

Annual Report 2014



Index

- 3 – From Our CEO
- 4 – The Library Board
- 5 - Financials
- 6 – Members & Visitors
- 7 – Computer Use & Programs
- 8 – Circulation
- 9 – Our Collections
- 10 – Social Media
- 11 – Programs & Services Highlights
- 12 – After Hours @ The Library
- 13 – LSP (Library Settlement Project)
- 14 – Volunteers
- 15 – Partnerships
- 16 – Your Words



Our Waterloo Reads! *Battle of the Books* participants, with 2014 Champion, Erick Traplin.



From Our CEO

2014 was another wonderful year at WPL in which we welcomed over 1.5 million visitors! Whether you:

- visited in person or on-line
- attended a program to learn how to set up your Facebook page, or how to Skype
- borrowed a book, e-book, audio book or a TV Series DVD set
- searched our online databases such as Consumer Reports or Chilton's Repair
- read a Canadian newspaper, or one from across the world
- stopped by to learn how to use your e-reader
- joined the Summer Reading Club
- researched your family tree using our Local History resources
- Borrowed a magazine online through Zinio
- used our newcomer's library settlement services
- attended a children's program to learn how to code, or to hear a wonderful story
- were part of a school tour
- utilized our printer and scanning services
- visited to use our free computers or WiFi
- came to WPL because you needed a place to read, study or meet with others
- or you came to use one of our other many programs, resources and services

Thank you for coming!

Laurie Clarke, CEO, Waterloo Public Library

Our Library Board

Helen Kaluzny, Chair

Rick Barfoot, Vice-Chair

Geoff Bellew

Jude Doble

Melissa Durrell, Councillor

Xiaopu Fung

Ian Gilchrist

Sarah Hackbush

Pauline Levean

Karen Scian, Councillor

John Strong

Elmer Thiessen



Learn more about our “Transforming Understanding” Strategic Plan (2013-2017) at www.wpl.ca



Financials

2014 Financial Statement					
<u>Revenues</u>			<u>Expenditures</u>		
City of Waterloo			Library Material & Processing		
	Operating	\$ 4,776,893		Operating Funds	\$ 520,182
	Capital	\$ 36,457		DC Funds	\$ 192,000
	DC Funds	\$ 192,000	Public Programs		\$ 24,875
Province of Ontario		\$ 127,888	Building & Equipment		\$ 529,905
Special Grants		\$ 1,275	Salaries & Benefits		\$ 3,922,505
Fines, Fees & Misc.		\$ 246,071	Administrative		\$ 98,729
Harper Capital Campaign		\$ 36,801	Capital Projects		\$ 36,457
			Harper Campaign		\$ 86,800
			Special Projects		\$ 5,932
Total Revenues		\$ 5,417,385	Total Expenditures		\$ 5,417,385
2014 Employees			2013 Ten Highest Compensated Positions (Full-Time)		
27 Full-time			1	\$120,000 - \$159,000	
76 Part-time			7	\$80,000 - \$119,999	
			2	\$40,000 - \$79,999	

Members & Visitors

Total annual visits: over 1.5 million

- 63,391 active members
- 7,455 new members registered
- 755,750 visitors annually
- 775,785 virtual visitors annually
- 4,342 visits per day

*"I love the good and safe atmosphere at WPL.
The staff are welcoming, very kind and helpful.
My children love the games and the craft
activities. Thanks to all." – Rachel, Waterloo
Public Library customer*



A great time was had by all at After Hours @ The Library, WPL's inaugural signature fundraiser.

∞ Computer Use

PC Bookings – 85,830

WiFi logins – 37,150



Programs

- 1,565 programs held for children and adults
- 34,781 participants

Most Popular Programs

- Stories' n More
- Family Story Time
- Art Adventures
- Math & Science Adventures
- LEGO Robotics

Circulation

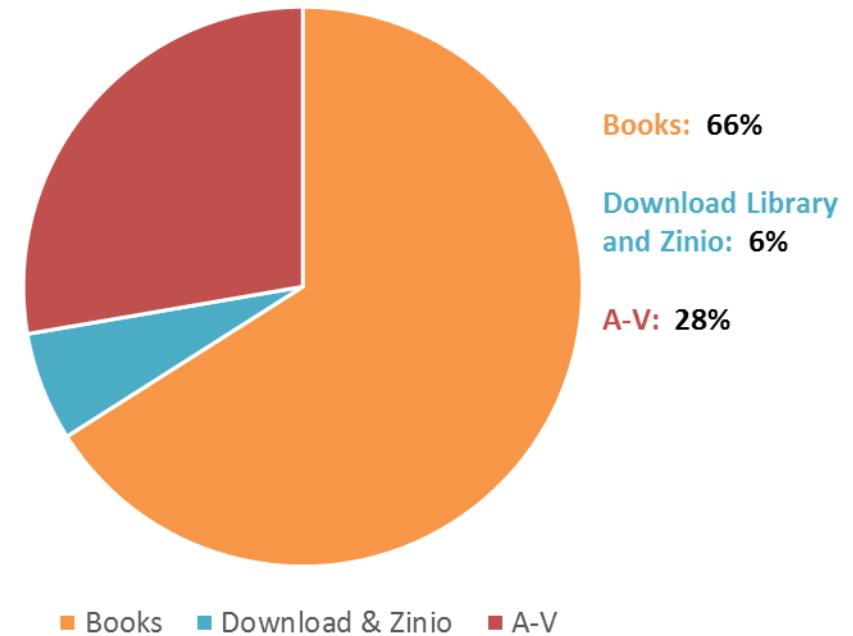
Total Circulation: 1,836,208

Books (print, audio, and kits): 1,211,994

eBooks (Download Library) & eMagazines (Zinio): 115,516

DVDs, CDs, Electronic (A/V): 613,820

**Every minute, 3.5 items are
checked out by a WPL customer!**





Our Collections

- **364,765 books** in the collection, which includes:
 - 99,684 fiction
 - 152,931 non-fiction
 - 58,222 paperbacks
 - 8,188 French books
 - 5,609 audio books
- **30,483 new books** were added to the collection
- **28,845 eBooks, eAudiobooks, eVideo** (through the Download Library service)
- **23,330 DVDs** (adults and children's combined)
- **14,186 music CDs**
- **308 magazines and newspapers** (including digital)

Almost 462,000 items for you to borrow!





Social Media

 2125 followers (+100%)

Waterloo Public Library has been active on Twitter since 2009 and has an engaging and loyal following.

 879 "likes" (+31%)

When compared to 163 public libraries across Canada, WPL ranked:

 11,359 views (+31%)

4th for number of tweets (11th in 2013)

 233 followers (+73%)

31st for number of followers (47th in 2013)

 43,699 views (+279%)

20th for mentions (30th in 2013)

Most popular tweets/posts on Social Media: *Throwback Thursday* images from our Local History collection.



Programs & Services Highlights

- Introduced web-based programs such as Hour of Code, RPG Maker, Minecraft and more to help children build digital literacy skills
- Participated in community events including Summer Lights, Canada Day at the U of W, and Open Streets
- Our 2nd annual Waterloo Reads was an entertaining book debate with local celebs; attendance doubled from 2013
- We had the honour of hosting a community Citizenship Ceremony at the McCormick Branch
- Partnered with Waterloo Region Health and Waterloo Region Walks to create a Pedometer Lending program
- Launched the Tech-Connect-on-the-Go pilot project, which saw WPL offer two well-attended eBook & social media workshops for seniors off-site
- The John M. Harper Branch started opening on Sundays

Top 5

1. The 1st After Hours @ The Library fundraiser was a huge success. Funds raised allowed WPL to purchase a 3D printer for the Main Library
2. Our popular Download Library eBook service saw the millionth item checked out in July 2014
3. Integrated new technologies into children's programming i.e. iPads, instructional laptops, Makey Makeys, Snap Circuits, LEGO Robotics and Arduinos
4. Joined CELA (Centre for Equitable Library Access) in order to provide print accessible library materials to customers with print disabilities
5. Our 2nd annual Transformation Station event attracted over 2000 people to the John M. Harper Branch

∞ After Hours @ The Library

After Hours @ The Library, WPL's 1st signature fundraiser, was a dynamic, inspirational evening featuring local speakers who shared anecdotes from their extraordinary life experiences.

Our speakers included: Jennifer Moss (The Smile Epidemic), Carrie Snyder (Author), Laura Archibald (Filmmaker), Syd "The Jewel" Vanderpool (Boxer), Richard Hepditch (Chief, Waterloo Fire Rescue), Terry Salmond (Chef) and Mike Kirkup (Director, Velocity @ U of W).

Delicious food and drink was provided by restaurants and caterers, and fantastic raffle prizes were donated by local businesses. It was a night to remember.

The fundraising goal was reached and an Ultimaker 3D was purchased. It has very been popular with customers of all ages, who have access to the 3D printer through a variety of programs being held at the Main Library.

Planning is already underway for the 2nd After Hours @ The Library, on November 20, 2015.





- WPL continues to proudly partner with the K-W Multicultural Centre in offering services to new Canadians through the Library Settlement Partnership (LSP)
- **6 LSP workers** were available at all WPL locations to assist with career development, health care, Canadian law, language training and more
- Clients were from **59 different countries**
- WPL hosted a number of **programs and seminars** for new Canadians including Money Management, Improving Prosperity for Immigrant Women, Iranian New Year, Russian Seniors Group, Business Seminar for Small Business owners and entrepreneurs, and Dual-Language Story Times
- LSP, WPL services and YMCA Immigrant Services combined to hold **149 programs with 1816 attendees**

Volunteers

- **153 volunteers**
- **5,332 hours**

Our dedicated volunteers assist with:

- community events and programs
- interlibrary loan exchanges
- audio-visual
- Visiting Library Service
- Local History

... and many other tasks.

Our volunteers' enthusiasm and hard work is very much appreciated and is instrumental in moving WPL forward towards new successes and growth.





Partnerships

- **Children's Planning Table** –The Children's Planning Table is a collaborative of service providers, planning bodies and funders who have come together to plan how services can be better coordinated for children in Waterloo Region. WPL participates as a member of this table – striving to improve services to children and families across Waterloo Region
- **Early Literacy Alliance of Waterloo Region** – WPL is an active member of this alliance. ELAWR's mission is to ignite and drive an early literacy movement throughout Waterloo Region. WPL is currently redesigning their early learning programming to fall into alignment with the Every Child Reading to Read 2 principles adopted by the Early Literacy Alliance.
- **Sunnydale Community Association** – WPL partners with the Sunnydale Community Association each fall to participate in the annual Sunnydale Community Picnic. Hundreds of North Waterloo residents enjoy an afternoon of fun, games and entertainment at this event.
- **Learn, Create, Play Program** – Partnering with the City of Waterloo to co-deliver this program at the McCormick Branch, 20 families participate in an hour of learning, play and physical activity each Wednesday morning.
- **Open Streets UpTown Waterloo** - WPL is proud to be a partner at Open Streets, a publically led, publically funded initiative. The community is invited to the UpTown core to enjoy live music, impromptu parks, art, activities, community booths, businesses and eateries. Local vendors, artists, not-for-profit organizations, and other performers gain the opportunity to share their product and services to thousands of people.



In Your Words

Every February, during Customer Appreciation Month, we ask ‘What do you love about your library?’’. The response is always overwhelming, insightful and heartwarming. This is a small selection taken from the hundreds of comments submitted.

“The Library is a place where I can **enjoy quality time** with my son.”

“We love Waterloo Public Library because it offers so **many books, activities, and workshops** – FREE!”

“I love how **inclusive, free, fun, and educational** the library is. In short, I love **EVERYTHING** about this library.”

“Thank you for purchasing more children’s **French books** so we can borrow them.”

“I love that the **people who work here care** about everyone who comes in.”

“I love the programs that you have for children, giving them **opportunities** they may never have had.”

“WPL has the **best graphic novel collection** in the whole region.”

“Fantastic library – greatest staff! Everything is well-planned, functional. **It's relaxing to be here.**”

“I love that the library has **free Internet access** since we’re not hooked up at home.”

“**Great resources!** Nice clean library! Good magazines! Great computers! Thanks so much.”

“The library is **a magical place** where you can find any book you would ever want to read.”

