



WE KNOW AND  
**ENGAGE**  
WITH OUR COMMUNITY

**RECOGNIZED**  
AS A KEY LEARNING INSTITUTION

**INSPIRING,**  
WELCOMING AND  
CREATIVE SPACE

**MULTI-TALENTED**  
PEOPLE CHANGING LIVES

**ACCESS**  
TO MANY RESOURCES IN MANY WAYS

**The Library** [mississauga.ca/library](http://mississauga.ca/library) 

## MISSISSAUGA PUBLIC LIBRARY BOARD MEETING

Wednesday, February 15, 2017  
5:30 to 7:30 p.m. [Mississauga Central Library](#),  
301 Burnhamthorpe Rd West, Mississauga, ON, L5B 3Y3, 905-615-3500

### Members

Margot Almond  
Raj Chopra  
Nokha Dakroub  
Harry Hastilow  
Councillor John Kovac  
Councillor Matt Mahoney  
Priscilla Mak  
Antonio Maraschiello  
Laura Naismith  
Val Otori  
Thomas Thomas

Secretary/Treasurer/CEO

Rose Vespa

Leadership Team

Anne Murphy, Manager, Area One  
Alex MacCutchan, Acting Manager, Area Two  
Mai Lu, Acting Manager, Area Three  
Sue Coles, Acting Manager, Shared Services  
Mike Menary, Manager, Planning, Development & Analysis



<b>Item No.</b>	<b>Item Description</b>	<b>Time Allotted</b>
1.0	<b><u>Call to order/Excused Absences</u></b>	3
1.1	<b><u>Approval of Agenda</u></b>	5
1.2	<b><u>Declaration of Conflict of Interest</u></b>	2
1.3	<b><u>Delegations</u></b>	
2.0	<b><u>Consent Agenda –</u></b> <i>(All items listed under the Consent Agenda are considered to be routine and are recommended for approval by the Chair. They may be enacted in one motion or any item may be discussed if a member so requests.)</i> 2.1 Minutes of the Regular Meeting on January 18, 2017 2.2 Minutes of the In Camera Meeting on January 18, 2017 2.3 Communication & Counsel Report dated February 8, 2017	5
3.0	<b><u>CEO's Highlights</u></b>	5
4.0	<b><u>Policy Review</u></b>	
5.0	<b><u>Executive Limitations/Internal Monitoring Reports</u></b>	
6.0	<b><u>Ends</u></b>	
6.1	Ends Report – Year End Review	10
6.2	Trends in the Use of Library Material	15
7.0	<b><u>Governance</u></b>	
7.1	Appointment of Nominating Committee for Elections in March	10
8.0	<b><u>Ownership Linkage</u></b>	
8.1	Adoption of 2017 Budget	5
9.0	<b><u>Board Advocacy</u></b>	
9.1	Culture Funding Strategy Session at OLA <a href="https://www.ontario.ca/page/ontario-culture-strategy-telling-our-stories-growing-our-economy">https://www.ontario.ca/page/ontario-culture-strategy-telling-our-stories-growing-our-economy</a>	10
9.2	FOPL Report	10
10.0	<b><u>Board Development</u></b>	
10.1	Board Renewal Discussion	15
10.2	Board Member Boot Camp at OLA – feedback by Raj Chopra	5
11.0	<b><u>Incidental Information</u></b>	
11.1	Please click on links for articles:  <a href="http://www.mississauga.com/whatson-story/7106261-young-readers-embracing-graphic-novels-as-they-develop-literacy-skills/">http://www.mississauga.com/whatson-story/7106261-young-readers-embracing-graphic-novels-as-they-develop-literacy-skills/</a>	
11.2		

	<a href="http://www.thespec.com/opinion-story/7100344-opinion-a-lost-book-found-and-the-relevance-of-our-libraries/">http://www.thespec.com/opinion-story/7100344-opinion-a-lost-book-found-and-the-relevance-of-our-libraries/</a>	
12.0	<b>Other Business</b>	
12.1	Action Log Review	5
13.0	<b>In Camera Agenda</b>	
13.1	<b><u>Pursuant to Ontario Public Library Act Sections</u></b>  (4)(d) labour relations or employee negotiations  <u>(4) (b) personal matters about an identifiable individual</u> <b>Re: Director's Performance Evaluation</b>	15
14.0	<b><u>Board Self-Evaluation –</u></b> A. Maraschiello to lead self-evaluation- Prepared for the meeting...time spent appropriately on Ends...full participation...courteous treatment of others...adherence to Rules of Order...emphasis on the future.	5
	<b><u>TOTAL TIME</u></b>	125

### **Upcoming Events**

<b>Date</b>	<b>Event</b>
<b>March 22, 2017</b>	Library Board Meeting Election of Chair & Vice Chair
<b>April 29, 2017</b>	SOLS Regional Trustees Meeting, Meadowvale Library



---

**DATE:** February 15, 2017  
**TO:** Mississauga Public Library Board  
**FROM:** Rose Vespa, Director of Library Services  
**SUBJECT:** **Consent Agenda**

---

**RECOMMENDATION:** That the Consent Agenda comprising of Agenda 2.0 to 2.3 are hereby approved as written and the CEO of the Library is hereby authorized and directed to take such action that may be necessary to give effect to the recommendations as therein contained:

2.0 **Consent Agenda**

- 2.1 Minutes of the Regular Meeting on January 18, 2017
- 2.2 Minutes of the In Camera Meeting on January 18, 2017
- 2.3 Communication & Counsel Report dated February 8, 2017

---

Rose Vespa  
Director of Library Services



**MISSISSAUGA PUBLIC LIBRARY BOARD  
Regular Meeting**

**Minutes of the meeting held on Wednesday, January 18, 2017 at 5:30 p.m., Mississauga Central Library, 301 Burnhamthorpe Road West, Mississauga, ON L5B 3Y3**

Present: Margot Almond  
Nokha Dakroub  
Harry Hastilow  
Councillor John Kovac  
Councillor Matt Mahoney  
Priscilla Mak  
Antonio Maraschiello  
Laura Naismith  
Val Ohori  
Thomas Thomas

Absent: Raj Chopra

Staff Present: Rose Vespa, Director  
Anne Murphy, Manager, Area 1  
Amanda French, Acting Manager, Area 2  
David Penteliuk, Acting Manager, Aea 3  
Sue Coles, Manager, Acting Manager, Shared Services  
Mike Menary, Manager, Planning, Development & Analysis

Minutes Recorded: Anne Marie Solleza

---

**1.0 Call to Order/Excused Absences**

The meeting was called to order at 5:34pm.

**01:17 Resolved that Raj Chopra be excused from the meeting.**

**Moved by H. Hastilow  
Seconded by P. Mak  
Carried**

**1.1 Approval of Agenda**

**02:16 Resolved that the agenda be approved as presented.**

**Moved by Councillor J. Kovac  
Seconded by L. Naismith  
Carried**

Mississauga Public Library Board Meeting  
Wednesday, January 18, 2017

**1.2 Declaration of Conflict of Interest**

There were no conflicts of interest declared.

**1.3 Delegations**

There were no presentations scheduled for this meeting.

**2.0 Consent Agenda**

**03:17 Resolved that Item 2.5 Report on 2016 Count Week be pulled from the Consent Agenda for discussion and the remaining items be approved as presented.**

**Moved by A. Maraschiello**

**Seconded by T. Thomas**

**Carried**

**3.0 CEO's Highlights**

The CEO did not provide any highlights.

**4.0 Policy Review**

**4.1 Executive Limitations Policies Review**

**04:17 Resolved the report Executive Limitations Policies Review dated January 18, 2017 be approved.**

**Moved by P. Mak**

**Seconded by Councillor M. Mahoney**

**Carried**

**4.2 Annual Report on Canadian Anti-Spam Legislation (CASL) Audit**

The CEO informed the Board that as requested at the September 2016 meeting, an audit was conducted of library practices to ensure compliance to CASL especially the transition from implied to express consent by July 1, 2017.

The Library conducted an audit of 10 randomly selected library locations. Results confirmed that the library has done its due diligence and have made the changes as required by the policy. Processes have also been put in place to ensure continued high level compliance. The Library will be in full compliance by July 1, 2017.

**05:17 Resolved that the Annual Canadian Anti-Spam Legislation (CASL) Audit Report 2016 be received for information.**

**Moved by M. Almond**

**Councillor J. Kovac**

**Carried**

Mississauga Public Library Board Meeting  
Wednesday, January 18, 2017

## **5.0 Internal Monitoring Reports**

### **5.1 Report on 2016 Count Week**

The Board inquired about the downward trend in circulation. The CEO explained that while circulation in print is down in some areas, in person visits and electronic resource use is also up. It is a reflection of the changes in how people approach learning and how they use the many resources that the library offers.

S. Coles will provide the Board with a link to information from the Public Library Association.

**06:17 Resolved that the Report on 2016 Count Week be received for information.**

**Moved by L. Naismith**

**Seconded by M. Almond**

**Carried**

## **6.0 Ends**

### **6.1 Central Library Revitalization Update**

The CEO provided an update to the Board on the on-going Central Library Revitalization project. She reminded the Board of the four main drivers for this project and how building floor

plans are being rationalized to provide more space for library users.

To provide the Board members a clearer idea of the proposed changes from the current floor plan, a tour of the Central Library will be organized for the March meeting.

**07:17 Resolved that the Central Library Revitalization Update report dated January 18, 2017 be received for information.**

**Moved by Councillor J. Kovac**

**Seconded by T. Thomas**

**Carried**

### **6.2 School Board Partnerships**

The CEO informed the Board that contact has been re-initiated with Peel District School Board (PDSB) to further explore partnerships. Since the library already has an existing and robust collaboration in Robotics with some of the local public schools, she will be suggesting Makerspaces and Digital Learning as points of interest when discussions resume with Poleen Grewal, Superintendent of Curriculum for PDSB.

## **7.0 Governance**

There were no items scheduled for discussion.

## **8.0 Ownership Linkage**

There were no items scheduled for discussion.

## **9.0 Board Advocacy**

There were no items scheduled for discussion.

4 -

*Mississauga Public Library Board Meeting  
Wednesday, January 18, 2017*

#### **10.0 Board Development**

There were no items scheduled for discussion.

#### **11.0 Incidental Information**

There were no items to be discussed.

#### **12.0 Other Business**

##### **12.1 Action Log Review**

The Chair requested that all completed items be removed from the current log and recorded separately.

The Board renewal report will be finalized and discussed at the February meeting.

##### **12.2 Federation of Ontario Public Libraries (FOPL) Membership**

The Board was in agreement that Mississauga Library needs to continue to be a part of the Federation. However, the Board needs to proactively monitor issues it has brought before the Federation. To this end, it was suggested that regular updates on FOPL action items be scheduled during the year.

**08:17 Resolved that 2017 membership to the Federation of Public Libraries be approved.**

**Moved by A. Maraschiello**

**Seconded by M. Almond**

**Carried**

##### **12.3 Culture Strategy Funding Review**

The Director encouraged the Board to attend the ministry session on public library funding at the OLA (Ontario Library Association) SuperConference on February 1, 2017.

##### **12.4 Meeting Dates for March and December 2017**

**09:17 Resolved that the meeting dates for the months of March and December 2017 be re-scheduled as follows:**

**From March 15 to March 22, 2017**

**From December 20 to December 13, 2017**

**Moved by T. Thomas**

**Seconded by Councillor J. Kovac**

**Carried**



Mississauga Public Library Board Meeting  
Wednesday, January 18, 2017

### **13.0 In Camera Agenda**

#### **13.1 Pursuant to Ontario Public Library Act Section (4)(d) labour relations or employee negotiations**

**10:17 Resolved that the Board go into closed session at 7:05pm**

**Moved by Councillor M. Mahoney  
Seconded by N. Dakhrub  
Carried**

#### **14.0 Board Self-Evaluation**

P. Mak led the self-evaluation. She thanked everyone for a very fruitful session. She felt the Board started off the new year right with everyone's enthusiastic involvement. Issues were raised and discussed respectfully and decisions were made. Everyone was adhered to the Rules of Order.

**12:17 Resolved that the Board adjourn at 7:40pm**

**Moved by A. Maraschiello  
Seconded by L. Naismith  
Carried**

#### **NEXT MEETING**

The next meeting of the Library Board will be held on February 15, 2017 at Central Library.

---

Secretary/Treasurer

---

Chair

---

**DATE:** February 8, 2017

**TO:** Mississauga Public Library Board

**FROM:** Rose Vespa, Director of Library Services

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

---

**RECOMMENDATION:** That the report on Executive Limitations Policy A1 – Communication and Counsel to the Board from the Director dated February 8, 2017 be received.

**REPORT HIGHLIGHTS:** The regular report on Communication and Counsel to the Board is the process to ensure compliance with the Executive Limitations Policy A1 intended to keep the Board informed of all important aspects of the Library's operations. It also affords the Library staff a regular opportunity to note items and issues of importance for the Board's attention.

**BACKGROUND:** The Policy States:

*The CEO shall ensure that the Board remains informed, supported in its work, and compliant with legal or fiscal obligations.*

*Accordingly, the CEO shall:*

- 1. Submit monitoring data required by the Board in a timely, accurate and understandable fashion, directly addressing provisions of the Board policies being monitored.*
- 2. 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. Advise the Board if the Board is not in compliance with its own policies, particularly in the case of Board behaviour that is detrimental to the work relationship between the Board and the CEO.*
- 4. Respect the adopted standards of service for library service as accepted by the Corporation regarding holdings, annual acquisitions, and space provision, or to ensure the involvement of the Board in the change or addition to such standards by the Corporation.*

**Key Pillars:**

- Move** – *developing a transit-oriented city*
- Belong** – *ensuring youth, older adults and new immigrants thrive*
- Connect** – *completing our neighbourhoods*
- Prosper** – *cultivating creative and innovative businesses*
- Green** – *living green*

Over 2016-2018 the Library will continue to focus on reaching out to the following key markets:

- Families and caregivers
- Youth
- Older adults
- New Canadians
- Small businesses

The following report identifies key activities in the last month.

**COMMENTS:**

<b>ENSURING YOUTH, OLDER ADULTS AND NEW CANADIANS THRIVE</b>	
<b>1. Families and Caregivers</b>	
<b>Area 1</b>	<ol style="list-style-type: none"> <li>1. The Children’s Department hosted 72 Grade 4 students for the Read to Succeed Program. Many of these students received their first library card on the day of their visit and were excited to check out books and other library materials.</li> <li>2. For the month of January, the Children’s Department delivered a total of 38 Children’s programs attended by 1,175 participants, including the PD day movie which was a big hit with over 60 attendees.</li> <li>3. In celebration of Family Literacy Month, the Children’s Department offered a drop-in, program where families enjoyed literacy based puzzles, games, books and activities at their leisure.</li> </ol>
<b>Area 2</b>	<ol style="list-style-type: none"> <li>1. Burnhamthopre Library staff hosted a Tumblebooks demo in partnership with the Dixie Bloor Neighbourhood Centre for their Literacy Day program. Parents were able to learn more about using the online audiobooks.</li> <li>2. In response to a community request, a new program, “Books, Babies, Bubbles and Play” has been developed at Port Credit Library as a drop-in program. Attendance greatly increased during the month as more families and caregivers learned about the program.</li> <li>3. During the January 23<sup>rd</sup> PA Day, South Common staff offered a fun program for children. The program included storytime, board games and crafts. The craft involved 3D printing</li> </ol>

of miniatures and then painting them, combining Maker Mississauga/STEM skills and the children's creativity. The program was well attended and enjoyed by all.

**Area 3**

1. A "Let's Explore Structures" event was held at Erin Meadows Library. Kids built a structure out of toothpicks and marshmallows. They tested different shapes and configurations for strength and stability. They were very proud to show off their designs and take their structure home.
2. The Meadowvale Library conducted four Toddler Storytimes. These programs emphasize simple stories, picture books, songs, and rhymes, encouraging parents and toddlers to learn about literacy together.
3. The St. Johns Therapy dogs came into Mississauga Valley Library for a Paws4Stories program on Saturdays during the month. The children as well as other library customers were very receptive and inquired what the program was about. All were taken with the idea of reading to the dog. Given it was such a success, future dates are being discussed.



**Shared Services**

1. The Library promoted Family Literacy Day on January 27 through social media and on its digital channels. Family literacy programs focus on parents as the means to improve the reading and writing skills of all family members. By reading to children and engaging in fun literacy activities, parents are actively keeping their own skills sharp while at the same time strengthening the relationship between the family, which, in turn, encourages lifelong learning. <http://abclifeliteracy.ca/family-literacy>

Family literacy and lifelong learning finds its roots in every story time offered in the libraries across our city.



2. The Library produced and distributed to children's agencies the winter programs brochure.



**2. Youth**

**Area 1**

1. The library welcomed high school students studying for exams, who were provided with a range of study spaces, including quiet, silent, group and individual study space. In the first week of the study period there were 8% more students than in the previous year.

**Area 2**

1. Churchill Meadows Library continues to offer a teen gaming afternoon on select Saturdays. These events are hosted by the Teen Advisory Group (TAG) and attract youth from St. Joan of Arc Catholic Secondary School, Stephen Lewis Secondary School, and other local schools. TAG members offer gaming through the Library's videogame consoles and collection of board games. January's gaming program attracted 27 attendees.

2. Malton Library hosted a local author book talk showcasing Shawayne Dunstan. Shawayne is a Malton youth who published his first collection of poems. The event included background on Shawayne's experience with writing and the publishing process, a reading of several poems from his book as well as sales and signing. It was an inspiring evening with approximately 20 people in attendance.


3. Lorne Park Library held a "Where's Waldo" scavenger hunt for children at the library in January. Children searched for various hidden figures of Waldo using clue sheets. When they found all the figures, they were awarded a pencil/sticker.

**Area 3**

1. Sheridan Library added a toy kitchen to the children's area. Toy kitchens are one of the biggest vocabulary builders for children as well as being great for encouraging open-ended play, parallel play and turn taking. Furthermore, using play food from real sources exposes children to environmental print which is a great predictor of early literacy success. The feedback from customers has been overwhelmingly positive, with customers of all ages taking the time to 'cook' for family and friends.

2. Mississauga Valley Library staff and TAG members hosted a community drop in craft to recognize and celebrate Chinese New year. Guests to the library had an opportunity to create colorful miniature paper lanterns, which now decorate the main desk.



<b>Shared Services</b>	1. The Library supported the communication plan of NEXUS Youth Services <a href="http://www.nexusyouth.ca/">http://www.nexusyouth.ca/</a> . Nexus Youth Services provides services for youth between the ages of 14 and 24 years who live in the Peel Region. They work with youth to create a safe, relaxing and respectful environment that celebrates youth culture in all its diversity. With safety comes freedom for youth to explore opportunities for personal development, tackle problems and achieve new goals.
<b>3. Older Adults</b>	
<b>Area 1</b>	1. Central Library's Revitalized Older Adults (R.O.AD) kicked off the year with a good health theme featuring two informative workshops with local naturopathic doctors on healthy eating and good sleep.  2. Sciences and Business staff visited the Mississauga Valley Library to present the program, <b>A Trip Around Iceland</b> , to their Older Adults group. Eleven people attended.
<b>Area 2</b>	1. Malton Library staff hosted "Taking Charge of your Health." Eighteen older adults came out to the amazing presentation and talk by Julie Curitti from Bayshore. They asked many questions and can't wait to learn more at the next session in February.  2. Lorne Park Library held a program for older adults entitled, "Fitness and Nutrition for Vitality." A representative from Nordixx Pole Walking demonstrated the value of pole walking. Seven older adults attended.  3. The Burnhamthorpe Older Adult Social club welcomed in the Year of the Rooster with a special meeting on January 26 <sup>th</sup> . Traditional Chinese treats like fortune cookies, eggrolls and oranges were served. Participants even received a red envelope of "lucky money" to celebrate the Chinese New Year. The festivities were enjoyed by all who attended. 
<b>Area 3</b>	1. The Erin Meadows Older Adult Social club met in January for an afternoon of playing games. The group played old favourites such as chess, checkers and poker and learned new video games such as Wii Tennis and Bowling.  2. For the Sauga Stroke Breakers conversation circle, Mississauga Valley staff used letter tiles to prompt word association and meaning. This activity allowed participants to strengthen and exercise their verbal skills through sounding of letters and pronunciation.  3. Streetsville Library staff visited a newly opened Peel Living facility in the neighborhood and did a presentation for residents about the various services offered at the library, as well as a demo of eResources. Customers without library cards were signed up and a potential regular visit was discussed with staff.
<b>Shared Services</b>	1. The Library distributed the 2017 free edition of Help's Here for Seniors brochure <a href="http://www.helpshere.com/">http://www.helpshere.com/</a> . This valuable resource for seniors' is distributed through all locations and has been a part of our reference tools for 15 years.



**4. Newcomers**

**Area 1**

1. The Children’s Department’s ever popular ‘Welcome to Canada’ Storytime returned on Thursday evenings this month. Each week had an average of 32 people in attendance.
2. Sciences and Business staff coordinated 6 Career Tours for Brian J. Fleming Adult Learning Centre, St. Gabriel Adult Education Centre, and Peel Multicultural Council. 117 attendees learned to navigate the Library’s Career Centre and various job-searching databases.
3. Sciences and Business staff hosted 12 people for the Canadian Citizenship Test program. Attendees learned how to research and prepare for the Citizenship Test how to check their application status online as well as completed a practice test.

**Area 2**

1. Newcomers had their resumes reviewed and worked on their interviewing skills during one-on-one sessions at the Frank McKechnie Library on January 11. This is a monthly service facilitated by the Centre for Education and Training.
2. Malton Library started a new ‘Reading Circles’ program for newcomers. The program is being offered in partnership with Malton Neighbourhood Services. It will be an ongoing program offered every Friday morning. Participants gather in a circle and take turns reading from the same book. Various themes and topics will be selected and discussed. This will provide newcomers an opportunity to practice their spoken English, pronunciation and provide an opportunity to become familiar with Canadian culture. Twenty individuals attended the first session.

**Area 3**

1. The Big Brothers and Big Sisters of Peel conducted two Youth English Conversation Circle programs with the Meadowvale Library. It provides an opportunity for them to improve their English language and presentation skills, get homework help, share experiences, learn about the Library and have fun.
2. Mississauga Valley Library hosted staff from the Newcomer Information Centre and Peel Multicultural Council. Both agencies provide newcomers with assistance and resources they need to achieve their goals to become contributing members in their community. They offer a variety of services including, counseling, financial planning, legal assistance, health and housing advice and English classes. In addition, they offer a wide range of job search workshops and youth programs. They also assist clients in filling out the forms (permanent residence renewal, citizenship applications, child tax benefits/ GST/HST exemption form etc.) that come with settlement.

**Shared Services**

1. Here is a sampling of the new immigrant agencies the Library supported this month:
  - Humber New to Canada
  - Ontario Society of Professional Engineers ( Newcomer Bridging)
  - Peel Multicultural Council
  - Dixie-Bloor Neighbourhood



- Immigration, Refugees and Citizenship Canada
- Manpower/ New Immigrants
- ACCES Employment
- YMCA/ immigrant youth
- Centre for Education & Training
- Mississauga Newcomers & Acorn Club
- Newcomer centre of Peel
- COSTI Immigrant Services
- Polycultural Immigrant & Community Services
- Skills for Change
- Association of Certified Settlement Professionals in Canada
- Indus Support Services
- Peel Newcomer Strategy Group

### COMPLETING OUR NEIGHBOURHOODS

#### Area 1

1. This month the Children’s Department continued to foster our ongoing relationship with the Ontario Early Years Centre/Bridgeway Family Centres in Mississauga by allowing them to offer their Music and Movement Program at Central. A Children’s Department Staff member participated each week to promote Mississauga Library programs and services. Over 35 participants came weekly to attend this program.
2. Poet Laureate Anna Yin joined Central Library’s lively Random Acts of Poetry for its monthly open poetry reading.




3. The foreign film series Beyond Hollywood at Central Library features twelve films selected to showcase the library’s large collection and will include award-winning films from China, Netherlands, Ethiopia, Israel, and Brazil. Staff were interviewed for an article in the Mississauga News: <http://www.mississauga.com/whatson-story/7071036-film-festival-at-central-library-showcases-international-collection/>

#### Area 2

1. Malton Library staff coordinated “Effective Tax Strategies” in partnership with Chartered Professional Accountants. The program covered the income tax process and how to make it as smooth as possible for individuals and families by learning the basics of tax law and record keeping. Fifteen participants attended the program.
2. Courtenypark staff have continued to update, stock, and improve the upstairs Stress Relief area. This month, the area has been styled for Chinese New Year with bookmarks,



	<p>coloring pages and activity sheets for adults who need a break!</p> <p>3. A community project is in place for Port Credit's "Knit and Chat" program. Knitted and crocheted bears that been constructed by the group will be donated to local charities. The group's goal is to have 30 bears completed by the end of March.</p>
<p><b>Area 3</b></p>	<p>1. Streetsville received a shipment of new furniture which has breathed new life into the adult study, youth, and children's areas. It has also provided nearly a dozen extra seats in the branch and new areas to study, and play, as well as more access to power outlets. Customer response has been glowingly positive and an increase in use has definitely been noticed.</p> <p>2. A new program, Sanskrit Conversation Circle, was introduced at Cooksville Library in partnership with a cultural group, Samskrita Bharati. The program draws over 20 participants per session. The program participants include parents of children learning Sanskrit as a heritage language at T.L. Kennedy.</p> <p>3. Clarkson Library staff and patrons collected 23 large bags (350 lbs!!!) of non-perishable food items in addition to \$42.35 to donate to the Compass Food Bank over the Christmas holidays. The Compass sent a very nice letter to Clarkson staff, volunteers and patrons thanking us for our continued support and involvement in the food drive every year. Clarkson Library will continue to make the food drive an annual event at the branch.</p>
<p><b>Shared Services</b></p>	<p>1. The Library continued to work with other City stakeholders in the development a customer engagement philosophy and plan. The Library uses many ways to engage with its members.</p> <p>As a public facing service, library staff meet and greet residents all the time – from comment forms at all check counters to Suggest a Title to develop collections that the community wants. From exit interviews to calling lapsed members to social media and following the community on Reddit Mississauga, Google reviews to program evaluations the Library uses many tactics to ensure it is providing programs the community wants.</p> 
<p><b>CULTIVATING CREATIVE &amp; INNOVATIVE BUSINESSES</b></p>	
<p><b>Area 1</b></p>	<p>1. Sciences &amp; Business staff partnered with the Mississauga Business Enterprise Centre to present a session on <b>Starting Your Business: The Basics</b> for 8 attendees.</p> <p>2. Sciences &amp; Business staff co-ordinated a <b>Job Search Support</b> program with Access Employment. Attendees left with the knowledge of how to network, including the use of social media to promote their resume and themselves.</p> <p>3. Sciences and Business staff presented a session on <b>Small Business Resources</b> to a group of participants from the Newcomer Centre of Peel.</p>

<b>Shared Services</b>	1. At the start of the year, the Library has 3,565 facebook followers and 5,749 twitter followers. These two channels provide up-to-date library news and programs, articles about reading, literacy and libraries and library humour and cartoons. These channels put a public face on the Library as an originator of content and relevant within the news and trends of the day.
------------------------	---

**DEVELOPING A TRANSIT-ORIENTED CITY**

<b>Shared Services</b>	1. The Library continued to post podcasts, ebooks, emagazines, library resources and other articles of interest to commuters.
------------------------	---

**LIVING GREEN**

<b>Shared Services</b>	<p>1. The Library promoted its key messages for January and February on all of its digital channels.</p>
------------------------	--

**OTHER SPECIAL INITIATIVES/SYSTEM WIDE ACTIVITIES**

	<p>1. Sciences and Business staff partnered with Options for Homes for <b>Condos 101</b>, which outlined the pros and cons of buying a condominium. 29 people learned how to budget for the unique challenges and opportunities associated with purchasing a new condominium and discovered how to tap into both alternative mortgages and down payment support offered by government and not for profit organizations.</p> <p>2. This month the South Common staff worked on improving accessibility to library collections. Junior and adult non-fiction books were separated, ensuring that the two collections are better used by their intended demographics. In addition, all shelves (fiction and non-fiction) were lowered and the bottom shelf was eliminated. This has made the top shelf more accessible to all but also ensured that customers do not have to bend down as low to access the bottom shelf. These moves have made the South Common collection easier to browse and more accessible to customers of all ages.</p>
--	---

City of Mississauga  
**Library Board Report**



Date: February 15, 2017

To: Mississauga Public Library Board

From: Rose Vespa, Director of Library Services

---

***Agenda 6.1***

---

Meeting date:  
February 15, 2017

---

**Subject**

Library Board Ends – Year End Review

**Recommendation**

The Board receive this update as information.

**Highlights of 2016**

- Project Outcomes Pilot
- Expansion of Maker Mississauga programs
- Reach out and Read pilot at Four Corners Health Centre
- Acquisition of online learning products (Lynda.com)
- First Step Cards
- Meadowvale Library completion.

**Background**

The Board's work plan includes a Year End review of the Ends in February 2017.

**Comments**

In 2016, the Board's Ends included building and facility improvements as well as program and service delivery initiatives. The outcomes and impacts of the completed projects resulted in:

- Better customer intelligence
- Increased digital literacy
- Increased awareness of Library services and resources

- Access to informal and self directed learning opportunities
- Increased technology skills
- Access to resources for small business
- Access to spontaneous creation opportunities
- Social Inclusion and quality of life
- Increased early literacy skills
- Enhanced customer experience.

In 2017, the focus will be on completing the strategic actions for the Boards Ends, specifically:

- **We Know and Engage with our Community.**
- **Inspiring and Welcoming Spaces.**
- **Recognized as a key learning institution**

## **Conclusion**

The Year End Report on Ends represents good progress. Some key projects in 2016 increased access to resources and programs while fostering social inclusion, developing digital literacy skills and improving quality of life for Mississauga residents.

## **Attachments**

Appendix 1: Library Board Ends for 2016-2018 – Year End Review

---

Rose Vespa  
Director of Library Services



## Library Board Ends for 2016 – 2018

### 2016 Year End Report

<i>Ends</i> We know and engage with our community	<i>Key Objective:</i> Develop a public awareness campaign that will highlight the role and importance of libraries in the community				
Strategic Action	Description	Milestone	Metric/Strategic Outcome	Impact	Status Update
1)Card Campaign	A methodology will be created to establish a pattern of card usage including connecting with lapsed users using data analytics.	When vendor service arrangements are completed this campaign will be initiated (2016/2017)	Increased market penetration		Initiated. Procurement in progress. Developing approach and tactics, reviewing data, best practices. <b>Project commencement pending due to contract completion with Environics.</b>
2)Remote card registration	To utilize technology in order to perform library card registration during outreach visits or at any locations outside of a library.	Currently exploring the technology to make this happen ( 2016/2017)	More card registration and library usage		No updates available at this time.
3)Social media strategy	To work with the City's Communications staff and devise a social media strategy to raise public awareness of library services, programs and issues. More data analytics will be used to evaluate the effectiveness of our tactics for engagement.	Project will be set up in conjunction with City Communications (2016)	Strategic and effective messaging.		No updates available at this time.
4)Customer Engagement Strategy	To prepare for Future Directions in 2018, a strategy for public consultations, public engagement and environmental scan activities prior to the commencement of the planning process	Exploration of appropriate external resources to be completed before the end of Third Quarter.	Increased customer intelligence		Statement of Work for Background Studies currently being developed.

		Pre- planning project to commence in early 2017.			
5)One Book, One Mississauga	The goal of this program is to encourage the whole city to read and experience one book which represents the themes and intentions of the Canada 150 event.	The Selection Committee is meeting on Feb.22, 2017 to discuss and select one title.			The 2017 “One Book, One Mississauga” program will not only provide the Library with a unique way to celebrate the 150 <sup>th</sup> anniversary of Canada’s Confederation but also promote the Library to our residents. It will provide a new reading experience for residents of Mississauga that is both unique and dynamic.
<b>Ends</b> We know and engage with our community	<b>Key Objective</b> Utilize targeted customer behaviour analysis to improve customer experience				
<b>Strategic Action</b>	<b>Description</b>	<b>Milestone</b>	<b>Metric/Strategic Outcome</b>	<b>Impact</b>	<b>Status Update</b>
6)Protocols and feedback for evaluation of the Customer Experience	Utilization of data analytics to perform market segmentation.	Service arrangement to be completed with vendor (2016)	Improved results on Customer Service Survey in 2018.		Interim Report has been completed by Environics. Findings will be presented to the Board in December. Environics Team to present final report in March.
7)Protocol for feedback and	Project Outcome Surveys will be utilized to measure: Civic Engagement, Economic Development, Education/Lifelong	Registration with Project Outcome to be	More meaningful information garnered via data analytics for		The Mississauga Library System

evaluation of programming	Learning, Job Skills, Summer Reading and Digital Literacy <a href="http://www.projectoutcome.org">www.projectoutcome.org</a> .	completed before <b>April 30, 2016</b>  <b>COMPLETED</b>	programs and services		completed registration on April 19, 2016. The first Project Outcome survey completed and results reported to the Library Board in September.
8)Implement a Pilot for Measuring Outcomes and Impacts.	<b>Maker Mississauga</b> has been identified as the pilot project to test a new protocol for Outcomes and Impacts using Project Outcome Survey Tools and Data Analysis. In 2015, over 9,000 citizens attended Maker Mississauga programs but more needs to be done to identify the benefits, outcomes and impacts.	Pilot Outline will be completed for May of 2016. Pilot will be completed <b>in 2016</b> .  <b>COMPLETED</b>	Maker Mississauga survey completed. Results reported to the Library Board in September. Excellent results from 233 surveys collected. 88% learned something that was helpful; 87% felt more confident about what they learned; 83% intended to apply what they learned; 84% were more aware of applicable resources and services provided by the library; 81% responded positively to the question "Would you come to the library again for this or a similar program?"	Increased confidence using technology  Increased awareness of library technology resources  Increased use of the library.	
<b>Ends</b> We know and engage with our community	<b>Key Objective</b> Develop partnerships which ensure a wide variety of quality programs				
<b>Strategic Action</b>	<b>Description</b>	<b>Milestone</b>	<b>Metric/Strategic Outcome</b>	<b>Impact</b>	<b>Status Update</b>
9)Initiate collaboration with Post-Secondary Institution (Sheridan College)	Conversations have been ongoing with Sheridan College for the creation of a pilot site for Maker Mississauga and other Digital initiatives.	Pilot to be created <b>in 2016</b>	Increased digital literacy/knowledge.		A steering committee with representatives from Economic Development Office, Mississauga Library System and Sheridan College has met twice. A working group was

					struck to develop a pilot program. The working group will be making recommendations to the steering committee in November. Changes in partner members have paused this initiative; however, a new opportunity will present itself with the completion of plans for the Digital Hub in Q2.
10) ROAR (Reach Out and Read)	Mississauga Library System is the second public library in Canada to participate in ROAR. This program allows public libraries to partner with health care professionals by providing the materials and resources needed for doctors to prescribe literacy to parents and their children during wellness visits. This program also has locations across the United States.	Pilot initiated in <b>February of 2016</b> and is underway at Four Corners Health Centre.	63 literacy kits were distributed to families from July to December of 2016.  Library staff visited the Four Corners Health Centre 5 times and communicated monthly with the Client Support Worker to touch base on what support is required.  One phone conference with Region of Peel to discuss evaluation plans. The anecdotal information from participants has been positive.	Increased awareness of library services and resources.	Four Corners has recently and temporarily moved to Brampton and will be returning to Malton in the Summer. Malton clients are continuing to rely on Four Corners during this time. However, ROAR numbers may be lower than normal due to the centre not being grounded in Malton.
11)Initiate collaboration with Post- Secondary Institution	Conversations to be initiated regarding exploration of partnership and/or collaboration opportunities.	Second Quarter of <b>2016</b>	Increased partnerships to enhance lifelong learning of residents.		Initial contact made via the Librarian's Group in December. Staff from UTM shared



(University of Toronto - Mississauga Campus)					information regarding its business accelerator - ICUBE.
<b>Ends</b> Recognized as a key learning institution	<b>Key Objective</b> Provide E-Learning opportunities and continued skill development through online resources				
<b>Strategic Action</b>	<b>Description</b>	<b>Milestone</b>	<b>Metric/Strategic Outcome</b>	<b>Impact</b>	<b>Status Update</b>
12)Acquisition of online learning resources	Introduce Lynda.com - Learning via Video Instruction and Safari Books - Computer E-Resources	Acquisition completed <b>2015-2016</b>	<b>By end of 2016, Lynda.com has over 2000 active users with 76,960 instructional videos viewed</b>	Access to informal and self-directed learning opportunities.	Lynda.com went live in January and response has been very positive. Safari Books was also acquired and is ready for soft launch for users of Google Chrome..  <b>User authentication issues are still being resolved for Safari Books.</b>
13)Acquisition of Massive Open Online Course (MOOC)	Online learning has many forms. MLS is investigating products that would offer learning modules.	<b>2017</b>	Access to more formulized and free online learning environment.		No updates available at this time.
<b>Ends</b> Recognized as a key learning institution	<b>Key Objective</b> Develop service that will assist in the use of technology to access resources				
<b>Strategic Action</b>	<b>Description</b>	<b>Milestone</b>	<b>Metric/Strategic Outcome</b>	<b>Impact</b>	<b>Status Update</b>
14)Expand Maker Mississauga	Introduce 3D printer certification, Digital Filmmaking, Coding, and Robotics <a href="http://www.mississauga.ca/portal/residents/makermississauga">http://www.mississauga.ca/portal/residents/makermississauga</a>	<b>2016/2017</b>	<b>In 2016 the Mississauga Library System offered 837 Maker</b>	Increased technology skills	<b>Programs are being expanded and more equipment is being requested. More</b>

			Mississauga programs to 12,758 attendees.		equipment is funded in the 2017 Capital Budget
15)Expand Book a Librarian	One on One training with Library staff for accessing E-books, online resources and for learning how to use devices	2016/2017	Over 500 one-on-one sessions were booked with staff in 2016	Increased comfort and technical skills.	
<b>Ends</b> Recognized as a key learning institution	<b>Key Objective</b> Increase support and awareness for small business				
<b>Strategic Action</b>	<b>Description</b>	<b>Milestone</b>	<b>Metric/Strategic Outcome</b>	<b>Impact</b>	<b>Status Update</b>
16)Renewed dialogue and collaboration with MBEC	To work collaboratively in offering Entrepreneurship 101 with Mississauga Business Enterprise Centre	2016	Staff began delivering these “enhancement” sessions in January 2017. So far, staff have presented twice in and are scheduled to continue on a semi-monthly basis.	Small businesses are more informed and equipped for success.	<p>The Sciences &amp; Business staff prepared a 10-minute PowerPoint presentation, which highlights Library resources that with help Small Business clients.</p> <p>Staff also prepared a “silent” version of this same presentation, which has been designed to run at the beginning/during MBEC presentations or for Small Business outreach (fairs, etc.).</p> <p>MBEC is still in the planning stages of <b>Entrepreneurship</b></p>

					101. So far, they have committed to connecting with MaRS and confirming the 2017 schedule, as well as details on the deliverables and requirements and expectations of the program. Once this schedule has been confirmed, MBEC will work with Library to determine the best way we can collaboratively deliver these sessions.
17)Develop an outreach strategy with local BIAs	Identify all local BIAs and leverage the library locations in that catchment area to increase use of library by small business.	2017	Small businesses are more informed and equipped for success		No updates available at this time.
18)RIC	Conversations underway since late 2015 to offer programming jointly for budding entrepreneurs	Joint program to be identified and conducted in 2016	Library positioned to be a part of the entrepreneurial pipeline		The Library met with the Executive Director of the RIC Centre and will be looking to further develop this partnership. The Library recently promoted the RIC Centre's Growing Your Business Seminar on Recruiting Talent: Strategy and Structure through our Twitter feed.

					No updates at this time.
<b>Ends</b> Inspiring, welcoming and creative space	<b>Key Objective</b> Develop and provide facilities that offer an all-inclusive, safe and friendly environment that inspire learning and creativity				
<b>Strategic Action</b>	<b>Description</b>	<b>Milestone</b>	<b>Metric/Strategic Outcome</b>	<b>Impact</b>	<b>Status Update</b>
19)The creation of dedicated Makerspaces	Makerspaces will be created by repurposing space in library locations across the City. The initial locations that have been identified include Courtneypark, Central Library and Burnhamthorpe. Other locations can be explored as opportunities arise.	Project costs for three initial locations incorporated into 2017 capital budget (2016-2018).	Expanded access points and increased opportunity for spontaneous creation.  Increased STEM knowledge.		Business case complete. 2017 capital budget request submitted. Grant applications have also been submitted and other funding possibilities are being explored. The first dedicated space opened at the relocated Meadowvale Library.  Since it's opening last September 6, the Meadowvale Makerspace location has been in constant use with 3D printing, sewing, adult & children's craft programs, Lego Club, green screen photo shoots and film bookings.  2017 capital budget

					has been approved for additional makerspace locations at Burnhamthorpe and Courtneypark Libraries. FPM is in the process of hiring project managers with an expected commencement of Q3 2017.
20)Book and Play Kits	First introduced in priority neighbourhoods, these kits for younger users are now available in all library locations. Funding was provided by the Friends of the Library. Each kit contains books, games and interactive activities and is for use in the library.	Kits delivered to all locations <b>in Q2 2016</b>  <b>COMPLETED</b>	Increased early learning opportunities.		Book and play kits have all been assembled and were sent to branches in Q2.
21)Game tables	Outdoor game tables were introduced at Burnhamthorpe, Port Credit, Lorne Park and Woodlands library locations. Assess uptake by community and benefit prior to further rollout of tables.	Installation completed Summer 2015. Assessment late 2016.	Increased leisure and recreation opportunities.		No updates available at this time.
22)CAMH training	The Canadian Association of Mental Health, in collaboration with library staff, has submitted a proposal for Customer Service and De-Escalation training for library staff. The training will have an emphasis on assisting and serving people with mental health issues and/or escalated emotions.	Completion of pilot project in 2016, with all staff trained by <b>end of 2017</b> .	Increased social inclusion.		<b>Two training sessions were offered in 2016. Plans for another 2 sessions at Burnhamthorpe and Malton libraries in Q1 are underway.</b>
23)Service Desk Retrofits	South Common Library, Cooksville Library and Frank McKechnie Library will all have redesigned and modern circulation desks.	Project initiated. Completion expected in <b>2017</b>	Enhance the customer experience and more efficient service delivery.		In progress. Cooksville complete. South Common and McKechnie scope being reviewed. RFP for consulting services being developed. <b>Project managers are identified by FPM. Have had initial site</b>

					visits and are exploring retrieving a quote from contractors.
24) 50 <sup>th</sup> Anniversary Celebrations for Lorne Park, Lakeview and Streetsville Libraries	<p>Lorne Park Library 50th Anniversary <b>Saturday, April 8, 2017</b> 2:00 pm – 4:00 pm Music, displays and historical exhibits related to the history of the library.</p> <p>Lakeview Library 50th Anniversary <b>July 4, 2017 6:00 pm – 8:30 pm</b> Music, fun and family events to celebrate the 50th anniversary and the library's annual block party.</p> <p>Streetsville Library 50th Anniversary <b>Saturday, September 23, 2017 2:00 pm – 4:00 pm</b> Fun filled events for all ages to celebrate this 1967 centennial library.</p>	2017	Highlight the role and importance of libraries in providing safe, friendly and inclusive spaces for the community as it marks important milestones and helps Canada celebrate its 150th anniversary of Confederation.		
<b>Ends</b> Inspiring, welcoming and creative space	<b>Key Objective</b> Ensure that all prospective redevelopment of library spaces takes into account future community needs				
<b>Strategic Action</b>	<b>Description</b>	<b>Milestone</b>	<b>Metric/Strategic Outcome</b>	<b>Impact</b>	<b>Status Update</b>
25)Meadowvale Library Redevelopment	The Meadowvale Library will move from the Meadowvale Town Centre to the redeveloped Community Centre in the summer of 2016.	2016  <b>COMPLETED</b>	Increased learning and leisure opportunities.		Very positive feedback about the Library continue to come in. The Ontario Library Association featured Meadowvale Library along with Woodlands and Port Credit Library during Super Conference. A bus tour of participants visited

					Mississauga on Wednesday, Feb. 1, 2017.
26)Central Library Revitalization	Central Library Revitalization is under consideration for approval for 2017 capital budget. Design concepts are being developed in 2016.	2017-2019	Increased learning, digital literacies and workforce preparedness.		Plans are proceeding with concept drawings in the development stage. Two information sessions for Central Library staff have been delivered and smaller team meetings have been booked.
27)Automated Sortation	This initiative represents a second phase to the RFID Self Check Out Project and will be installed at 7 branches in addition to Central Library as part of the renovations.	Project Manager will be on stream in 3 <sup>rd</sup> Quarter of 2016. The project is expected to be completed in 2018.	Enhance the customer experience and more efficient service delivery.		Developing plan for facility implementation. Central Library will be the priority.
<b>Ends</b> Multi-talented people changing lives	<b>Key Objective</b> Devise and implement programs and services that will allow library staff to become agents of social mobility				
<b>Strategic Action</b>	<b>Description</b>	<b>Milestone</b>	<b>Metric/Strategic Outcome</b>	<b>Impact</b>	<b>Status Update</b>
28)Citizenship Classes	The Library offers programs to assist newcomers preparing to become Canadian citizens. All locations also circulate Citizenship kits with up to date information for soon-to-be citizens	2016  <b>COMPLETED</b>	Increased knowledge, social inclusion, and quality of life.		Four Citizenship Test Prep programs have been held at Central Library, with 68 attendees. Another session is planned for October. There are 111 Citizenship Kits available across the system. Programs were promoted in a Spark Talk at our recent staff conference to promote to

					programmers at other locations.
29)Newcomer Services	The Library's Newcomer Committee will expand its connections within the City and the Community as our Newcomer webpage will be relaunched to include more City and community resources.	<b>2016</b> <b>COMPLETED</b>	Increased access to community resources		Newcomer webpage updated and relaunched with easy access to information on all City services. Successful programs including a welcome event to connect newcomer families from Syria to City services in partnership with the Peel District School Board and a training event for private sponsors of Syrian refugees and information fair about services and supports for Syrian refugees in Peel Region have been offered.
30)First Step card	In early 2016, the Library introduced a First Step card. This card allows customers who do not have identification the opportunity to borrow materials and have access to library computers.	<b>2016</b>	<b>939 cards have been issued to date.</b>	Increased knowledge, social inclusion, and quality of life.	
31)Early Literacy Evaluation	Evaluation of the <b>Every Child Ready to Read Program</b> <a href="http://www.mississauga.ca/portal/residents/childrenservices?pf_af_gear_id=9700018&amp;itemId=103800321n">http://www.mississauga.ca/portal/residents/childrenservices?pf_af_gear_id=9700018&amp;itemId=103800321n</a>	<b>2017</b>	Increased early literacy skills.		As this is a 2017 initiative, only very preliminary discussions have occurred.
<b>Ends</b> Access to many	<b>Key Objective</b> Develop and implement a strategy that will enable open access to technology and technology devices for residents, particularly older adults and job-seekers				



resources in many ways					
Strategic Action	Description	Milestone	Metric/Strategic Outcome	Impact	Status Update
32)Lending program for preloaded tablets for children and their families.	Through provincial technology grants, the Library has acquired preloaded tablets, called <b>Launch pads</b> that circulate for children. We will devise an evaluation method to assess the impacts and outcomes of lending devices for future initiatives.	First Quarter of <b>2017</b>	Increased early literacy skills.  Increased comfort with technology.		No updates available at this time.

City of Mississauga  
**Library Board Report**



Date: February 15, 2017

To: The Mississauga Public Library Board

From: Rose Vespa, Director of Library Services

---

**Agenda 6.2**

---

Meeting date:  
February 15, 2017

---

---

**Subject**

Trends in the Use of Library Material

**Recommendation**

That the Board receive this report for information.

**Report Highlights**

- Print and Non print circulation have shown declines since 2014
- The usage of digital collections have mitigated these decreases
- Recent procurement process focused on selecting vendors who could assist in improving collection performance.
- Environics data is a companion piece that will highlight customer preferences as an important factor in collection development decisions.

**Background**

At the September Board Meeting in 2016, a report was requested on ongoing trends in library usage based on the CollectionHQ Library reporting system. CollectionHQ aggregates usage and circulation data as well as provides various resources to help library staff make better collection development and purchasing decisions. Since beginning to use CollectionHQ in October 2014, the Library has been able to develop a better understanding of how our customers use our collection.

**Comments**

Recently, Libraries have seen declines in traditional circulation. During the period mapped by CollectionHQ over the last two years, overall physical circulation declined. The biggest overall loss, however, was in non-print areas (i.e., DVDs and music CDs). Conversely, electronic collections had a significant 17% growth during this period. The usage increases in the digital collections did much to mitigate the overall decline in circulation numbers.

## **Financial Impact**

Demand for electronic collections continues to grow; in response, the Library is committed to expanding existing collections and offering new products and services. In the recently completed tendering process, great emphasis was placed on developing resources and vendor relations that would maximize the library's ability to select those titles and formats that will be likely to have the greatest demand from library customers. Vendors were chosen specifically for their ability to improve collection performance. The funding strategy from Future Directions approved by Council in 2015 has allowed for increases to the Collections base budget. This increase in funding strongly supports the growth of the Library's materials. In addition, Council has also approved one time increases in 2016 and 2017 to assist the Library with maintaining its buying power in the face of a lower Canadian dollar.

## **Conclusion**

Collections trends and usage patterns are fluid. New formats grow in importance while traditional formats continue to be stable. It is important to make use of every possible source of information to ensure that the material we order and add to our collection matches the interests and needs of our customers. A strong base budget combined with more customer intelligence through our Environics data are essential for continuous improvement.

## **Attachments**

None

---

Rose Vespa  
Director of Library Services

City of Mississauga  
**Library Board Report**



Date: Feb. 15, 2017  
To: Mississauga Public Library Board  
From: Rose Vespa, Director of Library Services

***Agenda 8.1***

Meeting date:  
Feb. 15, 2017

**Subject**

Adoption of 2017 Budgets

**Recommendation**

That the Library's 2017 operating and capital budgets, as approved by Council on December 14, 2016, be adopted.

**REPORT  
HIGHLIGHTS:**

- The 2017 Library operating budget is \$28.3 million, an increase of \$929,000 or 3.1% above the 2016 budget.
- Approved 2017 Capital projects include funding to build dedicated Makerspace locations and to develop Library's Master Plan
- Financial tutorial and overview of the budget process for 2018 will take place in March

**Background**

Each year City Council approves both the operating and capital budgets allocating funds for the library to support the Library Board's strategic priorities and the Library's Business Plan initiatives.

Operating funds are provided to enable the Library to meet service needs. The Library also annually receives capital funds to replace public furniture and equipment and implement major initiatives such as library redevelopments or technological improvements.

## Comments

City Council approved the 2017 Library Business Plan and Budget on December 14, 2016.

The approved Library operating budget for 2017 of \$28.3 million is an increase of \$929,000 or 3.1% above the net 2016 operating budget. The Library's 2017 operating budget includes additional funding for the materials budget to offset the impact of the low Canadian dollar (\$287k) to maintain our buying power.

The 2017 Library operating budget also includes a 1% operating reduction, as required by all City services. The Library has achieved this through cost reductions related to the elimination of the Meadowvale Library lease, and lower utility costs. This negative change can be seen on the chart below in the "Other" column.

(000s)	2017	2016	Change
Labour	22,123	21,428	3%
Library Materials	3,755	3,219	17%
Other	2,469	2,771	-11%
<b>Total Expenses</b>	<b>28,347</b>	<b>27,418</b>	3%
Library Revenues	-1,949	-1,949	0%
Tax Portion	26,398	25,469	4%
<b>Total Revenues</b>	<b>28,347</b>	<b>27,418</b>	3%

The 2017 Library capital budget includes continued funding for the Revitalization of Central Library and the lifecycle replacement of public-use furniture and equipment.

In addition, the 2017 capital budget includes funding to build two dedicated Makerspace locations, as well as funding to begin the process to develop the Library's Master Plan – Future Directions. Capital funding has also been approved for minor renovations and productivity improvements at various libraries.

2017 Capital Budget New Projects	(000)\$
Library Renovations to Various Locations	51
Lifecycle Equipment	258
Makerspace Mississauga	580
Library Master Plan	130

## **Conclusion**

The 2017 Library Operating and Capital budgets position the Library to move forward on the Library Board's strategic objectives.

## **Next Steps**

The Library Board meeting on March 22nd will include a brief financial tutorial discussion. Also at this meeting, the 2017 Year End Financial information will be shared with the Board for information. Finally, proposed Budget Requests for the 2018 – 2021 Business Planning process will be presented to the Board for approval.

## **Attachments**

None.

---

Rose Vespa  
Director of Library Services

*(Prepared by Mike Menary, MBA | Manager, Planning Development & Analysis)*



# Briefing Note

<b>To:</b>	<b>Mississauga Public Library Board</b>
<b>From:</b>	<b>Rose Vespa, Director, Library Services</b>
<b>Date:</b>	<b>February 10, 2017</b>
<b>Subject:</b>	<b>Ontario's Culture Strategy (Agenda 9.1)</b>

## BACKGROUND

In the summer of 2016, the Ministry of Culture, Tourism and Culture released the province's first [Culture Strategy](#). It sets out a vision, mission and goals to support and strengthen Ontario's arts and culture. An overview of this Strategy was presented during a session at the Ontario Library Association's Super Conference by the Assistant Deputy Minister. Board members from Mississauga Library System participated in the round table discussions afterwards.

## COMMENTS

The Ministry presentation summarized what they heard about public libraries during their consultations with Ontarians. They are outlined below:

- Public Libraries are essential spaces for access to culture experiences, technology and community life
- First Nations public libraries play an important role in supporting indigenous culture
- Some public libraries, including First Nations public libraries and those serving rural and remote communities face capacity and resource issues
- Funding is a top priority, and the sector would like to see provincial funding programs updated
- Public libraries are key access points to new technologies and digital resources, but the availability of those services is uneven across the province (***taken from the presentation by Kevin Finnerty, Assistant Deputy Minister***)

**The key elements of the strategy that relate to public libraries include:**

1. Review and update provincial funding programs for public libraries to build capacity of libraries serving rural and remote communities, improve digital services and support leadership and innovation.
2. Work with First Nations public libraries to better understand their unique needs and identify opportunities for responding through improved supports.
3. Work with government partners and culture stakeholders to maximize the use of public libraries, museums, galleries and other culture facilities as community hubs and explore opportunities to integrate arts and culture activities and spaces into schools and other community facilities *(taken from the presentation by Kevin Finnerty, Assistant Deputy Minister)*.

## **Next Steps**

In April and May roundtable sessions with representatives of libraries will be convened to review key issue area such as;

- standards and performance measurement
- digital services
- leadership and innovation
- Public libraries as community hubs.

## **CONCLUSION**

The Director will be monitoring developments closely and will identify opportunities for input and participation. The Federation has taken an active role in terms of advocacy on this issue. The Director will ensure timely updates are provided to the Board for comment and review.





# Briefing Note

<b>To:</b>	<b>Mississauga Public Library Board</b>
<b>From:</b>	<b>Rose Vespa, Director, Library Services</b>
<b>Date:</b>	<b>February 10, 2017</b>
<b>Subject:</b>	<b>Federation of Ontario Public Libraries (Agenda 9.2)</b>

## Background

Following the Board Meeting in January, it was suggested that periodical updates on FOPL activities be shared with the Board.

## Comments

The Federations' Annual General Meeting was held at the Ontario Library Association's Super Conference on Thursday, February 2, 2017. Highlights from the meeting included:

- The Federation's new Strategic Plan (see attached)
- Advocacy efforts on behalf of public libraries to the Ministry of Tourism, Culture and Sport (More to be shared in the Briefing Note for the Culture Strategy).
- FOPL Data Report completed in February 2017 ( [FOPL Data Report](#))

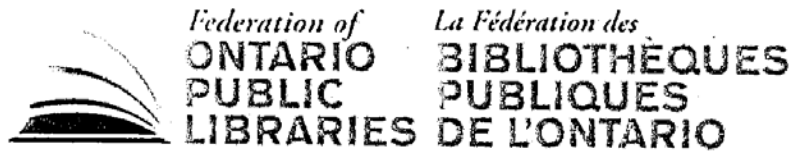
## Next Steps

The Federation will continue to advocate on behalf of public libraries in Ontario with the Ministry of Tourism, Culture and Sport to reinforce the role of libraries as community hubs and cultural destinations as well as the social and economic benefits derived from libraries.

The FOPL Data Report is derived from open data for the period of 2006-2015 and will be utilized by the Mississauga Library System to develop better performance measures. Customizable reports are available. An analysis of the Mississauga Library System's data will be completed for the Board's review during budget discussions in March.

## Conclusion

The next FOPL update will be done in the spring or sooner if required.



Subject: FOPL Executive Director's Report  
Date: Feb. 2, 2017  
Prepared by: Stephen Abram Executive Director  
Prepared for: FOPL Board and AGM

---

It is that time of year when we report on our commitment to FOPL as the voice for Ontario's public libraries.

## ONE VOICE FOR ONTARIO PUBLIC LIBRARIES

I have served you as the Executive Director of FOPL since June 2013 focusing our board's leadership on issues important to you. In that time it has brought me great satisfaction to work with our members and Board to represent the public libraries of Ontario and to meet your needs.

This has been a very important year in the progress of Ontario's public libraries and FOPL is there for you. **Indeed the province's Public Library Funding Review is a great opportunity for our community to communicate with our provincial funders and to use the data and stories and positions we have collected, analyzed and reported that show the value and impact of the public library sector in Ontario.**

In the past year, as a member, you've seen the strides we've made together. We have focused on the important issues identified by your board and members to move public libraries forward in our province.

FOPL has provided leadership and allied with everyone in our sector to respond to the Culture Strategy Public Library Funding Review that is taking place into 2017. Now more than ever before – FOPL membership is vital and the groundwork we've done in recent years is about to play a key role including:

- Our most important priority in 2016-17 is the **Public Library Funding Review**. This Fall FOPL has gotten support from all library Ontario associations and agencies (OLA, OPLA, OLBA, SOLS, OLS-North, FOPL, CELUPL, AMPLO, ARUPLO, and CULC) for our joint submission. This important document is attached and provides a launching pint for our discussions with the province over the coming year. Please note that Wednesday Feb. 1, 2017 at 1 pm we will have a Ministerial Session on the

Culture Strategy and PLFR as well as initiating our discussions based on our papers. We are speaking with **One Voice**.

- FOPL's 2016 **longitudinal analysis of the Ontario Public Library Statistics** that the Ministry of Culture collects from you was updated and released. FOPL has committed to update these analyses in 2017 for members with the release of the 2015 data and we have started to offer a popular custom reports service to all members (at cost) to help with your planning, strategy, and municipal relationship goals.
- Our **major 2015 public opinion poll about our public libraries** with a wide sample of Ontarians that we have employed to inform all levels of government about our sector's critical role and impact in Ontario.
- FOPL was at the table in consultations with the provincial government on key issues to public libraries. We made submissions to the Premier's advisory council on **Community Hubs** and continue to participate in their discussions on public policy in this area. We were consulted and made submissions to the first **Ontario Culture Strategy** and look forward to displaying the role of public libraries in our provincial cultural fabric. We have also made submissions on your behalf in the **Municipal Act** consultations.
- FOPL has participated in the Provincial 2017 **Budget Consultations** over the years and provided written commentary as well as advice. We again made a presentation to the Minister of Finance in January 2017 and we discussed e-resource funding, CELA funding, connectivity funding, and the PLOG (primarily) as well as FN Library funding. We're very hopeful that the 2017 or 2018 budgets will see a sea change in provincial government support. That's what FOPL is here for and that's why I am the registered lobbyist for our sector.
- We received funding from the Ontario Culture Development Fund to increase and enhance the **sustainability of trustee and board training in Ontario**. The 5 LearnHQ models are now in full release and bi-weekly announcements are delivered to members and boards through 2016-2017. This was done as an OLA/OLBA partnership with OLBA and their Learning by Design efforts on LearnHQ.
- FOPL is intimately involved in the **Libraries 2025 Summit** and this was a resounding success and laid the groundwork for our next strategic initiatives. The website has been released and your goals are driving our activities.
- The FOPL Board has adopted a new Strategic Plan and aligned it with my annual goals and contract. This will be a key focus for 2017 and our continued execution of our plan(s).
- **OLA Super Conference:** All of our sessions from FOPL were accepted by the OLA Super Conference planning committee and will be delivered in the 2017 OLA Super Conference 2017.
- **Public Library Awards:** The executive director was involved with the Ministry of Culture public library awards committee. The short list was announced by the Minister during Ontario Public Library Week and the awards will be given at OLA Super Conference 2017 during the OPLA Gala Thursday night!

Many of our efforts are built on a foundation of strong, co-operative and collaborative relationships with the other associations and agencies in our sector. We work closely and collaboratively with OLA, OPLA, OLBA, SOLS, OLS-North and CULC.

FOPL has written and submitted discussion papers and white papers to cabinet and the government this year on:

- Ontario's Culture Strategy
- Ontario Community Hubs Strategy
- Municipal Act Review Consultations
- CELA funding
- eResources funding and eBooks policies
- Connectivity Funding
- FN Strategy review consultations

Each of these papers referenced FOPL's work in building data and stories to support our agenda for provincial government public library support (among other targets):

- We release a free annual summary of public library statistics. (2015 will be ready about the time of OLA Super Conference) This are used extensively by members for strategic planning and dealing with municipalities as well.
- We support our members with a service for custom peer comparisons statistics reports at cost.
- We provide a free 2015 independent, full-scale public opinion report about public libraries in Ontario.
- We provide free infographics and marketing materials on the impact of Ontario public libraries.
- We support and are growing an open media desk strategy throughout 2017 to influence public opinion and government policies. We're at almost at 2 dozen libraries involved now and moving towards most of our members in 2017.
- We developed a professional 3 year plan and tagline for Ontario public library marketing.
- We have done legal opinions on important issues like copyright and anti-spam legislation.
- We helped to coordinate the top priorities for Ontario's public libraries through Libraries 2020 and 2025 Summits.
- We introduced FN Library sponsorships by FOPL members of all First Nation reserve libraries to address issues identified in the Truth & Reconciliation Report. In 2017 ALL First Nation Libraries will be members of FOPL.
- We built and maintain a large e-learning course portal for library board members to increase their capacity for success.
- All FOPL members are now members of CFLA through our membership to lobby and influence national issues.

FOPL is focused on communicating the difference we make as library workers, leaders, and trustees for our communities and province and educating about the need for appropriate funding and support for public libraries to influence key decision makers.

In 2017 you can expect to see many more strategic initiatives on your behalf and an increase in **assertive communications** to, in a non-partisan way, position libraries well and educate about our vital role in Ontario's social, cultural and economic fabric.

We will continue to invest membership dollars and seek additional grants to do collaboratively what none of us can really do alone. We are investing in building a very large public library marketing effort for an **Open Media Desk** to use social media skills and channels to inform the Ontario resident as well as opinion and political leaders about our value and impact. We are launching this in phases and expect to have about two dozen public library systems on board by OLA Super Conference.

We have met with like organizations, political leaders and civil servants and are expanding our reach into government and other partners. We are working cooperatively with other partner organizations such as OLA and OLBA/OPLA, SOLS, OLS-North, AMPLO, ARUPLO, U of T, CULC, and others like AMO and ROMA. We will strive to speak with **one voice** and with power. We are too important to our communities to do otherwise.

That just a few of the things FOPL has done on members' behalf in 2016. And we're growing a lot this year with many new members.

#### **LOOKING FORWARD**

Our dream about a major marketing push, province-wide, for public libraries in Ontario to promote our value and impact is within our grasp for 2017. How do we complement promoting our branches, collections and programs and do more local marketing with a collaborative push? Can we raise awareness, library usage, and the number of cardholders of public libraries in Ontario? How do we turn these dreams into a reality? We are focusing one of our key priorities in 2017 on promoting the value and impact of public libraries in Ontario.

- **Marketing Campaign:** We are now implementing a major province-wide marketing campaign on the value and impact of libraries in Ontario based on the research we accomplished in 2014-2016. Our timing and collaboration with members is critical. If you want to participate let me know!
- **Communicating Results:** Investing time and effort in making sure our members get value out of our research through press releases, tweets, blog postings, webinars, and meetings.
- **Lobbying:** We need to intensify our lobbying efforts with more ministries (sometimes opportunistically) as well as address funding issues, opportunities and threats (PLOG, e-books, hubs, culture, legislation, e-resources, AODA, etc.)

## Young readers embracing graphic novels as they develop literacy skills

Chris Clay

Mississauga News | 20 hours ago

When one thinks of graphic novels, it conjures up images of dashing superheroes fighting dastardly villains.

What most people likely don't associate them with is the fact they are being used as tools to help youngsters learn to read. Currently, graphic novels are utilized by both the Peel District and Dufferin-Peel Catholic District School Boards in some capacity.

"They're a great way to engage with reluctant readers," said Maria Luisa Lebar, an instructional literacy co-ordinator with the Peel District School Board. "At first, we were like 'they're a great way to get them to want to read.' But, we now intentionally look at teaching with graphic novels."

Lebar said they have been part of the provincially-mandated curriculum for Grades 1-8 for more than a decade. Although the board doesn't have research available on their impact, Lebar says they're helping students meet reading expectations and they play a role in getting children to understand and think critically about what they've read.

She did note that there are plenty of articles that extol the virtues of graphic novels when it comes to engagement and helping form a reading habit.

"We can't keep them on the shelf," said Lebar. "For a lot of our readers, it's a format they just absolutely love and the images help bring the content and writing to life."

Charles Blanchard, superintendent of program and learning services with the Dufferin-Peel Catholic District School Board, also sees value in graphic novels. For the past 15 years, they have been developing uses for them in their classrooms.

And, they think graphic novels play a role when it comes to helping students progress from books for toddlers to books for young adults that are full of text and have no images.

"I'm not sure if they're a bridge but they are the next stage (of reading for youth)," he said. "Students can look at a book with no pictures and feel a bit overwhelmed. But if you show them a picture with the text, a lot of the time they're willing to try."

As well, they can be used to help engage ESL students, those in special education or newcomers, depending on their learning needs.

At the Central Library in Mississauga, there's a healthy collection of graphic novels numbering in the thousands. The extensive collection contains works aimed at children, youth and adults.

"The relationship between parents and comics has been shaky," said James Cooper, acting manager of the library's children's department. "There is a bit of a stigma around comics and graphic novels but what we tell parents is if this is what your kid chose themselves and if this gets them excited about reading, go with it."

Graphic novels can be used to discuss serious subjects. Lebar said they have graphic novels covering topics from William Shakespeare to the Holocaust.

Cooper points to Cece Bell's

*El Deaf*

, which tells the story of a bunny who's deaf. It won an Eisner Award for Best Publication for Kids and Cooper says it has an important message for children that goes beyond the typical superhero fare.

Chris Clay is a staff reporter focusing on arts and entertainment with The Mississauga News. He can be reached at [ccfay@mississauga.net](mailto:ccfay@mississauga.net). Follow him on [Twitter](#) and [The Mississauga News on Facebook](#)



Graphic novels are taking the comic book experience one step further and are being used to encourage children to read.



The Central Library collection where young readers can progress from children's books to graphic novels to novels.

### Graphic Novels-Cent Lib

Mississauga's Central Library has an extensive collection of graphic novels for young readers.

### Graphic Novels-Cent Lib

James Cooper, acting manager of the Central Library's children's department, with some of the many graphic novels in their collection.

OPINION: A lost book found, and the relevance of our libraries

Eugenia Zuroski

Hamilton Spectator | Feb 04, 2017

I recently became unexpectedly "Internet famous" overnight, when an extraordinary thing happened to me and one of my best-loved books and the story went viral. Basically, I decided to finally replace a book I'd lent out years ago and never got back, ordering a used replacement copy on Amazon, and the book that arrived in the mail was the very one I'd lost, my name inscribed on the cover page, my marginalia scrawled on the pages.

People loved the story because it seemed like such an unlikely event, but also, I believe, because people feel close to books — close enough for such a reunion to feel "magical," as someone put it on Twitter. Not everyone (I've learned) writes their name and the date of purchase inside the books they buy, but many, many people imagine being reunited with a lost book as a kind of family homecoming. We devote our time and our attention to favourite books; we hold them close and with our gaze. They are "loved ones."

I gave a bunch of interviews and nearly every one asked: Will you continue to lend out your books, after nearly losing this one forever? And my answer has been unequivocal: Yes. Yes, of course. Yes, now more than ever. Because one of the reasons books become bound to us by love is because books, and acts of reading more generally — of a newspaper op-ed, of a tweet — are things we share with other people. We become attached to our books because our books bind us to one another.

For me, this story is less about the joys of book ownership and more profoundly about the wonder of a book's circulation. Our collective captivation with this book's incredible journey is, for me, strong evidence of the importance of public libraries, institutions that organize and facilitate these miraculous passages of texts, music, movies, and information through countless hands. The public circulating library oversees these wondrous patterns of release and return on a daily basis. It allows every member of the community to be a part of the book's journey.

In a recent city council budget discussion, Ward 7 Coun. Donna Skelly questioned a would-be \$518,000 budget hike for the library and expressed "concern" over how much of the city's budget is devoted to it. In answer to this question: I can't imagine a public institution more vital to the city than its public library. In fact, Hamilton's Central Library is one of the city's greatest accomplishments and sites of community promise.

The HPL's Central Library is a beautiful example of how a city can design public spaces that allow all residents — of different ages and demographics, of varying levels of privilege, pursuing different projects, living distinct lives — to be with one another, literally. In the same room. A microcosm of the city itself, our Central Library does a magnificent job of hosting our city's diversity. It models a vision of shared resources and peaceful coexistence that doesn't depend on a single agenda or set of needs or interests or ability to pay money. We may not even speak the same language, but we can sit in a room together and read, or not read. We are bound as a community by breathing the same air, being sheltered by the same walls, and sharing this space for reflection, play, learning, and rest.

One definition of a community is a group of people living within the same story. We don't all follow the same plots but we occupy the same world, whether we realize it or not. The Central Library is a vital institution because it gives us a material space to live our story together and it makes this story readable. Here we all are, because this is where we go when we need to read a newspaper, use a computer, find a book, meet a friend, copy something, apply for something, occupy the kids, sit down for a bit. From moment to moment in our separate lives we don't know how much we share, but our library makes our shared existence palpable. You and I, we've never met but we may have held the same book in our hands, for hours. It belonged to both of us just as we belong to each other. The library knows this.

Eugenia Zuroski is an associate professor of English and Cultural Studies at McMaster University.



In this file photo from 1997, a library patron browses in the Hamilton Public Library's central branch.

**Action Items – from January 18, 2017 Library Board Meeting**

Action Item	Action Taken	
	Completed	Waiting for Completion
Carried Over from October 2016 Meeting		
1) Chair to finalize report on Board Renewal		
2) Formulate an education plan		
Carried over from December 2016 Meeting		
1) Consider doing a Key Survey using Survey Monkey and Wayback machine concepts as requested by Tony (Mississauga Digital Group)		
New from January 18, 2017 Meeting		
1) Sue Coles to send link to Public Libraries Database website to Board members		
2) Rose to investigate 3D printer noise complaint at Burnhamthorpe Library	Rose to email the Board.	
3) Rose to connect with Poleen Grewal re school partnerships	Phone call scheduled for Feb. 14 at 11am.	
4) Rose to investigate info re St. Marcellinus' students being limited to 15 students per visit at lunch time	Rose to email the Board.	
5) Schedule update from Environics	Rose to meet with Environics team on Feb. 22; Will present final report at the March meeting.	
6) Organize a tour of Central Library	March meeting - just need to consult with Board to confirm tour prior or following board meeting.	
7) Schedule regular updates on FOPL action items	As needed, not quarterly. This is on the agenda this month.	
8) Rose to send out anecdotal material/talking points for February 1, 2017 OLA session on Culture Strategy Funding Review	Document sent to the Board.	
9) PPC (pay per click) – Sue Coles to explore possibilities and prepare a report for the Board.		