

COMMUNICATION & COUNSEL

Subject: Monthly Report

Prepared by: Danielle McDonald, Chief Executive Officer

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

Alta Vista: The Information Desk team at the Alta Vista Branch received a nice note of appreciation from a customer for providing help to sort out some computer issues: "I want to thank the librarians at Alta Vista for helping me. I needed Mac computer info and I did not have the intelligence to ask for help. The librarian picked up on my frustration and was a great help."

Carp: A customer was at the Carp Branch and filled in a Comments and Suggestions card. It says: "Staff is so polite, and the facilities are amazing. Always a pleasant experience."

Carlingwood: A great reflection on how much fun the Teen Advisory Group is, from one of OPL's devoted volunteers: "I have been out of town for the summer, and just got back!! I would love to stay involved with the teen advisory group because it's always a fun and creative experience for me :) I had a blast last year, really feeling as if my ideas and contribution made a difference, which made me feel really alive. I really hope it isn't too late to get back to you, and that you are still able to keep me on your list! Have a great rest of the summer."

Centennial: From a regular customer who is moving to Germany: “Thanks Linda! I am going to miss my visits to the library. You guys make it a fantastic place to come to!”

Emerald Plaza: A few friendly suggestions: “I love coming to the library and what was my favourite part about it? Well I loved and enjoyed the summer program and I loved the scavenger hunt but a thing you should do is have more books and the internet on the computers are a little slow. Other than that, I love to come every day and love manga club. Thanks to all the staff especially Jessica and Julie.”

Greenboro: A customer of the Greenboro District Library thanked Angela Madore (Children’s Programs and Public Service Assistant) for the summer programming: “Thank you for all the nice programs this summer, Angela. I find that they compliment the school curriculum very well and enrich their education during the summer months.”

Hazeldean: A thank you note forwarded to Melissa MacFarlane, Public Service Assistant: “Hello Melissa, thank you so much for all the assistance you gave us today. It was wonderful. I’ll enjoy the audio books for sure and the little guy will spend lots of time with the books you have picked out for him. Once again, hats off to you and your team!”

Homebound Services: Homebound Services received two donation cheques in the amount of \$50 and \$150 respectively, with nice thank you cards attached.

Manotick: The branch had a blank “scribbler” on a table in the kid’s section for kids to draw. The following poem was found:

“The library is the place to be,
It offers wisdom and it’s great for me!
I need more of that and more of this,
And love the feeling, it’s just like a kiss!”

(Unsigned)

Nepean Centrepointe: After a regular customer passed away, this note was received from the long term care home that he lived in: “To all of you at the Ottawa Public Library who took a special interest in Walter Chvatal, many thanks to all of you from all of us here at Extendicare Starwood, for your help

and co-operation in seeing that Walter's passion for reading and life-long learning continued, despite his move to long term care. The fact that he had so many friends looking out for him at the other end of his travels, put us at ease every time he left our Home. Thank you for caring.

Rideau: An appreciative customer visiting when the branch was short staffed:

"Last night I visited the Rideau Library Branch and it was busy. There was still a chair for me to sit and browse through the books that I had taken off the shelf. I admire the Rideau Library staff members after a long weekend, as there was a long line-up at the desk where you check out your books and other items. The line moved very fast and the staff was very happy to look after each and every one of us. I would like to say how professional they worked and how much I appreciated getting the books that I had stopped in to pick up last night. I had never seen such a line in a library before, but it moved along well as we all waited to checkout our items. The Rideau Library is a smaller branch, but I would like to say thank you for providing great customer service to us and thank you for working through such a long line yesterday. I do appreciate it."

Stittsville: OPL customer commenting on book displays at Stittsville Branch: "I just wanted to take a second to thank and congratulate the staff at Stittsville who pick out books for the display shelves. It's almost a foregone conclusion that every visit I make to return an item, or to pick up something specific, I'll be lured away from the checkout line by the display shelves around the checkout counter. I invariably wind up taking home something interesting and unexpected... Kudos, and please keep up the excellent work. I love my branch!

Vernon: Staff commended for their exemplary customer service: "I have been utilizing the library services via the Vernon Branch for the past 25 years and could not be more satisfied. I don't read as much as I used to but nevertheless, I still order and pick up books on a regular basis. I really want you to know that the services I have received in all this time from the staff there have been exemplary. I am now in the process of moving out of the Vernon area and will continue to use the library in the area of Barrhaven."

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

Metcalfe: The Ottawa Public Library's Metcalfe Branch was originally expected to be closed from Monday August 20 to Saturday August 25 to have new flooring installed. The work has been postponed and the branch was open as usual that week.

e-Agenda Initiative: Under the leadership of the IT Sub-Committee, the City is moving to a new E-Agenda solution which will further automate the Council and Standing Committee legislative process. This will streamline agenda creation and distribution; support paperless meetings; and make the creation of dispositions and minutes and posting of meeting materials online much more timely, efficient and accessible. SIRE Technologies has been awarded the contract for this e-agenda solution – they are an American based company with significant municipal experience including Calgary, Edmonton and Oakville.

The City has offered an extension of this product to local boards and committees including the Committee of Adjustment, Ottawa Public Health, Ottawa Police Services and OPL. After some initial discussion and investigation, OPL has contracted with SIRE Technologies to implement an e-agenda solution in 2013. This will support the Board's strategic priority to "demonstrate green leadership within the Library and act as a key partner in City sustainability initiatives". OPL is very pleased to have been offered this opportunity by the City.

Costs associated with the e-Agenda solution are being funded through existing capital accounts. At this time, the following implementation schedule is planned:

- Q4 2012 – OPL identification of requirements; development of meeting templates and training; Board demonstration in December.
- Q1 2013 – roll out to senior management team for testing; make required adjustments and then roll out to the Board in early Q2

Elaine Condos is OPL lead on this project working with Jennifer Stirling who is leading investigation of hardware, e.g, tablets to support e-Agenda use.

Community Infrastructure Improvement Fund (CIIF) 2012-2014: Through the federal government, \$49.6 million in funding is available in Ontario to support the repair and upgrade of community and recreational facilities. Through Council's approval, the City has submitted a list of projects for consideration by the federal government at a total value of approximately \$8.4 million which would translate into \$4.2 million of support if all projects were approved for funding. The City's list of projects is focused on making facilities more accessible. We are pleased that there is one OPL related project on the list for consideration. This project is to improve accessibility at the Rideau Branch through elevator remediation.

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

TD Summer Reading Club: The OPL invited kids to participate in the TD Summer Reading Club (TDSRC) this summer. This year's theme was *Imagine!*, encouraging kids to set their imaginations free this summer with books, reading and programs from the fantastic to the wonderful. Kids who participated in the TDSRC received a free poster, an activity book and stickers with secret codes. These codes unlocked rewards online. The illustrator of this year's TDSRC was Dušan Petričić, award-winning illustrator of over 40 books for children and young adults published in North America and Serbia. During the summer, branches across the city offered programming about knights, robots, myths, gothic worlds and steampunk.

OPL @ Capital Pride: Thousands attended the Pride Parade held on Sunday August 26. The Parade traveled through the downtown core, along Wellington Street, down Bank Street, and ended at Ottawa City Hall. Spectators crowded the streets and took part in this year's celebration, celebrating and supporting diversity in Ottawa. This year's reigning theme was acceptance. OPL employees were invited to march in the Pride Parade alongside OPL's Bookmobile, handing out OPL material to the crowds lining the sidewalks and waving rainbow flags. These materials highlighted the Library's many resources and services that support diversity. Rainbow magnets with OPL's logo were also distributed. The event certainly provided an excellent opportunity to reach out to the community and tell OPL's own story of inclusion and belonging, in that the Library is a place for ALL.

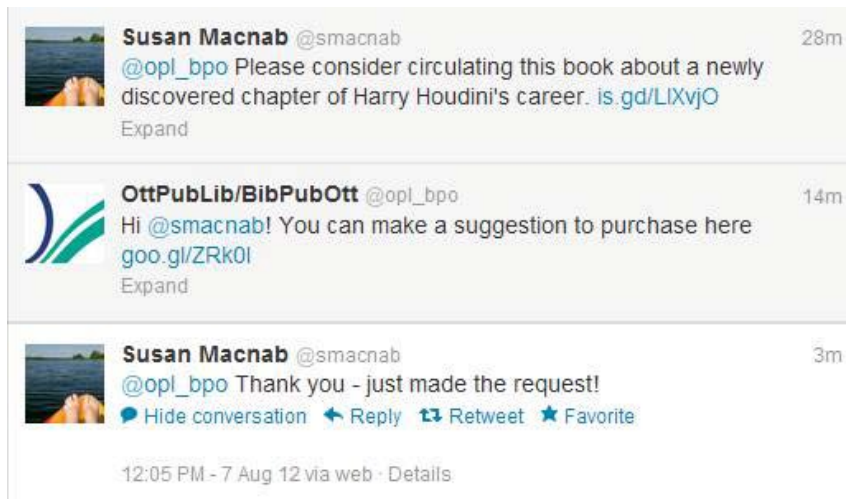
Order of Friendship: Notice of the Order of Friendship Request for Nominations was sent to the OPL Board, OPL Managers, FOPLA, and the OPL Foundation on August 10. This special Award honours the outstanding contribution of extraordinary every day individuals in a diverse range of fields and areas of endeavour. The Order of Friendship recognizes the actions and achievements of people who go above and beyond to make the library a better place for all users. The nomination submission deadline is set for **Friday September 21**. After this date, all nominations will then be compiled and reviewed by the Ad Hoc Committee, with recommendations (if any) made to the Board at its October meeting. Trustees Bergeron and Zeidan currently serve on the Board's Ad Hoc Committee.

Communications and Community Relations (CCR) update:

- CCR developed communication plans for each of the six system-wide fall adult programs. Working with the Coordinator, Lifelong Learning and Literacy, CCR created promotional tools and devised a plan to communicate the travel, author readings, MASC [Multi-cultural Arts for Schools and Communities], history, personal finance and writing series.
- CCR created a new round of slides for branch digital displays. The following were editable for branches to input their local information: Homework Club/Club de devoirs, Children's programs/Programmes pour enfants, Teen programs/Programmes pour ados, Teen Advisory Group/Groupe consultatif d'ados, Book Chat/Causerie littéraire, Culture Days/Fête de la culture. To promote a consistent message system-wide, CCR created these two uneditable slides: Fall programs for adults/Programmes pour adultes cet automne and Computer tutorials/Tutorats d'ordinateur
- CCR heavily tweeted the partnership with the Caring and Sharing Exchange (Drop off school supply donations to seven branches), in French and English. It was retweeted about 40 times. People shared it with other specific people. There were comments that "Everyone should do this".
- CCR was busy monitoring coverage on social media and contributing to Twitter and Facebook. Interesting conversations:



Suggestion to purchase info given through social media (Twitter)



4. Goal D: INNOVATION through Technology and Continuous Improvement

ePayment updates: Since completing contract negotiations in the spring, we have been working with the chosen vendor (Comprise Technologies) and our partners in ITS on this important initiative. Accomplishments to date include the installation of the PCI-compliant development infrastructure, including the building of the various servers required and the installation of the SmartPay application. Testing is now underway, and various change requests and questions of clarification have been sent to the vendor. At this point, we are aiming to launch online payment to the public by mid-November. With public release, customers owing for fees and/or fines will see a 'pay now' button when viewing their account information in the catalogue (BiblioCommons).

Clicking this link will allow them to take steps to pay any or all amounts owing using a valid credit card.

RFID tagging update: Since completing the tagging of the Hazeldean collection prior to the branch re-opening on June 14, the external tagging team has continued to work on tagging the entire OPL collection in preparation for future RFID branch implementations. The crew has completed tagging the collections of Beaverbrook, Stittsville, Centennial, and Nepean Centreponte, and is currently actively tagging the collection at the Main Library. Over 700,000 of the Library's approximately 2.1 million items have been tagged with RFID labels to date.

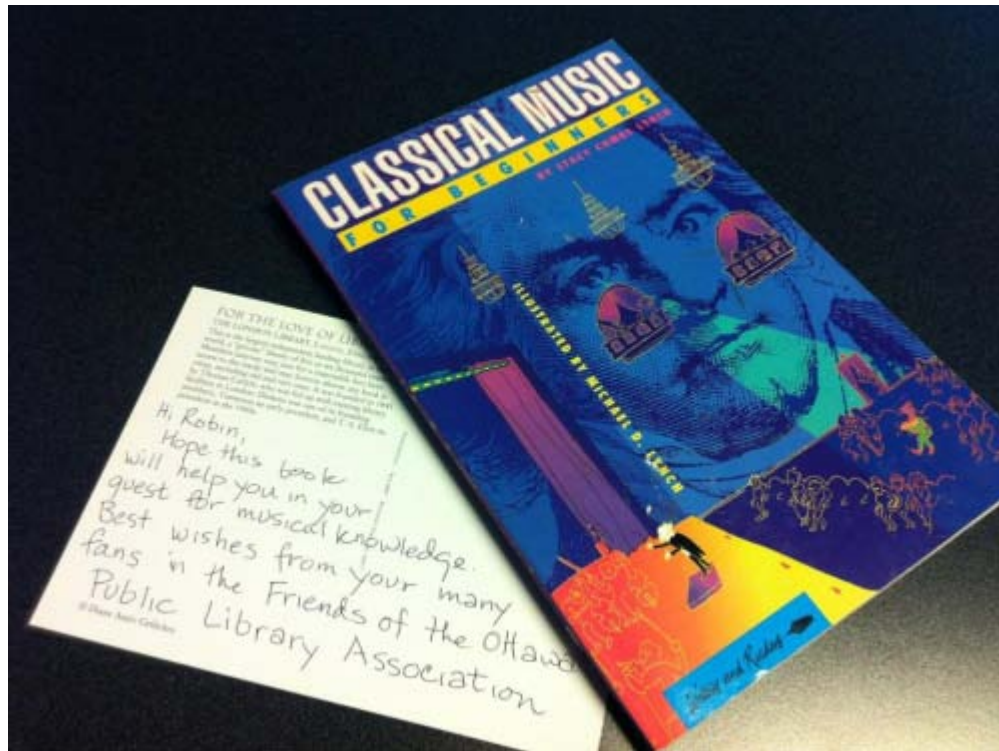
5. Goal E: EXCELLENCE in Governance, Accountability and Financial Sustainability

2012 Employee Forum: For this year, OPL will be testing out a different format for the Employee Forum (for 2012 only). Feedback on this approach will inform decisions for next year's Employee Forum and beyond. On October 12, managers, along with their coordinators and supervising librarians, will be asked to lead cluster/department sessions for their teams. There will be some system-wide information that will be shared during the cluster/department meeting. The remainder of the time will be for clusters/departments to discuss issues of importance to their respective areas. This trial format, along with feedback received from OPL staff, will be very important for developing future opportunities for all employees to come together as a group, either collectively or at the cluster/department level.

Internet Policy Compliance Review: In order to ensure that our Public Network Access Policy complies with our duties as a service provider under recent provincial and proposed federal child pornography laws, we requested a professional legal opinion from the Samuelson-Glushko Canadian Internet Policy and Public Interest Clinic. It provided information on our statutory reporting requirements and evaluated our access policies. At this time, no legislative changes to the OPL Public Network Access Policy are required. Policies and procedures and training will be developed to ensure OPL staff understands what we are obliged to report and how this reporting would take place in the event of an alleged violation of the law.

6. Friends of the Ottawa Public Library Association

Outstanding FOPLA Volunteers: We are often amazed by how compassionate and devoted to lifelong learning our FOPLA volunteers are. Their desire to promote literacy comes across when they find community organizations that can use our discarded books locally and abroad; their kindness comes across when they scout out titles for regular FOPLA bookstore customers and set aside books they think fellow bibliophiles will enjoy. But most recently we saw FOPLA volunteers lending a hand when Robyn Bresnahan, CBC radio host, asked for help understanding classical music in order to prepare for Ottawa's Chamberfest. FOPLA volunteers gave Robyn an introductory guide to classical music and a note encouraging her in her study. We're so lucky to have people like this working with us to support the Ottawa Public Library.



The note reads:

“Hi Robin [sic], Hope this book will help you in your quest for musical knowledge. Best wishes from your many fans in the Friends of the Ottawa Public Library Association.”

7. Upcoming Events

- September 10, 2012 – 5:00 p.m. Ottawa Public Library Board Meeting
(Ottawa City Hall, Colonel By Room)
- September 25, 2012 (TBC) Newcomer/Business Panel
Ben Franklin Place, 101 Centrepointe Drive, Nepean
- September 27, 2012 Presentation by David Bouchard
Greenboro Branch, 363 Lorry Greenberg
- October 2012 Canadian Library Month
- October 14-20, 2012 Ontario Library Week
- October 15, 2012 – 5:00 p.m. Ottawa Public Library Board Meeting
(Ottawa City Hall, Colonel By Room)
- November 19, 2012 – 5:00 p.m. Ottawa Public Library Board Meeting
(Ottawa City Hall, Colonel By Room)
- December 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.