



# 2016

OSHAWA PUBLIC LIBRARIES  
2016 ANNUAL REPORT



# FROM THE BOARD CHAIR & THE CEO

In 2016 Oshawa Public Libraries adopted a new three-year Strategic Plan to meet our community's changing needs. The main goals were to strengthen our service delivery, embrace technology, create vibrant community spaces, focus on our customers, and foster literacy and life-long learning.

Several steps were taken this year to meet these strategic directions such as renovating the Children's Department and launching a MakerSpace at the McLaughlin branch, offering a new digital magazine service, as well as providing Lynda.com an online learning tool for our customers to engage in self-directed learning.

Public libraries have changed over the years from being quiet, book warehouses to vibrant community spaces that offer materials in both print and digital formats as well as activities for all ages. Whether it be for learning or recreation, libraries continue to enrich lives and connect people. We encourage you to come in, see what's new and experience all that we have to offer.

Gil Paterson, Board Chair

Frances Newman, CEO

## 2016 BOARD MEMBERS

Ted Aldridge  
Councillor Dan Carter  
Mary Fowler  
Lois Gillette  
Donald Johnson  
Grant Karcich  
Alaina McGravey  
Gil Paterson, Chair  
Rhea Smith-Schultz  
Doug Thomson  
William Thurber, Vice Chair



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## STRENGTHENING OUR SERVICE DELIVERY

- ▶ Adopted a new Strategic Plan for 2016-19
- ▶ Hosted the Starships and Sorcery Sci-Fi/Fantasy Festival with funding from the Canada Council for the Arts and the Friends of the Library
- ▶ Collaborated with the Community Development Council Durham to organize a Library orientation for new Syrian families
- ▶ Offered a Seed Library for gardeners with support from the Oshawa Environmental Advisory Committee (OEAC) and the Cottage Gardeners
- ▶ Began offering Musikgarten programs for children to introduce young children to music



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## EMBRACING TECHNOLOGY

- ▶ Launched a MakerSpace at the McLaughlin branch featuring a 3D printer, green screen, interactive SmartBoard, Lego robotics, and other technologies for families to enjoy
- ▶ SmartBoards and 3D printers were installed at Northview, Legends Centre and Jess Hann branches
- ▶ Loaned tablets to customers who cannot afford to buy their own. These tablets were borrowed nearly 3,000 times in 2016
- ▶ Began offering Flipster, an online magazine service

# CREATING VIBRANT COMMUNITY SPACES

- ▶ Updated the Children's Department of the McLaughlin branch thanks to a Canada 150 Community Infrastructure grant
- ▶ Created an Outdoor Reading Lounge on the McLaughlin Children's Department patio, completed the Accessible After-Hours Book Return renovation for those in wheelchairs or scooters, and built an accessible washroom adjacent to the McLaughlin branch Auditorium
- ▶ Hosted a Canadian Citizenship Ceremony for the third time, in partnership with The Robert McLaughlin Gallery and the Institute for Canadian Citizenship. 50 new citizens participated

Launched Story Walks at Lakeview Park and the Botanical Gardens which guides children through the park using physical activities to get from one page of a story to the next





## FOCUSING ON OUR CUSTOMERS



- ▶ Facilitated a local Volunteer Income Tax program in conjunction with Revenue Canada and prepared over 800 income tax returns for low income individuals and families
- ▶ Began offering Brain Waves Cafés in partnership with the Alzheimer Society of Durham to support individuals and caregivers
- ▶ Participated in the Boys & Girls Club of Durham Region by offering storytimes and camps to 800 children under the age of 12
- ▶ Continued providing the Lakeview Housing Complex with an afterschool support program
- ▶ Hosted our annual Seniors Art Show, and Seniors Writing Contest in partnership with The Robert McLaughlin Gallery and the Oshawa Senior Citizens Centres, as well as an annual Art and Writing Contest for Teens. All were sponsored by the Friends of the Library
- ▶ Offered LGBTQ programs during Pride Month and library staff marched in the Durham Pride Parade

## FOSTERING LITERACY AND LIFE-LONG LEARNING

- ▶ Began offering Lynda.com, an online training resource that provides a wide variety of online courses to upgrade skills
- ▶ Participated in the Active Kids, Healthy Kids Challenge and developed Be Fit Kits for customers to borrow featuring equipment to encourage children's physical activity as well as teacher/parent kits
- ▶ Began offering a weekly Toastmasters Club to encourage public speaking and leadership skills

Library members spent **1,258** hours learning new skills through Lynda.com

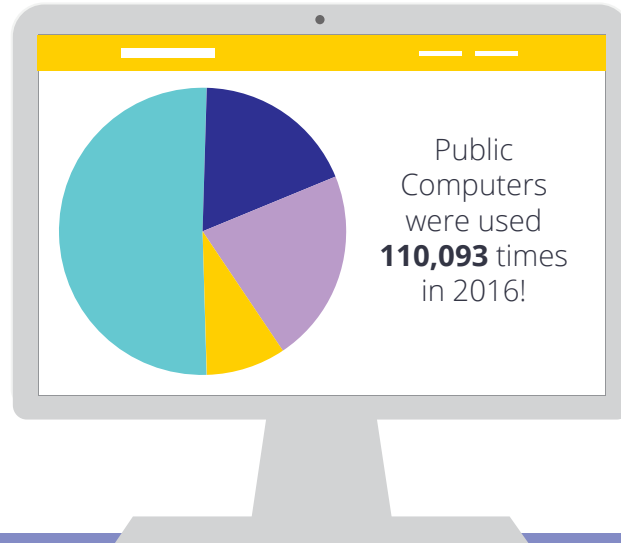


- ▶ Offered a Challenging Islamophobia program in conjunction with the Canadian Humanist Society
- ▶ Over 1,000 children and teens participated in the annual TD Summer Reading Club to maintain their reading skills throughout the summer
- ▶ Hosted our annual Heritage Festival as well as our How To in 10 Festival
- ▶ Our Genealogy Research Club assists those tracing their ancestry as well as offering free access to Ancestry.com

# MAKING CONNECTIONS

## COMPUTER BOOKINGS

- McLaughlin Branch **56,062**
- Legends Centre Branch **23,995**
- Northview Branch **20,157**
- Jess Hann Branch **9,879**



eNEWS EMAILS:  
Over 200 events and programs advertised using email campaigns

FACEBOOK:  
Likes: 2,552  
Shares: 617



oshawalibraries  
Oshawa Public Library >



In September we launched an Instagram account and quickly gained **233** followers and over **1300** post likes.

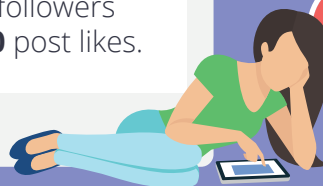
❤️ 1.3K 💬 164



TWITTER:  
Tweets: 2,552  
Followers: 617

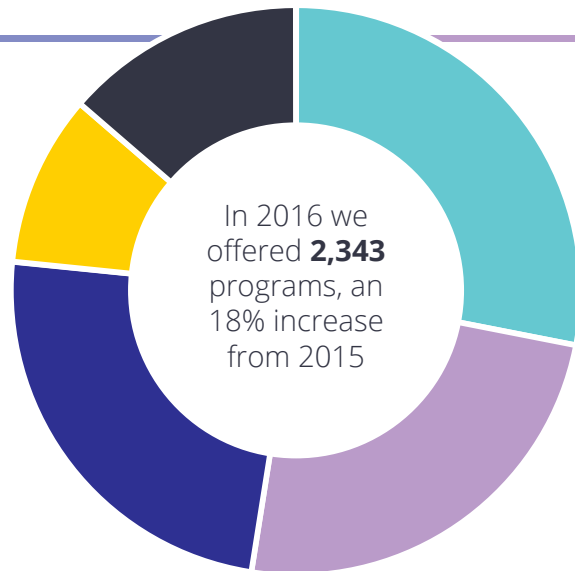
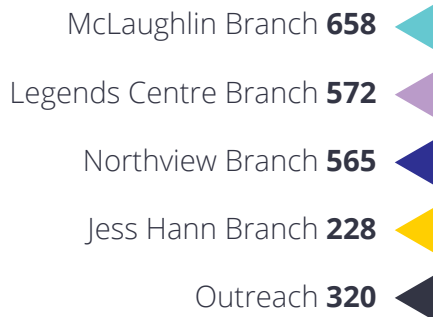


PINTEREST:  
Impressions: 14,502

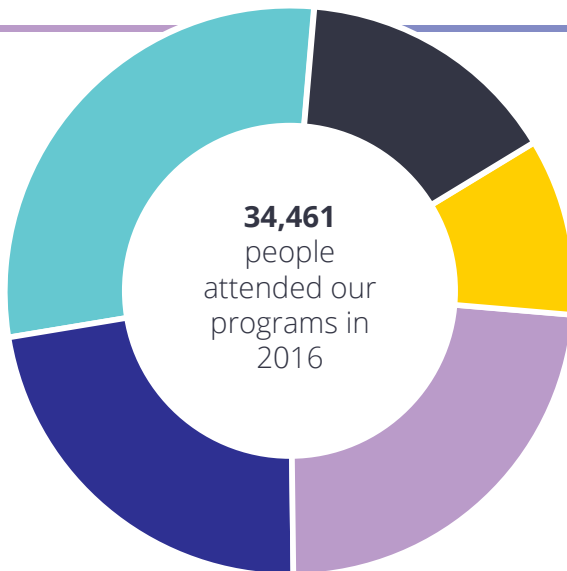


# LEARN. CREATE. PLAY.

## PROGRAMS OFFERED



## PROGRAM ATTENDANCE





**5,430**  
people used  
our new  
MakerSpace  
in 2016



## ACTIVE MEMBERS\*



Jess Hann Branch **6,908**



Northview Branch **13,762**



Legends Centre Branch **24,875**



McLaughlin Branch **33,489**



*\*Customers who have used their card in the past three years*

# SOMETHING FOR EVERYONE

## ITEMS BORROWED

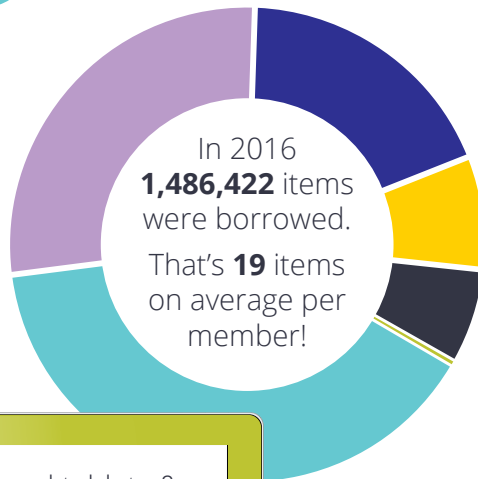


Books & magazines available **321,700**



DVDs & CDs available **87,395**

We added  
**55,321**  
new items  
in 2016



- McLaughlin Branch **602,317**
- Legends Centre Branch **382,376**
- Northview Branch **274,217**
- Jess Hann Branch **118,753**
- Virtual Library Services\* **105,823**
- Tablets & eReaders **2,936**

Loaned tablets & eReaders nearly **3,000** times to customers who couldn't afford to buy their own



**3,270**  
eAudiobooks  
available



**Flipster**

We introduced Flipster, an online magazine service

**16,676**  
eBooks  
available



Switched to  
Cloud Library  
for eBooks &  
eAudiobooks

\*eBooks, eAudio, eMagazines & eMusic borrowed through our website

# FUNDING

## REVENUE AND EXPENSES

### REVENUE

City of Oshawa Grant	\$	8,663,000	91%
Ontario Provincial Grant	\$	215,000	2%
Other (Fines, donations, external grants)	\$	672,000	7%
<b>Total Revenue</b>	<b>\$</b>	<b>9,550,000</b>	

### EXPENSES

Salaries & Benefits	\$	6,843,000	72%
Library Materials	\$	931,000	10%
Other Operating	\$	1,776,000	18%
<b>Total Expenditures</b>	<b>\$</b>	<b>9,550,000</b>	

A great big thank you to our Friends of the Library.  
Their generous donations made these projects possible:

Science Fiction & Fantasy Festival

McLaughlin Children's Department Furniture and Duplo Wall

Vernon City Directories Digitization Project

Archival Supplies for Local History Collection

Multilingual Collection Enhancement

Victor Readers for the visually impaired

Teen Volunteer Scholarship

TD Summer Reading Club

Senior's Art & Writing Contests

Teen Art & Writing Contests and Express Yourself Gala





**McLaughlin Branch** 65 Bagot St.  
**Jess Hann Branch** 199 Wentworth St. W.  
**Legends Centre Branch** 1661 Harmony Rd. N.  
**Northview Branch** 250 Beatrice St. E.  
**oshowalibrary.on.ca** 905-579-6111



McLAUGHLIN BRANCH



NORTHVIEW BRANCH



LEGENDS CENTRE BRANCH



JESS HANN BRANCH