LIBRARY SERVICES 2015

OUR VISION: Sparking Ideas to Ignite a Creative and Dynamic Community.

OUR MISSION: The Library will be embedded in the very fabric of the community. Not only will it reflect the community, but it will also actively connect residents with ideas, knowledge, culture, services, content, media, technologies and other people.

SERVICE AREA OVERVIEW:

As Innisfil's centre for literacy, culture and innovation, the Library offers a variety of programs, resources and tools for children, youth, families, entrepreneurs, adults, and seniors. Areas of focus include: early childhood education, digital literacy, skill development, local business development, creative experiences (3D Printing, Laser Cutting, Design Production and more), exhibit and performance space, the *"Our Stories"* local history collection and digital repository, and community gathering space. The Library is committed to the implementation of the *Library Strategic Plan 2012-2016* with continued support of the Town's *Inspiring Innisfil 2020* initiatives.

1. MAKE THE LIBRARY A HUB FOR DISCOVERY AND EXPERIENCE

Overview:

The Library of the 21st century goes beyond the media, technology and events of today. It acts as a guide to innovation and a source of constant discovery for those who make Innisfil their home or place of business. Our Library provides all residents the opportunity to grow and transform their lives through meaningful experiences.

2014 Accomplishments:

* "Our Stories" was improved with a new version of *Islandora* installed; 486 records edited and updated; 50 new records added, including 20 videos;
* Record breaking programme attendance, with participation numbers of almost 30,000;
* Enhancement of the *Check-Out-A-Skill* programme - one-on-one training sessions with a focus on individualized technology assistance;
* Redesigned a number of our current programs to provide richer cultural experiences for the community, for example pairing 'Open Mic' with *Fresh Air Flicks*.
* Revised author visits with two unique programs:
    1. The *Books and Bites* author series, offered in partnership with local restaurants, merged a local author's book talk with coffee and dessert in a local restaurant;   and
    2. The *Segwun* Book Tour – paired an author visit with a tour of Lake Muskoka aboard the *Segwun*.

2. DESIGN AND CONSTRUCT CREATIVE COLLABORATIVE SPACE
Overview:

As technology increasingly becomes an integral part of everyone's life, our spaces will continue to evolve. They will be places where people come together to learn, to explore ideas, to create, converse and build community and personal relationships. These spaces will be highly flexible, readily adjusting to changing service requirements. People will feel these spaces are their spaces – reflecting their Innisfil and their lives.

2014 Accomplishments:
- The Cookstown Splash Pad & Patio opened in May 2014. This was a joint venture in conjunction with the Town's Park & Recreation Department. More than $90,000.00 in private donations was raised through the efforts of the *Spirit of the Community Fundraising Campaign* organized for the construction of the Cookstown Library and Community Centre;
- In February 2014, *Bertram Construction (Ontario) Limited* was awarded the contract for the renovation and expansion of the Lakeshore Library Branch;
- Enhanced virtual spaces improved communication networks to unite residents, businesses and communities, using a strategic focus on social media channels such as *Facebook, Twitter* and *YouTube*. These channels expand access to information about our community, providing a view of Innisfil that is not readily apparent through print forms of communication. The Library launched a new website that integrates these new communication channels.

3. DEVELOP A STRONG COMMUNITY PRESENCE
Overview:

Possessing a close and collaborative connection to our residents, businesses and community agencies is essential to our ability to serve the community. We build robust partnerships by working more closely with our users and reaching out to non-users. Our role has been expanded in important community initiatives, including economic development, special events and efforts to tell our story and celebrate all that is unique and important to Innisfil. We will continue to ensure that we have a visible, vibrant position in the community and contribute more effectively to Innisfil's future.

2014 Accomplishments:
- 60% of Innisfil's population has a library card;
- The Library continued to offer a variety of musical performances through a partnership with the *Barrie Jazz Festival,* as well as monthly coffee house events. This year we expanded the breadth of musical offerings with the addition of a new 'After Hours' program, which showcased local bands and will expand the Library's offerings to include a variety of performances and events.
- Supporting economic development with a commitment to 'making sure businesses excel here' through participation in various initiatives with the Town, EDAC, Nottawasaga Futures, local business groups, and other community partners. A new relationship with *Nottawasaga Futures* led to involvement in the

Summer Company program, and an invitation to showcase our services at the South Simcoe Business Awards event;

- Local School activities included: 'Classroom Project Book Bags', School Councils, speech and poetry competitions, book talks, author visits, Parent/Teacher Nights, Welcome to Kindergarten, Family Literacy programmes, grade 9 orientation at Nantyr Shores, enhanced outreach programming for new technologies (3D Printing, green screening), a new relationship with the School Board to facilitate training for their staff with new technologies;
- Added energy and fun by participating in community events such as *Family Fun Day, Summerfest, The Innisfil Celtic Festival, Wing Ding*;
- Partnered with the Town and secured sponsorships from local businesses to present the *Fresh Air Flicks* series*;*
- Held the 2nd Annual *Neighbourhood Plate* dinner in collaboration with the *Friends of the Library,* the *Innisfil Farmer's Market,* and local restaurants*.*

4. CULTIVATE A HACKER ETHIC
Overview:
Our technologies and applications are enablers for those engaged with the Library. Our focus is on integrating technologies into our services, spaces and processes as natural elements to allow us to collaborate with other agencies and improve our capabilities. We want to enable all residents to become comfortable with the tools that allow them to create, collaborate, innovate and pursue their personal and professional objectives. Through creative hands-on experiences and learning, IPL's new initiatives have instilled an element of wonder, encouraging the community to experiment, play, and discover.

2014 Accomplishments:
- The Library catalogue was enriched by the addition of '*Bibliocommons*', a social discovery layer;
- Best Practices for the Digital Media Lab, Maker and Hacker activities were researched, implemented, evaluated, adjusted and shared locally as well as with the broader Library community.
- Added new technology tools such as a VHS Conversion Station, Oculus VR, 3D scanner.

5. FOSTER A CULTURE OF INNOVATION
Overview:
We are an organization that inspires and engages the community and our partners to work with us to build a better future for Innisfil. We will accomplish this through a culture shift that makes change an integral part of our service delivery and philosophy. We will develop a sustainable culture with the competencies and commitments necessary to implement our Strategic Plan and realize our Vision. IPL will address these challenges by continuously reviewing and improving our operations, staffing, governance and planning.

2014 Accomplishments:
- Ongoing and ever-evolving training for Staff and Board in social media, marketing, collection analytics, community engagement, Creative Digital Media, Hacker technology;
- Introduction of analytic tools, such as Logic Models, to evaluate services;
- Continuing use of analytics as a valuable collection management tool;
- Met and exceeded Key Performance Indicators set in 2014.

BIG IDEAS & NEW INITIATIVES

Description of Initiative	*Connection to Library Strategic Plan*	*Connection to Inspiring Innisfil 2020*
Strengthen existing partnerships and create new relationships to provide comprehensive service to the Innisfil residents, building on the Library's evolving marketing plans, service initiatives and evaluation of relevant trends. ***Projects with existing partners:*** Review existing Student Mayor program and work in collaboration with Town Departments to implement a change to the program and plan a major event during Local Government Week. Participate in the Official Plan Communications Campaign by collaboratively developing communication pieces, assisting with community consultations, connecting individuals and groups to the process. Expand our relationship with the *Innisfil Historical Society* to enhance the Our Stories database. ***New partners:*** Toronto HIVE Learning Network is a new partner that aims to enable youth through a focus on digital literacies. *Our Ontario* will be a new partner for the *Our Stories* project	Make the Library a Hub for Discovery and Experience Develop a Strong Community Presence	Community ACH&T

Description of Initiative	Connection to Library Strategic Plan	Connection to Inspiring Innisfil 2020
Completion of the expansion of the Lakeshore Branch projected for late Spring of 2015	Design and Construct Creative, Collaborative Space.	Community Economy ACH&T
Develop a program to offer more "hands-on" opportunities to experience and learn about new and developing technologies at the Stroud and Cookstown Branches. (3-D printing, mobile apps and equipment, robotics, photo editing, graphic design, videography, etc.).	Cultivate a Hacker Ethic	Community Economy ACH&T
Launch a new 'Mentorship' program to engage more community volunteers to share their skills and expertise	Cultivate a Hacker Ethic Foster a Culture of Innovation	Supporting Behaviours
Organize Innisfil's first 'Mini Maker Faire' in conjunction with community partners	Cultivate a Hacker Ethic Develop a Strong Community Presence	Economy ACH&T
Develop a system wide process for analytics by solidifying the Logic Model program and incorporating Project Management strategies.	Foster a Culture of Innovation	Supporting behaviours

2015 OPERATING BUDGET PRESSURES/CHANGES:
- Changing informational trends and the exponential growth of new technologies continue to challenge the Library in its quest to be able to respond to customer needs and requests in the most efficient and effective manner possible;
- Changing role of a library from a "Book Warehouse" to a "Community Hub";
- New Branch operational costs.

KEY PERFORMANCE INDICATORS:

1. ***Municipal Performance Measurement Program*** - MPMP statistics are collected each year from the Library's Annual Survey and can be used for comparison with other libraries and against previous years' performance. Annual data including circulation and program attendance numbers and typical week data for In-Library Materials Use, Electronic Information Resources Use, Reference Transactions and Library Visits are gathered for the 'Annual Survey' which is submitted to the Ministry of Tourism, Culture and Sport, as a key requirement for the Library's Operating Grant application.

Year	Annual Program Attendance		Total Annualized Uses	
	Target	Achieved	Target	Achieved
2012	21,000	27,005	1,120,000	1,484,584
2013	22,129	26,799	1,162,030	1,499,181
2014	25,000	29,512	1,200,000	1,518,214
2015	**27,000**		**1,300,000**	

2. ***Self-Checkout Statistics*** - In 2009, 100% of all physical materials were checked-out by staff. In 2012, self-checkout equipment was available at three of the four branches.

Year	Total # of Self Checkouts	Self-Checkouts as a % of Total Checkouts	
		Target	Achieved
2012	48,637	20%	23.34%
2013	50,033	25%	26.02%
2014	63,236	30%	34.86%
2015		**35%**	

3. ***Provincial Accreditation*** – In 2012 the Library achieved Provincial Accreditation for all branches. Accreditation is a process required to be renewed every five years. The scores are based on an intensive review of 164 elements of Library operations in six different areas: Governance/Administration; Accessibility; Resources; Services; Co-operation and Partnerships; Use of Technology.

Target - Regularly review these elements to ensure that re-accreditation will be achieved in 2017.

4. ***Residents with Library Cards*** –
Target - to increase the number of Library Cards by 2.5%.