



2012 Annual Report

Greater Victoria Public Library



Message from the CEO and Board Chair

We are pleased to report on the Greater Victoria Public Library's progress in 2012. As we continue to move forward and achieve the goals of our strategic plan, the library is becoming increasingly recognized as a key community partner and a community hub. We remain committed to developing new and innovative ways of engaging our community and responding to their changing needs.

Connecting people and ideas through expanding access to technology and online services was a major theme in 2012. Access to our virtual library grew through our increased social media presence. We helped people get better acquainted with new technology and connect to the library via their personal mobile devices. The Technology Petting Zoos developed by staff were a huge hit and provided unique user experiences across the system.

2012 was a rewarding year in which the GVPL became more inclusive with new non-traditional materials for loan, improved facilities for teens and increased collaboration efforts with Downtown Service Providers and the Intercultural Association to meet diverse user needs. We received the our fourth Early Years Award for Favourite Free Family Service/Outing from the Victoria Foundation and we continued to develop and enhance partnerships with other cultural organizations in Victoria such as the Royal BC Museum, the Victoria Symphony Orchestra, the Belfry Theatre, and the Art Gallery of Greater Victoria.

With one of the highest per capita circulation rates in Canada, we continue to leverage our resources to connect with our community.

Thanks to the work of our remarkable staff, committed volunteers and dedicated board of trustees, the Greater Victoria Public Library system makes a significant contribution to the quality of life in our communities. We are grateful for our many supporters and look forward to the coming year with great enthusiasm and excitement.

Maureen Sawa

Chief Executive Officer

Karel Roessingh

Board Chair



Vision

To inspire literacy, lifelong learning and community enrichment for all.

Mission

To provide universal access to secure and safe library services, to foster the love of reading and to enhance the quality of life in our community.

2012 Board of Directors

GVPL is governed by an appointed board of directors consisting of elected officials and citizen representatives from its member municipalities.

Trustee David Alexander

Trustee Wayne Bembridge

Trustee Greg Bunyan (Vice-Chair)

Trustee Michelle Wong

Trustee John Goudy

Trustee Irwin Henderson

Councillor Zeb King

Trustee Anne Kirkaldy

Trustee Paul McNair

Councillor Pamela Madoff

Councillor Rob Martin

Councillor Moralea Milne

Councillor Kevin Murdoch

Trustee Karen Potts

Councillor Karel Roessingh (Chair)

Councillor David Schinbein

Councillor David Screech

Councillor Lanny Seaton

Councillor Nichola Wade



Strategic Plan 2011-2014

Four strategic priorities

1. Inspire the joy of discovery through programs, collections and training opportunities.
2. Create great library space to meet unique user needs, online and in person.
3. Engage passionate supporters to advocate, donate and participate.
4. Lead the way to lifelong learning through partnerships and outreach.

Read more at gvpl.ca/strategicplan

INSPIRE the Joy of Discovery

We offered stimulating, creative library environments

We continued to increase our community engagement and celebrate the Greater Victoria Public Library as a place where ideas, culture and knowledge are shared and discussed. In 2012 we invited the community to discover us virtually on social media, connecting people and ideas through **Twitter** and **Pinterest**, to complement our existing Flickr and Bibliocommons library accounts that connect library users around the world: there's an App for that too.

We enhanced the accessibility and diversity of the collection

GVPL introduced Technology Petting Zoos in 2012: three portable tables loaded with a Kobo e-reader, Sony e-reader, iPad and Nexus tablets. Each branch had the zoo for a period of time to give people of all ages access to technology they could play with and ask questions about in a safe, no-pressure environment.

We expanded our **OverDrive** team to assist patrons with downloading ebooks and audiobooks from **GVPL Library to Go** to their personal digital devices. Staff answered questions via email, Ask Now chat, phone or in person to help people access the service to the obvious delight of many who expressed their appreciation.

We were very excited to continue to introduce patrons to a variety of non-traditional materials for loan such as ...

- **CRD Climate Action-to-Go** kits that let homeowners assess their environmental footprint using a thermal leak detector, plus a CRD Kill-A-Watt meter, CRD guides and more.
- **Puppets to Go** kits that allow families to read a book from the box together. Kids then use the puppets to create the story anew, or a new story altogether.



We created, sustained and continuously assessed library programs

GVPL continuously worked to support the literary arts, participating in collaborative community programming such as the Victoria Writers Festival, hosting Victoria's poet laureate and had special Remembrance Day poetry written for patrons during Veterans' Week.

We built on our relationship with the Royal BC Museum through library features in the RBCM newsletters as well as library activities inspired by the 2012 RBCM Dinosaurs exhibit.

We introduced the Teen Culture pass program that gives a teen and a friend, a pass to visit both the Royal BC Museum and the Art Gallery of Greater Victoria, funded in part by the Victoria Foundation.

We continued our partnership with the United Way, presenting a day-long Family Fun Day at Burnside Gorge Community Centre, to promote family literacy.

CREATE Great Library Space to Meet the Unique User Needs, Online and in Person

We increased the use and availability of our collections by implementing floating collections that brings materials to the Library branch where there is community demand and in the process continually refreshes the local collections with a flow of incoming material.

We developed online contests such as "Guess the Victoria Book Prize Winners," "Superhero's online trivia," and "Royal Snaps contest" that engaged patrons, in new and innovative ways and helped them discover a wealth of new and existing online programs.

We developed vibrant, popular community facilities ... to meet, to study, to play and to connect

The Bruce Hutchison Branch was updated with a refreshed living room space, new audio-visual displays and an improved service desk.

With support from the Victoria Foundation, system-wide teen zones were created that implement recommendations from the teens themselves.

GVPL received the 2012 Early Years Award for Favourite Free Service/Outing! This award is the result of an annual survey conducted by Success-By-6 that solicits community feedback about the most child-friendly services, businesses, workplaces, and parks in Victoria, and is sponsored by the Queen Alexandra Foundation. This is the fourth time since 2008 that GVPL has been recognized.



ENGAGE Passionate Supporters to Advocate, Donate and Participate

We expanded the library's capacity as a community builder ...

We continued to develop strong and mutually beneficial alliances with the Victoria Symphony Orchestra, Belfry Theatre and other local cultural institutions. We demonstrated that the library is a vital cultural organization by partnering with the Art Gallery of Greater Victoria in the Human Library project and ongoing AGGV passes for loan, Booksmacked at the Belfry and Belfry in the Library programs.

We strengthened our partnerships and role as a cultural institution with the City of Victoria and Esquimalt by participating in their special anniversary celebrations with a series of programs, book lists, photos and more.

We participated in Ministry of Education's Education Plan and Services Plan process by telling our story to the Ministry of Education, enhancing the Ministry's understanding of public libraries

We continued to engage staff in decision-making so their experience and perspective is reflected in service delivery

We established green protocols for a sustainable and responsible community service model including an Environmental Procurement and becoming a drop-off location for the community's battery recycling program. Staff at the branches celebrated Earth Day with nature crafts for kids, a book draws, giveaways and a wheelbarrow full of environmental-themed materials to borrow.

We continued to engage new and existing library supporters via different communications tools and techniques.

- Our regular telling of Tales from the Vault on CBC Radio's On the Island continued to raise awareness about our region's history and engage listeners.
- We regularly updated the public on the library's community contributions through media coverage and were delighted to share our "GVPL in the News" posts on recommended reading lists.
- We shared regular activities and new initiatives with local papers and news media.



Our Friends were active in making a personal and collective contribution to the success of the library system.

With nearly 300 members, the Friends of the Greater Victoria Public Library kept very busy. In 2012 they held a Giant Fall Booksale at Pearkes Recreation Centre in Saanich garnering \$10,183.65 in one weekend for the Library.

Friends of the Library used their contributions to fulfill wishes for:

- Summer Reading Club: \$7,500 assisted with book prizes, weekly incentives, book store gift certificates and a Summer Reading Club party in the park.
- Books for Babies: \$5,000 helped provide library materials kits to the parents of new babies in the GVPL service area.
- Dr. Bruce Andrews Community Outreach Award: \$5,000 helped to purchase 15 Kobo readers and over 100 ebooks, to provide outreach to seniors and adults living in care facilities by making the readers available for loans to the facilities.

LEAD the Way to Lifelong Learning Through Partnerships and Outreach

We fostered a passion for lifelong learning among people of all ages.

We strengthened our relationship with local educational institutions with our annual participation in StrongStart, Ready Set Learn and Welcome to Kindergarten events, partnered with UVic to offer informational talks and continued the ever-popular lunch hour talks.

We partnered with Literacy Victoria, participating in the Literacy Task Group and continued to connect marginalized people with books outside of the library.

We increased our visibility within the community, strengthened community connections, and engaged with community members outside the library walls at Buccaneer Days, Brentwood Festival, Lights on the Gorge, Esquimalt Children's Fest, Culture Days, Symphony Splash and City of Victoria Parks Open House.

We supported Vancouver Island's Health Authorities 11th Annual Quintessence Breastfeeding Challenge as part of National Breastfeeding Week.

We sought to understand and pro-actively address the unique needs of under-served populations

We developed partnerships with health education organizations such as UVic's Centre on Aging and, in recognition of those living with HIV within our community, GVPL participated in AIDS Awareness Week through the "We Are Here" exhibit, displays, an evening program and booklists for adults and kids.



We met the unique needs of under-served populations and strengthened GVPL's role as a community builder in Victoria by collaborating with groups serving communities such as the Downtown Service Providers and the Intercultural Association.

Financial Statement

REVENUE	2012	2011
Municipal contributions	\$13,971,017	\$13,391,101
Provincial grants	644,591	662,705
Federal grants	39,549	28,673
Donations and other grants	152,396	939,593
Library generated revenue	818,627	870,645
Total Revenue	\$15,626,180	\$15,892,717

EXPENDITURES

Salaries and benefits	\$11,320,513	\$11,007,706
Library materials	691,553	433,418
Supplies and services	692,249	704,428
Building occupancy	729,082	683,644
Amortization	2,007,690	2,010,569
Other expenses	284,027	259,160
Total Expenditures	\$15,725,114	\$15,098,925



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Central Branch

735 Broughton Street

Bruce Hutchison Branch

4636 Elk Lake Drive

Central Saanich Branch

1209 Clarke Road

Emily Carr Branch

3500 Blanshard Street

Esquimalt Branch

1231 Esquimalt Road

Goudy Branch

119-755 Goldstream Avenue

Juan de Fuca Branch

1759 Island Highway

Nellie McClung Branch

3950 Cedar Hill Road

Oak Bay Branch

1442 Monterey Avenue

Saanich Centennial

3110 Tillicum Road