



## 2015: the Year in Review

Over 1.5 million visits, either physically or virtually, were made to the library – 4400 visits per day!

2015 has been a busy and successful year for WPL, where we have developed new partnerships and new programs. In total over 1600 programs took place with over 38,000 participants. There was a 20% increase in participants in our Children's programs.

The most popular program was the Open Family Maker Space at the John M. Harper Branch, along with Discovering DIY for 2 – 3 year olds, and Creative Writing for adults. We were successful in our grant applications, and we strove to improve service to our customers. We made improvements to our technology, and provided an ongoing training program for our staff.

Below are some highlights from this past year:

- Recipient of a two year KWCF Grant for our 'You Belong Here' program which supports early literacy in young children, and strives to create community for their parents. This grant provided funding of \$60,000 over the two year period.
- Participated in numerous community events including Family Literacy Day, Winterloo, World Refugee Day, Open Streets, KW Multicultural Festival, UW Canada Day celebrations, Kidspark, Train Station Pop Up programs, UW First year orientation, Albert McCormick Community Picnic, Maker Expo, CIGI Doors Open Waterloo, and the Santa Claus parade.
- STEAM Heat (our Science, Technology, Engineering, Arts, and Math themed event) was held in June at the Main Library attracting over 1500 attendees, with 20 community partners participating. This year the annual event is on June 4<sup>th</sup>.
- The 2nd annual Skating Party at the McCormick branch where WPL partners with the UW Women's Hockey team attracted over 250 participants.
- Partnering with the Better Beginnings, Better Futures in the McCormick Branch area.
- Our Summer Reading Club partnered with the Ontario Early Years Centre which expanded the reach of the program. Over 2200 children registered which is a 5% increase over the previous year.
- Provided increased summer reading club and literacy programs by hiring 4 summer students through the Canada Summer Jobs, Young Canada Works and the Summer Experience program grants.
- Our second annual After Hours @ The Library fundraiser took over the Main Library on November 20, 2015. It was another successful event where over 180 guests enjoyed listening to the inspirational stories of four local speakers while indulging in delicious canapés generously donated by local restaurants and caterers. Funds raised from the event doubled that from the previous year, and will go towards more maker space items such as a green screen, digital conversion equipment, etc.

- The 3D printer which was purchased with funds from the 2014 After Hours is used extensively in successful programs for the public, and is rotated between locations.
- Introduction of a dedicated Maker Space at the John M. Harper Branch has developed a strong and committed Saturday morning following, with programming made possible by a high student interest in volunteering for these programs. In total we have over 150 volunteers at WPL, who devote just under 5000 hours of time each year assisting us in many different ways.
- The 3rd Annual Waterloo Reads: Battle of the Books took place in October. An eclectic and enthusiastic group of Champions entertained and delighted an audience of over 200. Co-owner of the Princess Theatre Wendy Tutt won for Medicine Walk by Richard Wagamese.
- Our new branding and logo were launched in early 2015 with the tag line 'Endless Possibilities'. Over 900 people participated in our survey to help us determine our new brand, as staff worked with a local consulting company, INTENT. We have newly designed library cards, book bags with new signage coming in 2016.
- The Community Engagement Consultation and Library Development Study was completed by an independent library consultant, Lighthouse Consulting. Over 600 individuals participated in a survey and focus groups which gathered information on how the community envisions the future service model for the proposed east side location and for the main library.
- iPad lending for in house use was introduced at all locations.
- Class set of laptops purchased for use in STEAM programming across the system.
- Gale Courses, a wide range of free, interactive, instructor led online courses was introduced.
- Increased staff technologies training took place over the year, and in particular at the successful Staff Development Day held in December.
- Improvements were made to membership and borrowing resulting in better customer service.
- 55,000 reference questions were answered and 152,000 holds filled by our staff.
- Our improved wireless infrastructure saw wireless use of over 226,000 connections, a significant increase from the previous year.

Thank you to our dedicated Board, Staff and Volunteers who helped make 2015 another great year!

Respectfully submitted,

Laurie Clarke, CEO