

Brampton Public Library Board

2010 PUBLIC REPORT CARD

for

Closing the Gap, Strategic Plan 2009 – 2012

Please note that for 2010 the Public Report Card rating has been simplified, and grades are no longer being used to assign a rating.

Very Good	Good	In Progress	More Effort Needed	No Action
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Direction 1: Phased Facility Growth

#	Initiative	Rating	Comments
1.1	Refine the Library Facilities Master Plan in consultation with the City of Brampton.	In progress	A technical update to the Facilities Master Plan is in progress and to be complete by September 2011.
1.2	Complete the upgrade and expansion of the Cyril Clark Branch.	Good	Complete. Architect and construction engineer are addressing outstanding issue of temperature and acoustics in the new meeting room.
1.3	Extend hours of operation.	Very Good	All current permanent branch locations open Sundays year round effective 2010. Mount Pleasant Village will also provide service 7 days per week (est. 43 hours per week) in 2011, as part of phased opening. Opening of upper level of MPV contingent on increased operating funds through the budget process.
1.4	Expand the number of deposit collections.	Very Good	Nine deposit collections are currently in place, an increase of three since the 2009 Report Card. In addition, in late 2010 Brampton Library became a member of the CNIB's <i>Partners Program</i> , a networked library service that brings accessible resources to individuals with print disabilities in Brampton.
1.5	Secure additional leased space for additional interim sites	No Action	With the construction of MPV, and discussions with the City and YMCA regarding library branch building, this initiative has been postponed and will be reviewed as part of the Facilities Master Plan update.

Direction 2: Multicultural Strategy

#	Initiative	Rating	Comments
2.1	Expand and refine the multilingual collections.	Good	A total of 22 new languages are now represented in the collections. "Mango", a new electronic resource for language learning, has been added to

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			the collection.
2.2	Catalogue multilingual collections.	More Effort Needed	The library has experienced challenges with the vendors who are to supply cataloguing for books and multimedia materials in other languages. Other options are being investigated.
2.3	Expand the Library settlement services to provide more services to newcomers.	Very Good	Settlement service workers are providing increased support to library outreach activities, and supporting programs such as the dual language storytimes. English Conversation Circles were piloted at Cyril Clark, and “The Women’s Circle” began at South Fletcher’s and (in 2011) expanded to Chinguacousy. In spite of cuts to the program by Citizenship and Immigration, BL program continues with same level of resourcing. Planning is underway to establish settlement workers and services at BramEast.
2.4	Expand outreach activities and Library programs to encourage greater usage.	Very Good	Schools were invited to the Blue Spruce author visits for Canadian Children’s Book Week.. Outreach to Flower City Seniors Centre has become an established program, and “It’s All About Books” has been introduced as a new program at the Knightsbridge Senior Centre. There has been an increase in the number of “Picture Books and Early Literacy” presentations. Staff introduced the “Book Club in a Bag” for secondary students, starting with four White Pine titles.
2.5	Establish alliances with multicultural community organizations in support of the multicultural strategy. (Also supports Direction 6.)	Good	Library staff joined the Advisory Board for the COSTI Immigrant Services (Youth Group) program to increase participation of newcomer girls and young women in recreational sport and physical activity. The library is now represented on the Board of Trade’s Multicultural Committee and is active in chairing subcommittees and task groups.
2.6	Review impact of year 1 changes, assess satisfaction, and identify additional strategies for better serving the multicultural community.	In Progress	An ongoing review of collections, programs and services for the multicultural community has been undertaken by the Coordinator, and new strategies are being implemented on an informal basis. A more formal and extensive review will be undertaken as part of the groundwork for the new Strategic Plan.

Direction 3: Dramatic Increase in Virtual Access and Services

#	Initiative	Rating	Comments
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3.1	Review information and reference collections, and establish guidelines for the relative emphasis on physical versus virtual collections.	Good	A new media review process was implemented in 2010 and is being used to monitor e-book services. The library increased its expenditure for both e-books and e-audiobooks by 34% in 2010.
3.2	Implement the newly developed guidelines for introducing new technologies and formats/media and phasing out of the old.	Very Good	Review and evaluation of RFID implementation has been completed and recommendations are now being reviewed for implementation. Discussions are underway regarding the introduction of expanded downloadable music collections, and adjustments to traditional music formats provided by BL (CD).
3.3	Assess and expand e-book services	Good	Graphic novels for youth and picture books for children have been added to the library collection through the Overdrive subscription. The partnership with the CNIB has provided on-line access to an expanded audiobook collection for people with visual disabilities.
3.4	Pilot a variety of innovative technologies to encourage library usage.	Good	Extended laptop loans to Four Corners Branch.
3.5	Increase access to technology training for library customers.	More Effort Needed	Computer labs for both MPV and BramEast are included in design/construction. Opportunities to expand the engagement of staff in the delivery of workshops was postponed by mitigation and a moratorium on training activities in 2010.

Direction 4: Enhanced Core Services

#	Initiative	Rating	Comments
4.1	Conduct a core service review (standard process at start of a new planning period)	Good	Complete.
4.2	Roll out the Customer Centred Service Model (1 branch per year)	Good	Implemented at Chinguacousy, South Fletcher's and Cyril Clark. Some refinements to the model are under investigation, and will inform the implementation of the model at Mount Pleasant Village in 2011.
4.3	Continue to refine and apply the Core Service Review processes for acquisitions and programs to ensure that they are driven by changes in usage and demographics.	More Effort Needed	Refinement mechanism in place for use in 2010 with collections. More refinement for programs and services are being investigated.
4.4	Implement service model delivery evaluation results.	In Progress	Evaluation underway in 2011.

Direction 5: Strong Operating Base

#	Initiative	Rating	Comments
5.1	Investigate service agreements with the City of Brampton for the provision of selective services and expertise to avoid duplication within the Municipality. (Also supports Direction 7.)	Very Good	Shared Security Services and Building and Property Maintenance Agreements with the City of Brampton are in place and working well. Staff working more collaboratively and through informal agreement with city staff at South Fletcher's complex. Draft Joint Operating and Maintenance Agreement, and negotiation of licence agreement for Mount Pleasant Village, are underway.
5.2	Implement the new library computer system (ILS) to improve the efficiency and effectiveness of the Library management practices.	Very Good	New library computer system in place. Children's catalogue has been implemented.
5.3	Introduce electronic book tracking technology (RFID) and self serve checkout of materials.	In Progress	Chinguacousy, South Fletcher and Cyril Clark complete. Mount Pleasant Village (2011) and BramEast (2012) will use self-serve technologies upon opening. Tagging of the collection at Four Corners in complete and planning is underway for the rollout of the technology.

Direction 6: Broad Community Outreach and Alliances

#	Initiative	Rating	Comments
6.1	Update the current communication strategy and enhance efforts to increase awareness of Library services.	In Progress	Previously identified as complete, but further work identified and in progress. The development of a "Welcome" brochure, redesign of the website, and review of the library magazine are underway.
6.2	Expand and strengthen partnerships with the schools and with early literacy centres.	Very Good	Expansion of deposits and outreach programming.
6.3	Develop partnerships and alliances at the local branch level.	In Progress	An increase in the number and diversity of school neighbourhoods being reached through LIONS outreach was realized.

Direction 7: Strengthened Civic Accountability Relationships

#	Initiative	Rating	Comments
7.1	Develop improved measurement indicators to be used as an accountability mechanism with the public and the City. (Also supports Direction 5.)	Very Good	Statistical reporting reviewed and updated.

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7.2	Develop an annual Board plan that identifies how the Board will support the strategic goals and champion strengthening relationships with the City and key stakeholders.	In Progress	In progress.
7.3	Seek out opportunities for shared development and use of public facilities.	Good	Mount Pleasant Village and BramEast partnerships underway. Discussions are being held with the City of Brampton regarding a possible partnership with a YMCA facility.
7.4	Develop mechanisms to support integrated planning of community based services and facility requirements	In Progress	Proposal for 130,000 gsf new Central Library to support downtown revitalization has been approved by Council. Work on communications to support facility model and role of BL is extending the City's arts, culture and revitalization agenda is underway.

Direction 8: Human Resources Development and Succession Planning

#	Initiative	Rating	Comments
8.1	Develop succession plans to help provide management stability during the anticipated period of retirements and transition.	Good	Succession plan developed and candidates identified. Refresh on the plan required.
8.2	Develop an internal human resources strategy to ensure a well-qualified pool of in-house talent to support current requirements and future expansion	In Progress	BLIS program is in progress and will support expanded staffing at BramEast location in 2012.