



To: Toronto Public Library Board – June 25, 2001

From: City Librarian

Subject: **Creating the Future, Treasuring the Past – Toronto Public Library’s Strategic Plan 2000–2003: Progress Report – June 2001**

Purpose:

To present a progress report for the Three-Year Workplan for *Creating the Future, Treasuring the Past – Toronto Public Library’s Strategic Plan 2000 – 2003*.

Funding Implications and Impact Statement:

Strategies in the Three-Year Workplan are incorporated in the approved 2001 operating and capital budgets.

Recommendation:

It is recommended that the Toronto Public Library Board receive the *Creating the Future, Treasuring the Past – Toronto Public Library’s Strategic Plan 2000 – 2003: Progress Report – June 2001* for information.

Background:

On October 2, 2000, the Three-Year Workplan for the *Strategic Plan* was approved by the Library Board. It was indicated in the report that regular updates would be presented to the Board. This report provides the first update.

Comments:

The Three-Year Workplan consists of several multi-year tasks that were begun in 2000, as well as a number of new tasks scheduled for commencement in 2001. The report is organized under the seven pillars of the Strategic Plan, the four related to public service and the three related to support services. Strategic plan initiatives are listed below the pillars in bold. Achievements up to 2001 are included below the initiatives.

Begin with Children & Youth

Focus on children in high needs areas by providing expanded homework clubs

- Introduced Homework Clubs at Albert Campbell, Agincourt, Cedarbrae, Dawes Road, Jane Dundas and Malvern and Morningside. Homework clubs are now offered in all regions.

Provide more computers and electronic resources for children

- Implemented the rollout of 633 computers provided through funding from the Bill and Melinda Gates Foundation to increase access for all users including children.
- Developed a strategic partnership with Toronto Social Services to implement the Kids @ Computers, which will provide computers to children in low-income families. The Library's role will be to provide computer instruction to children and families receiving computers throughout the summer and ongoing access to electronic services through *Kid's Space* on the TPL Webpage.

Continue the Library's outreach to all Toronto children and initiate a campaign to ensure every child in kindergarten and Grade 4 is introduced to the public library and offered a Library card

- Developed a plan for the Kindergarten Registration campaign for implementation in Fall 2001.
- Received 40,000 copies of *Nicholas in the Library* to support the Kindergarten Registration campaign through a partnership with the Canadian Children's Book Centre.

Consult directly with youth in the development of Library service that is relevant to them

- Established Youth Advisory Groups at Cedarbrae, Maria A. Shchuka and Riverdale. All regions now have youth advisory groups.

Develop teen centres in designated branches

- Established a teen centre at Cedarbrae Library and developed plans to incorporate a teen centre in the rebuilt Maria A. Shchuka Library.

Offer innovative programs for teens that encourage creativity

- Planned a special edition of *Young Voices Speak Out on Violence* using \$30,000 in funding from the City's Children and Youth Action Initiatives, 2000. Over 600 submissions were received from Toronto's Youth. Annick Press will be the publisher.

Customizing for You: Services & Collections

Create more electronic classrooms for hands-on training

- Constructed electronic classrooms at Agincourt, Albion, Cedarbrae and Richview bringing the system total to eleven and initiated more innovative electronic service training programs for the public.

Offer a stimulating mix of author readings, performances, writer-in residence programs, discussions, book clubs, exhibitions and other cultural events that reflect the diversity of Toronto

- Hosted major program events including Performing Arts Lecture Series, Freedom to Read Week, Canada Book Day, Writer-in-Residence program, and Children's Writer in Residence program.
- Created a partnership with Economic Development, Culture & Tourism to host the City's first poet Laureate, Dennis Lee.

Introduce the Library to newcomers through outreach programs

- Created a strategic partnership with Citizenship and Immigration Canada and the Toronto District School Board to offer the Settlement and Education Partnership Program in Toronto (SEPT) at 15 branches during the summer of 2001. SEPT workers will provide information to newcomers about community services and Toronto Public Library to help them overcome difficulties they may experience in integrating into Canadian society.

Expand adult literacy programs, collections and services to high needs areas of the city

- Expanded adult literacy instructional programs to Albion and Malvern.
- Expanded core literacy collections to 12 district libraries and 15 neighbourhood libraries in high needs areas of the city.

Minimize barriers to library services and programs for everyone including adults and children with disabilities

- Produced *Library Services for People with Disabilities 2000* an updated guide to barrier free access and services in TPL branches.
- Expanded the Bookmobile service to all Regions and introduced ten new stops in East and West Regions.

Showcase the Library's special collections through exhibitions, publications, outreach and programs

- Established an annual program and budget for exhibits in the Canada Trust Gallery. Five exhibitions will be shown in 2001:
 - *From the Last Century: 20th Century Canadian Art from the Collections of Toronto Public Library.*
 - *Engraved, Printed and Coloured: The Making of Audubon's Birds of America.*
 - *Plain and Fancy: An exhibition of covers and bindings from the Osborne Collection of Early Children's Books.*
 - *All Aboard Toronto: Railways and the growth of the City.*
 - *Footprints of the Hound: A celebration of the centenary of the Hound of the Baskervilles and the 30th Anniversary of the Arthur Conan Doyle Collection.*

Your Local Library: The Community Cornerstone

Continue to develop our branches through a building and renovation program for Neighbourhood, District and Research and Reference Libraries

- Reconstructed and expanded the Eatonville Neighbourhood Branch.
- Completed the building study for the Maria A. Shchuka Library.
- Began the reconstruction of the Leaside Neighbourhood Branch and established alternative library service at the Trace Manes Community Centre.

Revitalize the Toronto Reference Library by transforming the main floor and street space into vibrant public space with an exciting mix of displays, galleries, information commons and a Library gift shop

- Began a design reconfiguration of Toronto Reference Library incorporating an Information Commons to provide expanded access to electronic resources and the Toronto Star Newspaper Room to provide expanded access to magazines and newspapers from around the world.

Your Global Library: Connecting You Virtually

Expand the Virtual Reference Library through the development of specialized subject areas or gateways, for example, access to international newspapers

- Launched *NewsConnect* gateway to international newspapers on the Virtual Reference Library.
- Developed the *Historicity: Toronto Then and Now* gateway for a public launch in the fall.
- Achieved capital funding from the City to begin self-service enhancements to electronic services.

Minimize barriers to access, especially for those separated by the *Digital Divide*

- Implemented seven key initiatives funded through a \$1.68 million grant received through Industry Canada's Urban CAP program.
 - A highly successful outreach campaign to Toronto high schools was completed. Over 6,000 students and teachers were introduced to the value of using Toronto Public Library's electronic resources for school assignments.
 - A Digital Design Studio was introduced at the Toronto Reference Library to offer public access to Web design and desk top publishing software.
 - The computer network infrastructure was upgraded to provide faster and more secure public Internet access.
 - Forty-one Internet accessible workstations were provided in branches that did not receive terminals through the Bill & Melinda Gates Foundation.
 - Rovers and Internet tutors provided hands-on support to over 800 customers in using Toronto Public Library electronic resources.
 - The *Small Biz Xpress* gateway was developed to provide access to current resources.
 - The Toronto Public Library Website was redesigned for a launch in Fall 2001.

Enriching the Service: Partnerships for a Better Library

To work with the Toronto Public Library Foundation and the Friends of the Library to maximize donations, grants and sponsorships that will enhance library services by identifying and prioritizing projects arising from our strategic plan that require additional funding

- Developed a five-year strategic vision, which identifies funding priorities for both the capital campaign and the annual 2001 fundraising effort. The plan projects a five-year fundraising goal of \$25 million.

Connecting With Our Customers: Market Our Services and Collections to the People of Toronto

Ensure library service responds to the changing and diverse needs of the people of Toronto by gathering customer input including conducting surveys, holding public meetings and analyzing Library use

- Conducted a city-wide telephone survey to gather information on Toronto Public Library customers and non-users, including awareness of the services offered by the Library, usage and satisfaction with these services and service priorities for the future. This information will be used to support and refine the Strategic Plan initiatives over the next two years. Survey results will be presented to the Board in Fall 2001.
- Established and implemented enhanced performance measures for electronic resources.
- Participated in a variety of city and community-based social planning initiatives including: the Social Development Strategy, the Children's Report Card and the Malvern Community Group, as well as planning studies including the Keele Corridor Study, the Leslie Bessarion Context Plan, the Wilson Avenue Revitalization Study, the revitalization of the Scarborough Civic Centre and the redevelopment of the Toronto Waterfront.

Develop a brand identity for Toronto Public Library

- Approved a New Visual Identity Program incorporating a new logo for the Toronto Public Library.
- Launched *Shelf Life*, a newsletter to provide monthly updates about the TPL Board activities and library services and collections.

Transforming the Organization

- Developed *Staff Selection Guidelines and Procedures* to introduce a merit-based selection process which supports Toronto Public Library as an equal opportunity employer.
- Developed a new *Occupational Health and Safety Policy*.
- Implemented an IT Service (Help) Desk for staff.

Support outstanding public service by developing a comprehensive staff training and development program including training for staff to provide better service to children, youth, people with disabilities, seniors and multicultural communities

- Continued to offer staff development courses to support the achievements of our strategic objectives in the areas of children, and electronic and multicultural services. Specific courses include *Cross Cultural Communication*, *Through Others Eyes*, disability awareness training, *Street Smart* and core electronic services in the areas of business and new & current events.
- Implemented a *Tuition Reimbursement Policy* for Library staff.

Conclusion:

The progress report outlines the achievements that have resulted from the successful implementation of the Strategic Plan.

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City Librarian

List of Attachments:

Copies of Creating the Future: Treasuring the Past, Toronto Public Library Strategic Plan 2000-2003 - Three-Year Workplan distributed with the October 2, 2000 TPL Board agenda package are provided for TPL Board members only.