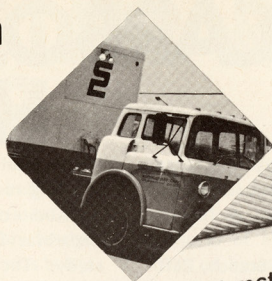
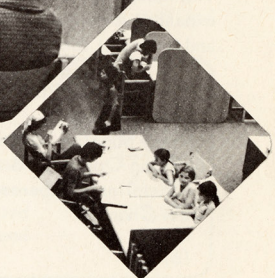
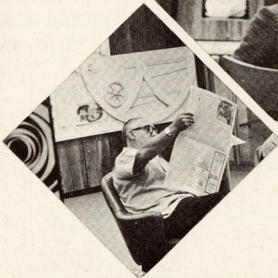
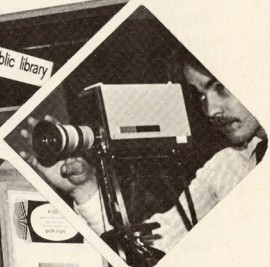


scarborough
public library
annual
report
1972



cliffcrest branch

public library



SCARBOROUGH PUBLIC LIBRARY

HIGHLIGHTS 1972

The year was one of expansion, community involvement and research for the Scarborough Public Library.

The addition of the tenth branch, Cliffcrest, was only one evidence of growth. This branch is the fourth satellite in the Albert Campbell District. Plans for further expansion over the next five years include three new neighbourhood branches, one of which will be in the new Scarborough Civic Complex, the third district library and relocation of one branch to larger premises.

The use of library materials for home reading increased by 3.5% and information service almost doubled in volume over 1971. It was the first full year of purchasing material through subject oriented committees of librarians. The public demand for Canadian titles and general fiction resulted in heavy concentration in these areas of buying. By the end of '72, six branches had integrated the grade 4 and up non-fiction collections with adult books to provide a wider choice for school assignments. The Technology & Business collection was expanded considerably for the business and industrial community. Both the col-

lections and services for non-English speaking residents were further developed. Audio carrels were established at the Cedarbrae District Library for language study. The collection of framed art reproductions for loan was enlarged with emphasis on the work of Canadian painters. Purchases from the National Gallery and the Art Gallery of Ontario were framed and readied for early 1973 circulation. About 229,000 people viewed films borrowed from our library. More people in the area availed themselves of the preview facilities, film consulting services and the library's television production unit, which covered community functions as well as library programmes.

Several research projects were completed during the year to provide the Administration with means of evaluating the present services and planning for the future. With the funds received from the Provincial/Municipal Employment Incentive Programme, surveys were conducted of library users, non-users, a selected group of community representatives, senior citizens and shut-ins for their assessment of library services. The findings have helped the Administration to determine the extent of services

needed, the type of material required, and the special problems of users. The staff of the Bookmobile Department also explored its user needs for foreign language materials. The result was better utilization of the foreign language collection by the bookmobile borrowers.

The operation of the Order Department (Technical Services Division) was improved by the installation of a Mohawk Data Recorder. The use of this equipment eliminates using multiple order forms and makes it possible to use the book supplier's computer system for mechanical checking of material ordered and received.

Two more high schools were linked up with the telecommunication system which includes eight branches, Centennial College and one large collegiate.

Library programming is an important service component of the Scarborough Public Library system. The range of programmes in 1972 responded to the diverse needs of the community. In addition to the regular library events such as children's story hours, film shows, book discussions and art exhibits,

special programmes were arranged throughout the year: Symphony Street, Orientation to Canadian Ways of Life, Pressures of Modern Living and several series on business topics. A Youth Activity Centre was operated at the Albert Campbell District Library as an experiment in community involvement, made possible by grants from both the Provincial/Municipal Employment Incentive Programme and the Youth & Recreation Branch of the Ministry of Community and Social Services. A staff of six, augmented by resource people from Scarborough Recreation & Parks, Scarborough YMCA and Centennial College, worked daily with youth of the area.

Scarborough Public Library has co-operated with many organizations during the year such as: The International Institute for Immigrants & Migrants; Scarborough Mental Health Council; YMCA; Scarborough Interagency Council; Royal Ontario Museum; CBC; CFTO; Scarborough cable companies and Information Scarborough. These agencies supported the library programmes with ideas and in some cases with staff and equipment. ©

OPERATING EXPENDITURE '72

Salaries & Benefits	\$1,848,175.00
Library Materials	259,453.00
Library Supplies	43,938.00
Building Operation & Maintenance	
Supplies & Expenses	224,410.00
Debt Charges	329,212.00
	<u>\$2,705,188.00</u>

REVENUE '72

Borough Appropriation	\$2,303,266.00
Provincial Government Grant	279,412.00
Levied Charges and Sundry Receipts	74,428.00
Prior Year Surplus	46,080.00
Excess of Expenditure over Revenue	2,002.00
	<u>\$2,705,188.00</u>

STATISTICAL SUMMARY '72

Borough Population	351,262
Number of Loans (All Items)	2,542,361
Total Stock of Library Materials	473,347
Reference and Advisory Questions	172,820
Teletype Transmissions	56,218
Inter-Library Loans Completed	58,073
Library Programmes Organized	6,020
Attendance at Programmes	95,461

SCARBOROUGH PUBLIC LIBRARY BOARD

Chairman:

Mr. C.A. Hammond, Q.C.

Vice Chairman:

Mr. C.A. Kellow

Members:

Mayor Robert W. White

Mrs. Patricia Blair

Mr. E.J. Bowles

Mr. E.J. Canning

Mrs. Florence Cruickshank

Mrs. Lois C. DeGroot

Mr. J.P. McLoughlin

Secretary-Treasurer, Mrs. Helen Peterson

ADMINISTRATION

Mrs. Helen Peterson, Director

Mrs. Diana Mason, Administrator of Public Services

Mr. Marius Post, Administrator of Technical Services

Mr. Joseph H. Ballett, Business Administrator

BRANCHES

• Albert Campbell District	698-1194
496 Birchmount Rd. (at Danforth Rd.)	
Film Library	698-1191
• Cedarbrae District	431-2222
545 Markham Rd. (at Greencrest Circuit)	
• Agincourt	293-7811
3850 Sheppard Ave.E. (at Kennedy Rd.)	
• Bendale	266-2961
1515 Danforth Rd. (at McCowan Rd.)	
• Cliffcrest	266-5697
2977 Kingston Rd. (at McCowan Rd.)	
• Eglinton Square	755-3986
50 Eglinton Square (at Victoria Pk.)	
• Highland Creek	282-7211
277-279 Old Kingston Rd. (at Morrish Rd.)	
• McGregor Park	759-6757
2219 Lawrence Ave.E. (at Birchmount Rd.)	
• Morningside	282-3485
Morningside Plaza (at Kingston Rd.)	
• Taylor Memorial	698-3481
1440 Kingston Rd. (at Warden Ave.)	
• ADMINISTRATION CENTRE	291-1991
1076 Ellesmere Rd. (at Midland Ave.)	