

Chair's Report
November 29, 2012

Partnerships, Outreach and other community initiatives

The Toronto Public Library booth at the **Small Business Forum 2012 held at the Metro Toronto Convention Centre** on October 16, welcomed about 420 visitors who learned about Library collections, programs, services and spaces for entrepreneurs and small business owners.

An estimated 450 people attended **Boomers and Beyond: Explore & Engage**, held on October 26 at the Toronto Reference Library, demonstrating the significant role the library can play in increasing community engagement among older adults. Twenty-eight organizations were present, offering exhibits information on opportunities for older adults for civic engagement. Toronto Public Library offered information about lifelong learning programs, computer instruction classes, career and business programs, volunteer opportunities, home library service and collections. The event also offered networking opportunities among the participating organizations. Event partners Volunteer Toronto and Ryerson 50+ Programs are eager to support future collaborative projects.

Toronto Public Library continues to support library students in their studies, both in Canada and abroad, most recently in the form of a visit by Heta Salmela, a library and information services student from Seinäjoki University of Applied Sciences in Finland. Heta's visit focused on public librarianship in a large urban library system, and comparing Canadian public library service to public library service in Finland.

Another library and information science student, Jackson Radish from Wayne State University in Detroit, is doing his practicum at Toronto Public Library. His studies are focused on young adult services, literature, and collection development and materials selection. For this practicum he will investigate the use of technology in teen spaces in libraries and prepare an implementation plan for some of the new technologies that are being added to the recently renovated Teen Zone at NYCL.

A successful partnership between the city and the Library saw 1,400 people visit Toronto Reference Library on October 25 for **the City of Toronto Career and Information Fair**, which was part of the City's Workforce Development Strategy Week. Twenty divisions and two city boards were present, providing answers to questions about current and future employment opportunities with the Toronto public service, as well as volunteer opportunities to advance career goals. Toronto Public Library participated with information about career and volunteer opportunities at the Library, and displayed career and job search books for borrowing along with information about job search classes.

Programs

In celebration of **Small Business Month in October**, small business themed programs were offered at eight Library locations on a range of topics including social media, buying a franchise, legal issues, and basic bookkeeping; some of the programs were facilitated through partnerships with agencies such as Connect Legal and Youth

Employment Services. The Library's first ever Entrepreneur in Residence, Miriam Tuerk, conducted four programs and is currently meeting with aspiring business owners for one-on-one consultations. Over 400 people attended an event in the Bram and Bluma Appel Salon featuring Dragons Den personality Jim Treliving. Small Business Month programming was made possible through the generous sponsorship of RBC Royal Bank and the Norman Hinton bequest through the Toronto Public Library Foundation.

The Library's third annual **Human Library program** took place on Saturday, October 20 at Toronto Reference Library, North York Central Library and Parkdale Branch. Participants checked out a "human book" for one-on-one conversations with such diverse "titles" as war veterans, entrepreneurs, police officers, and journalists. Our 27 human books were checked out nearly 150 times and feedback from borrowers has once again been positive. In January 2013, the Library will be partnering with the CBC to deliver the Toronto component of the broadcaster's nation-wide Human Library event. The Human Library is sponsored by the Toronto Public Library Foundation.

Parkdale's Human Library event was part of **Library Partnership Settlement Days Celebrations**, which ran from October 19 to 27 and included a Newcomer Art Exhibit, art displays and craft programs; presentations by citizenship judges and speakers from Passages to Canada; community information fairs; cultural entertainment; health workshops and more. Funded by Citizenship and Immigration Canada, Library Settlement Partnerships at 16 participating Toronto Public Library branches reached 25,000 newcomers in 2011.

In honour of the 200th anniversary of the first publication of the well loved fairy tales of the Brothers Grimm, **the 25th Helen E. Stubbs Memorial Lecture** was given by Dr. Maria Tatar, John L. Loeb Professor of Germanic Languages and Literatures at Harvard University, and Chair of the Program in Folklore and Mythology at Harvard University. The event drew a capacity crowd of over 200.

Following the lecture, the audience enjoyed **the exhibit "The House in the Wood: Magical Tales From Grimm,"** on at the Osborne Collection until December 8.

Strategic Plan

As part of the development process for the new **Strategic Plan**, Toronto Public Library piloted a series of four Twitter chats from the @TorontoLibrary account. Each chat focused on one of the Strat Plan's four themes and Twitter users were able to join the discussion by using the #TellTPL hashtag. Transcripts from each chat are available on the Strategic Plan area of the Library website.

Foundation

The Foundation is currently running its **third annual Give Joy campaign**, inviting everyone to make donations in honour of special people in their lives for the holidays. The campaign will run until the end of the year, aiming to raise \$10,000. Please think of this campaign when considering your holiday gift giving.

A number of online **measures have been implemented on the Toronto Public Library website to leverage options for donating to the Library** through the Toronto Public Library Foundation:

- the homepage masthead now features a “Donate Now” button
- a zone on the homepage has been dedicated to promoting active Foundation campaigns
- a collections-specific donation campaign call is featured on high-traffic Library website collection pages, specifically, new titles pages.

Additionally, enhancements to the Support Your Library landing page accommodate the new campaign links made available through the homepage and new titles page promotions.

Capital Projects

Brentwood Branch reopened on November 2 to a very appreciative community. About 1,200 people came for the opening day celebrations, including Board Chair, Councillor Paul Ainslie; Board Vice Chair, Michael Foderick and local councillor, Peter Milczyn. Hundreds more visited on Saturday, the day after the opening. Great delight was expressed at this beautiful new public space in their community.

Branches continue to be retrofitted for implementation of **self-service circulation options**, with the Beaches and High Park branches recently receiving retrofits. The implementations improve service to customers and also the efficiency of staff processing of materials.

Board

Ken Stewart spoke at the Pierre Elliott Trudeau Foundation Conference on Public Policy in Edmonton last week on how Toronto Public Library is building a public institution dedicated to the public good while dealing with changing demographics, transformations in technology and a harsh discourse in civic politics.

Staff

In 2012, as part of his Meet My Neighbour series of children’s books, Marc Crabtree authored and published ***Meet My Neighbour, The Librarian***, which features Barbara Frum children’s librarian Michelle Lal-Siddiqui. The Barbara Frum Branch appears prominently in the many colourful photographs in the book.