

About Aurora Public Library

Aurora Public Library is a modern information centre located in the heart of Aurora's downtown, and provides residents with both traditional and virtual access to library materials relating to individual enrichment, self-education, culture and recreation. The Library is also seen as a community hub, a place for social interaction as well as a provider of materials and information, and is regarded as an integral place in the community to introduce children to early literacy and the love of reading.

APL operates under the direction of a nine member Library Board appointed by the Town of Aurora Council. The Board is governed by the *Public Libraries Act* and other relevant legislation and has the authority of full management and control of Aurora Public Library. It assumes with that authority, the duty to develop policies related to the framework, governance and operation of the Library.

Our Values guide us as we strive to achieve our vision and fulfill our mission...

Intellectual Freedom • Literacy • Accessibility • Accountability



Our Mission describes our purpose...

*Discovery and Inspiration... Connecting Aurora to information,
lifelong learning, literacy and the love of reading*

Our Vision speaks to what we would like to be known for in the future...

We are Aurora's place for exploring possibilities, fostering ideas and mobilizing knowledge. With our partners we provide spaces and connections to stimulate learning, share information and build a better community. Our passion is to make a positive difference in Aurora and in the lives of those who live, work and study here.

To realize our vision the *Aurora Public Library Strategic Plan 2010 – 2015* focuses on three strategies:

Engaging Our Community

To engage the people of Aurora with library services, spaces and resources to enrich their lives and the life of our community.

Mobilizing Knowledge

To play a central role in generating ideas, fostering creativity and putting knowledge to work in people's education, employment and everyday lives.

Collaborating and Partnering

To develop and strengthen partnerships and collaborative service delivery and align Library initiatives with those of other community agencies and interests.

Services That We Provide

The Library provides its activities and support to the public through three divisions: public services, support services and administration.

- **Public Services**
 - Customer and welcoming services
 - Circulation services
 - Collection development
 - Program development
 - Public service development and delivery

- **Support Services**
 - Systems management
 - Public computing services and support
 - Technical services
 - System and support services development and delivery

- **Administration**
 - Corporate leadership and support (policy, planning and management)
 - Library Board liaison and support
 - Effective administration of the corporation
 - Corporate communications
 - Business management

Collectively these divisions provide a wide range of associated materials, programs and services including:

- in-depth collections
- information and readers advisory services
- access to online, authoritative databases
- public computers and internet access including wireless
- programs for children, youth and adults
- community information
- visiting library service for the homebound
- adaptive technology for special needs
- web-based services for renewals, account and hold information, library catalogue and online database searching, and current events and program information
- self services including check out and holds pick up

Key Objectives for 2011

The following supports the *Aurora Public Library Strategic Plan 2010 - 2015* and the three strategies identified:

Engaging Our Community

To engage the people of Aurora with library services, spaces and resources to enrich their lives and the life of our community.

- investigate usage and information behaviours and preferences of users to inform service development
- create collaborative and interactive discussion spaces by completing web-based service development and testing social media features that invite interactivity with the services and our user base
- underpin our strategies and services by succession planning and implementing an additional administrative support staff position
- develop marketing initiatives that promote the Library to targeted user segments

Mobilizing Knowledge

To play a central role in generating ideas, fostering creativity and putting knowledge to work in people's education, employment and everyday lives.

- develop resources or connections to resources to underpin people's learning, working and leisure through best collection development practices
- implement new technologies for service efficiencies and cost effectiveness:
 - complete Integrated Library System (ILS) software upgrade
 - upgrade telephone/voice mail system
 - continue ongoing system development

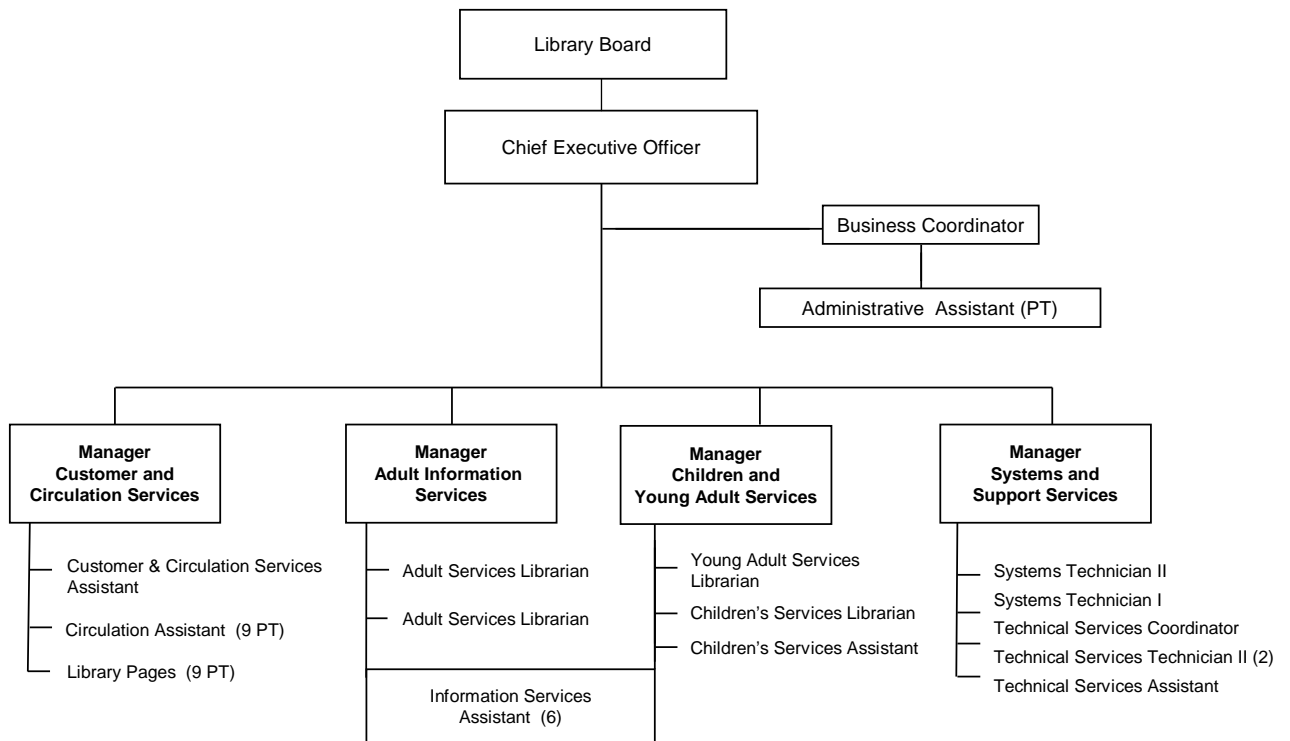
Collaborating and Partnering

To develop and strengthen partnerships and collaborative service delivery and align Library initiatives with those of other community agencies and interests.

- explore new innovative service opportunities with the business community to promote library awareness and usage
- identify partners and investigate opportunities to take library services to the community



Aurora Public Library
REPORTING STRUCTURE



September 2010

Full Time (Equivalent) Complement

Positions (FTE)	2011 Base Complement	2011 New Complement
Full-time	18.0	1.0
Part-time	16.0	0.0
Total Permanent	34.0	35.0

2011 Budget Highlights

	Actuals as of Dec 31, 2009	Preliminary Actuals as of Dec 31, 2010	2010 Approved Budget	2011 Final Budget	Variance Unfavourable (Favourable)	%
Personnel Costs	2,105,902	2,214,483	2,279,800	2,425,879	146,079	6.41
Other Expenditures	578,165	627,904	614,071	660,577	46,506	7.57
<i>Total Expenditures</i>	2,684,067	2,842,387	2,893,871	3,086,456	192,585	6.65
General Revenue	137,358	137,840	130,370	133,095	2,725	2.09
Trans. from D&B Reserve	8,022	14,272				
Municipal Requisition	2,589,145	2,763,501	2,763,501	2,953,361	189,860	6.87
<i>Total Revenues</i>	2,734,525	2,915,613	2,893,871	3,086,456	192,585	6.65

2010 Municipal Requisition	2,763,501
Increase due to Growth: 2.6%	71,851
	(adj.) 2,835,352
Increased Requirement	118,009
2011 Municipal Requisition	2,953,361
	a 4.16% increase

Expenditures

The Library's budget assumes maintenance of 2010 service levels including the addition of a growth-related staff position and restoration of the annual contribution to the capital reserve. With an adjusted 2010 base owing to growth assessment at 2.6%, the Library's tax-funded increase is 4.16%.

Salaries and benefits increased due to step rate progression of applicable staff, corporate increases for salary grid adjustment and benefit cost increases, and the adjusted funding for the inclusion of one additional staff position. Other expenditures have increased to accommodate business increases in materials and contracts and the recommended annual contribution to the Library General Capital Reserve.

Revenues

Opportunities to earn revenues are limited by the Public Libraries Act. Fees and service charges are applied where allowable.

Accomplishments in 2010

- √ Completed, approved and launched Aurora Public Library Strategic Plan 2010 – 2015
- √ Engaged the community in the democratic process by organizing and hosting municipal all-candidates meeting for over 415 residents
- √ Organized and hosted 25th Anniversary of Ontario Public Library Week launched by the Minister of Culture in partnership with Federation of Ontario Public Libraries and York Region libraries
- √ Mobilized knowledge by introducing new services and resources including:
 - Sunday telephone information service
 - Self-requested interlibrary loan service
 - Live public chat reference service
 - Expanded resources such as eBooks, eAudiobooks and electronic databases
- √ Commissioned well regarded art exhibits for the Colleen Abbott Gallery
- √ Re-developed web-based services with launch of new library website
- √ Developed and distributed 2009 Annual Report to residents, partners and stakeholders
- √ Successfully negotiated collective agreement with CUPE Local 905
- √ Contributed to Library Board development and recruitment by hosting a Library Board Information Session for prospective members
- √ Oversaw corporate communication initiatives including launch of library program and events guide "*Borealis: Programs and Pastimes*"
- √ Provided training and development opportunities to enhance staff effectiveness
- √ Reviewed and developed policies to assist with fulfilling library mission and to ensure consistent library service in the community
- √ Planned and implemented health and safety policies and training with respect to violence and harassment in the workplace for all staff as per legislative requirements
- √ Launched *Baby Bundles*, a literacy program designed to encourage a love of reading for the youngest residents in the community, sponsored by the Optimist Club of Aurora
- √ Welcomed diversity through distribution of multilingual library brochures and provision of accessible customer service
- √ Continued staff-delivered programs and displays as a component of information services and extended program and service delivery in collaboration with community partners including ESL, parenting and newcomer initiatives
- √ Effectively managed operations of the Library