

COMMUNICATION & COUNSEL

Subject: Chief Executive's Report

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Prepared for: Ottawa Public Library Board

Meeting of: October 15, 2012

Date of preparation: October 5, 2012

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: A thank you note was received from a customer about the wonderful service provided by Julia Brunet, Circulation Assistant: « Je remercie cette dame pour sa compétence et pour sa gentillesse. Elle m'a beaucoup aidé dans mes recherches. Je remercie Madame Julia Brunet de son enthousiasme contagieux. »

Carlingwood: A friend submitted this piece about her friend's gratifying experience at the book club with Janet Leak, Children's Programmer and Public Service Assistant: "My friend has so very much enjoyed her years doing the book club with Janet Leak. She was a very late reader and had only read a few novels of her own at the point where she was encouraged to sign up for the book club so that she may keep up with her new found love of reading. When she came home from her first book club, she had her next month's book plus more books and she said, "Janet thinks that I might like these ones too, but she doesn't know that I don't really know how to read very well!" Each month, she read the book club book and one or two other books that were passed along to her. Joining the book club really was the turning point in her reading "career" and bolstered her confidence. She'd always thought there was something wrong with her and that she was "slow". It turns out that she was just a late-ish bloomer (wasn't fluent until 9.5/10) and some of her very favourite memories took place at the book club. Over the past few years, she's

become someone who reads constantly, and I do feel that you had a lot to do with that, so thank you!”

Greenboro: A mother who home schools her children sent the following note to Jessica Green, Supervising Librarian, Greenboro Branch thanking her for providing an educational and entertaining Storytime: “Hi Jessica, I just wanted to thank you again and let you know how thrilled everyone was with the library group this morning. I am really glad we had such a great turn out of keen families. So, thanks again for all the time and work you put into this and for being such a great storyteller and guide to the kids this morning. Everyone was very happy and impressed. Looking forward to moving ahead with this.”

Homebound Services: Two donations were received from a Homebound borrower – one for \$50 for the Friends of the Ottawa Public Library and one for \$76.45 for the School Supplies program (*Sharing in Student Success*) with this note: “Your services are so much appreciated. The books become friends and there are so few things a person can do without hassle or judgment - and free! They bring joy and fun and sometimes challenge. They live dreams we are not able to pursue or think we can't pursue until we also find help in those same books. The service is so very appreciated”. Homebound Service plays a very important role in this woman’s life. She is recovering from a brain injury and reading helps her with that rehabilitation. There have been times when, in conversation, communication becomes difficult for her and instead of speaking the words, she will sing them – this seems to help her get her point across.

Main: Kind words from one of the Main Branch’s customers who appreciates library services: “For some six months now, I have paid particular attention to the managerial quality of this library and what exactly it takes to run it efficiently in the public perspective. I have come to only one conclusion and that is that the library is very well run and managed and serves the public well.”

North Gloucester: « J’apprécie les services offerts à la bibliothèque Gloucester nord. Pierre (Desaulniers) est tellement gentil et serviable, comme le sont, en fait, tous les préposés!! Mélanie (Sutherland), superviseure aux prêts, offre aussi un excellent service – j’ai eu recours à ses services récemment lors d’une situation délicate, et elle a grandement aidé. Félicitations pour cette bonne équipe! »

Orléans: A customer taking the time to share his recent experience, thankful of the service received at the Orléans Branch (special thanks to Sylvie Perfetti, Diane Lacasse, Eleonora Loso): “Ms. Désormeaux, I located your address on the Library website and your title suggested to me that I should direct my comments to you. If I am in error, I trust that you will be kind enough to forward my comments to the appropriate individual. I would like to commend three staff members at the Orléans Branch for their assistance in resolving a somewhat unorthodox situation to my complete satisfaction. Their behaviour was totally exemplary and a perfect example of the type of service that should be the norm across the entire Library system.

I do not remember all the names of the individuals involved but I believe that I spoke to the Branch Manager, the Circulation Manager and my initial point of contact, whose name is Sylvie. I'm sure she would be happy to supply the names of the other two ladies that were so helpful. Sylvie listened carefully to my recitation of the situation that concerned my son, asked a few clarifying questions and then immediately proceeded to speak to the Circulation Manager. This individual very quickly spoke to me and also asked some very pertinent and helpful questions and then referred the situation to the Branch Manager. The Branch Manager spoke with me and suggested a completely satisfactory solution to me. I very gratefully accepted her suggestion and we quickly completely resolved the issue. I hope I have identified these wonderful individuals correctly. This occurred today between 3:00 and 4:00.

I would like to state that throughout the entire time that I was speaking with these ladies, they were very understanding, very concerned, very courteous and very empathetic to what I had to say. They indicated that they would do all in their control to reach a solution and they did just that. My family and I are very thankful for their efforts and I believe that they should all be commended in some way available to Library executives such as a mention in newsletters or other internal communication and, of course, that my comments should be noted on their record. Thank you for your prompt action on this situation.”

Rideau: A customer at Rideau branch had been experiencing difficulty in connecting to the public wireless network for a long time. Digital Services employee Adina Szalai was able to assist this customer in getting connected over the phone, and the customer was tremendously appreciative of her assistance.

Stittsville: A customer sharing her positive experience at the 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!”

St-Laurent: Feedback from a satisfied customer with respect to the branch's new digital signage: “Love the new wall screen that is always revolving and well lit up at the front entrance of the St-Laurent Branch. It is so well laid out as it flips through the different ads and sessions offered at the branch. Thank you for putting up the library hours there too. This screen is so helpful for those of us who sometimes forget to pick up the flyers along the Information Desk and again, it is so up-to-date and informative.”

After branch staff responded to her initial email, the customer wrote back with the following feedback: “Thank you for your reply to me about my compliments to the new digital sign at the St-Laurent Branch. I do enjoy any Ottawa Public Library branch, but the St-Laurent Branch, I say is my home

branch where I can relax for hours. There is nothing like finding that instant "gotta start reading this book right now" book on the shelves and find a comfy seat to do that. It is nice to see in so many branches that they offer comfortable seating in a more quiet area of the branch where someone could do just that, "sit down right there" and start to read. And each branch seems to have just the right number of seats for the library members who come in. It is always refreshing to sit down and read in that quiet spot in all libraries all across our city. Thank You."

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

Emerald Plaza: The Emerald Plaza Branch will be closed on Thursday November 8th and Friday November 9th and will reopen with normal service hours on Saturday November 10th. The time will be used to remove current backroom furniture and shelving and replace it with new workroom furniture and shelving. This will allow significant improvements in workflow and materials processing at this branch. All furniture will continue to be used in the event of any future branch expansion. During this branch closure, the book drop will continue to be available to the public. The public will be advised in advance as to the nearest alternate service locations.

Manotick: The Manotick Branch will be closing on Tuesday November 6th and Wednesday November 7th. It will reopen with normal service hours on Thursday November 8th. The time will be used to reconfigure shelving in order to provide an accessible layout to the collection which currently hinders ease of use by wheelchair users. The reconfiguration will include some new shelving in the adult collection area to facilitate this new layout. During this branch closure the book drop will continue to be available to the public. The public will be advised in advance as to the nearest alternate service locations.

Osgoode: The Osgoode Branch will be closed from Saturday, October 13 to Saturday, October 20 to receive improvements, including the installation of new carpeting as well as new shelving. The shelving component has been funded thanks to FOPLA's generous donation. Branch improvements will also encompass a new teen zone. Further branch improvements are anticipated later in 2012. During the closure of the Osgoode Branch, the book drop will be available during the closure. The nearest alternate service locations are the Manotick, Metcalfe and North Gower branches.

Richmond: The Richmond Branch will be installing some new shelving and rearranging existing shelving which will allow it to reposition its adult collection. To accomplish this work, the branch will be closed the evening of Wednesday October 31st and all day Thursday, November 1st. The library will reopen with normal hours of service on Friday, November 2nd. During this branch closure, the book drop will continue to be available to the public. The public will be advised in advance as to the nearest alternate service locations.

Special programming and extended hours to Greely branch: The Greely Branch hosted special programs this fall thanks to Trustee Doug Thompson. The Councillor gave \$5,000 to the OPL earlier this year and some of that money will be used for children's programs on select Saturdays and adult programs on select Tuesdays. The hours of operation on these days will also be extended. Program listing for the remainder of the year is as follows:

- **Blues Performance**, Maria Hawkins (Sponsored by MASC)
Tuesday, October 16
- **Music for the Whole Family**, The Funky Mamas
Saturday, October 27
- **A Screening of Surviving Progress**, presented by The National Film Board
Tuesday, October 23
- **Author Reading and Discussion**, Alan Cumyn (Sponsored by MASC)
Tuesday, November 6

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

Une visite spéciale à la succursale d'Orléans : Une note de remerciement d'une visite d'auteur, conteur d'origine haïtienne. M. Lucien, son épouse et ses deux enfants les accompagnaient, ils sont musiciens. Ils font partie de la diaspora haïtienne et habite le Massachussets. M. Lucien a été invité par l'association culturelle haïtienne locale AKASAN. Il a raconté quelques unes de ses histoires, les enfants ont chanté du folklore puis il y a eu signature de son dernier livre-sur-cd. Le Cercle des conteurs d'Orléans a participé également à la promotion de cette rencontre. Il y avait environ 60 participants. La bibliothèque a reçu en cadeau deux de ces livres-sur-cds et un livre de ses caricatures haïtiennes. Le tout a été envoyé au service du catalogage pour évaluation. « Nous prenons plaisir à vous faire cette note pour vous remercier de l'accueil fourni par la succursale d'Orléans de la Bibliothèque publique d'Ottawa à l'occasion de la vente signature du 25 août dernier. Votre sens de la communication et l'attention apportée à la planification de cette activité culturelle ont contribué à faire succès. Les membres de la communauté qui se sont déplacés pour la première fois pour cette vente signature dans l'enceinte de votre institution n'ont eu que des réactions positives. Bien que nous soyons à Boston, nous espérons que cet évènement marque le début d'une longue collaboration avec nos compatriotes d'Orléans, d'Ottawa et des environs et la bibliothèque. Nos remerciements également à votre superviseuse qui était venue nous recevoir en votre absence vendredi après-midi lors de notre visite de reconnaissance spontanée. »

British Isles Family History Society's 18th Annual Conference:

A much appreciated participation by the OPL was emphasized in the MarketPlace of the British Isles Family History Society's 18th Annual Conference 14 - 15 September 2012 at Library & Archives Canada. A total of 226 people registered before the Conference, and 41 walked in and registered during the Conference, for a total of 267 paid attendees. Of the 267, 72 were from outside the Greater Ottawa Region. A special thanks was expressed by Gerry Glavin and Ted Lawrence, MarketPlace Coordinators.



Information and Networking Event for Newcomers Starting a Business: The event, held in the Chamber and Atrium of Ben Franklin Place on the evening of Tuesday, September 25 was a great success. The audience feedback was very positive and all partner organizers hope to run a similar event next year. The event sold out, with 270 people registering.

This event was a true partnership from the start. Paul Dewar, MP for Ottawa Centre, was the instigator, contacting Ottawa Centre for Immigrant Services Organizations (OCISO) because his office staff were fielding questions from newcomers about where to get information about how to start a business. OCISO invited Invest Ottawa, World Skills, Paul Dewar's Office, and the OPL Business Services to plan the event.

This event consisted of opening greetings by OPL CEO Danielle McDonald and Mayor Jim Watson; a keynote address on the business climate in Ottawa, by Micheal Burnatowski, Director of Invest Ottawa Entrepreneurship; a panel of entrepreneurs from different countries who had moved to Canada and opened and operated a successful business in Ottawa; and a trade show of services to business (banks, federal government agencies, and municipal services, including OPL).

The panelists were from Colombia, Mexico, Czech Republic, Lebanon, and China. They focused on their experience coming to Canada, adjusting to life here, what they needed to learn in order to open a business, and the key pieces of advice they would pass on to newcomers wanting to become business owners.

Some of the feedback received:

"Thank you so much for being our panelists yesterday! The amount of information, advice and inspiration you gave to the audience was mind-

blowing. I bet the event created many new business ideas, and re-energized the existing ideas. You made the event to be a **huge success, thank you!** Great job to all- Jill [Hawken]...you rock!"

La journée des Franco-Ontariens et Franco-Ontariennes :

Highlighting St-Laurent's display for « La journée des Franco-Ontariens et Franco-Ontariennes », celebrated on September 25:

- Half the books by Franco-Ontarian children's authors were borrowed within the first day of the display. The display had to be refurbished regularly with books by other Francophone authors!!
- Parents and French Immersion teachers thanked staff for acknowledging the day in a special way. The display helped them know what books to emphasize with children.



David Bouchard visits OPL: David Bouchard, Métis storyteller and champion of literacy, was at the Greenboro Branch on September 27 to teach parents to model good reading practices and to "light" reading fires. David is a former teacher and school principal who is now a sought after public speaker. He has written more than 50 books in English and in French and travels across the country to promote the importance and joy of reading and writing. This programming was made possible thanks to FOPLA's continued sponsorship.



The program was presented in honour of 50 years of continuous in-service training at OPL and was funded by FOPLA.

Ontario Library Service – North Conference: Demonstrating leadership in our community is a key part of developing employees. At OPL, we are recognized for our leadership in a number of service areas – including Children and Teen Services (CATS). OPL employees are often called upon to deliver presentations and provide support to smaller libraries in Ontario. Julie Desmarais, Librarian, Children’s Services at Main, led two sessions at the Ontario Library Service – North’s Conference in Sudbury, September 25. OLS-North provided an honorarium to OPL to offset costs associated with her contribution (travel, etc.).

New OPL Staff Training Room: The OPL opened a new dedicated training room on the 5th floor of the Sir Richard Scott building (attached to the Main Library). OPL’s senior management team is committed to advancing training and development for all employees. The majority of future OPL staff training sessions will occur in this new space with the exception of branch specific training and/or workshops that require computer access such as Circulation training.

Engagement with OPL

The OPL Communications and Community Relations team actively engages with customers and the public 10-12 times every day using social media. The update below features some recent highlights of OPL activity on Twitter.



The screenshot displays four tweets from Twitter, each praising OPL services. The first tweet is from Catie Sahadath (@HayridesEtc) posted 12 minutes ago, stating that @opl_bpo is the best place in Orléans for work and mentioning the Cumberland Branch. The second tweet is from Darrell Mast (@darrellmast) posted 33 seconds ago, thanking @HayridesEtc and @opl_bpo for helping him pass his bar exams. The third tweet is from Wise Events (@Wise_Events) posted on 26 Sep, mentioning training on market research at @opl_bpo. The fourth tweet is from Maria McRae (@CouncillorMcRae) posted on 24 Sep, mentioning a happy resident at @opl_bpo in the River Ward office.

Catie Sahadath @HayridesEtc 12m
@opl_bpo continues to be the best place in Orléans to get any work done. #CumberlandBranchYoureTheGreatest!
Expand

Darrell Mast @darrellmast 33s
@HayridesEtc @opl_bpo pretty much the reason I passed my bar exams.
Hide conversation Reply Retweet Favorite
1:18 PM - 3 Oct 12 · Details

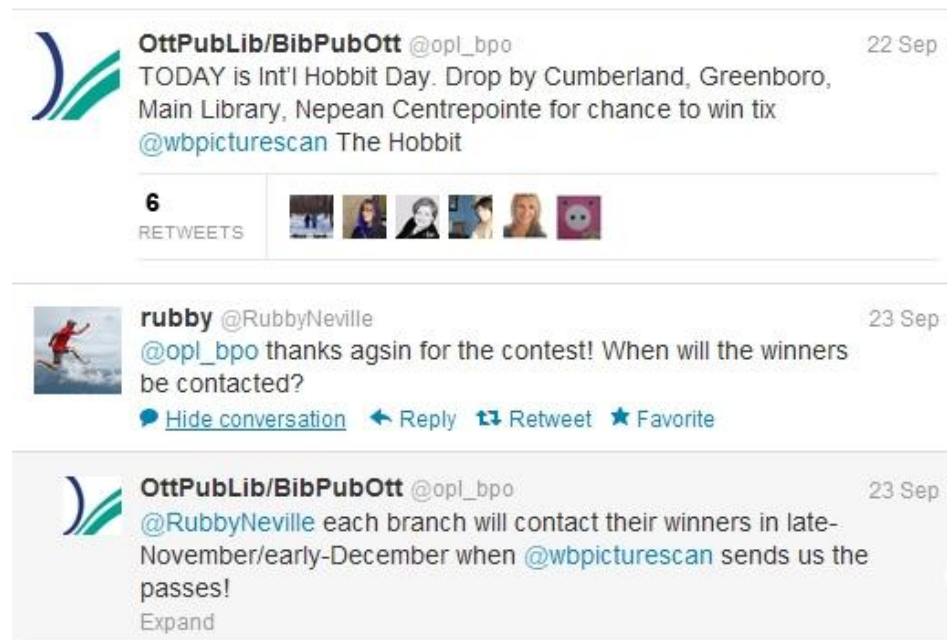
Wise Events @Wise_Events 26 Sep
Headed to the @opl_bpo for some training on market research. We are so lucky to have a great library system.
Expand

Maria McRae @CouncillorMcRae 24 Sep
Working in R ward office right now & seeing R awesome @opl_bpo librarian serving another happy #RiverWard resident. Thanks!
Expand

International Hobbit Day

In early September, CCR was contacted by Warner Bros Canada and asked to do something for International Hobbit Day to get some buzz going about their release of a film based on Tolkien's book, a favourite OPL collection item.

A modest contest at Cumberland, Greenboro, Main and Nepean CentrepoinTE branches, which for one day only: International Hobbit Day, September 22. CCR promoted the contest through social media (Twitter and Facebook) only, generating 27 participants at Main, 36 at Greenboro, 33 at Cumberland and 6 at Nepean CentrepoinTE. Completed ballots will be drawn for the free advance screening passes in late November (3 pairs per branch).



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

Adoption of New OPL Board Agenda Format: With the many initiatives planned for the fall, such as the Board Self-Evaluation, Governance Review, and the e-Agenda initiative, OPL staff have also taken this time to review the OPL Board's current agenda format. The format currently adopted by Ottawa City Council and its sub-committees has been reviewed and applied as the starting point, as the OPL aims to align with City of Ottawa protocol. The justification for this move is that the new format will allow for a more comprehensive and accurate summation of all motions presented to the Board on a monthly basis. In addition, the Accessibility for Ontarians with Disabilities Act (AODA) legislates municipalities and organizations across Ontario to make their information and communications more accessible. Notable changes to the agenda format include the use of larger font sizes (12 point) & clearer font sizes (Arial), alignment & margin considerations, and overall layout design. These are just some of the changes that will help the OPL better transition from its current reporting structure to streamline with City protocol in support of the

future implementation of the City's E-Agenda software. The OPL Board should also expect to see additional formatting changes with respect to Board minutes and reports.

5. Friends of the Ottawa Public Library Association

The Return of the Mini-Mammoth: Our Volunteers at the James Bartleman Archives and Library Materials Centre are back at it. After a summer break from monthly sales, the Mini-Mammoth used book sales have returned for one Saturday each month during the school year. The first of this series of sales was held on September 15th and we were happy to see new and returning customers come from across the city to pick up great books at bargain prices.

| Upcoming Sale Dates | |
|---------------------|------------|
| 2012 | October 13 |
| | November 3 |
| | December 8 |
| 2013 | January 12 |
| | February 9 |
| | March 16 |
| | April 13 |
| | May 11 |

6. Ottawa Public Library Foundation

Welcoming Jaclyn Reid-Ivany: At its meeting of September 12, the Board welcomed a new director, Jaclyn Reid-Ivany. Ms Reid-Ivany, who holds the CFP designation and who obtained her BComm from Queens University has most recently been Assistant Treasurer of Saskatchewan Energy Corporation. She is a strong supporter of public libraries and is in the process of introducing her six-month old son to the Ottawa Public Library system. Ms. Reid-Ivany will serve as the Treasurer of the Foundation, replacing Mary Bishop who resigned from the Board in June.

7. Upcoming Events

| | |
|--|--|
| October 2012 | Canadian Library Month |
| October 12, 2012 | Meeting at cluster level (formerly General Staff Meeting) |
| October 12, 24, 27,30 | Teen Author Fest events |
| October 14-20, 2012 | Ontario Library Week |
| October 15-19, 2012 | Small Business Week™ Lunch & Learn Series |
| October 13-20, 2012 | Osgoode closed: for new carpet installation |
| October 15, 2012 – 5:00 p.m. | Ottawa Public Library Board Meeting (Ottawa City Hall, Festival Control Room) |
| October 16, 2012, 7:00 p.m. | Kids Lit Gala (Ben Franklin Place) |
| October 17, 2012, 2:00-3:00 p.m. | Councillor Recognition event: David Chernushenko (Sunnyside) |
| October 20, 2012 – 10:15-10:45 a.m. | St-Laurent 50 th anniversary celebration and dedication of Claude Aubry room |
| October 31 - November 1, 2012 | Richmond closed: for new shelving installation |
| November 6-7, 2012 | Manotick closed: new shelving installation |
| November 8-9, 2012 | Emerald Plaza closed: new furniture and shelving installation |
| November 19, 2012 – 5:00 p.m. | Ottawa Public Library Board Meeting (Ottawa City Hall, Festival Control Room) |
| November 17-24, 2012 | Metcalf closed: for new flooring and shelving installation |
| December 10, 2012 – 5:00 p.m. | Ottawa Public Library Board Meeting (Ottawa City Hall, Champlain 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. |