

Annual Report 2015



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Our *Waterloo Reads! Battle of the Books* participants, with 2015 Champion, Wendy Tutt, co-owner of the Princess Cinemas in UpTown Waterloo.

From Our CEO

2015 was a terrific and busy year at WPL. We welcomed **over 1.5 million visitors; 4400 visits per day!**

We developed many new partnerships in the community, made improvements to our technology, and provided an ongoing training program for our staff.

In 2015 WPL was the proud recipient of a two year KWCF Grant for our new 'You Belong Here' program which supports early literacy in young children, and strives to create community for their parents. This grant provides funding of \$60,000 over the two year period.

Staff developed new programs for children and adults. Over 1600 programs took place at WPL in 2015 with **over 38,000 participants**. In the children's programs there was a 10% increase in participation.

A few of many highlights from 2015:

- STEAM heat (our annual Science, Technology, Engineering, Arts, and Math themed event) attracted **1500 attendees**

- Over **2200 children participated** in our Summer Reading Club; an increase of 5% from the previous year
- Our After Hours @ the Library fundraising event sold out for a second year in a row. Monies raised will help us purchase a green screen & digital conversion equipment
- Almost **55,000 reference questions** were answered and over **152,000 holds were filled** by our staff
- Gale Courses, a wide range of free, interactive, instructor led online courses was introduced.
- A class set of laptops was purchased for use in STEAM programming across the system

Please view my complete report full of exciting highlights from 2015 at www.wpl.ca

Laurie Clarke, CEO, Waterloo Public Library

Our Library Board

Karen Scian, Chair

Jude Doble, Vice-Chair

S. S. Ahmad

Alison De Muy

Ian Gilchrist

Rachel Harder

Helen Kaluzny

John Strong

Angela Vieth, Councillor



“Why do I love my library? Because it’s at the heart of my community.” – Waterloo Public Library customer

Members & Visitors

Total annual visits: over 1.5 million

- 60,362 active members
- 5,218 new adult members registered
- 1,147 new child members registered
- 718,650 visitors annually
- 821,448 virtual visitors annually
- 4,400 visits per day

“I love my library because it is a great place for my family to hang out.” – Waterloo Public Library customer



Computer Use

PC Bookings

74,185

WiFi logins

226,061

Our customers' computer use has increased by an incredible 144%!!

*"Thank you for having so many free, up-to-date and wonderful resources. This is such a lovely, welcoming space." --
Waterloo Public Library customer*



Programs

- 1,589 programs held for children and adults
- Over 38,266 participants, an increase of 10%

Most Popular

- STEAM heat
- Open Family Maker Space
- Stories n More & Family Story Time
- Art Adventures
- Discovering DIY (for 2 and 3 year olds)
- Creative Writing for adults
- Lego Robotics
- Math & Science Adventures



Circulation

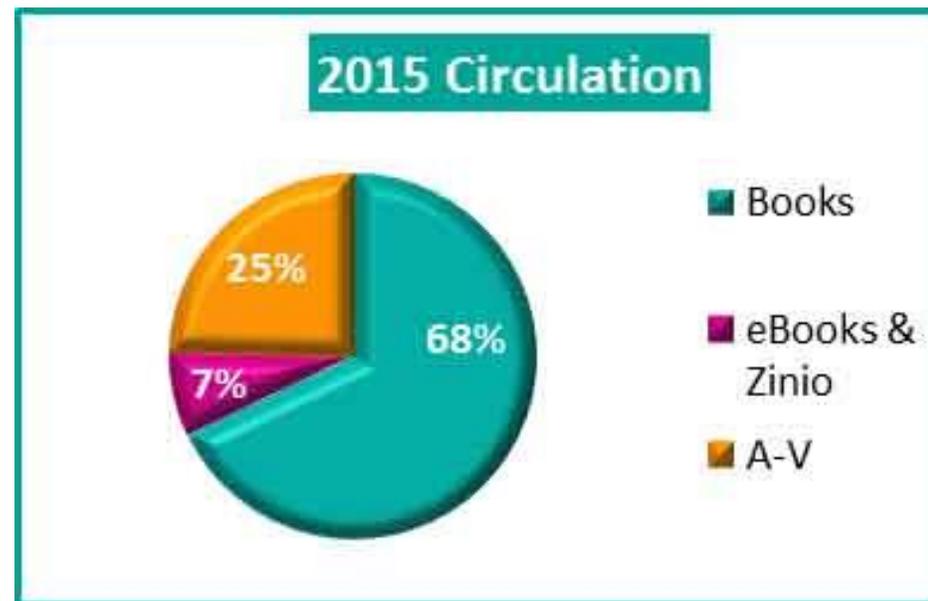
Total Circulation: 1,682,515

Books (print, audio, and kits): 1,142,520

eBooks (Download Library) & eMagazines (Zinio): 125,972

DVDs, CDs, Electronic (A/V): 414,023

“What would I do without the HUGE variety of books I get from the WPL? Thanks for everything!” – Audrey, Waterloo Public Library customer



Our Collections

- 365,021 in the collection, which includes:
 - 100,239 fiction
 - 150,433 non-fiction
 - 57,457 paperbacks
 - 7,992 French books
 - 5,688 audio books
- 26,250 new books were added to the collection
- 32,063 eBooks, eAudiobooks, eVideo (through the Download Library service)
- 23,014 DVDs (adults and children's combined)
- 14,066 music CDs
- 308 magazines and newspapers (including digital)

3.5 items are checked out every minute!



Social Media

 3450 followers (+62%)

 1037 “likes” (+18%)

 13,021 views (+15%)

 349 followers (+50%)

 69,906 views (+55%)

@waterloolibrary has been active on Twitter since 2009 and has an engaged and loyal following.

When compared to 171 public libraries across Canada, WPL ranked:

4th for number of tweets (#1 Ottawa PL, #2 Toronto PL, #3 Kitchener PL)

18th for number of followers (31st in 2014)

Our WPL Reads blog, where staff share book reviews and news, received 8789 visits in 2015

Our Summer Reading Club for Kids blog received 6,235 visits in 2015

Programs & Services Highlights

- Increased popularity of our early learning programs for 2-3 year olds including Discovering DIY in which parents and children work together and get some hands-on experience with tools, learning different techniques and making and taking home all sorts of DIY projects
- Our 3rd annual Waterloo Reads event was a highlight with over 200 people attending
- Adult programs such as Adult DIY Night and Creative Writing for Adults were very popular with an active group of participants each week
- Development of a dedicated Maker Space at the John M Harper Branch. Open to the public throughout the week during specific times, this space allows families to self-direct their learning using tools that the library provides
- WPL participated in the first UW First Year Orientation Event in September. Hundreds of first year students descended upon the library to gather information, get a library card and check us out before classes officially started

“We love our library. Lots of amazing books and we can attend many fun activities with our children. Great place!” – WPL customer

After Hours @ The Library

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 12 local restaurants and caterers. Draw prizes were donated by 60 local businesses.

Our guest speakers were:

- John Neufeld, House of Friendship
- Meghan Coneybeare, Youth Advocate
- Lisa Grogan, Philanthropist
- Tasneem Jamal, Journalist & Author

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.

Planning is already underway for the 3rd After Hours @ The Library, on November 25, 2016.





- WPL continues to proudly partner with the K-W Multicultural Centre in offering services to new Canadians through the Library Settlement Partnership (LSP)
- **4 LSP workers** were available at all WPL locations to assist with career development, health care, Canadian law, language training and more. They met with **596 clients**, which included 93 families.
- LSP workers were onsite 60 hrs a week and provided services Arabic, Cantonese, Darsi, Farsi, Kurdish and Mandarin
- **WPL had 96 programs** with 1,228 participants which we categorized as having a "Newcomer Focus", including 29 programs provided by the LSP staff, with 429 participants
- Our most popular newcomer-focused programs included Refugee Sponsorship, Training Information for ESL Tutors, Young Scholars Seminar, and Updates to Canadian Citizenship
- We continue to provide **weekly English Conversation Circles** in partnership with YMCA Immigrant Services
- WPL was a proud participant in the KW Multicultural Festival and World Refugee Day

Volunteers

- 150 volunteers
- 4,780 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

WPL **partnered with over 54 cultural, educational and other groups and organizations** in 2015. Highlights include:

WPL Summer Reading Club Partnership with the YMCA Ontario Early years Centre – WPL is very proud of this new and unique partnership that allows children participating in the TD Summer Reading Club to register and check in at the Waterloo YMCA Ontario Early Years Centres as well as at all WPL locations. The result? Convenience for families and more opportunities for children to spend the summer reading, playing games and winning awesome prizes!

Positive Parenting Community Committee – WPL was invited by the Region of Waterloo to represent libraries on this key committee which exists to promote the importance of positive parenting and to engage community partners in discussions and the planning of activities for the development of a comprehensive approach to positive parenting in the Region.

Better Beginnings, Better Futures North Waterloo – New in 2015 and funded by the Lyle S. Hallman Foundation, this 4-year, community-based pilot project promotes child, family and community well-being by giving children and their families in lower income neighbourhoods a better start. WPL is honoured to be a partner and provider of joint programming for children aged 4-8 at the McCormick Branch and at Cedarbrae Elementary School.

Centre for International Governance Innovation (CIGI) – Doors Open Waterloo Region 2015– In September, WPL partnered with CIGI to provide family programming to the many participants who visited this recipient of the 2014 Governor General's Medal in Architecture and the world-renowned home of the Balsillie School for International Affairs.

Train Station Thursdays – Partnering with the City of Waterloo, WPL provided pop-up family maker programming at the Train Station on Father David Bauer Drive every Thursday afternoon in July and August. Adults and children were able to enjoy a food truck lunch and then engage in awesome arts, crafts and fun technology-based play.



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 just a small selection from the hundreds of comments submitted.

“I come here 1 or 2 times every week and never get bored. The computers are great for learning. Great job WPL.”

“I love how it attracts such a diverse section of the community. It is vibrant!!”

“This library rekindled my love for reading. Great place to study and relax after a stressful lecture.”

“I love that there are more activities for adults to appeal to their interests.”

“Libraries will get you through a time of no money.”

“What a great place to study and to unwind. It’s my little getaway in Waterloo.”

“I love my library because it is a centre for learning.”

“Thank you for broadening my knowledge and imagination.”

“I like this library because, where I come from, there is no library.”

“For family movie night we always turn to WPL for the amazing assortment of current movies.”

“I love WPL because I don’t have to plug in any of the books. Also I feel it is the one community gathering place where all are equal, from the homeless to the wealthy, from young to old, from brilliant to delayed. All are treated with RESPECT.”