

COMMUNICATION & COUNSEL

Subject: Monthly Report

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Prepared for: Ottawa Public Library Board

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OPL Mission Statement: *Building a strong Ottawa community by supporting life-long learning and 21st 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

Elmvale Acres: From a contented senior: “This is to advise how all the information officers at Elmvale Acres Branch have always been willing to assist me using a library computer. I am a senior and don’t personally own one. For the past several years, I have taken computer training at OPL libraries, the first when a helpful Carleton student came to Elmvale Acres Branch. I very much appreciate the willing assistance of all its Information Officers. I am gradually catching on and appreciate their patience.”

General Comment: Inspiring remarks received from a grateful OPL user: “I wanted to send a quick message to thank the Ottawa Public Library and Amanda Spargo, Children’s Programming and Public Service Assistant for her inspirational visit to my son's school. A few weeks ago, Amanda visited St. Andrew Catholic School in Barrhaven and presented a variety of “Too Good to Miss Books” for Grade 4 & 5. Over the past few years, I have found it challenging to motivate my son to read. As an educator, I find the value of reading and books to be paramount for all students therefore worked tirelessly to find different motivators for my son to encourage him to read. Following Amanda's visit, my son came home and left a coloured flyer on my desk with book preferences he wanted me to locate for him. I was thrilled to see his

enthusiasm and promptly went online to the Ottawa Library site to locate the books. He now has asked if we can visit the library so he can browse other book preferences. THANK YOU for all you do for our local community and the children it serves.”

Main: “I’ve just completed the survey, and was disappointed there wasn’t an “any other comments?” at the end. I am anxious to let the library know how pleased I am with the Hold service. Whenever I learn of a book I would like to read, I visit the website to place a hold; when it arrives, I receive an email, and drop in to the library to pick it up near the front door. The whole process couldn’t be better unless you delivered the book to my door! (and I’m not suggesting you should). Thanks for a great service.”

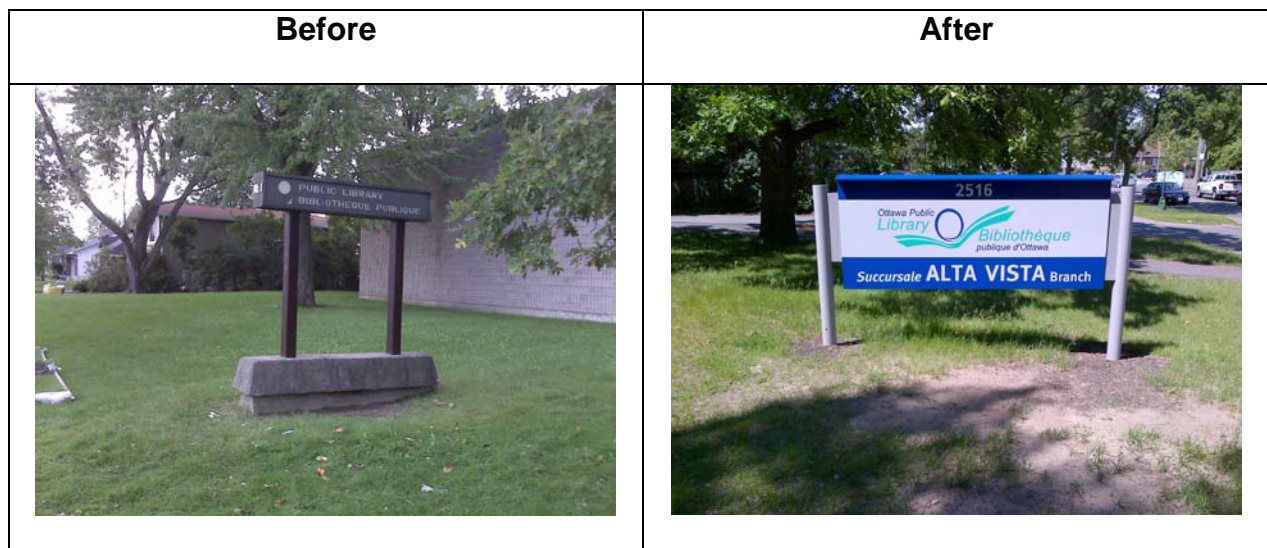
North Gower: Kind words for the North Gower Branch: “My family regularly visits the North Gower Library. One morning as we were getting ready to visit the library, I noticed my three year old daughter talking on her ‘play’ phone. I asked her who she was talking to and her reply was, “Louise-I am telling her that we are playing now but will be at the library soon.” We are so lucky to have such a great library with wonderful staff in our community.”

Ruth E. Dickinson: A patron shares his positive experience with the Ruth E. Dickinson Branch: “We are moving from our home in Barrhaven to a new residence in Kemptville. While we look forward to the Kemptville location, we will miss the excellent library services we enjoyed at the Ruth E. Dickinson Branch - many thanks for your wonderful support and obliging, pleasant attitude. We wish you the very best of good fortune.

Vanier: Appreciative grade 3 & 4 students from Assumption Elementary School wrote letters to Christine Ambroise, Public Service Supervisor following her visit to their class. They include: “Thanks for the presentation today. It was really cool. We also learned a lot from the books and from you. My favourite thing was the Inuit people using goggles to see when it was sunny outside and seeing the northern lights. Thanks for visiting us.” AND “Thanks for showing us your books.”

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

Alta Vista: The external Alta Vista Branch sign has now been replaced with a new modern lit version. The attached photos show the previous sign and the new one. The process took longer than anticipated due to a minor variance application requirement followed by a sign permit process, and ensuing winter delays. The results, however, were well worth the wait. Some minor ground work will be taking place to replace the affected grass in front of the sign.



Blackburn Hamlet: The Blackburn Hamlet Branch was closed April 30 to May 6 in order to install ceramic tiles in the entrance, exit and public area in front of the circulation desk, as well as anti-fatigue flooring behind the circulation desk. Most of the branch was repainted during the closure, which has both freshened and brightened the space. Customers have commented on how much bigger and cleaner the branch looks since the improvements.



The lively colours in the teen and children's areas help these new spaces stand out and provide a focal point in this small branch.



Hazeldean Renovation: The Hazeldean renovation continues to remain on schedule. The branch reopening is scheduled for Thursday June 14th, with an official reopening celebration to be held on Saturday July 7th. At the May 14, 2012 OPL Board meeting a \$25,000 increase to the construction contractor contingency was approved. This resulted in the total approved contingency for this project being increased to \$80,600.00. The following Change Orders have been approved and invoiced against this renovation project since the last update in the Chief Executive's Monthly Report for May 14, 2012:

<u>Ref</u>	<u>Amount</u>	<u>Description</u>
<u>A-11</u>	<u>\$2,356.20</u>	Mould remediation requirements
<u>A-12</u>	<u>\$37,613.45</u>	Millwork in WC, Coat hanger racks installation, Paint back board & add new panels under the sink; Interior trim for reused book drops; Interior fabric for main canopy; Paint space above vinyl base and inside of vestibule; Security gate barrier free door operator installation & associated arch. work; Paint back door vestibule & door; Install backing to support lockers

This project remains on budget with the total approved change order expenditures to date: \$76,860.93. These are the final contingency expenditures for this project.

Metcalfe: The Metcalfe Branch was closed on Wednesday May 30 and Thursday May 31 to allow for the branch's interior to be repainted. The book drop was available during the closure.

Vernon: The Vernon Branch was closed on Wednesday May 23 and Thursday May 24 to allow for floor repairs and refinishing to previously covered floor areas, installation and painting of new trim and wood enclosures to hide exposed wiring and associated electrical boxes, and repairs to wood wainscoting. This finalizes all outstanding improvements at this branch. The book drop was available during the closure. Earlier 2012 improvements included a reconfiguration of the Borrower Services and Information Services area and a new accessible service counter. These improvements were completed in time for the Doors Open Ottawa event held June 2-3, 2012. The Vernon Branch is celebrating 40 years of service to the community. It remains one of the OPL's smallest branches and was originally a one room school built in 1882.

Main Library Updates: The Main Library User Survey was conducted in May. Input was gathered through a general survey, intercept surveys and surveys of Main Library users. Survey results are expected in June. The Main Library Building Condition Assessment is nearing completion with the final report expected to come to the Board in September.

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

Clothesline Project: The Clothesline Project is a way to help people face the reality of violence against women in their community and help heal the damage.

More than 250 clothesline projects have been created around the world, displaying the shirts of over 35,000 survivors. For the past few years, the North Gloucester Branch has been working in co-operation with W.E.N. (Women's Events Network) to make this event possible locally.



T-shirts, which have been hand-painted by children and women who have been victims of violence, are hung to a clothesline in the lobby of the library to draw customers' attention and increase visibility of this problem in the community. A book display promotes library resources that can help better inform and provide more stories from victims of violence.

Distribution of Free PRESTO Cards: 200,000 free PRESTO cards will be available beginning June 10, 2012 and will cease on October 31, 2012 or until the supply of cards has been exhausted, whichever comes first. The free PRESTO cards will be available to the public starting Sunday June 10 at OC Transpo Sales and Information Centres. The Library remains one of the designated distribution points during the deployment phase of the cards. OPL will start distributing the PRESTO cards on Monday June 11, at all 33 branches, plus the two bookmobiles. OC Transpo will be working on a welcome kit, which will be the main information/reference piece to be distributed with PRESTO cards.

Diversity and Accessibility Services: The *Celebrating Cultures in our Community* events that took place in six branches attracted over 850 people from all backgrounds. These events were jointly planned by OPL's Diversity and Accessibility Services department and the Settlement agencies working at the library. Some of the highlights:

- book displays about games from different cultures from OPL collection
- game stations representing games from different cultures
- beautiful Chinese tea ceremony display table and tea samples
- high caliber performers, mixed with local participants (children from homework club, tai chi group from seniors ESL)
- indoor crafts and outdoor games
- young dancers from the Ottawa Ballet School and an energetic Punjabi drummer (drummer's photo featured in the Kanata Standard along with short event description)

Upon hearing of the event, CBC radio requested an interview with OPL staff at the Nepean Centrepointe Branch.

Learning to Camp with Ontario Parks: The OPL has partnered with Ontario Parks to introduce camping basics to new Canadians and young families.

The Learn to Camp workshops will focus on overcoming barriers to camping and spending time in the outdoors. During this hands-on workshop, participants will learn about setting up camp, safety and ethics and how to camp with minimal impact to the environment. The program will be held at a number of OPL branches including Alta Vista, Carlingwood, Elmvale Acres, Nepean Centrepointe, Orléans, Rosemount, St-Laurent, and Sunnyside.

Media Awareness Network: Jane Venus, Manager, Lifelong Learning and Literacy attended an event on May 29 that announced:

1. The launch of the new name and brand of the Media Awareness Network – now MediaSmarts (OPL has had a long-standing partnership with MNet and has licensed their material for many years)

<http://www.marketwatch.com/story/mnet-launches-its-new-brand-for-the-digital-age-2012-05-29>

2. The announcement of the new “Young Canadians in a wired world” – the latest research in a longitudinal study of children, teens and teachers and media usage. (OPL has helped by hosting focus groups for MNet) <http://www.marketwatch.com/story/new-findings-from-young-canadians-in-a-wired-world-study-children-live-in-fishbowl-created-by-fear-and-surveillance-anti-cyberbullying-programs-ineffective-2012-05-29>

OLA's Forest of Reading: The Forest of Reading is an OLA initiative and Canada's largest recreational reading program, unique in that it is readers who select the winning authors. As part of the program, the OLA hosts a two day event in the Toronto Harbourfront called the Festival of Trees. This has become the largest literary event in Canada to celebrate Canadian authors and illustrators. This year, the OLA took this very successful event on the road, holding inaugural festivals in Ottawa and Thunder Bay. The Ottawa festival was held on May 17 in the Carleton University Fieldhouse. The event was organized by OLA staff and a committee of local teachers, school board members, authors and Ottawa Public Library staff. Close to 900 local students in grades 3 to 8 attended. Children's authors and illustrators, Philipa Dowding, Natalie Hyde, Jan Andrews, Anna Kerz, Jill MacLean, Patrick Bowman, Sharon E. McKay, Bill Slavin, Romi Caron, Susin Nielsen and Anna Ziegler were all in attendance. The event involved a ceremony in which authors were paraded through the crowd to the very enthusiastic cheers of young readers. Each author had a chance to address the room after being

introduced to the audience by one of their fans. The event also served as an opportunity to announce the regional author award winners. The rest of the day was busy with autographing sessions, author workshops, book sales and various games and entertainment. Several library employees were able to attend as volunteers and played an essential role in helping to make the event a success. At the end of the day, authors and the organizing committee were welcomed to a reception held in the Councillors' Lounge at Ottawa City Hall. Energy was high throughout the day and the event was thoroughly enjoyed by both children and authors.

Sm@rtLibrary Lending Partners Expanded: The Canadian Museum of Civilization has now been added to the list of partner libraries that allow OPL members to borrow from their collections. Adult library borrowers can pick up a Sm@rtLibrary card at any of our branches to be able to borrow three books at a time. Welcome Museum of Civilization to the Sm@rt Library lending family!

Communications and Community Relations (CCR) report:

Social Media

CCR promotes OPL programs, services, and events through traditional channels, but they also engage a great deal with customers online. Social Media, particularly Twitter, is a great way to have conversations with customers and to listen to what they have to say. CCR tweets original content on behalf of OPL every day, and responds to questions and concerns posed on Twitter. Conversations sometimes happen about OPL without CCR's involvement.

OttPubLib/BibPubOtt @opl_bpo 4 May
Let's Make Some Noise for Adam Yauch (MCA) from the Beastie Boys. Celebrate his life and learn more bit.ly/K6ZrTT
Collapse Reply Delete Favorite

1 RETWEET

Jeff Leiper @jleiper 4 May
@opl_bpo did you bring on a new Twitter guru? Great job today - bang on use of the media!
Hide conversation Reply Retweet Favorite

Matthew MacLeod @macleod199 4 May
@opl_bpo unexpected but awesome tribute
View conversation

OttPubLib/BibPubOtt @opl_bpo
Empruntez un podomètre gratuitement de la BPO pendant 3 semaines. Mettez-vous en santé pour l'été! bit.ly/wOSTkN @ottawasante

BANQ – Milieuxdoc @BANQ_milieuxdoc 5m
Le prêt de podomètres à la @opl_bpo bit.ly/JzI37z Génial!
Expand

Bibliothèques de QC @RBVQ 3m
Très belle initiative! Bcp de succès auprès des abonnés du @RBVQ :) @BANQ_milieuxdoc Prêt de podomètres à @opl_bpo bit.ly/JzI37z
Hide conversation Reply Retweet Favorite

OttPubLib/BibPubOtt @opl_bpo 19 May
Today in 1536, Anne Boleyn, the 2nd wife of Henry VIII, is beheaded for adultery, treason, and incest. Learn more bit.ly/J6N7KO
Expand

Eric Collard @_ECinc 19 May
@opl_bpo I love these, keep up the good work!
Hide conversation Reply Retweet Favorite

4:47 PM - 19 May 12 via Twitter for BlackBerry® · Details

MishkaOttawa @MishkaOttawa 21 May
@opl_bpo have not been able to login to your web site the past few days .. can't renew books. :(
Expand

OttPubLib/BibPubOtt @opl_bpo 22 May
@MishkaOttawa We are aware that there is a login problem. Please try ottawa.bibliocommons.com
Expand

MishkaOttawa @MishkaOttawa 22 May
@opl_bpo That link worked, thanks so much.
Hide conversation Reply Retweet Favorite

On May 12 and 13, Comic-Con came to Ottawa for the first time. CCR nurtured a partnership with the event organizers; they were looking to have the Library take part to build credibility and OPL wanted to have a role in the event to reach this niche audience of graphic novel fans. The event was a huge success, and brought in over 25,000 attendees. It was estimated that 500 people dropped by the OPL booth over the two days. Comic-Con provided a 10x10 booth (\$450 value), at no charge, they discounted a half-page ad in the event program by 50% (CCR paid \$150) and cross-promotion was done on both the OPL and Comic-Con websites. OPL Librarians developed booklists for children, teens and adults, which were available at the event and online. OPL created its own branding for the event with the tag line *Librarians are information superheroes* (which was well received!)



4. Goal D: INNOVATION through Technology and Continuous Improvement

askON Joint Steering Committee: Jane Venus, Manager, Lifelong Learning and Literacy has joined the askON Joint Steering Committee. With Knowledge Ontario pulling funding for askON (the provincial chat reference service) Ontario Colleges Library Service (OCLS) has agreed to operate this service. As part of the new structure for askON, a Joint (College and Public Library) Steering Committee has been struck to recommend future fee structures, develop vision and strategic plans and direct future initiatives. Currently, the membership of the committee includes public library and college library members.

John McCrae Secondary School Catalogue Improvements: The OPL provides cataloguing and catalogue hosting services for John McCrae Secondary School through a shared use contract agreement. Since the migration to BiblioCommons in 2009, the library titles for John McCrae were visible in the OPL catalogue, which negatively impacted customer service for some of our customers. In May 2012, OPL released a specialized catalogue for John McCrae which tailored the searching and hold parameters to their needs. A sneak peak of this new resource can be found at <http://johnmccrae.bibliocommons.com/>. This will improve customer service for John McCrae students and OPL customers, as John McCrae records no longer show up in OPL's main catalogue.

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

Educational Support Initiative: Library degree programs at various Canadian universities provide students the opportunity to complete a paid practicum with interested employers. The OPL welcomed its first co-op student, Jake Marion, a student at the University of Western Ontario enrolled in the Master of Library and Information program. Jake will be with the Ottawa Public Library for a 16-week placement. He has spent the first week with Collection Management and the following 5 weeks being trained and working in different service areas of OPL to gain a broad perspective of the services. During the last part of his placement, he will be engaged in a variety of collection management related projects and will be located at the Library Materials Centre.

Staffing Announcement: The OPL is pleased to announce that Christine McCartney has joined the OPL team as the Library Planning Consultant in the Staff Development and Service Excellence department. Christine brings with her experience in learning and development, employee communication, and other human resource initiatives, and strong project management skills. Christine will lead the Library's policies and procedures review, assist in delivering training from the Staff Development and Service Excellence department, and coordinate the library technician and co-op student placement programs.

6. Friends of the Ottawa Public Library Association

Mini-Mammoth book sales: FOPLA held its last Mini-Mammoth book sale before summer break (the sales will return in September) and our volunteers are very happy with the results of these monthly sales. A team of mostly new FOPLA volunteers held eight book sales at the James Bartleman Archives and Library Materials Centre and raised a total of \$6,679.60! Great job!

Stittsville Friends Volunteers Stun us Again!: On May 25, the Stittsville Branch held a special event to thank the Friends of the Ottawa Public Library volunteers who work so hard at our 'A Good Read' book shop. In 2011, our volunteers raised \$16,600 in funds for the Stittsville, Munster, North Gower, Richmond and Manotick library branches. We are so lucky to have such a strong team giving their time and talents to support local libraries.



Summer FOPLA Book Sales Schedule:

Date	Event	Location	Time
June 2	FOPLA Used Book Sale	Beaverbrook Branch – FOPLA Used Book Sale	11AM to 3PM
June 2	FOPLA Used Book Sale	Greenboro Branch – FOPLA Used Book Sale	10AM to 2PM
June 2	Doors Open Ottawa James Bartleman Building / Library Materials Centre - FOPLA Used Book Sale	James Bartleman Building / Library Materials Centre	10AM to 4PM
July 7	FOPLA Used Book Sale	Beaverbrook Branch – FOPLA Used Book Sale	11AM to 3PM
July 7	FOPLA Used Book Sale	Greenboro Branch – FOPLA Used Book Sale	10AM to 2PM
August 4	FOPLA Used Book Sale	Beaverbrook Branch – FOPLA Used Book Sale	11AM to 3PM
August 4	FOPLA Used Book Sale	Greenboro Branch – FOPLA Used Book Sale	10AM to 2PM
FOPLA is hoping to hold a couple of Friday sales in the James Bartleman building, but the dates haven't been confirmed yet.			

7. Ottawa Public Library Foundation

FOPLA Bursary Fund: On May 30, the OPLF presented a cheque for \$10,000 to the University of Ottawa as the third contribution by the Foundation to the FOPLA Bursary Fund at the School of Information Science in honour of Ernest Coté. The Foundation contributed \$10,000 in 2010 and 2011 to the Fund, matching donations by FOPLA and in response to a challenge by Mr. Coté to match his own contributions.

OPLF Transfers: At the end of May, the OPLF provided \$126,000 to the OPL representing the Foundation's final transfer for commitments made to the Library for 2011. This transfer included amounts from bequests made to the Foundation from Mrs. Evelyn Laishley and Mr. James Kowcz. These funds are being used to support activities covered by the priority list agreed by the Library and the Foundation. For 2012 and beyond, transfers of funds from the Foundation to the Library will be done on an accountable advance basis, simplifying processes for both partners and providing predictability for the Library.

8. Upcoming Events

- June 8, 2012 Councillor Deans Annual Seniors Team (Greenboro Branch, 363 Lorry Greenberg, Ottawa)
- June 9, 2012 – 10:30 a.m. Launch of Early Literacy Area @ Nepean CentrepoinTE, OPH BookBag Alumni Celebration (Nepean CentrepoinTE, 101 CentrepoinTE, Ottawa)
- June 11, 2012 – 5:00 p.m. Ottawa Public Library Board Meeting (Ottawa City Hall, Colonel By Room)
- June 12, 2012 Last day of Hazeldean Library Depot
- June 14, 2012 Hazeldean Branch reopens to the public
- June 20, 2012 – 7:00 to 9:00 p.m. Architectural Design Information Session for West District Library (John G. Mlacak Community Centre, 2500 Campeau Drive, Kanata)
- June 20, 2012 TD Summer Reading Club starts
- June 22-August 31, 2012 Teen Summer Reading Initiative
- July 7, 2012 – 2:00 p.m. Hazeldean Branch Reopening Celebration (Hazeldean Branch, 50 Castlefrank Road, Ottawa)
- September 10, 2012 – 5:00 p.m. Ottawa Public Library Board Meeting (Ottawa City Hall, Colonel By Room)

Danielle McDonald
Chief Executive Officer

A Strategic Plan for Ottawa Public Library 2012-2015 (Appendix A)

Mission

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

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"> Inspire children and teens to read, and to discover the Library's range of resources, through innovative programs, services and collections; 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; Be a leader in supporting the development of 21st century literacies, including digital, civic, and financial literacies, through extended partnerships and programs; Enable customers to easily explore and discover the best resources in both virtual and in-branch collections; and Expand availability of e-books, e-materials and e-services. 	<ol style="list-style-type: none"> 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"> maintaining and renewing current facilities to support their role as vital, welcoming and safe community hubs, places to meet, study, connect and discover; and building new places and spaces to serve as vital and welcoming community hubs that meet the growing and changing needs of Ottawa's citizens; Enhance the Library's online community presence by incorporating flexible, robust technologies that optimize the customer's virtual experience including social media; and Demonstrate green leadership within the Library and act as a key partner in City sustainability initiatives. 	<ol style="list-style-type: none"> Implement new ways of effectively reaching out, engaging and communicating with customers and communities about services and future Library directions; Develop and grow effective partnerships with community groups, service providers and other organizations; Empower employees to provide service excellence by supporting further development of their technical and leadership skills; and Engage and support volunteers from the Friends of the Ottawa Public Library Association, the Ottawa Public Library Foundation, and the community. 	<ol style="list-style-type: none"> 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); Maximize efficiencies and streamline services through continuous improvement and implementation of new technologies including Radio Frequency Identification (RFID); Leverage technology to enhance services (technology is a key enabler of many of our strategic objectives.); and Foster a culture of innovation and adaptation to new and emerging technologies. 	<ol style="list-style-type: none"> Ensure Library structures and practices support excellence in governance and effective accountability; Strengthen performance evaluation, measurement and reporting systems including the development of a new strategic, balanced scorecard program; Maintain strong links and leverage partnerships with the City of Ottawa to ensure effective and seamless service for our citizens; and Work with the Ottawa Public Library Foundation, the Friends of the Ottawa Public Library Association, the City and others to ensure financial sustainability.