

# A YEAR IN REVIEW

CEO Report  
2017 Annual General Meeting

March 28, 2018

# A Year in Review

Among the many things that WPL accomplished in 2017, we had two exceptionally notable outcomes. Happily, we were able to restore Friday open hours at the John M. Harper Branch. We were also thrilled to have final approval from Council for a new branch library to be located at RIM Park, with a projected opening in 2020.

We had our challenges this past year with ongoing road construction. The closing of part of King Street for several months once again challenged customers reaching the Main Library and has had an impact on our usage.

However, many exciting and innovative programs and services were developed by the amazing WPL staff, reaching new audiences while delighting our long-time customers. Our volunteers dedicated over 4,300 hours to WPL. Many thanks for all that the staff and volunteers do to make WPL an integral part of the community. A thank you also to the Board whose leadership, commitment and involvement provides a solid foundation for our achievements.

Walking through the various library locations and seeing the many diverse customers utilizing all aspects of the library is a favourite part of my job. We offer a place to many who do not have any other.

Laurie Clarke  
CEO, Waterloo Public Library

Waterloo  
PUBLIC LIBRARY

*Endless Possibilities*

# Visitors, Members & Computer Usage

## Visitors

In-person: 440,050

Virtual: 637,293

**Total Visits: 1,077,343**

## New Cards

Adult: 7,074  26%

Child: 1,464  10%

**Total Active Members: 61,158**

## Computer Usage

Public Computers: 64,189

Wireless Users (WiFi): 228,274  21%

An increase of **26%** in  
**NEW ADULT CARDS**  
system-wide

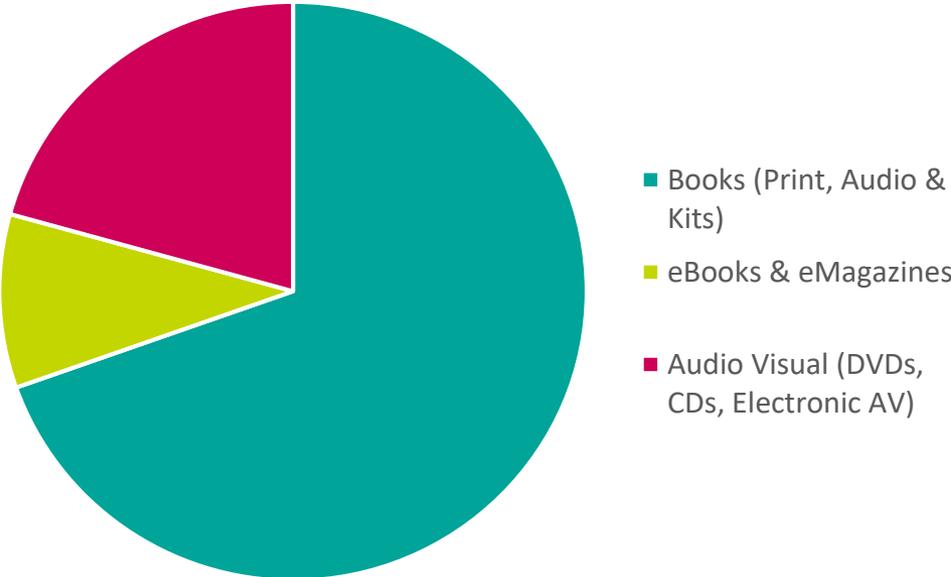
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# Circulation

Books (Print, Audio & Kits): 1,059,247

eBooks & eMagazines: 148,344  15%

Audio Visual (DVDs, CDs, Electronic AV): 315,796



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# Programs

Adult & Children's Programs: 1,528

Participants: 42,525  15%

WHAT DO PEOPLE LOVE AT WPL?

Where the Wild Things Are  
Summer Night Socials (for Adults)  
Babies: The Finer Things Club  
Waterloo Reads: Battle of the Books



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# Social Media



Twitter Followers: 6,122  25%



Facebook Likes: 1,752  42%



Instagram Followers: 917 



YouTube Views: 16,786  17%



Flickr Views: 155,388  36%

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# Programs, Services & Events

- Launched the WPL Maker Bike program and used it as part of a neighbourhood engagement strategy. Partnering with local neighbourhood associations, the City of Waterloo and organizations like the House of Friendship, our MakerBike, a portable maker space on a bicycle, visited community-led activities throughout Waterloo. Throughout the summer, WPL participated in at least one event in each of Waterloo's neighbourhoods.
- WPL expanded our adult programming in 2017 and partnered with over 90 unique community organizations and businesses to deliver special programs and events.
- Programming staff presented at the OLA Superconference on the topic of "Risky Play" and at the OLA Child and Youth Conference on the MakerBike project.
- Initiated a new project to move the VLS program to a digital checkout process. This move will eventually lead us to be able to offer digital content to our VLS customers that will include new, accessible content options such as e-audio books for these seniors.

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# Programs, Services & Events

- WPL was an active participant in broader community initiatives such as the Early Literacy Alliance's Prescription for Literacy project and the collective effort of Waterloo Region's 4 library systems to get every child in the region using a library card through our Every Kid a Card campaign.
- In partnership with KPL and the KW Multicultural Centre, created the first ever LSP Week to increase staff and public awareness about the Library Settlement Partnership.
- Launched innovative new programs that have set the tone for quality and impact with initiatives like:
  - Babies: The Finer Things Club (partnered programs that exposes new parents to a variety of fun resources in the community)
  - Where the Wild Things Are (a nature-based, "forest kindergarten" concept that promotes nature learning on Waterloo's trails)
  - Teen Event Team that provides engagement and programming opportunities for youth (and lots more!)
  - Summer Night Socials animated the outdoor space at the Main Library
- Introduced cultural geocache program for class visits which allows classes to explore the public art in UpTown Waterloo

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# Programs, Services & Events

- The EXPLORE PLAY LEARN program was facilitated on the east side at RIM Park on a weekly basis, year-round. In addition, numerous StoryTime and maker program also took place at RIM Park. Regular programming through the summer also took place at Conestoga Mall. In 2017 we took an increasing number of programs on the road in order to increase awareness of what is happening at WPL.
- Establishment of a “WPL Little Library” in the main lobby of the Albert McCormick Arena. This area of the building is in constant use and allows us to remind people of the library’s presence.
- Netspot was installed at the John M. Harper Branch which allows customers to access laptops and iPads for in-library use
- Development of the EXPLORE PLAY LEARN room at the John M. Harper Branch which allows families to spend time in the library engaging in literacy-rich activities together
- Launched Flipster digital magazines, allowing access to Canada’s favourite magazines
- Addition of ukuleles to the Collection for programming

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# Programs, Services & Events

- Library Settlement Partnership
  - 8 LSP staff who are on site for 60 hours weekly at all 3 WPL Locations
  - Settlement staff served 648 clients at our WPL locations, including 128 families
  - Languages spoken by LSP staff include: Mandarin, Cantonese, Arabic, Farsi, Dari, Spanish, Serbo-Croatian-Bosnian, Tigrinya, Amharic, Tigre, Italian
  - Over 50 newcomer-focused programs attracted 1,000 participants including 13 programs facilitated by LSP staff
  - Over 600 people practiced their English language skills at the monthly Conversation Circles at the McCormick Branch (in partnership with YMCA Immigrant Services)
  - The Citizenship Ceremony held in October at the McCormick Branch was attended by 160 participants and guests
- The 4<sup>th</sup> annual *After Hours @ The Library* fundraiser had its most successful year yet with \$8,553.71 being raised. These funds will go towards technology-related items for both Children's and Adult Programs.

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# Programs, Services & Events

- WPL received a \$24,000 grant from the Waterloo Regional Heritage Foundation and subsequently applied for matching funds from the Good Foundation Inc., which were also awarded. This grant is being used for the *Waterloo Chronicle* newspaper digitization project.
- For Canada's 150<sup>th</sup> WPL conducted first historic walking tours about the history of transportation in Waterloo
- Launched "150 Things to Do in Waterloo" initiative in celebration of Canada 150, providing customers with a list of 150 local (mostly FREE!) activities and events in which they could participate
- Developed and executed a very successful Public Engagement Strategy in partnership with the City of Waterloo to solicit feedback regarding the proposed East Side Branch Library. WPL received 274 responses to the Community Survey and over 50 people in attendance at the Public Information Sessions.

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# Customer Service

- Interior lighting at the Main Library as well as some older exterior lighting was changed over to LED. This will result in in hydro cost-savings.
- Began developing improved customer service standards including the redesign of Reception into a full-service point for customers
- Redesigned the shelver workroom and book chute while developing improved processes and workflow standards for shelvers with the aim of increased efficiency to get items into the hands of the customers more quickly and/or back on the shelves
- Significant research completed by the shared systems team to lay the groundwork for the new ILS project
- Remote McCormick Branch rooms now have access to WPL wireless for programs and new public computer monitors were installed at both the McCormick Branch and Main Library, plus new digital signage at Main
- Staff completed Blue Umbrella Dementia Friendly Workplace Training and AODA refresher training
- Management staff completed Gender Identity and Expression training with more training planned for all staff

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