers
- Families/Caregivers
- Small businesses

COMMENTS: **Promoting Awareness**

1. The Mississauga Literary Festival was publicized each week in “The Mississauga News” and mississauga.com ran the Festival as a lead story. The Festival message appeared on all reader boards across the City. The

story ran on Inside Mississauga and in the Toronto Star. Posters, screen savers and book marks expanded the communication this year.

2. The Library provided generic information to Welcome Wagon and 4 newcomer agencies. These partnerships help to spread the Library word to non users and newcomers.
3. The Library provided generic information *All about Your Library* in Arabic to an Arabic newspaper. The multilingual translations done last year allow the Library through local groups and media to extend its reach into target markets.
4. The Library submitted its programs for the Spring/Summer 2011 Active Mississauga. The Library has four pages in this annual publication to reach the wider Mississauga audience.
5. The Library executed a communication plan around Sunday openings. Tactics included web site, map/location/hours flyer, posters, screensavers, dynix messaging, news release, Inside Mississauga, filler ad in “The Mississauga News” and posting on Inside Mississauga.
6. The Library attended a provincial wide public libraries marketing symposium. It was a day of marketing workshops and networking about issues and trends that affect all public libraries in Ontario and indeed, North America and the world.
7. The Marketing Unit visited branch staff meetings to introduce new staff member and talk about publicity and marketing plans for 2011.
8. The Unit worked with the City of Mississauga to identify Library assets and services to be a part of a City wide stock photography project. Photographs were taken this month.
9. Library newcomer services are featured in a community video created to run on Rogers Cable 10.
10. The Library has designated its theme for 2011 – “A Library for everyone – check it out!”
11. Over 2011 there will be major event around the re-opening of the four renovated libraries in the south and the new civic square at the Central Library. The plan would be to feature the Library Board at all locations in “open houses” around the re-opening events.
12. Over 135 Grade 4 students from two local schools visited the Frank McKechnie Library for the Grade 4 Read to Succeed program. The students were very enthusiastic and many returned either that evening or the next day for their “second visit”.

13. The Cooksville Library forged a new partnership with the Floradale Public School Readiness Centre. Library staff visited the centre to lead special storytimes with children and their caregivers, as well as to promote the wonderful services available at the Library.
14. The Clarkson Community Centre and Library reached out to older adults this month. An Older Adult Survey was launched to solicit feedback on the programs and services older adults wish to see with the new indoor lane pool and therapy pool. The Library also participated in the Older Adult Fair at Sheridan Villa Long Term Care facility.
15. The Children's Department staff launched the Grade 4 Read to Succeed online reading club for the 2010/11 school year early this Fall on the Library's website. Students can post book reviews online and share book recommendations with one another. Staff across the library system is promoting this fun and exciting new feature to every Grade 4 class visit and providing an online demo.

Innovating through Technology:

1. Knowledge Ontario launched its new e portal this month and the Library posted at its online branch continuing to source content to make the virtual branch relevant and a useful tool for Mississaugans.
2. The Friends of the Library have created their own independent web site to be able to do on-line used book sales and on-line fundraising. The Friends have partnered with CanadaHelps.org to handle the donation protocols.
3. The Library continued to develop its 2011 business plan with a goal to reduce printed publicity and move to e-marketing.
4. Friday October 1, 2010 was International Follow a Library Day on Twitter – the Library asked its members to tweet and mention that this was their favourite Library. This annual event helps to draw attention to the role of public libraries in the lives of individuals and communities.
5. The Library investigated a move from a print 2010 annual report to a video annual report.
6. The Library recently participated in a 6 month pilot to test social media (Twitter, Facebook, YouTube and RSS feeds.) The Library, along with Communications, Recreation and Parks and Transit and Works tested the takup o these new media. Changes to the website, event notices, Teen Zone content, the new e-book service and online magazines were promoted. The new social media allow the Library to “push out” information to these user segments in easy, reliable, inexpensive ways, thanks to technology. Measuring effectiveness of these new tools is no easier than measuring the effectiveness of bookmarks, brochures and billboards.

Ensuring Library Space That Works:

1. The Library executed training for the Friends of the Library Executive Board and its volunteers based upon the City of Mississauga's Accessibility and Violence in the Workplace policies. This ensures that the Library and its volunteers understand and live these corporate principles and goals and create a library environment that works.
2. The Library continued to work with the Friends to create a new book sale space in the Central Library. Furniture has been purchased and move date set for mid November.
3. Based upon the fund raising success at London and Oakville libraries, the Library purchased a coin funnel which will be installed at the Central Library. The campaign key message: Libraries make good sense.
4. The Streetsville Library is moving forward with their redesign of their main floor. Customer feedback has been very positive surrounding the planned reconfiguration to allow for more quiet and group study space. The planned mini teen lounge is greatly anticipated as well.
5. The Central Library replaced 55 public workstation chairs in order to improve ergonomics and hygiene in order to support customers' safety and well-being.
6. The Burnhamthorpe Library project is considered to be 65% complete. Furniture selections are on-going. Outstanding tenders include IT and AV cabling, theatre seating and shelving. Construction efforts currently focus on curtain wall installation, structural steel installation, pouring slabs on grade, roofing, and plumbing. The Region of Peel contractor for the Hanlan Feedermain has moved off-site.
7. The Lakeview, Port Credit and Lorne Park Library projects are considered 70 – 78% complete. Furniture orders have been placed. Millwork fabrication is in progress. Construction efforts currently focus on installation of interior steel, partition framing, sprinkler installation, and roofing. Window frames along the north and east walls and the skylight at the Lakeview Library have been installed. The Port Credit Library site has been backfilled and grading commenced.
8. Re-opening is anticipated at the Lakeview Library in early February. Lorne Park Library and Port Credit Library will open in early March. Burnhamthorpe Library will open late spring 2011. This information has been made available to customers through library posters, and the ISF and library web pages.

Providing Life-Long Learning Support:

1. The Frank McKechnie Library began offering an “Introduction to Computers” class for older adults on October 25, to be held Monday mornings.
2. The Clarkson Library expanded its programming to include family storytime, pajama storytime, wee ones storytime, reading buddies, adult book club and computer workshops for older adults. All programs have enjoyed good attendance.
3. The newly introduced citizenship test kits at the Woodlands Library have been enthusiastically received by customers. The initiative proved so popular that it is being emulated by other locations.
4. The Woodlands Library once again offered storytimes in English, Mandarin and Russian. The turnout for all has been impressive.
5. The Mississauga Valley Library staff continued to serve an increased number of customers in October with circulation up more than 70% and 35 programs attracting 796 attendees. Staff also helped out offering 4 storytimes at Central library to cover for their staff shortage.
6. The Woodlands Library offered something for everyone this month: Family Story Times was held in 3 languages; Pajama story time fun for all; Seniors Internet training; Older Adult Appreciation day (staff certainly felt appreciated by these regular and loyal customers!); teens meeting to plan teen programs for November; teen buddies helping little buddies to read; a regular class visit from the Special Needs students from St. Gerard, plus all of their regular customers.
7. The staff of the Readers’ Den Department hosted the ever popular “Dewey Divas.” These representatives from major publishing houses provide library staff with a glimpse into forthcoming fiction, non-fiction, and children’s publications. This is regularly offered to system staff in order to ensure that they are well-prepared and knowledgeable about forthcoming publications.
8. Several members of the Readers’ Den Department attended the 5th annual Readers’ Advisory in a Day on October 18. This event focuses on readers’ advisory and presents learning opportunities for staff. Staff was particularly inspired by Rachel Van Riel, a library consultant in the UK, who advocates a reader-centered approach to librarianship.
9. The Sciences and Business Department hosted a number of newcomer workshops in partnership with three separate organizations. In each case, resources available in the library were highlighted:
-- *Build Your Career* and *Education and Training for Newcomers* explored job search strategies and education options, and was delivered

in partnership with the Newcomer Information Centre.

-- an intensive four-day job search workshop for newcomers explained how to improve resumes, prepare for interviews, and tap into the hidden job market. This workshop required serious, engaged participation from attendees and was offered in partnership with the Peel Multicultural Council.

-- *Resume Help Day* featured a resume assistant who provided a personalized 30 minute resume review session for each registrant. This session was offered in partnership with the Centre for Skills Development and Training.

The Sciences and Business Department also offered some very well attended self-help sessions including *Mortgages: What You Need to Know*, an informative workshop presented by Neil Bobb, Investors Group Financial Services.

Celebrating Our Community:

1. The Friends of the Library used book sale raised \$1,200 at the Literary Festival. The Friends hosted a book sale at the annual Crime Prevention Awareness Event at the Living Arts Centre and their annual Teachers' Only book sale at the Central Library. The Friends of the Library have raised \$76,000 year to date and supported the following Library 2010 wish list services and programs: free bus trips for publicly funded schools to visit their local library -\$16,000; presenting authors and speakers at all locations \$6,000; special projects \$10,000; support the annual Literary Festival \$20,000; paid advertising (Festival) \$13,000.
2. The Library was represented at the Doors Open at the Grange. It was an opportunity to promote the Library's Our Heritage Series to local history lovers. Kathleen Hicks was at the Library booth offering support for this sales event and autographing books.
3. The Library hosted a meeting of the newcomer groups at the Central Library. Forty five representatives from newcomer agencies across Peel converged at the Library to hear the keynote speaker.
4. October was Canadian Public Library Month. October 18-24, 2010 was Ontario Public Library Week.
5. A resident recently donated over \$3,000 worth of computing books. It is estimated the Library receives over 10,000 donated items a year for a potential value of over \$100,000.
6. The staff at the Sheridan Library have worked hard over the past year to address the 20 points raised by the community during the review process. The changes are impressive and the staff report great customer satisfaction. A report will be prepared for the new board and council on the true success of this "experiment" at the Sheridan Library.

7. The Frank McKechnie Library set up a display of books reflecting Islamic art and influences for the month of October in recognition of Islamic History Month.
8. The Erin Meadows Library had a strong presence at the United Way Spin to raise money for the charity. Six of the fourteen participants were Erin Meadows staff and enjoyed the event tremendously.
9. The book *Les mythes d'ancienne civilization* was launched at the Meadowvale Library. The book, which is entirely in French, was written by a grade 4 class at Settler's Green Public School as part of their ancient civilizations project. The class kindly donated a copy of the book to the Library.
10. A very busy start to fall outreach was seen at the Mississauga Valley Library. Visits and emails to Early Years Centres and all local schools as well as the delivery of letters to all grade 4 teachers earned immediate results. Eight grade 6 classes toured the library, with many more visits planned for all different grades. In addition, more than 40 newcomers were welcomed by the library as a result of their partnership with Dixie Bloor Neighbourhood Centre. Everyone was made most welcome.
11. To celebrate Ontario Library week Meadowvale Library held a Customer Appreciation Day. The celebrations included a local historian Kathleen Hicks, Halloween crafts, face painting, a family storytime and a games hour. A notice appeared on the front page of "The *Booster*." Lots of coffee and cookies were consumed by happy customers. Teen Advisory Group members donned costumes and were instrumental in making the day a success.
12. The Meadowvale Library held a food drive for the month of October and received many items for the food bank.
13. Storytimes at the Streetsville Library are in full swing and have been well attended. Class visits have also started and there has been a lot of contact setting up times for Grade 4 classes from the nine schools. In addition, a Reading Buddies Program has been set up with a local high school & elementary school. The month ended on a high note with staff running a fun storytime program at the Vic Johnson Arena appropriately called, Spooktakular.
14. The Clarkson Library held a customer appreciation day this month to thank the loyal customers who have braved construction fencing and detours to visit the library. Programs for all ages were conducted. The event was featured on the front page of the *Booster*.

15. During the month of October, the Central Children's Department offered over 65 programs and special events with over 2100 children and parents in attendance. Staff and teens from the Anime Club created a spooktacular Haunted House which was enjoyed by parents, young customers, and staff. Along with the haunted house, staff presented two Halloween storytime events attracting over 100 attendees!
16. The Children's Department welcomed two well known children's author by hosting visits by Ian Wallace and by local author Jennifer Maruno who shared their experiences as writers and illustrators to over 500 students from the Valleys, Edenrose, Hartsdale, Queen of Heaven and Westacres schools.
17. One of the more interesting searches done by the Canadiana Reading Room staff involved a query from a customer re the whereabouts of a time capsule, reportedly from 1887, found in a stone barn which was being demolished in October 1975, on Harry Hassall's property. The story was reported in both "The Toronto Star" and "The Review" for October 1975. Supposedly the capsule was to be given to the City to be displayed in the new Burnhamthorpe Library when it was completed. Unfortunately, even a search of the Library Board minutes from November 1975 to November 1976 failed to bring up any reference to such a time capsule, and staff could not prove definitively that the time capsule was indeed given to the City, and if so, if it was given to the Library for display when the Burnhamthorpe Library re-opened.
18. The Mississauga Literary Festival was held for its third year on Sunday, September 19 at the Living Arts Centre. The Festival was a success with children's performers (TV Puppetree and Comedy Magic Show), two major authors (Helaine Becker and Judy Fong Bates), readings with 25 local authors, 33 exhibitors from a wide range of community groups (including for-profit), teen open mic (hosted by J Nicole Noel), decorated book truck parade, Great Book Giveaway, and a mega Friends of the Library booksale event.
19. The City is planning official openings of the ISF funded renovations at the four libraries. Please mark your calendars:
 - Saturday, May 7 at 11 a.m. - Lakeview Library
 - Saturday, May 7 at 1 p.m. - Port Credit Library
 - Saturday, May 7 at 3 p.m. - Lorne Park Library
 - Saturday, September 10 at 11 a.m. - Burnhamthorpe Library

Offering Superior Service at a Reasonable Cost:

1. A letter was received by the Sheridan Library team. It read, "Thank you for your help. You offer cheerful assistance and great resources. You are tolerant, patient and kind. I appreciate your work and wanted to say thank you very much! I am enclosing a Tim Horton's gift card for a well deserved branch."

2. A customer comment from the Mississauga Valley Library included, “I like coming to this branch as I have always have helpful staff telling me about upcoming programs and informing me of new things and changes... I miss my branch and can’t wait for it to open but I like it here too.”
3. The Sheridan Library received a letter from the Oakridge Early Years Centre thanking staff for their commitment to the Sheridan Neighbourhood and for all the wonderful work they do.
4. After four months of patient effort, the Genealogy staff at the Arts & History Department was able to provide the documentation for a customer to qualify for the Canadian Old Age Security pension. “On behalf of the Ezeard family, I would like to take this opportunity to thank you for the time and effort you gave to help us with obtaining my mother’s parent’s marriage certificate [from England].” The thank-you card came with a bouquet of flowers and a big helium “thanks” balloon.
5. At the Circulation Department, staff members continually handle complaints about construction, closed branches and road closures with poise and grace. One day, staff encountered an elderly couple who were confused and frustrated because they had trouble finding parking and finding their way into the building. The husband, who had difficulty walking, was extremely annoyed to learn that they were supposed to be at the Civic Centre, not the Central Library. Staff gave them a wheelchair from the Noel Ryan Auditorium and arranged for the couple to return it later. The couple was extremely pleased at this gesture.
6. Thanks to a joint effort between the Shared Services staff and the Arts & History Department, over 800 multilingual books in Latin-script languages were re-catalogued to improve customer and staff access through the Library catalogue. Also, shelf-end signs were posting in each of the languages and appropriate script to ensure ease of access.

Developing Board Effectiveness:

1. A report to Council will be prepared for an initial appearance in the New Year along with the Library’s budget presentation. New board members could also be introduced.
2. The City’s orientation session for prospective board and committee appointments is scheduled to take place on Tuesday, November 30th, 6:00 pm - 8:00 pm in the Great Hall at City Hall.
3. The following items are coming up in the work plan:

December 8

- Review of Executive Limitations Policies
- Report on Annual Successes

January 19, 2011

- Review Board Work Plan
- Evaluate CEO's Performance

ATTACHMENTS: Appendix 1: 2010 Library Board Work Plan

Don Mills, Director of Library Services

MISSISSAUGA PUBLIC LIBRARY BOARD

2010 WORK PLAN

Month	Executive Limitations	Governance	Board – CEO Linkage	Ends	**Consent Items
January	Communication and Counsel Report (MONTHLY)	Review Work Plan	Evaluate CEO's Performance	Report on Ends (MONTHLY) Delegation (MONTHLY)	Review Count Week
February			Review Board-CEO Linkage Policies; CEO Final Performance Review		Year-End Expenditures; Adopt Budget
March	Review of Executive Limitations Policies	Report to Council	Approve CEO Performance Agreement	Meeting with School Boards Directors	Non-Union Salary/Benefits Adjustments
April		Review Governance Policies			Conference /Trends Report; Benchmarking Report; 1 st Quarter Expenditures
May		Elections		Meetings with each School Board Trustees	Approve Audit; Approve Business Plan; Part-Time Long Service Awards
June			1 st Quarter CEO Performance Review		Review Estimates; Staff Recognition Event – June 17/10
September			Approve Mid-year CEO Performance Review	Report on Mid-Year Successes	Review Mid-year Expenditures; Approve Estimates
October	COMMUNITY FORUM				
November		Report to Council; Roles and Responsibility Review			Conference /Trends Report
December	Report; Review of Executive Limitations Policies		Staff Appreciation;	Report on Annual Successes	

DATE: November 9, 2010

TO: Mississauga Public Library Board

FROM: Don Mills, Director of Library Services

SUBJECT: **Review of Library Fine and Fees**

RECOMMENDATION: That the Mississauga Public Library Board approves the changes to the fines and fees contained in Appendix 1 of the report dated November 9, 2010, and that the changes be effective commencing January 3, 2011.

BACKGROUND: The library regularly reviews its fine and fee structure to ensure that it reflects current practices elsewhere and maximizes revenues for the library's operations. Past practice has been that fees and fines are adjusted every two years. The cycle of review has been adjusted to coincide with the Library's two-year business planning cycle.

COMMENTS: A recent review of nine large Canadian library systems and nine local library systems indicates that our fines and fees are at the higher end of the range. In some cases such as with DVD's, the Mississauga Library System ranks as the highest.

Some minor adjustment of fines and fees to bring the MLS more in line with other libraries is included with the report. In addition to rates that reflect current borrowing trends, the adjustments provide a more simplified approach with fewer price points; an advantage for both customers and staff alike.

The following fines and fees are proposed to be adjusted:

- Daily DVD/Video Games/Lightening Loan fine – from \$2.25 to \$1.00
- Maximum fines – from \$8 - \$25 to \$10 for all
- Replacement Card fee – from \$5 to \$2
- Non-resident fee – from \$70 to No Charge for Ontario residents

Several miscellaneous fees have not changed but had the tax portion added or removed as appropriate.

In terms of non-resident fees, there has been an almost 30% decline in requests for this card over the past several years. The MLS currently has 67 non-resident card holders, down from 235 in 2006. The recommendation is to remove this fee for Ontario residents. This is consistent with our existing practice of providing no-charge library cards to anyone who works, owns a business, or goes to school in Mississauga, many of whom live outside of the city.

The changes to fines and fees are minor in nature and are not expected to negatively impact revenue from them. The declining fines revenue trend is expected to continue in coming years due to improvements in technology allowing customers to renew materials online and receive earlier notification for overdue items.

FINANCIAL IMPACT: No financial impact anticipated.

CONCLUSION: The library offers excellent service and a wide variety of materials to meet the needs of all citizens of Mississauga. Fines are incurred by a minority of customers and can be avoided. Convenient options to review records and to renew materials are available to customers 24 hours per day online, or by telephone during open hours. All locations allow after hours return of material.

ATTACHMENTS: Appendix 1: Schedule of Library Fines

Don Mills
Director of Library Services

Prepared By: Debbie MacDonald, Manager, Shared Services

APPENDIX 1

**Mississauga Library System
FINES and FEES SCHEDULE
Effective January 2011**

	Current	Proposed
Fines	Daily Rate	Daily Rate
All Material (except as below)	0.35	0.35
	Max. 14.00	Max. 10.00
Magazines/Paperbacks/Videos	0.35	0.35
	Max. 8.00	Max. 10.00
DVD's/ Video Games	2.25	1.00
	Max. 14.00	Max. 10.00
Lightning Loans	2.25	1.00
	Max. 25.00	Max. 10.00
Fees	Rate	Rate
Forgotten Card	1.00	1.00
Replacement Card	5.00	2.00
Non-resident Card-Ontario Residents	70.00	No charge
Non-resident Card-Outside Ontario	70.00	70.00
Lapsed Hold Pickup	2.00	2.00
Print Copy Cards	1.07	1.00
Printing	0.16	0.15
Program Special Events - (age 14 & under)	variable rate	variable rate
Program Special Events - (age 15 & older)	variable rate	variable rate
Program Storytimes for Children	15.00	15.00
Reserve a Computer Temp (1 day)	1.00	1.00
Reserve a Computer Temp (1 week)	5.00	5.00
Reserve a Computer Temp (1 month)	15.00	15.00
Art Display rental	75.00	75.00
Collection Agency Fee	12.80	12.80
Commercial Advertising - Six Months	250.00	250.00
Community Partner Program - Annual	30.00	30.00
Exam Procter	23.36	25.00
Souvenirs		
Book bags	4.43	5.00
USB Keys	10.62	10.00
Heritage Books	25.00	25.00

HST added where applicable.

DATE: November 9, 2010

TO: Mississauga Public Library Board

FROM: Don Mills, Director of Library Services

SUBJECT: **Report on Conferences and Trends**

RECOMMENDATION: That the report dated November 9, 2010 on conferences and trends be received.

BACKGROUND: The Librarians' Group Steering Team actively supports and provides opportunities for the growth and development of professional librarians in the Mississauga Library System through a web page, a blog and regular meetings of the group as a whole.

The Education Institute is a continuing education program for library information workers developed by The Partnership of Provincial and Territorial Library Associations of Canada. The program offers one-hour audio and web conferences. Speakers in the Education Institute are leaders in their fields: knowledgeable, experienced, innovative and widely recognized.

COMMENTS: The Librarians' Group Steering Team selected 12 Education Institute audio conferences based on their appeal to Mississauga Library staff and arranged for registration. Approximately 150 staff took advantage of this training opportunity in 2010. Sessions were held at the Central Library and were open to any staff member who wished to participate. Sessions were followed by a 30-45 minute discussion facilitated by a staff member. Handouts were saved in the Library's shared drive so that those who were unable to attend a session could access the handouts at any time. The Education Institute is planning to launch EI-TO-GO in the near future which will offer podcasts and downloads of audio conferences. This will give Library staff the flexibility to schedule sessions at a time that is convenient to them which will allow more staff to participate.

EI sessions that focused on Readers' Advisory were very popular with staff. These sessions stressed the importance of promoting books from the reader's point of view and looked at current trends in leisure reading including the rise in popularity of narrative non fiction, graphic novels and fantasy role-playing games and the use of Social Catalogues to enhance Readers' Advisory services outside the physical library.

Another popular session was *Connect with Coaching* in which Markham Public Library staff explored new ways to engage and energize staff.

The “Conversations with Leaders” EI audio conference series took the form of interviews with leaders in the Library profession such as Mary Ann Mavrinnac, Chief Librarian of the Hazel McCallion Academic Learning Centre, and Linda Cook, CEO, Edmonton Public Library. Leaders were invited to share their insights and strategies for the future. The importance of strategic thinking techniques such as environmental scanning and scenario planning were stressed and staff learned about the innovative approaches to working with communities being used in the Edmonton and Halifax Public Libraries.

The Librarians’ Group brings library leaders to Mississauga as a way of developing skills and maintaining an awareness of trends. In June, Mary Ann Mavrinnac spoke to the Librarians’ Group about “Future Directions: Building Capacity in our Organizations and Beyond.” This was followed in July by a tour of the Hazel McCallion Academic Learning Centre hosted by Ian Whyte, Deputy Chief Librarian. Plans are now underway for a Librarians’ Group meeting to be held on November 25, 2010 focusing on the topic of “Leadership.” Recognizing what a crucial role effective leadership plays in the success of our organization, the Library Leadership Team will facilitate a discussion of the City’s Leadership Model which consists of six competencies that define leadership and what leaders need to know.

CONCLUSION:

These conferences and seminars ensure that staff keep up to date on innovative practices, ideas and issues and reflect the Library Board’s key objective of focusing on leadership and developing staff effectiveness.

Don Mills, Director of Library Services

(Prepared by: Marilyn Braaten, Manager, Courtnepark Library)



Memorandum

Report 3(b)

TO: Mississauga Public Library Board

FROM: Geoff Wright, Director
Transportation Project Office and Business Services

DATE: November 4, 2010

SUBJECT: Update regarding Study of Central Library Book Drop Lay-By

Background

At the June 16, 2010 session of General Committee, a report titled Off-Street Paid Parking in the City Centre (Ward 4) was brought forward from the Transportation and Works Department. A motion was carried whereby General Committee supported, in principle, the recommendations contained in that report.

General Committee indicated that further consultation was needed with the Mississauga Public Library Board regarding the introduction of paid parking prior to final approval of the recommendations. To this end, Transportation and Works staff attended the June 16, 2010 meeting of the Mississauga Public Library Board to discuss the matter. At this meeting the Library Board voted unanimously on a motion by B. Hutchinson, seconded by H. Relf, "that the Board approve paid parking at the Central Library for customers as presented in the report from the Commissioner of Transportation and Works Department dated June 7, 2010". The Library Board has requested a report back six months after implementation regarding the initial impact. Subsequent to a follow-up report to General Committee on June 30, 2010, parking fees were approved for Civic Centre, Central Library and Living Arts Centre at Council on July 7, 2010, with implementation effective April 4, 2011.

During the process of consultation, the Library Board raised questions about the availability of parking for the purposes of book drop or short-term use. Currently three spots are available for book drop lay-by parking on the west side of Central Library on Living Arts Drive. Previously, a number of book drop parking spaces were also available on City Centre Drive, but these will no longer be in place following the redevelopment of the Civic and Library Square. The Library Board requested that a parking study be conducted to review the current usage patterns of the book drop lay-by on Living Arts Drive and determine if an expansion to the lay-by would be warranted to coincide with the introduction of paid parking. Library staff indicated that the area seemed to be used frequently for passenger pick-up and drop-off.

In fall 2010, the Transportation and Works Department completed a review of the book drop layby on Living Arts Drive. Observations were collected on three days in late September and early October. Hours of observation included 30 minutes before opening to 30 minutes after closing on each of three days. The lay-by was observed over the following periods:

- Wednesday September 29th - 8:30 am to 9:30 pm
- Friday October 1st - 8:30 am to 6:30 pm
- Saturday October 2nd - 8:30 am to 5:30 pm

The study observed all vehicles using (or attempting to use) the lay-by. For each vehicle observed, the time of arrival, reason for use of lay-by and duration of stay was recorded. The time was noted when the lay-by was observed to be full or over-capacity.

Findings

The study sought to review the current usage patterns of the lay-by and determine:

- If the area is truly functioning as a book drop or if the area should be converted to short term parking for a specified period; and
- If an expansion to the length of the lay-by would be warranted to coincide with the introduction of paid parking.

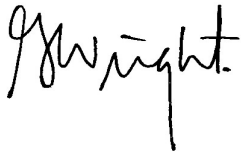
Following the collection of observations, a detailed review of the data was conducted. Key findings are below:

- Usage of the lay-by as intended for book drops was observed to account for approximately 40-45% of parking on weekdays with peaks in the morning and late afternoon and about 30% on Saturday, with a peak in the early afternoon.
- A significant amount of the usage was observed to be passenger pick-up and drop-offs which peaked in the early evening at 85-90% of usage on weekdays and 70% of usage on Saturday.
- Overall it was determined that the lay-by was observed to be frequently full or overcapacity.
- The most frequent length of parking was observed to be 7-16 minutes.

Recommendation

Based on the study findings, the Transportation Project Office recommends:

- That the permitted usage of the lay-by be converted to short-term 15 minute free parking to better reflect how the area is currently functioning as both a book drop and passenger pick-up / drop-off area; and
- That the length of the lay-by be extended to add 5-6 parking spots. The feasibility of completing this expansion in coordination with existing capital projects is being reviewed by the Transportation and Works Department. An update will be provided to the Library Board in early 2011 regarding the timing of the recommended expansion.



Geoff Wright, P.Eng., MBA
Director, Transportation Project Office and Business Services
Transportation and Works Department

Prepared by: *Jacquelyn Hayward Gulati,*
Transportation Demand Management Coordinator

DATE: November 9, 2010
TO: Mississauga Public Library Board
FROM: Don Mills, Director of Library Services
SUBJECT: **2010 Community Forum Output**

RECOMMENDATION: That the report on the October 20, 2010 Community Forum output from the Director dated November 9, 2010, be approved.

BACKGROUND: Each fall the Mississauga Public Library Board hosts a community forum to look at key needs for the coming year based on plans and priorities. The results of this event guide objective setting for the following year.

COMMENTS: The 2010 community forum focused on “reaching out” to the Library’s key markets. About 30 participants discussed present efforts and future opportunities to reach older adults, youth, families, newcomers and small businesses. This event built on the Library’s recent master plan and the city’s and Library’s priorities.

CONCLUSION: The attached records the output from the forum. After review by the Library Board, these suggestions will be integrated into the Library’s key objectives for 2011 and beyond.

ATTACHMENTS: Appendix 1:

Don Mills
Director of Library Services

MISSISSAUGA PUBLIC LIBRARY BOARD COMMUNITY FORUM OUTPUT
October 20, 2010 – 5 to 8pm – CL3

Reaching Out...

NEWCOMERS

- address diversity of newcomer groups
- ensure staff are familiar with agencies and services available
- “Welcome to Canada” storytime
- ensure schools direct newcomer students to the services of the Library
- keep in touch with newcomer community agencies

FAMILIES

- neighbours that use the Library – connecting/building community
- designate places for families to meet
- weekend programs for kids and families
- customize services for each branch

TEENS

- get teens to design their own space – fun, comfort, colour
- collaborate with community
- organize casual drop-in programs
- become “in-tune” with what’s happening
- plan inter-generational time
- help teens with transportation
- use outdoor space
- go the extra mile – show teens we are relevant
- marketing aimed at teens
- teen section on website that appeals to them

OLDER ADULTS

- inter-generational – sharing knowledge, i.e. teens teaching older adults their skills and vice-versa (computer knowledge/history)
- older adult advisory group and TAGs meet to brainstorm
- training for Library staff
- connect older adults to grandkids through technology training
- understand difference between older adults and seniors
- partner with other homebound organizations such as the Red Cross, therapy providers, etc.

SMALL BUSINESS

- e-strategy important – directories, guides, etc.
- more ad opportunities – sponsorships

MISCELLANEOUS

- No user fees!

DATE: November 4, 2010

TO: Mississauga Public Library Board

FROM: Don Mills, Director of Library Services

SUBJECT: **Annual Review of the Board's Roles and Responsibilities**

RECOMMENDATION: That the report dated November 4, 2010, on the annual review of the Board's effectiveness be received for information.

BACKGROUND: The Library Board has developed a comprehensive statement of its roles and responsibilities based on the Public Libraries Act and its unique relationship to the City and its appointing body, City Council. It reviews this document and evaluates its performance of its duties each year according to the Board's work plan.

COMMENTS: Please review the attached list and indicate how well the Board has fulfilled each role and suggest any needed development opportunities for 2011.

CONCLUSION: This document will be reviewed at the meeting.

ATTACHMENTS: Appendix 1: **Board Roles and Responsibilities Worksheet: Existing and Revised**

Don Mills
Director of Library Services

Mississauga Public Library Board
Roles and Key Responsibilities

Revised December 2009

Roles and Key Responsibilities	Satisfactory or Unsatisfactory	Suggestions for Improvement
<p>1. Governance/Policy Making</p> <ul style="list-style-type: none"> (a) determining mission, purpose and strategic goals (b) setting annual objectives and evaluating performance against objectives (c) determining policies in response to community data and needs (d) providing orientation for new members and development for all members (e) approving appropriate governance policies and monitoring compliance (f) ensuring compliance with Library legislation (g) Requiring the CEO's efforts of compliance in areas of corporate responsibility <p>2. Community Relations/Services</p> <ul style="list-style-type: none"> (a) ensuring appropriate service standards are in place (b) participating in community activities (c) seeking to extend library service (d) participating in trustee activities (e) cooperating with officials (f) maintaining a working relationship with local school boards (e) maintaining a working relationship with local libraries and information providers <p>3. Finance</p> <ul style="list-style-type: none"> (a) approving resource strategies (b) adopting annual budgets and monitoring performance (c) communicating with Council (d) ensuring sound financial management <p>4. Personnel</p> <ul style="list-style-type: none"> (a) employing and annually evaluating a Chief Executive Officer (b) approving policies on human resources (c) determining compensation (d) providing for agreeable working conditions (e) providing for the proper development and training of staff (f) approving collective agreements <p>5. Legal</p> <ul style="list-style-type: none"> (a) responding to proposed legislative changes (b) ensuring the retention of complete and accurate records (c) reporting on library operations to Council (d) maintaining full membership of the Board (e) ensuring the Library makes reasonable efforts to comply with all applicable legislation 		

DATE: November 9, 2010

TO: Mississauga Public Library Board

FROM: Don Mills, Director of Library Services

SUBJECT: **Review of Ends Policies**

RECOMMENDATION: That the Board's Ends Policies dated November 9, 2010, be approved as amended.

BACKGROUND: At the center of the Carver model of board governance is the Library's Ends policy. The Library Board developed a two-level Ends policy in 2003. This has guided the agenda of the 2003-2006 and the 2006-2010 Library boards. Unlike annual objectives, the Ends policy should not change often as it represents the guiding purpose and goals of the organization. All the other policies are reviewed at least annually. In preparation for the new board, a review of the Ends policy would be appropriate.

COMMENTS: The Level I Ends policy (attached) has been reviewed and slightly modified during the current board's term. It continues to serve the Library well as the annual community and annual work plans have proven. With the City's new strategic plan and priorities/pillars, it seems even more relevant.

The Level II Ends policy (attached) is likewise very serviceable for current plans and priorities both of the City and the Library. All the current priorities are cited in the 22 Level II service statements. The order of statements has been altered for consistency and the term "branch libraries" has been changed to "local libraries" and "New Canadians" to "newcomers, for the same reason. It is interesting that in 2003 the Library identified youth, newcomers, families, older adults and small businesses as priority markets.

CONCLUSION: The attached report card represents the approved objectives and timelines.

FINANCIAL IMPACT: None.

ATTACHMENTS: Appendix 1: **Ends Policies I and II**

Don Mills
Director of Library Services

POLICY D1

Policy Type: ENDS
Policy Name: **LEVEL 1 ENDS POLICY**
Date Approved: February 19, 2003
Reviewed: Monthly

The Mississauga Library System exists so that every resident can develop skills, acquire knowledge and information, improve the quality of his/her life and the life of the community, enjoy a welcoming, customer friendly environment in a 21st Century high-tech city, while maintaining an annual per capita cost in the 75th percentile of the national average.

POLICY D2

Policy Type: ENDS
Policy Name: **LEVEL II ENDS POLICY**
Date Approved: February 19, 2003
Reviewed: Monthly

D2.1 Developing Skills:

- Residents can develop a variety of skills to meet their needs
- High school students have appropriate research skills to effectively prepare for college or university
- Seniors, teens and at-risk youth can develop basic computer and information literacy skills
- Newcomers can increase literacy and English language skills
- Parents can improve parenting skills
- Life-long learners have the skills to pursue personal goals

D2.2 Acquiring knowledge and information:

- Residents have the information and knowledge they need to function effectively in their community
- Residents recognize the Library as the primary source of community information
- Residents connect with their community, its government and other agencies
- New Canadians can obtain information that assists them to integrate into the community more effectively
- Small business owners have the information they need to support their business activities

D2.3 Improving quality of individual life and the life of the community:

- Residents can enjoy recreational reading
- Residents can understand and celebrate the cultures that make up Mississauga
- Families have the opportunity to enjoy recreation and entertainment together
- Children in at-risk locations have opportunities for recreation and entertainment
- Residents who are home-bound can obtain recreational and other reading materials

D2.4 Providing a welcoming, customer friendly environment:

- Residents enjoy a pleasant and safe location in which to meet, study, relax and enjoy recreational and entertainment opportunities
- Residents recognize their local libraries as neighbourhood hubs for community activity

...../Contd

POLICY D2

Policy Type: ENDS
Policy Name: **LEVEL II ENDS POLICY**
Date Approved: February 19, 2003
Reviewed: Monthly

D2.5 ...In a high-tech 21st Century city:

- Residents recognize the Central Library as a major component of Mississauga's vibrant downtown
- Residents using the Library enjoy state-of-the-art electronic equipment and services

D.2.6 While receiving value for cost:

- Residents recognize the value they receive for their library expenditure
- Residents get a library service striving to improve its performance

DATE: November 9, 2010

TO: Mississauga Public Library Board

FROM: Don Mills, Director of Library Services

SUBJECT: **Monthly Ends Report**

RECOMMENDATION: That the report dated November 9, 2010, on the Board's Ends be received.

BACKGROUND: The Board approves the key objectives each year in support of its identified strategic priorities to effect its identified Ends. Management provides a progress report at each meeting on actions on the year's objectives.

COMMENTS: The attached report identifies the Library's key objectives for 2010 aligned to the Board's strategic priorities and also to the City's recently announced strategic priorities. Collectively these represent the work plan for the Library's 5 person senior leadership team. Plans can and do change and the monthly report will be the process for making those changes.

CONCLUSION: The attached report card represents the approved objectives and timelines.

FINANCIAL IMPACT: None.

ATTACHMENTS: Appendix 1: **Monthly Ends Report**

Don Mills
Director of Library Services

Monthly Ends Report Card
Moving the Library Forward – 2010 STRATEGIC PRIORITIES

KEY OBJECTIVES	DESIRED RESULTS	PROGRESS REPORT
5 Strategic Pillars for Change		
1. DEVELOP A TRANSIT-ORIENTED CITY		
<i>Celebrate Our Community</i>		
<ul style="list-style-type: none"> ➤ To ensure active promotion of public transit 	12 actions completed	<p>To be completed by 4th Quarter</p> <ul style="list-style-type: none"> - prominent display of all route maps and updates - provide location to display transit reports for public viewing - Click n Ride phone number displayed on every checkout receipt - Grade 4 Read to Succeed graphics promote use of transit to travel to the Library - Mississauga Transit ad appears in Library newsletter - Promoted free bus service on Canada Day - <i>Promoted the new MiWay program</i>
2. ENSURING YOUTH, OLDER ADULTS AND NEWCOMERS THRIVE		
<i>Celebrating Our Community</i>		
<ul style="list-style-type: none"> ➤ To pilot partnerships with newcomer agencies/groups 	12 actions completed	<p>To be completed by 4th Quarter</p> <ul style="list-style-type: none"> - Newcomer Information Centre partnership with the Central Library; NIC staff on site to provide information and referrals - staff participate in the Peel Newcomer Strategy group - began redesigning and expanding the Newcomers website - staff participation in the Newcomer Organizations Network (NCON) - partnerships with 77 ethnic groups - story hours in various languages - library information in newcomer kits distributed by various agencies - various settlement agencies display and offer services at libraries - Regular focus groups and tours

		with cultural leaders, ESL groups and newcomer groups - 140 of 400 library staff speak multi languages, 50 different languages in total
➤ To develop services to priority neighbourhoods	Objectives completed	- <i>the Sheridan Library model has been successfully developed over the year.</i> - <i>4 key locations have added new resources</i>
<i>Providing Support for Life-Long Learning</i>		
➤ To develop an implementation plan from the Mississauga Youth Plan	Plan completed and objectives met	Plan to be completed by 2nd Quarter and objectives met by 4th Quarter - Youth Plan coordinator met with Library managers to discuss new initiatives - Library invited to participate in Citywide Youth Advisory Group - The Central Library presented a Teen Poetry Slam contest; an enthusiastic audience of over 220 enjoyed presentations from 27 teen poets
➤ To support the Older Adult Plan	Plan completed and objectives met	Underway - Internet Basics and Facebook for Seniors - Promoted large print and audio book collections - Launched Computer Buddies program - Book displays on different genres, including large print, books on CD and Zoomer magazines - Targeted programs and games - Promoted genealogy resources - Free tax clinics - Removed barriers for better accessibility to materials - Maintained Homebound services for users affected by ISF closures
<i>Promoting Awareness</i>		
➤ To promote the library to families and caregivers	12 actions completed	Underway - Family Literacy Day book sale gave families and caregivers opportunity to purchase good used books at low prices - advertised in the Mississauga News to promote children's programs - translated Every Child Ready to Read into 5 additional languages;

		<p>shared with Peel District School Board and Understanding the Early Years Malton</p> <ul style="list-style-type: none"> - presented Canada Book Day Spring Authors festival to introduce families and caregivers to the many local authors that call Mississauga home - Actively advertise book clubs outside the Library in local stores and adult centers - Promote this year's theme "Reading to succeed at any age" - <i>Book Clubs expanded</i>
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3. COMPLETING OUR NEIGHBOURHOODS

Providing Library Space that Works

<ul style="list-style-type: none"> ➤ To complete all capital projects: Central, Burnhamthorpe, Lakeview, Lorne Park, Meadowvale, Port Credit, Woodlands, 	Projects completed as planned	<p>Underway</p> <ul style="list-style-type: none"> - Ventin Group has been selected to provide architectural services for the Woodlands Branch Library redevelopment - at Burnhamthorpe Branch Library interior demolition is 95% complete, site clearing and excavation is 90% complete, and exterior building demolition is 95% complete; this project is considered to be 39% complete - at Lakeview Branch Library construction is 62% complete - at Lorne Park Branch Library construction is 55% complete - at Port Credit Branch Library construction is 59% complete
<ul style="list-style-type: none"> ➤ To conduct a review of branch hours 	Report produced by June	<p>Delayed</p> <ul style="list-style-type: none"> - will be undertaken as part of the Library Services Delivery review

Celebrating Our Community

<ul style="list-style-type: none"> ➤ To continue to develop the annual Mississauga Literary Festival 	Event successful	<p>Underway. To be completed by 3rd Quarter</p> <ul style="list-style-type: none"> - date selected, Living Arts Centre booked - all 70 booths have been booked - <i>event a success!</i>
<ul style="list-style-type: none"> ➤ To support the Culture Master Plan 	Plan completed and objectives met	<p>Plan to be completed by 3rd Quarter and objectives met by 4th Quarter</p> <ul style="list-style-type: none"> - <i>discussions have begun</i>
<ul style="list-style-type: none"> ➤ To develop a co-ordinated promotion of key community and cultural events 	Project completed	<p>To be completed by 3rd Quarter</p> <ul style="list-style-type: none"> - <i>Library screens and web page used by more local groups</i>

4. CULTIVATING CREATIVE AND INNOVATIVE BUSINESS

Providing Support for Life-Long Learning

<ul style="list-style-type: none"> ➤ To promote services to businesses 	12 actions completed	<p>To be completed by 4th Quarter</p> <ul style="list-style-type: none"> - programs of interest to small business offered at the Central
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		<p>Library, such as “Marketing Your Business On-Line.”</p> <ul style="list-style-type: none"> - small business companies have also promoted their services through library programs such as “Moving Out of the Big House” (moving company); “Get the Right Job Right Now” (career consultant); and “Innovative Care” (community care company) - created a brochure, “Resources for the Entrepreneur and Small Business Owner”, which summarizes the library resources available to the small business community.
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5. LIVING GREEN

Providing Library Space that Works

<ul style="list-style-type: none"> ➤ To increase eco-friendly actions across the system 	<p>12 new actions completed</p>	<p>To be completed by 4th Quarter</p> <ul style="list-style-type: none"> - Earth Week displays - Library contributed to City’s Earth Hour reductions - reduced print runs of all in-house brochures - new multi-function units installed at all locations provide double-sided printing for public and staff - two gardening programs presented by the Master Gardeners of Mississauga on container and vegetable gardening at the Churchill Meadows Branch Library - Your Green Yard workshop presented at the Central Library by Melanie Kramer from Credit Valley Conservation - participated in Turn Off the Screens events with Region of Peel, Dufferin Peel Catholic District School Board, Peel District School Board and Recreation and Parks - Staff participation in Citywide 20-minute makeover - Energy efficiency measures implemented such as turn off lights and computer monitors when not in use. - Recycling initiatives – batteries, materials for crafts, hold slips and scratch pads for staff and public use - ‘Green’ themed programs – endangered species, gardening, green initiatives, kilowatt program, etc. - Encourage staff to walk, cycle or share rides to work
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KEY OBJECTIVES	DESIRED RESULTS	PROGRESS REPORT
3 Inward Focused Strategic Directions		
6. BUILDING A SUSTAINABLE BUSINESS PLAN		
<i>Seeking Superior Service at a Reasonable Cost</i>		
➤ To complete the 2011-2014 Corporate Business Plan	Plan completed	- Library plan successfully completed
➤ To complete a service plan for the Sheridan community	Plan completed	- plan completed and implemented
➤ To achieve the 2010 budget targets re: gapping and absenteeism	Savings achieved	Regular monitoring until 4th Quarter. On target
➤ To review the sale of unwanted materials	Report presented	Completed
<i>Innovating through Technology</i>		
➤ To begin implementation of the new computer system	Implementation underway	Underway. RFP issuance this month
➤ To expand e-services	Introduction of at least one new e-service	To be completed by 2nd quarter - E-books launched in July
➤ To begin implementation of self service technology	Goals achieved to plan	- Library project team in place - Researching and confirming requirements.
<i>Providing Library Space that Works</i>		
➤ To implement the signage project across the system	Signage completed	Underway. Change in Scope: - focus on ISF branch signage - preliminary assessment of signage completed
➤ To review reference service model	Plan completed	To be completed by 3rd Quarter - data collection begun
7. CONTINUING TO BE AN EMPLOYER OF CHOICE		
<i>Developing Board and Staff Effectiveness</i>		
➤ To implement the Board's annual work plan	Plans completed	Regular monitoring to 4th Quarter - on target
➤ To implement the workplace assessment and awareness program	Plans completed	To be completed by 4th Quarter - research underway
➤ To present a staff conference	Conference successful	Underway. To be completed by 3rd Quarter - preliminary schedule has been developed - speakers booked - successfully completed
8. FOCUSING ON LEADERSHIP		
<i>Developing Board and Staff Effectiveness</i>		
➤ To address talent management across the Library	Involvement of staff in all City programs	Underway - managers and senior librarians attended City Manager's Leadership Conference - Leadership Readiness program delivered to interested staff - continuing efforts in the Library