



About Aurora Public Library

Aurora Public Library (APL) is a modern information centre located in the heart of Aurora's downtown. APL is transitioning 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 • 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 our aspirations for 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

- *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, public computer workstations
- 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 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 2016

The following actions support 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.

- Develop a new Strategic Plan that will position APL to be customer focused and central to our community by engaging staff and Aurora residents in the process.
- Strengthen our efforts to align our activities within a community-led framework, focusing on how to better identify and meet the needs of our residents.
- Increase our efforts to be a technological hub in the community and find new and improved ways to adapt technology to better serve our residents, including the adoption of MobileCirc and a 3D Printing Club.
- Continue to implement the recommendations from the Facility Needs Assessment to better utilize our spaces and work with the Town of Aurora staff to transition the Magna and Lebovic Rooms for Library use.
- Expand our efforts to reach out to new residents and non-traditional users with innovative programming, resources, and spaces.

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.

- Invest in our staff team to empower them to be tech savvy and technologically proficient. This will translate into better customer service and allow our staff to share their knowledge through programming, outreach and information services.
- Increase our outreach activities to organizations, groups and individuals and strengthen our position as a community hub for Aurora.
- Promote information literacy through resources and services that showcase new ways to use technology at home, work, school and play.

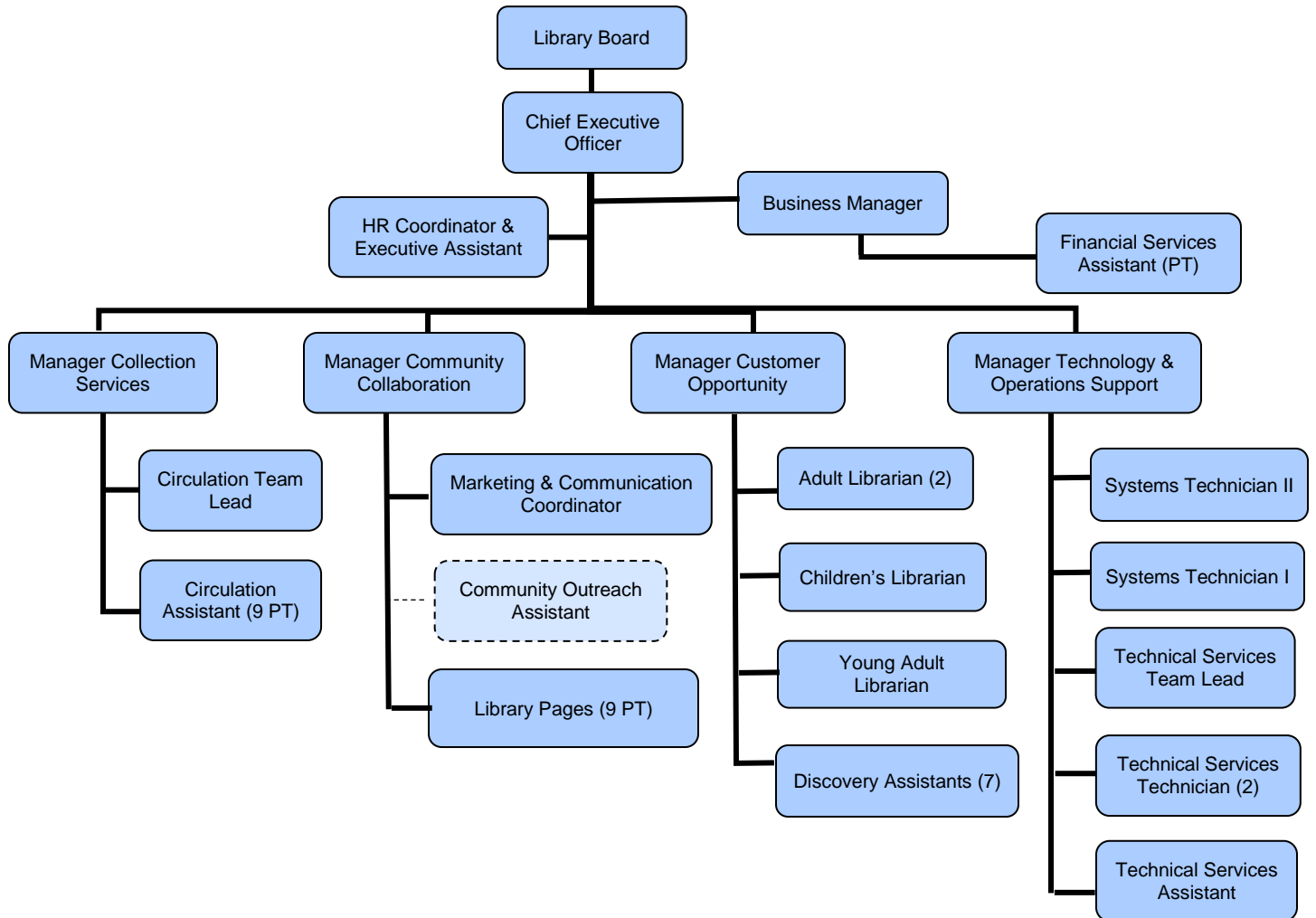
Collaborating and Partnering

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

- Showcase complementary and evolving Library services through partnerships with the Town of Aurora, the Aurora Cultural Roundtable, N6 Libraries and other local groups and organizations.
- Build on past successes and take calculated risks to identify and develop new partnerships and new opportunities with local groups/partners/businesses that promote the library as central to the community.
- Promote community cohesion, with APL as a hub, through various initiatives, including the 2016 One Book, One Aurora program.



Aurora Public Library PROPOSED 2016 REPORTING STRUCTURE



Full Time (Equivalent) Complement

Positions (FTE)	2015 Base Complement	2016 Base Complement
Full-time	20.0	21.0
Part-time	16.0	16.0
Total Permanent	36.0	37.0

**Aurora Public Library
Financial Summary**

	2014	2015	2016	Variance	%
	Approved Budget	Approved Budget	Draft Budget		
Personnel Costs	\$2,814,055	\$2,875,570	\$2,961,393	\$85,823	2.98%
Other Expenditures	756,144	783,072	817,607	34,535	4.41%
<i>Total Expenditures</i>	3,570,199	3,658,642	3,779,000	120,358	3.29%
General Revenue	131,020	119,955	120,000	45	0.04%
Municipal Requisition	3,439,200	3,538,687	3,659,000	120,313	3.40%
<i>Total Revenues</i>	\$3,570,220	\$3,658,642	\$3,779,000	\$120,358	3.29%

2015 Municipal Requisition	\$3,538,687
Assessment Growth: 3.4% *	<u>120,313</u>
2016 Municipal Requisition	\$3,659,000
* figure provided by Town staff	

Expenditures

The Aurora Public Library 2016 Operating Budget maintains 2015 service levels and includes the addition of a Community Outreach Assistant to meet the changing needs of a growing population. With 2016 assessment growth forecast at 3.4%, the 2016 adjusted base budget will result in a 0% tax levy increase for the Library.

Salaries and benefits will see 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 not expected to increase, 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 2015**Engaging Our Community**

- ✓ Outreach efforts included expanded programming at the Aurora Farmers' Market on select Saturdays as well as promoting library services at community events such as Aurora Youth Soccer tournaments and the Aurora Home Show
- ✓ Redesigned website incorporates responsive design features (www.aurorapl.ca)
- ✓ Presented programs to promote literacy for youth of all ages through story times, book clubs and author visits
- ✓ Strengthened marketing efforts via online presence using Facebook, Twitter, APL You Tube channel, local media platforms, established new distribution channels for Borealis and expanded promotional materials distribution through the local Welcome Centre
- ✓ 2015 Priority Projects include Let's Read Family Literacy, Entrepreneurs in Residence, Coffee House partnership with The Arts Music store
- ✓ Surveyed Aurora residents to inform the Facility Needs Assessment and upcoming Strategic Planning process
- ✓ Began implementation of the Facility Needs Assessment, including front entrance redesign and discussions with Town of Aurora staff about formally obtaining the Magna and Lebovic Rooms for Library use
- ✓ Developed a new logo in house, unveiled to the Board with plans for a public launch in early 2016
- ✓ Introduced new collections: Video Games, Express Collections for Best Sellers and Movies

Mobilizing Knowledge

- ✓ RFID tagging, gate and self-service kiosks installed and in service
- ✓ Beyond Thingiverse 3D Printing workshop, 3D printing demos in area schools (67 classes, 1482 students visited) and the launch of a 3D Printing Club
- ✓ Offered in-Library assistance for a wide range of electronic devices and eResources, and participated in the annual Hour of Code event
- ✓ Invested in our staff by establishing a team to implement Technical Competency training and evaluation for all APL staff
- ✓ Launched a pilot project to assess mobile registration/circulation software, updated accessibility and public workstation software, purchased a mobile 3D printer
- ✓ Introduced Mosio Text-a-Librarian services

Collaborating and Partnering

- ✓ One Book, One Aurora Community Read project featuring *Burmese Lessons*; events included a moderated film screening, photography contest and writing workshops
- ✓ TD Summer Reading Club participants read 3999 books, with 712 children in the Reading Path and 178 children choosing the Activity Path
- ✓ Served newcomers to Aurora with multi-lingual collections, an ESL Conversation Circle in partnership with YRDSB, and targeted programming
- ✓ Hosted publishers' meetings to highlight upcoming book lists for collections staff from area libraries
- ✓ Completed first APL Design Intern placement