

# 2017 STRATEGIC PLAN ACHIEVEMENTS



**2017**

**100,923**  
**ITEMS BORROWED**

**16,502**  
eLibrary  
downloads

**4,216**  
ACTIVE  
MEMBERS

**335**  
TECH  
CENTRE  
VISITS

**40,142**  
WEBSITE  
VISITS

**INTERLIBRARY LOAN**  
Shipped **2,457**  
Received **1,703**

**72,697**  
**LIBRARY VISITS**

**662 Programs**  
**9,367 Participants**

**38,758**  
COLLECTION  
ITEMS

**10,045**  
Public Computer  
Logins

**61 CLASS VISITS**  
**1,404 STUDENTS**

**MEAFORD PUBLIC LIBRARY**





## **Goal #1: Develop suitable infrastructure - collections and technology in an accessible facility - that meets the needs of our community and fosters the library as a “hub” for generations to come.**

### **Objectives:**

- Offer an accessible, varied and up-to-date collection including timely subject areas.
- Be at the tech forefront for our community by integrating existing and emerging technologies within our services.
- Offer library commons and technology-friendly areas to allow for an effective, comfortable customer experience.

### **Ensure the library has a current and accessible collection**

- \$35,000 investment in the print and media collection.
- Comprehensive weed of the Junior non-fiction collection.
- Collected titles for top 150 Canadian Books as voted on by our community.
- Added 60 linear feet of additional display space to further promote the main floor collection.
- Received an additional 100 DAISY audiobooks from the Centre for Equitable Library Access (CELA).
- Secured funds from Service Ontario to purchase business books.
- Received a donation from Kids in the Meaford Hall of the group's eight previous community productions for circulation.



### **Invest and strengthen the library's electronic resources and operating systems**

- Initiated email messaging in KOHA for all circulation transactions.
- Invested \$8,380 in eLibrary resources.
- Introduced HOOPLA, the new download streaming service generously funded by the Friends of the Meaford Library and the Ontario Libraries Capacity Fund – Information Technology and Service Capacity grant.
- Introduced Libby, a new App that compliments the Overdrive collection.
- Purchased Pop-Up Library equipment with the OLCF-ITSC grant.



## Create a MakerSpace culture with learning and teaching stations

- Received \$1,000 donation from the Meaford Cooperative Preschool to purchase items that promote children to create, learn, and explore.
- Received a donation from the local Drop-a-Puck fundraiser to purchase interactive habitat kits for learning and playing.
- Continued to share the littleBits circuit kit with children and youth funded through the Saugeen Consortium.



## Centralize the technology collection in a multimedia circulation area

- Added two new Samsung Galaxy Tablets funded by the OLCF-ITSC grant.

## Offer a variety of work and reading spaces with technology connections

- Purchased three new floor lamps to improve lighting in the Reading Room. One daylight reading lamp funded by the Municipality of Meaford's Accessibility expense budget.
- Installed a Job Access With Speech (JAWS) screen reader on the accessible public access computer generously funded by the Accessibility expense budget.

## Provide diverse meeting space

- Moved 115 library programs offsite for further partnership opportunities and accessibility.
- Relocated 137 programs to the library's main floor Reading Room to ensure accessibility.



Throughout 2017, we continued to work on the Library Space Needs Analysis project. In October, a final decision was made by the Municipality of Meaford Council to purchase the former Foodland building at 11 Sykes Street North. Work has begun to convert this facility into a new and fully accessible library.

# MEAFORD PUBLIC LIBRARY

## **Goal #2: Incorporate a collaborative approach with the municipality and community stakeholders to move library services forward.**

### **Objectives:**

- Foster communication and involvement with the community and the Municipality.
- Promote awareness of the library's rich resources, programs and services.

### **Provide outreach services to western Municipality of Meaford**

- Hosted monthly book club at the Woodford Community Centre.
- Participated in the municipality's pilot project at the Sydenham Centre offering library services and programs.

### **Support economic initiatives**

- Promoted local businesses through the 6th annual Koffee House Reads series.
- Held a Pop-up Library at the Meaford Farmers' Market, the Meaford Welcome, and the Meaford Christmas Market.
- Shared Story Time at the Meaford Farmers' Market throughout the summer.
- Partnered with the Meaford Chamber of Commerce for the 2nd annual How-To in 10 Festival.
- Partnered with Pet Valu to offer the Ultimutts Stunt Dog Show.
- Hosted a guest speaker and live alpaca from Kickin' Back Alpaca Ranch to learn about alpaca care and use of alpaca fleece.
- Attended Meaford Chamber of Commerce After Five events and the Meaford BIA meetings.
- Provided information about Library services at the Business Engagement session.



### **Support community initiatives**

- Participated in community events including: Earth Week; Re-Use and Eco-Fair; the Scarecrow Invasion; Canada Day; Beautiful Joe's Old Fashioned Family Fun Day; Meaford Fall Fair; Meaford Welcome; and Victoria Village Stakeholders BBQ.

# **MEAFORD PUBLIC LIBRARY**



## **Partner with organizations**

- Promoted the Friends of the Meaford Library, the Net Shed, and the Summer Concert Series.
- Rotated a monthly collection at the Victoria Village Family Resource Centre as well as attending the Victoria Village Stakeholders meetings.
- Visited monthly with Community Living for a story time and craft as well as a book exchange.
- Partnered with Georgian Bay Community School, the Tom Thomson Art Gallery, and the Billy Bishop Home and Museum to celebrate REEL Canada – National Canadian Film Day.
- Offered a glass etching craft session for the Mental Health Outreach Group at the Bethany Church of the Nazarene.
- Partnered with Canadian Parents for French – Meaford Chapter – to offer seasonal events (summer story time sessions, fall Bingo, winter Fete de Noel).
- Worked with Canada Revenue Agency to offer a Community Volunteer Income Tax Program (CVITP) for those with modest income.
- Partnered with the Military Family Resource Centre to offer a Babysitter Training Certification course and a Home Alone program for youth.
- Invited a newly formed Homeschool Group to the library and provided support for their monthly visits.
- Welcomed a St. John Ambulance Therapy Dog for a visit with youth in the Junior Library.
- Partnered with the Meaford Artisan Hub to host a 10-week Traditional Celtic Music course.
- Invited Staples to present a basic computer course.



## **Promote and gather customer feedback**

- Distributed Service Delivery Review Survey.
- Encouraged customer engagement initiatives – Library Cards, Fall Leaves, patron use of [info@meafordlibrary.on.ca](mailto:info@meafordlibrary.on.ca), and social media feeds for library inquiries.

## **Investigate the feasibility of common library services and resources in Grey County**

- Hosted award-winning Canadian author Eric Walters at Georgian Bay Community School in partnership with the Blue Mountains Public Library.
- Partnered with Blue Mountains Public Library to bring Mad Science with their dynamic Fire and Ice performance.
- Submitted events and programs to the OSNGUPL newsletter.

- Collaborated with four other libraries to host the 9th annual Georgian Bay Reads.
- Partnered with the Early Literacy Facilitator for Grey County and offered a Hawaiian-style Family Literacy Day celebration.
- Explored opportunities to work with the consortia, for example littleBits.
- Library Board finalized the Library Services Agreement with OSNGUPL.
- Partnered with the OSNGUPL to offer both Grey Bruce Youth Film Festival and Write @ Your Library contests for teens.

### **Maximize library promotion opportunities**

- Presented Library Services information monthly to the Meaford 55+ Friendship Club.
- Demonstrated the eLibrary services to Georgian Bay Community School grades 6/7 and the Meaford Stakeholders Group.
- Promoted library services and programs in the bi-annual recreation guides, bi-weekly Meaford Express ads and The Meaford Independent, along with monthly submissions to the Military Family Resource Centre Coyote Chronicle newsletter.
- Gained an online presence through online calendars, community listings, webpages, and social media.
- Authored an average of two newspaper articles each month.
- Introduced library promotion packages for new members and outreach events.
- Employed diverse methods to promote the library - Sidewalk signs, eBlasts, flyers, newsletters, posters, social media, displays in and outside of the library, lawn signs, banner sign, table cloth, promotional package.
- Supported the Library Champion campaign with signage, Top 150 Library Patrons list, value of your library card initiative.
- Organized A Reading Champion contest at Georgian Bay Community School and St. Vincent Euphrasia Elementary School promoting the TD Summer Reading Club and summer programs.
- Continued to grow the email list to over 1,400 addresses.



### **Expand and maintain strong volunteer base for the library**

- Offered training sessions including tech sessions for staff and volunteers.
- Implemented casual volunteers.
- Recruited four new regular volunteers.
- Performed Health and Safety training.
- Recognized our volunteers with invitations to the Spaghetti Dinner hosted by the Municipality of Meaford, treating them to an Olive Oil Tasting evening, presenting them with flowers during Ontario Public Library Week, and organizing a Volunteer Christmas Pot Luck.

## **Enhance partnership and communication with the Municipality**

- Presented the Quarterly Reports and Delegations to Council.
- Participated in meetings and events with municipal staff - SMT, Health and Safety Committee, Employee Engagement, PA Day, Culture Days, Canada Day, Santa Parade, and Family Day.
- Aligned library plans and policies to be consistent and compatible with those of the Corporation -MEDS, Strategic Plan, Municipal Election.
- Presented a beach-themed Family Day event for the community in partnership with Meaford Recreation Department.
- Offered a variety of activities for children and youth during March Break.
- Brought Story Time sessions to three unique Big Red Chair locations (Irish Mountain Lookout, Fred Raper Park, Leith Beach).
- Supported the 4th annual Views of Meaford Photo Contest.

## **Goal #3: Create and strengthen a customer-focused environment that provides dynamic services to meet the needs of the community.**

### **Objectives:**

- Provide professional development opportunities to all staff and board members to enable them to deliver a consistent and high level of customer service
- Stay informed and connected to the community as a whole
- Provide lifelong learning opportunities for customers
- Promote and encourage reading across generations

## **Invest in education and training**

- Supported continuing education with workshops, webinars, library and technology courses offered through: Apple – iCloud and iPhoto; Tech Soup; American Library Association; Library Journal; Mohawk College; Southern Ontario Library Service; Ontario Library Association/Education Institute; and Library Journal.
- Offered two AODA legislated training sessions for staff.
- Attended various regional meetings with other libraries.
- Received Health and Safety training including CPR and First Aid.
- Presented a session at the Ontario Library Association Super Conference:  
*Add It Up: How Public Libraries can Stimulate the Local Economy.*



## **Provide communication opportunities for staff and board**

- Attended monthly team and programing meetings.
- Scheduled one-on-one and departmental meetings with staff as required/appropriate.

## **Offer a variety of general interest and tech programs**

- Hosted education sessions with local experts and outside professionals such as: Master Gardeners of Grey County; Storm Chaser; a youth workshop on Chinese culture, heritage and language; Lego Community Planning with volunteers from the Ontario Professional Planners Institute; writing skills; attracting neighbourhood birds; protecting bee populations; creating a power of attorney; armchair traveller series; and traditional Celtic music lessons.
- Organized programs that connect patrons of all ages – Story Times, book clubs, Canadian Parents for French (CPF).
- Assisted 335 people at the Tech Centre.
- Continued craft and hobby sessions for adults and youth.
- Enhanced our Photography Club sessions to include field trips to local art galleries, walking tours, and hikes along the Bruce Trail.
- Presented two Book Lovers Open House sessions in the summer and fall to celebrate various genres and book titles.
- Offered a Stuffed Animal Story Time and Sleepover at the library.
- Created the Amazing Reads, a summer reading program for adults.
- Hosted local authors: Rosemary Gosselin, Telfer Wegg, Kelly Siskind, and Molly O'Keefe.
- Presented two well-known authors, Alan Doyle and Dan Needles, in the fall.
- Featured the TD Summer Reading Club, engaging participants in library services and resources.
- Participated in the annual Forest of Reading program to encourage a love of reading in people of all ages.
- Purchased two sewing machines for youth and adult programs.



### **Goal #3: Inspire the community to support a sustainable future for the Municipality of Meaford.**

#### **Objectives:**

- Encourage and participate in sustainable initiatives within the community.

#### **Offer recycling initiatives within the library**

- Battery recycling, donated books, reusable bag sales, composting, blue boxes, pen/marker recycling.

#### **Deliver educational programs to promote green practices**

- Offered programs about sustainable living with local experts such as Master Gardeners of Grey County and a local bee expert as well as providing up-cycled art projects.

#### **Incorporate efficient and environmentally sensitive principles in all aspects of library services**

- Regulated temperature controls for energy saving.
- Established a lights-out practise for staff.
- Used energy efficient resources including lighting, appliances, a/c, and dehumidifiers.
- Donated books to Better World Books program.
- Worked with Meaford Community Gardens to create a new community garden at the side of the library building.
- Offered a collection of seeds for the public to borrow and return after harvest.
- Purchased compostable materials for use at events and programs.

