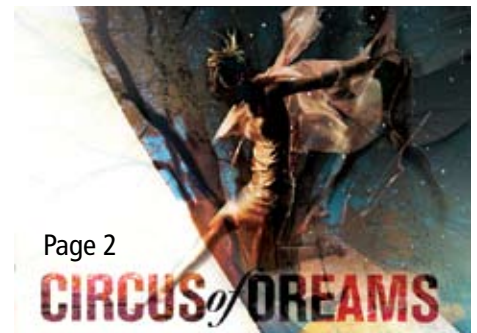


Shelf life

Toronto Public Library News & Views

October 2008



Presenting *Our Shared Stories: Writing the Future of Toronto's Library*

New strategic plan sets the library's strategic priorities for next four years

THE TORONTO PUBLIC Library Board is pleased to announce the release of the Library's 2008-2011 Strategic Plan *Our Shared Stories: Writing the Future of Toronto's Library*.

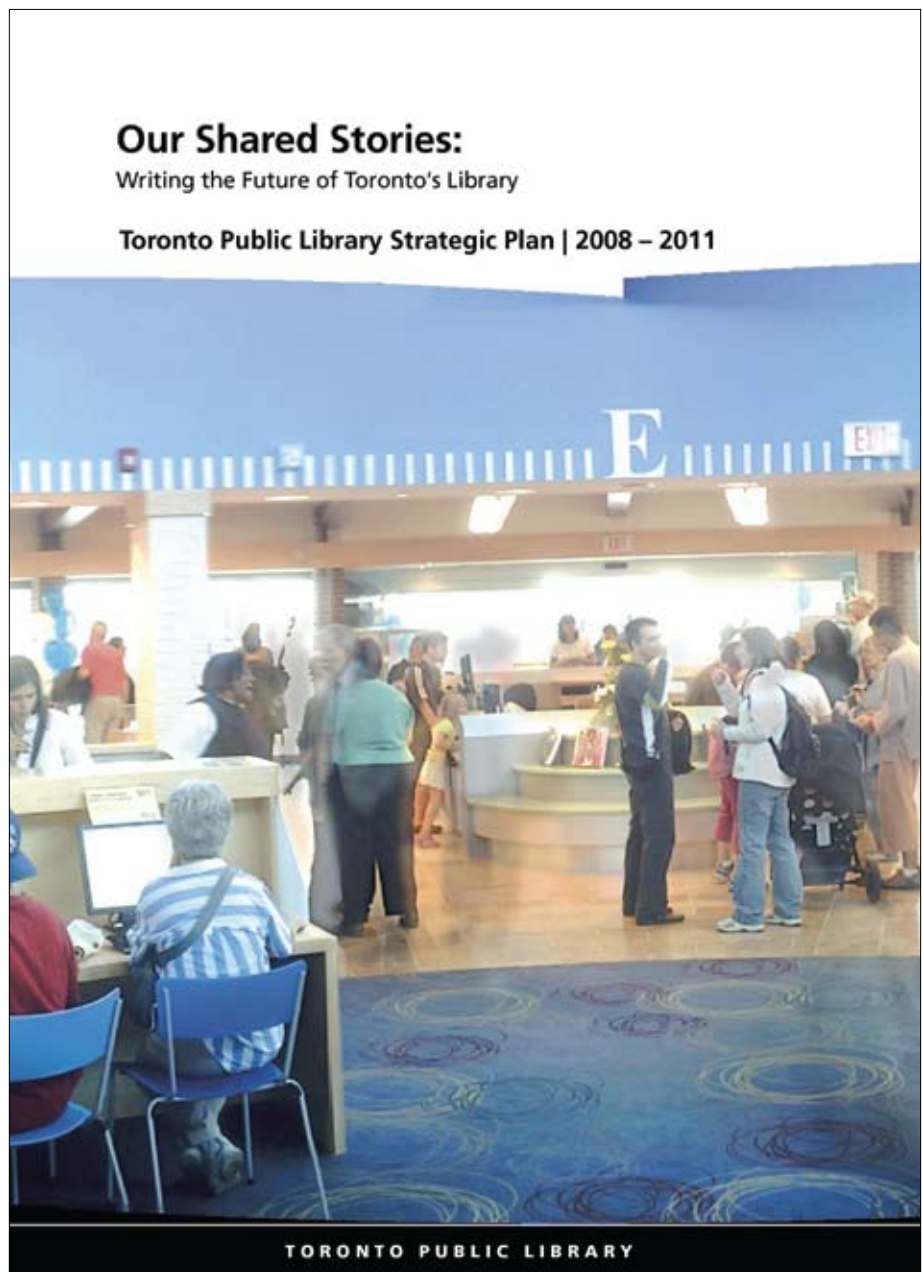
The process of developing the new strategic plan began with extensive research and a full public consultation under the guidance of the Library Board. The research and consultation feedback were assessed and goals and priorities were identified, providing direction for the final document, which was approved at the October 20 Board meeting.

"We believe that this plan is responsive to the needs of the city's residents," says board chair Kathy Gallagher Ross. "It will help us fulfil our mission to provide the best possible collections, programs and services for the residents of Toronto."

Five distinct areas of focus came out in the public consultation sessions held in branches, at seminars and at other gatherings across the city: Engaging the city's diverse communities; Addressing the growing income gap; Expanding access to technology and online services; Supporting creativity and culture; and Supporting a sustainable library. Relevant goals and actions supporting each theme were also identified.

"The document works thanks in no small part to the people who contributed their ideas," concludes Gallagher Ross. "We are grateful to everyone who shared their stories and helped write our future."

The plan will be available in November, in branches and on an interactive website featuring details about the consultation, input from those consulted, and a mechanism for providing additional feedback.



torontopubliclibrary.ca



Circus of Dreams: A Nuit Blanche to Remember

THE ALL-NIGHT

SCOTIABANK Nuit Blanche celebration at Toronto Reference Library on October 4 attracted 6,000 people eager to experience the library's Circus of Dreams program, featuring an art installation, storytelling, a gallery exhibition, and performances.

"A five-storey waterfall, fairies, fire dancers, and four zillion cups of coffee later," says Tina Srebotnjak, Manager of Program Development at the library, "this year's Scotiabank Nuit Blanche all-night arts festival was another hit with art lovers and seekers. It was a night to remember, as our guests witnessed a beloved public space transformed by art."

The "Moonlit Oasis" light installation wowed many visitors, who wandered into the library atrium, transformed into a night time forestscape, and looked up to see a shimmering fabric waterfall flow down from the fifth floor.

"One of the many moments I savour from the night," says Srebotnjak, "is a father and young son lying on the cushions, just gazing up at the waterfall and chatting quietly."

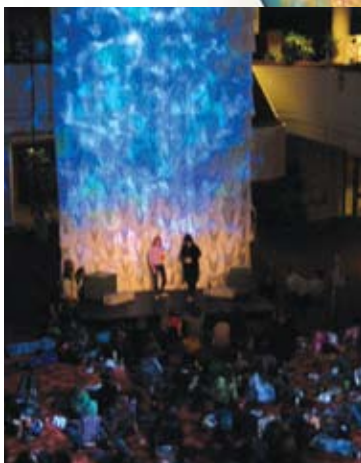
The Rosedale Heights School of the Arts Improv Team entertained with the creation of a 12-part, all-night story, with a new chapter told every hour. The story chronicled the adventures of Rain the fairy, who got transported to Toronto on Nuit Blanche and had to find her way back home, which she eventually did when Chapter 12 ended at 6:30 a.m.

Outside on Yonge Street, circus-inspired performers – including dazzling stilt walkers from SwizzleStick Theatre and breathtaking fire dancers – thrilled the crowds.

Scotiabank Nuit Blanche continues the library's tradition of building strong community partnerships and encouraging civic and cultural engagement for all Torontonians – this time, with the City of Toronto.



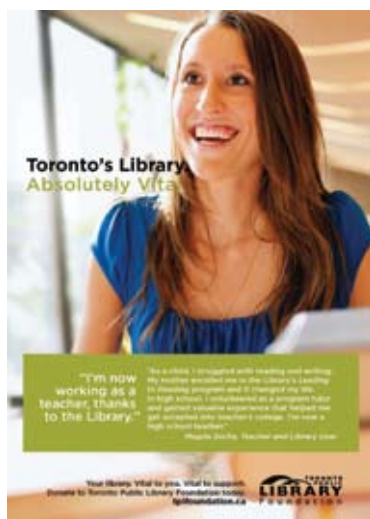
Theatre



(l-r) SwizzleStick Theatre; Moonlit Oasis waterfall installation; and an acrobatic dancer, all part of Nuit Blanche at Toronto Reference Library on October 4.

Toronto's Library. Absolutely Vital.

Foundation campaign celebrates library success stories



A YOUTH WHO grew up in a rougher part of Toronto credits a librarian with saving his life. A teacher from India is re-accredited and working in her field thanks to settlement services at the library. A man in his 70s has written a memoir of his life in China after learning how to use the computer and Internet at the library. A world-

famous artist found her muse at the library.

These are some of the many success stories the library has played a part in over the years. Testimonials such as these are spotlighted in a current city-wide advertising campaign by the Toronto Public Library Foundation.

"Toronto's library makes a tremendous impact on thousands of lives every day throughout our city," says Foundation President Heather Rumball. "This campaign celebrates the different and dynamic ways Toronto's library enriches lives and contributes to the health and vitality of our great city. At the same time, we present a compelling case for supporting the library, so that it can positively impact even more lives."

This advertising campaign also introduces the Foundation's new positioning

– Toronto's Library. Absolutely Vital. – which encompasses a new, vibrant and upbeat look and feel that will help increase awareness of the Foundation and of the value of the library to all Torontonians.

The 12 ads – appearing city-wide, in print, on subways and on posters – highlight an eclectic range of testimonials giving firsthand account of how the library's diverse collections, programs and services benefit so many Torontonians of all ages, backgrounds and cultures.

These stories include:

- Magda Socha, who as a young girl got help with reading and writing in the Leading to Reading program. In high school, she volunteered as a program tutor and her experience helped get her into teacher's college. She now works as a teacher.

- Hortense McCarthy, who at 60 learned to read and write through the library's Adult Literacy service. Hortense has gained the independence

and confidence to achieve her Canadian citizenship.

- Award-winning author Paul Quarrington, Opera Atelier co-founder Marshall Pynkoski and internationally-renowned artist Anita Kunz are prominent Torontonians who speak of the library's contribution to their success.

The campaign, timed to help raise funds for the Foundation's annual fall appeal, will be featured in all 99 library branches, and across the city. The campaign will be featured on the Foundation website (tplfoundation.ca), Facebook and YouTube. Campaign sponsors include the Toronto Star and Rogers Media.

A second phase of this initiative will roll out in December – in time for the holidays – with the arrival of the new "Toronto's Library. Absolutely Vital." book bags and will include sales events at the Bloor and Yonge subway station on December 11 and 12.



Torontonians "Get a New Read on Toronto" with Toronto Book Awards

Perfect partnership pairs Library with City

THIS FALL THE library partnered with the City to promote and celebrate the Toronto Book Awards. This award is given to a book in any genre – fiction, non-fiction, poetry – that the jury feels is evocative of Toronto. The partnership challenged Torontonians to "get a new read on Toronto" with many new opportunities for the community to embrace

and explore this year's shortlisted books.

The five finalists for the prize read individually at library branches in neighbourhoods that related to their writing, and they all read together at an intimate evening at the Palmerston Branch. The winner, Glen Downie, for his book of poetry, *Loyalty Management*, was announced at a public ceremony at Toronto Reference Library on October 17.

Mayor David Miller handed out the \$10,000 award in front of a crowd of 240.

"We were thrilled that so many Torontonians embraced this award, by coming to our events and by discussing the books online," said Chief Librarian Jane Pyper. "These were five terrific and very different books that really did give us 'a new read on Toronto.' This was a perfect partnership for the library."

Profile: Library board member Councillor Janet Davis



ACCORDING TO TORONTO City Councillor Janet Davis, "Being on the library board is an honour – and it's fun. The Toronto Library is so well-

SEE COUNCILLOR JANET DAVIS, PAGE 4...

Calendar of Events November 2008

Canada Council Heritage Series: Hindsight: Historical Fiction in Canada

Carol Matas, author of *The Whirlwind*

Wednesday, Nov. 12, 2 p.m.

Barbara Frum Branch,
20 Covington Rd.

Writer-in-Residence Karen Connelly workshop series

Writing Workshop

Saturday, November 8, 1-4 p.m.

Toronto Reference Library,
789 Yonge St.

Make Some Noise Local Music Concert

Gentleman Reg, Slim Twig,
Winter Gloves and Masia
One live.

Free tickets at select libraries
and at Soundscapes CD shop.
Saturday, November 15, 8 p.m.
North York Central Library,
5120 Yonge St.

Inspired Lives Series Terry Evanshen

Subject of June Callwood's
The Man Who Lost Himself.
Wednesday, Nov. 12, 7 p.m.
S. Walter Stewart Branch
170 Memorial Park Ave.

Get a full listing of Hindsight,
Writer-in-Residence and
Inspired Lives events, as well
as hundreds of other events at
library branches across the city
at torontopubliclibrary.ca.

Library Board Highlights October 20, 2008

Operating budget submission geared to extending library hours

The 2009 Operating Budget and Service Plan submission was approved, a first step toward expanding Sunday service from 27 to 51 branches, keeping larger branches open Sundays year round. The operating budget submission also addresses inflationary pressures and staffing costs.

Amended capital budget approved

The City has agreed to fund the Board's total five-year capital budget request. However, to meet the annual targets, the timing on some projects will need to be adjusted and the investment in self-service to expand open hours will be spread over four years instead of three years.

Final phase of library strategic planning process approved

The board received the public version of the Library's strategic plan 2008-2011 and approved a communication strategy and a 2009 work plan for implementing the strategic plan. See "Presenting Our Shared Stories" on page 1.

Library programs to support creativity and culture

In its ongoing effort to support culture in Toronto, the library will bring its programming initiatives to a new level, with the addition of a state-of-the-art event space opening in 2009 at Toronto Reference Library; a refreshed Keep Toronto Reading program taking place in April; and new and renewed partnerships in city-wide programs such as Lit City, Doors Open, Toronto Book Awards and a new Canadian Children's Literary Festival.

Councillor Janet Davis

CONTINUED FROM PAGE 3

respected across the city and around the world. Toronto's councillors and public servants love the library too, so being a library advocate at City Hall is really a pleasure."

Besides being an advocate for the library at City Hall, Councillor Davis is pleased to have a role helping implement the preschool literacy and open hours visions that were developed over the past few years.

"I'm very excited about the open hours vision that the Board is working with the City to achieve," says Davis. "We needed a long-term plan for expanding our hours of service. It began as vision, now we need to make it a reality. The title staff gave it

says it all: The Best Thing a Library Can Be is Open."

Councillor Davis became a library lover early in her life.

"When I was a child, the library was the focal point of our Saturday outings," explains Davis. "We always went to the old Carnegie library in Galt, where I grew up. Then we went across the street to a local restaurant and got a milkshake. I associate libraries with milkshakes, so I have only good feelings about libraries."

Always an advocate for children's services, Davis is pleased to see the library developing: KidsStop interactive early literacy centres; the Ready for Reading program for preschoolers; and other initiatives designed

to introduce children to the fundamentals of literacy at an early age.

"I have a background in early childhood education, so I know that libraries play a critical role in exposing children to print and good stories early," says Davis. "Toronto Public Library is doing an excellent job of creating the love of books and reading in preschoolers."

"I'm also very pleased about our new strategic plan," adds Davis. "It sets out our priorities and gives us opportunities for working with other city departments and partners in city-building. The plan focuses

our efforts to provide services that help integrate newcomers, engage youth in priority neighbourhoods, and bring more opportunities for culture and technology in the city."

"My local branches are Danforth/Coxwell and Dawes Road. These two branches are so well used and valued by the neighbourhood," concludes Davis. "And the new S. Walter Stewart Branch is absolutely stunning – bright, inviting, vibrant. It really is a terrific example of everything Toronto Public Library strives to be."