



ANNUAL Report **2017**

ST. CATHARINES PUBLIC LIBRARY

www.stcatharines.library.on.ca

ST. CATHARINES PUBLIC LIBRARY 1888 – 2017

Executive Summary

The Library provides access to information, leisure materials and cultural resources. The Library promotes literacy and life-long learning and partners with individuals and organizations to deliver a variety of programs and services. The Library provides public space where individuals and groups can study, conduct research, hold meetings and seminars. Everyone is welcome regardless of their age, ability or economic status.

The Library's collections, programs and services are constantly evolving. New technologies are used to improve access to collections, to provide electronic and downloadable collections, and to deliver new services.

The Library's website provides 24/7 access to the online catalogue, over 26,180 electronic full-text magazines, newspapers, and reference sources, as well as downloadable audio books, e-books, magazines, music, feature films, television series and documentaries. The public can search for materials, place holds, renew items, download resources and print full text articles remotely using a smart phone, notebook or tablet. The Library provides reference services in-house, via email and real-time online chat services. Collections and services are promoted through a variety of methods including Facebook, Twitter and Pinterest.

The Library's Strategic Agendas have provided the framework for the development of library services. Key objectives for 2017 included the following:

- Expanded Maker and STEM programs for children and teens
- Launched four new computer programs including Advanced Excel, 3D Printing Basics for Adults, 3D Printing for Teens, Travel Planning Online and Shopping Online
- Developed the Grade 3 Class Visit Program
- Introduced downloadable Graphic Novels
- Expanded community outreach initiatives
- Added 867 digital images to the Library's Historical Digital Archives
- Introduced 'Novel Branch' and 'Holds Lockers' at the Seymour-Hannah Arena
- Created the Canada 150 Series
- Continued the Great War and Brock Talks series
- Organized the 13th Annual Niagara Reads Program
- Organized the 17th Annual Fresh Ink Contest
- Participated in the 2nd Annual Festival of Readers
- Acquired modular children's seating
- Acquired CD and Magazine shelving
- Prepared Request for Proposal for an RFID system
- Completed the Energy Audit
- Updated signage to comply with Accessibility requirements
- Redesigned 2nd floor at the Central Library creating sound proof rooms for Proctoring and Accessible Services
- Prepared reports on: Library Usage 1999-2016; Capital Improvements 199-2015; Technology Grants 1999-2016.

The report that follows provides more detail on Library activities in 2017.

2017 REVIEW OF ACTIVITIES AND ANNUAL STATISTICS

TECHNOLOGICAL INFRASTRUCTURE

The Library maximizes the use of computers and new technologies to store and retrieve data, order and receive materials, and to deliver products and services in a cost effective and convenient manner. The Library has an online catalogue, online full-text databases, as well as downloadable digital collections which include books, magazines, movies, documentaries and TV shows. The Library offers online book clubs, online reference services, access to the Internet and WiFi services. There are 150 computer workstations across the system. In 2017 Windows 10 was deployed to all workstations.

Fiber -Optic Network Upgrade

The library has a fibre-optic telecommunications backbone and runs a VoIP telephone system. The fibre-optic service is from Niagara Region Broadband Network (NRBN). Branch-to-Branch service is 100 Mbps and the Internet service is 50 Mbps. All locations have WiFi.

Server Virtualization Upgrade

In 2015 the Library upgraded 8 servers in order to move to a virtualization solution. Server virtualization is a technology that partitions one physical server into multiple virtual servers. Each of the virtual servers can run its own operating system and applications and perform as if it is an individual server. Virtualization allows the number of servers to be greatly reduced and provides for better disaster recovery, better utilization of server memory, more computing power and storage across machines. The Library maintained these servers in 2017.

Integrated Library System Upgrade

In 2015 the Library upgraded its Integrated Library System to cloud based services. The Library installed Enterprise Search Portal software which searches all fields in a library record by default similar to the way Google works. This allows patrons to explore collections across multiple targets by applying multiple filters such as subject, author, format, as well as integration with social media sites such as Facebook. The Library installed E-resource Central software which integrates electronic resources into the online catalogue providing the patron with a unified search experience without having to log into 3rd party sites such as Overdrive, Hoopla etc. We also installed Mobile Circulation software which allows staff to circulate items using an iPad, Android or laptop supporting HTML5 with or without a data connection. In 2017 we added Blue Cloud visibility.

Virtual Library Branch – 24/7

The Library's website provides 24/7 access to the online catalogue, to full text electronic magazines, newspapers and reference sources, as well as downloadable audio and e-books, music, magazines, movies, TV shows and e-Braille formats. Patrons can search for material, place holds, renew items, download books, and print full-text articles remotely using a smart phone, notebook or tablet remotely.

Social Media and Library Outreach

Social media has been used since June 2012 to keep patrons informed on new programs, services and collections. On December 31st, 2017 the Library had 2,586 followers on Twitter, 1,604 friends on Facebook, and 247 followers on Pinterest.

FACILITIES

In 2017, a number of facilities projects were undertaken including the following.

- Completed an Energy Audit of the Central Library
- Prepared tenders for Fire Inspection Services
- Redesigned the 2nd floor of the Central Library creating a staff office, staff workroom and two sound proof rooms one for Proctoring and one for Accessible Services
- Power sprayed the exterior walls and walkways of the Central Library to remove debris
- Sandblasted exterior walls of the Central to remove graffiti
- Extracted all rugs at the Central Library
- Investigated the replacement of the basement tiles at the Central Library
- Updated signage to comply with Accessibility requirements
- Commissioned a redesign of the Circulation desks at the Central Library

Furniture and Equipment Upgrade

In 2016 the Library used the funds from an anonymous donation to upgrade the 40 year old furniture at the Central Library. The Library acquired: 74 study tables, 12 flip top meeting room tables, 34 club chairs, 4 microfilm-fiche scanners, 3 video game controllers and 3 consoles, a Talking Tech server, 24 book displayers, 9 end tables, 2 blue tooth scanners, 1 iPad, and 1 android tablet; 2 wall mounted LCD TVs and 2 laptops for Dr. Huq and Merritt. In 2017 the Library received another anonymous donation which was used to purchase modular children's seating as well as CD and Magazine shelving for the Central Library. In addition, 'Novel Branch' a library vending kiosk and "Holds Lockers' were acquired for the Seymour-Hannah Arena.

Facilities and Accessibility

In 2017 the Library commissioned a redesign of the Circulation Desks at the Central Library to be in compliance with accessibility requirements. The new desks to be installed in 2018.

ACCESSIBLE SERVICES – COLLECTIONS, EQUIPMENT AND SERVICES

The Library provides a variety of formats to address the needs of different user groups. Accessible collections include large print books, audio books, e-books, e-Music, e-Magazines. DVDs in the collection include descriptive videos and closed caption videos. All Branches have adjustable computer stations, adjustable chairs, large screen monitors, large print keyboards, trackballs, and dome magnifiers. All locations have ZoomText software on selected computer stations. ZoomText magnifies the computer screen and has the ability to speak to the user. The Library has also installed BrowseAloud software which will read the text on the screen. The Library's website was changed in 2013 to comply with Web Content Accessibility Guidelines (WCAG) 2.0 standard. The website includes links to Browser Accessibility Guides – Internet Explorer, Mozilla Firefox, and Google Chrome. In 2017 all signage was replaced to comply with Accessibility requirements.

Center for Equitable Library Access (CELA)

In 2014, large urban libraries partnered with CNIB to create the Center for Equitable Library Access (CELA). Membership in CELA gives SCPL patrons access to the CELA collection which includes over 85,000 audio books, magazines, as well described videos. Formats include digital narrated audio, text-to-speech, e-braille, printed Braille including embossed Braille picture books and tactile books for early Braille literacy intervention.

- At the end of 2017 a total of 134 patrons had registered with CELA through the Library. A total of 8,010 items had been borrowed from this service.

COLLECTION SIZE

The Library's collections include a variety of formats – print, DVDs, CDs, microfilm, microfiche and digital media.

- On December 31, 2017 the collection (including all formats) consisted of 245,831 titles and 342,414 copies of which 6396 were digital.

CIRCULATION OVERVIEW AND MATERIAL USE IN-HOUSE

Material checked out or downloaded

- In 2017 patrons had borrowed or downloaded a total of 970,023 items. Digital circulation of 163,773 accounted for 16.8% of total circulation.

In-house Material Use

The Library also tracks material that is used in-house including material that can be checked out as well as material that cannot circulate (e.g. local history and reference).

- In 2017 a total of 96,111 items were used in-house 982,677 across the system, and 13,433 in the Special Collections Room.

CIRCULATION DETAILS DIGITAL COLLECTIONS

Full Text Magazines, Newspapers and Reference Materials

The Library subscribes to a number of electronic databases that provide full-text access to approximately 26,180 magazines, newspapers and reference sources. Electronic databases can be searched simultaneously by many users and accessed remotely 24/7.

- In 2017 these databases were searched 928,111 times.

Downloadable Magazine Collection – Zinio

In July 2013 the Library acquired “Zinio” a downloadable magazine subscription service. Zinio provides access to 122 of Canada’s most popular magazines. Library card holders can download articles and whole issues. Unlike downloadable books there is no loan period limit and the service offers simultaneous access.

- In 2017 this service was used by 1,525 patrons who downloaded 13,148 magazines.

Downloadable Audio and e-Book Collection – Overdrive

In June 2010 the library acquired “Overdrive” a downloadable audio and e-book subscription service which includes fiction and non-fiction titles for all age groups. Titles are refreshed on a regular schedule.

- In 2017 a total of 61,765 digital e-books and audio books had been borrowed.

Downloadable Music Collection – Freegal

In 2012 the Library acquired a downloadable music subscription service which offers access to the music of tens of thousands of artists, hundreds of music labels and over 160 musical genres. Patrons can download or stream the exact piece of music they wish to hear. To ensure equity of access, downloads per patron, per week are pre-set by the Library.

- In 2017 patrons downloaded 20,750 tracks and streamed 54,784 songs.

Downloadable Book, Movie, TV Show Collection – Hoopla

In 2017 the Library acquired the subscription service Hoopla that provides access to over 9,000 audio books, 200,000+ music albums, 2,500+ movies, TV shows and documentaries.

- In 2017 a total of 13,379 items were downloaded.

Special Collections – Local History – Ancestry Database

This collection includes local history and genealogical materials in a wide variety of formats. The Library also subscribes to Ancestry an online genealogical resource which contains Census Records, Wills, Passenger Lists, Birth/Death/Marriage records and other primary sources. Staff offer courses in genealogical research. The digitization of photographs held in Special Collections began in March 2016.

- In 2017 a total of 867 images were uploaded. Digital images now total 2151.

REFERENCE AND INFORMATION SERVICES

The Library provides reference and information service in-person, by telephone, by email or through a real-time online chat reference service. .

- In 2017 staff answered a total of 324,635 requests. This included: 226,678 reference requests; 42,327 referral/directional requests; 44,130 equipment and software application assistance requests; 11,042 ILLO requests; 403 Email and 55 Info Chat requests.

PROGRAMS FOR CHILDREN

A primary role of libraries is to foster the development of literacy skills in children 0-11 years of age. The Library offers the following sessional programs to support this goal:

- Books for Babies (0-24 months + caregiver)
- Stories and More (2 - 4 yrs. + caregiver)
- Teddy Tales (under 5 yrs. of age with families)
- Family Storytime (ages 5 and under and their families)
- Saturday Corner (drop-in all ages)

Single programs for different age groups are also offered yearlong, some of which are listed below:

- Bert's Comedy Magic Show
- 3D Printing for Kids
- Chess Club
- Fairy Tale Storytime and STEM
- Kindergarten 101
- Lego Club
- Little Bits Innovation Station
- Miniature Art Lab
- Tell Tales –Therapy Tales Ontario

The Library also develops programs for March Break and for the Summer Reading Club some of which are listed below:

March Break

- Flat Stanley
- Oh the Places We'll Go
- Paw Patrol

Summer Reading Club (ages 11 and under)

- 3D Printing for Kids
- Fun with Franklin
- Makey Makey Lab
- Munsch Madness
- Pre-School Science Story Time

In 2017 a total of 12,100 children participated in the 758 programs/activities offered.

PROGRAMS FOR TWEENS AND TEENS

Feedback from the Teen Advisory Council is used when developing programs for Tweens (10 to 14 years) and teens (12 years and older). Some of the programs offered for this group are listed below:

- Anime club
- Coding getting started with Scratch
- 3D Printing
- Escape Room
- High School Study Exam Tips
- Photography Workshop & Contest
- Research Skills Development for Grade 8 Students
- Teen Writers Club
- Youth Job Search Drop-in Services

March Break Programs

- Audio Recording 101
- Book Folding
- Get Ready to Drive
- Giant Jenga

Summer Reading Club

- Board Games Tournament
- Pixel Stitching Printmaking 101
- Pendulum Painting

Fresh Ink Contest

In 2017 the 17th Annual 'Fresh Ink Poetry and Short Story Writing Contest' was held. The contest is open to teens across the Region who are 12 to 18 years of age. There were 43 entries and 60 people attended the awards ceremony.

In 2017 a total of 1,997 teens had participated in the 155 programs/activities offered.

PROGRAMS FOR ADULTS

Computer Programs

The Library offers a number of computer programs. Tech Time is a very popular drop-in program where adults receive one-on-one help with basic software issues, navigating the Internet, downloading digital content, setting up and using their smart phones, iPads or tablets etc.

Beginner Computer Courses

- Computer Basics
- Internet (Level 1, 2 and 3)

Digital Collections

- Downloadable Magazines
- Digital Collections (all formats)

Genealogy

- Ancestry Library Edition
- Genealogy on the Internet

Job Skills Training

- Job and Career Searching Online
- Microsoft Word Basics
- Microsoft Word Advanced
- Excel Basics & Excel Advanced
- Social Networking
- Facebook (Level 1 and 2)
- Twitter Basics

General

- Planning Travel Online
- Shopping Online
- 3D Printing Basics
- Tech Time (a drop-in program)

In 2017 a total of 1,237 individuals attended the 233 computer courses offered.

Brock Talks Series

Life-long learning programs and author readings are core to library services. The 'Brock Talks Series' was launched in January 2012 and continued in 2017.

Professors from Brock University's Humanities Department present seminars on their areas of research. Seminars in 2017 included the following:

- Finding Photographs
- Visual Effects in Contemporary American Cinema
- Murmuring Spring; Walter Kempowski's Literary Collages
- Past and Future of Imaginary Worlds
- Whit and Whimsy: Piano Works of Canadian Composer Jack Behrens
- Walk Through (8th Century) Rome

In 2017 six Brock Talk seminars were presented with 177 in attendance. Since January 2012, there have been 32 Brock Talks seminars with 938 in attendance.

The Great War Centenary Series

In April 2014 the Library launched the Great War series. A variety of historical programs related to the conflict are being presented. They describe the achievements and sacrifices of Canadians in this conflict. Seminars in 2017 included the following:

- August to December 1914: the Myths, the Legends and the Controversies
- Not Yet Diagnosed Nervous: the Effect of Class on the Diagnosis and Treatment of Combat Trauma in Canadian Soldiers of WW1

Celebrate Canada 150 Series

In 2017 a number of programs were offered during the year to celebrate Canada's 150th anniversary. They included the following:

- Dissent, Print Culture, and Anti-Confederation in James Barry's Diary – Dr. D. Samson
- History of Canadian Wine with sommelier Dan Kernahan
- Public Gardens in Canada – M. Barron
- Sir John A. MacDonald: A Portrait – Dr. R. Lafferty-Salhany
- Tom Thomson's Fine Kettle of Friends with Angie Littlefield
- Yesterday, Today and Tomorrow; St. Catharines at the Time of Confederation with D.Gannon

Niagara Reads Series – 13th Annual

Niagara Reads is held in October during Public Library Month. Local authors are invited to do author readings and book signings. This year the series included the following:

- Terri Favro author of Sputniks Children
- Laura Wright author of The First Mess Cookbook
- Adam Montgomery author of the Invisible Injured
- Canadian Authors Association-Niagara Branch An Evening of Short Stories

Saturday Morning Author Series

The Canadian Author's Association, Niagara branch sponsors this series. Lectures included:

- Ellen Jaffe – Where Do Poets Get Their Ideas
- Caroline Whitfieldd – Enhancing Your Writing Skills
- Judy Suke – A Book of Your Own

General Interest

Other general interest programs in 2017 included the following:

- Chronic Pain Awareness
- Executors and Estate Planning
- Healthy Brain
- Forty Days in the Wilderness: Walking the Camino De Santiago
- Laughing All the Way to the Mosque – author Z.Nawaz
- Rise of Trumpism: What's Next for the United States, Canada and the World.
- Welland Canal Fallen Workers

In 2017 the Library offered 569 adult programs (including programs part of a series, general interest, author readings, book clubs, class visits and computer classes). Total attendance at these programs was 5,945.

PROGRAMS – CLASS VISITS

The Library offers class visits for all age groups. In 2017 there were 191 visits with 3,585 attending.

PROGRAMS TOTAL ATTENDANCE – ALL AGE GROUPS

In 2017 the Library offered a total of 1,482 programs/activities for children, teens and adults. A total of 20,042 individuals participated in these programs.

OUTREACH AND VISITING LIBRARY SERVICE

Throughout the year, staff provided outreach to daycares, schools, as well as book deposits to a number of seniors' residences. In 2017 the Library's Visiting Library Service made 528 visits to housebound patrons delivering 3,745 items.

FUNDRAISING and DONATIONS - \$238,285

The Library continued fundraising activities. Fundraising initiatives include the sale of used books, sale of equipment as wells as donations to the Honour with Books programs or Endowment and Trust Fund. In 2017 the Library received a significant anonymous donation for \$203,458.

MEETING ROOMS – \$9,463

Meeting rooms are provided primarily for not-for-profit community groups. In 2017 the rooms were rented 373 times and generated \$9,463 in revenue.

2017 ANNUAL STATISTICS

Collections	
Titles held (including digital)	245,831
Copies held (including digital)	342,414
Digital Collection copies	6,396
Periodicals (print titles)	531
Periodicals (electronic titles)	26,180
Circulation of Materials	
Circulation (*all Formats)	970,023
• Circulation (not including digital)	806,250
• Circulation (digital downloads)	61,765
• Circulation (music downloads)	20,750
• Circulation (music streaming)	54,784
• Circulation (magazine downloads)	13,148
• Circulation (Hoopla downloads)	13,279
• Circulation (One click downloads)	47
In-house Use of Materials	82,677
• In-house use Special Collections	13,433
Reference / Information Requests	324,635
Visits	
• In person (does not include attendance in the meeting rooms)	422,285
• Virtual visits	504,914
Meeting Room Bookings	373
• Estimated attendance	6,140
Registered Patrons	64,860
Web/Electronic Services	
Internet sessions booked in the Library includes word processing	55,381
Virtual visits to the Library	504,914
Electronic full-text database searches (not all databases included)	928,111
Programs	
Programs held	1,482
Attendance	20,042
Class Visits	191
Attendance	3,585

FINANCIAL REPORT 2017

Revenues	
Municipal Contribution	5,491,200
Provincial Grant	228,616
Miscellaneous Revenue	264,322
Funds Transferred to Reserves	(183,744)
Total Revenue	5,800,394
Expenditures	
Salaries and benefits	3,652,259
Library Materials	984,431
Occupancy Costs	521,346
Library Services and Supplies	285,022
Operating Capital	207,340
Total Expenditures	5,650,398
Unexpended Balance	149,996

LIBRARY BOARD 2017

Les McDonald (Chair)
Anna Cook (Vice-Chair)
Linda Bramble

Anne Carruthers
Justine Cotton
Councillor Bill Phillips

Andrejs Rosts
Susan Tromanhauser
Councillor Bruce Williamson

LIBRARY MISSION STATEMENT

The St. Catharines Public Library Board is committed to providing all the citizens of St. Catharines with the highest level of library services, materials, and facilities within the resources available to meet their informational, educational and recreational needs.

LIBRARY VISION STATEMENT

The Library is a cornerstone in the community which enriches and strengthens the cultural, educational and democratic life of the City.

The Library is a resource centre providing access to information and works of imagination in a wide variety of formats that encourage the exploration of the broadest range of ideas.

The Library promotes literacy, reading, the pursuit of knowledge and life-long learning through its collections, programs and services.

The Library promotes information literacy and computer / digital literacy through its research skills development and computer programs.

The Library is an innovative and accountable organization and seeks partnerships that promote library services and add value to the community.

LIBRARY LOCATIONS

CENTENNIAL LIBRARY

54 Church Street
905-688-6103
905-688-6292(fax)

DR. HUQ FAMILY LIBRARY BRANCH

425 Carlton Street
905-934-7511

MERRITT BRANCH

149 Hartzel Road
905-682-3568

PORT DALHOUSIE BRANCH

23 Brock Street
905-646-0220

Email us at admin@stcatharines.library.on.ca
Telephone Reference Service 905-688-6103, ext 211
Email reference Service askus@stcatharines.library.on.ca

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