

## AGENDA

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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 Effectiveness

*2010 – Year of Reading to Succeed – at any age*

### MISSISSAUGA PUBLIC LIBRARY BOARD MEETING

Wednesday, September 15, 2010 – 5 to 7:00 pm  
Library Board Room, 3<sup>rd</sup> 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 (PT)  
Anne Murphy, Acting Director  
Debbie MacDonald, Manager of Shared Services  
Marian Kutarna, Acting Area Manager One  
Sue Coles, Area Manager Two  
David Penteliuk, Acting Area Manager Three

# AGENDA

## CALL TO ORDER

## EXCUSED ABSENCES

## DECLARATION OF CONFLICT OF INTEREST

## APPROVAL OF MINUTES

## CORRESPONDENCE

## DELEGATIONS

- |     |  |              |
|-----|--|--------------|
| (a) | Presentation - Safe City Mississauga   | [10 minutes] |
| (b) | Presentation on Children's Services – Daria Sharanewych, Manager,<br>Children's Department | [30 minutes] |
| (c) | CUPE Local 966   | [15 minutes] |

## MATTERS TO BE CONSIDERED

- Executive Limitations:
  - Policy A1 – Monthly Communication and Counsel Report
- Governance Process:
  - Review Mid Year Expenditures
  - 2011-2012 Library Budget Estimates
  - Report on Impact of Sunday Openings – *to be distributed at the meeting*
- Linkages:
  -
- Ends:
  - Report on Mid-Year Successes
  - Report on Plans for the Annual Community Forum (October)
  - Monthly Report on Ends
- Other Business:
  -

## SELF EVALUATION

An evaluation of the meeting. Leader: Heather Relf  
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: Community Forum – October 20, 2010

## ADJOURNMENT



## MISSISSAUGA PUBLIC LIBRARY BOARD MINUTES

Wednesday, June 16, 2010 at 5 p.m.  
Board Room, 3<sup>rd</sup> Floor, Central Library

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

**STAFF PRESENT:** Anne Murphy, Acting Director of Library Services  
Debbie MacDonald, Manager of Shared Services  
Marian Kutarna, Acting Area Manager 1  
Sue Coles, Acting Area Manager 2  
Dave Penteliuk, Acting Area Manager 3

**MINUTES RECORDED:** Mumtaz Alikhan

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### CALL TO ORDER AND CHAIRMAN'S REMARKS

The Chair called the meeting to order. He welcomed members of the public attending as observers and City staff, Ms. Jacqueline Hayward-Gulati, Transportation Demand Manager and Ms. Louise-Ann Riddell, Manager of Labour Relations, as well as Library staff, Ted Sharp, Manager of Collections Management.

The Board agreed to the Chair's suggestion to move the report on Paid Parking at the Central Library under Delegations.

### EXCUSED ABSENCES

None

### DECLARATION OF CONFLICT OF INTEREST

There were no conflicts of interest declared.

### APPROVAL OF MINUTES

The Chair noted that there was an error in the minutes on page 2, last paragraph which had the word 'not' omitted. He declared the minutes of the regular meeting held on May 19, 2010 approved as amended.

Mississauga Public Library Board Meeting  
Wednesday, June 16, 2010

### CORRESPONDENCE

An email of appreciation of the efforts of staff from the Churchill Meadows and the Meadowvale branch libraries at the Lisgar Residents' Association's 19<sup>th</sup> annual tree planning held on May 29 was received.

### DELEGATIONS

**(a) Presentation on the Library's Acquisitions Process:**

Ted Sharp, Manager of Collections, was introduced to the Board. Mr. Sharp gave an informative presentation on the Library's acquisitions process.

Mr. Sharp also advised that the Library would be offering customers access to e-books and downloadable audio books through Overdrive Digital Media service. He showed a demo of the new virtual library with Overdrive. This enhancement to the Library's collections would begin July 1, 2010.

The Chair thanked Mr. Sharp for his presentation on the Library's acquisitions process.

**(b) CUPE Local 966:**

Amanda French, CUPE 966 Vice-President, advised that she would make her report on the City's proposed paid parking under item 3(a) of the agenda.

### MATTERS TO BE CONSIDERED

1. Monitoring Reports:

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

The report was reviewed by the Board.

The Acting Director reminded Board members of the staff recognition event on June 17, 2010 to be held at the Brae Ben Golf Course and that the part time long service awards would be presented to staff with 10, 15, and 20 years of service.

The monthly compliance report on Policy A1 – Communication and Counsel to the Board from the Acting Director dated June 9, 2010 was received.

2. Governance Process:

**(a) Review of the 2011 Budget Process:**

The report on the review of the Library's 2011 budget process dated June 8, 2010, was received for information.

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

The Acting Director advised that this report would not be ready until the fall.

Mississauga Public Library Board Meeting  
Wednesday, June 16, 2010

3. Linkages:

**(b) Report on Paid Parking at the Central Library:**

The Chair advised that he had attended the General Committee held this morning on this matter and distributed his report on the outcome for the Board's review. Reports from the Acting Director dated June 9, 2010, and from the Commissioner of Transportation and Works Department addressed to the General Committee dated June 7, 2010, were also reviewed.

The Library Board requested that the Transportation and Works Department conduct a traffic study of the book-drop lay-by on Living Arts Drive to review the current usage patterns and determine if an expansion to the lay-by is warranted prior to April 2011.

After further discussion, the Library Board adopted the following motion and requested a report on initial impact on services six months after implementation.

**23:10 On 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.**

**CARRIED**

The Chair requested Amanda French for the Union's update. Ms. French advised that the Union had made a deputation to the City's General Committee on staff concerns regarding paid parking at the Central Library as well. She reviewed the concerns and proposed that the rates for staff be applied on a percentage of income basis.

Questions from the Board and the Union were addressed by Ms. Hayward-Gulati from the Transportation and Works Department.

Following discussion about the concerns raised by the Union representing Mississauga Library workers, the Library Board received the report from CUPE Local 966.

The Chair thanked Ms. French for her update.

4. Ends:

**(a) Monthly Ends Report:**

The monthly Ends report dated June 8, 2010, was received.

5. Other Business:

**(a)** Councillor Parrish reported that her office had mailed over 4,400 cards to Queens Park as part of the Library Board's campaign on the provincial grant funding for Mississauga.

**(b)** Councillor Parrish distributed a colourful brochure of activities to celebrate Canada Day at the Civic Centre. The Friends of the Library book sale was featured in the publication.

There were no further items of business.

Mississauga Public Library Board Meeting  
Wednesday, June 16, 2010

SELF EVALUATION

Brad Hutchinson led the self-evaluation. He 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 held on September 15, 2010.

ADJOURNMENT

There being no further business, the meeting adjourned at 7:35 pm.

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Secretary/Treasurer

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Chair

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**DATE:** September 8, 2010

**TO:** Mississauga Public Library Board

**FROM:** Anne Murphy, Acting Director of Library Services

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

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**RECOMMENDATION:** That the report on Policy A1 – Communication and Counsel to the Board from the Director dated September 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

As the Board was informed, the Director will be returning to work in September. He will gradually increase his weekly hours over 10 weeks through to full return in mid-November. Because of this arrangement, Anne Murphy will continue as Acting Director for September and October to provide continuity and reliability; the Director will focus on current projects over this period.

**COMMENTS:**

**Promoting Awareness**

1. The Library produced its summer hours brochure and an updated version of All about Your Library. These publicity pieces were distributed to Welcome Wagon and several newcomers' service agencies. Other communication campaigns publicized summer hours, the launch of downloadable e-books and audio books, and Mississauga Literary Festival line-up and schedule.
2. The Community Development Unit planned and executed outreach at the Peel Regional Police Family Day, Courtneypark's Neighbours' Night Out using the event to publicize and sell the Our Heritage Series by Kathleen Hicks and Canada Day Friends book sale event held this year in the Great Hall at the Civic Centre. The Library attended ten annual general meetings during June – as either a speaker and community partner.
3. The Library continued to grow both its newcomers' web site and Literary Festival site as each week more content was added to engage our members and residents.
4. The Newcomer Orientation Week (NOW) organized by the MSEP Settlement Workers at various schools across the City was designed to introduce secondary students, who are new to Canada, to their local high school, library and community centre. Library staff provided library cards and an orientation/tour of various locations.
5. Several groups (Angela's Place, Catholic Cross Cultural Centre, Rec and Parks Reading, Writing and Rec, the YMCA) brought their summer camps to the Frank McKechnie Branch Library for visits and tours.
6. Making connections with the local community has been a major objective of the Sheridan Branch Library. This has even resulted in donations for the betterment of the branch. One local company donated \$250 towards updating their storytime puppet collection. Another donated 10 new board games. Regular user and advocate of the Sheridan Branch Library donated \$150 towards the purchase of puzzles for the children's area.
7. The staff from the Mississauga Valley Branch did a great job promoting the Summer Reading Club. They visited the majority of schools in their catchment area and ensure all locations received an email describing the program. This effort was rewarded with more than 200 children signing-up for the summer.
8. Staff from the Erin Meadows Branch Library attended three open houses at local schools. Staff networked with parents, teachers and kids and discussed all the incredible services offered by the Library.

9. The Mississauga Valley Branch Library made a focused effort to work with the community centre camp day camps this summer. Their hard work was rewarded with more than 50 visits to the Library and approximately 1000 children enjoying reading and borrowing materials.
10. The Sciences and Business Department has a new brochure *Resources for the Entrepreneur and Small Business Owner* which promotes key resources of the department such as business directories, guides to the law, and electronic databases. The services of the Mississauga Business Enterprise Centre are also promoted in the brochure.
11. Staff at the Central Library provided several newcomer and/or ESL tours this summer and received thanks – *“I just want to thank you very much for your insightful and informative tour of the Library on Friday July 2nd. Our students found it very valuable .You were great! Thanks again and have a nice weekend!” (Peel Multicultural Council, July 2)*  
  
*“Thank you for the excellent tour of the library today. As always, our students were most impressed with the services and resources our Mississauga Library System has to offer. I especially thank you for your extra special interest in the group of students that you led. You showed the group how educated, knowledgeable and interested many Canadians are in their countries and their languages. You made them feel very confident and special.” (Dun Dix ESL Centre, July 7).*
12. The Central Library supported the integration of newcomer youth by offering both tours and workshops as part of NOW program (Newcomer Orientation Week organized by Multicultural Settlement Education Partnership and both school boards). In total, 7 schools participated for a total of 120 newcomer high school students.

### **Innovating through Technology:**

1. The Library through its association with Wildcards ran its first Dynix tape campaign. Big Brothers and Sisters Canada sponsored the printer tapes for the month of July.
2. The Library opened the doors on its Virtual Branch on July 7, 2010 with the launch of OverDrive Library Services. This technological interface allows residents with valid library cards access to a collection of a thousand downloadable e-audio-books and five hundred e-books. This collection has been very popular: 1,900 registered OverDrive customers have borrowed almost 3,000 items since launching the service.
3. It was a busy period for the advancement of the Library’s E-Strategy in conjunction with Community Development unit. Some achievements include:
  - (a) The Mississauga Library System Facebook and Twitter accounts continue to gather “likers” and followers (600+ Facebook “likers” 280+ Twitter followers to date).

- (b) Updated several key pages including Newcomers Page, Local Authors and Literary Festival.
  - (c) Created a drop-down e-resources selection tool for the main page. This tool provides more online options for visitors at one central point. Users can now select between Library Catalogue, Library Account, OverDrive site, Online Databases and e-magazines.
4. At Churchill Meadows Branch Library the hallway television sets were used to promote storytimes and the Book Club. The Library will be cooperating with Recreation and Parks to promote their programs as well.

### **Ensuring Library Space That Works:**

1. Construction is 55 – 62% complete for the Lakeview, Port Credit and Lorne Park Branch locations. Millwork and shelving tenders have been awarded. The glass frit patterns have been approved. Furniture selections will be finalized shortly for these locations. Exterior pylon sign design is proceeding.
2. Project work has most recently focused on millwork, interior signage, furniture selections and shelving specifications for the Burnhamthorpe Branch Library project. There has been excellent progress on the foundations required for the new addition. Mechanical, electrical and plumbing rough-in work continues.
3. Gerry Horst, from the Ontario Ministry of Agriculture, Food and Rural Affairs conducted inspections of the Lorne Park and Burnhamthorpe Library projects. The purpose of the inspections was to measure and audit the progress of the sampled projects. It appeared that the two library locations received positive inspection reports.
4. The Library worked with the Friends of the Library to redesign the book sale area in the Mississauga Central Library to create a book sale that reflects the new spaces and merchandising tactics established within the branch.
5. Electronic advertising has been confirmed for the ISF branches as part of the Citywide roll out to all Recreation and Parks facilities by 2011. This advances the Think Green pillar and moves further away from traditional print marketing towards social media and e-marketing.
6. With an eye to appealing to the large youth audience, the Churchill Meadows Branch Library staff have shifted the youth fiction collection to allow for two display shelves to be created. These will be used to not only to feature youth Raves and Faves and youth fiction but also to promote other areas of the collection and programming.

7. Staff from the Courtnepark Branch Library visited the Newcomer Information Centre and the Brampton Multicultural Community Centre. A permanent Newcomer Information display was created at the Branch that includes pamphlets, booklets, and brochures of interest to new Canadians. A very helpful “Courtnepark Library In-House Resource Guide” was designed and has been well received by members of the public.
8. At the Malton Branch Library a separate Older Adult area has been created with two comfortable chairs under a window with good light; a book shelf and pamphlet rack stocked with brochures and pamphlets of interest to older adults has been installed and books on topics that might be of interest are displayed; and pictures drawn by the Summer Reading Club of their grandparents have been posted on the wall in this area to provide some visual interest (it is also a great "hook" so that children can bring in their families to see the drawings).
9. A Newcomer display was installed next to the ESL and career collections in the Malton Branch Library containing helpful books, pamphlets and brochures in various languages.
10. The Woodlands Branch Library staff worked hard to better showcase the various collections and make them more accessible. To that end, the large print, graphic fiction, fiction and audio-books have been weeded and shifted to incorporate displays.
11. The Cooksville Branch Library continued the merchandising makeover of their location. Professional displays on such wide topics and BBQ treats, outdoor entertaining, senior fun, jungle fever and hot summer reads have been a hit with customers.
12. The Streetsville Branch Library is in the midst of re-imaging their space in and around their adult and youth collections. New study carrels, extra study table and much needed lounge chairs will be a part of their makeover.
13. The re-organization of the Central Library’s collections has led to increased usage of documentary and instructional DVDs by over 60%. Music CD usage has increased over 30% and audio books have increased 15%. Attractive and well-maintained displays also add to customer usage.

### **Providing Life-Long Learning Support:**

1. Members of the Library Leadership Team met with their University of Toronto Mississauga Library counterparts on September 2<sup>nd</sup> to discuss topics of mutual interest. Included on the agenda was information literacy, addressing the needs of secondary school students, local history digitization initiatives, and consumer health information. Further

meetings with key staff in these areas have been arranged and another meeting to discuss joint staff development opportunities is planned with this valued community partner.

2. At the Churchill Meadows Branch Library Museums of Mississauga put up a display in the hallway display case, "The History of Chairs" in August; Peel HIV/AIDS Network set up display in hallway promoting the Scotiabank AIDS Walk for Life on September 19<sup>th</sup>; and a number of Job Search workshops were done by the Peel Multicultural Council.
3. The Ready Set Read program was offered in partnership with the Dufferin Peel Catholic District School Board at several branches across the City and was designed to help children in Grades 1 through 3 keep up their reading skills during the summer. The 6-week program was led by a DPCDSB teacher with the assistance of library staff who promoted library programs and activities, helped to issue library cards and selected reading material.
4. A customer brought flowers as a thank-you to one of the South Common Branch Library staff for providing computer assistance.
5. The inventive and energetic programs run by Woodlands Branch Library that encouraged good nature rivalry among local grade 4 classes ensured many return visits to the branch. Thanks to their efforts, hundreds of children are on their way to a life long love of reading.
6. Staff from the Mississauga Valley Branch Library have been developing a relationship with the Independent Learning Centre that assists adults who are in need of completing high school credits.
7. The Erin Meadows Branch Library held several sessions of Internet training for older adults. Both the traditional Point and Click introduction and Facebook Fun prove popular.
8. For seniors month, the Meadowvale Branch Library partnered with the Alzheimer Society, Arthritis Society, Senior Games, Osteoporosis Society, Peel Health, CARP and the Canadian Hearing Society to promote their services.
9. The Erin Meadows branch Library offered thirty-seven programs in July with over 900 participants. All children's programs were sold out days in advance. Teen and older adult programs were also very popular.
10. The first summer at the Cooksville Branch Library with a program room proved that addition was greatly needed. Summer Reading Club activities, Family Storytimes and number of special programs were very popular with children and adults alike.

11. Programming kept staff busy as the Meadowvale Branch Library provided more than 40 programs for customers of all ages, including a successful new initiative to serve tweens. Jungle decorations throughout the Library promoted the Summer Reading Club making the branch more attractive.
12. A volunteer from the Sheridan Branch Library had some very kind words about his experience at the branch, *“Thanks you so much for this wonderful and welcoming experience. I have learned a lot and will always remember the experience . . . because of you all the library was a very welcoming, pleasant and friendly place to volunteer at.”*
13. The Meadowvale Branch Library was very busy this summer with the Summer Reading Club, storytimes, special children’s events, and teen programs. Staff expanded programming with new craft program for tweens, and this group has created an incredible book truck for this year’s Literary Festival.
14. The Sheridan Branch Library had a very successful TD Summer Reading Club this year, with 116 participants. It is all the more impressive when you know it is an increase of 237% over 2009.
15. The Woodlands Branch Library partnered with the Dufferin-Peel Board of Education’s Ready, Set, Read program for the third straight summer. The Library provides the venue, the books and staff assistance after the program while the program itself is run by a teacher from the Board. Attendees are invited by the Board, but library customers are also welcome to participate. Often those participating in the program are new to the Mississauga Library System.
16. A total of 51 summer programs were attended by more than 1100 children. The Summer Reading Club celebration was barely over when customers were asking to register for Fall Programs. In general the Mississauga Valley Branch Library was a hub of activity for the entire summer at all times of day.
17. The Sciences and Business Department has posted the latest issue of the Business Bridge on-line. This issue has useful information for customers seeking business information, including a list of new and recommended DVD/CD-Rom business titles, a description of the top twelve business directories on the Web, and an article on how find statistics for a business plan using the database *E-STAT*.
18. The Library’s partnership with Enersource continues to be successful. The Kill-a-Watt electricity monitoring meters have been checked out 924 times accompanied by more than 1500 compact fluorescent lamps.

19. After 37 years of service with the City, the last 14 with the Library, Penny Carr, the manager of the Cooksville and Clarkson branches, retired. Penny had previously managed the bookmobile and homebound services. The Cooksville Branch Library was opened at no cost as the extension services were eliminated at that time.

### **Celebrating Our Community:**

1. As part of the City's United Way campaign for 2010, the Library raised \$1,226 through the sale of chocolate bars.
2. The Library participated in the Peel Newcomers Strategy Group visioning afternoon in June at the Mississauga Convention Centre and will be a key player as the group moves forward. Focus groups addressed key issues: community as a hub; communication and engagement; employer engagement; case management; host community receptivity and informal services networks.
3. The Friends of the Library annual Canada Day book sale was a success. With construction in the Civic Core the book sale was moved up to the Great Hall in the Civic Centre. A call for volunteers brought on board 35 new adult volunteers to help make a great Library even better. The Friends of the Library appreciated the efforts of Library staff for this year's successful solicitation campaign.
4. Work began on the final issue of The Library LINK in its current form. The Board's highly successful celebrity READ covers campaign is finished with this issue. The use of local celebrities to promote the message of literacy and reading over the past 4 years has raised the profile of the magazine within the community and with different key markets. The campaign also created a buzz within the library profession as other GTA libraries adopted the idea. The Library LINK's Leaders and Libraries column is being replicated in many Canadian libraries.
5. Staff attended the annual Southern Ontario Library Services Fund Raising Interest Group meeting in July and over 20 Ontario libraries participated at the Barrie Public Library.
6. Library staff arranged for Frances Frommer, the local author of "Surviving & Thriving Solo: Options When You Live Alone," to do a book signing in the South Common Community Centre lobby.
7. The Woodlands Teen Advisory Group organized a chess tournament that attracted 15 avid players that ranged in age from pre-teens to adults.
8. The Streetsville Branch Library was a major contributor to the annual Bread and Honey Festival. Staff entertained and educated hundreds of children with special storytime programs. Costumes were donned, face

painting took place and the Ontario Library Association's Forest of Reading was celebrated. A special booksale for the Friends of the Library was also held.

9. The Clarkson Branch Library helped to organize the Ultimate Block Party at the Clarkson Secondary School. The Library has been an active participant in the Clarkson Communities at Peace committees since it began two years ago. Staff hosted an information booth and conducted a number of stories.
10. The Meadowvale Branch Library worked with community partners to offer programs for adult and youth newcomers, and participated in Mount Carmel High School's Newcomer Orientation Week (NOW).
11. The Erin Meadows Branch Library hosted a job search and resume workshop for newcomers again in August. This useful workshop is offered through a partnership with the Peel Multicultural Council and the Library. The workshop provides techniques and resources for people looking for work in Canada. Also this month, a group of young newcomers were welcomed and given a tour and presentation about library resources by staff and teen members.
12. The Readers' Den Department continues to lead in youth services by developing events which speak to teen interests and skill development: 62 teens attended 3 programs this summer including activities from a writing workshop to screen printing, the Teen Advisory Group (TAG) continues to be successful, and the Teen Book Club is growing in attendance. Staff also assisted with the outdoor My Mississauga Summer Teen Poetry Showcase in which 96 youth attended 14 teen performances. The event ended with a screening of a Twilight film.
13. Customers have borrowed Active Mississauga pedometers 363 times and are enthusiastically tracking their walking distances.
14. On August 12<sup>th</sup>, the Nexus Youth Centre at the Central Library celebrated International Youth Day. Pizza was supplied for the youth and many fun-filled activities and games were hosted for them to participate in. Gifts were given to all participants, and the winners of the games received passes to the CNE. Approximately twenty-five youth joined in to celebrate this special day and plenty of positive feedback was received from them.

#### **Offering Superior Service at a Reasonable Cost:**

1. The 10,000 donated DVDs project was completed in July. These DVDs have proved to be a popular addition to the collection. The Central Arts and History Department accepted over 1500 multilingual books as well in August.

2. At the Malton Branch Library a customer commented "*You are a walking Google.*" in appreciation of a staff member's assistance.
3. A customer from the Erin Meadows Branch Library praised staff for the great job they do with storytimes. A regular attendee at baby, toddler and preschool storytimes, she thanked staff for playing a large role in her child's development and preparing her for Junior Kindergarten.
4. Customers have been delighted with the introduction of the downloadable audio books and e-books from OverDrive. One customer wrote shortly after the launch, "*I would like to profusely thank each and every one of the staff members who has worked on getting the OverDrive online library system going. I am what you call a bookworm and absolutely love to read. I was a regular at the Central Library spending hours on end reading. But since the birth of our son, me and my wife have been so busy that I didn't even get a chance to visit the library for months on end. Between the job and a new born you really don't get time to read. The new system to get audio books and e-books on the Internet is something like a god sent for me. The best feature, automatic return. No more late fees and the catalog I believe is growing by the day. Keep up the excellent library that our city has and we will surely churn out many bookworms like me.*"
5. Compliments from the customers at the Cooksville Branch Library continue to come in. One customer wrote, "*I have been coming to the Cooksville Library for a year now and the staff here are amazing. They have helped me every time. In my opinion, this is the best Library in the community. I mean it.*" Another customer commented, "*The Mississauga Library System was really helpful. My wife was preparing for her RN (Registered Nurse) examination and she passed it because of the number of books available from the Library.*"
6. The Circulation Department has been meeting the system's needs for support with the HST and payroll transitions.
7. The end of the school year has brought a flood of donated materials to the Central Library for consideration in the collection or the Friends of the Library book sale. Good items in excellent condition are also being selected for Mississauga Literary Festival's Great Book Giveaway.

#### **Developing Board Effectiveness:**

1. Recently the matter of the Library's daily overdue rate and overdue maximum for DVDs was raised by some users. All fines and fees are currently under review and a report will come to the November board meeting. The Library surveys comparable and nearby library practices every two years as part of the biennial review. Fines are normally set within the current range of practices elsewhere. The \$2.25 per day/\$14

maximum rates for DVDs and video games was set 2 years ago in an effort to ensure a small collection would best serve a very high demand. The collection pressures have been addressed and the current overdue rates will be reduced in January. Recent complaints have been satisfactorily resolved by staff (see Appendix 1). As usual, staff are encouraged to use judgement in resolving customer complaints.

2. The 3<sup>rd</sup> annual Mississauga Literary Festival will be held on Sunday, September 19, 2010 from 11am to 3pm at the Living Arts Centre. The Board is invited to attend and the schedule of events can be found on the Library's website: [www.mississauga.ca/library](http://www.mississauga.ca/library). A copy will also be available at the meeting on September 15<sup>th</sup>.
3. The following items are coming up in the work plan:

**October 20**

- Library Board Community Forum

**November 17**

- Report to Council;
- Roles and Responsibility Review
- Review of Mid-Year Expenditures
- Conference/Trends Report

**ATTACHMENTS:**

**Appendix 1: Customer Complaint re Excessive DVD Fines**

**Appendix 2: 2010 Library Board Work Plan**

**Appendix 3: Mid-Year School Contact, Program and Staff Training Statistics**

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Anne Murphy, Acting Director of Library Services

**From:** john hoogendoorn [mailto:johnhoogendoorn@hotmail.com]  
**Sent:** 2010/08/08 9:14 AM  
**To:** Katie Mahoney  
**Cc:** Carolyn Parrish  
**Subject:** fines.

Good morning Ms Mahoney.

My wife and I are in our seventies and have been homeowners in Mississau since 1975. We have been library patrons for the same lenght of time.But unfortunately these visits have now stopped because of the new fine schedule on dvds. Untill earlier this week we had as far as I can remember never been late returning borrowed items but were this week 1day late returning 6 dvds.We did not realize this untill we tried to check out a book in our library at South Common Mall and were refused service unless we first paid a fine of \$ 13.50. We were then told that the fine for dvds was \$2.25 per day.When I asked what the fine was for books we were told that it was \$0.35 per day seems resonable.We consider this fine punitive and a possible hardship for some ,although I must stress this is not a problem for us.\ To refuse a long time patron service because of no payment of a fine seems dictatorial. We used to have a great library system but to use the system as a cash cow does not encourage increased use of the system and I thought that was the objective.If the city needs money to pay legal fees for the mayor and her son dont take it out on your library patrons. If it sounds that I am angry about what is happening in this city you are correct.If I were a city councillor I would be ashamedof what is going on. As a matter of principle my wife and I will not pay this punitive fine and as we are refused service untill we do ,we will stop using the library. Ms Mahoney I have sent a copy of this to Ms Parrish as she is a member of the library board .

Kind regards.

John Hoogendoorn  
1800 The Collegeway 703  
Mississauga L5L5s4

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**From:** Anne Murphy  
**Sent:** 2010/08/13 11:43 AM  
**To:** 'johnhoogendoorn@hotmail.com'  
**Cc:** Katie Mahoney; Carolyn Parrish  
**Subject:** FW: Fines - Mr. Hoogendoorn

Dear Mr. Hoogendoorn,

I have been trying to contact you by telephone this week and am now sending this email as I will be away from the office for the next two weeks and want to ensure your concerns are handled before I depart.

We are pleased that you and your wife are such long time library users and have been committed to returning the materials you borrow on time. We will clear your record of the fines resulting from the DVDs you borrowed as you were not aware of the charges associated with a late return of this type of material.

We will be reviewing our fines and fees with the library board and Council in the Fall and anticipate some changes.

Thank you for expressing your concerns. I trust you will continue to use the library as you have for so many years. We are happy to have you as a customer.

Sincerely,

Anne Murphy, Acting Director

## 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 <sup>st</sup> Quarter Expenditures
May		Elections		Meetings with each School Board Trustees	Approve Audit; Approve Business Plan; Part-Time Long Service Awards
June			1 <sup>st</sup> 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	<b>COMMUNITY FORUM</b>				
November		Report to Council; Roles and Responsibility Review			Conference /Trends Report
December	Report; Review of Executive Limitations Policies		Friends of the Library Appreciation; Staff Appreciation;	Report on Annual Successes	

## SCHOOL CONTACT, PROGRAMS/ATTENDANCE AND STAFF TRAINING

MID-YEAR 2010

Location	# of Contacts with Schools	# of Programs	# of Program Attendees	# of Staff Training Opportunities	# of Staff Attending Training
Central Arts & History	374	54	1752	10	23
Central Childrens	45	134	3679	10	14
Central Circulation	-	-	-	9	36
Central Readers Den	5	97	2379	15	52
Central Sciences & Business		158	1974	15	36
Burnhamthorpe ***	12	69	2	64	24
Churchill Meadows	65	118	1,781	52	93
Clarkson	223	118	1227	13	17
Cooksville	50	51	1043	7	12
Courtneypark	300	240	8474	35	124
Erin Meadows	78	157	2696	18	66
Lakeview***	1	4	127	2	2
Lorne Park***	10	8	189	5	7
Malton	62	108	1952	21	53
McKechnie	137	245	4546	17	49
Meadowvale	152	129	2447	21	47
Mississauga Valley	65	154	3920	11	12
Port Credit***	2	8	242	2	2
South Common	46	108	2110	26	22
Sheridan	11	*76	*3055	17	30
Streetsville	197	95	2258	6	12
Woodlands	219	147	1603	12	42

\* includes Community Outreach and attendance.

\*\* **Types of Training and Development include:**

Cash, Ispace and Payroll training, OMEC Conference, Sunday Orientation, OLA, Word Level 1, City Manager's Leadership Conference, Two-Way Summit, TD SRC w/shop, Contests and the Law, Workplace Violence, Overdrive Training Online, Ancestry.com, Proactive Customer Service, Employee Health and Recovery, Ontario Library Association SuperConference, Preschool/Toddler Storytime, Dear Reader, Budgets and Business Planning, Employee Health Fair and computer training

\*\*\* **Branches closed for renovation from February 2011**

**DATE:** September 7, 2010

**TO:** Mississauga Public Library Board

**FROM:** Anne Murphy, Acting Director of Library Services

**SUBJECT:** Quarterly Expenditures Report

**RECOMMENDATION:** That the report on the 2010 2<sup>nd</sup> quarterly expenditures dated September 7, 2010 from the Acting Director of Library Services, be received for information.

**BACKGROUND:** Quarterly reports are submitted to the Board in April, September and December.

The table below details the 2010 operating budget as at June 30, 2010 (50% of year), year-to-date expenditures, and year-end forecast by major budget category.

Item	2010 Budget (000)	Year-to-Date (000)	Year-to-Date %	Year-End Forecast (000)	Year-End Var (000)	Year-End %
Labour	\$20,362	\$8,614	42.3%	\$19,282	-\$1,080	-5.3%
Library Materials	\$2,392	\$1,231	51.4%	\$2,392	\$0	0.0%
Other Operating	\$2,739	\$1,055	38.5%	\$2,746	\$7	0.3%
F&PM, Admin & IT	\$1,001	\$500	50.0%	\$1,001	\$0	0.0%
<b>Total Expenditures</b>	<b>\$26,494</b>	<b>\$11,399</b>	<b>43.0%</b>	<b>\$25,421</b>	<b>-\$1,073</b>	<b>-4.0%</b>
Tax Portion	24,134	\$10,710	44.4%	\$23,391	-\$743	-3.2%
Revenue: Grants	\$715	\$0	0.0%	\$715	\$0	0.0%
Revenue: Fines	\$1,173	\$462	39.3%	\$843	-\$330	-28.1%
Revenue: Other	\$472	\$228	48.4%	\$472	\$0	0.0%
<b>Total Revenues</b>	<b>\$26,494</b>	<b>\$11,399</b>	<b>43.0%</b>	<b>\$25,421</b>	<b>-\$1,073</b>	<b>-4.0%</b>

**COMMENTS:** The Library anticipates a positive year end, due primarily to the closure of four branches for renovation, through the majority of 2010. This has resulted in labour savings, which have offset a related shortfall in fines revenues.

**CONCLUSION:** The Library anticipates a small budget surplus at year-end, stemming from multiple branch closures due to renovation.

Anne Murphy, Acting Director of Library Services

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**DATE:** September 7, 2010

**TO:** Mississauga Public Library Board

**FROM:** Don Mills, Director of Library Services

**SUBJECT:** **2011-2012 Library Budget Estimates**

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**RECOMMENDATION:** That the report on the 2011-2012 Library Budget Process – Update from the Acting Director dated September 7, 2010, be received for information.

**BACKGROUND:** An overview of the 2011-2012 Library Budget Process was provided to the Library Board at the June meeting. This report provides a brief update on next steps.

As indicated previously, during 2010 the Library has been developing the 2011-2014 Library Services Business Plan and Budget.

**COMMENTS:** The 2011-2012 Library operating and capital budgets include items stemming from the City's Strategic Plan, the Library's Future Directions master plan, as well as continuation of existing initiatives.

New items in the Library 2011-2012 budget include additional capital funding for collection development (\$442,000 in 2011 and increasing in the following years), and provision for the coordinated delivery of library services for youth (\$95,000 in 2012).

Every service is expected to find 3% efficiencies in 2011. For the Library this is \$200,000 to be found mainly in staffing patterns. The Library benefits from the new Dixie-Bloor leased space in the Burnhamthorpe Branch Library (\$100,000) and a reduced lease cost for the Sheridan Branch Library (\$100,000). The City will make up a shortfall from fines revenue (\$150,000) and the annualization of the Sunday hours (\$175,000), plus the usual increases in labour.

The budget also includes continuation of previously approved major initiatives such as the redevelopment of the Meadowvale and Woodlands libraries and the implementation of self-serve checkout technology.

**CONCLUSION:** The Library's 2011-2012 Budget has considered and incorporated the Library priorities and services, including the Board's strategic objectives and recommendations from the Library Future Directions Master Plan and the City Strategic Plan.

Further updates will be provided to the Library Board as and when needed.

**ATTACHMENTS:** None

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Anne Murphy  
Acting Director of Library Services

*Report prepared by Debbie MacDonald, Manager, Shared Services.*

## **2010 Mid-Year Successes**

### **SHARED SERVICES (Debbie MacDonald, Manager)**

#### **Community Development**

The commercial posting service is provided as a service for off the street requests from businesses to market their services throughout the Library System. Commercial posting services were used by 35 businesses through the first half of 2010.

The Library approached 2010 with some reservations about sales and fundraising based upon a weak economy but is happy to report that ad sales flourished and saw all Library ads sold out in the first half of the year (all ads have now been sold out for the remainder of 2010). Many sponsors returned demonstrating the power of the Library to talk to the community and the loyalty of the community to its Library.

An important part of the work of the Community Development Team is the production of publicity and marketing products for its internal customers. These include generic brochures, newsletters and bookmarks for annual programs, special projects and customer communication pieces- of note, LINK newsletters, All about Your Library, Active Mississauga, Read to Succeed material, translated Every Child Ready to Read Parent Guide, Overdrive launch, Business Resources for Entrepreneurs, Sunday openings, Provincial grant campaign, and Mississauga Literary Festival. One hundred and seventy five artwork order forms for publicity products have been delivered on time to stakeholders the first half of 2010.

Wild Cards bookmarks' campaigns and the first ever dynix roll campaign for Big Brothers and Big Sisters have been executed by the Library. These position the Library with key community groups and often programs add a fundraising component in support of Library programs and services.

The Unit continues to support the efforts of the Friends of the Library in meeting their goals and objectives in 2010. The Friends have committed to raising \$80,000 this year in support of the Library's annual wish list. Time and effort has been committed to developing and fostering a partnership between the Friends and Better World Books. Staff supported the Friends annual Canada Book Sale. The unit arranged for training the Friends and their volunteers on City policies such as Accessibility Training and Violence in the Workplace.

Twenty television appearances on Rogers including First Local, Talk Local and daytime Peel were initiated this year. These appearances by key library staff taking about key programs and services help position the Library within the community and helps Library speak to non users and the wide Mississauga community. It is a part of the overall tactic to create a buzz around the Library and keeping us relevant. Library stories were also told through Global TV which now has a studio in the Civic Centre. The Mississauga News has championed the Library and supported it freely in promoting its 2010 the year for reading to succeed at any age and continues to be the media sponsor for the Literary Festival. This support translates into \$100,000s of free advertising for the Library.

One hundred and fifty thousand pieces of community information has been distributed through the 14 branch locations. The Library continues to be the #1 place for the community's groups and clubs to market their good work. Over 320 community groups have contacted the Library in the first half of the year to be a part of their communication plans into the community. The year sees many new non - profits, community groups and small businesses discover the Library.

Cross departmental promotional opportunities with Communications, Recreation and Parks, Museums and Fire and Emergency Services were developed. Cross departmental piggybacking creates a wider market for key messages; partners City services; creates efficiencies; brings aboard new sponsors and raises funds. The Library expanded its use of Active Mississauga this year to showcase its programming. The Unit participated in the City review of use of pylon signs and the use of LED screens at all information booths. The Library and Office of the Arts continue to find synergies. The City wide Toronto Star distribution partnership is successful and showing dividends related to free advertising space in the paper. The Library was the number one retailer of Carassauga passports this past May.

Electronic and social media continued to expand and the Library's use defined and then integrated into the overall marketing plan.

The Unit has owned and moved forward the following Library and Library Board objectives – piloting partnerships with newcomer groups; developed and expanding web page for newcomers; developing communication plans and tactics in support of the Library virtual services; and finally, has completed one new eco friendly action through the incorporation of children's programming into the quarterly newspaper – reducing print runs from 6 products to 1 product. The Unit was and continues to be extensively involved in the organization of the third annual Literary Festival responsible for arranging exhibitors; décor; publicity and promotions; and the Friends' operations support.

### **Web Services**

2010 has been a busy year for advancement of the Library's E-Strategy in conjunction with Community Development unit, as well as beginning the process of revamping the Library website. Some achievements this year:

- Launch of OverDrive providing customers the ability to download eBooks and Audio Books. Details
- Website went "social" along with the City. The Mississauga Library System can be found on Facebook (600 + "likers" to date) and Twitter (280+ followers to date).
- Updated several key pages including Newcomers Page, Local Authors, Literary Festival, Children's Department and Sciences & Business Department.
- Created web pages for each Branch Location, removed old "articles" and replaced with HTML pages to improve appearance, navigation and accessibility.
- Created a drop-down e-Resources selection tool for the main page. This tool provides more online options for visitors at one central point. Users can now select between Library Catalogue, Library Account, OverDrive site, Online Databases and eMagazines.
- Reorganized several sections on the web site including: Books and Reading, Branch Libraries, Central Library, Citizenship & Multiculturalism, Database/Research for improved functionality, navigation and appearance.
- Continue to see an increase in requests for screen savers from City departments
- Shared links with Recreation & Parks for posting on e-Newsletters and our respective web sites
- Shared links with other City departments

### **Data Management**

On April 6, 2010, the workstation booking system - Reserve a Computer - converted to a floating schedule. This change maximizes public workstation usage, and allows more flexibility for customers as they can now log in to available public workstations any time during regular library hours. Reservations can still be made ahead of time from any Internet-capable computer or from the library catalogue. Positive feedback has been received from library customers on the change to a Floating Schedule.

### **Material Handling**

To the end of July, over 88,400 new items have been processed. Special projects included the processing of

- 10,000 donated DVDs
- 2,200 games for the new collection
- 7,000 items for the Raves and Faves collection

With the relocation of several collections in Central Library, adjustments were required in the way items are processed and in July 1,500 items were added to the multilingual collection now housed in the Arts and History department.

A great deal of work is ongoing to clean up the holdings records for conversion to the new ILS in 2011. As well, time is being spent on determining the requirements that are needed for linking material in the new system.

Even with the closure of four branches, the Couriers have moved close to 126,000 tranship boxes between the branches by the end of July. Material returns for these branches and all their newly processed material have been packed and stored in Central.

Interlibrary Loan has received 3,300 requests for MLS material and has requested approximately 400 items for our customers.

Tours of materials acquisition-cataloguing-processing operations have been conducted for library staff, library students as well as a group from the Applewood area who were very interested in the behind the scenes activity of the library system.

### **Collection Management**

On July 7, 2010, the library unveiled its new virtual library service through the launch of OverDrive. This service gave customers access to over a thousand e-books and e-audio-books which they can download from the Library's website to use on their personal devices. Launching this innovative service included negotiating an RFP, choosing a substantial collection of e-books and e-audio-books, cataloguing the records so these items can be found through the library catalogue and preparing significant publicity to alert customers. The new service has proven significantly popular with customers; the collection has seen nearly 4,000 circulations from a set of about 1,200 items in only the first two months of operations.

The Library launched its first collection of video games. Using a generous grant from the provincial government, the Library was able to offer a significant collection of 2,700 games constituting all three popular formats, X-Box, Playstation2 and Wii. This collection has been extremely popular particularly with the youth. By mid-year, circulation exceeded 37,000.

#### **Shared Services Managers/Supervisors include:**

Debbie MacDonald, Manager  
Bob Eastman, IT Specialist  
Ingrid Keuper-Dalton, Community Development Specialist  
Ted Sharp, Manager, Collection Management  
Judy McKay, Manager, Processing and Material Handling  
Joanne Southam, Web Coordinator  
Donna Cardiff, Data Coordinator  
Lydia Butler, Budget Clerk

## **AREA ONE – (Marian Kutarna, Acting Area Manager)**

### **Children’s Department (Daria Sharanewych)**

The Central Children’s Department has been thrilled to welcome temporarily Alan Barry, Julie Sandercock and for a short time Zeenat Essaji to fill vacancies while their respective branches are being renovated through the ISF program. Their infectious enthusiasm, flexibility, team spirit and superior customer service have been hugely appreciated this first half of 2010.

March Break is the busiest time of the year in the Children’s Department and this year, there was a fantastic menu of events for families to choose from for daily fun. Ten programs covered the gamut from story times, a movie matinee to magic, puppetry, music and a live reptile show. The highlight however, was the City of Superheroes when community firefighters talked about their rescues and library staff assumed Spiderman, Superman and Batgirl personas (complete with leotards, capes and masks) to talk about their amazing feats. The staff enjoyed their alter egos almost as much as the kids did. In total, 1384 children and their caregivers enjoyed March Break Madness.

In the second quarter of this year, the biggest focus was on class visits. In a 10-week period, 39 classes – a total of 1071 students visited the Children’s Department.

During the Turn off The Screens Campaign, a program co-sponsored with Peel Health designed to limit TV watching and computer gaming and to encourage other activity such as physical recreation and reading, the entire school population from Edenrose Public School visited the department. One neighbourhood school, Fairview and a private Muslim school, Olive Grove made similar commitments to ensure that every class visited the library this spring.

The bulk of the remaining visits were for the most part Grade 4 classes who arranged their trips to the library as part of the Grade 4 Read to Succeed Program. As a final celebration, award-winning authors, Shane Peacock and Robert Weston presented their works to a full-house captive audience in the Noel Ryan Auditorium. Kicking things off with the song “We are the Champions”, the event reached near rock concert hysteria as the kids chanted and raised waving arms – all in a celebration of books and reading. It was by all accounts, the most successful event in Children’s Services in at least the last decade. A special thanks to the sponsors of this program Kumon and the Friends of the Library who continue with their generous support of subsidizing bussing of classes to the Library.

Two system-wide staff training opportunities were organized. Popular, preschool performer Kathy Reid Naiman conducted a workshop on rhymes and music staff hosted an orientation to this year’s TD Summer Reading Program, Destination Jungle which included a review of the online component of the game.

Staff members Jason Loo and Julie Sandercock greatly contributed their creativity to the annual Staff Two Way event and Manager, Daria Sharanewych once again presented a lecture to the Issues in Children’s Services class at the University of Toronto, Faculty of Information.

### **Arts & History Department (Marian Kutarna)**

The Arts & History Department hosted one of the first multilingual book launches in the Mississauga Library System on Sunday, February 28. Hindi poet and painter Meena Chopra launched her new collection of poetry to much acclaim from the 75 citizens in the audience which included guests MP Navdeep Singh Bains (Mississauga-Brampton South) and M. P. Singh (Indian Consulate in Toronto).

Outreach events included participating in three Heritage Four Speaker Series events featuring Joseph Paquette, Aidan Manning and Kathleen Hicks, the Peel Regional Heritage Fair, and other local history or genealogy events. The secondary school programming included class visits, in-library and in-school workshops totalling 374 contacts with schools.

The Woody Allen Film Festival on Wednesday evenings drew a total of 419 viewers attended the 12 screenings over a 3-month period. The Festival was mentioned in the Mississauga News and its organizer, Gary Sumpter has been interviewed for the article.

Ongoing support and promotion of local authors included creating a database of publications, labelling each title with a “local author” sticker for quick identification, and hosting the Spring Literary Festival (on Canada Book Day).

The Library’s Local History webpage has been completely redesigned to improve the user experience by making the page more visual, interactive and clean in design. New content includes the streaming of the video *Our saga: the creation of a city*.

The Arts & History Department created a new genealogy research corner to provide resources and services to the growing demands of researchers. Staff have received high praise from experienced long-time genealogy customers for this much improved research space.

A partnership with the Newcomer Information Centre (an agency providing settlement and other referral services to both newcomers and citizens of Mississauga) was established. The Centre’s staff is now a daily presence at the Central Library, providing on-site settlement advice, workshops and referrals, including referrals to the Library’s collections and services.

As part of the Central Library’s re-development project, general interest collections like non-fiction DVDs, audio books, music CDs, and periodicals were moved to the Ground Floor. In turn, the Arts & History Department received three collection for which it now provides space and service: multilingual adult books, the French non-fiction collection, and the literacy collection. The floor also now includes wall space to showcase public art and exhibitions on the floor.

Over the course of January to June, 452 new image records were reviewed, revised, and deployed to the award-winning Historic Images Gallery. In addition, 812 Mississauga News articles were reviewed, revised, and entered into the Peel Newspaper Index through a joint effort of the staff and its indexing volunteers.

### **Sciences and Business Department (Diane Kendall)**

The Sciences and Business Department provides career tours which introduce adult students to the resources of the department which can be utilized in their job searches. In addition, Career Research days are held to allow students to spend time practicing their research skills. In the first half of the year, there were a total of 62 career tours with 841 participants. There were also 13 Career Research days with 305 participants.

The Department’s Internet workshops for older adults continue to be a popular feature, as were the workshops “Mouse Skills” and “Computer Skills for the Absolute Beginner”. These workshops are always booked far in advance.

A wide variety of programming was offered in the first six months of 2010, including programs on health and business issues, as well as general interest and leisure activities. Partnerships included the Royal Canadian Institute, Peel Multicultural Council, the Art of Living Foundation, Service Canada, and Credit Valley Conservation.

In celebration of Engineering Month, The Central Library Sciences and Business Department co-ordinated two workshops which provided Girl Guides with a chance to see how engineering can help the world. The workshops demonstrated how water filters are used to provide clean water, and were run by volunteers organized by Isherwood Associates, a local engineering firm.

In June the Sciences and Business Department celebrated Older Adults Month with displays of particular interest to older adults in the Central Library atrium. Three programs of particular interest to older adults were offered during this month including one on de-cluttering and downsizing, and one on retirement planning.

The Sciences and Business Department offers a new brochure, "Resources for the Entrepreneur and Small Business Owner" which promotes the key resources of the department most helpful to small business, such as business directories and electronic databases such as Scott's Directories and Canadian Business On-Line.

### **Readers' Den Department (Diana Krawczyk)**

The Readers' Den Department was redeveloped to provide easier access to popular collections. Customers can now browse all DVDs, music CDs and audio books on the ground floor. The magazine and newspaper collection was redeveloped and more titles are offered on the ground floor.

Extensive work was done to provide easy access to collections through arrangement and labeling. Magazines are organized by subject matter, allowing customers to view all related titles at the same time. DVD shelving includes labels which indicate the subject matter of the included Non-Fiction DVDs.

The department is well positioned to provide expertise in collection development. With changes to the selection of materials in the Mississauga Library System, more centralized selection positions were created. Staff co-ordinate or participate in selection for Adult Fiction, Youth Fiction and Multilingual collections. In keeping with the development of a popular collection on the ground floor, emphasis will be placed on participating in the selection of CDs and DVDs.

Merchandising opportunities have been maximized on the ground floor and showcases all of its collection to the best effect. Attractive displays are enhanced by face front titles and included an award-winning documentary display that needed to be replenished several times an hour.

Fiction readers continue to be served through the Central Library Book Club and the Books to Go program. 560 readers have benefited from the Books to Go Program. Staff prepares books for community-based book clubs and include information and questions to facilitate discussion. 74 participants have attended the Central Library Book Club and members have chosen the 2010-2011 titles.

To maximize readers' advisory knowledge, staff has attended a number of training opportunities which focus on fiction and reader's advisory. The department manager participated on the Pan-Canadian Readers' Advisory Committee at the Ontario Library Association. Staff attended readers' advisory related training at the OLA SuperConference.

Serving teens and adults, the Readers' Den Department has continued showing popular movies on Thursday nights. 676 people have attended showings in the Noel Ryan Auditorium. The series has received media coverage in the Mississauga News and Rogers Television.

Youth programming continues to be the feature. 536 youth have attended a wide variety of programs. TAG continues to be strong and offers a good model to the system for a well-run TAG. A Youth Book Club was started in 2010 and is slowly growing an audience. March Break and Summer Programming offered youth opportunities to develop intellectual and creative skills. A poetry slam attracted over 200 participants.

The department continues to build a strong relationship with the Nexus Youth Centre, located on the 2<sup>nd</sup> floor of the Central Library. Staff helped to arrange Nexus' attendance to all the Central Library department staff meetings and aided in the co-ordination of 2 meetings with City Security and Recreation and Parks staff.

## **AREA 2 (Sue Coles, Acting Area Manager)**

### **Churchill Meadows Branch Library** (Maria Politano, Acting Manager)

The Churchill Meadows Branch Library focused on newcomers and caregivers during this period, two of the Library Board's key markets.

Staff worked in partnership with a number of agencies to provide services to newcomers including housing a display by the Polycultural Immigrant and Community Services; hosting the NCON (Newcomer Organization Network) meeting; providing a table and display for the Peel Multicultural Council; and hosting employment training sessions to assist newcomers in integrating into the work place.

To address the needs of caregivers, staff provided the regular series of storytimes, gave a presentation to the LION group, and visited the Ontario Early Years Centres with the Story Sacks program. Plans are underway to develop a new Early Literacy workshop aimed at secondary school students.

### **Courtneypark Branch Library** (Marilyn Braaten, Manager)

The Courtneypark Branch Library continues to reach out to the community through partnerships with local agencies and organizations. Staff collaborated with Peel Family Literacy to offer an expanded Family Storytime on Saturday afternoons in the winter session. This free program was designed to help parents learn how to make learning a part of their child's everyday routines at home. Staff collaborated with the Newcomer Centre of Peel MSEP worker based at St. Marcellinus Secondary School to offer an information session on Community Volunteering for youth 13 to 24 years of age. Staff participated in Turn off the Screens week in partnership with Peel Public Health and Britannia Public School. They welcomed over 500 students in Grades 1-5 to the Library and parents were treated to an evening featuring a Get Active Mississauga display promoting the Borrow-a-Pedometer program and a live demonstration of the Library's research databases. Staff participated in the St. Marcellinus Secondary School "We are the World" multicultural festival by working with a small group of students from Sri Lanka and India to host a booth representing South Asian countries. Staff gave a tour to a group of teacher librarian trainees from the Peel District School Board on two separate occasions. Staff collaborated with Mississauga Recreation and Parks to offer an after school teen drop-in program in the Library Program Room. The Branch also hosted the Courtneypark community's first ever Neighbours Night Out in collaboration with SafeCity Mississauga. Approximately 1,500 residents came out to enjoy the fun and learn about community safety. The Courtneypark Branch Library is very proud of this unique community event and hope that it will inspire people in the Courtneypark community to organize their own neighbourhood street parties in the future.

### **Frank McKechnie Branch Library** (Laura Higginson, Manager)

In the past six months the Frank McKechnie Branch Library served the key markets of newcomers, older adults, and youth.

Representatives from TCCSA (The Cross Cultural Community Services Association) set up a display table and in partnership with the Region of Peel, Family Services, a Mandarin Family Literacy Program was held over 9 weeks. An adult book club was introduced in April. The Ontario College of Art and Design provided an innovative program for youth during March Break and Services Canada did a resume workshop. The TAG put on a special event to raise awareness about teen depression and raise funds for Kids Help. A drop-in homework help and reading buddies program was introduced in which student volunteers provide guidance to Grade 1 to 6 students.

On Saturday, June 26<sup>th</sup> the Frank McKechnie Community Centre and Library held an open house to celebrate its tenth anniversary. About 900 people visited the Library. It has been a great decade of service to the community.

**Malton Branch Library** (Ruth Denyer, Manager)

In addition to the usual roster of library programming, staff at the Malton Branch Library made special efforts to go into the community to visit several of the local Readiness Centres, a local high school to speak about the career of librarianship, several of the elementary schools to mount displays for Parents' Night and to speak to school assemblies about the Summer Reading Club. The Library was also represented at the annual Malton Festival in June. In addition, the Ontario College of Art and Design held a workshop at the branch for teens and Service Canada Youth Services mounted a display about youth employment. Arrangements were also made for a representative from the Centre for Education to come to the branch in June to showcase their programs for newcomers.

Malton staff also highlighted the environment, participating in the Earth Day initiatives during the month of April, mounting displays of materials relating to organic/green living; displaying the pedometers along with transit and park trail maps and also participated in the 20-minute makeover by picking up garbage in the park.

And the highlight of the past six months certainly has to be the 58 members of the Winter Reading Club who read an impressive 780 books.

**South Common Branch Library** (Amy Colson, Manager)

The focus at the South Common Branch Library has been service to youth and older adults over the last period.

The newly assembled South Common Branch Library TAG (Teen Advisory Group) has hit the ground running. They have thus far helped to assemble displays, create crafts for children's programs, and discussed (and laughed about) popular fiction. They are an enthusiastic and fun group of youths. In April they conducted an eight week Reading Buddies program for students 6-8 years old to help them gain confidence in their reading skills. Together they read over 80 books. They had so much fun that they wish to continue and the buddies have become good friends. In addition to the TAG, the South Common Branch Library has been programming for youth with monthly drop-in video games sessions during the lunch hour.

Programs for older adults have included free income tax clinics with all appointments booked. Internet Basics for Older Adults is another popular program and staff have also been offering some one-on-one computer help by appointment. The adult book club on Thursday morning continues to be very popular. A gardening workshop was held in the spring.

### **AREA 3 (David Penteliuk, Acting Area Manager)**

#### **Clarkson Branch Library (Mai Lu, Senior Librarian)**

The first half of 2010 for Clarkson Library has been marked as the era of construction. While the sounds of construction buzz in the background, Clarkson Library created library space that works, continued to celebrate the community, and supported life-long learning.

In anticipation for the closure of nearby libraries, Clarkson Library staff worked hard to create Library Space that Works. The front entrance display was re-located to expand Holds area. Since construction began, the number of holds processed at Clarkson Library has doubled. Furniture was moved around to create conversation hubs. Three new lounge chairs provide modular seating in the newly created Teen Space. Comfortable lounge furniture was distributed around the library. A new 3-tiered display stand was placed in the centre of the branch to feature new and noteworthy collections. A new children's table and chairs were a welcome relief to children and parents alike. This transformation is all the more impressive when one notes circulation was up more than 50% in comparison to 2009!

The Clarkson Communities at Peace (CCAP) hosted its second annual "Ultimate Block Party" and the Library played a partnering role by hosting an information booth and reading stories. The Library has been an active participant in the CCAP since the organization began two years ago. Clarkson Library also participated in the Sing for Literacy initiative. St. Louis School won the Grade 4 Read to Succeed contest and the grade four classes attended an author visit at the Central Library. Just as the branch supports its community; the Clarkson community supports its branch. Over 500 campaign cards to petition the government to increase funding for the Mississauga Library System were collected.

In the spring, the Clarkson Library successfully completed its storytime programs for preschoolers, Reading Buddies program, and computer workshops for older adults. A successful Drop In Family Storytimes and Wee Ones Storytimes were held. Parents and children were delighted with the programs. It needs to be noted that many parents have credited the Reading Buddies program for their child's improvement in reading and their renewed excitement in coming to the Library. In addition, several teenaged volunteers have enjoyed leading the sessions so much that they return season after season to participate in the program.

#### **Cooksville Branch Library (Penny Carr, Manager)**

The Cooksville Branch Library team was the City of Mississauga's 2009 Corporate Awards for Excellence proud recipients of the Customer Service Award (Team) which was presented by Mayor McCallion at a Council meeting. The Customer Service Award is given to a team who has consistently "gone the extra mile" to earn the respect, support and appreciation of their customers. This is certainly true of the staff who welcomed many new customers from neighbouring branches closed for renovations. Circulation was up an impressive 25% in the first half of 2010.

The branch boasted its best ever March Break week! With a dedicated program room at its disposal, staff was able to promote events such as Draw Manga, the Travelling Reptile Show, Drop-In Family Storytime and So You Think You have Talent! Feedback from one mother sums up the general consensus of those who partook in the programs, *"You guys are doing an awesome job! My kids have had a blast this March Break. Keep up the good work. THANK YOU VERY MUCH."*

The same raves were heard as the Cooksville Branch Library launched their Reading Buddies program in early 2010. Favourable comments from parents whose children were enrolled in the program rolled in, "We really like the buddy program. It helps my daughter's reading and comprehension skills. She enjoys coming here and she improved so much since the program started. I really liked the volunteer...he asks lots of good questions that make my daughter think." This focus on early literacy by staff will continue throughout the remainder of the year.

### **Erin Meadows Branch Library (Kathleen Smyth, Manager)**

In January the Erin Meadows Library co-hosted the second annual Art's Birthday Celebration in conjunction with the Erin Meadows Community Centre, the Mississauga Art's Council, the City of Mississauga Culture Division, and local arts groups like Frost Flow, Ishay School of Dance, Liberty Junction Theatre, and Soft City. Inside the Library customers enjoyed three free workshops, two puppet shows and an open mic event. In the Community Centre there was singing, cake, live bands and an underground garage sale. Library staff presented two family story times. Special Grab 'n Go bags full of library material related to the arts were created and circulated. During the six hours of the event, 1895 people entered the library. The event was enjoyed by customers and staff alike.

Merchandising has played a big role in the first half of the year at Erin Meadows Library. The children's section has been reorganized with an emphasis placed on new books, concept books, early readers, audio books, and graphic novels. A larger space was found for recurring displays like Forest of Reading and for permanent displays like Raves n' Faves. Popular junior series are now organized by title with bright colourful labels. The early reading books have been organized by reading level and the non-fiction early readers collection has been highlighted with its own space. All collections have been weeded to remove old materials which have been replaced with new items. Display shelving has been added to various collections to promote new and interesting books. A more prominent place was found for incoming adult materials with new adult fiction and non-fiction books, Lightning Loans, audio books, and adult Raves n' Faves shelved together in the same bays. Thirty five thousand more items have been checked out at the Erin Meadows Library in 2010 than last year at the same time, in some measure due to this merchandising.

Programming is of the utmost importance to staff and customers at the Erin Meadows Library. In the first half of the year, staff offered 157 programs to over 2500 people. One family of newcomers with five children under the age of seven has attended every program that is available. A scrapbooking session participant said the program had given her the confidence to feel that she could be creative. The knitting circle had three generations from one family and a newcomer who is an excellent knitter who was thrilled to meet people and be able to share her skills even though her English was not strong. The Resume and Job Search Workshop for Newcomers was attended by ten very appreciative professionals who were having trouble finding work in Canada and who found the session 'motivational and inspiring'. One set of parents re-arranged an older sibling's school schedule to enable the younger sister to attend one of our programs. One of our puppet shows elicited the comment that it must be a professional group of puppeteers because the show was so good. All our programs are received with positive enthusiasm by the public, and staff work to the highest standard to maintain the high quality of our programs.

### **Meadowvale Branch Library (Kathy Oakleaf, Manager)**

This location continues to be one of the busiest branches in the system with circulation topping 315 000 through June. Service to the large immigrant demographic in the Meadowvale neighbourhood was targeted with a partnership with the Newcomer Information Centre. A permanent comprehensive display area and several cosponsored programs dealing with newcomer issues were offered. What is more, The Newcomer Information Centre staffed the display area three days a week to speak with customers about their services. Partnerships with The Peel Multicultural Council and the Brampton Multicultural Community Centre were also formed. Further services included a very popular Urdu story time, an art display, author visit and poetry reading by Meena Chopra and several multicultural displays.

The Meadowvale Branch Library continues to be an active community participant, adding an outreach visit to the Lisgar Residents' Association Annual Tree Planting and Picnic, to Kindergarten orientations and open houses, participation in the Meadowvale Community Partnership, Guides and Sparks visits, and 837 hours of volunteer opportunities, including many for volunteers with special needs. The volunteer supervisor, Carol Jackson, won a Library NOVA award earlier this year for her support to volunteers with special needs.

Older adults were well served with a variety of displays for Seniors' month, tax clinics, and computer training. In addition, it has been a busy and successful year for programming for all ages, including Reading Buddies, Wee Ones, Toddler, Preschool, Family and Teens. March Break and summer special programs were also very well attended.

### **Mississauga Valley Branch Library – (Ann Jacob)**

The Mississauga Valley Library was the proud winner of the 2010 Library NOVA Nebula Award for achieving superior results through group effort! Staff met the challenge of proactively responding to increased demand for programs and services resulting from the temporary closures of several library branches and construction at Central Library and Civic Square. As it turned out the demand was much larger than expected. Midyear circulation showed an increase of 67%!

The Mississauga Valley Library continued their dedication to programming and promoting literacy by offering more than 150 programs. Five regular story times plus Saturday specials and a Spanish story time once per month was an impressive and very popular undertaking. Outreach efforts included regular visits to the local Ontario Early Years Centre, local daycares, the Parent Involved in Education program centers as well as neighbouring schools. A new reading circle format for reading buddies met with great success. Full registration and a waiting for the next session was the result.

All in all much was learned in the effort to make new customers feel at home as they adjusted to some unavoidable inconvenience. Staff changed and rearranged to respond to changing demands. They tried new things and learned from mistakes to overcome the challenges they faced. A true example of teamwork from which much has been learned!

### **Sheridan Branch Library (Amanda French, Senior Librarian)**

Staff at the Sheridan Library undertook a complete overhaul of the collection with the goal of handling and assessing each item. It took the better part of eight months and the involvement of staff at every level before it was completed, but the result is a more focused and popular collection. By eliminating some material types, shifting sub-collections and rejuvenating the collection, customers saw a marked improvement in the accessibility and 'browsability' of the collection. With the elimination of excess shelving staff were able to increase merchandizing techniques and displays to properly showcase the depth and breadth of the collection. Sheridan Library also used new ways to market their materials to a broader range of customers. The expansion of the popular 'Books to Go' program to a variety of age groups and the creation of Canadian citizenship kits are just two examples of this.

As the Sheridan neighbourhood has a large percentage of new immigrants attention was given to creating a Newcomers' Area in the branch. The world languages collection and the literacy collection were relocated to a more prominent area and bulletin boards were installed dedicated to announcements of note for newcomers. Citizenship kits and information were also highlighted. Focus was also given to revitalizing the Youth Area. New lounge chairs, bulletin boards for teen events and programs and an increase in space have proven to be a hit.

The Sheridan Branch Library has always forged strong ties with the community. This has continued throughout the first half of 2010. Partnerships with the Sheridan Neighbourhood Team, the Polycultural Immigrant and Community Service group, Language Instruction for Newcomers to Canada (LINC), Learning in our Neighbourhood (LION) as well as with local daycares and schools have been mutually beneficial. The hard work of staff has also been seen by the response of local businesses, banks and customers. Many have donated generously both financially and in kind allowing Sheridan Library to add puppets, puzzles and games to their children's area.

**Streetsville Branch Library (Sandy Laird, Senior Librarian)**

The Streetsville Branch Library made programming their number one priority this year. Thanks to the efforts of staff approximately 100 programs were offered in the first half of 2010 with an attendance of more than 2500 participants. 'Picture Book Parade' and 'Alphabet Soup' programs were offered for preschools while a 'Terrific Twos' program was offered for toddlers. Free 'Enchanted Evening' and 'Sweet Dreams' family storytimes were also incredibly popular. Staff led puppet shows, author visits, class visits, group tours, the grade four Read to Succeed program, numerous partnerships with community agencies and, of course, the annual Bread and Honey Parade were other highlights.

The Streetsville Branch Library has started a large placemaking initiative that is hoped to be completed by the end of the year. The end result will see a much needed increase in both individual and group study space as well as an increase in lounge furniture. A redesign of the teen area has also begun.

**Woodlands Branch (Jo-Anne Storen, Manager)**

The focus at the Woodlands Branch Library continued to be customer service and community. Family Story time, Russian Story time, Mandarin Story time, Pajama Story time and class visits were all very popular and received rave reviews from children, parents and teachers alike. The very active TAG team selected, publicized and hosted an author visit, Lesley Livingston author of *Wondrous Strange*. The TAG team also hosted a very engaged group of chess players for their first tournament and planned the second annual Easter Egg Hunt in the Library for all customers. Outreach included visits to and from various agencies including Palestine House, LINC, Gateway Newcomer Services and Audmax Target Solutions. In addition, relationships were started with the local private school and the Russian Heritage School. The strong link with the Erindale-Woodlands Community Newsletter continued with free publicity for library programs and services.

The first half of 2010 also saw staff from the Woodlands Branch Library dedicate themselves to making their collection as attractive and accessible as possible. Sweeping their entire non-fiction collection, old, rarely used and tired looking items were removed. In addition, displays featuring family literacy, Forest of Reading books, new books, Raves & Faves, seasonal and timely interests were added. New magazines were ordered to meet customer requests and many collections were shifted to make them more eye-catching and convenient to customers. Although still in progress, the goal of emptying all the lower shelves is nearing completion. All of this has result in a collection that is not only more attractive, but one that is more conducive to browsing. These changes are the result of the hard work, imagination and dedication of staff and volunteers, who continue to work tirelessly to make the Woodlands Branch Library a focal point within the community.

**DATE:** September 8, 2010

**TO:** Mississauga Public Library Board

**FROM:** Anne Murphy, Acting Director of Library Services

**SUBJECT:** **Report on Plans for the Annual Community Forum**

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**RECOMMENDATION:** That the report dated September 8, 2010, on the annual Library Board community forum be received.

**BACKGROUND:** Each year the Library Board organizes a community forum to provide an opportunity for the community to meet and discuss how the library system could improve. Each year a theme or themes have been identified to address current strategic issues. The appropriate community groups and representatives are invited to attend. The output from the fall forum is considered by the Library Board and management in setting objectives for the future.

**COMMENTS:** In 2010 the Library produced a new master plan called Future Directions. The effort behind this new plan was significant. The plan was revolutionary as well and along with the implementation plan will serve as the Library's "road map" for the coming years. It is the basis of the new business plan being developed at this time. All key service and budget decisions ahead are identified in the master plan and justified.

Because the Library has this new extensive plan with 45 recommendations across all aspects of service, it would make sense to present these at the community forum in a summary way and then to encourage participants to discuss and to comment on the specific plans and priorities for the Library's future.

Usually about 40 are invited to the forum. This number has been effective and usually includes board members (9), senior staff (6), representatives of junior staff for the exposure and experience (5), community representatives from identified groups (12), and some City representatives (6) from relevant areas.

The objectives of the forum would be:

1. To present the Library's values, ends and priorities
2. To provide an overview of the Library's new master plan
3. To hear from represented groups on their library involvement – present and possible
4. To focus group discussion on key library plans and issues (services for newcomers, older adults, families, small businesses, students...)
5. To develop some practical ideas for consideration in coming years from the forum participation

An agenda will be developed that will allocate time for all of these items and will assign roles for Board members and management members at the event.

The intent is to bring forward at the November Board meeting some recommendations from the forum for consideration in 2011 and beyond, suggestions that will improve on the master plan since good service is a moving target. Time will be spent on the output in November as the Library Board's work plan for 2011 is finalized.

**CONCLUSION:**

A new board term begins next year, the first of 4 years. The outgoing board will leave a new master plan and also a short term business plan as required by the City. This will be a guide for the plans for the library in the period ahead. The annual forum is an opportunity to focus on key issues with community partners as well as invite comment and input from them on existing plans. Hopefully this process strengthens the Library's plan and provides another opportunity for the Library Board to work with the community.

**FINANCIAL IMPACT:** None.

**ATTACHMENTS:** None.

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Anne Murphy  
Acting Director of Library Services

*Report prepared by Don Mills, Director of Library Services*

**DATE:** September 8, 2010

**TO:** Mississauga Public Library Board

**FROM:** Anne Murphy, Acting Director of Library Services

**SUBJECT:** **Monthly Ends Report**

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**RECOMMENDATION:** That the report dated September 8, 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 progress 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. Management has developed a "charter" for each objective clarifying the who/what/when/how of each initiative. Collectively these represent the work plan for the Library's 5 person senior leadership team. This work plan will identify deliverables by quarter over the year. Plans can and do change and the monthly report will be the process for making those changes.

At its meeting in April, the Board requested a report on each completed objective highlighting accomplishments that led to completion on a quarterly basis. The September report highlights details to-date.

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

**FINANCIAL IMPACT:** None.

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

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Anne Murphy  
Acting Director of Library Services

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

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

		- 140 of 400 library staff speak multi languages, 50 different languages in total
➤ To develop services to priority neighbourhoods	Objectives completed	<b>Underway</b>
<b><i>Providing Support for Life-Long Learning</i></b>		
➤ To develop an implementation plan from the Mississauga Youth Plan	Plan completed and objectives met	<b>Plan to be completed by 2<sup>nd</sup> Quarter and objectives met by 4<sup>th</sup> Quarter</b> - 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	<b>Underway</b> - <i>Internet Basics and Facebook for Seniors</i> - <i>Promoted large print and audio book collections</i> - <i>Launched Computer Buddies program</i> - <i>Book displays on different genres, including large print, books on CD and Zoomer magazines</i> - <i>Targeted programs and games</i> - <i>Promoted genealogy resources</i> - <i>Free tax clinics</i> - <i>Removed barriers for better accessibility to materials</i> - <i>Maintained Homebound services for users affected by ISF closures</i>
<b><i>Promoting Awareness</i></b>		
➤ To promote the library to families and caregivers	12 actions completed	<b>Underway</b> - 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; shared with Peel District School Board and Understanding the Early Years Malton - presented Canada Book Day Spring Authors festival to introduce families

		and caregivers to the many local authors that call Mississauga home - <i>Actively advertise book clubs outside the Library in local stores and adult centers</i> - <i>Promote this year's theme "Reading to succeed at any age"</i> - <i>Book Clubs</i>
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### 3. COMPLETING OUR NEIGHBOURHOODS

#### *Providing Library Space that Works*

➤ To complete all capital projects: Central, Burnhamthorpe, Lakeview, Lorne Park, Meadowvale, Port Credit, Woodlands,	Projects completed as planned	<b>Underway</b> - 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
➤ To conduct a review of branch hours	Report produced by June	<b>Delayed</b> - will be undertaken as part of the Library Services Delivery review

#### *Celebrating Our Community*

➤ To continue to develop the annual Mississauga Literary Festival	Event successful	<b>Underway. To be completed by 3<sup>rd</sup> Quarter</b> - date selected, Living Arts Centre booked - all 70 booths have been booked
➤ To support the Culture Master Plan	Plan completed and objectives met	<b>Plan to be completed by 3<sup>rd</sup> Quarter and objectives met by 4<sup>th</sup> Quarter</b>
➤ To develop a co-ordinated promotion of key community and cultural events	Project completed	<b>To be completed by 3<sup>rd</sup> Quarter</b>

### 4. CULTIVATING CREATIVE AND INNOVATIVE BUSINESS

#### *Providing Support for Life-Long Learning*

➤ To promote services to businesses	12 actions completed	<b>To be completed by 4<sup>th</sup> Quarter</b> - programs of interest to small business offered at the Central Library, such as "Marketing Your Business On-Line." - 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
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		<p>“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.</p>
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## 5. LIVING GREEN

### *Providing Library Space that Works*

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