

create

inspire

connect



BRANTFORD PUBLIC LIBRARY



ANNUAL REPORT 2012

MESSAGE FROM THE CHAIR - Penny MacKenzie

Brantford Public Library experienced a remarkable year in 2012. As well as having a record number of events and programs, the library added new services, won local and provincial recognition for technological initiatives, and created a strategic plan for future directions. The Strategic Plan is forward thinking and anticipates the needs of all our patrons in a time when library use is essential to a community and users who are reinventing themselves with resources and technologies which change at a rapid and challenging pace. More than ever, the library is crucial for access to digital information, social networking, and literacy support, in addition to its traditional purposes. Our libraries have become community living rooms, where there is both space and support to meet the changing needs of the citizens of Brantford.



Programming at BPL is a key component of the Strategic Plan. To highlight just one, the year began with the library's hosting of a skate exchange. This initiative, in partnership with the city's Parks and Recreation department, supported the "Skating and a Movie" program. Here, participants can enjoy the ice rink at Harmony Square, then warm up at the library while enjoying a family film. The BPL film series, the Lifescapes Senior's Memoir Writing program, and the recently-released DVD Express collection, show that much more is available at our public library than just books. It's a place where you can learn, share, meet others, and even come home with a pair of skates!

In order to be an adaptive and responsive organization, the library fosters collaboration and partnerships throughout the community. Our ground-breaking partnership with Laurier Brantford and other post-secondary institutions, continues to serve students, faculty, and staff. Our partnership with the Brant County Health Unit allows time-stressed parents to see a Public Health nurse as well as to interact with others on a weekly basis. By working with our community partners and cultural-based organizations, we are able to enrich Brantford's cultural landscape.

We are very proud to have been recognized by both Brantford and colleagues in the Ontario Library community for our technological initiatives. The Ontario Library Association presented BPL with the Archival and Preservation Award at the annual Conference in January for our Local History Digital Archives project. We were also presented with the 2012 Chamber of Commerce Technology Award, which recognizes ingenuity and innovation in developing and implementing a new technology, process, product or service. Over 700 "followers" caught news of these honours on Facebook and Twitter as they happened.

Brantford Public Library is both a successful and well-respected institution. This is all due to the dedicated and hard-working staff and the commitment of my fellow board members. I am most grateful to the Mayor and members of City Council for their continued support. Finally, my thanks go, most especially, to our community of library users. Incoming Chair, Craig Mann, and all of us at BPL will continue to work toward fostering innovation, building capacity, enhancing spaces and resources to make the library an essential part of the fabric of the city's growth and development.



OUR MISSION: CONNECTING THE COMMUNITY TO INFORMATION, PARTNERSHIPS AND PLACE

In 2012, as part of the strategic planning process, Brantford Public Library updated its mission. The public library of today is more relevant than ever, and “Connecting the Community to Information, Partnerships and Place” provides the perfect road map for BPL to get to where it needs to be for its customers. Whether it’s picking up the latest best seller, conducting genealogy research, accessing free Wi-fi, or participating in an online course, people know that they can get the information, services and assistance they need by visiting their public library. They may choose to visit the Main Library, a vibrant community hub located in the downtown, relax in the cozy environment of the St. Paul Avenue Branch, or visit us online from the comfort of their own home.



We had over 550,000 visitors come through the doors in 2012. Online visits saw an increase of 58% with 338,281 visits to the various BPL online services.



PROGRAMS, PROGRAMS, PROGRAMS...A Place to Connect

In 2012 we offered more diverse programming than ever before. From knitting to photography, origami to pumpkin carving, Brantford citizens enjoyed programming that sparked their creativity, nurtured their inner-artist and provided opportunities for social gatherings to learn, share and connect.

A man with grey hair and glasses, wearing a dark patterned suit jacket over a light-colored shirt, is seated at a dark table. He is smiling and looking down at an open book he is holding with his left hand, while his right hand holds a blue pen over the pages. On the table in front of him are several stacks of books, some with blue covers, and a small white bottle. The background shows a wooden door and a glass partition.

It was standing room only when award-winning author Terry Fallis visited Brantford Public Library in March of 2012.

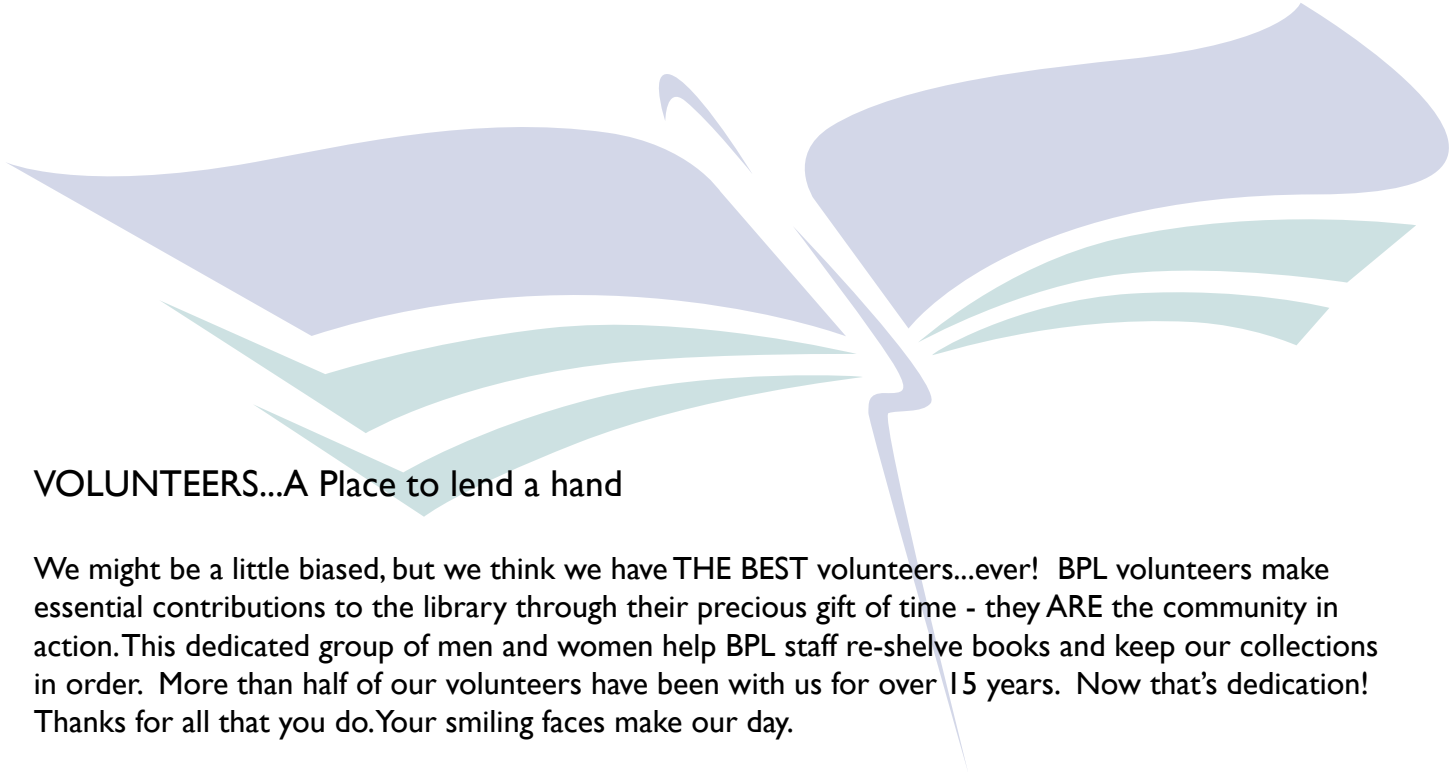


SO MUCH MORE THAN BOOKS...A Place to be Inspired

The library is a place of discovery and imagination. Your library card is the key that provides access to a wealth of information. Books, DVDs & CDs, and a multitude of databases connect you to the information you're looking for. We can even help you start your own book club with our "Book Club in a Bag" service, or help you get your new e-reader up and running. The library is a place to be inspired with events that entertain and inform, programs that help you improve your health and wellbeing, and spaces to help you create and connect with like-minded individuals.



From audio books to DVDs, picture books to 'human' books - BPL customers borrowed over 952,000 items in 2012.



VOLUNTEERS...A Place to lend a hand

We might be a little biased, but we think we have **THE BEST** volunteers...ever! BPL volunteers make essential contributions to the library through their precious gift of time - they **ARE** the community in action. This dedicated group of men and women help BPL staff re-shelve books and keep our collections in order. More than half of our volunteers have been with us for over 15 years. Now that's dedication! Thanks for all that you do. Your smiling faces make our day.



In 2012, Brantford Public Library's team of dedicated volunteers contributed 1,269 hours of service. Thank you. We think you are amazing.



WE'RE PASSIONATE ABOUT OUR WORK, but the awards are nice too!

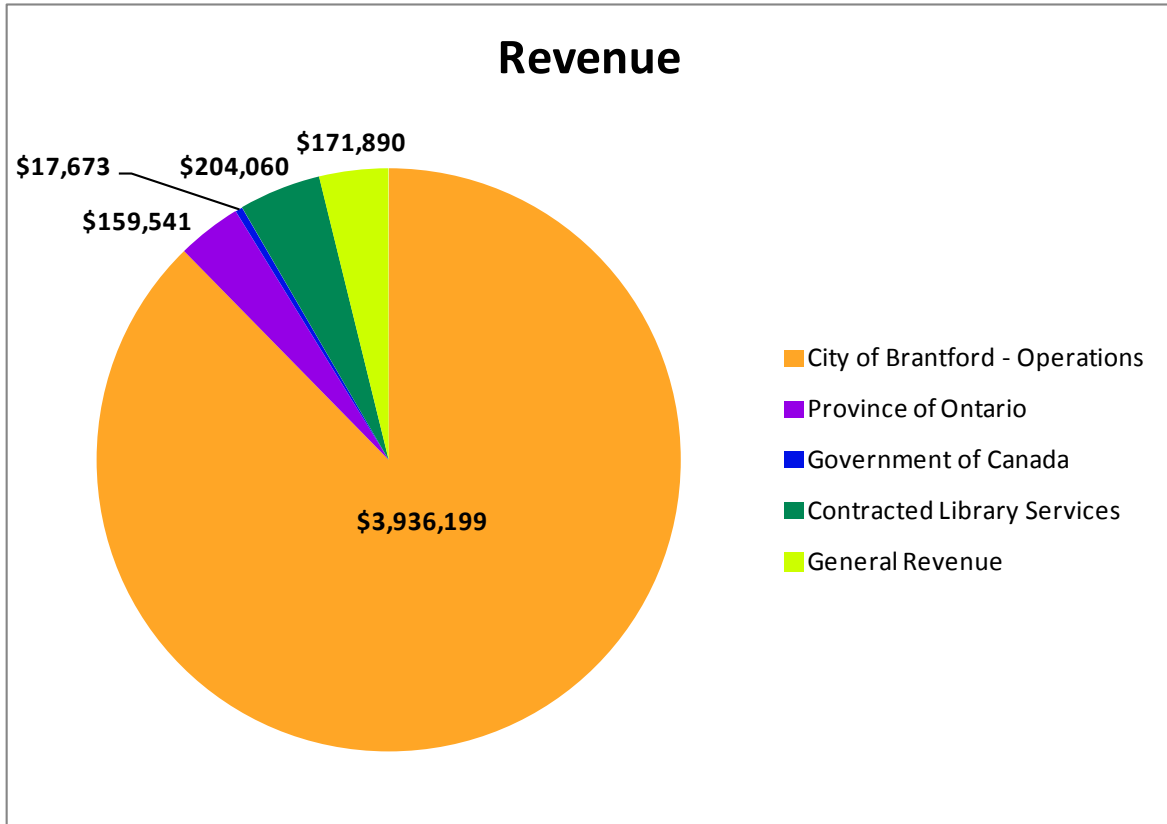
In 2012 we were thrilled to be recognized not only by our peers in the library world, but also right here in our own City. We've always believed that a great library needs to combine traditional library services with cutting edge technology, and this year our technological endeavours garnered two awards. In January we received the Ontario Library Association Award for Archival & Preservation Achievement for our Local History Digital Archives and the Chamber of Commerce Technology Award for our comprehensive use of technology throughout all Brantford Public Library operations.



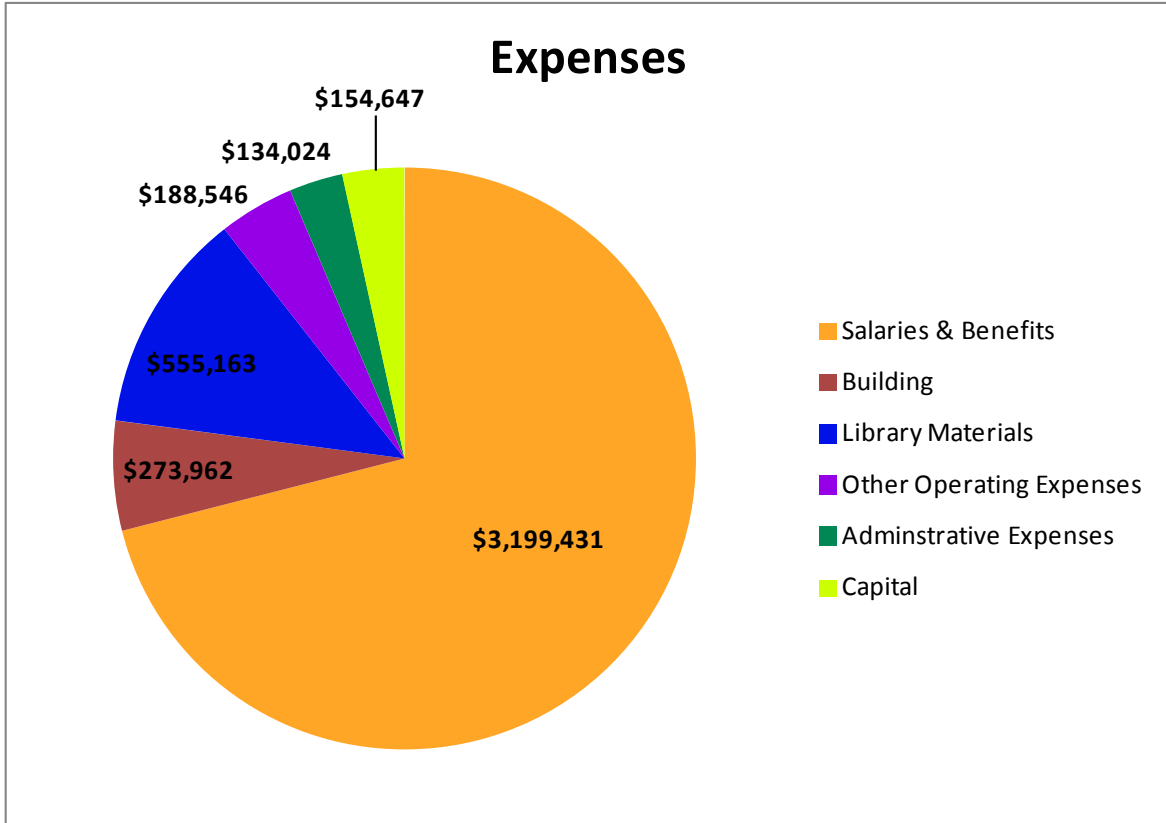
Melisa Djebbari the Manager, Community Affairs at Bell Canada (left) presents CEO Rose Vespa the 2012 Chamber of Commerce Technology Award.

We were very proud to be recognized for the work we do with preservation and technology. Combining traditional service with new technology is our passion.

2012 FINANCIAL STATISTICS



2012 FINANCIAL STATISTICS



STRATEGIC PRIORITIES

In the 2012-2014 strategic plan, four strategic directions were identified for the Brantford Public Library.

Here's a sampling of the many accomplishments and services BPL implemented in 2012 to help reach some of the strategic objectives.

Responding to our
Community

Fostering
Innovation

Enhancing
Spaces

Building
Capacity

- New website launched
- Introduced new collections: DVD Express; International Films at St. Paul Avenue Branch
- Public Art exhibits and installations began at Main Library
- Building Capacity study initiated
- Child & Youth Worker position included as part of BPL staff complement
- New free online educational courses offered to BPL card holders through ed2go
- First Human Library event held during OPLW in partnership with Mohawk College Library
- Developed architectural designs and estimates for Main Library facade improvements
- Partnered with Parks & Recreation to provide free skate exchange at Main Library
- Launched Text-a-Librarian and Virtual Chat reference service
- Installed Screenscape at the Main Library to support place-based marketing initiatives through dynamic digital displays
- Upgraded wireless network to provide uninterrupted reliable Wi-Fi at both Brantford Public Library locations
- Completed the replacement of 4 Heating, Ventilation and Air Conditioning units at the Main Library

BRANTFORD PUBLIC LIBRARY LEADERSHIP IN 2012

Brantford Public Library Board

Penny MacKenzie, Chair

Craig Mann, Vice Chair

Anne Buchanan

Councillor Marguerite Ceschi-Smith

Caroline Freibauer

Bruce Hodgson

Councillor Larry Kings

Marion McGeein

Geoff Wilson



Brantford Public Library Management Team

Rose Vespa, Chief Executive Officer

Kathryn Drury, Manager, Information and Partnership Services

Alaa El-Talmas, Manager, Access and Materials Management Services

David Harvie, Manager, Technology Development and Support Services (May-December)

Genevieve Kwant, Manager, Popular and Branch Services

Ken Symons, Manager, Business Services

Paula Thomlison, Manager, Marketing, Communication and Development

Nancy Wolf, Manager, Technology Development and Support Services (January-May)

THANKS TO OUR FUNDERS, DONORS AND SPONSORS

In Memory of Jack Chernoff

- Mrs. Shirley Allan

Cora's

Ms. Alice Earl

In Memory of Judge Fanjoy

- Mrs. Margaret Fanjoy

Mr & Mrs. Jim Gates

Dr. Adravko Marjanovic

Pizza Hut

S.C. Johnson

Ms. Judith Skolnick

In Memory of Hazel L. Snodgrass

- Rosewood House Inc.

In Memory of Thora Taylor

- Mrs. Shirley Allan

Ms. Linda Vair

In Memory of George & Violet Wale

- City of Brantford
- Ms. Martha Collins
- Mrs. Audrey Wale
- Wawanesa Social Club

“When we give cheerfully and accept gratefully, everyone is blessed.”

~ *Maya Angelou*

