

Toronto Public Library 2002 Annual Performance Measures and Strategic Plan Update

Alligator Card, Alligator Card

If I don't get one, my luck will all be hard

Give away the green grass, give away the yard

But don't give away my Alligator Library Card

Dennis Lee, Toronto's Poet Laureate's latest stanza to his famous poem *Alligator Pie* for the launch of Kindergarten Outreach, April 2002

**BEGIN WITH CHILDREN
AND YOUTH**

OBJECTIVES	HIGHLIGHTS
Encourage children and youth to use Toronto Public Library through outreach	<p>School Outreach</p> <p>Kindergarten Outreach Program: 40% of schools were visited resulting in 4,000 new registrations; each kindergarten child received a book donated by the Canadian Children's Book Centre entitled <i>Nicholas at the Library</i></p> <p>High School Outreach: the continuation of the campaign resulted in 10,780 students, and 1,178 teachers receiving demonstrations of TPL electronic research resources available from home, school and work</p> <p>Targeted Programming (examples)</p> <p><i>Silent Storytelling</i>, conducted in sign language was attended by 75 children with hearing impairments at the Eglinton Square Library</p> <p>TPL partnered with Public Health to provide information to 80 teen mothers at Malvern on the importance of reading to babies, toddlers and preschoolers</p>
Support children and youth in becoming better readers	<p>Summer Reading Club</p> <p>50,000 children participated in <i>Read Around the World</i> 2002 with art work by well known Toronto illustrator Ruth Ohi; branches offered 700 related programs</p> <p>Leading to Reading</p> <p>Summer Leading to Reading was offered at 17 libraries including two new locations, Agincourt and Mimico with 1,598 children (10% increase) receiving one-on-one sessions enhancing their reading skills and helping them in the selection of books they would like to read</p> <p>School Year Leading to Reading and Homework Club Programs provided support to 748 children in reading or homework during the school year</p> <p>Preschool Reading Support (example)</p> <p><i>Celebrating Stories</i> provided training for daycare workers on promoting reading readiness in preschool children for 15 daycares and drop in programs near the Bloor/Gladstone and Parliament Branches</p>
Provide computers and electronic resources	<p>Kids@Computers</p> <p>TPL with Community and Neighbourhood Services, continued to offer 1,365 children in low-income families computer and instruction including a joint parent/child session on the safe use of the Internet. This innovative program received an <i>IndustryCanada</i> commendation for <i>Best Practices 2002: Innovative Internet Use in Canadian Public Library</i></p> <p>Internet Safety Training</p> <p>An ongoing workshop entitled <i>Families on the Net</i>, was offered 8 times in branches in 2002 and externally through schools; it provided training sessions to increase public awareness on internet safety</p>

RESULTS	TOTAL	% INCREASE
New Child Registration	48,006	1
New Teen Registration	8,026	-13
Child & Teen Circulation	9,028,944	4
Child & Teen Program Attendance	416,613	12

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My books have all gone into libraries almost as soon as they were published and they've been checked out and read by many people. Libraries are a great conduit for getting literature from the writer to the reader.

Alastair Macleod promoting his books (and libraries) at the TRL 25th Anniversary Series, November 2002.

The Toronto Public Library, through its friendly and helpful staff, made available to me its extensive collection of Audubon, and I passed many pleasurable hours reading in the Baldwin Room.

Novelist Katherine Govier using the publicly accessible *The Birds of America* collection

**CUSTOMIZING FOR YOU:
THE BEST IN
COLLECTIONS**

OBJECTIVES	HIGHLIGHTS
<p>Improve access to TPL's collections</p>	<p>High Demand Materials 5 large <i>Best Bets</i> and 25 smaller collections were established in library branches to improve access to new and popular items; these circulate for 1 week with no renewals or holds</p> <p>Reader's Advisory Tools Recommended reading lists and authors in other languages were added to the TPL homepage Copies of standard publications were purchased and distributed to branches including <i>Fiction Catalogue 2001</i>, <i>Genreflecting</i>, and <i>What Do I Read Next?</i></p> <p>Resource/Deposit Model 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</p> <p>Large Print Catalogues To assist persons with visual impairments in using large print books, TPL placed an updated print catalogue in all branches.</p>
<p>To build, preserve and promote collections</p>	<p>Language Collections The Consul General of the People's Republic of China made a significant donation of 1,940 books to TPL branches Materials in Somali were introduced at Albion; TPL actively collects materials in 40 languages</p> <p>ESL Collections The Alpha Plus Literacy Centre donated several thousand ESL books, audiotapes and languages kits to TPL for use in branch and deposit collections</p> <p>Online Books 3000 additional titles are available to be checked out 24 hours day through a partnership with the Consortium of Ontario Libraries. Our ebook collection now includes over 3,500 books on business, health, science, philosophy, politics, history, psychology, child development, travel, money management and more. You can browse, search, read, and check out these titles using your home computer, 24 hours a day, seven days a week. No special equipment is required.</p>

RESULTS	TOTAL	% INCREASE
Circulation	29,224,857	6
Multilingual Circulation	4,040,989	9
Holds Filled	3,427,356	23
Holds Placed from Outside the Library	2,176,901	41
Items Added	545,133	4

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Helps one never to lose a childlike sense of wonder
Thornhill visitor's thoughts on *This Magical Book* April 2002
Thank you for helping me to understand my city better
Local resident attending *Toronto: A Place of Meeting* July 2002
A pleasant journey back in time, nicely laid out, memories of reading the stories to my son
TPL Patron reminisces at *Celebrating Sixty Years of Curious George*, December 2002

**CUSTOMIZING FOR YOU:
THE BEST IN SERVICES**

OBJECTIVES	HIGHLIGHTS
Improve access to services	<p>Multicultural Services Services are profiled on <i>Multicultural Connections</i>, a new section of the TPL homepage providing library information about resources, services, and programs and helping patrons and staff find what they need quickly and easily</p> <p>Sign Language Service for the hearing impaired was implemented enabling 25 participants from the Bob Rumball Centre to attend the Helen Stubbs Memorial Lecture with popular teen author Christopher Paul Curtis, winner of the Newbery Medal & the Coretta Scott King Award for the book <i>Bud, Not Buddy</i></p>
Develop multicultural services	<p>English Skills TPL offered in conjunction with TDSB and TCDSB: 21 ESL classes, 5 citizenship classes, 4 TOEFL classes 20 Settlement and Education Partnership in Toronto (SEPT) were offered in summer 2002, an increase in 7 venues over 2001; 1,752 newcomers speaking 22 different languages were successfully accommodated by the program</p>
Contribute to the literary and cultural life of Toronto	<p>Knowing is Better Toronto Reference Library 25th Anniversary Celebrations included presentations by author Alistair Macleod, demographer David Foot, philosopher Mark Kingwell and a panel discussion of Canadian architects: <i>Design for Urban Space</i> (Philip Carter, Jack Diamond, Michael Kirkland, Eberhard Zeidler). Almost 1,000 people attended the series; comment forms were very positive.</p> <p>Canada Trust Gallery Series 5 exhibits were presented with attendance of approximately 10,000 people: <i>Ink, Paper, Lead: Board, Leather, Thread</i> (an exhibition reflecting the long tradition of collecting hand printed books); <i>This Magical Book: Movable Books for Children, 1701-2001</i> co-sponsored by the Donner Canadian Foundation; <i>Toronto: A Place of Meeting – 10,000 years of History</i> which coincided with World Youth Day Celebrations; <i>The Toronto Reference Library: The First 25 years</i>; and <i>Celebrating Sixty Years of Curious George: The Art of H.A. and Margret Rey</i></p> <p>Writer-in-Residence Austin C. Clarke won the Giller Prize for <i>The Polished Hoe</i> as he worked with emerging writers; 84 manuscripts were submitted from the public and 5 writing workshops offered 388 in total attendance</p> <p>Seniors Programs (example) Many of our branches provide cultural programs for seniors. <i>Orchard Viewers</i> at Northern District Library had 56 sessions on a wide variety of topics including travel, health issues, musical presentations and good books</p>

RESULTS	TOTAL	% INCREASE
Total Information Requests	8,378,467	-3
Total Library Programs	21,899	22

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The Canadian Theatre Record is a splendid idea. I definitely look upon it as an idea whose time has arrived.

Christopher Newton, C.M. Artistic Director Shaw Festival

**YOUR GLOBAL
LIBRARY: CONNECTING
YOU VIRTUALLY**

OBJECTIVES	HIGHLIGHTS
Strengthen our digital collections	<p>NEW ELECTRONIC PRODUCTS ADDED FROM HOME, SCHOOL OR WORK: <i>World Book Online</i> - award winning encyclopedia <i>Opposing Viewpoints</i> - online library of current events, indexes covered include the Globe and Mail, Saturday Night, Maclean's</p> <p>FROM LIBRARY: <i>Books 24X7</i> – extensive computer manuals and in-depth data on information technology <i>E-stat</i> - Statistics Canada publications <i>McGraw Hill Encyclopedia of Science and Technology</i> – 7,100+ articles, 115,000 dictionary terms, and hundreds of Research Updates in all areas of science and technology Virtual Reference Library <i>Canadian Theatre Record</i> was launched as TPL's newest gateway, CTR exhibits contemporary Canadian Theatre information and materials from the 1960's and onwards. Received 2,307 virtual visits in 2002 Digitized Records 38,189 pages were added to the <i>Canadian Theatre Record</i>, <i>Osborne, Goad's Atlas</i> and <i>City Directories</i> collections <i>Historicity: Toronto Then and Now</i> received <i>Heritage Toronto 2002 Award of Merit</i> for "an outstanding contribution to the preservation of the City's Heritage" in the print and media category. Use of the gateway increased 60.7% over the same period in 2001</p>
Offer virtual services and programs	<p>Virtual Reference Desk This new service was implemented in November 2002. Library users receive online reference help from a librarian. During the first two months, the average monthly usage was 400 queries.</p>
Provide computer instruction for library users	<p>For Seniors Computer instruction for seniors is proving to be very popular. Toronto Reference Library established a bi-weekly Internet class with an average attendance of over 30 (616 in total) while the high demand <i>Web Basics</i> course taught 267 seniors</p> <p>One-on-One Instruction Summer students provided computer help to 1,532 people in 8 languages in 2002</p>

RESULTS	TOTAL	% INCREASE
Virtual Visits	13,609,751	31
Virtual Information Requests	19,467	45
Virtual Items Examined	26,856,711	18
Searches on Electronic Products	2,384,485	18
Workstation Use	5,291,508	6

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Libraries are one of our most essential public spaces where citizens converge regardless of age, income, language, ethnicity or political ideology.

Haroon Siddiqui, Toronto Star, November 28, 2002

**YOUR LOCAL LIBRARY:
THE COMMUNITY
CORNERSTONE**

OBJECTIVES	HIGHLIGHTS
Provide attractive and functional libraries	<p>Leaside The reconstructed library opened in June after reconstruction with fully accessible community meeting space, increased study space, and more public computers. Reaction from the local community has been extremely positive with 15% increase in circulation over a comparable 6 month period</p> <p>Bookmobile A new fully accessible vehicle was launched in June 2002 with room for a collection of 2,300 items including books, videos and CD's in a variety of languages and a schedule of 30 stops</p> <p>Black Creek Relocation to North York Sheridan Mall provided a new improved location to better serve its community. Enhanced signage provides increased visibility for the branch.</p> <p>Dawes Road Needed structural repairs, replacement of the HVAC system, reorganization and refurbishing of the public service areas were completed</p> <p>Eatonville This branch, designed by Teeple Architects Inc., received honourable mention for <i>Architectural Excellence, Ideas & Presentation</i> from the Ontario Association of Architects</p> <p>Multibranch Projects 40 branches benefited from multibranch state of good repair projects including shelving, carpeting, painting</p>
Ensure needs of local communities are being met through public consultation	<p>Community Meetings Meetings and focus groups were held to obtain input into the renovations of the Runnymede, McGregor Park, and Malvern branches with over 300 in attendance. Online comment forms were also available through the TPL website to facilitate contributions</p> <p>Language Services Discussions The French and Multicultural Services Committee created new partnerships with French language community groups, agencies and schools for input on TPL collections. This provided a valuable contribution to the French Language Service and Collections Plan.</p> <p>Enabling all members of the public to easily express their opinions, new multilingual material suggestion forms are available online and in all library branches.</p>

RESULTS	TOTAL	% INCREASE
Visits (2002 highest in North America)	18,181,092	3

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Because your mind is always open so are we, Toronto Public Library, Walk in, phone up, or log on

Poster campaign begun in 2002 to increase TPL's visibility in the community

**ENRICHING THE
SERVICE:
PARTNERSHIPS FOR A
BETTER LIBRARY**

OBJECTIVES	HIGHLIGHTS
Promote awareness of library service and explore opportunities for cooperative initiatives	<p>Advertising Campaign TPL launched a major awareness campaign on 55 bus shelters and 250 recycling bins throughout the City. The <i>Because Your Mind is Always Open So Are We</i> campaign uses free advertising space provided by the City.</p> <p>Media TPL was promoted in the media over 100 times over 2002 Child and Youth Advocate appeared on <i>More to Life</i> on TVO highlighting best children's books for a selection of different age categories</p>
Encourage citizen partnerships	<p>Volunteers 1,175 people contributed 70,710 hours of service in 2002. The City recognized TPL volunteers for their support of adult literacy.</p>
Maximize donations, grants and sponsorships that will enhance library services	<p>Financial Partnerships \$2.15 million was raised by TPL Foundation in 2002 including: Friends of TPL raised \$82,000 for literacy support programs such as Leading to Reading, TRL writing programs, English Can be Fun and Mobile Library Services Individual and Corporate Sponsors Gifts in Kind were valued at \$455,900. An additional \$294,100 was approved and receipted through the Federal Cultural Properties Act. 220,000 brochures were distributed, with the assistance of the Toronto Star. This insert was included in the Saturday Star December 2002 and provided an overview of the Library. Superpages (example) Winterfest Scrabble Game raised \$10,000 for Leading to Reading Program Federal Government \$250,000 grant was obtained towards developing Canadian Theatre Record – the Library's new Internet gateway, a digitized collection of Canada's original documents</p>

RESULTS	TOTAL	% INCREASE
TPL Foundation	\$2.15 million	13
Annual Novel Afternoon (260 guests)	\$78,660	43
Annual Appeal	\$189,300	25