

Strategic Plan Key Achievements and Impacts 2000 - 2003

Begin with Children

Initiative	Measure	Cumulative Impact
<i>Reading Support</i>		
TD Summer Reading Club	Promotes reading and the enjoyment of books to children and young people.	185 000 packages distributed
Leading to Reading	Expanded from the North in 1999 to system-wide, the program provides support for children in grades 2-6 who are reading below their grade level School Year Leading to Reading School Year Homework Club	14 → 32 locations <u>11 → 32 locations</u> 2 500 children <i>Target:</i> 920 children/year <i>Result:</i> exceeded 1,033 children/year (2003)
	Summer Leading to Reading	6 → 19 locations 6,064 children <i>Target:</i> 100 children/program <i>Result:</i> exceeded 106 children/program
March Break	Varied programs including magic and music, science and songs, stories, puppet shows	1,010 programs 68 582 children
English Can Be Fun	Offered only in the East in 1999, the program expanded city wide to introduce newcomer children to the library and help them improve their English skills	12 → 23 locations 1,974+ children <i>Target:</i> 20 children/program <i>Result:</i> achieved 27 children/program

Begin with Children

Initiative	Measure	Cumulative Impact
<i>Outreach</i>		
Kindergarten Outreach	Campaign attempts to address some of the disparities in child registration across the city. It is hoped that in bringing the library to young children as they begin their school career, they will register and benefit from all that the library has to offer and become life-long members	21,214 students 967 classes (2002/2003 data) <i>Target:</i> 50% of kindergarten classes <i>Result:</i> Achieved 64% of kindergarten classes reached in 2002/2003 school year
<i>Electronic services</i>		
Kids@Computers	Toronto Social Services Kids@Computers Scholarship Program combines information literacy training with the donation of new computers, software and support to participants	9 → 13 locations 4,011 children <i>Result:</i> participation rates achieved
Dial-A-Story	Children of any age can hear stories over the phone in 6 languages: English, French, Spanish, Portuguese, Cantonese and Mandarin (new in 2003) 24 hours a day. There are stories for younger children (7 and under) and for older children (up to 12).	640,597 calls 11% increase in usage

Results	Cumulative Impact 2000-2003	% Change
New Child Registrations	181,237	13
Child Circulation	33,106,995	11
Child Program Attendance	1,512,605	6
Child Reading Support Program Attendance	8,564	68

Begin with Youth

Initiative	Measure	Cumulative Impact
<i>Reading Support</i>		
Reader's Advisory	Much Reading: An Essential Guide: 100 Of The Best Titles for Young Adults	
Young Voices	A competition of stories, poems, and artwork, with the best submissions published annually through the Toronto Public Library	1,040 submissions
Youth Advisory Groups	Groups help library staff develop youth library service through consultation.	2 → 15 locations 13-average meeting attendance
<i>Outreach</i>		
High School Outreach	Program to help young people succeed in school through training in online research.	33,443 students 3,514 teachers 867 classes <i>Target:</i> All high schools <i>Result:</i> achieved 76%

Results	Cumulative Impact 2000-2003	% Change
New Teen Registrations	30,855	5
Teen Circulation (fiction only)	1,561,494	5
Teen Program Attendance	55,091	52

Customizing for You: The Best In Collections

Initiative	Measure	Cumulative Impact
<i>Access to Collections</i>		
Catalogue	New upgraded version of the online catalogue accessible from any computer with Internet access	33% decrease in complaints after introduction of new version of catalogue
	Removed duplicate records to make the catalogue easier to use	500,000 records purged
Access to Multilingual Materials	Introduced expanded cataloguing for multilingual materials in 2003	
Multilingual Resource/Deposit Plan	Introduced for multilingual collections, large collections are located near language communities and smaller satellite locations are rotated to allow access to a broad selection of materials	
French Languages Services and Collection Plan	Coordinated and harmonized French collections and services by promoting French services and collections making better use of marketing and communication strategies and modifying the collections to reflect library user needs	
Best Bets	5 large Best Bets and 25 smaller collections were established in library branches to improve access to new and popular items	Materials circulate 4 times more than average for items in fiction collection
New formats	ebooks	3,590 ebooks available online
	DVDs	Available in all Research & Reference and District branches
Reader's Advisory	Revitalized the art of recommending a good book by:	
	Recommended Reading page restructured to facilitate online reader's advisory services through integrated site that includes direct links to the catalogue to connects users to books as well as library resources	
	Produced a number of booklists including <i>Great Reads</i> (an annotated list of over 150 fiction and non-fiction titles) and <i>The Canadian Experience</i> (fiction and non-fiction titles that are evocative of the Canadian experience)	3,000 copies of each printed and distributed

Customizing for You: The Best In Collections

Initiative	Measure	Cumulative Impact
<i>Special collections</i>		
Digitization	Digitization enables the use of library resources for research, exploration and enjoyment, while aiding the preservation of fragile originals. www.imagescanada.ca - TPL one of five major founding partners of the recently launched website	100,000+ pages
TD Gallery	Exhibit space permanently located in the renovated TRL New: Celebrating Sixty Years of Curious George Audubon Images on Stamps Toronto: A Place of Meeting (Exhibition during ALA) Other Worlds: Get There From Here (Merril Collection) Toronto through the Lens	18 exhibits 19,988 visitors (2002-2003)
<i>Donations</i>		
AlphaPlus Centre	ESL books, audiotapes and language kits for use in branch and deposit collections	4,500 items
Ontario Early Years Centres	Government of Ontario- copies of children's books in branches	150 books
Jack Rabinovitch	Books plus copies of the 5 short-listed books nominated for the Giller Prize	225 books
Avi Bennett	Illustrated books on fine arts, architecture, travel and home decorating	1,300 books
Consuls	Chinese materials from the Consul General of the People's Republic of China Ongoing Hindi materials from the Consulate General of India	2,000 books
<i>Special Donations</i>		
	Donations enriched the Osborne Collection of Early Children's Books, the Arthur Conan Doyle Collection, the Baldwin Room Canadian Collections, the Art Room, and the Merrill Collection of Science Fiction. Gifts included books, manuscripts, maps, photographs and art	\$1.5 million in kind contributions

Results	Cumulative Impact 2000-2003	% Change
Circulation	110,500,744	15
Multilingual Circulation	14,737,736	43
Holds Filled	12,073,283	69
Holds Placed from Outside the Library	7,253,519	178
Items Added	2,075,561	10

Customizing for You: The Best in Services

Initiative	Measure	Cumulative Impact
<i>Access to services</i>		
	New multipurpose library card introduced in 2003	195 392 new registrations
<i>Literary/Cultural services</i>		
Writer-in-Residence	Aspiring writers can submit their fiction and literary non-fiction throughout the residency. Manuscripts are read, written comments made, and individual meetings are scheduled at least once with participants New: Robert J. Sawyer (Merril Collection) Lynn Hamilton (NYCL)	274 manuscripts 14 workshops 639 workshop attendance 269 event attendance
Author Series	Downtown and Uptown series showcase established and emerging writers of fiction, non-fiction and poetry. Inaugural Uptown Author Series was a success with over 50 people attending the first evening at NYCL	
The Giller Prize	A first-ever experiment for the library, the Guess the Giller contest ran in 15 branches across the city and on the library website. The library saw demand increase for all shortlisted books	1,200 participants 348 via the website
<i>Reading Support</i>		
Adult Literacy	The Adult Literacy Program offers free, one-on-one tutoring in basic reading, writing and math for English-speaking adults 19 years or older. Volunteer tutors work with learners to help them reach their literacy goals.	6 → 9 locations 803 adults <i>Target:</i> to expand program to all regions <i>Result:</i> achieved 4 locations added in East & West

Customizing for You: The Best in Services

Initiative	Measure	Cumulative Impact
Multicultural Services		
English Skills	<p>ESL classes: Address the needs of learners who want to practice and improve their English language skills while learning about Canadian Culture</p> <p>TOEFL classes: Prepare learners for the TOEFL, required for admission to universities or for membership in professional associations</p>	<p>19 → 17 locations</p> <p><i>Target:</i> to locate classes in all regions of the city <i>Result:</i> achieved</p> <p>3 → 4 locations</p>
Settlement Services	<p>Translation Policy: Board adopted policy to guide translation of important information about collections, services and programs</p> <p>SEPT branches: Free, in-person assistance in many languages to help people find information on job searches, English classes, legal advice, citizenship and immigration</p> <p>Citizenship classes: Prepare for Canadian Citizenship – topics include Canadian history, geography and government. Co-sponsored with TDSB & TCDSB. Preparation materials available in library branches and on the website for individual use</p>	<p>15 → 29 locations 5,143 newcomers</p> <p>5 → 5 locations</p>
Multicultural Connections	On the TPL website, promotes the library's multilingual collections, services and programs and provides links to external resources including international directories and search engines	

Results	Cumulative Impact 2000-2003	% Change
Total Information Requests	32,973,493	-15
Total Library Programs	75,096	19
ESL Circulation	1,669,406	110%

Your Global Library: Connecting You Virtually

Initiative	Measure	Cumulative Impact
<i>Access to Electronic Services</i>		
Access to Computers	<p>1,824 public access workstations 1,331 public access workstations that offer Internet Access</p> <p>Toronto Reference Library's Information Commons has more than 100 new state-of-the-art computers with high speed internet access located on the main floor of the Toronto Reference Library</p> <p>The Digital Design Studio has high quality computers, scanners, printers and design software that let patrons produce high quality professional documents, presentations and web pages</p>	1,117 → 1,824 workstations
Reserve-a-computer	<p>Word processing workstations are available for public use in eight library locations.</p> <p>The Reserve a Computer system offers convenient, easy to use methods of reserving computers - from home, office, school, cyber café and in the library branch.</p>	3 → 8 locations
Le@rning Centres	<p>Toronto Public Library offers a variety of training sessions that help people to explore the Internet, research databases and the library catalogue. They are offered in the library Le@rning Centres.</p>	7 → 12 locations
Virtual Reference Desk	<p>Library users receive online reference help from a librarian.</p>	5,057 questions

Your Global Library: Connecting You Virtually

Initiative	Measure	Cumulative Impact
<i>Electronic Services</i>		
Website	www.tpl.toronto.on.ca - Available 24/7, the new website makes it easier for library customers to find information and locate or reserve books, CDs, DVDs, videos and other materials in the Library's on-line catalogue. Customers can get advice on best books, search for magazine articles, read e-books, get answers to quick questions, or do in-depth online research	
VRL	TPL's gateway to library-endorsed websites and other electronic resources. Gateways added: <ul style="list-style-type: none"> • Ontario History Quest • Canadian Theatre Record • SmallBizXpress • Historicity • NewsConnect 	4 → 9 gateways
Awards	2003 Best of the Web Award for <i>SmallbizXpress</i> Gateway 2002 <i>Historicity: Toronto Then and Now</i> received Heritage Toronto Award of Merit 2002 <i>Historicity: Toronto Then and Now</i> OLITA Award for Technological Innovation	
Databases	Electronic collections increased both in branch and remotely	130 → 146 databases 22 → 48 databases available remotely
All-In-One Search	Enables customers to search for information simultaneously in the library's catalogue, databases, commercial Web services and library-selected websites – available both in library and remotely via the library's website	

Results	Cumulative Impact 2000-2003	% Change
Virtual Visits	46,610,300	210
Virtual Information Requests	55,942	303
Virtual Items Examined	92,624,657	133
Searches on Electronic Products	117,698,671	402

Your Local Library: The Community Cornerstone

Initiative	Measure	Cumulative Impact
<i>Buildings</i>		
Branch Renovations	<p>Rebuilt:</p> <ul style="list-style-type: none"> • Maria A. Shchuka - improved accessibility, program and community meeting space, adult literacy programs, an electronic Le@rning Centre, youth space and services, reading and homework help programs for children, and quiet study space • Leaside - fully accessible community meeting space, increased study space, more public computers, local history room • Eatonville – all services on one floor with fully accessible community meeting space, expanded floor space with award winning architectural design • Deer Park – complete redesign and retrofit with new floor plan, including a teen area, new lighting, combined circulation and reference desk, new shelving, new elevator • Dawes Road – structural improvements, floor plan redesign to improve access to collections and sightlines, more public computers, increased community room space <p>Relocated:</p> <ul style="list-style-type: none"> • Bayview - one-and-a-half times more space (6,333 square feet), with a larger area devoted to collections and circulation activities • Black Creek - new improved location in North York Sheridan Mall with improved visibility and access, enhanced adults and children's areas 	
TRL revitalization	Transformation focused on the lower floors including the creation of the Information Commons and the upgrading of the electronic classroom	

Your Local Library: The Community Cornerstone

Initiative	Measure	Cumulative Impact
Multibranch projects – State of Good Repairs	101 physical facilities and the various systems inside the facilities. This is an on-going program for the life of the assets	68 branches: 28 flooring 41 painting 11 shelving & library equipment 22 roofing & building envelope 15 building system
Energy Management Program	A one-time project that began in 2001 and was completed in 2003. It consisted of energy efficient lighting upgrades and heating/cooling control upgrades	
Award	Better Building Partnership (City of Toronto)	
<i>City-wide services</i>		
Bookmobile	Harmonization of service with expansion of the bookmobile service into the West and East Regions with existing staffing and vehicular resources. Improved efficiency through live online connection	24 → 32 stops 614,086 circulation <i>Target:</i> 69 average circulation/hour <i>Result:</i> exceeded 78 average circulation/hour

Your Local Library: The Community Cornerstone

Initiative	Measure	Cumulative Impact
Consultation		
Community Meetings	Meetings and focus groups were held to obtain input into the renovations of the Beaches, Long Branch and further consultation for Runnymede, McGregor Park, and Malvern branches. Online comment forms were also available through the TPL website to facilitate contributions	
Strategic Plan 2004-2007	Toronto Public Library provided the opportunity to hear ideas and suggestions for the new Strategic Plan 2004-2006	
	Public forums held at Toronto Reference Library, Maria A. Shchuka and Cedarbrae branches	335 public participants
	Interviews with staff, joint staff/board planning day, staff forums, branch head meeting, presentation to union executive	377 staff participants
	Beginning of online submissions	13 online comments
Customer Feedback Forms	Standardized form introduced in branch and online in 2003	In branch: 1,823 comments Online: 654 comments <i>Target:</i> acknowledge all complaints within 1 week of receipt <i>Result:</i> achieved

Results	Cumulative Impact 2000-2003	% Change
Visits	68,829,580	2
Home Library Service Circulation	1,809,313	103

Enriching the Service: Partnerships for a Better Library

Initiative	Measure	Cumulative Impact
<i>Promote awareness of library service and explore opportunities for cooperative initiatives</i>		
ALA/CLA Super Conference	Attendees joined colleagues from around the world to learn more about the newest practices in serving communities, including TPL workshops on homelessness, budgeting, diversity and youth programs	17,500 attendees \$30 million economic benefits for Toronto
Marketing Campaigns	<p>“...a borrower be” campaign during ALA/CLA</p> <p>“Because your mind is always open...” during Ontario Public Library Week - advertising on 250 OMG city recycling bins</p> <p><i>The measure is media coverage value and number of impressions</i></p>	<p>Media coverage value: \$800,000 # of impressions: 13.5 million</p> <p>Media coverage value: \$200,000 # of impressions: 2 million</p>
Media Count	TPL tracks the publicity it receives in the media.	20% increase (2002) 30% increase (2003) in favourable media
Awards	10 Treehouse TV segments promoting library services and programs for children John Cotton Dana Public Relations Award (from ALA) for campaign for Performing Arts Lecture Series	
Visual Identity	Created and implemented visual identity program for the amalgamated library	100% compliance in materials; 50% application to TPL branches
Volunteers	In support of: Adult Literacy, Homework Clubs, Leading to Reading, Mobile Library Services, Rap N’Read, Youth Advisory Groups, the Foundation	958 volunteers/year 162 119 hours
TPL Foundation	Raised a cumulative total of \$6,642,104 from 2000 – 2003	