

Report to the Community

photo by Etobicoke Life



Etobicoke Public Libraries'
1995 Annual Report

Message from the Library Board Chair

Of my seven years as a member of the Etobicoke Public Library Board, 1995 was one of the most challenging, yet rewarding.

While continuing to work within ongoing financial stringencies, it was a year that saw this award-winning library system introduce an innovative cash card to the public (page 2), implement a new Library Information System (page 3), and complete the building of a new library in a unique shared facility (page 4).

An ambitious Technology Plan, designed to support the Board's Service Development Plan, continued to be a fundamental focus for the Etobicoke Public Libraries (EPL). The transition from the Geac Library Information System to the ADVANCE Integrated Library System was a major technological change.

To make the ADVANCE implementation a success required the co-operation of both staff and customers. Every employee had to be retrained. Customers needed to be informed of the benefits of the new system in order to understand the temporary disruption in service that occurred during the transition period.

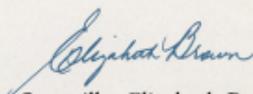
On Sunday, December 17, from 7 a.m. to midnight, over 40 staff volunteered their time to assist with the work associated with the transition. Every library was rewired, old terminals removed, new ones installed and "booted up" ready for the next morning. At 10:30 a.m. on December 18, the ADVANCE system went "live".

On behalf of the Library Board and the citizens of Etobicoke, I thank all the staff who made this daunting task appear to be a matter of routine. With over one million items and a circulation of almost four million, the ADVANCE Integrated Library System will enhance EPL's ability to provide our customers with easy access to information.

As the year was drawing to a close, it became evident that the Library's Provincial grant would be cut by 40% over the next two years. At the same time, the Board's Service Development Plan was nearing completion. A new planning cycle, including a review and update to the Service Development Plan, will provide a roadmap for meeting the challenges ahead.

Library service in Etobicoke is greatly valued by our customers. In a Customer Survey conducted in October, 79% of the respondents indicated that they were willing to pay a small amount for a library card in order to maintain the service they now receive.

The Library Board and staff will face future challenges with imagination, enthusiasm and dedication so that the Etobicoke Public Libraries continues to offer top quality service to its customers.



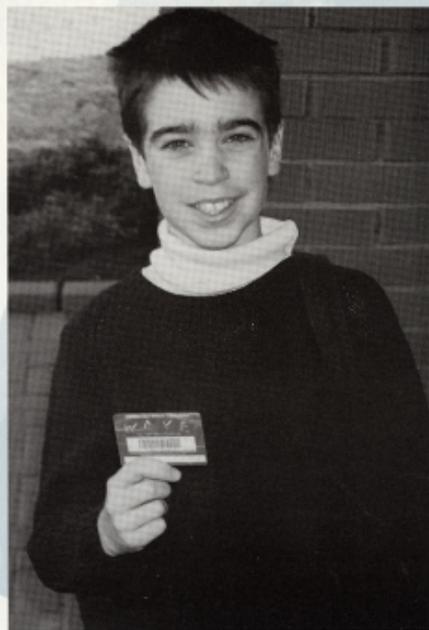
Councillor Elizabeth Brown
Chair, Etobicoke Public Library Board

On the front cover: To mark the official launch of the **WAVE** card, August 25 and 26 were declared **WAVE** Days at EPL. Staff were encouraged to dress "Hawaiian" to promote the card and its benefits to library customers.

Library Board Members

Councillor Elizabeth Brown, *Chair*
Mr. Tom Driedger, *Vice-Chair*
Mr. Robert Bingham
Councillor Mario Giansante
Mr. Zenon Husarewych
Councillor Irene Jones
Councillor Peter Milczyn
Mr. Patricio Olavarrieta
Mr. John Plunkett

"You can use it [the WAVE card] for more than just taking books out."



Joshua MacIsaac, 12, has had his WAVE Card since October. "I got it when I was doing my project on the Referendum," he said.

"I like it because it looks like a credit card and it pays for fines and photocopies and CD-ROM."

Joshua thinks other people should get a WAVE card too. "You can use it for more than just taking books out. It pays for other things in the library and it's a really nice teal colour," he stated.

Catching the WAVE (We Add Value in Etobicoke)

On June 30, 1995, the Etobicoke Public Libraries (EPL) caught the WAVE. EPL is the first public library system in Canada to introduce a combination library and cash card. It offers cost-savings and convenience to customers.

When value is added to the WAVE card, it can be used to:

- check out library materials
- photocopy and print from the microfilm reader printer at discounted prices
- print from EPL's computer network
- pay library fines and fees
- purchase promotional items such as book bags and mugs

Customers can obtain a WAVE card for \$1 (with \$1 of encoded value), and up to \$30 in value can be added.

To distinguish the WAVE card from the traditional red and white card offered by the library systems in Metropolitan Toronto, EPL produced its own unique design.

Between June 30 and November 30, 1995, 7,880 customers chose the WAVE card over the traditional library card.

ADVANCE System Enhances Service

In 1995, the Etobicoke Public Libraries (EPL) continued to implement its Technology Plan to meet the public's increasing demand for enhanced technological services.

One of the most important service advancements was the upgrade of EPL's Library Information System to the ADVANCE Integrated Library System. The ADVANCE system offers library customers access to a greater number of services.

Enhancements have been made to the ADVANCE system to make it "user-friendly". The system offers numerous new options, and upgrades existing services.

Service enhancements with ADVANCE include:

- Extended Telephone Renewals
- Better catalogue searching
- Clearer instructions and easier searching methods
- Placing holds on books and other materials while they are still on order
- Determining how long the wait is when placing a hold
- More CD-ROM access points
- More PCs for customer access to information resources

Improvements have been made in many facets of public service with the onset of this new system.

Now every time a customer checks materials out of any branch, the number of overdue items, all items on loan and any fines owing will appear on the screen so that staff can remind the customer.

A list of items with the due dates is printed at the checkout as a handy reference for the customer.



*Etobicoke Public Libraries Information Technology Team:
(from back left): Harold Frankfurter, Ron Dyck, Sue Medhurst,
David Zebr (from front left): Olivia Kim, Bill Symons*

The receipt lists the titles and number of items borrowed. This is a cost-savings measure for EPL, as paper receipts are less expensive than the previously used date due stampers.

Dial-In Access has been upgraded to make it more accessible and convenient for all customers. All that is needed to access this service from your home or office is a computer and a modem.

With the new improvements, customers with a valid library card have access to their record 7 days per week. There is also the opportunity to place items on hold 7 days per week.

EPL continues to meet the public demand for information with the increased technology provided by the ADVANCE system.

In Celebration of the Humberwood Library

Throughout 1995, staff were busy preparing for the opening of a new library.

It is expected that Humberwood Library will be a very busy branch, with both a separate and public school located within the Humberwood Centre.



"This shared centre", states Library Board Chair, Councillor Elizabeth Brown, "is a unique combination of facilities.

It is the first of its kind in Ontario and is expected to become a trendsetter for future public joint ventures."

Official opening ceremonies for the complete Humberwood Centre will take place in June 1996.

The Humberwood Centre, in excess of 209,000 square feet, is a multipurpose facility that contains both public and separate schools, a community centre, a daycare facility and the public library. This Centre will serve as a model for future developments.

Humberwood Library offers the public:

- A 5,700 square foot modern facility on one level at ground floor
- 20,000 items of library materials, including books, tapes, magazines, videos, compact discs, CD-ROMs and more
- Access for the physically challenged and easy movement for those with baby carriages
- Electronic link to all the resources of the Etobicoke Public Libraries
- Access to adjacent meetings rooms for library programmes

The architectural team in joint venture for the Humberwood Centre project was Moffat Kinoshita Architects Inc. and Zawadzki Armin Stevens Architects Inc.

This alliance was structured to facilitate delivery of educational, library, recreational and environmental design expertise.



"Castle ReadMore is the best summer reading game to date."

The 1995 summer reading game, "Castle ReadMore" was the most popular in the history of the Etobicoke Public Libraries. Children across Etobicoke (and their parents too!) loved the adventure. Participation in the game increased by 17% over 1994.

"Castle ReadMore is the best summer reading game we've done to date," states Mom, Hedy Ann Tammerk, "...even my five year old was able to guess the riddles. All three kids wanted to zoom through to the finish. It surely does promote reading and library use."

Each of the three children, (pictured to the right), enjoyed different categories. But they all loved the game and enjoyed helping to free "Eeple" from the Castle's dungeon.

"What is the game this summer?" asked Kristian, the youngest of the kids. It seems that everyone is anxious to "Go for the Gold" in this summer's Reading Olympics.



(From left:) The Kuld children Silvi, 10, Kristian, 5 and Erik, 8, enjoyed participating in Etobicoke Public Libraries' 1995 summer reading game, Castle ReadMore.



Reading Made Fun

Etobicoke Public Libraries Makes Reading Fun was a year-long public relations campaign designed to encourage children ages 6 to 10 to read and use the library. Under the overall campaign umbrella, three interrelated programmes were produced that had a common recognizable element - Eeple - (Etobicoke Public Libraries), the Court Jester.

Eeple provided a fun image which promoted participation in Read to Succeed (a grade 4 outreach programme), the Summer Reading Game and the Reading Festival. The components of the three programmes offered versatility to branches so that each could tailor supporting activities to promote library service.

Eeple proved to be a great bit with children. 3,788 kids took part in the Read to Succeed programme, 4,569 children participated in Castle ReadMore and over 250 attended the Reading Festival.



Etobicoke Public Libraries' court jester, Eeple, bams it up with Arthur and D.W. Aardvaark and Peter Rabbit at the Reading Festival.

The Reading Festival

Saturday, September 23 was the day that the Etobicoke Public Libraries (EPL) celebrated reading, literacy and the library at its second annual Reading Festival.

The event marked the end of this year's popular summer reading game, Castle ReadMore. Children who completed the game were invited to be knighted at the Festival. Over 250 children led by Eeple, the game's court jester, were knighted by Sir Thomas of Cresswood from Medieval Times Dinner and Tournament. They were dubbed "a knight or lady of the realm."

Author and cartoonist Ben Wicks delighted children by inviting them to the stage to help him draw.

Heather Brown, 14, and Lindsey Murrell, 11, from Road to Avonlea appeared on stage in costumes from the show.

CITY TV personality Oliver Walters exceed the Festival and Etobicoke actor Robin Dunne read the children a story.

Salome Bey, affectionately known as "Canada's First Lady of the Blues", shared excerpts from her work in progress, RAINBOWORLD.

Kids were delighted when the Raptor mascot appeared. He told the story of "How the Raptor Came To Be" and entertained the kids with "gym-dino-nastics" and basketball moves.

All of these stars donated their time in support of literacy and the library.

photo by The Etobicoke Guardian



Raptor entertains the kids at Etobicoke Public Libraries' 2nd annual Reading Festival with "gym-dino-nastics."



Children were "knighted" and dubbed a "knight or lady of the realm."

Author & cartoonist Ben Wicks shared a story with some of the children who attended EPL's 2nd annual Reading Festival.

"We have a longtime working relationship with the Library."

Etobicoke Public Libraries (EPL) received a generous \$2,670 donation from the Optimist Club of Etobicoke. The money has been used to purchase approximately 450 prize books for the Read to Succeed and Canadian Children's Book Week programmes.

"We have a longtime working relationship with the Library," stated Don Purvis, Chairperson, Programme Research Central Ontario Division of the Optimist Club. "Our mandate is youth and community work."



Councillor Elizabeth Brown, Chair, Etobicoke Public Library Board, gratefully receives the Optimist Club donation of books from Club members (from left): Donald Purvis, Chair, Programme Research Central Ontario Division; Douglas Rushforth, Secretary-Treasurer and Reg Hocking, President.

Developing Partnerships with the Community

During the past year, Etobicoke Public Libraries has been successful in creating joint ventures with the corporate community that have supported programmes such as the Reading Festival.

The developed alliances generated over \$6,000 in financial support for this event.

Community organizations, such as the Humber Valley Canadian Power & Sail Squadron, have also responded positively to partnership opportunities.

EPL thanks its corporate supporters:

*Distican
Holiday Inn Toronto Airport
International Plaza Hotel
Jamieson Vitamins
New Asia International Market
Novotel Airport Hotel
Second Cup
Shopper's Drug Mart
Stage West Theatre Restaurant
Toronto Argonauts
Toronto Maple Leafs
Toronto Raptors*

EPL thanks its corporate sponsors:



Etobicoke Life
PUBLISHING LIMITED



 **Medieval Times.**
DINNER & TOURNAMENT



THE PURCHASING GROUP

Club \$ave
.....

REXDALE
PLAZA

ARTS
WEEK

Customer Survey

"Library services in Etobicoke have always been excellent. I don't think that is something that we want to compromise."

"Etobicoke Libraries play an important role in our access to information and as we become more of an information/service society, the services offered by these libraries will become even more important."

Providing the best possible service to customers of the Etobicoke Public Libraries (EPL) is a primary service mandate of the organization.

In anticipation of having less money available in 1996 for municipal resources, the Library Board conducted a customer survey in October. The focus of the survey was to determine which services customers most value and to use this information in making decisions about the best way to utilize dwindling financial resources.

With 2,247 people responding to the survey from every area of the City, the results provide a 95% accuracy rating. Overall, the results indicate that residents value the services provided by the Libraries. The majority of respondents are willing to pay a nominal fee to maintain these services.

EPL Continues its Award-Winning Ways

American Library Public Relations Council

In June of 1995, the American Library Public Relations Council awarded **Certificates of Merit** to EPL for four projects including:

- *QuickLine brochure*
- *Read to Succeed bookmark*
- *Branch Bookmark*
- *Camp ReadAway*

According to the judging committee, the criteria used for selection included originality, visual impact, effectiveness, clarity and content.

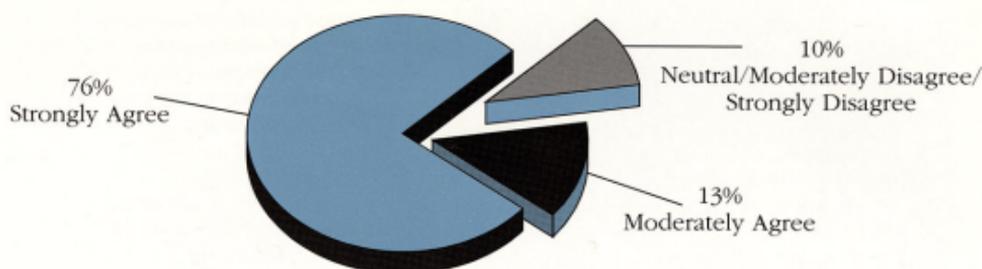
American Library Association

Also in June, EPL "*hit the right note*" with the American Library Association.

EPL won four awards in the "*Hit the Right Note, Best of Show*" contest in recognition of outstanding efforts in the area of library public relations. The categories were National Library Week Promotions and Summer Reading Club Materials.

From the Customer Survey:

When I use my Etobicoke Public Library, the Library Staff are polite and helpful.



Circulation: In 1995, a total of 3,711,235 items circulated through the Etobicoke Public Libraries.

Remote Access Transactions: There was an increase of 54% in 1995 in the number of Remote Access Transactions (Telephone Renewals, *QuickLine*, Fax information requests and Dial-In Access) over 1994. 342,549 transactions were made in 1995 compared to 223,457 in 1994.

Financial Statements

Revenue Fund

For the Year Ended December 31, 1995

Revenues

City of Etobicoke	\$10,248,605
Grants	898,510
Library Revenue	542,417
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	\$11,689,532

Expenditures

Staff Costs	\$8,027,887
Library Materials	1,592,977
Building, Services & Other	1,933,228
Debenture Costs	134,370
	<hr/>
	\$11,688,462

Current Year's Surplus	<hr/> <hr/>
	\$1,070

"I owe the Library..."

Eighty-two year-old Marie Jackson, an avid reader and recipient of Etobicoke Public Libraries' (EPL) Home Library Services, has been a generous supporter of the Adopt-A-Book programme since its inception in 1992. "You (EPL) do everything for me and you make me happy," Mrs. Jackson stated. "I owe the library."



Adopt-A-Book Programme

In an effort to provide current information and materials, the Etobicoke Public Libraries developed the Adopt-A-Book programme. It offers individuals the opportunity to adopt a book or video to be added to the Libraries' collection.

Any donation is gratefully accepted. A gift of \$30 allows the library to purchase an item for either the adult or children's section. It is a great way to recognize a retirement, graduation, anniversary, birthday or special event.

When a donation is received, the donor is recognized as an active library supporter:

📖 A bookplate is included on each item.

📖 The donor's name is included in the Annual Report.

As well, a tax receipt is issued for donations of \$10 or more.

EPL appreciates the support received from individual library customers. This generosity ensures the ongoing development of the Libraries' collection for the entire community to enjoy.



1995 Adopt-A-Book Donors

Steve Adair
Katherine Bandiera
Rosslyn Bentley
Gaston Bottero
Councillor Elizabeth Brown
Sandie Coppinger
Michelle Daigle
Elms Rexdale Residents Association
EPL Golf Tournament Committee
Etobicoke Social Development Council
Susan Gipp
May Harding
Michele lamundo
Imperial Printing of Canada Ltd.
Marie C. Jackson
Linda Jamieson
S. Johnston
Glenna Kelaher
John P. Lemick
Lyons Fire Protection Services Inc.
Don Margeson
Tracy Moore
Olumjimi O. Olabode
Qualtec Training
Donald Ramsay
Roy Singh
Marion Smith
Nicholas M. Stahl
Richard Stein
Jean Swift
The Medicine Shoppe
TFX International
George and Mary Turnbull
Irene Vestfals
Brian Vick
Volunteers Etobicoke
Welcome Wagon
Beth Willoughby
Irving Wineberg
Anonymous

Etobicoke Public Libraries

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Chief Executive Officer &
Secretary Treasurer
Ms. Anne Bailey
Director of Public Services

Albion Library 1515 Albion Rd.	394-5170
Alderwood Library 525 Horner Ave	394-5310
Brentwood Library 36 Brentwood Rd. N.	394-5240
Eatonville Library 430 Burnhamthorpe Rd.	394-5270
Elmbrook Park Library 2 Elmbrook Cres.	394-5290
Humber Bay Library 200 Park Lawn Rd.	394-5300
Humberwood Library 850 Humberwood Blvd.	394-5210
Long Branch Library 3500 Lakeshore Blvd. W.	394-5320
Mimico Centennial Library 47 Station Rd.	394-5330
New Toronto Library 110-Eleventh St.	394-5350
Northern Elms Library Rexdale Plaza, 2267 Islington Ave.	394-5230
Rexdale Library 2243 Kipling Ave.	394-5200
Richview Library 1806 Islington Ave.	394-5120
Home Library Services 1806 Islington Ave.	394-5138



epl

ETOBICOKE PUBLIC LIBRARIES

Your Window Into The World of Knowledge