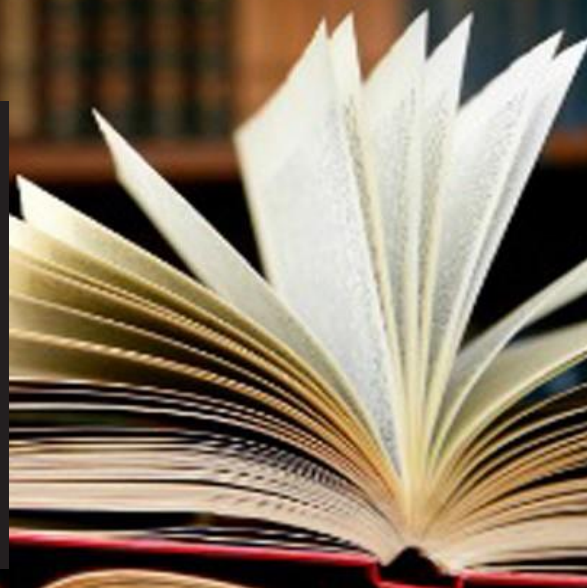


2019 STRATEGIC PLAN ACHIEVEMENTS



2019

93,667

ITEMS BORROWED

22,533
eLibrary
downloads

4,856
ACTIVE
MEMBERS

432
TECH
CENTRE
VISITS

48,717
WEBSITE
VISITS

INTERLIBRARY LOANS

Shipped **1,314**

Received **965**

(No ILLO from April 26 to July 1, 2019)

67,289

LIBRARY VISITS

535 Programs
8,152 Participants

35,722
COLLECTION
ITEMS

5,910
Public Computer
Logins

51 CLASS VISITS
1,126 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 \$38,500 investment in the collection – items include fiction and non-fiction, large print books, audiobooks, magazines, movies, music, French language, and award winning titles.
- Ongoing weeding in all collections in preparation for move to new building.
- Shipped 1,314 Interlibrary loan items and received 965 materials. There was no ILLO service between April 26 and July 1, 2019 due to Southern Ontario Library Service's (SOLS) budget cuts. The Friends of the Meaford Library (FOML) supported postage costs for Interlibrary loan shipping from July 2 to December 31, 2019.
- 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 2020 Ontario Library Association Forest of Reading nominated books for all age groups.
- Delivered 185 items in 29 Home Delivery Visits.
- Contract with Library Services Centre to pre-process books and audiobooks ensures new items are on the shelf in a timely fashion.
- Added LGBTQ and Aboriginal genre stickers to books in collection for greater visibility and accessibility.
- Recognized at the Ontario Library Association Super Conference for high standards of accessibility in library in the How Ontario Libraries are Helping to Create More Accessible Communities session.
- Received donation of 15 movies from Meaford International Film Festival via Meaford Culture Foundation.
- Performed a partial inventory of the Library collection.

MEAFORD PUBLIC LIBRARY

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

- New Library/Municipal website launched March 2019. The site won gold in the MarCom marketing and communications awards 2019.
- Added new options in KOHA to highlight new TV series.
- Made a \$10,000 investment in eLibrary resources and renewed for 2019: OverDrive, Hoopla, RB Digital, Ancestry, World Book Online, Novelist Select, Mango Languages, and Cypress Resume.
- Invested in Cybrarian for use with public computers – \$896 USD for 2019-2020 operating system service.
- Continued new books widget on KOHA search page for 2020.
- Enabled borrowing of tablets in spring 2019.
- Added G1 practice tests to library eResources on website.
- Purchased 2,500 new Library membership cards.
- Promoted Library's eResources by offering a Kobo Clara eReader as a prize for eReader Day on Wednesday, September 18.

Create a MakerSpace culture with learning and teaching stations

- Continued to offer a selection of toys that promote exploring, building, learning, and playing.
- Purchased educational robots Sphero SPRK+ and Dot-and-Dash for tech events in Junior Library.
- Received 10 micro:bit devices from Kids Code Jeunesse to offer basic coding and programming sessions for youth.
- Offered two weeks of Minecraft summer camps in partnership with Meaford Parks and Recreation Department.
- Added five ukuleles to collection and provided corresponding programming.



Centralize the technology collection in a multimedia circulation area

- The Tech Centre collection increased in 2019 with the addition of six pedometers for loan.
- Continued loaning Android and Apple tablets.

MEAFORD PUBLIC LIBRARY

Offer a variety of work and reading spaces with technology connections

- Sidewalk tables and chairs outside building offer Wifi space in summer months.
- Opened 2nd floor History Room to bookings for quiet study and work if needed.
- Enabled WiFi access to patrons at Pop-up Library events.

Provide diverse meeting space

- Offered 55 adult and 25 children programs offsite.
- Moved 59 adult programs to the reading room for accessibility.
- Provided meeting space for:
 - Education
 - Quiet and group study
 - Homeschooling group
 - Proctoring examinations
 - Tutors and students
 - Community Groups: SMILE Animal Society, Meaford Garden Club, Transition Meaford, Grey Bruce Sustainable Network, Regional Support Associates, Autism Ontario, Alzheimer Society Grey Bruce, Contact North, Meaford Community Theatre.
 - Rural Satellite Office Space
 - YMCA Employment Services
 - YMCA Housing Services
 - Job Fairs
 - Women's Centre Grey and Bruce Inc.
 - LEEDS employment counselling
 - Interviews



Alzheimer Society
GREY - BRUCE



MEAFORD PUBLIC LIBRARY

Support new library project

- Construction began on August 12, 2019.
- Awarded \$150,000 Trillium Foundation Grant.
- Awarded \$366,064 from the Government of Canada Enabling Accessibility Fund – mid-sized grant.
- Project Advisory Committee from designated Library and Municipal staff met throughout 2019 with LGA to discuss furniture, fixtures and equipment.
- Continued to hold Meaford Public Library Fundraising Committee meetings to plan and support the fundraising campaign.
- Promoted new building and floor plan to customers in library, through outreach, and online.
- Added new page to the library website on new library building and fundraising.
- Hosted local business information session regarding new library in July 2019.
- Supported the Meaford Public Library Fundraising Committee events and activities including planning, preparation, execution, evaluation, and future vision:
 - Monthly Silent Auctions
 - Read-A-Thon
 - Business Challenge
 - A table at the Meaford Farmers' Market and the Meaford Christmas Market
 - Screening of *The Public* with guest speaker John Pateman
 - Plant and Bulb Sales
 - Harry Potter Day
 - Marvel Trivia Night
 - *A Christmas Carol* reading in partnership with the Raise the Roof Campaign with Meaford United Church
 - Stories and Carols Celebration at Christ Church Anglican



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 8th annual Koffee House Reads series.
- Held Pop-up Libraries at the Meaford Farmers' Market, Seniors' Fair, and the Meaford Health and Wellness Fair.
- Presented Story Time at the Meaford Farmers' Market throughout the summer.
- Participated in the Meaford Chamber of Commerce After Five events, Santa Claus Parade and Window Unveiling, and the Meaford Business Improvement Area (BIA) meetings.
- Hosted two book clubs at local restaurants: The Leeky Book Club at the Leeky Canoe Pub and the Friday Morning Book Club at the Kitchen Café.
- Supported YMCA Employment Services work force readiness programs as well as 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, Meaford Fall Fair, Victoria Village Stakeholders BBQ, and circulated a monthly book drop at the Victoria Village Family Resource Centre.
- Offered our second Story Walk on the Longest Day of Play at the Blue Dolphin Pool.
- Attend regular Georgian Bay Youth Roots meetings and support this group's events.
- Participated in the Christ Church Anglican Parish Succession consultation panel discussing community needs.
- Attended How Can We Make Our Communities More Youthful? with keynote speaker Robert Barnard.



MEAFORD PUBLIC LIBRARY

Partner with organizations

- Promoted the Friends of the Meaford Library and the Net Shed during Love Your Library Month 2019 with a used 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 story time and craft along with circulating books.
- Partnered with Canadian Parents for French – Meaford Chapter – to offer a Valentine's Day party en francais.
- Worked with Canada Revenue Agency to offer a Community Volunteer Income Tax Program (CVITP) for those with modest income.
- Hosted National Canadian Film Day 2019 at GBCS with a showing of the film *Kayak to Klemtu* provided by Reel Canada to an audience of 375 students.
- Welcomed a GBCS exchange student to complete Community Service hours.
- Hosted two students to complete hours toward the high school Community Service requirements.
- Offered Personal Finance sessions in partnership with Gardhouse Financial Counsel.
- Instructed how to make a fall wreath at the 55+ Friendship Club and the Community Café.
- Supported the Rotary Club of Meaford to host the Rotary Trivia Night.
- Hosted seven monthly class visits for local elementary school classes.



Promote and gather customer feedback

- Encouraged customer engagement initiatives – Posted comment cards in library during Ontario Public Library Week and Love Your Library month, patron use of libraryinfo@meaford.ca, Koha ILS purchase suggestions, and social media feeds for library inquiries.
- Shared customer feedback with The Meaford Independent for publication every two weeks.
- Posted customer feedback and book reviews on Library's KOHA Integrated Library System (ILS).

MEAFORD PUBLIC LIBRARY

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 a first, second, third and two Honourable Mention rankings for the Write @ Your Library Teen Creative Writing Contest.
- Submitted events and programs to the OSNGUPL quarterly newsletter.
- Collaborated with four other libraries to host the 11th annual battle of the books, Georgian Bay Reads, winning Georgian Bay Reads 2019 award.
- Partnered with other Grey County libraries to host and promote Grey County Reads.



Maximize library promotion opportunities

- Presented library services information monthly to the Meaford 55+ Friendship Club.
- Increased display space to promote different genres, award-winning titles, and alternate reading suggestions.
- Expanded book, event, award and other library-related displays – updated regularly.
- Created diverse social media posts daily (BookFace Friday, New Book Thursday, Magazine Monday, etc.) to promote the collection, library events and programs. Strong feedback and response to social media presence.
- Promoted library services and programs in The Meaford Independent, along with monthly submissions to the Military Family Resource Centre Coyote Chronicle newsletter.
- Continued the library's online presence through online calendars, community listings, webpages, and social media.
- Authored an average of three 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 1,800 members.
- Began to use Constant Contact for newsletter creation and distribution.
- Started to use Canva for posters, website, social media, and other library promotions.

MEAFORD PUBLIC LIBRARY

Expand and maintain strong volunteer base for the library

- Maintained a strong volunteer presence in the library including casual volunteers to fill in for regular volunteers.
- Recognized our volunteers by inviting them to a private luncheon during April Volunteer Appreciation Week, Municipality of Meaford Spaghetti Dinner, and the Christmas Potluck.

Enhance partnership and communication with the Municipality

- Presented delegations to Council regarding Interlibrary loans and budget.
- Participated in cross department meetings and events with municipal staff - SMT, Health and Safety Committee inspections, Employee Engagement, Canada Day, Communications, Family Day, Basic Emergency Planning Course training, Manager/Supervisor Health and Safety Training, and Health and Wellness Fair.
- 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 Parks and 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 2019.
- Supported the 6th annual Views of Meaford Photo Contest.
- Received results of Job Hazards Analysis Survey assessing workplace health and safety in cooperation with the Municipality.
- Partnered with the Municipality of Meaford Parks and Recreation Department to offer Walk the Length of the Great Wall of China (a summer walking challenge) and Baby Goat Yoga.
- Joined the Municipality to walk in the Scarecrow Invasion Parade.



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.
- Created a Communications sub-committee for the Meaford Public Library Fundraising Committee which met monthly to promote fundraising events and initiatives.

Invested in education and training

- Supported continuing education for staff and board members with workshops, webinars, library courses, and technology courses offered through: American Library Association, Library Journal, Mohawk College, Southern Ontario Library Service, and Ontario Library Association/Education Institute.
- Received training and continued to employ legislated AODA standards in print and electronic accessibility. Continued to build skills in how to create accessible print and electronic documents.
- Attended a regional meeting with other library CEOs.
- Received Health and Safety training including CPR and First Aid.
- Employee obtained Library and Information Technician Diploma from Mohawk College.
- Presented a session at the 2019 Ontario Library Association Super Conference: Get on the Map with Amazing Reads Canada.
- Convened a workshop at the 2019 Ontario Library Association Super Conference.
- Hired a new Summer Student to assist services in Junior Library over summer months, received a Canada Summer Jobs grant to assist with this position.
- Attended a Regional Teen Programming Meeting.
- Attended a Regional Adult Programming Meeting.
- Participated on the Selection Committee for Forest of Reading Blue Spruce 2020.

MEAFORD PUBLIC LIBRARY

- Continued 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.
- Hosted Stephen Abram, Executive Director of the Federation of Ontario Public Libraries for a presentation on the Value and Impact of Public Libraries. Invited the library team, Friends of the Meaford Public Library, the Meaford Public Library Board, the Municipality of Meaford Council and surrounding library teams.



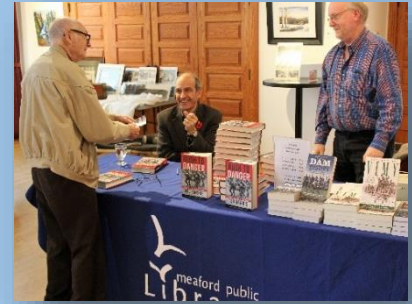
Offer a variety of general interest and tech programs

- Hosted education sessions with local experts and professionals such as: May Ip (mid Autumn Festival), Brian Fray (cartoonist), Tony Mei (Meaford: Codes), Jason Ritchie (MNR – fish dissection and presentation), David Chapman (local photographer), Robert Greenfield (Raw Milk). Linda Teeter (Essential Oils), Janet Iles (Ancestry), Darrell Noseworthy (certified Apple technician), Lauren Best (poetry).
- Continued Tech Tuesdays, a monthly program featuring different library eResources at each session.
- Organized programs that connect patrons of all ages – Story times, book clubs, Canadian Parents for French – Meaford Chapter, reading with St. John Ambulance Therapy dogs, Lego club, chess and checkers, ukulele lessons, goat yoga.
- Assisted 432 people at the Tech Centre.
- Teen volunteer led three Ukulele Basics for Youth sessions.
- Continued seasonal craft and hobby sessions for adults and youth.
- Offered another Stuffed Animal Story Time and Sleepover at the library.
- Hosted Amazing Reads International, a worldwide summer reading program for adults.
- Received approval to present a Panel Discussion with other libraries on partnerships with municipal recreation departments at 2020 OLA Super Conference.



MEAFORD PUBLIC LIBRARY

- Hosted local authors: Alison Leonard, Randal Graham, Andria Hill-Lehr, Angie Vancise, Donna Jansen, Carolyn J Morris, Doug Archer, and Ted Barris.
- 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 Dip 'Em Snacks Cooking for Teens.
- Presented Every Child Ready to Read – a workshop for parents.



Created Policy Advisory Committee

- Continued 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.
- Added governance agenda item to Meaford Public Library Board meetings.



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.
- Distributed reusable straws during Waste Reduction Week.



Offer recycling initiatives within the library

- Continued to offer battery recycling, donated books, reusable bag sales, composting, blue boxes, and pen/marker recycling.
- Continued to recycle empty toner cartridges.
- Collected and distributed Halloween costumes in the Junior Library to support the free Costume Swap program.
- Offered Christmas Card Exchange throughout December.



Deliver educational programs to promote green practices

- Hosted a program to weave recycled milk bags into mats in the Junior Library.
- Celebrated Earth Week with after school activities.

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

- Regulated temperature controls for energy saving.
- Introduced paperless registration forms for new customers.
- Maintained lights-out and unplugging practices throughout the library by staff.
- Used energy efficient resources including lighting, appliances, a/c, and dehumidifiers.

MEAFORD PUBLIC LIBRARY

- 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.
- Consistently employ a practice of reduce, reuse, recycle materials for current and future programs.
- Promoted use of devices rather than paper copies at meetings and events.
- De-cluttered and disposed of unwanted material from the library during the Municipal Spring Clean-up.



MEAFORD PUBLIC LIBRARY