

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 • Excellence • 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
- Mobilizing Knowledge
- Collaborating and Partnering

Services That We Provide

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

- *Community Services*
 - Customer and welcoming services
 - Circulation services
 - Collection development
 - Technical services
 - Information services
 - Program development
 - Partnerships and collaboration
 - Corporate communication and marketing services
 - Community service development and delivery

- *Support Services*
 - Systems management
 - Public computing services and support
 - Business management
 - Support services development and delivery
 - Corporate leadership and support (policy, planning and management)
 - Library Board liaison and support
 - Effective administration of the Corporation

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

- in-depth collections including print, electronic and audio visual
- 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
- self-services including check-out and holds pick-up
- web-based services for renewals, account and hold information, library catalogue, database searching and current events and program information, all available virtually through the website or Facebook

Key Objectives for 2013

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.

- Create and implement a plan to raise the community's awareness of our spaces and services, and pursue every opportunity to market ourselves
- Continue to deliver the best services, resources and spaces, evaluating how these are engaging people
- Incorporate Town of Aurora's Sesquicentennial (150th) Celebrations as a theme in community programming

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.

- Broaden services, including formal and informal trans literacy training to help people effectively apply knowledge in their lives, learning and work, through the planning and development of a digital literacy training and demo/lab facility
- Invest in technologies to ensure we have the infrastructure for knowledge connections and collaborations by investigating and implementing new technologies for service efficiencies and cost effectiveness:
 - initiate first phase of Library Materials Management System (LMMS) upgrade
 - develop VPN and mobile kit to enable secure remote services
 - continue ongoing system development

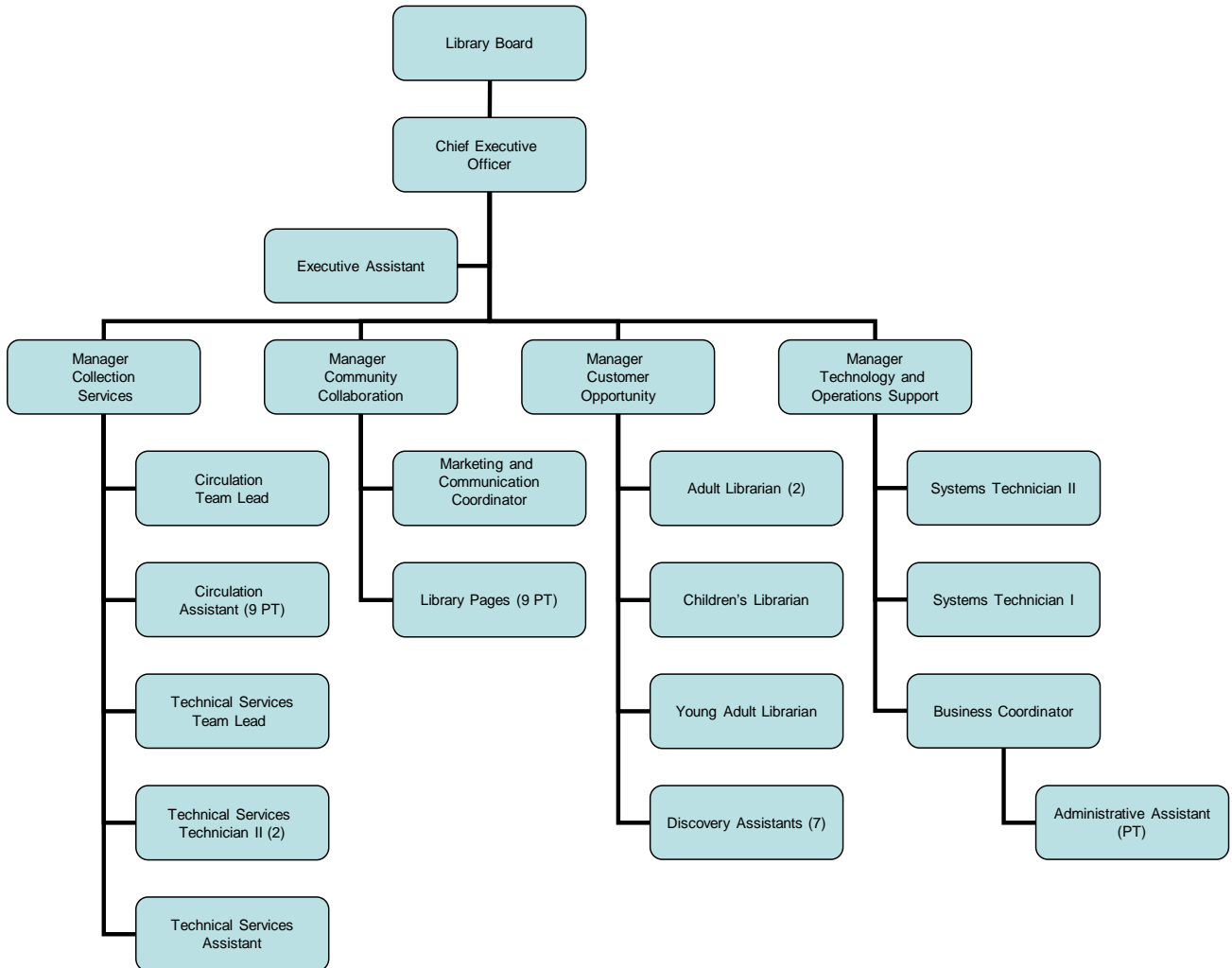
Collaborating and Partnering

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

- Continue synergies with community cultural partners including cultural mapping
- Investigate targeted partnership opportunities for collaborative service delivery
- Participate as Contributor in Town of Aurora's Strategic Plan initiatives



Aurora Public Library REPORTING STRUCTURE



Full Time (Equivalent) Complement

Positions (FTE)	2012 Base Complement	2013 Base Complement
Full-time	20.0	20.0
Part-time	16.0	16.0
Total Permanent	36.0	36.0

	Actuals as of Dec 31, 2011	Preliminary Actuals as of Sept. 30, 2012	2012 Approved Budget	2013 1st Draft Budget	Variance Unfavourable (Favourable)	%
Personnel Costs	2,336,027	1,835,135	2,632,823	2,718,417	85,594	3.25
Other Expenditures	694,703	385,791	720,033	730,886	10,853	1.51
<i>Total Expenditures</i>	3,030,730	2,220,926	3,352,856	3,449,303	96,447	2.88
General Revenue	136,494	69,446	134,820	135,820	1,000	0.74
Trans. from D&B Reserve	2,180					
Municipal Requisition	2,991,611	2,151,480	3,218,036	3,313,483	95,447	2.97
<i>Total Revenues</i>	3,130,285	2,220,926	3,352,856	3,449,303	96,447	2.88

2012 Municipal Requisition	3,218,036
Increase due to Growth: 1.75% *	56,316
	(adj.) 3,274,352
Increased Requirement	39,131
2013 Municipal Requisition	<u>3,313,483</u>
* figure provided by Town staff	1.19% increase

Expenditures

The Library's budget assumes maintenance of both 2012 service levels and the annual contribution to the capital reserve to fund repair and replacement of assets, new initiatives and planning and studies. With an adjusted 2012 base owing to growth assessment of 1.75%, the Library's tax-funded increase is 1.19%.

Salaries and benefits increased due to base pressures including step rate progression of applicable staff and corporate increases for salary grid adjustment; and committed annualized costs. Other expenditures have increased to accommodate business increases in materials and contracts and services and rents.

Revenues

Opportunities to earn revenues are limited by the Public Libraries Act. Fees and service charges are applied where allowable and adjustments were made as per Board direction, effective in 2013.

Accomplishments in 2012

- √ Targeted implementation of Aurora Public Library Strategic Plan 2010 – 2015
- √ Contributed to Library Board development through ongoing orientation sessions
- √ Library Board effectively recruited a new Chief Executive Officer
- √ Mobilized knowledge by introducing new or improved services and resources including:
 - Implemented new telephone system with VOIP capability
 - Implemented new multifunction devices (printer/copiers) for public and staff
- √ Continued enhancement of cost-effective access to services and resources, both on-site and remotely, including participation in:
 - SOLS provincial consortium for the licensing and purchasing of electronic databases, eBooks and eAudiobooks
 - Knowledge Ontario AskON, a provincial “live chat” reference service that supplements local service delivery
 - INFO, a provincial interlibrary loan service
- √ Completed digitization of Aurora Banner microfilm for the years 1872 to 1975
- √ Organized and hosted Ontario Public Library Week reception for stakeholders and public
- √ Initiated the *Aurora Cultural Roundtable*, composed of local cultural partners, as an opportunity to take Library services to the community through participation in community events such as *Culture Days* and *Doors Open*
- √ Developed marketing and communication function responsible for delivering Library objectives and identifying education initiatives to raise the community’s awareness of the Library’s services, spaces and impacts
- √ Enhanced community interaction through social media
- √ Completed Pay Equity maintenance study for bargaining unit employees
- √ Developed and distributed 2011 Annual Report to residents, partners and stakeholders
- √ 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
- √ 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