



## About Aurora Public Library

Aurora Public Library (APL) is a modern information centre located in the heart of Aurora's downtown. APL continues the transition to a community-led service model, while providing our members with both traditional and virtual access to library materials relating to individual enrichment, self-education, culture and recreation. The Library has positioned itself as a community hub, a place for social interaction and creativity as well as a unique source for a variety of materials and information. The Library plays an integral part in the community by fostering early literacy for children, providing residents with the opportunity to investigate and explore new technology and engaging residents in new activities and ideas.

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 for the full management and control of Aurora Public Library. The Board is responsible for policy development and review relating 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 • Inclusiveness • Innovation •  
Accountability • Service Excellence

**Our Mission** describes our purpose...

*Aurora Public Library builds community by sparking  
connections, enriching lives and contributing vibrant spaces for  
discovery.*

**Our Vision** speaks to our aspirations for the future...

*We are essential to the community. Our inclusive and collaborative approach  
makes Aurora a better place to live. Through innovative technology, engaged  
staff and evolving spaces, we transform lives by supporting literacy and  
cultivating creativity, conversation and joy.*

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To realize our vision the *Aurora Public Library Strategic Plan 2017-2021: Place of Possibilities* focuses on three strategies:

- Build Community
- Place of Possibilities
- Organizational Capacity

### Services That We Provide

- *Community Services*
  - Welcoming and orienting new residents
  - Circulation services
  - Collection development
  - Information services
  - Programming for all ages
  - Partnerships and collaboration
  - Community outreach
- *Support Services*
  - Systems management
  - Public computing services and support
  - Technical services
  - Corporate communication and marketing services
  - Corporate leadership and support (policy, planning and management)
  - Library Board liaison and support

The Library provides a wide range of associated materials, programs and services including:

- in-depth collections in print, electronic/digital and audio visual formats
- free wireless and internet access
- programs for children, youth and adults
- a technology hub offering 3D printing, access to computers and tablets, one on one training for devices (tablets, eReaders, etc.)
- community information
- web-based services for renewals, holds and account information; website features current events and program information
- remote access to digital resources through the website
- social media outreach via Facebook, Twitter and You Tube channel
- information and readers advisory services
- online access to authoritative databases; streaming and download services for music and movies
- visiting library service for the homebound
- onsite universal access provided by adaptive technology

## Key Objectives for 2017

The following actions support the *Aurora Public Library Strategic Plan 2017 - 2021* and the three strategies identified:

### Build Community

**We will build and strengthen a community-led culture with residents guiding our service delivery and user experiences.**

- Hold frequent focus groups (in/out of facility) with a variety of demographic groups and areas of the community
- Conduct regular surveys (in/out/online)
- Create an internal user experience team to improve customer satisfaction

### Place of Possibilities

**We will provide exceptional physical and virtual spaces to meet diverse needs and expectations.**

- Expand physical space based on recommendations of the 2015 Facility Needs Assessment
- Expand access to technology in the community

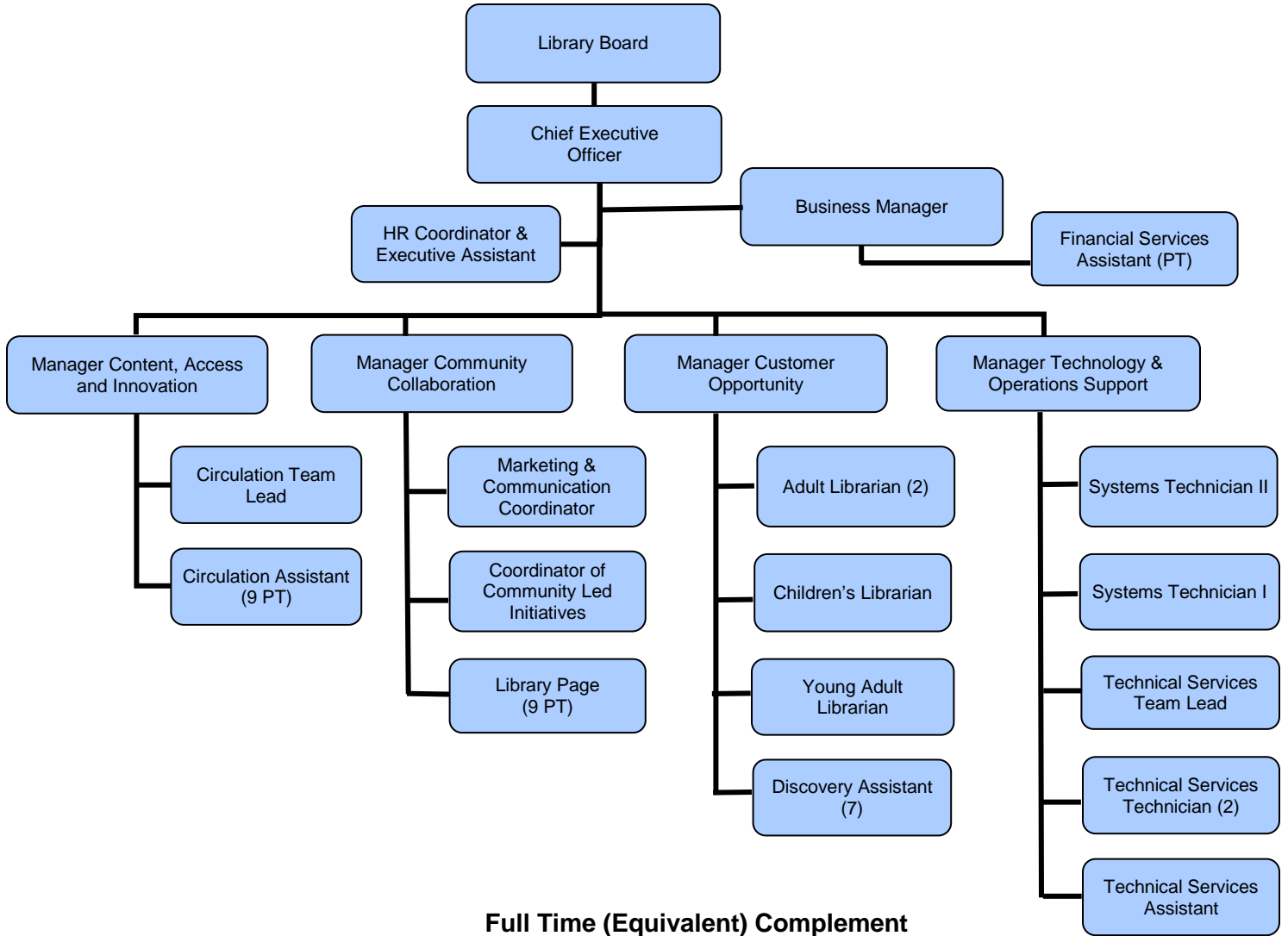
### Organizational Capacity

**We will adapt and grow through conversations, consultation, education and engagement.**

- Review staff roles to support a more dynamic, nimble and modern service delivery



## Aurora Public Library PROPOSED 2017 REPORTING STRUCTURE



**Full Time (Equivalent) Complement**

Positions (FTE)	2016 Base Complement	2017 Base Complement
Full-time	21.0	21.0
Part-time	16.0	16.0
<b>Total Permanent</b>	<b>37.0</b>	<b>37.0</b>

### Aurora Public Library Financial Summary

	2015	2016	2017	Variance	%
	Approved Budget	Approved Budget	Draft Budget		
Personnel Costs	\$2,875,570	\$2,961,393	\$3,055,750	\$94,357	3.19%
Other Expenditures	<u>783,072</u>	<u>817,607</u>	<u>700,250</u>	<u>12,643</u>	1.84%
<i>Total Expenditures</i>	3,658,642	3,779,000	3,886,000	107,000	2.83%
General Revenue	119,955	120,000	118,300	(1,700)	-1.42%
<b>Municipal Requisition</b>	<u><b>3,538,687</b></u>	<u><b>3,659,000</b></u>	<u><b>3,767,700</b></u>	<u><b>108,700</b></u>	<b>2.97%</b>
<i>Total Revenues</i>	\$3,658,642	\$3,779,000	\$3,886,000	\$107,000	2.83%

### Expenditures

The Aurora Public Library 2017 Operating Budget maintains 2016 service levels within the approved municipal funding allotment.

Personnel Costs include an increase due to base pressures that include step rate progression of applicable staff and salary grid adjustment. Other expenditures have increased to reflect fluctuation in the market place for materials, contracts, services and rents.

### Revenues

Opportunities to earn revenues are limited by the Public Libraries Act. Fines and Lost and Damaged revenues are expected to decrease, with eBook circulation, emailing customers overdue notifications and the ability to renew items online being the major contributors to this trend of decreasing revenue. Fees and service charges are applied where allowable.

**Accomplishments in 2016****Build Community**

- ✓ Recruited a Coordinator, Community-led Initiatives to build stronger connections with new and existing community partners
- ✓ Presented pop-up appetizer in partnership with Theatre Aurora to promote upcoming performances
- ✓ Hosted blues performances in partnership with Aurora Winter Blues Festival
- ✓ Established APL Writers Group based on expressions of interest from residents
- ✓ Implemented debit and credit service to adapt to meet the needs of our community
- ✓ Added Newcomers page to website, developed new brochure for Newcomers
- ✓ Redesign of APL eNewsletter to incorporate responsive design principles
- ✓ Hosted two Go-Train Commuter Appreciation events, distributing books, promoting library services
- ✓ Participated in annual Doors Open event, Town of Aurora Canada Day festivities, Town of Aurora Multicultural Festival, Town of Aurora Youth Volunteer Fair
- ✓ Engaged new audiences and partners through the One Book, One Aurora program

**Place of Possibilities**

- ✓ Increased study space during high school exam times through use of Magna and Lebovic Rooms (when available) to better meet student demands
- ✓ Promoted eResources and programs in local high schools
- ✓ Introduced a “How To in 10 Minutes” program, partnering with local businesses and organizations to teach new skills in 10 minute intervals
- ✓ Hosted spring and fall Documentary Film Festivals
- ✓ Outreach efforts included Storytime at the Welcome Immigration Centre, local child care centres, area schools, senior residences
- ✓ Introduced Spanish Business Meetup and Women’s Meetup events
- ✓ Introduced new technology program for youth: LittleBits, First Lego League
- ✓ Partnered with Queen’s University and Google to host Google Ignites coding program for teens
- ✓ Engaged Will + Perkins architect to prepare plans for implementation of Facility Needs Assessment

**Organizational Capacity**

- ✓ Conducted the first annual Staff Development Day, focusing on developing a Strategic Plan and learning about community-led libraries

- ✓ Recruited a Digital Literacy and Information Technology Intern to promote coding and technology use to residents and staff
- ✓ Developed a new Strategic Plan that positions APL to be customer focused and central to the community
- ✓ Hosted Publisher presentation meetings for APL and area library staff
- ✓ OLA SuperConference attended by management, staff and Library Board members
- ✓ Hosted quarterly staff meetings to promote in-house learning and communication
- ✓ Introduced Technological Competencies for staff to encourage ongoing learning
- ✓ Implemented scheduling software to improve processes and provide online access to schedules for staff