

OSHAWA  
PUBLIC  
LIBRARIES



# 2018 Annual Report

FIND  
YOURSELF  
HERE



# Message From the CEO



*Left: Frances Newman, CEO  
Right: Dina Pen, Corporate Communications  
and Marketing Strategist*

**“Oshawa Public Libraries gets a bright new visual identity, featuring bold and spring-like purple, pink and green tones.”** -Ad/Lib Library Marketing, Advertising & Branding



*Launch event for the new Oshawa Public Libraries logo*

Oshawa Public Libraries (OPL) rebranded in 2018 with a new logo and tagline to reflect our changing approach to library services. The new logo is bright, fresh and fun. Our new tagline “Find Yourself Here” reflects the power of libraries to help people seek solace in books, connect with others, and discover new things about the world and themselves.

Along with the rebranding, we also worked to improve our customers’ experience through a new website and catalogue. Our programming this year focused on STEM (Science, Technology, Engineering, and Math) learning, virtual reality, as well as consumer health education and life-long learning opportunities.

The Library Board wrapped up its four-year term at the end of 2018 and we thank the Board members for their contributions and support.

## **2018 Board Members**

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

# 2018 Highlights

## Service Excellence

- Our volunteer income tax program helped file 572 tax returns for low income families and individuals resulting in over \$1.6 million in benefits
- OPL partnered with Durham College to host a series of Essential Skills workshops. Topics included Financial Literacy, First Aid, Smart Serve, and Safe Food Handling certifications
- In partnership with UOIT, STEM Stars kits were made available for kids to borrow so they could learn how to code from home
- OPL worked with Club Carib Oshawa to plan and deliver a series of Black History Month programs that included an author visit from the Honourable Jean Augustine



*The Honourable Jean Augustine visited our Northview Branch as part of Black History Month programming*

**“They said the internet would be the death of libraries, but it’s the opposite. You have so many things here and online now. I had to use some Excel skills I hadn’t used in a while, and on Lynda you have all the training for free. You have so much more than just books, and that’s great. You’re a community hub.”**

*-Anonymous*

- Partnered with Lakeridge Health to spread awareness to OPL’s digital resources at its Oshawa hospital site
- Central Lake Ontario Conservation Authority parking passes and Oshawa Recreation Centre passes were added to our “experience collection” that already includes passes for Oshawa Museum, Parkwood, Canadian Automotive and Ontario Regiment Museums
- Over 400 children had their hearing tested at our Infant Hearing Screenings in partnership with Markham Stouffville Hospital
- As part of the Healthy Kids Community Challenge we encouraged children to “Power Off and Play”. OPL introduced the Make It A Play Day collection featuring sports and games equipment to borrow
- A Canadian Mental Health Association worker made regular visits to the McLaughlin Branch to provide support to those who might benefit from information about local housing, social services, health care, and more

# In Our Community

- Our Outreach Team provided 312 off-site programs in the community and were invited to attend 43 additional events. Pop-up library programs such as the ones held at the Denise House Women's Shelter help women and their children through challenging times by making them aware of our free resources, job search help, and even offering some fun distractions
- Our Teen Advisory Board (TAB) allows keen teens to volunteer at the Library and earn high school community service credits. TAB volunteers meet regularly to help shape the future of library products and services for teens, help host fun events like the annual Haunted House, and write book reviews for our online Teen Blog
- Each year, secondary and post-secondary students approach the Library for internships, co-op placements or field placements. These students finish their placements with valuable hands-on work experience, get the credits they need to graduate from their programs, and even make some new friends
- Many adult volunteers find fulfillment by becoming a Reading Buddy. English and French Reading Buddies help children in grades 2 or 3 improve their skills and become more confident readers



*The Facilities Team and Co-op Students*

**“To the staff at Jess Hann: Thank you for your patience and kindness you gave to Eric. He really enjoyed his co-op experience at your branch. You guys are the best.”** -Parents of co-op student



*Students having a little fun at work*

# 2018 Programming Highlights



*Storm Trooper checking out books at our third annual OPL FanCon*

**“I can’t believe they fixed my laptop after 2 years! I was going to throw it out. Thank you!”**

*-Repair Café participant*



*From vacuums to computers, our Repair Café volunteers can fix it all*

**“I found it really interesting...pretty cool this is in the library.”**

*-Attendee Teen Coding Program*

- STEM and coding programs encourage youth to experiment, explore, create, and be curious
- Hosted the Baby Moccasin Project and the Ashunyang Singers in honour of National Indigenous History Month
- Volunteer Fair, in partnership with Durham Region Unemployed Help Centre, provided newcomers with insights into Canadian culture and the many benefits of volunteering
- Throughout the summer we ran a pop-up library at the Oshawa Centre Farmers Market
- Over 350 people attended the third annual OPL FanCon
- Home School Clubs support families with literacy activities, and provide parents with networking opportunities
- Off-site book club visits were delivered in partnership with the Brain Injury Association of Durham. The BIAD also hosted information sessions for OPL staff
- Over 200 kids visited the Haunted Hospital built by the Teen Advisory Board
- Annual Battle of the Books for kids in grades 4-8 took place in April in partnership with Durham District School Board, Durham District Catholic School Board, and other Durham Libraries



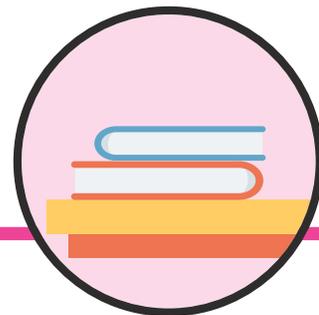


## In 2018...



Our website was visited **365,957** times

**8,428** items were loaned to other libraries in Ontario through our Interlibrary Loan Service. We borrowed **5,782** items from other libraries to loan to our customers



Public computers were used over **100,000** times

Items checked out:

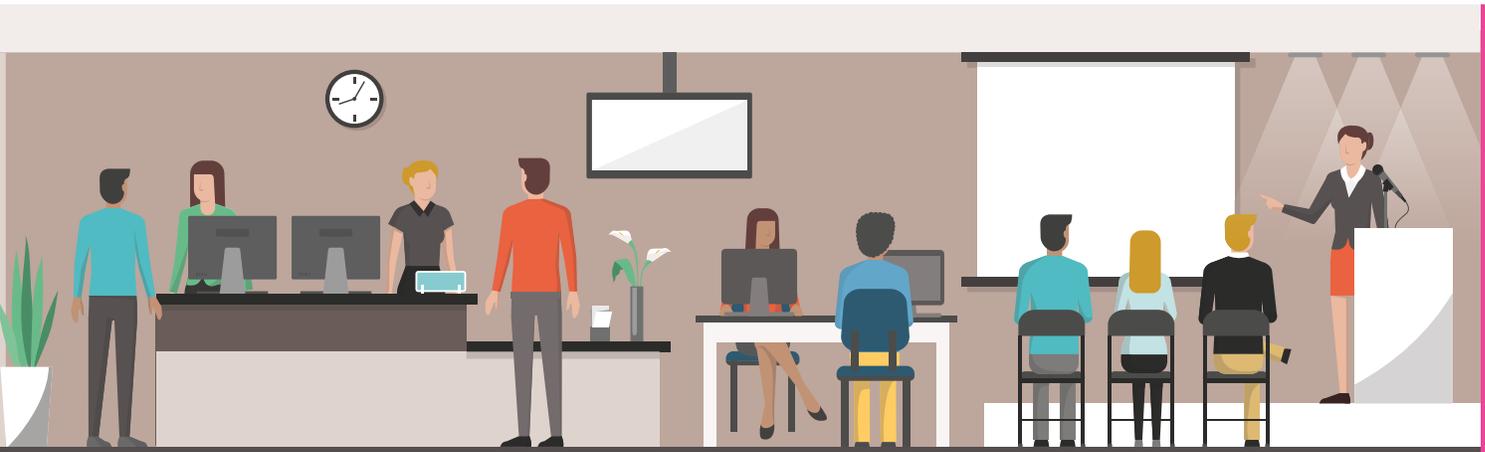
eBooks, eMagazines and other digital media **208,616**

Books, DVDS and CDs **1,191,226**

Other items such as Wi-Fi Hotspots and Tablets **1,937**

Total of **1,401,779**





**956,176** people visited Oshawa Public Libraries

**99,430** reference questions were answered



**8,501** new customers signed up for a new library card for a total **61,214** active members



**35,781** people attended our **2,548** in-library or outreach programs



# Find Yourself Here



# Social Media Growth



**eNews Emails:**  
50% more people opened our Emails



**Facebook:**  
17.1% more followers  
2,938 likes



**Instagram:**  
62.1% more followers  
3,612 likes



**Twitter:**  
8% more followers  
2,442 likes

# Vibrant and Accessible Community Spaces

Thanks to funding from the Government of Canada, we were able to:

- Renovate the McLaughlin Branch Auditorium with new AV equipment, acoustic panels, new flooring, update lighting, and install an accessible passenger lift, as well as install an accessible door opener and new flooring in the auditorium lobby
- Repair areas of the roof at the McLaughlin Branch



*Using a Light Therapy Lamp can help banish the winter blues*

**“As a new member, I’ve just extended the borrowing time for the four books I have. Either your system is easier to follow or I am getting smarter. I rather think it’s the former, since I am 89 and very inexperienced when it comes to the internet. Thank you for putting a smile on my face!” -Betty**

## Innovation and New Technology

- Launched a new online Library catalogue and website
- Began a new Wi-Fi Hotspot lending program
- Introduced Lenovo tablets for customers to borrow
- Offered exciting virtual reality programming that was made possible with the acquisition of new VR equipment
- Light Therapy Lamps were installed at all branches to help combat Seasonal Affective Disorder (SAD)
- Outreach programs at Kerry’s Place helped empower adults with autism by teaching them new tech skills
- A new Smart Board projector was installed at the Jess Hann Branch

## Love of Reading and Lifelong Learning

- Almost 1,000 children participated in the TD Summer Reading Club
- We hosted several authors including Kate Harris, Amanda Robinson, Rick Pyves, and Gail Bowen
- Our Writer in Residence for 2018 was the bestselling author Jennifer Robson. Robson's writing workshops were completely full to capacity for the entire month of October

**“The highlight of my day is my book delivery. The bag is varied and I commend the librarians for all the hard work. I have come to the library since 1959. I thank you for your dedication. I would like to thank Anita for the wonderful choice of books she brings me. I am sent books [I never] would've known about and which I enjoy.” -Rose**

- Hosted Repair Cafés with funding from the Ontario Government through the Seniors Community Grant Program
- Added a new book club, Eyes Forward, an audiobook club for people with vision loss
- 707 home deliveries were made to people who would otherwise not be able to come to the Library



*Children having fun at the TD Summer Reading Club Wrap-Up Party*



*Bestselling mystery author Gail Bowen visited the Northview Branch*



*Jennifer Robson, 2018 Writer in Residence*



# Thank You to the Friends of the Oshawa Public Library

**Their generous donations in 2018 made the following projects possible:**

- Writer in Residence
- Baby's 1st Library Card
- Lenovo Tablets
- 3D Printer
- Laminator and camera
- Victor Readers for the visually impaired
- Wi-Fi Hotspot connectivity charges
- Seniors Art and Writing Competitions



*Friends of the Library Book Sale*

## 2018 Revenue and Expenses

### REVENUE

City of Oshawa Grant	\$ 9,053,000
Ontario Provincial Grant	\$ 215,000
Other (fines, donations, external grants)	\$ 558,000
<b>Total Revenue</b>	<b>\$ 9,826,000</b>

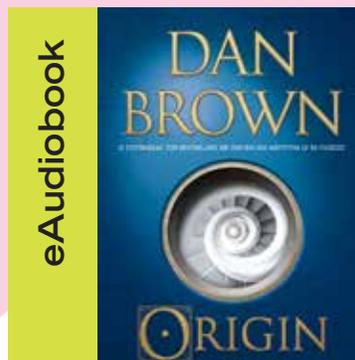
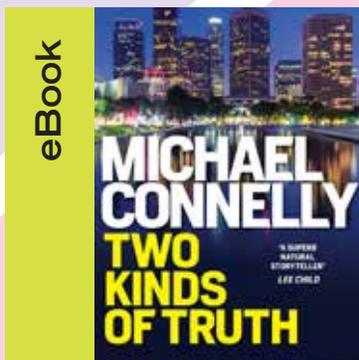
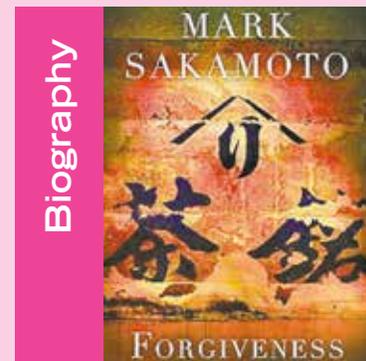
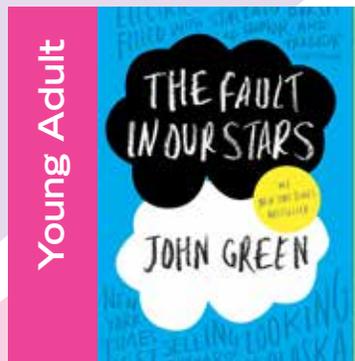
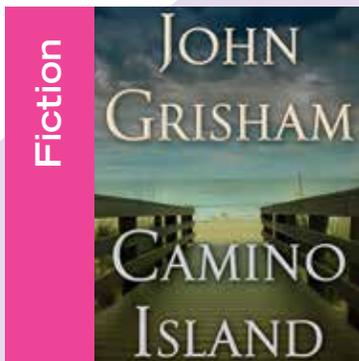
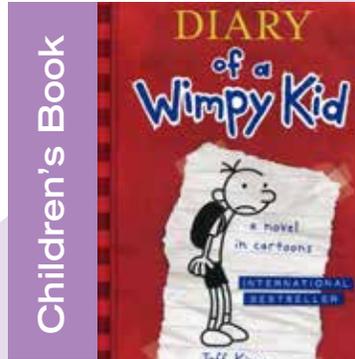
### EXPENSES

Salaries & Benefits	\$ 7,298,000
Library Materials	\$ 916,000
Other Operating	\$ 1,274,000
Reserves	\$ 338,000
<b>Total Expenditures</b>	<b>\$ 9,826,000</b>



# What You Loved

Out of the more than 1.4 million items borrowed in 2018, these were the ones that you borrowed the most!



Delpark Homes Centre Branch, 1661 Harmony Rd. N.

Jess Hann Branch, 199 Wentworth St. W.

McLaughlin Branch, 65 Bagot St.

Northview Branch, 250 Beatrice St. E.



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