

Chair's Report
November 23, 2015

Partnerships, outreach and other community initiatives

This month, Toronto Public Library is rolling out its **Great Reads partnership with Kumon Math and Learning Centres**. The partnership includes the creation of 45,000 *Great Reads for Kids* booklets, featuring over 200 recommended titles from staff, and an outreach package that promotes library card registration to Kumon customers. Three seasonal booklists will be distributed throughout the year. Kumon will also support family storytimes in 42 branches and will have a Kumon Corner at Richview Branch. The partnership, negotiated by the Toronto Public Library Foundation, lasts until November 2016.

On November 2, staff from Toronto Public Library participated in the **Creative Spaces Partnership Exchange**, a free one-day event devoted to advancing creative spaces in every corner of the city. Fifty arts and culture organizations exhibited at this networking event and over 700 people registered to attend. Toronto Public Library manager Heather Mathis participated in a panel discussion on Building Community Hubs, looking at examples and best practices from different sectors. The Partnership Exchange is part of the Creative Spaces Outside the Core initiative, established in 2013 and led by Artscape. The Library is a partner organization in this initiative, dedicated to capacity building and partnership development to support the planning and development of community cultural hubs and other forms of arts infrastructure outside of Toronto's core.

Library staff members Patricia Eastman and Suk Yin Ng were among 200+ people who attended the launch event for the **Scarborough Business Association (SBA)** at the Pan Am Sports Centre. This new association is working to create educational and networking opportunities for the business community in Scarborough. The Library looks forward to working with the SBA to link the business community to the resources we offer and to find out how we can support area businesses. Discussions are underway to determine how partnerships between the Library and the SBA can provide value to the community. The launch of the SBA was supported by the presence of politicians at all levels – municipal, provincial and federal – voicing their support for business development initiatives.

Media

Toronto may have lost the recent ALCS baseball series to Kansas City, but the City's library system was a big winner in the social media department. A fun and cheeky **book spine poetry battle** between Toronto Public Library and Kansas City Public Library took place throughout the post-season playoffs. The Twitter and Facebook exchanges were an opportunity for the Library to reach an entirely new audience with timely, fun and relevant content. Community engagement was very high. In fact, Toronto Public Library gained 2,000 new Twitter followers and 1,000 new likes on its Facebook page during this period. In addition, the social media battle was featured in most major Canadian media outlets, as well as international media including MLB.CA, TSN, SB Nation, NPR and Mental Floss.
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Programs and exhibits

“For sheer contemporary-canon firepower, the Appel’s season has some boomers” columnist David Berry wrote in the *National Post* in October, pointing to **Bram & Bluma Appel Salon exclusives** with Jonathan Franzen, Margaret Atwood and a number of others who “exemplify the different tenor of the Appel event series” and Toronto Public Library’s growing reputation for presenting issues at the forefront of the public imagination. The boom continued into November with the Library’s presentation of former Al Jazeera Egyptian Bureau Chief Mohamed Fahmy, in partnership with the Canadian Journalism Foundation; and on a lighter note, the Globe’s Ian Brown in conversation with the CBC’s Shelagh Rogers, on *Sixty: The Beginning of the End or the End of the Beginning?* Brown’s diary of his 61st year.

The story of a disobedient boy with a fierce imagination, *Where the Wild Things Are*, is one of the most beloved children’s books of all time. In celebration of the 50th anniversary of its publication, Toronto Public Library presents an exhibition of original artwork by the book’s revered author and illustrator. **Maurice Sendak: 50 Years, 50 Works, 50 Reasons** is on display in the TD Gallery at Toronto Reference Library from December 19, 2015 to January 31, 2016. The exhibit includes more than 50 works spanning Sendak’s career, including sketches, illustrations and works on paper. The exhibition also features artwork from the Toronto Public Library’s Osborne Collection of Early Children’s Books. A complimentary exhibit, *Let the Wild Rumpus Start! Celebrating Maurice Sendak*, will be on display at the Osborne Collection of Early Children’s Books, Lillian H. Smith Branch, from December 12, 2015 to March 5, 2016. The exhibition tour is managed by Opar Media, LLC. Special thanks to the lenders of the exhibition and to New York City art gallery AFA NYC for their support. Thanks also to the Friends of the Osborne Collection for additional support. The 2015 TD Gallery season is generously sponsored by TD Bank Group.

torontopubliclibrary.ca/tdgallery

On November 2, the **IBBY Silent Books Exhibit** was launched at North York Central Library. IBBY, the International Board on Books for Young People, has chapters in 75 countries working to ensure the right of every child to become a reader. The enjoyment of reading pictures is the first step in becoming a reader for life, and the IBBY Silent Books Project, led by IBBY Italia, uses a collection of the best wordless picture books from around the world to provide a seed library for residents and the many refugees from Africa and the Middle East who have arrived on the Italian island of Lampedusa. Stories told in the universal language of images and art are completely accessible to everyone, enjoyed and understood regardless of language. The wordless picture books on exhibit in Toronto mirror the collection that is in use by children and families on the island. With so many newcomers arriving here in the city from different countries, wordless picture books have great relevance for Toronto readers. The exhibit is ongoing in the Children’s Department at North York Central Library until December 11.

Awards

Scarborough Civic Centre Branch won the Institutional-Commercial Wood Design Award at the Ontario Wood Works Awards event on November 12, 2015. LGA Architectural Partners with Philip H. Carter Architect + Urban Planning and Structural Engineer Blackwell were honoured along with Toronto Public Library. The jury noted that, “The structure is

almost entirely made of wood, from the large columns and beams down to decking and window lintels. The complex geometry was achieved through the use of a BIM model, built by the architect and engineer and then shared with the glulam manufacturer.” A 2016 calendar produced for the Ontario Wood Works Awards features the Scarborough Civic Centre branch on the cover as well as for the month of June. It is wonderful to see the library’s work in sustainable wood design recognized in this way.

Collections

Toronto Public Library card holders can now access thousands of **free online training videos and courses** at lynda.com. Over 3,500 video tutorial courses led by experts on web design, software development, photography, business skills, home and small office, project management, 3D + Animation, graphic design audio, music, video editing and more are available to customers. Courses can be taken on any desktop, laptop or tablet.

Foundation

tplfoundation.ca

At the October 18 **Scotiabank Charity Challenge** (part of the huge Scotiabank Toronto Waterfront Marathon), 29 library lovers ran or walked to raise \$7,800 for the Library. Funds raised will be directed to the Library’s funding priorities.

The **third annual Hush Hush fundraiser**, hosted by the Foundation’s New Collection young patrons group, was held Halloween night at the Bloor/Gladstone Branch. It was a great party that attracted almost 300 guests most of whom came in costume. Over \$60,000 was raised for the Young Voices program, which includes the annual *Young Voices* magazine of teen writing and visual art, the annual Young Voices Writers Conference, the annual Young Voices electronic writer in residence, the Young Voices Writing and Art Festival during the March Break each year, and other Young Voices workshops throughout the year.

tpl.ca/youngvoices

Google Canada donated \$15,000 for the 2016 Innovator in Residence programs at Toronto Reference Library and the Scarborough Civic Centre Branch. Innovators in Residence are industry experts in areas such as video editing, coding, music production or sound editing. Innovators conduct free workshops and are available for one-on-one consultations.

This year the **Friends of the Library South Chapter** donated a record \$90,000, which included a \$10,000 bequest from long-time Friends volunteer Doug Browne. The Friends have chosen to support Elementary School Outreach, Storytime Outreach, Young Voices, Family Literacy Day and audio visual equipment for the new green screen Studio Space at the Digital Innovation Hub at the Toronto Reference Library.

The Foundation is launching its annual **Holiday Tribute Giving Campaign**, which invites library lovers to make donations to Toronto Public Library in honour of the readers in their life, in lieu of holiday gifts. For a minimum \$10 donation, the Foundation sends a card by mail or email to the donor’s chosen recipient.

December 1 is Giving Tuesday. Deemed a national giving day, this is a new Canadian movement for giving and volunteering, taking place after Cyber Monday. The Foundation is participating with a campaign to raise \$1,000 in support of Storytime Outreach. The campaign will be promoted primarily via social media.

Prepared by Toronto Public Library staff.