



Brockville Public Library

Annual Report

2006



23 Buell Street
(opposite the Post Office)
P.O. Box 100
Brockville, Ontario
K6V 5T7

Telephone: (613)342-3936
www.brockvillelibrary.ca

HOURS

Monday—Closed
Tue-Thurs—10 am—9 pm
Fri & Sat—10 am—5 pm
Sun—1 pm-5 pm

(Closed Sundays between Canada Day and Labour Day)

Fast Facts 2006:

Open Hours: Tuesday to Sunday, 51 hours per week

Number of library visits, in person 130,150

Number of on-line library visits 35,350

Total items circulated 183,189

Number of times electronic databases
were accessed by library users 4,200

Interlibrary Loan— items borrowed 1,160

Interlibrary Loan— items lent 1,617

Number of uses of Public PC's 36,850

Number of public computers 18

Total number of programs 183

Program attendance 5,120

Number of information inquiries 14,300

Number of volunteers 69

Number of hours volunteered 624

Compared with 2005:

Use of word processing computers increased by 19%

Number of information questions increased by 22%

**“INFORMATION
FOR A LIFETIME”**

Board of Directors:

Margaret Wicklum—Chairman
Nancy Van Ulden—Vice-Chairman
Janet Wlodarczyk—Treasurer
Margaret Williams—CEO and Recording Secretary
Charles D. Quick
Howard Alexander
Jennifer Cullen
William Hamblen
Marilyne Powers
City Council Representative—Councillor Linda Eyre

Library Staff:

Margaret Williams, CEO/Chief Librarian
Maureen Wharton, Manager of Public Services
Amanda Robinson, Manager of Access Services
Cindy Fischer, Office Manager/System Administrator
Library Assistants: Margie Bentley, Eleanor Denny, Donna Hunt,
Laura Julien, Dena Kreissler
Circulation Clerks: Dinah Merckx, Leisa Price-Story
Custodian: Curt Perrin
Student Pages: Ryan Bentley, Huy Dinh, Nicholas Dinh, Sara Duncan,
Callie Houle, Marta Kowalski and Scott Leroux
CAP student: Amy O'Brien
Summer Program Assistant: Susie Fischer

Friends of the Library Executive

Sara Easter—President
Barb Healy—Vice-President
Jim Elks—Treasurer
Frank Fairfax—Secretary

the spring and summer months; assisted us with our annual statistical survey of library usage; and provided patron Internet training.

Again this year, we participated in First Nations Public Library Week in February with a special book display. Their theme this year was *Preserving our Cultures Story by Story – Building our Communities Book by Book*.

Children and their families made our library a busy and happy place throughout the year. In addition to class visits and our usual seasonal programming, we had a summer reading club and presented thirty-two programs in July and August. The summer theme was **“Quest for Heroes”**. **Visiting dogs, cats, snakes,** and reptiles added to the excitement. Storyteller Celia Godkin was our special guest in July. Our sixth annual Storyfest in October featured two entertaining tellers, Algonquian storyteller Mitchell Shewell and Ottawa teller Ruthanne Edwards.

In closing, I would like to thank our magnificent staff for their dedication and professionalism. Every day they demonstrate their commitment to delivering excellent customer service.

Margaret Williams
CEO and Chief Librarian



Margaret Wicklum, Charles Quick, Amanda Robinson, Mayor TeKamp, Cindy Fischer, Margaret Williams, and Nancy Van Ulden—launching of WiFi Service

Librarians have always been among the most thoughtful and helpful people. They are teachers without a classroom. No libraries, no progress.

Willard Scott, News Broadcaster

Message from the CEO

The introduction of new information technologies on a number of fronts was the feature news event of 2006. First and foremost was the upgrade of our library management system to **SIRSI's Unicorn**. **The board and staff have always given top priority to continuous improvement in customer service and this computer upgrade was a major factor in realizing that objective.** This project was approved by Brockville City Council in spring 2006 and was officially launched on December 7, 2006. Our customers have already told us how much they appreciate the many enhanced services available through Unicorn. Staff developed a new and improved library home page that is much easier to navigate. And in October, in keeping with the theme of Ontario Public Library Week - *Libraries: World at your fingertips* - we launched our free wireless Internet service with Mayor Ben TeKamp in attendance.

We continued to work with both the federal and provincial governments in their efforts to inform and assist citizens. **Industry Canada's Community Access Program (CAP)** again came through with funding to hire a student to help patrons learn how to access the Internet. And as a participant in a Service Ontario Pilot Project, library staff was trained to assist customers in getting the most out of this online information source for Ontario government services.

It was a welcome surprise to receive a one-time literacy grant of \$10,500 from the Ministry of Culture. We were able to replace the print server for our Internet network; redevelop the library website; and purchase a general encyclopaedia, talking books, and print materials for children and adults. A Connectivity Grant from the Southern Ontario Library Service allowed us to purchase the hardware for our WiFi network and to upgrade our Internet connectivity to a high-speed DSL line, something our customers as well as staff very much appreciated.

On the marketing front, staff conducted a survey of our young adults and, based on the feedback we received, staff initiated a teen advisory council called BLT, Brockville **Library Teens**. **The Library Board's Marketing Committee requested approval from the City to put up directional signs at the three entry points to the city using money from our *Roots and Wings Campaign*.** Through our Customer Satisfaction Survey we learned how much our patrons appreciate and enjoy their library. They also told us they support downtown businesses such as retail stores and restaurants. We are pleased to have evidence that the Library plays an important role in realizing the economic goals of both the Downtown Improvement Area (DBIA) and our City administration.

Our Friends of the Library again supported the library financially through their fundraising efforts by purchasing two handsome wooden bookshelves for our never ending book sale. In October they also promoted the library by offering four exciting programs, attended by 130 enthusiastic people, on the theme "Interesting People/ Interesting Places". Our Friends also conducted our customer satisfaction survey in

Message from the Chairman

High on the priority list again this year for the Board of Directors was working with the City of Brockville to provide the best library service possible. 2006 was a significant year for Brockville Public Library, in large part because we met a major objective of our current Strategic Plan, namely the upgrading of our **1990's computer system**. **We launched SIRSI's Unicorn system on December 7th.** By joining the Ontario Library Consortium (OLC) the Board realized significant savings for the City. The total cost was just \$75,000: \$45,000 of the total was **paid by the City and \$30,000 from the Library's reserve**. **The original estimate was over \$200,000 as a standalone library.** Membership in the OLC will result in ongoing savings as well as leverage in negotiating future contracts with SIRSI. In partnership with the City of Brockville we are providing new services to our customers. Patrons can now place their own holds and reserve items from their home or office computer just by inputting their private PIN number.

Staff also developed a new website which is both attractive and more readily accessible. These technological updates have been met with great excitement and appreciation by our community.

Another aspect of our long-range plan for improving library services was to allocate funds from our successful *Roots and Wings Campaign*. We are most grateful to our many donors for their generous support for our vision of excellence. Working together, the Board and staff decided to give priority to improving adult print and audio-visual collections, offering more programming for seniors, adding special programs for adult patrons, and improving services and collections for our young adults.

How could we manage without our volunteers? Our Friends of the Library continue to be great supporters of our library. Their fundraising efforts this past year included their annual used book sale, and a White Elephant rummage sale. They organized and presented special programs to adult patrons. And our Friends also assisted with a customer satisfaction survey and the Ministry of Culture's annual survey of library usage. **Other volunteers helped staff to deliver literacy programs to our children such as the Ontario Library Association's Forest of Reading Silver Birch program.** They also volunteered to read one-on-one with struggling young readers during the summer months. Our library would be a much poorer place without the many contributions of our dedicated and talented Friends and volunteers.

The municipal election in November 2006 brought a new Mayor and Council and new priorities. The Library Board looks forward to working with Council to continue to provide excellent library service to all of our customers.

Margaret Wicklum, Chairperson

In response to our Customer Satisfaction Survey patrons told us why they liked our library:

“It brings back childhood memories of when I came and I want my children to experience the excitement of all the adventures that wait for them in the library.”

(Woman, age 30-39)

“Big selection, quiet friendly atmosphere, helpful librarians” (Woman, age 60-69)



Sharing a book with a special dog from the Paws to Read™ Program

Usage Statistics in a Typical Week

Circulation of library materials— 3,070

Number of personal visits to the library—2,603

Number of electronic visits—707

Number of information questions—286

Print materials used in the library—2,245

I appreciate the quiet atmosphere of the library. Also, I feel that the staff is extremely professional! The Library seems to be one of the very few Brockville institutions that is improving, rather than slowly fading away.

(Male, 40-49 responding to our 2006 Customer Satisfaction Survey)

Where the money comes from:

Municipal support	\$588,235
Provincial support	\$ 44,624
Project grants	\$ 25,731
Self-generated revenue	\$ 48,855
Donations	\$ 30,080

Where the money goes:

Salaries & Benefits	\$ 500,481
Materials, Print	\$ 71,005
Materials, Electronic	\$ 5,500
Operations	\$ 50,550
Computer Services	\$ 106,404

CHARITABLE DONATIONS

The Brockville Public Library
is a non-profit organization and
can issue receipts for income tax purposes.