



To: Toronto Public Library Board – September 24, 2001
From: City Librarian
Subject: **Annual Performance Measures – Additional Information on Canadian and Multilingual Materials**

Purpose:

The following is in response to the Toronto Public Library Board's request for further information on the Library's holdings and selection practices of Canadian and multilingual materials.

Funding Implications and Impact Statement:

Not applicable.

Recommendation:

It is recommended that the Toronto Public Library Board receive for information the *Annual Performance Measures – Additional Information on Canadian and Multilingual Materials* report.

Comments:

Canadian Materials

The Toronto Public Library maintains a strong commitment to purchasing not only Canadian material but to supporting Canadian suppliers.

- Expenditures with Canadian suppliers accounted for 91 percent of the materials budget in 2000.
- The Library abides by the legislative requirements of the *Copyright Act's Book Importation Regulations (1999)* by purchasing books from distributors with exclusive Canadian rights.

Although the Library does not maintain an inventory of Canadian materials in its collection, it emphasizes the importance of Canadian material in the selection guidelines of its Materials Selection Policy, which states:

“Special consideration is given to materials with Canadian content, that record the Canadian experience or that relate to life in Canada or the lives and works of Canadians.”

This policy is supported by the following initiatives:

- Library staff review and select material from all Canadian publishers' catalogues and check annually with the Canadian Publishers' Association members list to ensure thoroughness.
- Library staff review the Spring and Fall publishing announcements in *Quill & Quire*, a Canadian publishing industry journal, and the monthly list of new Canadian releases issued by Coutts, a Canadian wholesaler.
- Library staff receive all Canadian reviewing journals.
- Collection Development Department staff meet regularly with representatives of all major Canadian publishers.

To ensure that smaller Canadian publishers, which are not represented by distributors and which may not even produce catalogues, are not missed, Library staff attend book fairs and professional trade shows such as *Book Expo Canada* and *Word on the Street*. A portion of the materials budget is allocated exclusively for the purchase of material from these publishers. In addition, a list of recommended titles from small Canadian presses is posted annually on the on-line catalogue.

Finally, maple leaf labels are affixed to the spines of all Canadian books both to promote and to assist readers in locating them.

French and Multilingual Materials

Toronto Public Library purchases material in French and 35 other languages in response to the changing demographic composition of the City.

In 2000, the French and multilingual materials budget was increased to \$1.5 million or 12 percent of the budget. A 2000 staff survey of large North American libraries found that, of libraries able to provide the information, Vancouver was second, spending five percent of its budget.

Circulation of French and multilingual materials has risen from 11 percent of total circulation in 2000 to 14 percent for the first half of 2001. The top ten languages in order of use are: Chinese, Hindi, French, Tamil, Polish, Spanish, Italian, Russian, Urdu and Gujarati.

In order to better serve the community, the Library is currently implementing a resource/deposit model for its circulating French and multilingual collections. In this model, 142 large resource collections are located at District and large branches with language communities. These collections will supply material for approximately 350 smaller collections at Neighbourhood branches where needed. These small collections will be regularly renewed. In addition, the Toronto Reference Library holds collections in over 90 languages.

The collections include books, magazines, newspapers, CDs, cassettes and videos plus French CD ROMs. As of 2000, the Library owned 653,000 circulating French and multilingual items, up eight percent from 1999. This represents an increase in holdings from nine percent to ten percent of the Library's total circulating collection. The Library subscribes to approximately 450

circulating French and multilingual magazines and newspapers and provides access to over 500 in over 70 languages via the Newsconnect Gateway on the Virtual Reference Library.

The collections are actively promoted through the Library website, print publications like *What's On* and programming and outreach activities. The success of this promotion is shown not only by the use of the collections, but by the fact that 84 percent of the respondents in the recent public opinion survey answered 'yes' when asked if they were aware that the Library provides material in languages other than English.

Conclusion:

In response to the Toronto Public Library Board's interest in these materials, collection development initiatives for Canadian materials will be highlighted and performance measures for multilingual materials will be incorporated into future reports.

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City Librarian

List of Attachments:

Not applicable.