

## COMMUNICATION & COUNSEL

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**Subject:** Monthly Report

**Prepared by:** Danielle McDonald, Chief Executive Officer

**Prepared for:** Ottawa Public Library Board

**Meeting of:** May 14, 2012

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**OPL Mission Statement:** *Building a strong Ottawa community by supporting life-long learning and 21<sup>st</sup> century literacies, fostering inspiration and enjoyment and connecting people to each other and the world.*

(See Appendix A for 2012-2015 Strategic Directions)

### 1. Goal A: SERVICES that are Relevant, Accessible and Customer-Centric

Carlingwood: A written note received from a grateful patron: *Dear Ms. Archer, I am writing to you as manager to commend Anne Shannon, Public Service Assistant, at the Carlingwood branch. Not owning a computer and not knowing how to use one, I came in last Thursday to use your Internet services on a vital personal matter. She was an invaluable assistant, for which I am grateful. Many thanks.*


General Comment: *I am SOOOO impressed with your digital and online services! Wow, talk about keeping up with the times! I love that we can borrow digital and electronic material, and that you send reminders when to bring back hardcopies. Amazing work! I have just made a \$50 donation to the OPL foundation in support of what you do. Thanks so much!!!*

General Comment: Kudos from a pleased OPL client:

- **Kudos # 1:** *Congrats to the person(s) in charge of dvd acquisitions. We have a great collection, including many films that I had read about and even taught about (I used to teach Film Studies at the University of Ottawa) but had never seen. Now I had. And the collection is being kept up-to-date.*

- **Kudos #2:** *To everybody at the OPL. It is certainly one of the best services this city provides. Yes, I appreciate it as much as the paramedic/ambulance services or the fire department. The personnel is friendly, knowledgeable and helpful. It is a pleasure to visit. We even discuss films, books or other relevant going-on when I go through the check-out. (I use mostly Main and Sunnyside, but I am sure it is the same at all branches).*
- *One - relatively minor - suggestion: I might be old fashioned, but when in the seating/reading areas of a library, I like to have silence. Perhaps a few signs to encourage patrons to keep it quiet, go outside or speak in a hush if using a cell phone might be appropriate. To all, thanks and keep up the good work!*

Main: The following email was received from an e-reference customer by Romaine Honey, Librarian at the Main branch: *This is EXACTLY what I was looking for! I thank you for your efforts regarding this. If you ever become interested in a career change I'm sure you would make a first class detective! Thanks again!*

<b>OPL TWEETS</b> (devoted OPL users tweeting away)	
"Was just served at the OPL by a very efficient and friendly person... Main bran	
"Did you know that your OPL card gives you access to <a href="http://consumerreports.c">http://consumerreports.c</a> (I'm researching fridges today) Weee!!"	

## 2. Goal B: PLACES and SPACES that are Vital, Welcoming Community Hubs

Blackburn Hamlet: The Blackburn Hamlet branch was closed from Monday, April 30 to Saturday, May 5 to receive improvements, including new flooring and fresh paint.

The book drop was available during the closure. Patrons were notified of this temporary change in service through OPL's website and through Twitter.

Hazeldean Renovation: The following Change Order has been approved and issued since the last report in the April CEO Report:

<u>Ref</u>	<u>Amount</u>	<u>Description</u>
A-10	\$1,575.42	Modification of Interior doors; washroom sink carriers blocking

The total expenditures on Change Orders to date: \$36,891.28.

Main Library Building Condition Assessment: Work is continuing on the Main Library Building Condition Assessment. When the report is completed, it will be reviewed by the Facilities Planning Committee and then forwarded to the Board. In conjunction with the condition assessment, a survey of Main Library users and non-users is underway. The results of both studies will be quantitative data on both the Main Library facility as well as how it is being used by customers. It is currently anticipated that the results of both studies will come to the Board in September.

Sunnyside Branch: The 2010 Sunnyside Branch renewal project has been submitted for consideration for an OLA Library Architectural and Design Transformation Award. The awards will be announced in July. As part of the data gathering for the nomination, it was identified that renovation of the branch had a significant impact on usage as the following table illustrates:

<b>Sunnyside Branch</b>	<b>Circulation</b>	<b>Library Visits</b>
<i>Pre-renovation</i> December 2008 – November 2009	342,871	188,016
<i>Post-renovation</i> September 2010 – August 2011	409,639	233,266
<b>Percentage Increase - Sunnyside</b>	<b>16.29%</b>	<b>19.39%</b>
Percentage Increase – Overall OPL System	6.58%	5.01%

### 3. Goal C: ENGAGEMENT of Customers, Communities, Partners, Employees and Volunteers

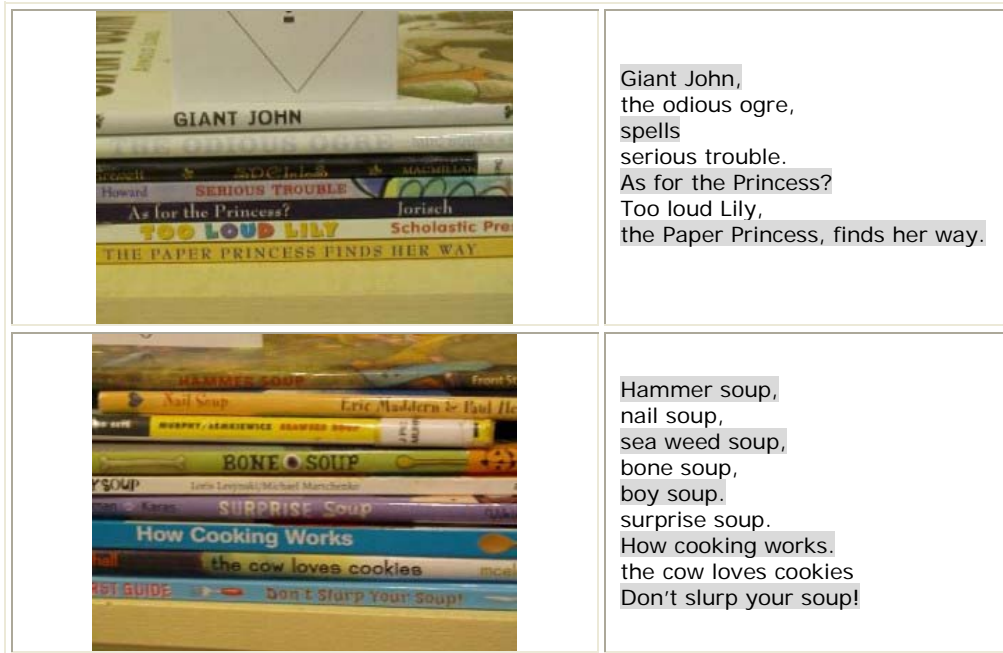
Annual Youth Business Conference: On April 25<sup>th</sup>, business librarian Amy Hoffmann, teen librarians Jessica Halsall and Courtney Mellor, and Algonquin College co-op student Roit Prom participated in the 7<sup>th</sup> Annual Youth Business Conference. Designed to provide high school students with the opportunity to gain insight into entrepreneurship and running a business, the team presented four workshops on market research to over 100 high school students from across the city.

Livromagie et Livromanie à la BPO : Plus d'une centaine d'élèves ont participé, cette année, aux clubs de lecture de la *Livromagie* et de la *Livromanie* à la succursale Cumberland. Une quarantaine de ces derniers ont célébré *la Journée mondiale du livre et du droit d'auteur* avec un jour de vote et une chasse aux trésors autour de la bibliothèque. Ce partenariat entre la Bibliothèque publique d'Ottawa et l'organisation Communication Jeunesse promouvoit la littérature canadienne française. Les jeunes participants votent pour leur titre préféré après avoir lu dix livres ou plus. Natalie Landry-Teixeira de la succursale Cumberland conduit cette initiative dans les écoles du quartier depuis 1997.

#### Main Branch Events:

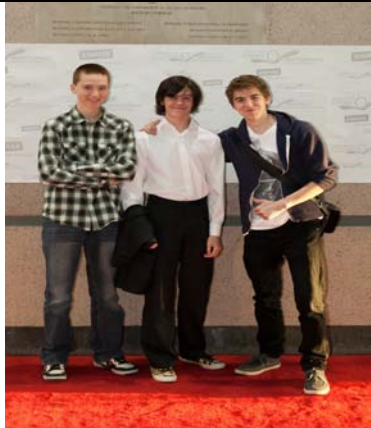


- **Ballet Jörgen Canada:** Ballet Jörgen was on site on Wednesday April 18 to present a dance demonstration in the Mezzanine. Ballet Jörgen Canada is recognized as an innovative dance company. Their presence at the Main branch was well received. For almost 25 years, the organization has sought to advance the art and appreciation of ballet and Canadian choreography through performance, educational experiences and outreach.
- **Welcoming Beverly Blanchard:** On Thursday, April 19, a poetry reading was held at the Main branch to celebrate National Poetry Month. Beverly Blanchard, an Ojibwe poet, read from her book "Into the Waves". The publication is filled with poetry and prose with colour illustrations dealing with empowerment, spirituality and well-being, emergent from her critique of society's influence on individual choice.

Poetry Month @ the OPL: Poetry is where you find it. And Sarah Campbell, who works in the Children’s Department at the Main Library is finding poetry on the spines of books. By arranging picture books on their sides, she’s forming poems. Here are a few of her creations (photographed by Diane Bays, Librarian):



*Pictures taken by Diane Bays, Librarian, Ottawa Public Library*

Winners of Teen Tech Video Contest announced: A crowd of over 100 people gathered in the Chamber at Ben Franklin Place on April 19 to view the top 10 videos created by Ottawa teens, and to find out which ones would be deemed top three. Participants, their families and friends all came out to support their favourite filmmaker. The OPL hosted the Awards Night & Video Screening for the Teen Tech Video Contest it held in March to highlight Teen Tech Week. Contestants aged 13-18 had to create a one-minute video about their favourite book. Whether it was a trailer, a parody, a review or a dramatization, all the participants delivered with creativity and talent. Daniel Parkes Jr., an 18-year-old from Nepean, came in third and won a \$75 gift certificate from Best Buy for his parody [The Hunger Games – Katniss Interview](#). 15-year-old Sam Willets of Old Ottawa South came in second and won a Kobo eReader donated by Staples for his rendition of [Lord of the Flies Trailer](#) in claymation. The number one video, and winner of the Apple iPad, went to 17-year-old Kanata resident, Benjamin Reyes, with [The Butter Battle Book Trailer](#), which was filmed in part at the Diefenbunker.

<b>1<sup>ST</sup> PRIZE</b> Benjamin Reyes ----- <i>The Butter Battle Book Trailer</i>	<b>2<sup>ND</sup> PRIZE</b> Sam Willets ----- <i>Lord of the Flies Trailer</i>	<b>3<sup>RD</sup> PRIZE</b> Daniel Parkes Jr. ----- <i>The Hunger Game-Katniss Interview</i>
		

*Pictures taken by Rhéal Doucette, Ottawa Public Library*

#### 4. **Goal D: INNOVATION through Technology and Continuous Improvement**

Digital Media Toy Box Project: Digital Services and Staff Development and Service Excellence departments are pleased to announce the release of the Digital Toy Box project. This project is intended to advance staff's knowledge with ever-changing technology trends, encouraging them to become familiar and comfortable with some of today's technological devices to support customer service. The Toy Boxes will circulate through branches for a two week period with each cluster eventually having their own box to use for learning, outreach and more. The Toy Boxes each contain an iPad2, Kobo VOX, Kobo First Generation (or Touch), Samsung Galaxy Tablet or Motorola Zoom and a Sony T-1.

ULC Innovations Initiative 2012: The OPL is acknowledging its innovative use of technology and its partnerships, which have improved customer service and operations this year through four submissions to the ULC Innovations Initiative 2012. The following nominations were put forward:

- In the category of Health, Wellness & Safety - the Public Health / OPL partnership for Healthy Eating Programs & Prenatal Express programs were nominated. The category recognizes *Innovations in partnering with health and wellness providers; providing resources for underserved populations; public safety initiatives.*

- In the User Experience category the Single Sign On Website project was nominated. This category recognized: *using digital technologies to expand services for library users.*
- In the category of Organization & Strategic management - the use of mass collaboration tools to solicit employee input on action items from the employee engagement survey was nominated. The category recognizes *leadership development, strengthening library workforce to meet 21<sup>st</sup> century user and community needs.*
- In the category of Operations, the Facilities Renewal Expenditure Prioritization Tool was nominated. This category recognizes *Innovations in facilities management.*

Innovation awards will be evaluated and winners will be announced at the ULC conference on June 22, 2012.

## **5. Goal E: EXCELLENCE in Governance, Accountability and Financial Sustainability**

Ideas Generation Initiative: The OPL has undertaken a project to promote and strengthen Francophone participation in community life through French services and access to French language library materials and programs. In addition to the surveys conducted by telephone, online, and in-depth with members of the Francophone community in Ottawa, recently the OPL held a Biblio-Forum to meet with representatives of organizations working with French / Francophile clients. Ideas are also being collected from organizations through another short online survey. OPL staff have been given the opportunity to also share their ideas and feedback on public suggestions received to date. During the month of April, one question was posted every week on the OPL staff intranet.

## 6. Friends of the Ottawa Public Library Association

Sit on Our Board of Directors: The Friends are looking for Board and Committee members to start in June 2012. If anyone is interested in contributing to our libraries and becoming a member of a great team, they are encouraged to visit FOPLA's website ([www.OttawaPublicLibraryFriends.ca](http://www.OttawaPublicLibraryFriends.ca)).

Teen Tech Video Contest Winners Selected: Young filmmakers, with friends and family members in tow, came together on April 19<sup>th</sup> to view the top 10 videos created by Ottawa teens for the Teen Tech Video Contest. Participants delighted in watching the film entries and hoped that they would come out as winners in the top three. It's a special treat for the Friends of the Ottawa Public Library to support the Teen Tech Video Awards. This contest offers local teens a unique way to share their love of reading, and allows an enormous online community to enjoy the videos produced for the competition. It's fantastic to see Ottawa's youth engaging with their libraries and sharing stories and ideas.

## 7. Upcoming Events

- May 14, 2012 – 5:00 p.m. Ottawa Public Library Board Meeting (Colonel By Room, Ottawa City Hall)
- May 30-June 2, 2012 CLA 2012 National Conference & Trade Show (Ottawa, ON)
- June 11, 2012 – 6:30 p.m. Ottawa Public Library Board Meeting (John G. Mlacak Community Centre, 2500 Campeau, Kanata)

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Danielle McDonald  
Chief Executive Officer



Mission				
<i>To build a strong Ottawa community by supporting life-long learning and 21<sup>st</sup> century literacies, fostering inspiration and enjoyment and connecting people to each other and the world.</i>				

Values				
Access and Inclusion	Accountability	Bilingualism	Dynamic Workforce	Innovation
Intellectual Freedom	Love of Reading	Right to Privacy	Service Excellence	Informed Community

Strategic Directions 2012-2015				
A. SERVICES that are Relevant, Accessible and Customer-Centric	B. PLACES and SPACES that are Vital, Welcoming Community Hubs	C. ENGAGEMENT of Customers, Communities, Partners, Employees and Volunteers	D. INNOVATION through Technology and Continuous Improvement	E. EXCELLENCE in Governance, Accountability and Financial Sustainability
<ol style="list-style-type: none"> <li>Inspire children and teens to read, and to discover the Library's range of resources, through innovative programs, services and collections;</li> <li>Develop targeted services, collections and outreach strategies to meet priority community needs, based on a deeper understanding of our communities, our aging and increasingly diverse customers, and the needs of marginalized populations;</li> <li>Be a leader in supporting the development of 21<sup>st</sup> century literacies, including digital, civic, and financial literacies, through extended partnerships and programs;</li> <li>Enable customers to easily explore and discover the best resources in both virtual and in-branch collections; and</li> <li>Expand availability of e-books, e-materials and e-services.</li> </ol>	<ol style="list-style-type: none"> <li>Develop a master facilities strategy to inform library development priorities and to lay the foundation for 21st century library service. The strategy will guide the Library's work in:               <ul style="list-style-type: none"> <li>maintaining and renewing current facilities to support their role as vital, welcoming and safe community hubs, places to meet, study, connect and discover; and</li> <li>building new places and spaces to serve as vital and welcoming community hubs that meet the growing and changing needs of Ottawa's citizens;</li> </ul> </li> <li>Enhance the Library's online community presence by incorporating flexible, robust technologies that optimize the customer's virtual experience including social media; and</li> <li>Demonstrate green leadership within the Library and act as a key partner in City sustainability initiatives.</li> </ol>	<ol style="list-style-type: none"> <li>Implement new ways of effectively reaching out, engaging and communicating with customers and communities about services and future Library directions;</li> <li>Develop and grow effective partnerships with community groups, service providers and other organizations;</li> <li>Empower employees to provide service excellence by supporting further development of their technical and leadership skills; and</li> <li>Engage and support volunteers from the Friends of the Ottawa Public Library Association, the Ottawa Public Library Foundation, and the community.</li> </ol>	<ol style="list-style-type: none"> <li>Deliver a digital strategy that narrows the technology divide (e.g. between experienced and novice users, and between those with access to technology and those without);</li> <li>Maximize efficiencies and streamline services through continuous improvement and implementation of new technologies including Radio Frequency Identification (RFID);</li> <li>Leverage technology to enhance services (technology is a key enabler of many of our strategic objectives.); and</li> <li>Foster a culture of innovation and adaptation to new and emerging technologies.</li> </ol>	<ol style="list-style-type: none"> <li>Ensure Library structures and practices support excellence in governance and effective accountability;</li> <li>Strengthen performance evaluation, measurement and reporting systems including the development of a new strategic, balanced scorecard program;</li> <li>Maintain strong links and leverage partnerships with the City of Ottawa to ensure effective and seamless service for our citizens; and</li> <li>Work with the Ottawa Public Library Foundation, the Friends of the Ottawa Public Library Association, the City and others to ensure financial sustainability.</li> </ol>