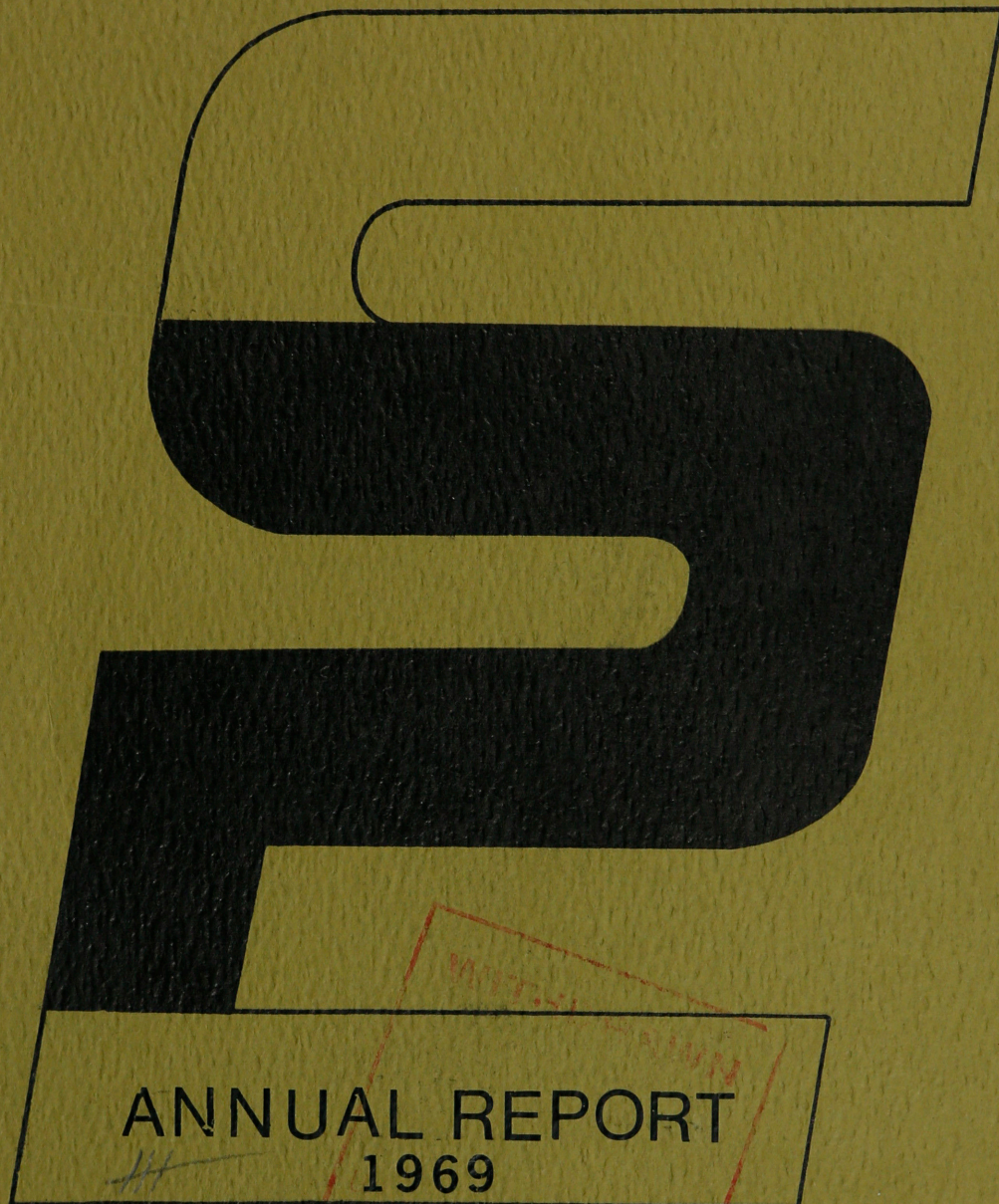


scarborough public library

Annual Reports



ANNUAL REPORT  
1969



### SCARBOROUGH PUBLIC LIBRARY BOARD

The Scarborough Public Library was founded in 1955 as a community service supported by local taxes and provincial grants. It is dedicated to the belief that the dissemination of ideas and information is an essential service in a democratic community. Keeping pace with the increasing demands of Scarborough residents for printed and audio-visual material of all kinds, it has become a vital information-oriented agency as well as a source of educational and recreational books.

Scarborough's library system is governed by a Public Library Board under the Public Libraries Act of Ontario, and comprises an administration centre, eight branch libraries and 3 bookmobiles. Its services are free to all Metropolitan Toronto residents. It employs a full-time staff of 156.

### LIBRARY BOARD FOR 1970

Mr. C.A. Hammond, Q.C., Chairman  
Mr. C.A. Kellow, Vice Chairman  
Mrs. P. Blair  
Mr. E.J. Bowles  
Mrs. H.W. Brown  
Mr. E.J. Canning  
Mr. J.P. McLoughlin  
Mr. H.L. Mott  
Mayor R.W. White

### THE LIBRARY SYSTEM AS AN INFORMATION AND RESEARCH CENTRE

All branches and the Administration Centre operate as community resource centres to assist all citizens with their work, hobbies, information and cultural needs. Generally we try to cover all fields of knowledge and all opinions on world and local events. For information in greater depth than our resources can provide, we will direct you to larger libraries or other sources that may be useful.



## SCARBOROUGH INFORMATION NETWORK (SIN)

We were the first library system in Canada to develop the use of a Teletype network to speed up the interchange of material and information between branches. This network connects six of our branches. In 1968 we added Centennial College and R.H. King Collegiate. With daily delivery operating between these points requests can be filled quickly and efficiently.

With the assistance of the Metropolitan Toronto Library Board, we are now connected via Teletype to the central libraries of North York, Etobicoke, York, East York and the Metropolitan Central Library. In June 1970 Toronto Public Library was added. Considering the link with the Bibliographic Centre of M.T.L.B. who in turn can telex the National Library in Ottawa, it adds up to an unlimited number of sources of information.

Using SIN anyone may find the location and availability of any material in any branch while he waits, thus making all 355,153 volumes of our book collection, all records and films available at a moment's notice. Material not found among Scarborough's resources can then be located elsewhere in Metro on the Teletype network. During 1969 - 44,330 inter-library loans were completed.

## NEW SITE - NEW BUILDING

SPL is ready to expand its services to meet the needs of its residents with the addition of a new district library - The Albert Campbell District Library - 496 Birchmount Road, to be completed early in 1971. This library to serve as the information resource centre for the south-west area of the borough with an estimated population of 100,000, will ultimately house about 150,000 items with a strong emphasis on materials for business and industry, it will be a mainly technologically oriented library. Many months of research have been spent exclusively on the possible library requirements of the surrounding industries and businesses.

## PROGRAMMES FOR ADULTS

A wide range of events continues to be offered to the public. Of significance is the stronger emphasis on participation in programmes of community interest. The works of leading Canadian painters, sculptors and artisans are shown. There are weekly year-round film shows of interest to families at two branches. The Readers Club now goes into its third year while a new Writers Club has just started. In the past year attendance was high at lectures on topics of Mental Health, Cancer, Pollution, Consumer Information, Marriage & Family, Snowmobiling, Women & Cars, and Understanding the Stock Market.



### CHILDREN'S ACTIVITIES

All branches with the exception of Golden Mile are offering regular pre-school story hours - a familiar term not to be taken too literally since the media involved at these programmes can be films, records, tapes, viewlex, books, sensory objects and people. Each branch has a well-chosen collection of children's books, most have a staff member especially trained to help the child or parents. Other activities are puppet show, creative drama, and workshops for mothers. Bendale Branch this fall will host such a workshop in co-operation with Scarborough YMCA.

### OF INTEREST TO YOUTH

"Rap Centres" were carried on a regular basis at three branches, starting at Cedarbrae District Library in the fall of 1969. These informal youth centres were maintained in co-operation with the Scarborough YMCA, and offered all library facilities. Plans are being made for a continuation this fall.

### PICTURE LOAN COLLECTION (Pick-a-Pic Service)

Based on a similar program in France, SPL pioneered the idea of a picture loaning service in Canada in 1967 with an original collection of 180 framed prints. Now the collection numbers 419 reproductions ready for hanging that can be borrowed free of charge at four branches by children. In the coming season, with a further large shipment of new prints from England, Pick-a-Pic will also be extended to adults.

### FILM COLLECTION

At the Cedarbrae District Library, the Audio-Visual Department provides an excellent selection of 474 - 16 mm and 644 - 8 mm films (with that number increasing monthly) both entertaining and educational for all ages. Any group or club wishing to include films in its programme to highlight a discussion may take advantage of this free service; the audio-staff will help choose appropriate films, and will supply a projector, screen and operator if needed. Films circulate free of charge; there is a \$3.00 fee for 16mm film projectors and \$1.00 for screens. Other audio-visual equipment such as Viewlex projectors and an opaque projector can be rented, phone 266-1260 for this service. Film catalogues are available in the department.



### RECORD COLLECTION

More than 15,000 recordings are available for a 3-week lending period, free of charge from all branches. Selections range from classical music and Shakespearian plays through jazz, folk songs, children's records, and many non-musical records. Booths equipped with earphones are provided in our Cedarbrae Branch for listening to language records, dramatic selections, or any of the other recordings.

### TELEVISION ON TAPE

Videotape facilities, able to record both picture and sound track of television programmes, have been a service provided at Cedarbrae District Library since 1967. The videotape recorder is used to tape programmes of significant content for immediate playback or for use at a later date. A supply of such videotape has been built up which enables the public to study and discuss television as a means of communication, and to make the best possible use of its potential for educational purposes. Educational television programmes are sometimes presented in the display kiosk on the main floor of the library. Starting in September 1970 we will be receiving programme material from E.T.V.O. Channel 19 to build into the existing collection. For ways to use our videotape collection call: 266-1260.

### BOOKMOBILE SERVICE

Two Bookmobiles operate out of our Administration Centre and call at 29 locations on a weekly schedule. Each vehicle carries a selection of about 3,800 books. Requests for books or other material not found on board are accepted and obtained as quickly as possible. 422,529 books were circulated by bookmobiles in 1969. Phone 291-1991 for the location and schedule of your nearest bookmobile stop.

### SERVICE TO THE ILL AND HANDICAPPED

We continue in our service to hospitals, homes for the aged and other institutions. Collections of books have been placed in 7 institutions on request and library staff trained in advisory work make regular visits to assist anyone wishing to use this material. 1970 saw the inauguration of a home reading service for the home-bound and at present we call on 16 homes.





### GIFTS TO THE LIBRARY

Interested residents of Scarborough have donated hundreds of books as gifts. Although we can accommodate only a limited number on our shelves, we are always pleased to receive gifts of value and add them to the collection. Call: 291-1991.

### A HISTORY OF SCARBOROUGH

In 1969 the Library Board published an enlarged and revised History of Scarborough edited by Mr. Robert R. Bonis with a grant in aid from the Borough Council. The new edition contains 390 pages and over 290 photographs. Copies of this book can be obtained from all branches and our Business Office (291-1991) for \$4.50. There is a discount to the trade and educational institutions.



### STATISTICAL SUMMARY 1969

|                                     |           |
|-------------------------------------|-----------|
| Number of Loans (All Items)         | 2,586,402 |
| Number of Items Added to Collection | 57,209    |
| Total Stock of Library Materials    | 372,636   |
| Research Questions Asked            | 81,857    |
| Inter-Library Loans Completed       | 44,330    |
| Educational Programmes Organized    | 1,315     |

### OPERATING EXPENDITURE

|  |                     |
|--|---------------------|
| Books, Periodicals, Films, Records, Etc.       | \$ 267,758.81       |
| Salaries                                       | 1,210,803.01        |
| Debt Charges                                   | 188,861.49          |
| Library Supplies, Printing, Stationery, Etc.   | 26,131.12           |
| General Maintenance of Buildings & Renovations | 57,630.00           |
| Other Costs                                    | 165,835.34          |
|  | <u>1,917,019.77</u> |

### REVENUE

|                                   |                     |
|-----------------------------------|---------------------|
| Scarborough Borough Appropriation | \$1,576,237.07      |
| Provincial Government Grant       | 279,412.00          |
| Levied Charges and Other Income   | 61,370.70           |
|                                   | <u>1,917,019.77</u> |

|                                       |      |
|---------------------------------------|------|
| Mill Rate for Library Purposes (1969) | 2.54 |
|---------------------------------------|------|











# SCARBOROUGH PUBLIC LIBRARY

## ANNUAL REPORT

1969

### FOREWORD

The complexities of contemporary urban living have created a need for a community resource to help the citizens in their quest for information, intellectual stimulation, and recreation. The growing recognition of our library as such a resource was reflected in the increased use of our facilities in the past year. We have come a long way in changing the library into an active social institution by relating our services to social change, and by interacting with other community organizations to meet the needs of our residents.

There are many factors which have reshaped our services in the past years. There is the emergence of a more educated public, aware of social issues, and involved in the process of continuing self-improvement. There are the ideas of an articulate young generation. The knowledge explosion and new technologies add another dimension. The change in our services can be implemented only by constantly revising and upgrading our resources and methods.

The year's accomplishments are outlined in greater detail in the divisional reports attached. I urge the Board Members to read them and invite their comments.

### ALBERT CAMPBELL DISTRICT LIBRARY

The past year was dominated by the planning for our second information resource centre. This will serve the south-west area of the Borough. Its collection will ultimately contain 150,000 items with a strong emphasis on materials for business and industry.

After being assured of the building site, the architectural firm, Fairfield & DuBois, was asked to proceed with the design of the library. The building programme was based on a community study of the library objectives, existing facilities and future needs in the area. The construction will commence in 1970.

### CO-OPERATION WITH OTHER ORGANIZATIONS

The Scarborough Public Library Board continued the dialogue with the Scarborough Board of Education during 1969. At the joint meeting in May, four areas of possible co-operation were defined: a school-housed library project to be developed in future; a co-ordinated use of library facilities by visiting school classes; joint preparation for a school-housed drop-in centre; improved procedures for the use of library-owned films by teachers.



The Scarborough Public Library continued to co-operate with the Metropolitan Toronto Library Board in their efforts to develop a regional programme.

The Metro Library Card was introduced in the spring of 1969. It entitles all Metro residents to use any library within the Metro boundaries. This privilege, together with the daily delivery system and telecommunication, has accelerated the flow of information in the Metro region.

In September, 1969 the Scarborough Public Library initiated a pilot project on Automated Circulation Control with financial assistance from the Metropolitan Toronto Library Board. The purpose of this method was to eliminate hand-sorting of the edge-punched transaction card in circulation of library materials by mechanizing this inefficient and expensive procedure. This project is described more fully in Mr. Post's report.

Our staff participated in a number of task-oriented Metro committees to study regional library problems and priorities. We co-operated in the preparatory work for the compilation of the Continuing Education Directory for Metropolitan Toronto. This computer produced publication lists over 5500 adult education courses offered by some 62 institutions in the Metro area, autumn-winter, 1969.

Joint planning with the Parks and Recreation Department resulted in a series of film programmes in the Confederation Park in July and August. The library was also a co-sponsor with the Mental Health Council of Scarborough for a series of lectures on mental health, given at the Cedarbrae District Library.

Library staff has been involved in various community study groups dealing with problems of 'alienated' youth and public housing.

A twice-weekly programme for youth "The Rap Centre" was organized in collaboration with the Scarborough YMCA. The YMCA supplied the staff and the library the facilities and the resources.

#### TELECOMMUNICATION

The use of the Teletype Network continued to grow dramatically. Film bookings, via teletype, were introduced in 1969, thus speeding up the deliveries of films. The rate of inter-loans between the Scarborough Public Library and the Centennial College more than doubled during the year. This was due largely to the teletype link-up between the two institutions.

#### COMMUNITY PROGRAMMES

"...Our Library Links With the Moon" was the headline in the Scarborough Mirror on July 16th, 1969. The occasion -- the library opened its doors in the middle of the night and invited citizens to watch man's first steps on the moon, on television. 600 attended.





### LIBRARY PROGRAMMES

Library programmes are responsive to the known community needs. During the year we initiated a great variety of educational programmes in most of our libraries. Unfortunately our facilities for programmes are inadequate. We can accommodate small audiences only.

### SERVICE TO THE ILL AND HANDICAPPED

We are now serving shut-ins in ten institutions and a small number of house-bound borrowers. The very successful project "Senior Cinema" was launched in 1969, and involved many aged persons living in our Borough. Various other community organizations helped to organize transportation for the senior citizens to attend these programmes.

### COLLECTIONS

The annual cutbacks in our materials budget and increase in book prices have resulted in deterioration of the quality of our collection. The bulk of our stock is getting old and out-of-date, and the factor of wear and tear has become a problem. Our total circulation is 2,570,000 and we have about 372,500 items in our system.

### PUBLICITY

Our publicity and public relations department functioned well throughout the year. All our programmes were supported by well presented publicity in the media. Scarborough Public Library events were featured on radio and television every two weeks on the average. Snippets of information have appeared as far away as Halifax and California.

Weekly 'Telenews', edited by our Information Officer, serves as the library house-organ. It combines staff news, social events and information from the library world in general.

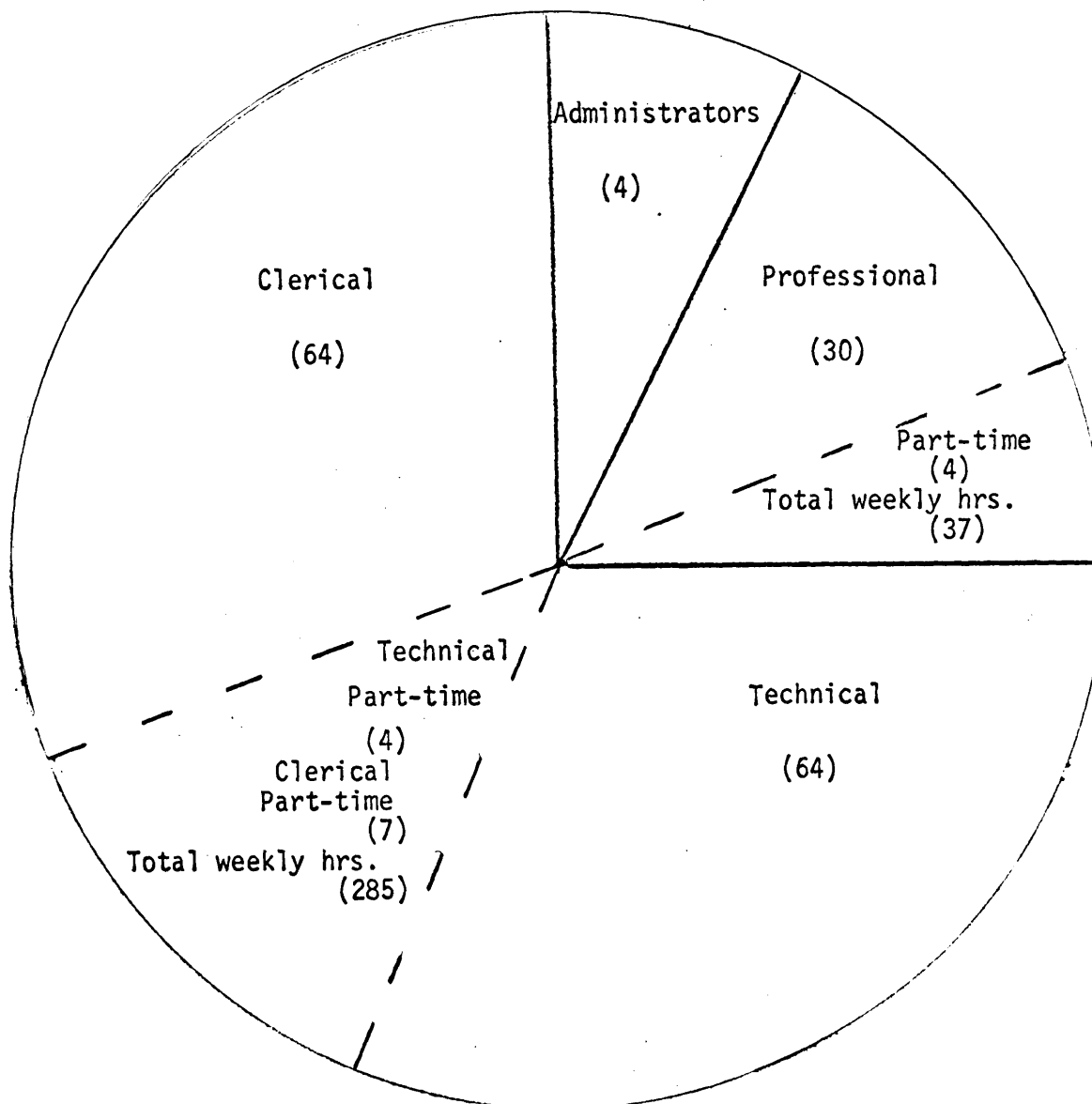
### IN APPRECIATION

In conclusion, I wish to thank the Board for their support and guidance. To the staff goes my appreciation for their receptivity to new ideas and their "let's-get-on-with-the-job" attitude.

Helen Peterson,  
Director



SCARBOROUGH PUBLIC LIBRARY  
Total Staff per Classification



Total Student Hours per week 988





During 1969 only 4,646 new hardcover volumes were added to the bookmobile collection and no new stops were installed. Public service time was reduced by 216 hours. This reflects in the decline of circulation of 422,529 from 463,342 of the previous year.

The number of service locations was more or less the same as for the year before, although it might have been better to relocate the stops where circulation had dropped drastically during the year due to population shift. Approval was given, to relocate 2 stops, on June 2nd, but negotiations for and installation of electrical outlets took so long that they did not become operative in 1969. Despite all these difficulties and austerity of budget for new books and new service outlets, the performance was good, and we were able to satisfy the needs of those people who could not get to the branches either due to physical handicaps, age or location of their residences.

Some time ago I was approached by the school principals of: (1) Immanuel Christian School; (2) Birch Cliff Heights Public School; with requests for library service for the school children during school hours. On visiting these schools I found their own library collections were very inadequate for the number of children enrolled. I agreed to supply them the requested service provided they paid for the initial costs of the installation of electrical outlets as well as the recurring hydro consumption costs. The schools agreed to these terms and our service was started in the fall, both getting 1½ hours per week.

Once more it was evident that a great number of our patrons, 60% - 65%, were school children of all ages. Only 35% - 40% were adults. School children made use of our service for doing school assignments as well as for pleasure reading. A change of reading habits was quite noticeable among our adult patrons. In previous years most of them had been satisfied with reading fiction, mysteries and light non-fiction. Lately they have been asking for materials on topics of general and current interest as well as best sellers. As much as possible the demand was met from our own collection. The generous supply of paperbacks received during the year, was a tremendous help. In the case of best sellers etc., we did lean very heavily on the Interloan Department, which was extremely co-operative throughout the year. Patrons are very appreciative of the personalized type of service that a small unit like a bookmobile offers and keep coming back for the same reason.

During the year the Bookmobile Department branched out into activities never before handled by our library system. We introduced book deposits together with readers' advisory service into Senior Citizens' apartment buildings, Nursing Homes and Hospital Wards and initiated Home Reading Service for the physically handicapped and the chronically ill. (Separate report attached).



PAGE 2.

in our own workshop, which houses our total deposit for the Villa. There is need now for a smaller, lighter truck to wheel around to the different floors and for the delivery of special request books. Guildwood Villa and Rockcliffe Nursing Home have supplied us with wooden trucks. A special book truck was built, in our workshop, for Woodland Acres and has been found quite suitable.

The matter of transporting the supervisors to and from the institutions has not been solved satisfactorily. At present only Mrs. Fran Wood has transportation of her own. The rest of the supervisors have to be transported back and forth. This is taking a great deal of the time of other staff members.

Home Reading Service: During the year numerous requests, for library service, were received from people who are 'house bound' due to age, crippling physical conditions or other disabilities. In the fall of 1969 we initiated a service to the house bound on a very small scale. Before the year was out we were looking after the library needs of ten individuals.

#### RECOMMENDATIONS FOR 1970

There has been a considerable increase in the number of older people in institutions or homes in the Borough. New nursing homes, homes for the aged, and apartments for Senior Citizens have been built or are under construction now. There are people living alone in their homes who are 'house bound' because of age, physical disabilities or disease.

The success of the service, during 1969, has demonstrated that there is a definite need for such a service in the community. I, therefore, recommend that the whole operation should be regularized during 1970 by:

- (a) Acquiring a vehicle through purchase or rental
- (b) Hiring a full-time driver, for the above, for the purpose of transporting books and staff to institutions and homes
- (c) Enlarging the book collection and providing separate section for housing the collection
- (d) Providing office space - preferably self contained
- (e) Providing a well equipped office - one typewriter, 4 desks, etc.
- (f) Hiring personnel to look after routine jobs connected with the service.
- (g) Assigning specific functions to the present staff on full-time basis.

It has been a most exciting and rewarding year, for everyone of us, in which a great many things have been achieved.

Sita Dhawan,  
Supervisor of Bookmobiles



A start was made, in a very small way, in 1968 toward providing library service to individuals who were confined to institutions due to ill health, old age, chronic diseases, etc. During 1969 we not only expanded the service by servicing more institutions, and lending more materials, but we regularized our visits, sent out experienced personnel to render readers' advisory service and plan other library oriented activities. At the close of the year the department was responsible for library services at:

- (1) Bendale Acres - Home for the Aged
- (2) Centenary Hospital - Psychiatric Ward
- (3) Guildwood Vila - Home for the Aged and Nursing Home
- (4) Providence Villa - Home for the Aged and Hospital
- (5) Regional School of Nursing - Staff and Student Residents
- (6) Rosalie Hall - Home for Unmarried Mothers
- (7) Rockcliffe - Nursing Home and Home for the Aged
- (8) Scarborough General Hospital - Psychiatric Ward
- (9) Woodland Acres - Senior Citizens' Apartment Building.

Most institutions have limited collection of their own consisting of donations to them by well-meaning citizens. Most of the titles were of a very insignificant nature while a great many were also in a deplorable condition. They were cluttering up shelves and nobody was interested in reading them. Our first task was to separate the serviceable from the unserviceable. What was left was not enough to satisfy the needs of the readers concerned. We felt we would have to supply suitable books if the readers were going to get any pleasure out of reading. We started building a special collection, for use at institutions, by transfers from branches and loans and transfers from the bookmobile collection. We purchased 530 new hard cover volumes and received another 515 through transfers. We also acquired a couple of hundred paperback titles. This is only a drop in the bucket compared with what we need.

Reading tastes of residents in the institutions have varied from short western novels to poetry to economics to politics and the affairs of State. Renewing book deposits every three months is not the solution. Baskets full of request books are taken out each week. Institutional collection is still very insignificant. We must build it up. In the meantime we have borrowed books from the branches, bookmobile collection and the 'Pool'. Titles not in Scarborough Public Library System were borrowed, through the Inter-Library Loan Department, from other library systems. There was quite a significant number of such loans during the year. Some records were also circulated. These were borrowed mainly from the Cedarbrae District Library.

We do not have satisfactory means of carrying books around to rooms where readers are confined to their beds. Bendale Acres and Providence Villa fall into this category. We have furnished Providence Villa with a full sized book truck, built





PAGE 2.

I spent one half day at the Riverdale Hospital studying Toronto Public Library's service to the hospital residents. In March we had a visit from Miss Pauline Home, Chief Circulation Librarian at the Halifax City Regional Library, who was on a study tour of the various activities of a public library. In November I attended the official opening of the Rockcliffe Nursing Home. In December we participated in the filming of Scarborough Public Library programme for television.

During the entire year only 39 hours of service had to be cancelled due exclusively to mechanical and electrical breakdowns. This good performance was possible due to the marvellous co-operation and service received from the Borough garage and John Murray and his team.

#### RECOMMENDATIONS FOR 1970

The most rapidly advancing area, as far as residential construction is concerned, is North of Sheppard and South of Finch. We should be looking into the possibility of locating at least six new stops in this area in 1970. Numerous 'phone calls have been received in this office from residents of the sub-division North of the Centenary Hospital on Ellesmere Road. They desperately need some kind of library service since they have no library outlet anywhere near them. I would recommend one or two bookmobile stops in the area.

I further recommend the conversion of one of the bookmobiles into a self-sufficient unit. This would free us from the problem of installing and maintaining expensive hydro connections and would also make our operations truly mobile. This mobility will enable us to serve a much greater segment of the population we cannot reach now.

In my humble opinion this excellent record was made possible because of the total dedication and enthusiasm with which the entire staff functioned throughout the year. I thank each and everyone of them.

Sita Dhawan,  
Supervisor of Bookmobiles



January 29, 1970

STATISTICS FOR 1969

Institutional Service:

|                   |        |
|-------------------|--------|
| Membership        | 364    |
| Total circulation | 14,284 |
| Book stock        | 1,045  |
| Record collection | 139    |

Home Reading Service:

|                   |    |
|-------------------|----|
| Membership        | 10 |
| Total circulation | 83 |



It is a bit difficult to obtain a vantage point sufficiently remote to view the effectiveness of the Scarborough Public Library branches as a whole. Within the limits of the library business as we know it we probably have a flexible alive, efficient system second to none. Our staff has proved to be resourceful and enthusiastic and willing to try new methods. We have held our own during the period of status quo - we haven't opened a new outlet since January 1968 - both as far as popularity and as far as staff interest is concerned.

Our circulation of materials has grown steadily although some branches have levelled off and will probably remain static until some event ( a change in the neighbourhood, a new branch library, what have you ) upsets the balance one way or another. It is pretty evident that apart from 100,000+ items, district outlets, branches in malls or plazas are the only viable way to cope in an expanding community -- perhaps they are the only way anywhere as even cities tend to ebb and flow internally and no library likes to be left on the shore when the tide has gone out. This appears to have happened to Bendale -- it's not "where it's at" -- and to a certain extent, McGregor. Of course, it is possible that we are not responding to changes in the districts fast enough. Perhaps there is a need in the Bendale area which we don't recognize. This brings up the question of whether it is valid to put the same material in all ten outlets. The titles may vary but the picture is the same. In the Taylor area for instance, would it be useful to set up a young people's branch with materials (the whole gammit - books, records, films) selected by the users and more or less organized by the users? It would be interesting to see what material the 'teen-agers



would choose, and how they would organize it. In his new book "The Library's Response to Urban Change", Lowell Martin makes an interesting point. He says that 'teen-agers find the formality and rigidity of the library's arrangement of materials "off putting" so that our integration of materials oriented to the sensible adult pursuing a course, or an interest, may have a bad effect on youth for whom we've done the integration! The foregoing simply adds up to the fact that we should scrutinize the neighbourhood so that the library's branches reflect the community in which they are situated.

We spent a great deal of time in 1969 discussing the plans for the Albert Campbell District Library, commonly known as D2. The background area for this branch has been thoroughly researched and the general outlines for the building appear to fit the peculiar needs of a '70's information centre. When it is functioning it will ease many problems which have plagued us - not only in trying to serve an old established built up district but also internal problems of imbalance which occur when there is one big branch and seven little ones spread over a large area. We expect great things of this library; - we hope through it we can supply the answers to industry, business, students, everybody not only from our own stock of print and audio visual material but through telecommunication networks to sources in and beyond Metro. Unfortunately, we have lamentably little money to build up the collection. With luck on our side we should be able to purchase some 60,000 items before the opening date. To this end, all librarians in the branches are involved in the buying process which should make for an interesting if small collection.





The annual reports of the various branches (see attached) make interesting reading. The outstanding characteristic of all of them is enthusiasm and interest which is unusual in this type of exercise. The complaints are mainly about physical plant which are fairly easy to fix. Cedarbrae District continues to heave and boil which may call for some adjustments in the establishment. There are six branches with new head librarians and one with a new technician head. All of these people are from within the system and I think they and the branches benefit from these changes. Junior and senior staff were kept busy not only with their normal work but also at the usual conferences, workshops, meetings etc.

Not a great deal happened on the Metro level in 1969, although the libraries did help to produce the "Continuing Education" book (adult courses in Metro), began a Metro serials list, and formed a committee to evaluate selection practices, i.e. collection sins of omission and/or commission.

Changes in management, and laying the ground work for the new branch really characterize 1969. It was a "bottom of the iceberg" year.

January, 1970

Diana Mason  
Administrator, Branch Services Division.



BUSINESS DIVISION

1969 ANNUAL REPORT

It would appear from the statistics to follow that the business operation of the library did increase on the whole as related to the increase in the budget. However, the increase was of such a nature that it reflects more towards consolidating rather than expansion.

The increase in the accounts payable reflected a 5% increase. This is based on the number of cheques processed in the paying of our accounts. This cannot be considered to be totally accurate in judging the increase as the number of invoices processed would not be reflected in view of the fact cheques issued would cover more than one invoice, but however, it reflects a small increase.

The payroll operation also reflected an increase of 5% in the number of permanent employees and would appear that the overall staff establishment must have been adhered to almost precisely to indicate this relevant change. Consequently the casual and part-time employees remain constant without any increase, reflecting good stability in the turn-over of employees.

The installation of our new accounting machine to improve on the accounts payable and payroll operation was appreciated. We will be able to accommodate more accounting information that is produced at the year end as an additional workload. This will certainly simplify the havoc created at the end of each calendar year in producing employee records. The machine is now in operation, we have encountered some difficulties but not to any degree where we are discouraged and it only appears to be the mechanical efficiency of the machine and the familiarization of the operators which only time can straighten out.

There was a significant increase in the number of purchase orders processed over and above the previous year. The increase was in the neighborhood of 25%. This has a very indirect bearing on the workload because there is considerable research and evaluation prior to the issuing of purchase orders. Therefore, if we have such an increase in the number of orders we are correct in assuming the workload increased considerably.

.....(cont'd.).....



Closely related to our purchasing function it has been necessary to tabulate all the Library Board's assets whether it is debentured or non-debentured items for audit control purposes. The number of inventory items has increased to such a degree that it is now necessary to control these items on a perpetual inventory basis. These records have now been set-up for control in the future in this regard. Previously these records were on file at the Borough Treasury Offices but have not been up-dated since the establishment of the library.

The accounts receivable records set up in 1968 to control delinquent borrowers is still operating favourable, and the results in 1969 were much more gratifying than in 1968. The total amount of billing was \$15,200.00 and the amount of cash receipts cancellations and/or books recovered was approximately \$11,000.00. This represents a clearing of 73% of these delinquent accounts as compared to 37% the previous year.

The Printing Department indicated a 35% increase in the number of jobs produced. This includes the number of jobs in total as requested by Technical Services and the Publicity Department, plus maintaining stationery stock levels. The use of the Xerox copier deserves part of the credit for this increase in the number of jobs. The fact that the employees were able to use this copier made the printer available for the increase in the various number of jobs produced.

The carpentry workshop has been working to full capacity making changes, renovations and furniture items as requested by the various departments from time to time. We continue to get more requests from the branch librarians than we are capable of handling which can only prove that our shop services are being utilized to the maximum. The increase of maintenance to our buildings shows a slight increase above the previous year, however, this also includes some innovations like that of the new multi-purpose room and access ramp constructed at Bendale, the perimeter patio stones at Cedarbrae and the relaying of a new tile floor at the Taylor Branch. The buildings are obviously showing signs of deterioration but we have tried to maintain a premaintenance programme to cope with this.

.....(cont'd.)....



The only disappointing factor is the fact that the Cedarbrae Branch is making the largest contribution but, in any event, we have finally made arrangements to clear the holdback monies and clear the deficiencies outstanding at the completion of the contract. While this work has to be done it will not reflect in an outlay of funds in the current budget.

After some complacency we have finally completed the negotiations for the installation of airconditioning at the Cedarbrae Branch. While this will overlap into 1970 its rightful contribution was made during the year. The ultimate delay was due to non delivery of parts effected by a strike which is naturally far from our control.

We have encountered a number of petty thefts and break-ins in the past year contributory to Cedarbrae in particular and as a result we have had to employ the services of off-duty policemen in order to keep this to a minimum. The nature of these thefts is more of a nuisance factor because the loss involved really does not warrant any kind of a major burglar alarm system and can only be considered at this time to be more of a hazard.

Very beneficial to the organization in the past year was the fact that we have consolidated and implemented personnel policy. This necessitated considerable research and time as a result of management discussions but in the long run should be very influential in good staff-management relations.

Attached is a breakdown of the library budget showing the relative percentage of the major expenditures.

In comparing this with the previous year the only significant change was in the salary and employee benefits which is as a result of increasing the Board's share of the benefits from one-half to two-thirds contribution. Library materials will, I am sure, by the time all outstanding accounts are paid will be in line with the previous year. The other items are relatively the same so in order to keep abreast this is a very good indication of some economy throughout the year.

J.H. Ballett,  
Business Administrator





SCARBOROUGH PUBLIC LIBRARY

MAJOR EXPENDITURES BUDGET DISTRIBUTION

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|                       |     |                 |
|-----------------------|-----|-----------------|
| Salaries and Benefits | 65% | \$ 1,231,007.00 |
| Building Maintenance  | 4%  | 79,720.00       |
| Library Materials     | 13% | 250,000.00      |
| Library Supplies      | 1%  | 27,350.00       |
| Debt Charges          | 10% | 192,505.00      |
| Other Charges         | 7%  | 125,655.00      |

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\$ 1,906,237.00

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## TECHNICAL SERVICES DIVISION

Further streamlining of the operations in this division was attained during 1969 and the departments within this division operated quite efficiently.

The main obstacle to an even greater productivity was created outside our own system, viz - delivery of ordered books.

### Order Department.

The Order Department processed orders for the total material budget of 1969, as well as approximately \$100,000.00 of the capital budget of our new District Library. A greater volume of orders was handled because of single copy buying for the Albert Campbell District Library and less duplication of titles throughout the system. This trend, of buying fewer copies of titles for the system, will probably increase to a greater extent in the future, creating a greater number of orders to be handled by this department.

The main problem in this area is the long time lapse between orders being placed, and ordered material being received, particularly printed material.

Our library system has been buying mainly through Co-operative Book Centre, and delivery times have been highly unsatisfactory, with times for a substantial number of books longer than 6 months and up to a year.

In order to cope with the expected heavy influx of materials for the new District Library, other sources are being investigated and will be tried during 1970.

### Cataloguing and Processing Department.

The number of volumes being processed was lower than during 1968, but the number of titles increased by 2,000, this indicates again the decrease in multiplication of copies for the same titles. The pressure of workload in this department was not as great as expected again due to slow delivery of ordered material. With this in mind existing vacant positions, for a librarian cataloguer and a typist clerk, were not filled. These positions will be filled as soon as the main flow of books for the new District Library begins.

Because of the lower number of volumes per title, the use of the Xerox copying machine has been greatly increased, being more economical and efficient than the offset press for lower volume of cards.

The procedures of the Cataloguing Department have become more complicated because of sending books purchased for the new District Library to Cedarbrae District Library for temporary location and use of our Scarborough borrowers at large. Processing of materials is closely related with the Cataloguing Department and consequently this department was affected the same way. One vacant position in this department was also left unfilled, pending the slack period.



### Interloan Department

The volume dealt with during 1969 again showed a great increase over the previous year and traffic across our teletype has reached close to capacity volume. The volume of interlibrary loan between our libraries and other library systems in Metro almost tripled during 1969. In addition to the regular printed materials, the interchange of 16mm films within Metro is also being handled by the Metro wide teletype system. This interchange of 16mm films will probably show a dramatic increase during 1970, due to the new fee structure for use of National Film Board films, making these fees prohibitively high for general use. The feasibility of using tape for block transmission during off library hours will be investigated during 1970. The time made free by using tape can then be utilized for regular transactions. The Metro teletype as well as our own teletype system has greatly reduced the need for purchasing multiple copies of titles, as well as eliminating the need to buy older and more obscure titles. This in turn has enabled us to diversify our buying to the greater benefit of our borrowers. By adding two part-time clerks to the Interloan Department staff, the department is now operated during evening hours as well as Saturdays and gives location of materials at the same ratio as during day time operation.

### Circulation Control

Circulation of materials increased slightly during 1969 and will probably increase again during 1970 and particularly after the opening of the new Albert Campbell District Library. With this in mind, other processes of sorting transaction cards were investigated and considered. The decision was made to initiate the use of machine readable characters on our transaction slips. This is the MICR (Magnetic Ink Character Recognition) system, used by all North American banks. These cards are printed with general information, date due and sequential number in machine readable print (MICR number).

The next decision was to have the slips dated, on a weekly basis, at the time of printing or date the slips in our system by Tichometer. Considering the rental fee of the Tichometer and labour cost, by doing this in the library, it was decided to have the slips pre-dated at time of printing (charge for this weekly change of date \$5.50 per change). Basing our weekly requirements for slips on previous years' statistics, our estimates have proved to be accurate enough to save by having the slips pre-dated.

The slips are distributed to the branches on a weekly basis and item is charged out with a transaction slip. After return of items the slips are removed and are sent twice a week to the computer centre. The cards are processed through the computer and a print-out of missing numbers may be obtained for any loan period. In addition to the missing numbers, the print-out shows the totals of missing numbers for all previous loan periods. Our aim is to send out overdue notices for items not returned four weeks after the due date. However, when the number of missing slips shows to be extraordinarily high, the decision may be made to wait one more week before sending overdue notices for this due date.



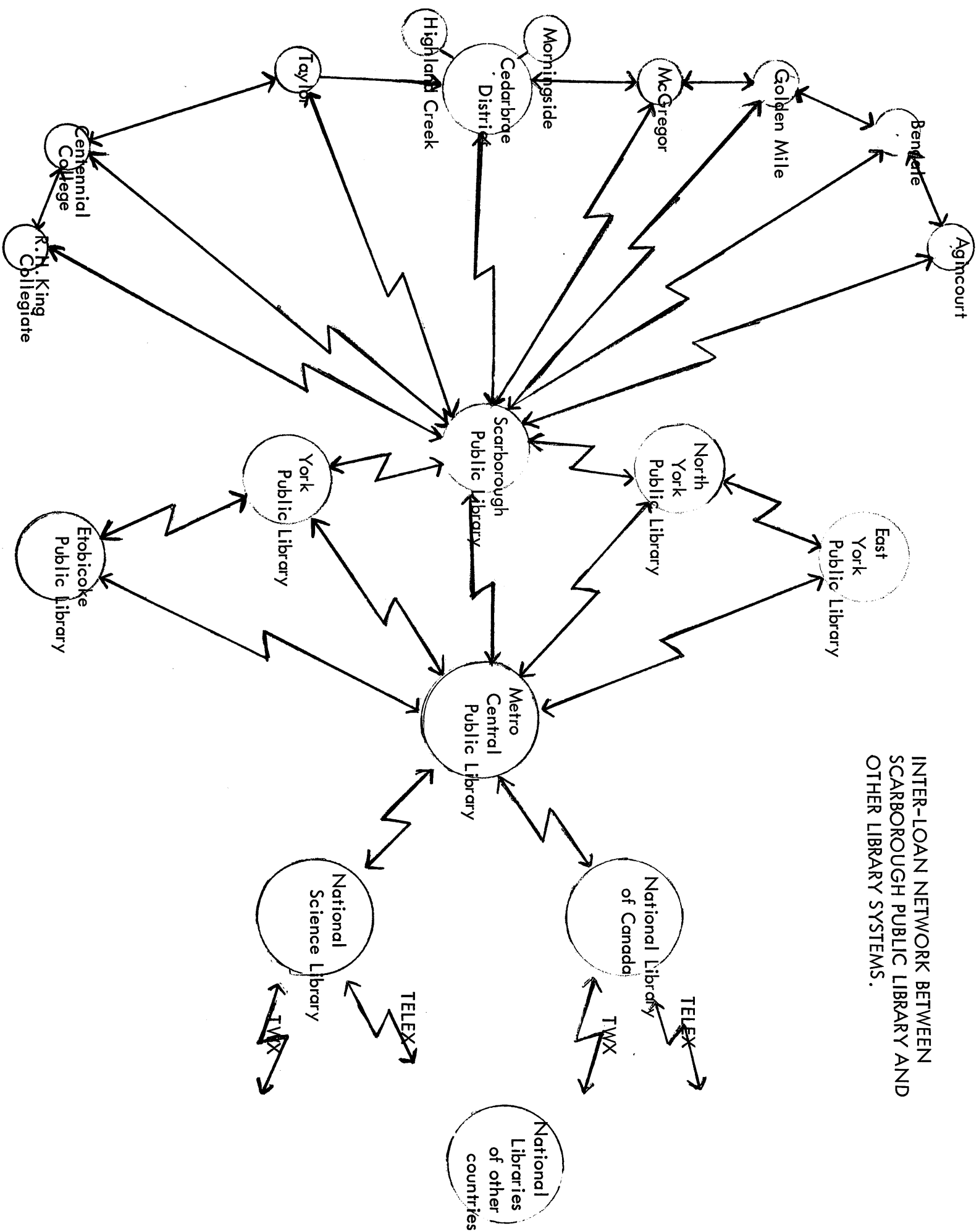
PAGE 3.

Until now we have been sending overdue notices to our borrowers, giving full information, author, title, transaction number and shelf-list number of item. Our print-outs have shown, that if we aim to send out notices, within a reasonable time after material has become due back, the information on the notices has to be reduced to general information only, e.g. informing patron that he has library material which should have been returned on a certain date. This general information can be pre-printed on post cards and the department would only have to type name and address of patron on reverse of post card. Another possibility may be the use of a micro film reader-printer, which will also be investigated during 1970.

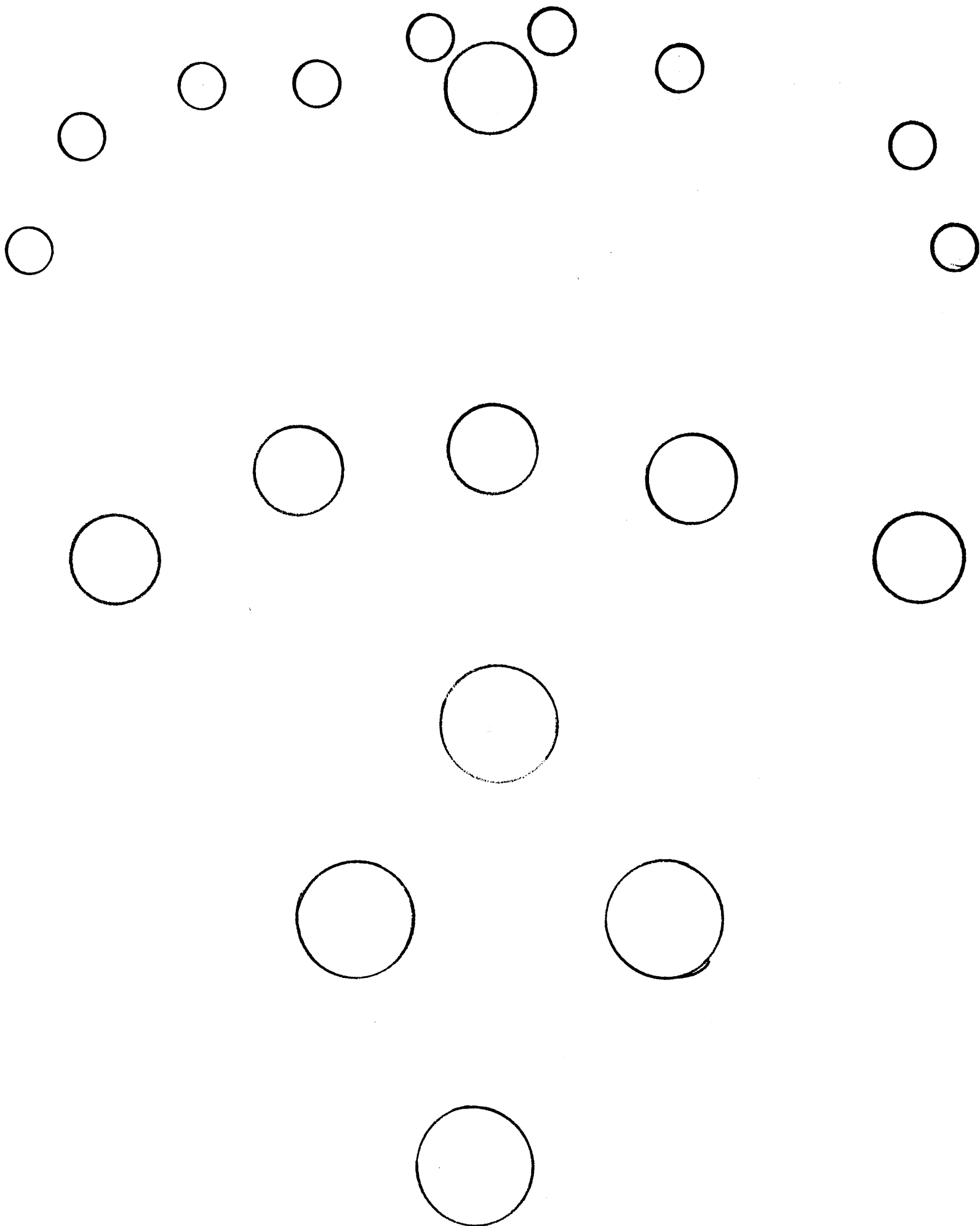
Marius Post,  
Administrator of Technical Services







# INTER-LOAN NETWORK BETWEEN SCARBOROUGH PUBLIC LIBRARY AND OTHER LIBRARY SYSTEMS.



The function of the Scarborough Public Library Publicity Department is to keep the public informed about the facilities, programs and resources of the entire library system.

Publicity works through as many channels as possible for a continuous flow of information. These include the use of (a) newspapers and periodicals, (b) television and radio, (c) bulletin boards, (d) public exhibitions, (e) calendars, (f) publicity hand outs, (g) advertising, and (h) telephone.

During 1969 all of these methods were used to support SPL programming - a prime concern of this department. In addition the Information Officer originated and developed ideas that brought the spotlight of attention on SPL in several other areas.

A resume of the results of this diversified dissemination of information follows:

(a) Newspapers and Periodicals:

During the year 416 Press Releases and Articles were written.

Our "AT THE LIBRARY" column in the SCARBOROUGH MIRROR assures us of approximately 40" of valuable newspaper space weekly. The other local paper THE NEWS carries the same items weekly in somewhat condensed form. THE MARKHAM ECONOMIST & SUN is another reliable outlet. The three METRO dailies are very generous in their coverage of library events using as a basis our weekly Press Releases to them. PICTURE EDITORS are constantly informed, assuring us large photo coverage as well. The ETHNIC PRESS is not overlooked and has carried stories of pertinent interest to their readers.

An event like our "Moon Landing Party" rated 17 items in the newspapers, plus pictures, and was covered by United Press International Wire Service.

Magazines and Periodicals - see attached list of 15 publications which carried innumerable SPL stories and news items. The list ranges from TORONTO LIFE to the Paris published UNESCO BULLETIN and all leading library journals.

(b) Television and Radio:

SPL gets very good coverage via these two media because we have established a pipeline directly to key people at the stations, including performers with their own shows. SPL items turn up regularly on the ELWOOD GLOVER SHOW, BRUNO GERUSSI'S "MORNING AFTER", "SUNDAY MORNING" (CBC-TV), the BRUCE SMITH CBC MORNING SHOW, RICK CAMPBELL (CHFI), BILL DEEGAN and WALLY CROUTER (CFRB), GORDON SINCLAIR, etc. Some 20 radio and television stations air our weekly press releases either as free



THE FOLOWING PUBLICATIONS PRINTED SPL MATERIAL DURING 1969

CANADIAN LIBRARY JOURNAL

ONTARIO LIBRARY REVIEW

THE ASSISTANT LIBRARIAN

T.P'.L NEWS

QUILL & QUIRE

FILM LIBRARY QUARTERLY

NEW DIMENSIONS IN EDUCATION

UNESCO BULLETIN

DAILY COMMERCIAL NEWS

METANEWS

TORONTO LIFE

TORONTO CALENDAR MAGAZINE

METRO TORONTO HAPPENINGS

DOINGS

VOICE OF THE WOODS

NEWSPAPERS:

THE MIRROR

THE NEWS

SCARBOROUGH TRIBUNE

SCARBOROUGH SUN

TORONTO DAILY STAR

GLOBE & MAIL

TORONTO TELEGRAM

MARKHAM ECONOMIST  
& SUN

MLIE ELU

VABA EESTLANE

CORRIERE CANADESE

IL SOLE



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"Public Service Announcements", news items or stories, such as "The Good News Reporters" at CFRB who featured our events all summer long.

Certain ideas for shows are submitted directly to the producers or program researchers. SPL averaged a radio or TV feature every two weeks in 1969. These included two major CBC-TV film features: "TORONTO AS SEEN BY RAYMOND MORIYAMA", and a documentary on libraries, as yet to be titled, produced by Dodi Robb, Executive Producer of CBC-TV. At CFTO-TV we are considered regular suppliers of good program content. SPL staff and people connected with branch exhibits or lectures, have been interviewed on "TORONTO TODAY", "WOMEN'S WORLD", "MORNING METRO", and "UNCLE BOBBY SHOW". In every case SPL 'credits' are frequent. When Louise Werner was interviewed we were able to have our SPL film "SIGHTS AND SOUNDS" aired for the first time on TV.

Television connections paid off when Cedarbrae District Library was used as a location for a TV commercial and paid for as such (\$100.00).

We were on three French radio shows with our Simone Byfield speaking in French over CJBC.

Then Director, Albert Bowron, was placed on the BETTY KENNEDY show on CFRB and two appearances on the DON SIMS show on CBC network.

(c) Bulletin Boards:

During 1969 publicity produced 1,400 posters to support branch activities and 'acetates' for the kiosk at Cedarbrae, working with a stable of free lance artists and our own printer Frank David. These are distributed to many outlets besides our branches, using specialized lists that the Information Officer has compiled relevant to the nature of the event. Our outlets are most reliable as often it is a reciprocal arrangement. The Publicity Department is responsible for the distribution of other organization's publicity of cultural interest to Scarborough residents - another function of the library as a source of community information.

(d) Public Exhibitions:

This department prepares all material to be shown or given away when SPL reaches out to inform the public through exhibitions or fairs. Some examples during 1969: "CAREERS FOR THE FUTURE" at the C.N.E., where we manned a booth; the MARKHAM FALL FAIR where we sent a SPL bookmobile; and the initiation of plans for a SPL exhibit in WHITBY, Ontario.

(e) Calendars:

22,500 "SPL Calendars of Events" went out in 1969 (5 months), both mailed and handed out in the branches. We also get our events published in other calendar publications such as METRO TORONTO HAPPENINGS, DOINGS AND TORONTO CALENDAR MAGAZINE.





(f) Publicity Hand Outs:

This department composes the content (with the exception of Bibliographies) and sees to the production of all hand out material. 1969 saw the completion of several new ones and reprints of others in the way of bookmarks, pamphlets and flyers. Another distribution source for this type of material other than our own branches, is the use of WELCOME WAGONS every month who call on new residents in the area.

(g) Advertising:

We are pleased to report we get so much free publicity there is little need for our department to arrange paid advertising. The only two exceptions in 1969 were: an attractive little ad in the two Scarborough papers announcing the new edition of "A History of Scarborough", and one in the Maplewood P.S. Year Book promoting the A-V Department.

(h) Telephone:

The dissemination of information by 'phone is considerable - indeed more than can be readily handled. Nearly all enquiries coming into Admin. about library activities or facilities are handled by the Information Officer, who reminds herself, no matter how disruptive the calls, every one is an opportunity for good P.R.

OTHER ACTIVITIES OF PUBLICITY:

1. The Information Officer edited 44 issues of "TELENEWS" in 1969; approximately 200 ft. of teletype. Designed as a house organ for good public relations with the staff, it also represents the only single document combining SPL news, directives, social events and staff accomplishments.
2. The Information Officer also kept an official PRESS BOOK which amounted to 225 pages of published material about SPL in 1969.
3. The Information Officer used the tape recorder on several occasions to interview people attending library programs; during the Moon Landing Party; and library students visiting Cedarbrae District Library.
4. She was also active in the promotion of the new edition of "A HISTORY OF SCARBOROUGH" contacting book stores, ads, signs, etc.
5. The Publicity Department joined forces with the publicity people of three different groups during the year to co-produce ideas, releases and posters: The MENTAL HEALTH COUNCIL OF SCARBOROUGH, the EGLINTON SQUARE BUSINESS ASSOCIATION, and for the first time with the SCARBOROUGH RECREATION & PARKS DEPARTMENT.



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6. The Information Officer is involved in Programming in more than a supporting role. Although it is not considered part of her job, her enthusiasm for obtaining the best people and most interesting exhibits, leads her to use her many contacts for this purpose. One of several programmes she arranged was the entertainment for the SENIOR CITIZENS' CHRISTMAS PARTY with five performers including BILLY O'CONNOR (1969's C.N.E. Grandstand Show Producer) and T.V.'s DOUG ROMAIN.

WHAT'S AHEAD:

The new cable companies, Ryerson Polytechnical Institute and Educational TV will be very active with us in 1970. The new Channel 19, Canada's first ultra-high frequency TV outlet for educational programming will need vast amounts of material which can readily be supplied by our library programming, providing it is kept at a high level. Initial contacts with these people have already presented us with invitations to supply program content, including stories on SPL.

There will be fresh challenges with the development of the ALBERT CAMPBELL DISTRICT LIBRARY. Foreseen is a flow of progress reports, promotion of the official opening, and then the addition of its many activities to the publicity load of this department.

Laddie Burke

February 6th, 1970.



## PUBLICITY REPORT - RECOMMENDATIONS AS OF FEBURARY 1970

### Recommendations - Based on Job Description in Manual

1. In order to completely fulfill the job description for the Information Officer, an assistant is now a necessity in the Publicity Department. When this is accomplished the following recommendations are desirable:
2. The sadly neglected area of correspondence would be attended to. This is a basic component of good Public Relations. Just two examples: letters of thanks to the press or other media on occasion of special service; the courtesy gesture of sending a full complement of press clippings to VIPs appearing or exhibiting at our Branches; etc.
3. Visits to Branches should be a regular - even weekly - part of the job: explaining publicity and promotional ideas, at the same time seeing exhibits that have to be written up. (MANUAL: "Plan and carry out publicity related to specific library activities, events or services in co-operation with division heads or branch heads.")
4. Attend meetings when requested. (Another important area that presently has to be almost totally neglected.)
5. If the Publicity Dept., is an enclosed office and not a thru thoroughfare, there should be more quiet for concentration on articles of wider scope, new brochures on services, etc.
6. Although not a vital necessity, being a member of the Women's Press Club and being able to use it, even once a month, would be invaluable in the MANUAL'S job description: "build up and maintain productive relations with the press and other media."