



2016 STRATEGIC PLAN ACHIEVEMENTS

APPENDIX 1: 10.1 Report 2016 Strategic Plan Achievements

January 23, 2017

imagine create learn grow

1. CONNECTING PEOPLE AND COMMUNITIES

In 2016, our expanding range of cross-sectoral partnerships continued to leverage a broadening spectrum of educational and learning opportunities. At the same time, the development of a new business model for program planning has integrated all programs - core, partnered, and fee-based - across the system.

Enriching Opportunities for Engagement & Learning

FOR YOUTH: Markham's first celebration of Science Literacy Week, CoderDojo Markham, Robotics, Drop-in Video Gaming

CULTURE: Markham's first Digital Artist in Residence, PechaKucha Nights continue to expand for sell-out crowds, Culture Days, One Book One Markham

OLDER ADULTS: Markham Older Adult Strategy, Alzheimer's Family Support Group, Tech Boomer web tutorials

CIVIC ENGAGEMENT: Federal Election Reform event hosted by MPs Philpott and McCallum; Meet the Manager events at all branches; Community conversations



Partnerships that Build Community Capacity

NEWCOMERS: Centre for Immigrant & Community Services, Immigration Refugees & Citizenship Canada, CICS-Immigrant Youth Centre, Housing Help Centre, International Education Services (YRDSB), Institute for Canadian Citizenship

TAKING CARE OF BUSINESS: Startup York (Entrepreneurs in Residence), Markham Small Business Centre

HEALTH & WELLNESS: Markham Stouffville Hospital, Tri-Regional Infant Hearing Program, Markham Family Health Team

ANIMAL WELFARE: Cat Adoption & Education Centre



Take the Library Out into the Community

IN THE SCHOOLS: Discover Your Community, Uplands Adult Community Learning Centre, Open Houses, Parent Curriculum Nights

COMMUNITY FESTIVALS: Thornhill Open House, Summer Soiree of the Institute of Canadian Citizenship, Diversity Dialogues, Globalfest, Milliken RBC Children's Festival, Diwali Celebration, Summer Village Festivals

HEALTH & WELLNESS PROVIDERS: Childbirth and Children's Services Community Fair at MSH, Seniors Health and Wellness Fair



Programming That Changes Lives for the Better

FOCUS ON STEAM (Science, Technology, Engineering, the Arts, Mathematics): STEAM-based Winter Holiday Camps, Science Literacy Week

PROGRAM BLITZES when families really need them! (PA Days & March Break) in collaboration with Recreation Dept.

DIGITAL LITERACY: CoderDojo Markham, Robot Design Workshops, Coffee & Code Meetups, Artificial Intelligence North Meetups

NEWCOMERS: Orientation to Ontario Workshops, Storytimes in Farsi & Korean

POSTSECONDARY OPTIONS: University & College Fair



INDICATORS & OUTCOMES

2016 saw the emergence of programming focused on STEAM (Science, Technology, Engineering, the Arts, and Mathematics) as a major trend.

STEAM education is about sparking children's passion for the sciences and providing hands-on learning activities to develop the creativity they will need as the innovators of the future. When kids and teens explore, create and experiment in an informal learning environment like the library, they learn a lot - and have fun at the same time. Our 2016 STEAM programs hit the mark in terms of what families are looking for in library programs. More to come in 2017!

Another key initiative in 2016 was improving our coordination and planning of all program types - core programs such as Storytimes, partnered programs and fee-based programs. Aimed at delivering the optimal mix of programs and making the best use of limited space, this initiative resulted in:

- An integrated planning schedule for all programs.
- Standardized offerings and cross-promotion.
- Better collaboration with Recreation.

158,155
Program
Attendance

AT

8,434
Program
Sessions

1,435
Volunteers

13,001
Volunteer
Hours



Democracy In Action

A Federal Election Reform Town Hall convenes in the Fireplace Lounge at the Markham Village branch, hosted by MPs Jane Philpott and John McCallum. "Proud to see democracy in action."



Connecting with Other Parents at Library's Parenting Workshops

"The library is such a great place to meet other moms and I really feel like part of a mom-community when I am there."



Inspired by 3D Printing

"My daughter not only learned, she was also inspired. She came home and showed me how to use TinkerCAD. It's so important to find ways to interest children in STEM and its applications and you did that with the program yesterday. Thanks."

SPEND YOUR P.A. DAY PICKING UP STEAM!

SCIENCE TECHNOLOGY ARTS
ENGINEERING MATHEMATICS

FRIDAY, NOVEMBER 27TH - ANGUS GLEN LIBRARY
DROP IN BETWEEN 1:00 PM AND 5:00 PM

\$5 FUN AND EDUCATIONAL STEAM STATIONS & ACTIVITIES CHILDREN AGES 6 - 12

2. DIGITAL INCLUSION

In 2016, we worked with our partners at the City to advance our digital presence and our role as a community centre for excellence in digital literacy.

Multi-Year Technology Roadmap

- Developed our Library Technology Plan, organized around five goal areas: Equipment, Software and Infrastructure, Technology Services and Programs, User Experience and Staff Development.
- At the City level, participated in the development of the *Markham Digital Strategy*, intended to provide a corporate technology roadmap for the next 3 to 5 years.



Improve Virtual Spaces

- Went to the cloud - completed SaaS (Software as a Service) migration, meaning that our Integrated Library System is now hosted at a SaaS data centre rather than on a local server.
- Through the City's Portal Project Phase 4, developed a redesigned website with navigational and accessibility enhancements as well as additional online services and mobile apps.



IT That Meets The Community's Learning, Creative and Business Needs

- Deployed 3D printers to Thornhill Community and Angus Glen branches.
- Launched CoderDojo-style programs for adults - Coffee and Code Meetups, Artificial Intelligence North Meetups.



Leverage Technology for Responsive and Efficient Library Services

- Rolled out iPad Air devices to staff, improving mobile customer service, e.g. helping customers with their personal devices and demonstrating our online resources and apps.
- Implemented date due reminder notices in response to popular demand.



INDICATORS & OUTCOMES

Our customers' digital behaviours continued to evolve in 2016.

Demand for library wifi continued to increase, with more and more residents bringing their personal devices to the library to use for research and study.

Demand for the library's public service computers has generally been softening. The exception is at our Milliken branch, where demand remains strong (see the comment at the bottom of this page). However, public computing services across the system will be significantly enhanced in 2017 through a lifecycle-funded upgrade of hardware and software for both the public and staff.

In response to customer requests for pre-overdue notifications (a service provided by our neighbouring library systems), we launched this service in fall 2016.

83.58%
of Checkouts
take place through
Self-Service

270,316
Email notifications

Up 8.3% over 2015

2,493,800
Electronic Visits
(Website, Overdrive, Online
Public Access Catalog)

Up 1.2% over 2015

1,578,000
WiFi Usage

Up 28% over 2015



The Convenience of Digital

"I really like the convenience of being able to do things online. For me it makes all the difference between using the library sometimes and using it a lot."

"Very appreciative of the digital collections (books, magazines, music, audiobooks, etc.). Easy to access and navigate on the online catalog."



A Plea For More Computers at Milliken

"Since use of technology is rising in the generations and obviously in the newer generation, I feel that more computers would be good for this library. Often when I come to work, the computers are all taken. I also suggest getting a faster printer that's more reliable....Many high school students like me do not have a printer at home so we depend on the library's printer."

3. CONTENT THAT TRANSFORMS LIVES

In 2016, Library content - whether digital or in traditional formats - continued to inform, inspire, spread ideas and improve literacy. Uncertainty about the future of content means strategy is critical - and the development of a flexible Content Strategy in 2016 set our compass for the future.

Community-Led Library Content

Developed a multi-year Content Strategy, a roadmap for the future of library content delivery, based on:

- Community consultation (1,200+ survey respondents).
- Library sector and publishing industry trends.
- Usage statistics and trends.
- Sociodemographics.



Content Transformation

NEW AND IMPROVED DIGITAL CONTENT:

- PressReader, an improved newspaper and magazine database with unlimited access.
- G1.ca - Driver Education Program, with free access to practice tests.
- Goldfish Second Language School.
- Techboomers - teaching digital literacy for those 55+.

press reader

— connecting people through news —



Promote Content & Its Power to Transform Lives

- Celebrated Markham's creativity with our One Book One Markham selection for 2016 (Year 6) - Let the Elephants Run by David Usher.
- Family Literacy Day
- Harry Potter and the Cursed Child Event
- Fandemonium, for fans of Star Wars, Game of Thrones, Marvel Comics, Frozen, The Walking Dead, etc.



Content-Based Programming

- Launched 1,000 Books Before Kindergarten, advancing early literacy achievement for Markham's children.
- Continued Reading Buddies, Mysterious Reading Society, TD Summer Reading Club, and our core early literacy programs - Family Storytime and Baby and Books.
- Advanced animal reading therapy with the Cat Adoption & Education Centre.



INDICATORS & OUTCOMES

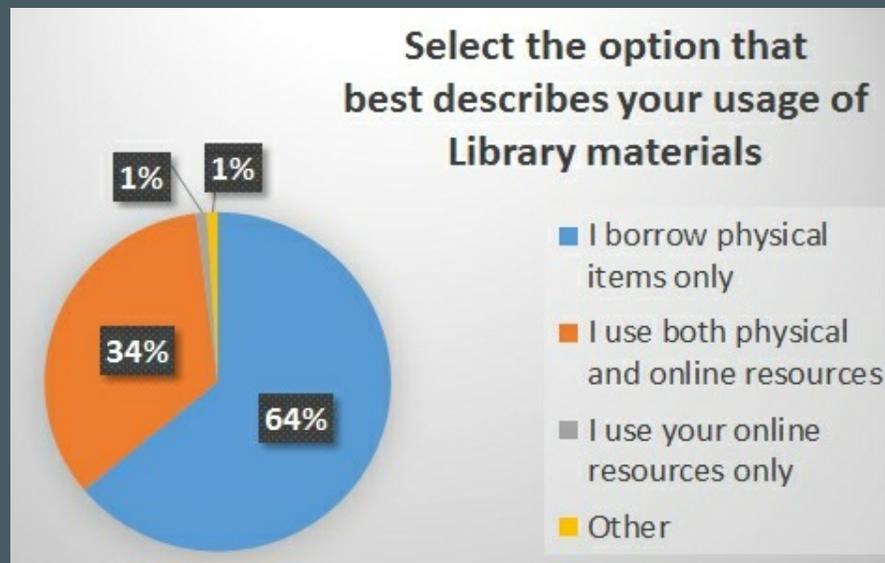
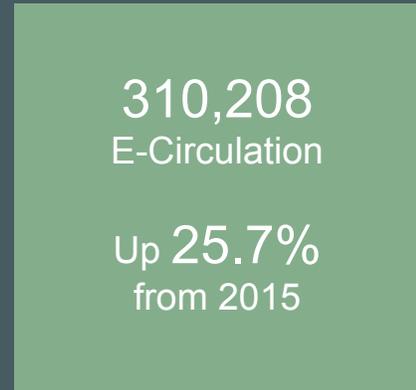
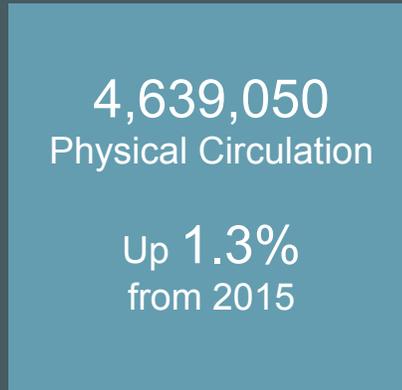
While e-book circulation increased significantly, borrowing of non-e materials continued to be robust through 2016.

One of the greatest challenges for libraries (as well as the publishing and bookstore industries) is figuring out the future of the book. Will digital eventually replace paper as a preferred format for reading? If so, when will that happen? How can libraries prepare for such a transition?

The 2016 Content Strategy project provided an opportunity to take the pulse of Markham's library customers when it comes to format preferences. In an online survey (with over 1,200 respondents), customers indicated that 64% borrow only physical items, while less than 2% borrow only online items. 34% indicated they borrowed both physical and digital resources. (See chart at right.)

The survey also provided evidence that library collections continue to be the primary driver of library visits. When asked what they typically do when they visit the library, respondents indicated:

- 92.5% borrow books and other materials
- 81.6% pick up holds
- 41.7% read or browse materials
- 28.2% use the library's wifi
- 23.9% use library computers
- 23.5% study or do homework
- 19.9% spend time with their children



Reading Buddies Success Stories

"We notice that she looks forward to going to the library to read. We have noticed an increase in interest and motivation since starting the Reading Buddies program. Thank you!"

"This is a very good program. My daughter got to know a buddy like a role model to her, encouraging her to read much more! Thanks a lot!"



The Popular Ebook Option

"I borrow ebooks. I am happy to browse through the catalog of them at home. If there is a book I really want to read I put it on hold (both regular books and ebooks)."

4. COMMUNITY LEARNING HUBS

In 2016, our seven current branches continued to deliver safe, vibrant and welcoming spaces for children, teens and the community at large.

Future Innovative Library Service Models

- Developed a service model - the Urban Storefront Branch - for potential branches in Areas of Intensification such as Markham Centre, Leitchcroft and Langstaff.
- Engaged staff in developing a Vision for Library 2020.
- Advanced discussions with the Chief Librarians of York University and Seneca College to collaborate on future library programs and services.



Update Existing Facilities

- Improved lighting at Milliken & Thornhill Community branches.
- Replaced windows at Thornhill Village branch.
- Replaced stack shelving and lighting at the Unionville branch.
- Replaced signage at Milliken and Thornhill Village branches - featuring tactile Braille to provide improved access for people with low vision.



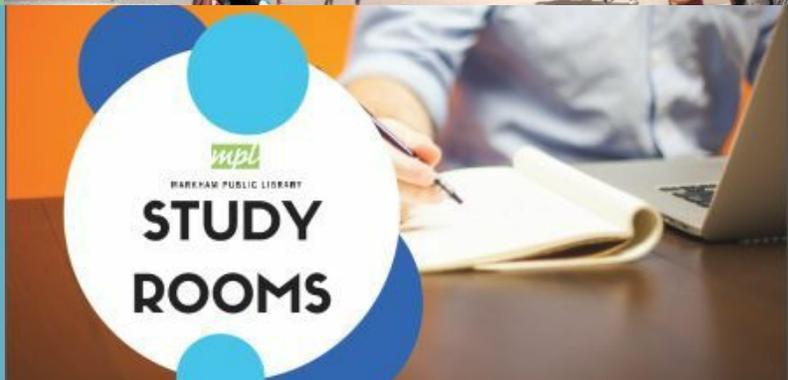
Aaniin Library

- A Name at Last! The Southeast Library is now officially known as the Aaniin Library. (Aaniin means “welcome” in Ojibwe.)
- Finalized Technology Plan.
- Finalized Furniture Package.
- Fine tuned service models.



Improve the Experience

- Delivered fine resolution training for front-line staff.
- Piloted and launched revised Food & Drink Policy.
- Through budget process, reviewed hours of opening.
- Continued offering Study Halls during exam periods.



INDICATORS & OUTCOMES

Despite the expansion of online options, bricks and mortar branches remain popular and well-used

2,386,555
Customer Branch Visits

Up 0.73%
Over 2015

Our Community Learning Hub Theme builds on a longer-term strategy to provide welcoming and inclusive places for everyone in the community.

As places of common ground, our library branches fulfill the goals of Markham's Diversity Action Plan, bringing together people of all backgrounds, all languages and religions in inclusive community-building experiences.



Places for Community Engagement

"I just wanted to share our appreciation for these events, and believe they are needed to help shift the traditional view of libraries being a silent and independent environment to one that builds and engages the community of all ages."



A Favourite Place to Spend Free Time

"My favourite place to spend my free time is the MPL....The library has grown into a wonderful space to read, learn and relax. I enjoy taking a seat by one of the windows so I am able to read and occasionally look out at the grass and trees outside, which makes the library seem as if it is far away from all the noise and traffic...Thank you and keep up the great work!"



A Great Place for Children

"The Cornell branch offers a great place for the children to play and read. The work area is also well equipped with computers and printers, as well as an extensive collection of books. All the staff have been welcoming and of great help, thank you for the wonderful service at the Cornell branch."



More Open Hours?

"The library should be open on Sundays at 9 am, especially during exam season."
"It would be awesome if the Sunday hours were expanded. Often there are large crowds waiting for the 1 pm opening. More Sunday hours would be appreciated."

Our Foundational Strategies provide the foundations of transformation, strengthening the organization and building our collective capacity to make positive impacts on the lives of residents.

FOUNDATIONAL STRATEGIES



Spread the Word

- Expanded social media to promote programs and events, including PanAm cultural events.
- Promoted library services and programs through our presence at community festivals and events, as well as outreach visits to schools and community partners.
- Launched improved program promotion in the branches.



Clear the Air - Improve the Municipal Relationship

- Presented Working Together message to Council through a Board presentation emphasizing shared values and strategic priorities - education, a sense of community, and respect for taxpayer dollars.
- Increased collaboration with Recreation and Culture - PA Days, PechaKucha.



Develop the Workforce

- Launched the Staff Innovation Project, including a staff Learning & Innovation Conference and a Design Day.
- Revised the Competency Dictionary, including new Technological Competencies.
- Rolled out a new Staff Recognition Policy, with a re-launch of Staff Appreciation Week.
- Engaged staff groups in developing position-specific Mission Statements.



Success Measures

- Won the prestigious 2016 Minister's Award for Innovation (Large Libraries Category) from the Ontario Ministry of Tourism, Culture and Sport for the Markham Public Library Customer Service Revolution initiative.
- Launched the Project Outcome survey methodology for the Summer Reading Club, Baby and Books, and the Reading Buddies program.

Customer Satisfaction with Staff

“When you ask a staff member for help at any location you will get an answer. They may have to ask another employee, go online, make a call, but somehow they will address your problem. I love the dedication to each and every person who walks through the door. They create a really positive, comfortable environment.”

Customer Satisfaction Scores

