

Chair's Report October 20, 2014

Partnerships, outreach and other community initiatives

Bookmobiles featured prominently in September library outreach initiatives. **The Library's bookmobile** outreach plan this fall includes visits to shelters, with Toronto Public Library bookmobile and branch staff collaborating to bring library service to an underserved population. The program launched in Scarborough on September 11 with a visit to Birkdale Residence, which gives women and their children a safe place to stay when they have no home of their own. The Library bookmobile is also slated to collaborate with Albion Branch staff to bring library service to Ernestine's Women's Shelter in Etobicoke. And the **Digital Bookmobile**, owned and operated by library ebook vendor OverDrive, made a very successful visit to Agincourt Branch, with 215 people checking it out.

Culture Days at the Library, September 26 to 28, drew over 1,600 people to 46 programs at participating branches across the city. From a phenomenally successful Roma Dance Celebration that brought 130 people out to Palmerston Branch, to a book-making activity that saw nearly 100 kids converge on tiny Jones Branch, the program, now in its fourth year, continues to be a big draw.

Two Library branches participated in **Nuit Blanche** on October 4/5. Sanderson Branch presented Mixing Toronto, which involved musical performances as well as artists drawing directly onto windows where video scenes of Toronto were being projected. And Fort York Branch was part of a plethora of Fort York-area happenings with installations by Ontario-based conceptual artist Kelly Mark and Barcelona-based new media artist Antoni Muntadas. Muntadas' installation, a large digital news ticker mounted on the roof of the branch, remained active for ten days following Nuit Blanche. Both Sanderson and Fort York had great turnouts for their events.

On October 20, **Ontario Public Library Week** was launch at Parkdale Branch. Minister of Tourism, Culture and Sport, Michael Coteau, Executive Director of the Ontario Library Association Shelagh Paterson, Board Chair Michael Foderick and Acting City Librarian Anne Bailey participated in a news conference and tour of the branch. Minister Coteau announced the Ontario Library Capacity Fund, which will provide an additional \$10 million over the next three years to help achieve IT improvements across the public library sector, improve service delivery, and encourage more research and innovation.

Programs and exhibits

Toronto Public Library Young Voices teen initiatives are in the spotlight in October. The launch of **Young Voices 2014**, the Library's annual magazine of teen writing and visual art, will happen on October 22 at a celebration for magazine contributors and their friends and family at North York Central Library. The magazine will be available at all Toronto

Public Library branches shortly after the launch. The annual **Young Voices Writers Conference**, October 25 at the Bram & Bluma Appel Salon, will give teen writers a chance to work with professional writers and to network with their peers. And the second annual **Young Voices electronic writer in residence**, award-winning author and educator Emily Pohl-Weary, will be interacting with teens online and reading and responding to their creative efforts until December 8.

tpl.ca/teens

Lena Dunham, creator, writer, director and executive producer of the critically acclaimed HBO series *Girls*, will be appearing at the Bram & Bluma Appel Salon on October 23 in an event for which free tickets were gone in three minutes. Dunham has been nominated for eight Emmy awards and has won two Golden Globes, including Best Actress. Her appearance at the Appel Salon promises to bring new faces into the Library, and broaden Toronto Public Library's customer base.

During **Small Business Month** in October, entrepreneurs are encouraged to take part in the Library's free programs and seminars, to talk to our expert staff, to check out our specialized resources, including online databases and emagazines, and to utilize our spaces to work and meet. As part of Small Business Month, **Entrepreneur in residence**, TutorBright CEO Sunny Verma, will be presenting a number of workshops, as well as providing one-on-one consultation for select entrepreneurs who submit their business plans by October 31.

tpl.ca/smallbusiness

tpl.ca/entrepreneur

Spaces

Two **videos featuring footage taken by the Library's airborne drone** are helping show off Toronto Public Library spaces. The Toronto Reference Library's multi-million dollar revitalization project is showcased as the drone glides through areas like the expanded TD Gallery, the Bram & Bluma Appel Salon and the Charles and Marilyn Baillie Special Collections Centre. A portion of the Toronto Reference Library renovation was funded through the Toronto Public library Foundation's re:vitalize campaign. And Toronto Public Library's newest branch, Fort York, was featured in a drone video that was aired at a September 23 celebration of the new public art installation on the outside of the branch. A unique collaborative work of art and poetry, the installation is based on *The Journals of Susanna Moodie*, by poet Margaret Atwood who worked in collaboration with artist Charles Pachter. Special guests at the celebration included Charles Pachter and Poet Laureate George Elliot Clarke.

tpl.ca/fortyork

The **Bibliographic Services Department** completed its move to its new building at 1076 Ellesmere Road on October 6. The move was organized in three phases, over three weeks, to ensure minimal service impact. New materials continued to be released to the branches throughout the three week process.

Children's Services

Toronto Public Library and Small Print Toronto celebrated the fiftieth anniversary of *Charlie and the Chocolate Factory* at the fifth annual **Toronto Roald Dahl Day** on October 19 with a sold-out event at the Bram & Bluma Appel Salon. Stories, music and activities revolved around a short story contest for middle-grade students who were invited to write a Toronto-based variation on Charlie & The Chocolate Factory, including an original song for the Oompa Loompas. *Aligator Pie* author Dennis Lee hosted the awards ceremony and announced the grand-prize-winning story.

Awards and other recognition

Congratulations to Toronto Public Library staff member and eh List author Martha Baillie, whose most recent novel *The Search for Heinrich Schlägel* was recognized by Oprah Winfrey on her 13 Powerful Books to Read this September booklist.

Collections

For the month of October, the Library is running a **digital content promotional campaign** throughout the city. Ads on the TTC subway cars promote the wealth of Toronto Public Library's digital downloads. Targeted Facebook, Twitter and Google ad campaigns are also running simultaneously. There are several outreach activities planned, including a mail drop of promotional postcards to homes in the Liberty Village area to try to capture this new market. There is also heavy social media promotion all month across all our channels, with a contest for a chance to win one of five iPad Mini devices for our Instagram and Twitter followers. Digital content borrowing made up 6.6 per cent of total circulation in 2013. Demand for digital content has also increased over the years and we have seen an increase of 96% in circulation in the past year. Despite the demand, awareness is still low among the general public. New content and services are being added on a regular basis. This year saw the addition of Hoopla, our online music and movies service.

tpl.ca/downloads

Staff training, enrichment and other enhancement opportunities

The Toronto Public Library Branch Experience team recently presented the first in a series of **training videos for Library staff**. The video provides inspiration for staff to create welcoming spaces in all the city's public libraries and includes segments on how welcoming spaces fit with the Library's vision and strategic plan, merchandising and display advice and how-tos.

Prepared by Toronto Public Library staff