



**GREATER VICTORIA
PUBLIC LIBRARY**

2011 Annual Report



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.

A popular place
in person & online



NUMBER OF VISITS
TO BRANCHES

2,967,120



NUMBER OF VISITS
TO GVPL.CA

3,074,330

MESSAGE FROM THE CEO

*In 2011, GVPL embarked on a strategic planning process that asked people to imagine the future of the Greater Victoria Public Library. More than 200 staff and 1,300 community members, including individuals, municipal leaders and local service organizations, shared their ideas and enthusiasm for GVPL. The message was clear: **people love their library and rely on it for information and connection to their community.***

We also held our first ever staff development day to ensure that all GVPL staff members have the training and support they need to provide excellent customer service. We began to work on our award-winning facilities master plan by making modest improvements at Bruce Hutchison, Central and Juan de Fuca branches. In addition, we completed a number of information technology upgrades to make our operations more efficient so that we can focus our resources on providing frontline service to the public.

2011 was a fruitful year during which we forged innovative new partnerships, strengthened existing relationships, expanded our program offerings, improved services and established new and enhanced collections. We are proud of our accomplishments and excited about the future.

A handwritten signature in black ink that reads 'Maureen'.

Maureen Sawa



MESSAGE FROM THE BOARD CHAIR

Wonderful things are happening at the Greater Victoria Public Library! In 2011, we had the third highest circulation per capita in Canada, and library visits – both in person and online – continued to climb, indicating that our library is one of the most highly valued and used library systems in the country.

We were also very pleased to welcome the provincial library community to Victoria for the annual BC Library Conference in 2011. GVPL's reputation as a leader in community outreach programming and services for youth was evident as our staff shared their expertise and experiences with their peers.

With a strong foundation from which to start, the GVPL Board of Directors set about developing a strategic plan to guide the actions of the organization over the next three years. As we worked on the plan, it was inspiring to hear from so many people about how important the library is to them and to their communities. The document is far from dry and abstract. We are extremely proud of the ambitious course we have charted for GVPL and excited to see the Library continue to be a leader in lifelong learning and community enrichment.



Karel Roessingh



2011 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 Greg Bunyan (Vice Chair)
Councillor Pamela Copley
Trustee John Goudy
Trustee Irwin Henderson
Councillor Lynda Hundleby
Trustee Wayne Hunter
Trustee Anne Kirkaldy
Trustee Paul McNair
Councillor Pamela Madoff
Councillor Moralea Milne
Councillor Adam Olsen
Trustee Karen Potts
Councillor Karel Roessingh (Chair)
Councillor David Screech
Councillor Lanny Seaton
Trustee Nichola Wade
Trustee Michelle Wong
Councillor Shaun Wysiecki

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

COLLECTIONS

It was another year of remarkable growth in all things electronic with the circulation of e-material increasing by 126%. We established the stand-alone GVPL Library To Go for e-books and downloadable audio to offer more items and be better able to meet the unique preferences of GVPL users. We also added 50 e-readers to loan to the public. We introduced our first digital music collection with Freegal, a free downloadable music collection from a wide variety of genres, which gives users one-click access to more than 500,000 MP3 songs.

Community support continues to be vital in helping us grow and enhance our collections. The Friends of the Library helped establish a new collection of 300 Blu-ray discs, which offer higher definition, longer life and improved sound over DVDs. The Township of Esquimalt administered a grant from the provincial Francophone Affairs Program for improvements to the French collection including adding more children's materials, DVDs, audio materials, popular adult fiction and graphic novels. We also received a grant from the Victoria Foundation to purchase Chinese language books, DVDs and CDs for adults and children.

Lots to discover

NEW ITEMS ADDED TO THE COLLECTION

80,125

INCLUDING BOOKS, CDS, DVDS AND MAGAZINES



MATERIALS BORROWED
6,137,988

PROGRAMS & SERVICES

New gvpl.ca & library catalogue

GVPL updated its website to offer a more modern, appealing look and make it easier for users to find information. We also launched the new BiblioCommons catalogue with vastly improved searching and navigation, as well as lots of social and community networking features that allow users to add reviews, tags and ratings, create booklists, share favorite items on Facebook or Twitter and connect with other BiblioCommons users worldwide.

Sunday hours

Sunday hours resumed at all ten branches for the fall and winter seasons to make it easier and more convenient for users to visit their local library.

Ask Now

We launched Ask Now, our own in-house virtual reference service. Ask Now allows users to instant message GVPL staff to ask reference questions, find information about library programs and services and get help placing holds and resolving card and account issues.

100 picture books to read before kindergarten

Experts say children need to hear at least 1,000 stories before they begin to learn to read. We created a list of 100 exceptional picture books to entertain, educate and inspire young children again and again to help parents and caregivers reach this goal. With support from the Times Colonist Raise-a-Reader program, we were able to purchase additional copies of these essential titles.



Events

In 2011, GVPL delivered 2,461 free programs, events and outreach sessions to more than 65,000 people. This included everything from family storytimes to computer classes to big-ticket events with bestselling author Phil Edmonston of the Lemon-Aid guides and Globe and Mail columnist Allan Fotheringham.



E-MATERIALS BORROWED
66,114 / 126% INCREASE

IN THE COMMUNITY

GVPL partnered with the Art Gallery of Greater Victoria and the Royal BC Museum to lend gallery and museum passes. The passes have been extremely popular and allow us to offer learning opportunities in a new venue while promoting important local cultural institutions.

When the weather turned warm, the Library hit the streets with the Bikemobile. GVPL's Outreach Librarian hopped on his bike and issued library cards and lent books, magazines and graphic novels at local parks, beaches, markets and festivals allowing citizens to access library materials on the go.

We also introduced the Library-While-You-Wait collection, which brought popular books and magazines to offices and waiting rooms of organizations serving adults and kids at risk including the Victoria Youth Clinic, Inter-Cultural Association of Greater Victoria, Together Against Poverty Society, Victoria Immigrant and Refugee Centre Society, ACCESS Health Centre and Ministry of Social Development.



DONORS

Donor support is integral to helping GVPL achieve its vision to inspire literacy, lifelong learning and community enrichment for all. Thank you to all the individuals and organizations who generously supported the Library in 2011. With your help, we were able to improve and expand our collections, pilot innovative outreach activities and meet the continually changing needs of users.



The Friends of the Greater Victoria Public Library is a group of enthusiastic and dedicated volunteers who raise funds for the Library through annual book sales, memberships, sales in the Friendship at Central Branch and special events. We are extremely grateful for their ongoing support.

Your community living room

7.4%

INCREASE IN PROGRAMS & OUTREACH ACTIVITIES

29.1%

INCREASE IN ATTENDANCE AT PROGRAMS & OUTREACH ACTIVITIES

FINANCIAL STATEMENT

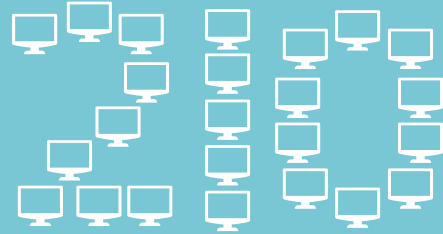
	2011	2010
REVENUE		
Municipal contributions	13,391,101	12,758,542
Provincial grants	662,705	651,535
Federal grants	28,673	22,873
Donations and other grants	939,593	449,021
Library generated revenue	870,645	838,782
Total Revenue	\$15,892,717	\$14,720,753

EXPENDITURES		
Salaries and benefits	11,007,706	10,427,454
Library materials	433,418	412,904
Supplies and services	455,982	431,408
Building occupancy	683,644	678,008
Amortization	2,010,569	1,908,334
Other expenses	507,606	591,308
Total expenditures	\$15,098,925	\$14,449,416

Annual Surplus/(Deficit)	\$793,792	\$271,337
Accumulated Surplus, beginning of year	\$9,569,556	\$9,298,219
Accumulated Surplus, end of year	\$10,363,348	\$9,569,556

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NUMBER OF PUBLIC COMPUTER STATIONS



TIMES PUBLIC COMPUTERS WERE USED

551,591

🏠 69% INCREASE



Communities

GVPL serves almost 315,000 residents and taxpayers in the Greater Victoria area and the communities of Durrance, Malahat and Willis Point.

We also extend service to five First Nations, including Becher Bay, Esquimalt, Songhees, Tsartlip and Tsawout.

District of Central Saanich
City of Colwood
Township of Esquimalt
District of Highlands
City of Langford
District of Metchosin
District of Oak Bay
District of Saanich
City of Victoria
Township of View Royal



**GREATER VICTORIA
PUBLIC LIBRARY**

250-382-7241 | www.gvpl.ca | @gvpl

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