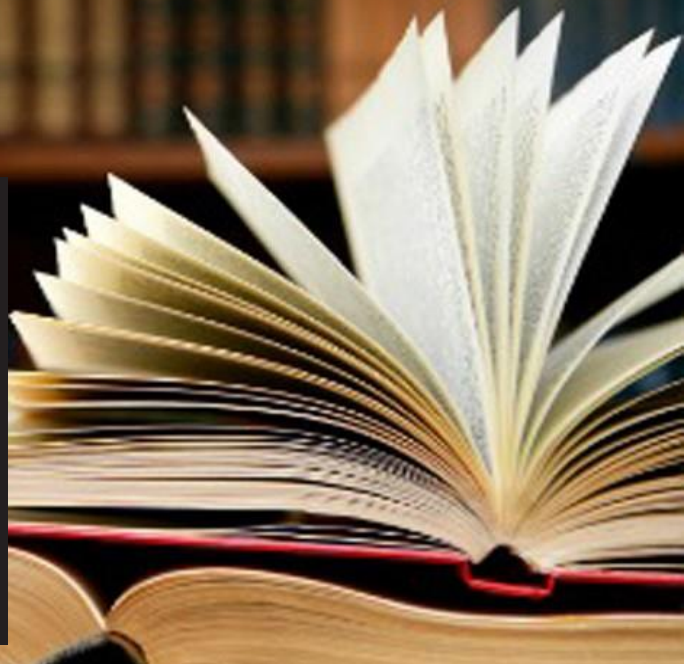




2018 STRATEGIC PLAN ACHIEVEMENTS



2018

100,392

ITEMS BORROWED

19,338
eLibrary
downloads

4,633
ACTIVE
MEMBERS

496
TECH
CENTRE
VISITS

45,411
WEBSITE
VISITS

INTERLIBRARY LOAN

Shipped **2,472**
Received **1,974**

73,579

LIBRARY VISITS

657 Programs
9,617 Participants

36,834
COLLECTION
ITEMS

6,347
Public Computer
Logins

52 CLASS VISITS

1,148 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

- Made \$35,000 investment in the collection – items include fiction and non-fiction, large print books, audiobooks, magazines, movies, music, French language and award winning titles.
- Weeded Junior and Young Adult collections. Began Adult non-fiction weed in November 2018 with on-going management of the Adult fiction collection.
- Shipped 2,472 Interlibrary loan items and received 1,974 materials.
- Continued partnership with the Centre for Equitable Library Access (CELA) which donates 100 DAISY audiobooks to the library annually through their deposit collection program.
- Purchased copies of the 2019 Forest of Reading nominees for all age groups.
- Delivered 409 items in 55 Home Delivery Visits.
- Received a donation from Meaford Culture Foundation for two early literacy stations in the Junior Library.
- Received \$4,525.76 for the provision of enhanced accessible technologies through the Enabling Accessibility Fund - Community Accessibility Stream grant. Purchased Playaway items for the Junior Library.
- Continued partnership with Service Ontario which provides an annual grant to purchase and update business and computer books.
- Entered into contract with Library Services Centre to pre-process books and audiobooks ensuring new items are on the shelf in a timely fashion.



MEAFORD PUBLIC LIBRARY

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

- Improved the email messaging feature in KOHA with the addition of the dollar value of items checked out.
- Made a \$8,380 investment in eLibrary resources and renewed for 2018: OverDrive, RB Digital, Ancestry, World Book Online, Novelist Select, Mango Languages, and Cypress Resume.
- Invested in Operating system Cybrarian for use with public computers – \$896 USD for 2018-2019 service.
- Budgeted in 2019 to continue Hoopla streaming service.

Create a MakerSpace culture with learning and teaching stations

- Continued to offer a selection of toys that promote exploring, building, learning, and playing.
- Purchased a Kano Harry Potter Wand kit and Botley robot for coding challenges and events.
- Purchased a 3Doodler pen set for 3D creations and maker opportunities for youth.
- Continued to share LittleBits circuit kit with other libraries in the Saugeen Consortium.



Centralize the technology collection in a multimedia circulation area

- The Tech Centre collection increased in 2018 with the addition of kilowatt readers, tablet and Android/Apple device chargers for loan.
- Purchased three DELL laptops through Improving Library Digital Services grant with two laptops located in the Junior Library. These are available for loan in-house.
- Began loaning Android and Apple tablets.



MEAFORD PUBLIC LIBRARY

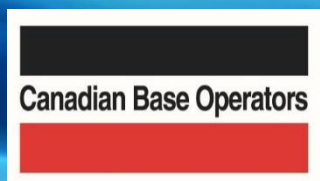
Offer a variety of work and reading spaces with technology connections

- Purchased three reading lamps to improve lighting in the Reading Room. One daylight floor lamp was purchased from CNIB and funded by the Municipality of Meaford's Accessibility expense budget. Two natural daylight reading lamps were funded by the Library.
- Installed a JAWS screen reader on the accessible public access computer and funded by the Municipality of Meaford's Accessibility expense budget.



Provide diverse meeting space

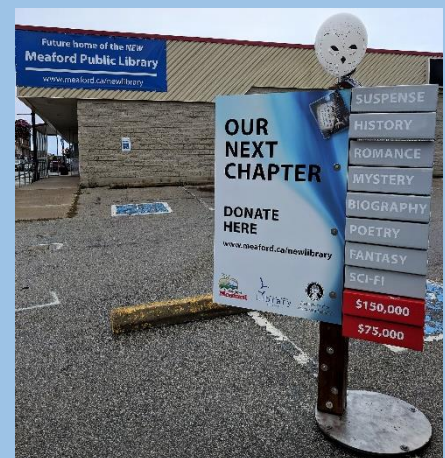
- Moved 86 programs offsite.
- Moved 124 programs to reading room.
- Offered meeting space for:
 - Education
 - Quiet and group study
 - Proctoring examinations
 - Tutors and students
 - Community Groups: SMILE Animal Society, Meaford Garden Club, Business Book Club.
 - Rural Satellite Office Space
 - YMCA Employment Services
 - YMCA Housing Services
 - Women's Centre of Grey and Bruce County
 - Interviews
 - Canadian Base Operators Job Fair



MEAFORD PUBLIC LIBRARY

Support new library project

- Purchased the former Foodland building at 11 Sykes St. North by the Municipality of Meaford to renovate to create the new, accessible Meaford Public Library in early 2020.
- Formed the Project Advisory Committee from designated Library and Municipal staff to provide input to new library architect LGA Architectural Partners. Made recommendations to highlight program and collection areas of the new library.
- Held public input sessions with LGA and the Municipality on the new library in January and June 2018.
- Visited GBCS with Georgian Bay Youth Roots volunteers to conduct a survey regarding youth and technology for the new Meaford Public Library.
- Created the Meaford Public Library Fundraising Committee - a Committee of Council - to raise money for the new Meaford Public Library building.
- Increased hours of service to public beginning on June 2, 2018 with opening on Mondays 10-5 and increased hours on Saturday from 10-3 to 10-5.
- Supported the Meaford Public Library Fundraising Committee events and activities including planning, preparation, execution, evaluation, and future vision:
 - Art of Learning
 - Harry Potter Day
 - Trunk Sales
 - Read-A-Thon
 - Canada Day Booth
 - Meaford Farmers' Market
 - Meaford Fall Fair
 - Scarecrow Face-Painting
 - Rotary Club of Meaford Trivia Night
 - Meaford Christmas Markets



Friends of the
Meaford Library



MEAFORD PUBLIC LIBRARY

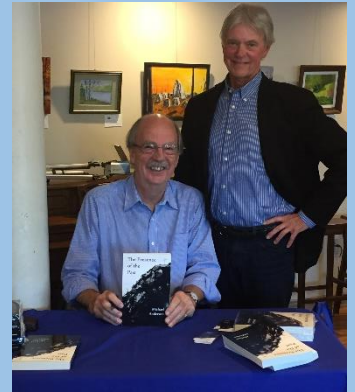
Goal #2: Incorporate a collaborative approach with the municipality and community stakeholders to move library services forward.

Objectives:

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

Support economic initiatives

- Promoted local businesses through the 7th annual Koffee House Reads series.
- Held Pop-up Libraries at the Meaford Farmers' Market, Seniors' Fair, the Meaford Health and Wellness Fair, and the Meaford Christmas Markets.
- Presented Story Time at the Meaford Farmers' Market throughout the summer.
- Partnered with the Meaford Chamber of Commerce for the 3rd annual How-To in 10 Festival.
- Attended the Meaford Chamber of Commerce After Five events and the Meaford Business Improvement Area (BIA) meetings.
- Hosted two book clubs at local restaurants: The Leaky Book Club at the Leaky Canoe Pub and the Friday Morning Book Club at the Kitchen Café.
- Supported YMCA Employment Services work force readiness program including 147 intakes (April 2018 to February 2019). Of those intakes, 122 have found work and 6 are in school. YMCA program also offers resume support, workshops, training, and job fairs.



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 Health and Wellness Fair, Victoria Village Stakeholders BBQ, Culture Days, and circulated a monthly book drop at the Victoria Village Family Resource Centre.
- Offered our first Story Walk on the Longest Day of Play at the Blue Dolphin Pool.
- Hosted a Georgian Bay Youth Roots meeting.

MEAFORD PUBLIC LIBRARY

Partner with organizations

- Promoted the Friends of the Meaford Library and the Net Shed during Love Your Library Month with a Book Sale in the Library.
- Publicized the Friends of the Meaford Library's Summer Concert Series throughout the summer.
- Attended the Victoria Village Stakeholders meetings.
- Visited monthly with Community Living for a story time and craft as well as a book exchange.
- Partnered with Canadian Parents for French – Meaford Chapter – to offer seasonal events: summer story time sessions, fall Halloween Party, and winter Fête de Noël.
- Worked with Canada Revenue Agency to offer a Community Volunteer Income Tax Program (CVITP) for those with modest income.
- Partnered with the SMILE Animal Society to present a session on Wildlife-Human Relationships at the Barn Co-operative.
- Provided quilt-themed library materials at the 2018 Quilt Show at the Meaford United Church.
- Partnered with the Meaford Artisan Hub to host a 10-week Ukulele Jam Session and an Open Mic for Teens event.
- Attended Beautiful Joe's Old Fashioned Family Fun Day with St. John Ambulance Therapy Dogs.
- Hosted youth from Meaford Children's Choir to perform at the library.
- Continued partnership with the YMCA Employment Services. Awarded \$6,000 for summer student and new Public Services Clerk positions.
- Attended the Grey Bruce Film Festival screening at the Galaxy Cinemas in Owen Sound with Meaford winner Megan Acres.
- Hosted National Canadian Film Day at GBCS with a showing of the film *The Breadwinner* provided by Reel Canada to an audience of 250 students.
- Offered Student Vote program with GBCS and the Municipality of Meaford to students in grades 4 to 8. Three mayoral candidates spoke at this assembly.
- Partnered with the Municipality of Meaford and the Meaford Chamber of Commerce to host the 3rd annual How-To in 10 Festival.
- Welcomed a Georgian College ECE student and a GBCS grade 11 co-op student.
- Hosted two students to complete their high school Community Service Hours.



MEAFORD PUBLIC LIBRARY

- Partnered with Canadian Base Operators for Jean Chrétien library fundraising event.
- Hosted local Homeschool Group in the library and provided support for their monthly visits.
- Supported the Rotary Club of Meaford to host the Rotary Trivia Night.
- Presented the Dewey Divas and Dudes at the Meaford Hall inviting patrons and library staff from surrounding libraries to attend.
- Hosted monthly class visits for local elementary school classes.

Promote and gather customer feedback

- Encouraged customer engagement initiatives – Library cards, patron use of libraryinfo@meaford.ca, Koha ILS purchase suggestions, and social media feeds for library inquiries.
- Posted customer feedback and book reviews on Library's ILS.

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

- Partnered with the Early Literacy Facilitator for Grey County and offered a Family Literacy Day celebration.
- Partnered with the OSNGUPL to offer both Grey Bruce Youth Film Festival and Write @ Your Library contests for teens. Meaford celebrated one winner for the film contest and four winning entries for the writing contest.
- Submitted events and programs to the OSNGUPL quarterly newsletter.
- Collaborated with four other libraries to host the 10th annual Georgian Bay Reads and won Georgian Bay Reads 2018 award.
- Partnered with other Grey County libraries to host Grey County Reads.



MEAFORD PUBLIC LIBRARY

Maximize library promotion opportunities

- Presented library services information monthly to the Meaford 55+ Friendship Club.
- Promoted library services and programs in The Meaford Independent, along with monthly submissions to the Military Family Resource Centre Coyote Chronicle newsletter.
- Expanded the library's online presence through online calendars, community listings, webpages, and social media.
- Authored an average of two newspaper articles each month.
- 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 cloths, and promotional packages.
- Continued to grow the eBlast list to over 1,700 members.
- Began work on a new library website with the Municipality. Go live date March 2019.



Expand and maintain strong volunteer base for the library

- Training sessions including tech sessions for staff and volunteers.
- Initiated casual volunteers.
- Recruited four new regular volunteers.
- Performed Health and Safety training for all volunteers.
- Recognized our volunteers by inviting them to the Spaghetti Dinner hosted by the Municipality of Meaford and providing a Volunteer Christmas Pot Luck.

Enhance partnership and communication with the Municipality

- Presented Bi-Annual 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 Claus Parade, Scarecrow Invasion Parade and Family Day.



MEAFORD PUBLIC LIBRARY

- Aligned library plans and policies to be consistent with those of the Municipality of Meaford.
- Presented Family Day event for the community in partnership with Meaford Recreation Department.
- Offered three unique Big Red Chair Story Times – Irish Mountain Lookout, Leith Beach, and Memorial Park.
- Offered a variety of activities for children and youth during March Break.
- Supported the 5th annual Views of Meaford Photo Contest.
- Participated in a Job Hazards Analysis Survey assessing workplace health and safety in cooperation with the Municipality.
- Created secondment for Library CEO as Director of Cultural Services in partnership with the Municipality. This move created the Branch Manager and Deputy CEO position and new duties for the Public Services Coordinator.
- Supported weekly visits from Parks & Recreation Summer Camps.
- Partnered with the Meaford Hall Arts and Cultural Centre, Meaford Museum, and the Municipality of Meaford to host Culture Days.
- Joined the Municipality to walk in the Scarecrow Invasion and the Santa Claus Parade.
- Participated in cross department meetings – All-Staff, Employee Engagement and Communications



MEAFORD PUBLIC LIBRARY

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 for 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.

Provide communication opportunities for staff and board

- Attended monthly team and program meetings.
- Scheduled one-on-one and departmental meetings with staff as required/appropriate.
- Reformatted monthly Team Reports for Library Board meetings into a more accessible document containing monthly and yearly statistics.
- Created a communications sub-committee for the Meaford Public Library Fundraising Committee.

Invested in education and training

- Supported continuing education with workshops, webinars, library courses, and technology courses offered through: Apple – iCloud and iPhoto, Tech Soup, American Library Association, Library Journal, Mohawk College, Southern Ontario Library Service, and Ontario Library Association/Education Institute.
- Attended legislated AODA training in print and electronic accessibility. Learned how to create accessible print and electronic documents.
- Hosted a Library Accessibility Tour for Municipal employees and featured one accessible resource on the library's social media sites every day for a week.
- Attended regional meetings with other library CEOs.
- Received Health and Safety training including CPR and First Aid.
- Presented a session at the 2018 Ontario Library Association Super Conference: *Stand Out Marketing for Small Libraries*.
- Convened two workshops at the 2018 Ontario Library Association Super Conference.

MEAFORD PUBLIC LIBRARY

- Hired new Public Services Clerk to assist services at main circulation desk.
- Hosted and attended a Regional Children's Programming Meeting.
- Participated on the Selection Committee for Forest of Reading Blue Spruce 2019.
- Attended Forest of Reading Festival of Trees in Waterloo celebrating Silver Birch nominees.
- Selected to be a member of the Community-Led Libraries committee and helped to organize the Community-Led Think Tank.
- Attended OLA Readers' Advisory in a Day session.



Offer a variety of general interest and tech programs

- Hosted education sessions with local experts and professionals such as: Apple Expert, Master Gardeners of Grey County, Wildlife Biologist, Ministry of Natural Resources & Forestry/Bear Technician, Mushroom Logs, Ukulele Jam Sessions, Seed Saving, Armchair Traveller, and local photographer sharing information about photography in motion and birds of Ontario.
- Started Tech Tuesdays, a monthly program featuring different topics every session such as Ancestry and other library eResources.
- Organized programs that connect patrons of all ages – Story times, book clubs, Canadian Parents for French – Meaford Chapter, and reading with St. John Ambulance Therapy Dog.
- Assisted 496 people at the Tech Centre.
- Continued seasonal craft and hobby sessions for adults and youth.
- Enhanced our Photography Club sessions to include field trips to local art galleries, walking tours, hikes along the Bruce Trail and Tom Thomson Trail, local workshops, and experimenting with photographic techniques.
- Offered a Stuffed Animal Story Time and Sleepover at the library.
- Continued Amazing Reads Canada, a summer reading program for adults.
- Received approval to present a session on Amazing Reads Canada at 2019 OLA Super Conference.



MEAFORD PUBLIC LIBRARY

- Hosted local authors: Michael Anderson, Brent Preston, Emma Drummond, Cris Kohl, Joan Forsberg, Marty Elkins, and Diana Bishop. Junior Library hosted: Sarah Elton, Jennifer Courtney, and Alma Fullerton.
- Presented the Right Honourable Jean Chrétien at Meaford Hall on October 28, 2018.
- Featured the TD Summer Reading Club, promoting library resources and services to participants.
- Participated in the annual Forest of Reading program to encourage a love of reading in people of all ages.
- Introduced Bite Me! Cooking for Teens and Hot Stuff! Cooking for Teens. Invited Chopped Canada Teen winner Cameron MacDonald as guest to final session.
- Presented an Every Child Ready to Read – a workshop for parents.
- Welcomed the Canadian Mental Health Association – FAN Club to perform their puppet show “Throwing Out the Garbage.”



Created Policy Advisory Committee

- Created this committee, composed of designated Library Board members and staff, to review and update library policies as needed to meet the needs of the community on a regular basis.



MEAFORD PUBLIC LIBRARY

Goal #4: Inspire the community to support a sustainable future for the Municipality of Meaford.

Objectives:

- Encourage and participate in sustainable initiatives within the community.

Participate in local events on sustainability

- Participated in the Re-Use and Eco Fair with a selection of materials from the sustainability collection, information about the seed library, and eco-friendly crafts.
- Attended the Meaford Farmers' Market with materials about sustainable living.
- Cleaned the exterior library space during the Meaford Spring Cleanup.



Offer recycling initiatives within the library

- Offered battery recycling, donated books, reusable bag sales, composting, blue boxes, and pen/marker recycling.
- Collected Halloween costumes in the Junior Library to support the free Costume Swap program.

Deliver educational programs to promote green practices

- Offered programs about sustainable living with local experts such as: Master Gardeners of Grey County, Growing Edible Mushrooms, and Seed Saving Workshop. In addition, offered a Kilowatt Reader Information Session and loaning kilowatt reads, and hosts programs on up-cycled art projects.
- Hosted a program to weave recycled milk bags into mats in the Junior Library.



MEAFORD PUBLIC LIBRARY

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

- Regulated temperature controls for energy saving.
- Maintained a lights-out practise for staff.
- Used energy efficient resources including lighting, appliances, a/c, and dehumidifiers.
- Offered a collection of seeds for the public to borrow and return after harvest.
- Purchased and used compostable materials for events and programs.
- Purchased recycled paper for copiers and green-type toners for printers.
- Promoted use of devices rather than paper copies at meetings and events.



MEAFORD PUBLIC LIBRARY