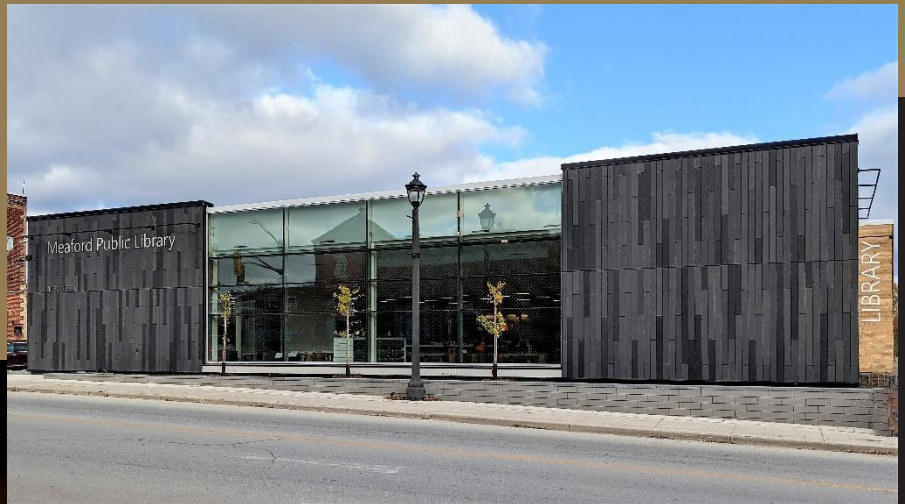
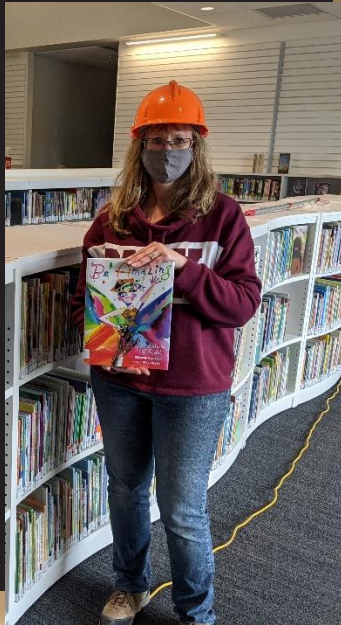


2020 STRATEGIC PLAN ACHIEVEMENTS



2020

59,213

ITEMS BORROWED

33,527
eLibrary
downloads

4,875
ACTIVE
MEMBERS

77
TECH
CENTRE
VISITS

12,713
WEBSITE
VISITS

INTERLIBRARY LOANS

Shipped **565**
Received **369**

29,970
LIBRARY VISITS

463 Programs
3,539 Participants

29,135
COLLECTION
ITEMS

1,643
Public Computer
Logins

2 CLASS VISITS
46 STUDENTS

MEAFORD PUBLIC LIBRARY



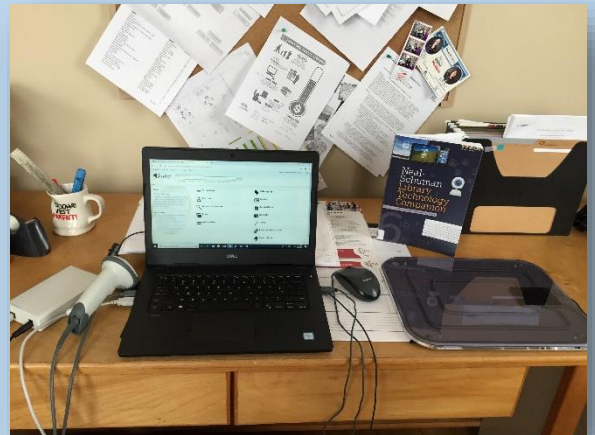
Goal #1: Develop suitable infrastructure - collections and technology in an accessible facility - that meets the needs of our community and fosters the library as a “hub” for generations to come.

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

- Selected 50 junior titles supplied by Saunders Book Company as a grand prize won during OLA Super Conference 2020.
- Library Budget invested \$31,000 in books and media. Less than previous years due to COVID-19 interference in book publishing supply chain.
- Registered and received nominated titles for the 2021 Forest of Reading program.
- Library Collection weed/cull complete in all collections to prepare for radio frequency identification (RFID) system and new library space.
- Total collection was RFID tagged for merger with Bibliotheca RFID software and Integrated Library System (ILS) software Koha.
- CELA DAISY discs and the Victor Stratus CD player were re-packaged and moved to an easily accessible area in the new Library making them easier to browse and self-checkout by patrons.



MEAFORD PUBLIC LIBRARY

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

- Provincial e-Resources for 2020 were ordered through the Southern Ontario Library Services to enable consortia pricing. Provincial e-Resources include: Overdrive, Novelist Select, Novelist K-8 Plus and Novelist Plus, Mango Languages, Ancestry Library Edition, World Book Advanced and World Book Kids.
- Purchased the new e-Resources Lynda.com and Creativebug.
- Renewed Cypress Resume RBDigital e-Magazines directly through the vendor.
- Renewed the LibraryThing book display widget for the online catalogue through the vendor ProQuest.
- Renewed Koha ILS and Hoopla for the year.
- The Library partnership with the Rotary Club of Meaford outfitted the Project Room with:
 - 2 MacPro and 2 Lenovo laptops
 - Office 2019, Deep Freeze anti-virus for each laptop
 - 1 Adobe Creative Cloud and Image Stock software license
 - 1 Sony Smart TV was purchased for the Project Room
- Seven Wi-Fi hotspot routers were purchased by The Rotary Club of Meaford. Rotary is sponsoring the monthly unlimited data plan with each unit. The units began circulating in November 2020.
- RFID system was implemented using the company Bibliotheca using compatible tagging equipment and software. This included switching of DVDs and CELA audiobooks to fit display format in the new library.
- The RFID system included security gates fitted with a people (traffic) counter which will enable a more accurate recording of library visitors.
- Self-Checkout Station implemented.



MEAFORD PUBLIC LIBRARY

Create a MakerSpace culture with learning and teaching stations

- Subscribed to Adobe Creative Cloud and purchased a Green Screen, Podcasts Station and Light Reflector courtesy of the Rotary Club of Meaford.
- Purchased simple children's tech toys (eg. 2 Dot and Dash, Botley, Ozobots) increasing the number to allow use in group settings.
- Purchased and organized a variety of toys which promote learning, building, and playing (eg. Magformers, wooden tangram puzzles, train set).

Centralize the technology collection in a multimedia circulation area

- Purchased a technology storing and charging unit through the partnership with The Rotary Club of Meaford. It houses the library's tablets, laptops, kilowatt readers, pedometers, extra hardware.



Offer a variety of work and reading spaces with technology connections

- New community work tables distributed throughout the Library each housing built in Ethernet and device charge stations. New AV audio systems throughout the new Library with Bluetooth compatibility, Smart TVs in each meeting room.
- Purchased a Zoom account to allow for online meetings and programs.



MEAFORD PUBLIC LIBRARY

Provide diverse meeting space

- Library items were moved to the new Library facility on Monday, October 19 through Wednesday, October 21 by Mohawk Moving and Storage Ltd. All items are now shelved in AODA compliant shelving.
- Council approved new levels for room designation and naming in the new facility. There are five different rooms in the new library available for donors who are at the Platinum (\$25,000 or more) and Founder level (\$50,000 or more). Donors at these levels will be permitted to have a room in the new library named in their honour depending on their donation amount.
- Received a \$50,000 donation from an anonymous donor who received the naming rights of the project room. The room has been named for the Rotary Club of Meaford.
- Received a \$50,000 donation from the Stanley Knight Heritage Society for the new library building and received naming rights to one of the three smaller meeting rooms. The room is dedicated to Stanley Knight.
- Received a \$50,000 donation from the Weston Family Foundation (combining with a previous donation for a total of \$65,000) for the new library building and received naming rights to one of the three smaller meeting rooms. The room is named for the Weston Family Foundation.
- The Friends of the Meaford Public Library has pledged an additional \$20,000 for a total of \$100,000. The large multi-purpose room is now named for the Friends of the Meaford Library.
- Received \$150,000 from the Ontario Trillium Foundation and \$366,064 from the Government of Canada's Enabling Accessibility Fund in 2019. The Ontario Trillium Fund received the naming rights of one of the three smaller meeting rooms and the Government of Canada's Enabling Accessibility Fund received the naming rights of the Children's multi-purpose room in 2020.



MEAFORD PUBLIC LIBRARY

Support new library project

- The Meaford Public Library Fundraising Committee sent out a direct mail donation call out to the residents of Meaford and surrounding area in July. With this request, the Committee reached its goal of \$750,000 for the new Meaford Public Library building.
- The Meaford Public Library Fundraising Committee raised \$880,093.70 for the new Meaford Public Library building.
- New Library Tour for Meaford Council, Meaford Public Library Board, Friends of the Meaford Library and some guests on Saturday, October 24.
- The Meaford Public Library Fundraising Committee sent a mass thank you letter to the residents of the Municipality of Meaford and surrounding area for their generous support of the new Meaford Public Library in December.



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

- Hosted Nathan Postings from PostingK9 for the first Animal Talks series. He spoke about Puppy Basics and gave simple instructions to help train your new puppy.
- Offered Essential Oils for Yoga classes with Linda Teeter Essential Oil COACH
- Hosted the Leaky Book Club in January and February.
- Partnered with YMCA Employment Services to offer two Job Readiness Workshops through Zoom.



Support community initiatives

- Participated in Georgian Bay Youth Roots De-Stress event at GBCS prior to exam week.
- Recognized National Flag of Canada Day with a craft and book display.
- Circulated children's books at the Victoria Village Family Resource Centre and attended the Victoria Village Stakeholders meetings.
- Informed members of the 55+ Friendship Club of library news and events.
- Participated in the monthly Meaford BIA meetings at the Kitchen, Meaford Hall and via Zoom.
- Attended the Meaford Chamber of Commerce After 5 socials.
- Contributed in the Meaford Christmas Window display meetings – a subcommittee of BIA.
- Shared an outdoor story walk during the Celebrate Christmas in Meaford downtown celebrations.
- Supported Meaford Rotary Club in the "Count the Snowmen" contest displayed in a downtown business window.

MEAFORD PUBLIC LIBRARY

Partner with organizations

- Offered a Family Literacy Day Story Time in partnership with the Early Years Literacy Facilitator, Grey County.
- Attended monthly Friends of the Meaford Library meetings.
- Offered the CVITP (Community Volunteer Income Tax Program) to help those with modest income file their taxes. The volunteers were able to file 77 income tax. This number is lower compared with previous years due to the pandemic lockdown.
- Began loaning 7 Wi-Fi hotspots donated by the Rotary Club of Meaford.
- Promoted the sponsored Rotary Club of Meaford Technology with a weekly equipment feature on social media.
- Challenged participants with weekly Kahoot! Trivia - a partnership with the Friends of the Meaford Library from May to December.
- Submitted results to the Ontario Library Association for the Forest of Reading program which had 90 participants.
- Offered online Summer Story Tent with Tammy Cruikshank, Early Years Literacy Facilitator, Grey County on Wednesdays with corresponding Grab'n'Go Craft kits and Book Bundles in July and August available at the library curbside pick up.
- Recognized Read An eBook Day with OverDrive by encouraging members to share what eBook they are reading online with a chance to win a prize pack.



Promote and gather customer feedback

- Encouraged participants to share their favourite books with weekly MPL Patron Picks and Book Challenge on social media.
- Asked library members to share why they loved the Meaford Public Library during Love Your Library Month

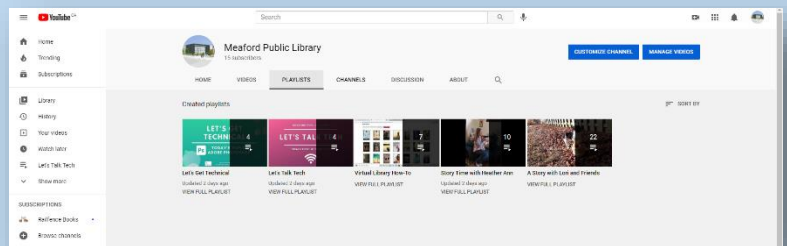
MEAFORD PUBLIC LIBRARY

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

- Partnered with South Grey News and neighbouring libraries to promote the annual Grey County Reads through social media.
- Participated in an online meeting with summer Story Tent partner Tammy Cruickshank, Early Years Literacy Facilitator, Grey County.
- Shared the history of Georgian Bay Reads during Ontario Public Library Week with four other participating libraries.
- Participated in the Grey-Bruce 2020 Write @ Your Library Creative Writing Contest for Teens.

Maximize library promotion opportunities

- Increased our social media presence including adding a YouTube channel.
- Hosted on-site Library tours for Council, Fundraising Stakeholders, Volunteers, the General public of the New Library during the month of November.
- Promoted the library through local media such as newspapers, radio, TV and online calendars.
- Shared the Meaford Public Library's What's Happening Flyer and posters with community groups such as the Coyote Chronicle, 55+ Friendship Club and the Meaford Chamber of Commerce.



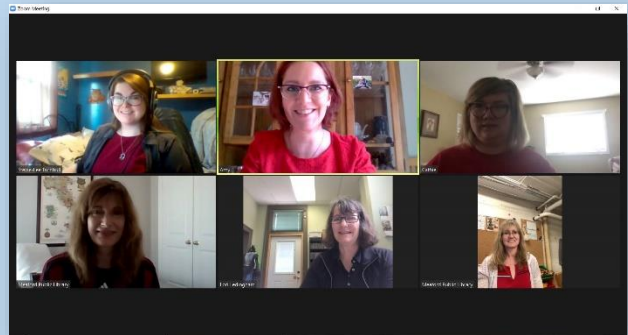
Expand and maintain strong volunteer base for the library

- Sent a Thank you/we miss you email to our volunteers during Volunteer Appreciation Week.
- Thanked our volunteers on our social media platforms and shared the volunteers book picks on social media.
- Continued communication with library volunteers during the Meaford Public Library closure.

MEAFORD PUBLIC LIBRARY

Enhance partnership and communication with the Municipality

- Participated in the Family Day event at Meaford & St. Vincent Community Centre offering crafts, books, and Lego.
- Contributed at the Municipality of Meaford Communications meetings.
- Reached 7,373.16 km during the Coast to Coast Community Walking Challenge, a partnership with the Meaford Cultural Services.
- Worked with the Municipality of Meaford's Accessibility Coordinator to promote and feature accessible resources available at the library during National Accessibility Week.
- Coordinated the annual Views of Meaford Photo Contest in partnership with the Municipality of Meaford.
- Partnered with Meaford Parks and Recreation to create PLAY Kits. Five backpacks filled with outdoor games to encourage play. These include: Jump, Toss, Run, Fly, and Throw.
- Partnered with Meaford Parks and Recreation to off Strike Day Camps in February.
- Collected and displayed 53 Scarecrow Invasion poetry submissions for the annual Poems in the Garden display at Meaford Hall.
- Partnered with the Meaford Museum to offer an online Story Time featuring their ABC book.
- Partnered with the Municipality of Meaford Parks and Recreation department and the Rotary Club of Meaford to loan snowshoes.
- Participated in quarterly Municipal all-staff meetings.



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.

Hours of library service

- The Meaford Public Library closed on Monday, March 16, 2020 to June 2020 under the provincial regulation to prevent the spread of COVID-19.
- Provincial restrictions were partially lifted on Saturday, June 20 and the library began curbside service until a modified opening on Tuesday, August 4.
- Regular hours continued until the move on Monday, October 19. Curbside service was reinstated as occupancy delays continued. Opening day of the new library was Friday, November 20.
- The library was closed again on Saturday, December 26 under provincial regulations. Resumed curbside service.
- Offered temporary library cards to enable users to access e-Resources. Total of 47 temporary membership cards were issued. These cardholders are being encouraged to upgrade their card to a full-privilege membership.



MEAFORD PUBLIC LIBRARY

Invest in education and training and staff

- Three full-time staff attended the Ontario Library Association (OLA) Super Conference.
- Presented at the OLA Super Conference in a panel presentation with two other libraries. Spoke on the importance of partnerships with the Municipal Recreation Department to an audience of 120 people.
- Hosted Marcus Logan at Meaford Hall to speak about inclusiveness in Public Libraries. Staff and board members from nearby libraries attended.
- Accepted a co-op student with Georgian Bay Youth Roots from GBCS, who will begin in the Town of Blue Mountains and to then come to the Municipality of Meaford (Library and Parks & Rec) in May. Unfortunately the student was not able to join us, GBCS cancelled this placement due to COVID-19.
- A Meaford Library staff member was the winner of the Ontario Association of Library Technicians Award. Awarded annually to the graduating student in a library and information technician program with the highest academic average in library technical courses.
- Hosted a Library and Information Technician student from Mohawk College virtually for three weeks.
- A staff member participated in the Virtual Children and Youth Expo learning about children and teen programming, outreach, reader's advisory, and educational partnerships.
- Participated in the Youth Friendly Community Recognition online orientation meeting with host Marion Price from Play Works.
- Staff completed training through HR Downloads on COVID-19, Gender & Sexual Diversity Training and Mental Health in the Workplace.
- Joined in the Southern Ontario Library Service webinar "Level Up Your Virtual Programs".
- Participated in the Poverty Reduction Strategy discussion with Ontario Library Association Council and members of the Community Led Committee.
- Contributed information that will be used in the OLA/FOPL submission to the Ontario Poverty Reduction Strategy Consultations.



MEAFORD PUBLIC LIBRARY

Provide communication opportunities for staff and board

- 2021 Budget Library Budget approved by the Library Board was presented at Council.
- 2019 Annual Public Library Statistics Report to the Ministry of Heritage, Sport, Tourism, and Culture Industries uploaded.
- During COVID-19 shutdown, we continued to offer Library Board and team meetings through Zoom.
- Presented a report on New Library Facility to Council on Monday, May 11, 2020 by Corporate Services.

Offer a variety of general interest and tech programs

- Offered iPad Basics session for those learning how to use an iPad by an Apple Certified Technician.
- Continued to offer the popular monthly Photography Club with sessions on photography techniques, use of a lightbox, and sharing photos on Cluster. The group continues to meet monthly on Cluster.
- Presented Hour of Code to 12 enthusiastic youth who explored the basics of computer science.
- Offered activities such as: Pop-up Photo Booth, Valentine Circuit Cards, Dipped Chocolate Spoons, and Lavender Scented Sachets to youth during Love Your Library Month.
- Created 22 “A Story with Lori and Friends” and “STEM Story” reading videos for social media.
- Continued to host the monthly Brown Bag Book Club through Zoom.
- Offered a virtual Easter Egg Hunt through the Meaford Public Library’s website.
- Participated in National Canadian Film Day by linking to the Facebook Live family programming throughout the day and hosting an online Watch Party for *You Are Here: A Come From Away Story*.
- Ran the Amazing Reads Summer Reading Challenge with the passport to read across Canada available on the library’s website.



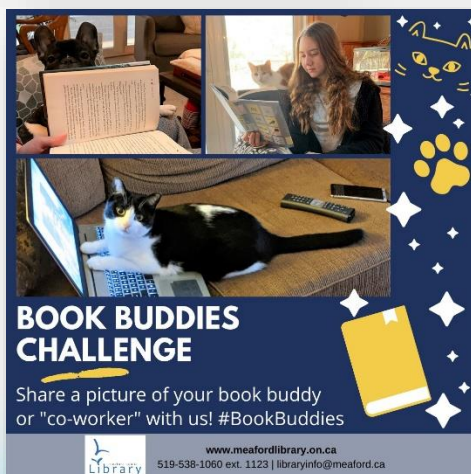
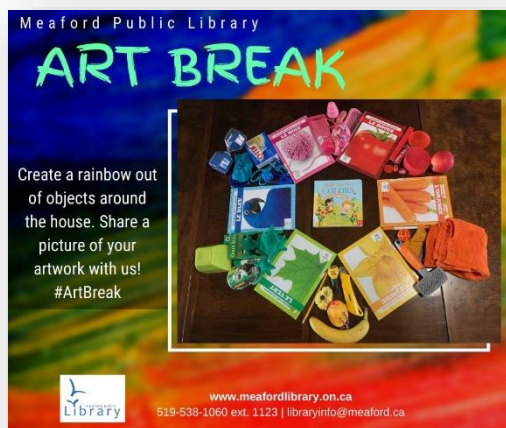
MEAFORD PUBLIC LIBRARY

- Recognized the library has been closed for 100 days on Tuesday, June 23 with 100 Days of Quarantine. Offered virtual promotion 100 Days, 100 Books program (a list of books our members have read since Monday, March 16), Show Us Your 100 Things, and make your own 100 Things T-shirt.
- Launched the online TD Summer Reading program in June with curbside pick-up distributing materials and super hero masks for children.
- Distributed Grab'n'Go Craft and Grab'n'Go STEAM kits during curbside pick-up on Wednesdays and Fridays during the summer, fall, and winter season.
- Distributed weekly Make and Take Mondays craft kits for adults to take home throughout September and October in addition to the 12 Days of Christmas held in December.
- Offered online Story Time with Heather Ann and Lloyd on Wednesdays with corresponding Grab'n'Go Craft kits and Book Bundles beginning in September. Two story times featured the new green screen available from the tech centre.
- Wrapped up 2020 with a Best Books of the Year challenge.
- Shared an online Story Reading of *'Twas the Night Before Christmas* with Santa on December 24.
- Hosted a Santa Visit at the library and presented children with a take home gift and photo opportunity.
- Moved the Elf on the Library Shelf weekly and allowed children to complete a ballot for a chance to win a prize when they found it.
- Promoted the library's online resources and collection with posts and how-to videos.
- Provided Staff Pick book reviews approximately two times a week.
- Encouraged weekly online participation with social media challenges including Book Challenge, Art Break, and Nailed It or Failed It – a Pinterest Challenge with Meaford Cultural Services.
- Offered distance learning links to author talks/readings, home school help, and other e-Resources.
- Provided online tour links for Field Trip Fridays.
- Shared the daily results of the Canada Reads book debate on Facebook.
- Featured weekly craft activities available on Creativebug.
- Connected with our members with Meet Your Library Team.
- Participated in a music video of "Eye of the Tiger" with 222 views



MEAFORD PUBLIC LIBRARY

- Recognized First Nations Public Library week by featuring the Meaford Public Library's First Nations collection, offering a link to the Wiidosendiwag-Walking Together Tour, and highlighting Indigenous languages available on Mango Languages.
- Highlighted Banned Books week by sharing a photo of some of the challenged books available at the Meaford Public Library.
- Celebrated high five a librarian day (virtually)
- Marketed library "deals" for Black Friday and Cyber Monday.
- Featured Diwali with great engagement from new followers on our social media pages.



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.

Offer recycling initiatives within the library

- Installed a water fountain/bottle filler in the new library to reduce the need for plastic water bottles.
- Used upcycled materials for crafts.
- Offered battery drop off for recycling.
- Offered Christmas Card Exchange throughout December.

Deliver educational programs to promote green practices

- Recognized Earth Week Meaford by offering an Earth Week Story Time and a craft to create at home.

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

- Installed smart lights in the new Meaford Public Library that will dim/turn off if there is enough natural light filtering through the window or if there is no movement in the area.
- Included blinds on all windows of the new library building to cool the building from the sun.
- Began planting trees, vegetation and creating green space in the new Library Parkette.
- Maintained lights-out and unplugging practices throughout the library by staff.



MEAFORD PUBLIC LIBRARY