



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 MISSISSAUGA

MISSISSAUGA PUBLIC LIBRARY BOARD MEETING

**Wednesday, November 15, 2017
5:30 to 7:30 p.m. Sheridan Library
2225 Erin Mills Pkwy, L5K 1T9 - MISSISSAUGA, ON 905-615-4815**

Members

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

Secretary/Treasurer/CEO

Rose Vespa

Leadership Team

**Sue Coles – Manager of Facilities and Operations
Mike Menary- Manager, Planning, Development and Analysis
Laura Reed- Manager, Central Library & Community Development
Jennifer Stirling- Manager, Digital Library Services & Collections
Sven Tretrop – Manager, IT Architecture & Innovation**



Wednesday, November 15, 2017
Sheridan Library
Acting Chair: Raj Chopra

Item No.	Item Description	Time Allotted
1.0	<u>Call to order/Excused Absences</u> <i>(Motion required to excuse absences)</i>	3
1.1	<u>Tour of Sheridan Library</u> <i>(Briefing Note to be provided)</i>	10
1.2	<u>Approval of Agenda</u> <i>(Motion required to approve agenda)</i>	5
1.3	<u>Declaration of Conflict of Interest</u>	2
1.4	<u>Delegations</u>	
	a) <u>Collection HQ Trends Report –Ted Sharp</u>	10
2.0	<u>Consent Agenda –</u> <i>Motion required to approve consent agenda (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 October 18, 2017	5
3.0	<u>CEO Report</u> <i>(Motion required to receive)</i>	10
4.0	<u>Policy Review</u>	
5.0	<u>Executive Limitations/Internal Monitoring Reports</u>	
5.1	Key Performance Indicator Report	10
5.2	Project Outcome (TD Summer Reading Club)	10
5.3	Program Partnership Guidelines	10
6.0	<u>Ends</u>	
6.1	Project Update – Express Libraries	10
6.2	2018 Ends Action Items	15
7.0	<u>Governance</u>	
7.1	Review of Workplan	5
8.0	<u>Ownership Linkage</u>	
9.0	<u>Board Advocacy</u>	
10.0	<u>Board Development</u>	
11.0	<u>Incidental Information</u>	5
11.1	Upcoming Events/Meetings with rotating Chair	
11.2	Update on SOLs Meeting – M. Almond	
12.0	<u>Other Business</u>	5
12.1	Action Log Review	
12.2	Feedback About Rotating Board Meetings	
13.0	<u>In Camera Agenda</u> Pursuant to Ontario Public Library Act Section	10

	(4)(b) personal matters about an identifiable individual	
14.0	Board Self-Evaluation – Councillor M. Mahoney 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
15.0	Adjournment <i>(Motion required to adjourn)</i>	
	TOTAL TIME	130



Briefing Note

To:	Mississauga Library Board
From:	Rose Vespa, Director
Date:	November 15, 2017
Subject:	Sheridan Library

Background

The Sheridan Library originally opened in 1976 in the Sheridan Mall, on Erin Mills Parkway just north of the Q.E.W. In 2000, the branch re-located to a new location in the Mall. In 2012, the Library was renovated and the Computer Resource Centre was opened in partnership with Polycultural Immigrant & Community Services (PICS).

Key Community Insights

The community that uses the Sheridan Library includes newcomers/ESL, families and caregivers, older adults, students, mall employees, and homeless customers. Some of the key needs for Sheridan customers are library cards, computer help, help filling in forms, language learning materials, quiet study space, and citizenship study help.

Customers at Sheridan Library make good use of the computers, magazines, newspapers, group study space, WiFi, books, Lightning Loans, DVDs, games/puzzles, train table, play kitchen, job search resources, and language learning resources. In addition, they ask for more textbooks, more programs, study space, colour printing, a charging station and faxing. They would also like to see more hours and more space including a dedicated program room and children's area.

Community Impact

We know and engage with our community

Newcomers and caregivers/families are key audiences at Sheridan Library. Staff established great partnerships with PICS, the Story Garden, and the PICS day care. Additionally, the Senior Librarian serves as chair of the Sheridan Neighbourhood Team Programmers' Committee.

Outreach at the library has included CARP Zoomer Fair, Story Garden, PICS Day Care, and area schools. In a recent special event Sheridan Library staff visited Oakridge PS to share their stories

of being Canadian and to discuss cultural concerns such as handling racism, bullying, family problems, religion and culture in North American society.

In partnership with the Library, the Rotary Club supplied each student at Oakridge Public School with a library bag and 2-3 books each at an assembly in October. Oakridge and Sheridan Library have developed a positive relationship and partnership over the years and the students at the school have visited (and been visited by) the library on multiple occasions.

Sheridan Library staff piloted a Hindi/Urdu story time. Attendees came from across Mississauga. One woman was in the library during the program, heard songs in Hindi that she remembered from her childhood, and stopped in to listen and sing along.

Other programs have included a visit by local author, Karen E. Franks and an interactive program teaching African history and culture presented by Babarinde Williams of Drums et. al. and French storytimes on Saturday mornings in partnership with BridgeWay Family Centres.

Recognized as a key learning institution

Sheridan Library provides one-on-one support to teach the use of library resources and introductory technology skills. The Sheridan Library staff have also focussed considerable attention on Maker Mississauga programming as demonstrated by the Maker Fair hosted during March Break. The Fair included demo stations for various Maker Mississauga tools and technologies. Participants of all ages spent the afternoon learning the basics of circuitry, coding robots, and building with LEGO™. They also used the sewing machines to create their own bags that they were able to take home.

Inspiring, welcoming and creative spaces

One unique feature at Sheridan Library is the Computer Resource Centre provided in partnership with PICS. This resource centre enables access to the library computers during extended hours of operation. Other inspirational, creative elements include rotating art exhibits from local students at Homelands Senior Public School, interactive games and toys courtesy of the Friends of the Library and a set of trains, courtesy of a local benefactor.

Multi-talented people changing lives

The staff at Sheridan Library work hard to serve the local community. They have developed excellent relationships with local partners, presented unique programs to meet the needs of the community, and contributed to City wide initiatives like MCX.

Access to many resources in many ways

Sheridan Library staff include information about the breadth of resources available at the Library at every opportunity. For example, story times include messaging about Dial-a-story and e-resources for children (i.e. Tumblebooks), LINC class visits include demonstrations of Mango and Learning Express and displays include newcomer resources (language learning, citizenship kits, newcomer brochure).

Statistics at a glance (2016)

Hours of service per week	38
Annual Visits	64,150
Programs	Over 330 programs with over 5000 attendees
Volunteer hours	390.5
Information requests	1400
Reader's assistance	600
IT help provided	2000
Collection size	29,476
Annual circulation	108,523
Size (square footage)	5651 sq ft

DATE: November 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 2.1 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 October 18, 2017

Rose Vespa
Director of Library Services



**MISSISSAUGA PUBLIC LIBRARY BOARD
Regular Meeting**

**Minutes of the meeting held on Wednesday, October 18, 2017 at 5:30 p.m., South
Common Library, 2233 South Millway Drive , Mississauga, ON L5L 3H7**

Present: Margot Almond
Harry Hastilow
Councillor John Kovac
Priscilla Mak
Antonio Maraschiello
Laura Naismith (Acting Chair)
Val Ohori
Thomas Thomas

Absent: Raj Chopra
Nokha Dakroub
Councillor Matt Mahoney

Staff Present: Rose Vespa, Director
Sue Coles, Manager of Facilities and Operations
Mai Lu, Business Consultant, Library
Laura Reed, Manager, Central Library & community Development
Jennifer Stirling, Manager, Digital Library Services & Collections
Sven Tretrop, Manager, IT Architecture & Innovation

Minutes Recorded: Anne Marie Solleza

1.0 Call to Order/Excused Absences

The meeting was called to order at 5:38pm by Acting Chair L. Naismith. She welcomed Laura Reed, new Manager for Central Library and Community Development as well as Guest presenter, Diane Hector.

**79:17 Resolved that R. Chopra, N. Dakroub and Councillor M. Mahoney be excused from
The meeting.**

**Moved by V. Ohori
Seconded by A. Maraschiello
Carried**

1.1 Approval of Agenda

V. Ohori and A. Maraschiello requested for the following items to be added under Other Business:

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- a) Accommodate request for Catherine Sople to update the Board
- b) content creation on social media platforms.

80:17 Resolved that the agenda be approved as amended.

**Moved by Councillor M. Mahoney
Seconded by L. Naismith
Carried**

1.2 Declaration of Conflict of Interest

There were no conflicts of interest declared.

1.3 Delegations

Diane Hector, Supervisor for Business Planning from the City's Finance Department, provided a presentation of the Business Planning and Budget process. She reiterated the City's Vision, Strategic Pillars, priorities, revenue sources and how the citizen's tax dollars are divided between the many City services. She also emphasized the importance of community engagement and how it informs their work and that of the councillors. She encouraged the Board to share their opinion through the Budget Allocator tool.

The Board thanked Diane for a very informative, well-laid out presentation.

2.0 Consent Agenda

81:17 Resolved that the Consent agenda be approved as presented 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.

**Moved by Councillor J. Kovac
Seconded by V. Ohori
Carried**

3.0 CEO Report

The CEO highlighted the many community events that happened over the last quarter, in particular, the Streetsville 50th Anniversary, the Citizenship Ceremony and the Steve Paikin 'In Conversation' event. She also remarked on the success of the Joint Literacy program between Rotary District 7080 and Mississauga Library, at Oakridge Public School where students received brand new books donated by Rotary members. She thanked the Board members for coming out to these events and engaging with both staff and the public.

She answered a few questions about the Funding Review Survey from the Ministry of Culture, Tourism and Sport and promised to share with the Board her responses to the Survey.

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Councillor J. Kovac expressed his appreciation for the quarterly highlights report which gives him a glimpse of the many activities that have happened and almost makes him feel as if he had attended the activities himself.

Library Board Chair V. Ohori also expressed her thanks for the new format of the report making it easier to read but also highlights the Board's Ends.

82:17 Resolved that the CEO Report dated October 18, 2017 be received for information.

**Moved by P. Mak
Seconded by M. Almond
Carried**

4.0 Policy Review

There were no policies scheduled for review.

5.0 Executive Limitations/Internal Monitoring Reports

5.1 Review of Mid-Year Financial Report

The CEO explained that the report includes 3rd Quarter numbers as of September 30, 2017. She answered a few questions from the Board, including the impact of the new organizational structure on labour costs.

83:17 Resolved that the Mid-Year Financial Report dated October 18, 2017 be received for information.

**Moved by T. Thomas
Seconded by Councillor J. Kovac
Carried**

5.2 Review of Business Plan and Budget Estimates

As a result of the review, the Board requested the following:

- a) an update on Express Libraries
- b) table the review of the Board's mission statement for a future meeting
- c) reconsider the use of the phrase "cannot be reduced" in the "Finding Efficiencies" slide

84.17 Resolved that the Review of Business Plan and Budget Estimates Report dated October 18, 2017 be approved.

**Moved by A. Maraschiello
Seconded by V. Ohori
Carried**

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5.3 Review of Fines and Fees

The Board reviewed and approved the Fines and Fees Schedule that will take effect January 2018.

The Board inquired about revenues from exam proctoring and how the library fee compares to other organizations offering this service. The CEO assured the Board that information will be sent out to the Board as soon as possible.

85:17 Resolved that the Report on Fines and Fees be approved.

**Moved by H. Hastilow
Seconded by M. Almond
Carried**

6.0 Ends

6.1 Quarterly Report on Ends

As this review came very quickly after the 2nd quarter review in September, there wasn't a lot of changes to the status of most of the initiatives. The Director asked the Board to review and prioritize the initiatives they want completed before the end of the Board Term. The Director suggested the Board Development initiative completed in 2016 be added to the Ends objectives.

86:17 Resolved that the Quarterly Report on Ends be received.

**Moved by A. Maraschiello
Seconded by T. Thomas
Carried**

7.0 Governance

7.1 Workplan

The following changes were made to the workplan:

- a) Remove 3rd Quarter Financial Report as it was already covered in the October Report
- b) Add Review of Strategic Objectives for 2018 in November.

7.2 Annual Board Self-Evaluation

There were no changes to the Evaluation although the Board is still committed to finding ways to work with both School Boards. The Board also promised to carry-over, in future years, the high level of community engagement that it has experienced this year.

87:17 Resolved that the Annual Board Self-Evaluation dated October 18, 2017 be approved.

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Moved by Councillor J. Kovac
Seconded by A. Maraschiello
Carried

8.0 Ownership Linkage

There were no items included for discussion.

9.0 Board Advocacy

There were no items scheduled for discussion.

10.0 Board Development

There were no items scheduled for discussion.

11.0 Incidental Information

11.1 Upcoming Events/Meetings with Rotating Chair

The Chair reminded everyone that the next meeting will be at Sheridan Library and that Raj Chopra will chair that meeting.

There was a discussion on the value of holding the Library Board meetings at the different library locations. While most members feel it helps them appreciate the individual locations and the library system as a whole, some felt it could be made more meaningful for both Board members and the branch staff. The Chair suggested that time should be factored into the agenda for the branch tour and that members should send questions about the branch, ahead of the meeting. She also requested the CEO to get feedback from staff. This will be added to the action log.

12.0 Other Business

Catherine Sopleit spoke briefly about the 10-year anniversary of Peel Youth Charter, Peel Children's Rights Charter and Peel Youth Violence Prevention Strategy.

A. Maraschiello asked that the Board schedule a presentation on content creation on social media platforms, in particular, the process, its value and use and how to leverage it in many areas, including effective marketing of the library.

12.1 Action Log Review

The Chair reviewed the Action Log and added new items.

13.0 In Camera Agenda

There were no in-camera items to discuss.

14.0 Board Self-Evaluation

P. Mak led the self-evaluation. She thanked the members for their full participation in the meeting. She observed that there was equal focus on both present and future concerns.

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She found the meeting very well balanced. She also appreciated that time allotments were adhered to for the most part.

88:17 Resolved that the Board adjourn at 7:45pm

**Moved by A. Maraschiello
Seconded by M. Almond
Carried**

NEXT MEETING

The next Library Board meeting will be on November 15, 2017 at Sheridan Library.

Secretary/Treasurer

Chair

Mississauga Library System Briefing Note



To:	Mississauga Library Board
From:	Rose Vespa, Director
Date:	November 15, 2017
Subject:	CEO Report – November 2017 Agenda 3.0

BACKGROUND

The following report demonstrates compliance with Item 2 of policy A-1.

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.

GOVERNMENT UPDATES

Ontario

➤ Funding Review Questionnaire – Ministry of Culture, Tourism and Sport

On Wednesday, October 11, the Ministry via email an online survey related to the Funding Review within the Culture Strategy Initiative. The questions were attached for your information in October's Report. My responses were sent to the Board via email.

ORGANIZATIONAL CHANGES

Recruitment is underway for the Managers of Courtneypark/Malton libraries, Sheridan/Lorne Park/Clarkson libraries and for the Manager of Innovation. Recruitment for Senior Librarian positions and Program Coordinator positions are also underway. These positions represent exciting professional development opportunities for our teams.

SYSTEM HIGHLIGHTS

ONTARIO PUBLIC LIBRARY WEEK EVENTS INCLUDED:

In Conversation with Steve Paikin

Steve Paikin, host of TVO's *The Agenda with Steve Paikin*, participated in the Library's first *In Conversation* series. Paikin sat down with Mississauga Mayor Bonnie Crombie to discuss matters shaping the city's future and themes from his latest book *Bill Davis, Nation Builder and Not So Bland After All*. The honourable Bill Davis made a special appearance. The event was

live streamed on our Facebook Page. It was recorded and can be found at [In Conversation](#). It was well attended and well received in social media (we went viral with over 21,000 impressions on Twitter.) The audience provided great feedback afterwards about the event and gave ideas for future speakers.

Mr. Paikin's book was available for purchase following the event and he graciously stayed for another hour to sign his book and chat with participants. Mr. Davis also stayed after the event to chat with residents and autograph books.

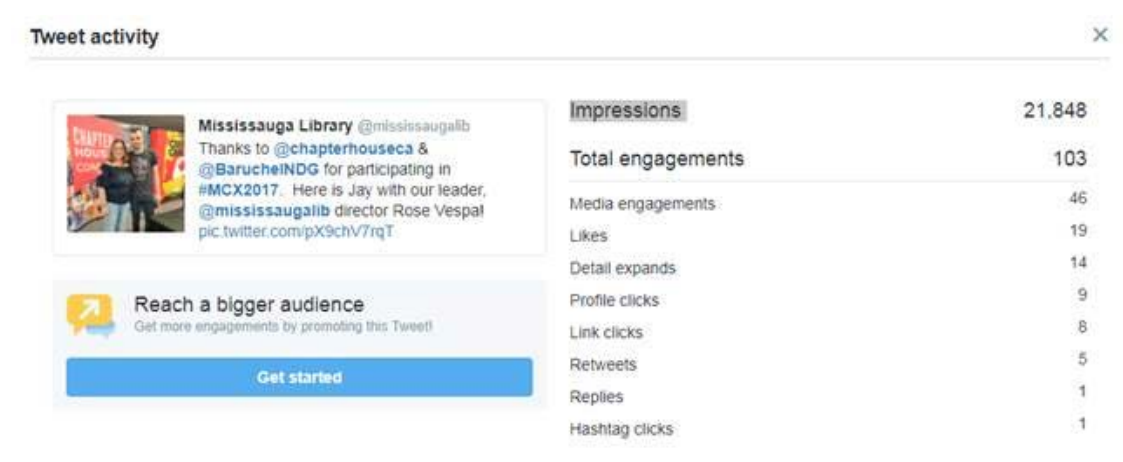
Meet the Author!

Kenneth Oppel, popular Canadian author of youth fiction, gave a presentation called [My Scribbling Life](#) discussing his writing career and taking lots of questions from the 130 enthusiastic students from local schools. The *Friends of the Library's* transportation fund generously helped to get students from local schools bussed to the event.

Mississauga Comic Expo (MCX) 2017

This two-day Comic Expo features artists, performers and cosplayers. This year, well-known Canadian actor [Jay Baruchel](#) joined MCX as a special guest and panellist on Saturday, October 20-21, 2017.

Visitors to Central Library doubled on October 21 as a result of the festival (over 5,000). According to our Manager of Social Engagement, "Social media engagement for MCX was through the roof!" The top tweet of the event is below with our Twitter stats.



The screenshot shows a tweet from Mississauga Library (@mississaugalib) with a photo of Jay Baruchel and Rose Vespal. The tweet text is: "Thanks to @chapterhouseca & @BarucheINDG for participating in #MCX2017. Here is Jay with our leader, @mississaugalib director Rose Vespal pic.twitter.com/pX9chV7rqT". To the right of the tweet is a table of engagement statistics.

Category	Value
Impressions	21,848
Total engagements	103
Media engagements	46
Likes	19
Detail expands	14
Profile clicks	9
Link clicks	8
Retweets	5
Replies	1
Hashtag clicks	1

Special thanks to the MCX Steering Committee led by Haider Rizvi. The team also included: Jason Loo, Fawzia Raja, Elizabeth Caione, Jessica Morales, Rachel Menezes, Alene Sen, and Raquel Abdool. The MCX team also requested the assistance of numerous staff system-wide to help on the day-off with programming, crowd control, setup/takedown and various other tasks. They include: Abegail Nejar, Abhishek Rampure, Anita Greczyn, Arathy Sivasubramaniam, Ayesha Patel, Denise Vero, Fiona Martel, Helen Sakamoto, Jessica Ferreira, Madhuchhanda Banerjee, Meaghan Hastings, Natasha Mody, Rachel Young, Shamil Andani, Stephanie Williams, Tracy Chan, Vickey Drainville, and Ylana Luigi.

There were also a total of **45 volunteers** assisting between Friday and Saturday.

Well Done!

Welcome Day – Saturday, October 14, 2017

Library staff attended Mayor's Welcome Day Event for Newcomers at Mississauga Civic Centre. An outreach table was set up and information about library programs and services was shared with newcomers. Attendees also had the opportunity to sign up for new library cards. Several newcomers who already had library cards stopped by at the booth and shared their positive experiences about their library visits and how library continues to help them with their settlement in the community.

Ontario Library Association's Child and Youth Services Expo 2017 - Friday, November 3, 2017

The Ontario Library Association hosted this event on the 12th floor of the Civic Centre. I had the opportunity to welcome 160 child and youth staff from public libraries across the province. Mississauga Library staff acted as greeters to our guests and provided tours of the Central Library during the lunch period. This year's theme was "Think Outside... Your Library, The Box, Your Comfort Zone."

FUTURE DIRECTIONS

- The Future Directions Master Plan is being developed. The recommendations are being revised.
- The background studies are in their final steps.
 - The Traffic Flow Study is complete. The final report was submitted in early November.
 - The Customer Engagement Study presented its draft report. They will submit their final report shortly. They will also set up staff training on customer engagement strategies.
 - The recommendations/strategies from the background studies will feed into the Master Plan.

- A Future Directions update will be provided in the December Library Board meeting.
- The Master Plan will go to Council in January/February 2018.
- Public feedback (including staff and stakeholders' feedback) is scheduled for February/March 2018.

FINAL THOUGHTS

Our events in October and November not only fulfilled our mission but also provided opportunities for our talent staff to shine while providing excellent services to our customers and to the community.

Rose Vespa

Director of Library Services

City of Mississauga
Library Board Report



Date: November 6th, 2017

To: Mississauga Library Board

From: Rose Vespa, Director of Library Services

Agenda 5.1

Meeting date:
November 15th, 2017

Subject

Key Performance Indicator Report

Recommendation

That the draft framework included in the report titled '*Key Performance Indicator Report*' received by the Board on November 15th, 2017 be approved for quarterly KPI reporting.

REPORT HIGHLIGHTS:	<ul style="list-style-type: none">• Staff are requesting approval of the KPI framework to eventually be incorporated into a dashboard• Some additional research and work is necessary to implement some of the proposed metrics
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Background

The Mississauga Library System exists to provide Library services to meet the life-long informational, educational, cultural and recreational needs of all citizens. In order to guide staff toward achieving this vision, the Library Board developed and refined specific Ends or goals that help direct projects, initiatives and day-to-day operations. The Board subsequently asked staff to determine Key Performance Indicators that align with the Board's Ends and signify progress toward achieving them.

Comments

A team of diverse Library staff came together to develop KPIs which align to the Board's Ends and help to show progress toward meeting the goals. The team started by aligning the Board Ends to key objectives which can be measured. Subsequently those objectives were dissected to become tangible metrics which can be tracked and are inherently linked to the Ends. As part of the analysis staff also conducted an exercise to determine the requirements to successfully report on that KPI, and whether those requirements exist or are attainable.

Should the Board approve the proposed KPIs, they will be researched, developed and ultimately presented to the Board on a quarterly basis in the form of a dashboard. The draft framework is attached to this report as an appendix.

Financial Impact

None

Conclusion

It is very important that we are monitoring our progress toward achieving the Boards Ends. Staff believes that the proposed framework contains pragmatic and effective measures that will ensure the Library system is continuously striving to adhere to the Library Board's Ends. Should the Board approve, staff will propose recommendations and next steps at the following Board Meeting in December.

Attachments

Appendix 1 – Draft KPI Framework

Rose Vespa
Director of Library Services

Prepared by Mike Menary, Manager of Planning, Development and Analysis

APPENDIX - DRAFT KPI FRAMEWORK

Board End
We know and Engage with our Community

Objectives Improved Customer Experience
Understanding Customer behaviour
Knowledge of Customer Expectations

KPIs	Needs	Currently Available?	Comments
Customer Happiness/Satisfaction Score	Data required: all reports available using our current technology, customer comment forms, program attendance, opinion, web metrics, exit surveys, how to improve customer experience	Partly	Currently City surveys Residents on happiness with Library services regularly at the macro level. If we were to implement online satisfaction, and install machines that rate Library services at each Branch we could run regular targeted reports
Geographic Market Penetration	Data required: # of card holders, benchmark numbers, postal code #, lapsed members, new and returning members	No	Current registration for library cards does not hold information necessary to target markets. Not all programming is registered so information on market penetration does not exist
Program Satisfaction/Success rate	Data required: survey data, anecdotal data, attendance numbers, ticket sales, potential capacity	Partly	Project outcome has proven to be a successful methodology for program satisfaction and success
Number of partnerships/Satisfaction with partnership	Feedback sheet for potential partners	Partly	To better understand the opportunities we are providing and how partners access and respond to them

Board End
Recognized as a Key Learning Institution

Objectives Provide learning opportunities and skill development through a variety of resources
Develop services that will assist in accessing those resources
Increased support and awareness for small businesses and other organizations

KPIs	Needs	Currently Available?	Comments
Number of hours used by small businesses/Satisfaction	Feedback sheet for small businesses, participation rates for seminars	Partly	To better understand the opportunities we are providing and how small businesses access and respond to them
Learning related E-Resources accessed/usage information	Research capability to look at e-resources detailed usage information (eg. Repeat customers, length of time on resource, etc.)	No	Better understanding and utilizing data from our online resources will promote analysis that can help us target specific usage and achieve our goals
Reference materials accessed	N/A	Yes	
Success Rate of Learning Programs	Project Outcome surveys for STEM, Maker programs, Reading Buddies, etc.	Partly	

Board End
Inspiring Welcome and Creative Places

Objectives Develop facilities and services that offer an inclusive, safe and friendly environment
 Include projected future community needs into all prospective future library development

KPIs	Needs	Currently Available?	Comments
Staff and Customer Safety and Comfort Scores	Data required: facility audit results, accessibility audit, temperature range achieved, air quality measurements, Happy or Not Machines	Partly	Include information on surveys
Foot Traffic	N/A	Yes	
Facility investment	N/A	Yes	Include capital and operating costs as well as equipment and facility repairs
Customer Satisfaction with Library Space	Element on a survey	Partly	

Board End
Multi talented people changing lives

Objectives Devise and implement programs and services that will allow library staff to become agents of social mobility

KPIs	Needs	Currently Available?	Comments
Staff satisfaction and training and development score	City of Mississauga surveys staff periodically. Request staff satisfaction surveys more frequently than current practice, potentially do a two way survey periodically	Partly	Include information on surveys
Training and development spending	N/A	Yes	
Customer Satisfaction with staff	Element on a survey	Partly	
Post-Program Feedback on Staff/Instructor	N/A	Partly	

Board End
Access to Many Resources in Many Ways

Objectives Develop and implement a strategy that will enable open access to technology and technology devices for residents

KPIs	Needs	Currently Available?	Comments
Customer Satisfaction with technology	Element on a survey	Partly	
Innovation and technology spending	N/A	Yes	
Technology use metrics	Social media hits, website views, electronic resources accessed, electronic devices available for loan, hours of RAC used, etc.	Yes	

City of Mississauga
Library Board Report



Date: November 6th, 2017

To: Mississauga Library Board

From: Rose Vespa, Director of Library Services

Agenda 5.2

Meeting date:
November 15th, 2017

Subject

Project Outcome – TD Summer Reading Club Survey

Recommendation

That the report titled ‘Project Outcome – TD Summer Reading Club’ presented to the Board on November 15th, 2017 be received for information.

REPORT HIGHLIGHTS:	<ul style="list-style-type: none">• Library Staff conducted a Summer Reading Club Survey from July 17th to August 31st 2017 using the methodology of Project Outcome, an initiative of the Public Library Association• Survey results indicate that participants of the Summer Reading Club had increased knowledge, confidence and added new skills
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Background

The Mississauga Library System surveyed TD Summer Reading Club participants and their caregivers using a Project Outcome survey in July and August 2017.

The TD Summer Reading Club (TD SRC) is a national summer reading program. The goal of the program is to help children increase reading and increase reading enjoyment. There are two components under the TD Summer Reading Club program. Children register for the reading club. Upon return visits, they report on what they have read and receive small incentives to encourage them to continue reading. There are also weekly program activities to coordinate with the TD SRC theme. The 2017 theme was Canada. This survey targeted the children participating in the TD Summer Reading Club, not participants of the summer program activities.

Project Outcome uses simple surveys to gather information about the impact made by public libraries. Project Outcome is a Public Library Association (PLA) initiative. There

are many public libraries in the USA who participate and several Canadian public libraries. The information collected is added to the Project Outcome database. This allows libraries to compare their results with a larger dataset.

The Project Outcome survey was used to determine if the goals of the TD SRC were met. The survey questions included attempt to capture changes in:

- Knowledge: Did the participant learn something?
- Confidence: Does the participant feel confident using what they learned?
- Application: Does the participant intend to make changes?
- Awareness: Has the participant increased their awareness of library resources?

The survey was conducted from July 17 to August 31 2017. The survey was available in paper at the library and available online via the library's website. 793 surveys were submitted. 792 survey submissions were in paper. One respondent selected the online option.

The data reflected the positive impact of the TD Summer Reading Club program.

Child Survey

- 93% learned something new from what they read or experienced (knowledge)
- 86% enjoyed reading more (confidence)
- 91% read more often (application)
- 93% wanted to use the library more often (awareness)

Caregiver Survey

- 89% reported their child maintained or increased their reading skills (knowledge)
- 83% reported their child is a more confident reader (confidence)
- 90% reported their child read more (application)
- 90% reported their child used the library more (application)

In addition to the quantitative data, the comments section of the survey contained valuable qualitative data. Some comments included:

Comments

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Caregiver Survey

- 89% reported their child maintained or increased their reading skills (knowledge)
- 83% reported their child is a more confident reader (confidence)
- 90% reported their child read more (application)
- 90% reported their child used the library more (application)

In addition to the quantitative data, the comments section of the survey contained valuable qualitative data. Some comments included:

“What did your child like most about the program/Service?”

- “The warm attention and quality of service”
- “Encourages them to keep reading and maintain continuity”
- [My child enjoyed the] “public interaction, reading, mingling with the community and the confidence building”
- “Meeting friends during the summer while improving reading skills”
- “Positive reinforcement in the form of prizes for reading motivation.”
- “The sense of accomplishment and reward. Praise and feeling encouragement from family. Pride”
- “It is a very good program for children to spend their time in healthy and creative work”
- “Getting a new book after the small goodies was really encouraging”
- “She is a bookworm. She loves to get different books every time without wasting money in stores”

“What could the library do to help your child continue to learn more?”

- “They're doing a great job. Very supportive helpful every time I'm there to ask questions. I like it when they put out books at the library according to a specific theme (e.g. spring summer Canada Day etc.) so that it makes it easier to find certain books that are relevant to current times.”
- “This kind of reading programs should be continued after summer break.”
- “Have more of these kinds of programs during school time also”
- “It would be nice if the online reward program was more developed. It would be beneficial if an app and/or the website was connected to library system's website so that parents and children could click on the books they've read track their progress as they go along and also see suggestions of other books to read based on what they've read so far. (Not general suggestions). A graph showing their progress would also encourage them. When the child has finished reading a book you can click "completed" and a graphic shows up congratulating them once the reading goal is achieved it alerts them to go to the library to collect their reward tracking the rewards they've received (out of 3).”
- “Offer classes on decoding and building confidence in reading (especially in boys). How to motivate a reader.”

Interesting Facts & Figures

- 7431 children registered for TD Summer Reading Club
- 793 surveys completed in total: 418 Child surveys completed and 375 Caregiver surveys completed
- 95% of children would participate in the TD Summer Reading Club again next year.
- 96% of children would recommend the Library to a friend.
- 92% of caregivers would participate in the TD Summer Reading Club again next year.
- 90% of caregivers would recommend the Library to a friend.

Interesting Facts & Figures

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- 96% of children would recommend the Library to a friend.
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- 90% of caregivers would recommend the Library to a friend.

Financial Impact

None.

Conclusion

The goal of Project Outcome is to demonstrate the impact of particular programs and services. The key outcomes are to increase knowledge, build confidence, support application of new skills, and to raise awareness. The goal of the TD Summer Reading Club is to promote reading and the enjoyment of reading. The survey results indicate that participants of the TD Summer Reading Club program have increased in these areas. The responses from the participants' caregivers reinforce the impact.

Attachments

Project Outcome: TD Summer Reading Club – Child and Caregiver Surveys (blank)
Project Outcome: TD Summer Reading Club – Summary of Results

Rose Vespa
Director of Library Services

*Prepared by: Mai Lu, Library Business Consultant
Tamara Stojakovic, Manager, Social Engagement
James Cooper, Manager, Woodlands & South Common Libraries*

Project Outcome: TD Summer Reading Club - Child and Caregiver Surveys (blank)



MISSISSAUGA TD Summer Reading Club Child Survey

The TD Summer Reading Club aims to increase reading enjoyment.

Please take a few minutes for this brief survey and let us know if, as a result of your overall experience with the 2017 TD Summer Reading Club program:

	Strongly Disagree	Disagree	Neither Agree nor Disagree	Agree	Strongly Agree	N/A
You learned something new from what you read or experienced	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
You enjoy reading more	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
You read more often	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
You want to use the library more often	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

What did you like most about the program/service?

What could the library do to help you continue to learn more?

Would you participate in the TD Summer Reading Club again next year? YES / NO

Would you recommend the Library to a friend? YES / NO

This survey is part of the Public Library Association's Project Outcome, a national initiative to help public libraries measure the impact of their programs and services, with funding from the Bill & Melinda Gates Foundation. For more information about this effort, please visit www.projectoutcome.org.





MISSISSAUGA TD Summer Reading Club Caregiver Survey

The TD Summer Reading Club aims to increase reading enjoyment in children.

Please note: If you have more than one child participating in Summer Reading, please complete one survey per child. Please take a few minutes for this brief survey and let us know if, as a result of your child's overall experience with the TD Summer Reading Club program:

	Strongly Disagree	Disagree	Neither Agree nor Disagree	Agree	Strongly Agree	N/A
My child maintained or increased their reading skills.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
My child is a more confident reader.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
My child reads more often.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
My child uses the library more often.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

What did your child like most about the program/service?

What could the library do to help your child continue to learn more?

Would you participate in the TD Summer Reading Club again next year? YES / NO

Would you recommend the Library to a friend? YES / NO

This survey is part of the Public Library Association's Project Outcome, a national initiative to help public libraries measure the impact of their programs and services, with funding from the Bill & Melinda Gates Foundation. For more information about this effort, please visit www.projectoutcome.org.



Project Outcome: TD Summer Reading Club – Summary of Results

Child Survey

Set Questions

Question	Strongly Disagree	Disagree	Neither	Agree	Strongly Agree	N/A	Total
You learned something new from what you read or experienced.	9	3	19	130	243	11	415
You enjoy reading more.	8	5	44	145	203	11	416
You read more often.	10	3	20	103	272	9	417
You want to use the library more often.	10	3	20	103	272	9	417

Supplementary Questions

Question	Yes	No	Total
Would you participate in the TD Summer Reading Club again next year?	382	5	387
Would you recommend the Library to a friend?	377	11	388

Childcare Survey

Set Questions

Question	Strongly Disagree	Disagree	Neither	Agree	Strongly Agree	N/A	Total
My child maintained or increased their reading skills.	5	0	16	143	209	2	375
My child is a more confident reader.	4	1	39	141	183	6	374
My child reads more often.	4	3	24	135	208	1	375
My child uses the library more often.	5	1	16	113	238	1	374

Supplementary Questions

Question	Yes	No	Total
Would you participate in the TD Summer Reading Club again next year?	358	0	358
Would you recommend the Library to a friend?	360	0	360

City of Mississauga
Library Board Report



Date: November 6, 2017	Agenda 5.3
To: The Mississauga Public Library Board From: Rose Vespa, Director of Library Services	

Subject

Program Partnership Guidelines

Recommendation

It is recommended that this report be received as information.

Background

The Mississauga Library System has traditionally provided many programs in partnership with community organizations and individuals. These programs range from Science programs for children offered in partnership with York University Science Engagement to Tax Strategies workshops offered in partnership with chartered accountants, to numerous other partnerships with both City partners and external groups.

A Joint Programming Criteria document and a Joint Programming Agreement are used across the library system for establishing program partnerships.

Currently, the City of Mississauga has begun a Compliance Standard Operating Procedure Development Project, which will address many aspects of library service. Paid Performer/ Education Series/ Joint Program Agreements/ Paid Performers/ Artist Procurement is one of the identified areas for development of an SOP. Laura Buchal, Manager, Compliance will be taking the lead on this aspect of the project. The deadline for this project is Q2 2018.

Comments

The library is currently recruiting for a new Library Program Development & Training Team. Program Coordinators will be hired for our primary service groups:

- Children, Families & Caregivers
- Newcomers & Inclusion
- Maker & Youth
- Adults & Older Adults

The Joint Programming Criteria document, which includes a checklist and directions have been updated to reflect the creation of these positions. This will require programming staff to seek approval for any new partnerships with the applicable Program Coordinator. A record of each agreement will also be sent to the Program Coordinators for their records and review.

The recruitment for the Program Coordinators is still in process; once the positions have been filled a communication will be sent to programming staff informing them of the updates to the current Program Partnership Guidelines.

The City of Mississauga Compliance Standard Operating Procedure Development Project is currently underway. The outcomes of which will ensure that the library is meeting all requirements for program partnerships as outlined by the City of Mississauga.

Financial Impact

No financial impact to the library at this time

Conclusion

The current Program Partnership Guidelines have been updated to reflect the addition of the new Program Coordinator positions. Further improvements may be made once the Program Coordinators are in place. The library will provide any necessary information to Laura Buchal, Manager Compliance for her Paid Performer/ Education Series/ Joint Program Agreements/Paid Performers/Artist Procurement Standard Operating Procedure.

Attachments

Appendix 1: Joint Programming Criteria

Appendix 2: Joint Programming Agreement

Rose Vespa
Director of Library Services

Prepared by: Erica Conly, Supervisor, Library Program Development & Training

Criteria for Joint Programming in the Mississauga Library System

When programming with an external group, the program should be developed to provide benefit both for the group and the library. By considering the following criteria, staff can develop a partnership which is suitable to the mission, vision and values of the Mississauga Library System.

		Yes	No	Comments
1.	Is the topic of the program of interest to an audience of library customers?			
2.	Does the program highlight aspects of the Library Board's Strategic Priorities?			
3.	Will the program provide the library and the partner with opportunities for further community exposure or outreach?			
4.	Will all interested library customers be invited to attend, acknowledging that space and age limits may be imposed?			
5.	Is the program free of a conflict of interest for either partner?			
6.	Can this program be advertised to library customers using current promotional tools? (e.g., website, brochures, posters, social media, etc.)			
7.	Is there a defined time limit for this program?			
8.	Does the event represent an information-based program rather than a group meeting or			

	commercial venture?			
9.	Is the external group qualified to present information on the chosen topic?			
10.	Is the information presented in the program objective and balanced?			
11.	Will staff be involved in the planning and conducting of the program?			
12.	Is the program safe and beneficial for library staff and the partner?			

If you are not able to answer YES to all of the above questions, the proposed program may not be mutually beneficial for both the library and the partner. If all of the above criteria cannot be met, the event may create problems of risk management, liability or bias.

If you can answer YES to all of the above questions, you will need to:

- 1) Get approval from your Manager and the applicable Program Coordinator (Children, Families & Caregivers; Newcomers & Inclusion; Maker & Youth; or Adults & Older Adults)
- 2) Create signed agreement between the library and the partner, also signed by the Manager. This agreement should:
 - a. Define the role, responsibilities and commitments of both the library and the partner.
 - b. Address the provision of equipment and storage (determined on a case-by-case basis).
 - c. Ensure the costs and/or revenues are shared.
 - d. State that the event is in partnership with Mississauga Library System and will be publicised as such.
- 3) An electronic copy of each agreement signed by the library programmer, Branch Manager, and partner must be sent to the applicable Program Coordinator

Joint Programming Agreement for Library/Community Partnerships

Municipal Freedom of Information Act –Personal Information contained on this form is collected under the authority of the Public Libraries Act, R.S.O. 1990, c. P.44. The information will be used for the purpose of administering the Library’s Joint Programming Agreement and will also be used for business that you may conduct with the Library relating to library programs. Questions about this collection should be directed to: Head of Privacy, Mississauga Library System, 301 Burnhamthorpe Road West, Mississauga, ON L5B 3Y3, 905-615-3500 or library.info@mississauga.ca

Library:	Staff Responsible:
Group:	Individuals Responsible:
Mailing Address of Group:	
Phone:	Email:

Responsibilities of the Joint Partners

	Library	Group
Room/Facility		
Equipment (list below)		
<ul style="list-style-type: none"> ○ ○ ○ 		
Publicity/Promotion		

Event Setup		
Other (list below) ○ ○ ○		
Division of Cost (as applicable)	\$	\$
Division of Revenue (as applicable)	%	%
Review Date (date after which a new agreement should be signed)		

We agree that the program described above is open to all those who wish to attend and that the subject of the program is in keeping with the Strategic Priorities of the Mississauga Library System. Any brochures and posters relating to the event must be provided for approval by both partners ahead of time and may be distributed only after the event has been arranged. The program must be promoted according to Library standards, city regulations and by-laws and publicised as being in partnership with the Mississauga Library System. All set-up arrangements will be made in advance of the program at the mutual convenience of both parties.

We have read and agree with the terms listed above.

Signature of Library Representative

Signature of Group Representative

Date

Date

City of Mississauga
Library Board Report



Date: November 6th, 2017

To: Mississauga Library Board

From: Rose Vespa, Director of Library Services

Agenda 6.1

Meeting date:
November 15th, 2017

Subject

Express Libraries Update

Recommendation

That the report titled '*Express Libraries Update*' received by the Board on November 15th, 2017 be received for information.

REPORT HIGHLIGHTS:

- Staff have been investigating express libraries as a mechanism to improve levels of service in underserved/intensified communities as outlined in the recommendations for the Future Directions Master plan 2014-2018
- Through the current budget process and pending Council approval, Library staff have requested \$250,000 for an express library kiosk in 2019.

Background

While express libraries were recommended in the Library's Future Directions Master plan in 2014, the technology plan also aligns new initiatives with the library's strategic goals and objectives. The library continues to use technology to advance services to customers providing them opportunities to interact with the library and access services and resources in innovative ways.

Express libraries provide a mechanism to extend access to library materials to customers in areas where there is increased demand or high traffic outside of regular library locations.

Express libraries are provided through kiosks, lockers or library vending machines. These machines vary in size and scope of services offered and can provide borrowing of materials with a library card, holds pick up and materials returns. Smaller kiosks can hold from 150 – 500 items while larger full service kiosks can hold up to 1500 items. Supplemental technology can be added to smaller kiosks to provide additional services based on the needs at the customer service point. Records of items borrowed from and returned to library kiosks are linked to the library's systems to ensure that the systems provide a complete accounting of all items borrowed from kiosks and branches.

Comments

With increased intensification in Mississauga, express libraries may provide a mechanism to improve levels of service. Mississauga Library System is in the process of defining its business requirements for these services to institute a pilot in 2018/early 2019. The requirements will define the essential features of the initiative in order to provide effective service and meet customer demand.

A competitive process will be engaged to ensure that the solution is in alignment with the City of Mississauga's Material Management policies and the purchasing by-Law. Once testing and integration is completed, the pilot project will run for a year before evaluation is completed. If successful, an express libraries plan will be developed in order to expand this service to underserved areas and/or support expanded branch hours in alignment with the library's strategic plan.

Financial Impact

The purchase of the express library kiosk, related project and pilot costs will be obtained through a capital envelope of \$250,000 for 2019 (pending council approval). Pending leadership and board direction, we are exploring realistic options to evaluate the possibility of moving this project up to the 2018 planning window. Any additional operating costs will be determined based on the scope of the project and will be included in a future operating budget request. Additional information will be forthcoming once this evaluation has been completed.

Conclusion

Express library services provide a mechanism to extend library services outside of the traditional library walls or to extend the services of a branch to meet needs after hours. As we look at the planned growth in Mississauga, this pilot will be important in helping us evaluate the customer response and success of these services to provide additional services in new emerging areas and after hours. This pilot will help us to evaluate how to integrate express services into the library's future directions and expansion services in the future.

Attachments

None

Rose Vespa
Director of Library Services

(Prepared by: Jennifer Stirling, Manager | Digital Services and Technology)

City of Mississauga
Library Board Report



Date: November 15, 2017

To: Mississauga Public Library Board

From: Rose Vespa, Director of Library Services

Agenda 6.2

Meeting date:
 November 15, 2017

Subject

2018 Ends Action Items

Recommendation

The Board review the recommendations for Actions Items in 2018.

Background

In preparation for the final year of the Board’s mandate, it was recommended by the CEO that an analysis be conducted of the Ends and Objectives for the Board to review. Once this exercise is completed, the Board will have better information on which to base its focus for 2018.

The Appendix attached to this report outlines the number of initiative completed, in progress and not started from 2014 until November of 2017.

Comments

In total, the Library Board has overseen 35 initiatives with 94.3% of these initiatives either completed or ‘**In Progress**’. Only 2 initiatives have yet to be started. The ‘**In Progress**’ initiatives can be grouped into three categories related to Budget, Realignment or the the Masterplan. Please see below:

Strategic Action (#)	Budget	Realignment	Masterplan	Completion
Card Campaign (1)		✓		Plans reactivated with new Manager in place
Remote Registration (2)		✓		Plans reactivated with new Manager in place
Customer Engagement (4)			✓	Future Directions Background Studies completed. Presentation to Board in December
Post -Secondary Partners (9,11,17,19)			✓	Board Report coming in December regarding partnership strategies

Strategic Action	Budget	Realignment	Masterplan	Completion
Expansion of Maker (15)	✓			Money requested through FOL and Budget process for more equipment
Expand Book a Librarian (16)		✓		Plan will be reactivated once Manager of Innovation is hired.
New Makerspaces (20)	✓			Both Courtneypark and Burnhamthorpe should be completed early in 2018.
Service Desk Retrofit (24)	✓			Budget has been revisited for 2018 capital.
Central Library (27)	✓			Capital budget for 2019-2021
First Step Cards (31)			✓	Full report will be completed in July of 2018
Summer Reading Report (32)			✓	Report included in November Board Package
Open Window Hub (33)			✓	Pilot will be complete in July of 2018
Tablet lending for children(35)	✓			Project included in capital budget for 2018/2019.

The projects are spread fairly evenly over the Board's Ends. The two projects not started include the introduction of Online Courses and Outreach to Local BIA groups. Both items will be reactivated when the realignment is completed in early 2018.

Proposed Board Action Items for 2018

In 2018, many of these operationally driven items will be completed; however, the actions in bold represent strategic areas that will need Board direction and endorsement in the future. These initiatives will have impacts on the direction of the Library beyond 2018.

The approval of the **Library's KPIs** will also be critically important for the long term as well.

Finally, there are legacy items that must also be completed such as the final **Legacy Document**, the preparation of a **Skills Inventory** for the next board as well as the crafting of a new **Vision/Mission**.

The Board Ends: 'We know and engage our Community' and 'Recognized as a Learning Institution' would be featured in these initiatives for 2018.

Financial Impact

All initiatives have been included in the Library's operating and capital forecasts.

Conclusion

The strategic actions outlined above will have been substantially completed by the end of this Board's term. This analysis will also assist the Board in deliberating on its focus in 2018.

Rose Vespa, Director of Library Services

Attachments: Appendix 1: Library Board Ends – Progress Update 2017

Appendix 2: Library Board Ends – November 2017

LIBRARY BOARD ENDS - Progress Update

Prepared by the Mississauga Library System - November 15th, 2017

Agenda 6.2
Appendix 1

Board End	Total Number of Initiatives	Number of Initiatives Complete	Number of Initiatives In Progress	Number of Initiatives Not Started
We Know and Engage with Our Community	12	6	6	0
Recognized as a Key Learning Institution	7	1	4	2
Inspiring Welcoming and Creative Spaces	9	5	4	0
Multi Talented People Changing Lives	6	4	2	0
Access to Many Resources in Many Ways	1	0	1	0
Total	35	16	17	2

<p>% of Initiatives Complete or In Progress 94.3%</p>

Library Board Ends for 2016 – 2018

As of November 2017

<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 IN PROGRESS	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		Developing approach and tactics, reviewing data, best practices. On Hold.
2)Remote card registration IN PROGRESS	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		Survey of libraries and best practises completed. Report being prepared for Leadership Team. On hold.
3)Social media strategy COMPLETED	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.		Update on “current state” provided at the March meeting. Social Media strategy report will be provided at the May Board meeting.
4)Customer Engagement Strategy IN PROGRESS	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		Update provided at March meeting including Communication & Engagement Plan.

		Pre- planning project to commence in early 2017.			Consultant selected. Future Directions background report provided to the Board at the June meeting.
5)One Book, One Mississauga COMPLETED	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 program is proceeding on schedule. The title chosen was Requiem by Frances Itani and was announced as part of the Canada Day festivities on July 1.	The 2017 “One Book, One Mississauga” program will not only provide the Library with a unique way to celebrate the 150 th 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.		Over 2000 residents have borrowed the book in print, audio and e-book format. Frances will call into two book clubs in November and she will attend another in-person event at the Lorne Park Library on November 9.
<i>Ends</i> We know and engage with our community	<i>Key Objective</i> Utilize targeted customer behaviour analysis to improve customer experience				
Strategic Action	Description	Milestone	Metric/Strategic Outcome	Impact	Status Update
6)Protocols and feedback for evaluation of the Customer Experience COMPLETED	Utilization of data analytics to perform market segmentation.	Service arrangement to be completed with vendor (2016)	Improved results on Customer Service Survey in 2018.		Envionics Team presented final report in April.
7)Protocol for feedback and evaluation of programming	Project Outcome Surveys will be utilized to measure: Civic Engagement, Economic Development, Education/Lifelong Learning, Job Skills, Summer Reading and Digital Literacy www.projectoutcome.org .	Registration with Project Outcome to be completed before April 30, 2016	More meaningful information garnered via data analytics for programs and services		

COMPLETED					
8)Implement a Pilot for Measuring Outcomes and Impacts. COMPLETED	Maker Mississauga 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 in 2016 .	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.	
<i>Ends</i> We know and engage with our community	<i>Key Objective</i> Develop partnerships which ensure a wide variety of quality programs				
Strategic Action	Description	Milestone	Metric/Strategic Outcome	Impact	Status Update
9)Initiate collaboration with Post-Secondary Institution (Sheridan College) IN PROGRESS	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 in 2016	Increased digital literacy/knowledge.		A committee with representatives from the City's Economic Development Office, Mississauga Library System and Sheridan College was set up in 2016 to explore potential program partnerships. The committee was paused due to changes in

				<p>committee membership and other priorities in 2017.</p> <p>The committee will be restarted in Q3/Q4 2017 in tandem with developing the programming requirements for the proposed “Digital Hub” that will be a major component of the upcoming Central Library revitalization. The intent will be to formalize partnership opportunities for the Digital Hub, Maker-Spaces and other technology spaces throughout the Library system.</p> <p>Exploring formal partnership opportunities with the local education sector and technology community has also been added to the 2017/2018 work plan of the City’s newly hired Manager, Digital Library Services and</p>
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					Collections.
10) ROAR (Reach Out and Read) COMPLETED	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 February of 2016 and is underway at Four Corners Health Centre. 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.	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.	No further updates.
11) Initiate collaboration with Post- Secondary Institution (University of Toronto - Mississauga Campus) IN PROGRESS	Conversations to be initiated regarding exploration of partnership and/or collaboration opportunities.	Second Quarter of 2016	Increased partnerships to enhance lifelong learning of residents.		Initial contact made via the Librarian's Group in December. Staff from UTM shared information regarding its business accelerator - ICUBE. Conversations between the Library and UTM will be reinitiated in Q3/Q4 2017 in tandem with developing the programming requirements for the proposed "Digital Hub" that will be a major component of the upcoming Central Library revitalization.

					<p>The intent will be to formalize partnership opportunities for the Digital Hub, Maker-Spaces and other technology spaces throughout the Library system.</p> <p>Exploring formal partnership opportunities with the local education sector and technology community has also been added to the 2017/2018 work plan of the City's newly hired Manager, Digital Library Services and Collections.</p>
12) In Conversation with Steve Paikin COMPLETED	Steve Paikin, host of TVO's <i>The Agenda with Steve Paikin</i> , sits down with Mississauga Mayor Bonnie Crombie to discuss matters shaping Mississauga's future and themes from his book <i>Bill Davis, Nation Builder and Not So Bland After All</i> .	Saturday, October 14, 2017 2:00-3:00pm Noel Ryan Auditorium Central Library	Initiate partnerships with the Mayor's Office, Culture Division and TVO,		
Ends Recognized as a key learning institution	Key Objective Provide E-Learning opportunities and continued skill development through online resources				
Strategic Action	Description	Milestone	Metric/Strategic Outcome	Impact	Status Update
13)Acquisition of online learning	Introduce Lynda.com - Learning via Video Instruction and Safari Books - Computer E-Resources	Acquisition completed 2015-2016		Access to informal and	By end of 2016, Lynda.com has over

resources COMPLETED	<p>Lynda.com went live in January and response has been very positive.</p> <p>The Mississauga Library System now subscribes to a new eResource - Safari Books Online.</p> <p>Safari Books Online provides access to over 2000 eBooks that can be read online, featuring computer books, technology, creative, and business books from leading publishers.</p>			self-directed learning opportunities.	<p>2000 active users with 76,960 instructional videos viewed.</p> <p>From January to September 2017, Lynda.com has over 3000 active users with 93,973 instructional videos viewed.</p> <p>Safari Books has 1,083 searches in that time period.</p>
14)Acquisition of Massive Open Online Course (MOOC) NOT STARTED	Online learning has many forms. MLS is investigating products that would offer learning modules.	2017	Access to more formulized and free online learning environment.		No updates available at this time. Will re-visit upon completion of re-organization
Ends Recognized as a key learning institution	Key Objective Develop service that will assist in the use of technology to access resources				
Strategic Action	Description	Milestone	Metric/Strategic Outcome	Impact	Status Update
15)Expand Maker Mississauga IN PROGRESS	<p>Introduce 3D printer certification, Digital Filmmaking, Coding, and Robotics</p> <p>http://www.mississauga.ca/portal/residents/makermmississauga</p>	2016/2017	In 2016 the Mississauga Library System offered 837 Maker Mississauga programs to 12,758 attendees.	Increased technology skills	Further training has been offered in several streams of Maker Programming over the Spring and Summer; including Robotics, Coding, and Handicrafts. Summer programming at the

					Library included 135 Maker programs, 35 of which were robotics and coding programs. Capital funding for Maker Mississauga has been used to purchase additional robotics equipment, as well as replacement parts for the 3D Printers and bookable electronics kits.
16)Expand Book a Librarian IN PROGRESS	One on One training with Library staff for accessing E-books, online resources and for learning how to use devices	2016/2017		Increased comfort and technical skills.	576 one-on-one sessions were booked with staff by the end of 3 rd Qtr 2017.
Ends Recognized as a key learning institution	Key Objective Increase support and awareness for small business				
Strategic Action	Description	Milestone	Metric/Strategic Outcome	Impact	Status Update
17)Renewed dialogue and collaboration with MBEC IN PROGRESS	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 and are scheduled to continue on a semi-monthly basis.	Small businesses are more informed and equipped for success.	The Sciences & Business staff prepared a 10-minute PowerPoint presentation, which highlights Library resources that will help Small Business clients.

					MBEC is still in the planning stages of Entrepreneurship 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.
18)Develop an outreach strategy with local BIAs NOT STARTED	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		Report provided at the May Board meeting. Will re-visit upon completion of re-organization .
19)RIC IN PROGRESS	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. Entrepreneurship programming being pursued through MBEC.
Ends Inspiring, welcoming and creative space	Key Objective Develop and provide facilities that offer an all-inclusive, safe and friendly environment that inspire learning and creativity				
Strategic Action	Description	Milestone	Metric/Strategic Outcome	Impact	Status Update
20)The creation of dedicated Makerspaces IN PROGRESS	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.		2017 capital budget has been approved for additional makerspace locations at Burnhamthorpe and Courtneypark Libraries. Architects are currently finalizing plans for both spaces.
21)Book and Play Kits COMPLETED	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 in Q2 2016	Increased early learning opportunities.		
22)Game tables COMPLETED	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.		Assessment completed. No plans to install games tables at other locations.
23)CAMH training COMPLETED	The Canadian Association of Mental Health, in collaboration with library staff, has submitted a proposal for Customer Service and	Completion of pilot project in 2016, with all	Increased social inclusion.		Two training sessions were offered in 2016.

	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.	staff trained by end of 2017.			Sessions have been scheduled for May 29, 2017 at Burnhamthorpe and May 31, 2017 at Malton libraries.
24) Service Desk Retrofits IN PROGRESS	South Common Library, Cooksville Library and Frank McKechnie Library will all have redesigned and modern circulation desks.	Project initiated. Completion expected in 2017	Enhance the customer experience and more efficient service delivery.		South Common and McKechnie scope being reviewed. RFP for consulting services being developed. Project managers are identified by FPM. Have had initial site visits and are exploring retrieving a quote from contractors. Funds insufficient for work required. Additional funds will be sought for retrofits.
25) 50 th Anniversary Celebrations for Lorne Park, Lakeview and Streetsville Libraries COMPLETED	Lorne Park Library 50th Anniversary Saturday, April 8, 2017 2:00 pm – 4:00 pm Music, displays and historical exhibits related to the history of the library. Lakeview Library 50th Anniversary July 4, 2017 6:00 pm – 8:30 pm Music, fun and family events to celebrate the 50th anniversary and the library's annual block party. Streetsville Library 50th Anniversary	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.		Lorne Park Library Celebrations completed. Lakeview Library celebrations completed. Streetsville Library

	Saturday, September 23, 2017 2:00 pm – 4:00 pm Fun filled events for all ages to celebrate this 1967 centennial library.				celebrations completed.
Ends Inspiring, welcoming and creative space	Key Objective Ensure that all prospective redevelopment of library spaces takes into account future community needs				
Strategic Action	Description	Milestone	Metric/Strategic Outcome	Impact	Status Update
26)Meadowvale Library Redevelopment COMPLETED	The Meadowvale Library will move from the Meadowvale Town Centre to the redeveloped Community Centre in the summer of 2016.	2016	Increased learning and leisure opportunities.		
27)Central Library Revitalization IN PROGRESS	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. Six information sessions for Central Library staff have been delivered. Project Manager/Lead have also attended staff team meetings. More planning sessions to take place in the Fall.
28)Automated Sortation IN PROGRESS	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 rd 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.
Ends Multi-talented people changing lives	Key Objective Devise and implement programs and services that will allow library staff to become agents of social mobility				
Strategic Action	Description	Milestone	Metric/Strategic Outcome	Impact	Status Update

29)Citizenship Classes COMPLETED	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	Increased knowledge, social inclusion, and quality of life.		
30)Newcomer Services COMPLETED	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.	2016	Increased access to community resources		
31)First Step card IN PROGRESS	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.	2016		Increased knowledge, social inclusion, and quality of life.	1,452 cards have been issued to date. Since tracking started in July, 93 have transitioned into regular cards.
32)Early Literacy Evaluation COMPLETED	Evaluation of the Every Child Ready to Read Program http://www.mississauga.ca/portal/residents/childrenservices?af_gear_id=9700018&itemId=103800321n	2017	Increased early literacy skills.		After further evaluation, it was decided the TD Summer Reading Club would be a better evaluation tool for Project Outcome. Results reported to the Board in November 2017.
33) Open Window Hub IN PROGRESS	The <i>Open Window Hub</i> will: <ul style="list-style-type: none"> • promote inclusiveness of vulnerable youth and adults; • provide outreach services in the library; • allow the homeless to work with a professional to prepare plans to address their situation; and • offer a referral service that connects those at risk or those who are homeless with community agencies that provide tools and resources for empowerment. 	\$122,524 in federal funding received in July;			Homelessness Prevention & Outreach Worker hired in September 2017. Innovative Solutions to Homelessness Sessions held on September 13, 2017.
34) Board Renewal COMPLETED	Optimize Board by clarifying roles and engaging individual members with opportunities to specialize	February 2017	<ul style="list-style-type: none"> • Encourages forward thinking and external view through environmental scanning 	Insights will help guide board	

			<ul style="list-style-type: none"> Improves Board capability and strategic coverage toward achieving Ends and Key Pillars Engages and recognizes board members by providing opportunities to learn and influence 	education, delegation calendar, community linkage/relationship building and advocacy	
Ends Access to many resources in many ways	Key Objective Develop and implement a strategy that will enable open access to technology and technology devices for residents, particularly older adults and job-seekers				
Strategic Action	Description	Milestone	Metric/Strategic Outcome	Impact	Status Update
35)Lending program for preloaded tablets for children and their families. IN PROGRESS	Through provincial technology grants, the Library has acquired preloaded tablets, called Launch pads 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 2017	Increased early literacy skills. Increased comfort with technology.		Sturdier replacement parts are being supplied for Launchpads. Still working with vendor to address this issue.

Agenda 7.1

**MISSISSAUGA PUBLIC LIBRARY BOARD
2017 Work Plan**

Month	Executive Limitations	Governance	Board CEO Linkage	Ends	Consent Items
November				Review Work Plan (CEO); Trends Report Collection HQ-T. Sharp; Review of Ends/Strategic Objectives for 2018	
December			Semi-Annual Review of CEO Efforts	Approve Strategic Objectives(for 2018 (ENDS); Staff Appreciation	
2018					
January	CEO Report (Monthly); Review Exec. Limitations Policies (CEO);				Review Count Week
February			CEO's PMP Review	Year End Report on Ends (CEO); Trends Report Collection HQ-T. Sharp	Adopt Budgets
March	Budget Discussion	Elections	Review Board-CEO Linkage Policies (CEO);		Review Year-End Financial Report
April		Review Governance Policies (CEO);		Quarterly Report on Ends (LLT);	
May					Review 1st Qtr Financial Report
June			Semi-Annual Review of CEO Efforts	Staff Recognition Event (Long Service)	Business Plan; Approve Audited Financial Statement
September	Review of Exec. Limitations Policies (CEO)	Review of Anti-Spam Policy;		Quarterly Report on Ends (LLT); Staff Appreciation	
October	Presentation to Council; Budget Estimates Report	Annual Board Self-Evaluation; Review of Fines & Fees		Quarterly Report on Ends (LLT);	Review Mid-Year Financial Report (includes 2nd & 3rd Qtr)

Upcoming Events/Meetings with proposed locations & Chair		
Date	Event/Location	Meeting Chair
November 15, 2017 (Wednesday)	Regular Library Board Meeting Sheridan Library (confirmed)	Raj Chopra
December 13, 2017 (Wednesday)	Regular Library Board Meeting Central Library (confirmed)	Priscilla Mak
2018		
January 17, 2018 (Wednesday)	Regular Library Board Meeting Central Library	
February 21, 2018 (Wednesday)	Regular Library Board Meeting Central Library	
March 21, 2018 (Wednesday)	Regular Library Board Meeting Central Library	
April 18, 2018 (Wednesday)	Regular Library Board Meeting Cookeville Library (to be confirmed)	
May 16, 2018 (Wednesday)	Regular Library Board Meeting Clarkson Library (to be confirmed)	
June 20, 2018 (Wednesday)	Regular Library Board Meeting Courtneypark Library (to be confirmed)	
September 19, 2018 (Wednesday)	Regular Library Board Meeting Frank McKechnie Library (to be confirmed)	
October 17, 2018 (Wednesday)	Regular Library Board Meeting Erin Meadows Library (to be confirmed)	
November 21, 2018 (Wednesday)	Regular Library Board Meeting Burnhamthorpe Library (to be confirmed)	
December 19, 2018 (Wednesday)	Regular Library Board Meeting Central Library	

City of Mississauga
Library Board Report



Date: October 25, 2017	Agenda 12.2
To: The Mississauga Public Library Board From: Rose Vespa, Director of Library Services	Meeting date: November 15, 2017

Subject

Staff Feedback – Library Board Meeting at Branch Locations

Recommendation

The Board receives this report for information.

Background

At the October 2017 meeting, there was discussion as to the value of holding the Board meetings at branch locations. The Chair suggested that feedback/comments be collected from staff to help the Board determine if this practice is worth continuing.

Comments

Emails were sent out to all branch managers that have hosted Board meetings in the last 12 months to gather feedback/comments/suggestions.

All managers expressed that they would like for this practice to continue as it gives them and their staff the rare opportunity to interact with the Board members and helps them understand what the Board does for the library. They don't mind hosting the meeting and see this as their chance to show their branch and the work that they do for the community.

The managers were also unanimous in their request that the tour be done at the beginning, either before the meeting starts or incorporated into the agenda, as opposed to leaving it as voluntary after the meeting. They would also like to know, in advance, about questions the Board may have about their branch, so they could cover this during the tour.

Financial Impact

None

Conclusion

Based on the foregoing comments, staff supports the practice of having Board meetings at branch locations and would like for it to continue.

Attachments

None

Rose Vespa
Director of Library Services