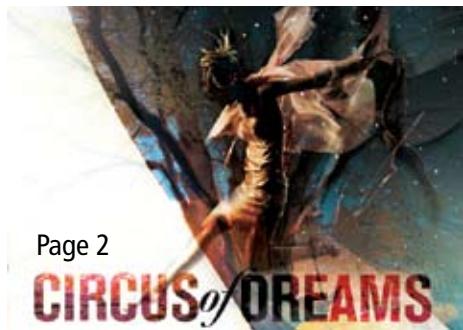


Shelf life

Toronto Public Library News & Views

October 2008



Page 2

CIRCUS of DREAMS

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.

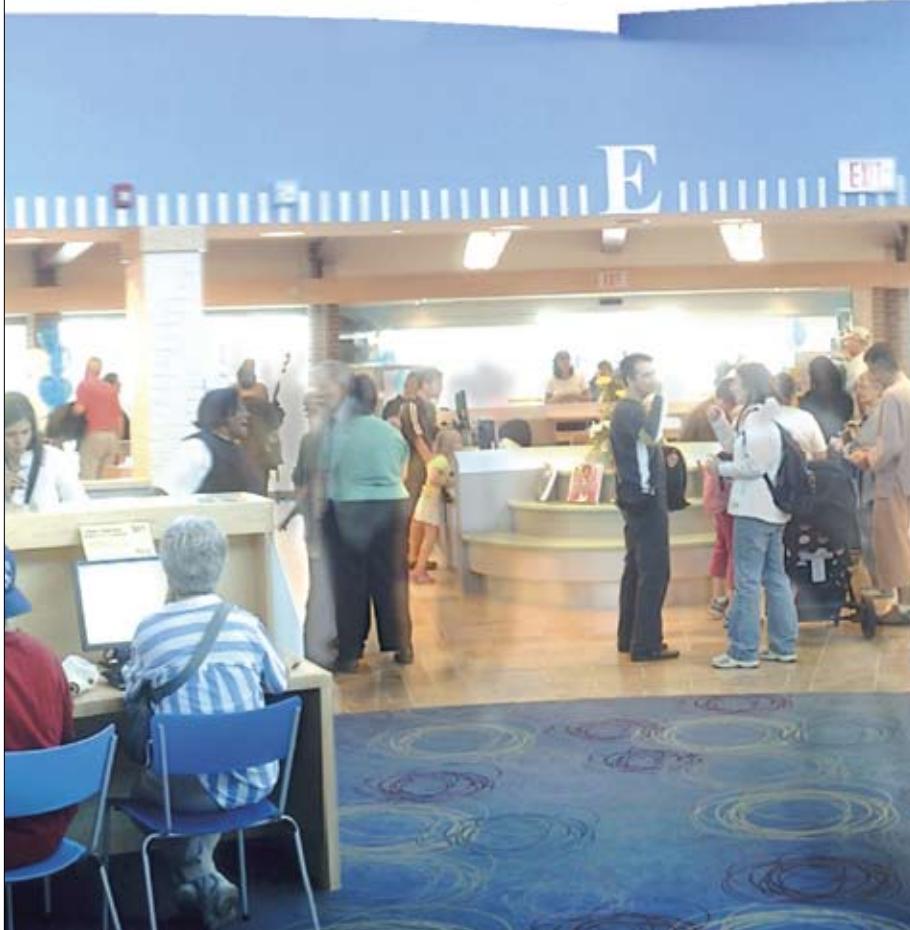
"The document works thanks in no small part to the people who contributed their ideas," concludes Gallagher Ross. "We are grateful to everyone who shared their stories and helped write our future."

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.

Our Shared Stories:

Writing the Future of Toronto's Library

Toronto Public Library Strategic Plan | 2008 – 2011



TORONTO PUBLIC LIBRARY

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 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.

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...

2008 Toronto book awards

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

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

Perfect partnership pairs Library with City

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."

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.

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

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.

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."