

2007 Work Plan



KEY PRIORITY: BOOKS AND CULTURE

GOALS

Increase spending to build collections and improve access

Champion and promote reading; contribute to Toronto's literary culture

Broaden Torontonians' access to the City's civic and cultural life

Initiative	Target
Building Collections	
Allocate materials budget of \$16.7 million to support strategic plan priorities, community needs and ongoing collection assessment project	Fully expend materials budget of \$16.7 million
Build AV collections by purchasing DVDs, CDs and audiobooks	Allocate \$400,000 to address priorities
Introduce eAudiobooks, eMusic and eVideos, which customers can download to their home computers or PDAs	Introduce and promote collection in 1st quarter
Youth	
Build CD collection by local Toronto-area performers including rock, pop, alternative, hip-hop, dance, etc. Build Anime collections	Allocate \$25 000 Locate in 18 branches with high percentage of youth patrons Allocate \$20 000 and distribute system-wide
Access	
Catalogue eCollections as titles are added	First to fourth quarter
Implement the new ILS 2007	
Improve the useability of web services by implementing the User Experience project including integrated design for the website and web catalogue as a first priority.	Implementation in fourth quarter
Implement e-mail notification as part of the roll-out of the new ILS.	Fourth quarter implementation
Expand Wi-fi pilot project to other locations beyond TRL to provide wireless access for customers laptops and PDAs	Fourth quarter implementation
Implement self serve checkout at S Walter Stewart, Woodside Square and Jane/Dundas upon reopening	2007
Introduce a Museum Pass program in 22 branches serving priority neighbourhoods in cooperation with ROM, AGO, Gardiner Museum, Textile Museum, Ontario Science Centre	Second quarter
Contributing to Cultural Life	
Celebrate the 30th anniversary of TRL and the 100th Anniversary of Yorkville Branch	Second quarter
Participate in Nuit Blanche and other cultural initiatives and festivals	Fourth quarter
Partner with Heritage Toronto in Plaques and Markers and other program initiatives	

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Reading Promotion	
Conduct Keep Toronto Reading month in February to promote reading and hold the Book Lover's Ball to fundraise for TPL	First quarter
Enhance support for Readers' Advisory and book clubs through the provision of relevant materials and expansion of online book club, Book Buzz	Continue discussion of one book per month online Create reading maps to support Readers' Advisory and market book club sets

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KEY PRIORITY: LOW-INCOME NEIGHBOURHOODS

GOALS

Provide library service that meets the needs of low-income neighbourhoods in identified areas

Increase our contribution to community capacity building

Initiative	Target
Participate in City and neighbourhood initiatives which support library services in City's priority neighbourhoods	City Neighbourhood Action Teams (Jane-Finch, Jamestown, Malvern (TPL Director Liaison), Kingston/Galloway, Lawrence Heights, Weston Mt. Dennis, Steeles L'Amoreaux, Crescent Town (TPL Director Liaison), Westminster-Branson, Flemingdon Park/Victoria Village, Dorset Park, Eglinton East/Kennedy Park, Scarborough Village) Interdivisional Children's Committee Inter-Divisional School Team Inter-Divisional Youth Committee <u>Metro Toronto Movement for Literacy</u>
Implement phase one expansion of open hours and seek funding for further expansion as outlined in the vision	Hours increased at 52 locations on January 8, 2007 for a total service increase of 155.5 hours with a focus on priority neighbourhoods
Implement ServiceOntario initiative which promotes access to provincial government services in 20 branches	
Literacy & Education	
Introduce Ready for Reading philosophy in preschool programs, begin outreach initiatives to parents, caregivers and community agencies and launch program marketing campaign	Launch program in fourth quarter with publicity and extensive marketing campaign in priority neighbourhoods
Launch first KidsStop, an interactive play centre for pre-school children at S. Walter Stewart	Fourth quarter
Outreach efforts in City and Library priority neighbourhoods through existing outreach programs including Kindergarten outreach and TD Summer Reading Club	Reach all priority neighbourhood schools Extend Summer Reading Club to Toronto Community Housing children's programs
Review programming structure of Leading to Reading to increase efficiency and capacity of the program	Fourth quarter implementation
Employment Support	
Offer employment based programming in priority neighbourhoods	Increased programming in priority neighbourhoods
Participate in Working Together, a nation-wide pilot project on community development emphasizing employment training programs	Offer program in Flemingdon and Thorncliffe and provide information session for staff
Roll out office application software to all public access computers	Software available
Outreach	
Continue to support community capacity building at the local level through: participation in local community groups and events, the distribution of community information; co-sponsored programming and targeted programs; examples include the Shakespeare in Action program, focusing on priority neighbourhoods	Increased involvement in local community activities

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Consider bookmobile service to better serve isolated areas in priority neighbourhoods	Add stop: Scarborough Village
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KEY PRIORITY: NEWCOMERS

GOALS

Contribute to the successful adaptation of newcomers

Help to address barriers to employment for immigrants

Initiative	Target
Continue to advocate for appropriate library services for newcomers; participate in City, Provincial & Federal initiatives	Participate in: Settlement Workers provincial advisory committee Settlement Workers advisory (Toronto) Monitor impact of Canada-Ontario-Toronto Immigration Agreement; coordinate the expansion of the Settlement Workers in Library program province-wide
Implement Building Physically Active Communities project in partnership with Public Health in 12 branches.	
Outreach and Settlement	
Continue to implement and expand Settlement Workers in Libraries program	Work with Citizenship and Immigration Canada and partnering agencies to implement and evaluate year-round Settlement Workers in Libraries program; consider potential expansion of the program
Add content on TPL website and NewsConnect for multilingual customers including translated documents and videoclips	New material posted
Add additional stories and languages to Dial-A-Story	Select stories, recruit storytellers and record Urdu and Gujarati stories.
Review programming based on at-risk branch demand to address feasibility of program expansion. Assess newcomer programming relevance by conducting survey and evaluating settlement worker program	
KEY PRIORITY: NEWCOMERS	
Implement library catalogue in simplified and traditional Chinese and French	Fourth quarter
Employment	
Submit grant application for funding from Citizenship & Immigration Canada to purchase materials on advanced ESL, accreditation and employment support	Fourth quarter (contingent upon funding)
Expand job search classes targeting newcomers in reference departments and district branches	Ongoing

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KEY PRIORITY: YOUTH

GOALS

Create library services that address the needs of youth

Encourage youth to read

Support youth in school, career development and employment

Expand access to high quality volunteer experiences for youth throughout the city

Initiative	Target
Create library services that address the needs of youth	
Toronto Public Library participates in City and neighbourhood initiatives which support and enhance library services to youth in low-income neighbourhoods	Participate in the following initiatives: Interdivisional Youth Services Group and Report Card, Pathways to Education in Regent Park (Parliament Street branch) and Lawrence Heights (Barbara Frum branch) other local initiatives
Increase the number of programs offered for youth emphasizing the City and Library priority neighbourhoods	10% increase in youth oriented programs and activities
Repeat successful local music concert initiative	Fourth quarter
School and Employment	
Consider additional incentives to bring youth into the library through consultation with teens	Complete/implement strategy - fourth quarter
Continue to expand the youth writing conference with linkages to Young Voices	Receive over 750 submissions to Young Voices Maintain conference attendance at 125 Secure funding for the 2007/8 program including an electronic writer in residence Visit at least 2 shelters
Continue to offer coop placements opportunities for youth available at the library for high school, college and university (York University, University of Toronto, Seneca College)	Placements for Faculty of Information students at the University of Toronto, York University, Ryerson University, Seneca, high schools, and other institutions
Offer direct employment to youth and educate youth about TPL career opportunities	Employ over 600 youth and over 200 youth in priority neighbourhoods
Leadership and Community Service	
Expand and continue 1000+ volunteer opportunities for Youth at the library	Youth volunteer involvement in: Youth Advisory Groups (YAGS), Youth homework clubs, Leading to Reading Program, Ramp (as discussion group moderators and creative contributors), Teen Web Advisory Group, Kids@Computers, outreach events aimed at Youth, and assist with book sales
Consult with Youth Advisory Groups on library services for youth including involvement in the Strategic Plan; Investigate mentorship and practical supports such as transit costs and honoraria to YAGs members	Provide at least one mentorship program per region Pilot project ongoing to provide TTC tokens to youth as recommended in Toronto Youth Strategy
Implement the Youth Challenge Fund grant to provide leadership program for youth in designated neighbourhoods: Crescent Town, Dorset Park, Jane-Finch, Malvern, Western-Mt. Dennis	Fourth quarter (conditional on funding)

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KEY PRIORITY: OPERATING PRINCIPLES

GOALS

Support the essential role of staff in achieving the Library's strategic objectives

Preserve and maintain the legacy of public buildings and public space

Ensure that the priorities of the Strategic Plan are reflected and integrated with the budget- planning process

Ensure governance structures and relationships support the direction and democratic quality of the Strategic Plan

Initiative	Target
Governance	
Introduce new policies on issues including Art Exhibits, Security Video Surveillance, Wireless Internet Access, Acceptable Use, Anti-violence and other policies	First and second quarters
Planning and Policy	
Implement a strategic plan process to create a plan for 2008-2011. A comprehensive environmental scan will be conducted to assess trends and community needs, public consultations will be conducted to obtain feedback from Toronto residents	Environmental scan will take place in the first and second quarters, the public consultations in the third and fourth quarters with plan approval in early 2008
Create a vision statement for staff development to outline the role of staff at Toronto Public Library	Fourth quarter implementation
Support excellence in public service delivery and administration through ongoing membership and associations at international, national and provincial level	25% of staff training and development budget will be allocated to conference attendance
Crisis prevention and response program will be implemented to promote safety in library branches	Fourth quarter
Offer training to support and ensure compliance with key legislation related to health, safety and and privacy	First to fourth quarter
Implement a job evaluation and pay equity program for non-union staff	Completed in first quarter
Buildings	
Complete construction or design for branch building projects and state of good repair projects	10 capital projects will be underway in 2007 at the following branches: Construction: Bloor/Gladstone, Jane/Sheppard, Jane/Dundas, Dufferin/St.Clair, S. Walter Stewart, Thorncliffe, Woodside Square Design: TRL, Brentwood, Cedarbrae
Budget Planning	
Conduct planning sessions with senior staff to ensure strategic plan priorities are incorporated in operating and capital budget submissions	2 sessions to be held