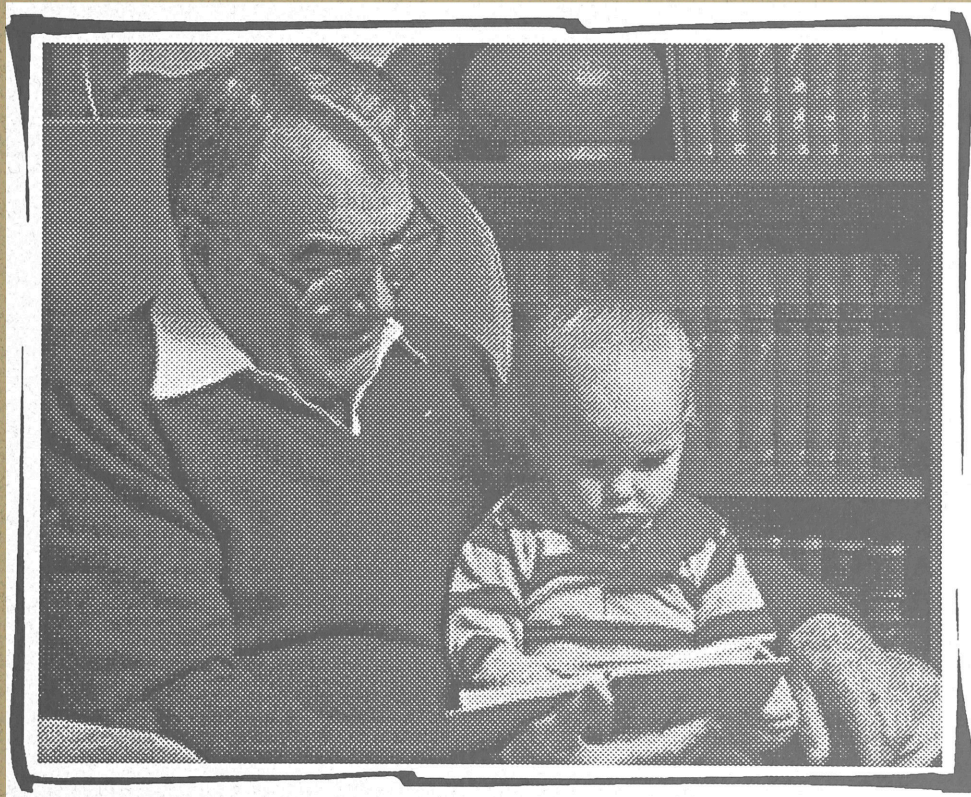



Annual Review



1995

 THE
SCARBOROUGH
PUBLIC LIBRARY
BOARD

Annual Review

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PUBLIC LIBRARY
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MEMBERS OF THE 1995 BOARD

Councillor Ron Watson	Chairman
Mr. Sandy Douglas	Vice Chairman
Dr. Ron Chopowick	
Mr. Robert Huisman	
Councillor Fred Johnson	
Councillor Ron Moeser	
Councillor Sherene Shaw	
Mrs. Anne Termaten	
Mrs. Drucilla Travnicek	

EXECUTIVE

Peter Bassnett (January - July)	Chief Executive Officer & Secretary Treasurer
Ann Eddie (August - December)	
Ann Eddie (January - July)	Deputy Chief Executive Officer
David Reddin (August - December)	
Trevor W. Houghting	Director, Financial Services
Merv Johnston	Director, Personnel Services

DIRECTORS AND MANAGERS

Stan Algoo	Director, Technical Services Division
Anna Kwan	Director, Southern Division
Donald McKenzie	Director, Northern Division
Michele Topa	Director, Service Development & Promotion Division
Heather Carmody	Manager, Northern Division
Heather Mummery	Manager, Southern Division (Southwest)
Louise O'Neill	Manager, Southern Division (Southeast)
Nancy Strader	Manager, Technical Services Division
Erv Carr	Manager, Maintenance and Security
Philip Lam	Manager, Financial Services
Lisa Muir	Manager, Personnel Services

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Chairman's Review

The past year has been one of rapid transition, not just for the City of Scarborough and its residents, but for the Library Board as well. After a full year of reduced hours in many of the branches, circulation has continued to increase and in fact reached an all time high in 1995 with an annual circulation of more than six million items. I wish to commend Chief Executive Officers, Peter Bassnett and Ann Eddie, but certainly, staff are to be applauded for their efforts in effecting a smooth transition in providing for this increase in library use.

Coincident with the timing of municipal elections Scarborough Council appoints members to the City of Scarborough Public Library Board for a three year term and in 1995 five new members - Dr. Ron Chopowick, Robert Huisman, Councillor Fred Johnson, Anne Termaten and Drucilla Travnicek - joined Sandy Douglas, Councillors Moeser and Shaw, and myself. I was pleased to be elected Chairman, and Sandy Douglas was elected to the position of Vice-Chairman of the Library Board. City Council re-appointed Library Board member, Councillor Sherene Shaw as their representative to the Metropolitan Toronto Library Board for the 1995 to 1997 term.

In February the Honourable Anne Swarbrick, Minister of Culture, Tourism and Recreation attended at the Albert Campbell District Library to launch the new electronic network designed to provide access to the Provincial government's "Online Ontario Government Services". Microcomputer Services Librarian, Kate Johnson demonstrated to over forty guests how the software can provide access to the provincial database.

On February 23rd the McGregor Park Neighbourhood Branch celebrated 35 years of library service to the residents of Scarborough. The Library Board was pleased to receive congratulations from local Member of Parliament, John Cannis. As well, Library Board Member Drucilla Travnicek, members of Scarborough Council and Library staff and former McGregor Park staff were among the more than 200 members of the public who joined with its current staff to celebrate this auspicious event.

Mr. Peter Bassnett, the Library Board's Chief Executive Officer and Secretary Treasurer announced his decision to take early retirement after two decades of dedicated service. On June 24th the City of Scarborough Public Library Board paid tribute to Peter and hundreds of well-wishers were present at the festivities at Cedar Ridge Creative Centre. Attendees included many

colleagues from across the Province, current and former Board members, members of both Scarborough and Metropolitan Toronto Council, and staff from the City of Scarborough and Library Board.

The Library Board always takes great pride in its staff and respects their many contributions to the provision of library service, and it was a pleasure to honour three employees in 1995 who served the Board for over 25 years - Erv Carr, Bonnie McAteer and Carole Ives. A reception, attended by colleagues and family members of the guests, was held in June at the Agincourt District Library.

During the month of August two branches in the southeastern part of the city were refurbished. Guildwood Neighbourhood Branch closed August 8th for renovations and re-opened, ahead of schedule thanks to the diligent efforts by staff, on Monday, August 28th. The carpet was replaced, shelving rearranged and a newly designed circulation desk was put in place. Board member and local Councillor, Fred Johnson joined with Drucilla Travnicek and myself to greet the first customers at 12:30 p.m. as the doors of Guildwood library re-opened to the public.

The Library Board had planned to make small renovations and minor refurbishing to Morningside Neighbourhood Branch in 1995. It was perfect timing when Jack Paterson, representing the owners of Morningside Mall, approached Peter Bassnett in the spring with the offer to move the library from its third floor location to a more prominent, larger storefront facility on the second floor. The Library Board accepted the proposal, with most of the relocation costs financed by Palmar Holdings Limited owners of Morningside Mall. The branch was moved to the new location and re-opened on October 2nd. Mayor Frank Faubert, Jack Paterson, MPP Steve Gilchrist, Library Board member and local Councillor Ron Moeser, and the owner of Morningside Mall joined other Library Board members and its staff in welcoming customers to the new location.

In 1896, as part of Scarborough's Centennial celebrations, David Boyle edited a book *The Township of Scarboro: 1796 - 1896*. In 1995 the City of Scarborough Public Library Board staff produced *The Boyle Exhibit*, a reproduction of seven of the fourteen plates from the book in recognition of Scarborough's 200th anniversary. The exhibit will be shown throughout the City of Scarborough as part of its Bicentennial celebrations in 1996.

A publication *The History of the People of Scarborough* will be produced by the Scarborough Public Library Board to celebrate Scarborough's Bicentennial. The City approved funding to support this project and production is expected late in 1996.

Following the early retirement of Peter Bassnett, the City of Scarborough Public Library Board appointed Ann Eddie to the position of Chief Executive Officer and Secretary Treasurer and former Director of Northern Division and employee of the Board for more than twenty years, David Reddin accepted the position of Deputy Chief Executive Officer. The Library Board looks forward to the continued stability and progressive leadership both of these individuals offer.

At its regular meeting on October 11th more formal changes to the management structure occurred when the Library Board elected to delete one Public Service Director position. The previous Southeastern and Southwestern Divisions were consolidated into Southern Division and on November 1st, the Director position of this new Division was assumed by Anna Kwan. At the same time Donald McKenzie moved to the position of the Director, Northern Division. The Library Board is confident that the expertise and abilities of these individuals will assist them in confronting the challenges that all staff will be facing in light of the proposed and highly publicized reduction in financial support from the Province.

During October the Library Board celebrated both Ontario Library Week and the City of Scarborough's upcoming Bicentennial theme. Cedarbrae District Library hosted Scarborough's *Authors' Night*, and approximately ninety published authors and illustrators attended, and set up displays of their material during the 'book fair' part of the program. The Honourable Marilyn Mushinski, Minister of Citizenship, Culture and Recreation brought greetings from the Province and commented "The Scarborough Public Library has an outstanding reputation - for excellence, for leadership, and for commitment to the community." Members of Scarborough Council, many of my colleagues on the Library Board, and innumerable staff were thrilled to welcome the over 400 eager residents in attendance.

In September, the newly organized Ministry of Citizenship, Culture and Recreation announced the merging of the Libraries and Community Information Branch and the Cultural Liaison Branch to form the new Cultural Partnerships Branch, which remains part of the Ministry's Culture Division. In December, 1995 Michael Langford was appointed the new Director of the Branch.

In November, 1995 the Library Board received communications from the Honourable Marilyn Mushinski, Minister of Citizenship, Culture and Recreation raising issues of library board governance and the future of their autonomy, the possibility of user fees, and the future of the annual provincial per household grant. The Province has been a partner in the development of public library service since 1835 and their reduction in support will certainly have an impact on the Board's ability to continue to serve the residents of Scarborough at the same level.

In December my term in office of the Library Board officially ended, when former Vice Chairman, Sandy Douglas was elected the new Chairman for the up-coming year. The Vice Chairman position of the Library Board was assumed by Councillor Ron Moeser. I would like to personally and on behalf of the other members of the Board extend every support to the new executive in meeting the many challenges that seem evident in light of the economic realities and tough decisions required to continue to serve the people of Scarborough.

My year as Chairman of the City of Scarborough Public Library Board was certainly rewarding, but I was constantly reminded that the support of my colleagues and the valued expertise of administrative and front line staff have been, and will continue to be, the backbone to providing the residents of City of Scarborough with quality library service.

Chief Executive Officer's Review

Encouragement and support of literacy and numeracy is the key to the City of Scarborough's prosperity. Our public library supports the growth of the knowledge industry in this city, and in record numbers residents are choosing the library to provide materials for self development and continuous and distance learning. The public library continues to play a key role enriching the community.

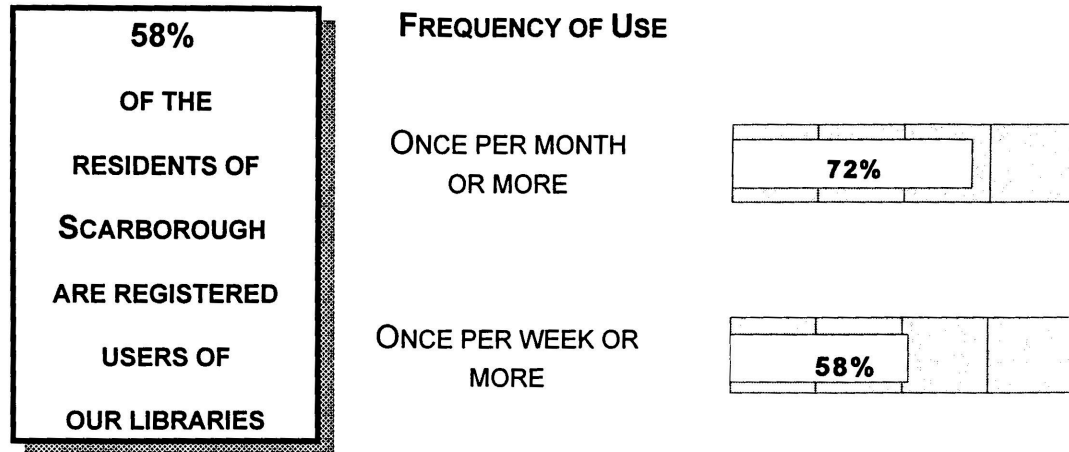
The objectives established by the Library Board early in 1995 were met through the co-operative work of all divisions. Throughout 1995 the Library Board completed two renovations in a four month period as well as laying the groundwork for establishing a Wide Area Network and preparing special programs to create an awareness of Scarborough's upcoming Bicentennial. Details on these projects are in the reports of the various divisions in this review.

Peter Bassnett retired as Chief Executive Officer of the Scarborough Public Library Board in 1995, having established a strong public service framework to guide policy and library services. In his twenty years with the Library Board Peter Bassnett worked with the Board and the staff to lay out a plan for the development of the system. He established the Board's role of management and control of library services. The Ontario Ministry of Citizenship, Culture and Recreation (in 1980, the Ministry of Culture and Recreation under the leadership of the Honourable Reuben Baetz) seconded Peter for 18 months to complete a Program Review of public library service throughout Ontario. In 1981, 1982 and 1983 Peter organized background research and recommendations for changes to the Public Libraries Act, and discussed the various proposals with boards and councils throughout the province. The revised Public Libraries Act was passed by the legislature in 1984 incorporating changes in the Act which increased the accountability of library boards to municipal councils, and changes which established regulations for the Public Libraries Act which require that specific library services must be freely available to the public. After the Act was passed Peter continued to be consulted by the province in an advisory capacity. The depth of respect for Peter's work in the local community was illustrated at his retirement reception when many of the individuals and agencies he assisted over the years came forward to tell how his advice had benefitted the groups and the residents they served.

The City and the Library Board participated in the Ontario Municipal Employees Retirement System (OMERS) Type 7 early retirement scheme which made early retirement more attractive for eligible employees. The increase in the number of employees choosing retirement gave the Library Board an opportunity to revise the organizational structure, and fine tune it to the changing needs of the city. Two public service director's positions were amalgamated. Anna Kwan was appointed to the newly enlarged Southern Division, and Donald McKenzie took the helm of the Northern Division replacing David Reddin who was appointed Deputy Chief Executive Officer. Further modifications to the structure will accommodate changes in demographics, changes in the public's use of library services and changes in work flow resulting from increasing computerization.

Scarborough residents have continued to make increasing use of the library system. In 1995 the circulation reached over 6 million for the first time and the circulation per hour was almost 6% higher than in 1994. An important factor has been the library's service to the city's many new Canadians. The Library Board has been able to locate sources for materials and services in many languages to enhance the residents' educational, cultural and leisure pursuits.

SCARBOROUGH LIBRARY USERS



Pending changes to provincial and federal legislation have resulted in considerable uncertainty in the public library community. At the federal level movement on the copyright issues has been evident throughout the year. Library organizations have been responding to the initiatives of the legally authorized collective Cancopy to ensure the best interests of public libraries. Work on the studies of public photocopying of copyrighted material on public library photocopiers is continuing and a new benchmarking exercise will be completed by the Library Board early in 1996. Provincial legislation is changing development charges, conditional grants, municipal structure, governance and user fees. The future of revenue generation and governance of libraries will not be known until the provincial government finalizes the changes currently in progress in the Municipal Act, the Planning Act, the Development Charges Act and the Public Libraries Act. The 20% reduction in provincial funding for 1996 and a further reduction in 1997 has been confirmed and boards are struggling to find ways to provide services with much reduced revenues.

Public library boards across the province serve diverse sizes of communities and there is no consensus on a position on user fees that would generate support from all boards. Although the governance issues are hotly disputed, the question of user fees is even more contentious. Freely available public library service has played a major role in the self development/educational area from the beginning of the public library movement in the first half of the last century and the implementation of the Free Libraries Act in Ontario in 1882. Publicly funded library services were created so all residents would have free access to information and knowledge. Public library organizations are loath to reverse their stand on the well-founded principle of universal access because the future depends on having a broad knowledge base available to all.

Based on trends from the past, public libraries will continue to be well used. The challenge for the Board will be to ensure that the funding is in place to support its program. The Library Board has championed many challenges in the past but the current harsh economic realities will understandably change the service public libraries are able to make available to residents. Under the guidance of the Board, staff have demonstrated their commitment to reducing costs and to providing systems to contain and reduce future costs while maintaining service to the residents of Scarborough.

In conclusion I would like to thank the Chairman, Councillor Ron Watson and all members of the Library Board for their continued support and guidance. It is certainly a privilege and an honour to be chosen to continue in a role established by Peter Bassnett.

Deputy Chief Executive Officer's Review

1995 was a year of working with the community to ensure that Scarborough residents received the best possible service in return for their tax support of the library system. People who worked with the Library Board included the owners of Morningside Mall, who carried out the necessary leasehold improvements so that the library could move to larger, brighter, more accessible quarters on the second floor of the mall. The community's appreciation of this improvement in location is reflected in a 10% circulation increase in the last quarter of the year. In responding to changing community needs, the Library Board has been able to offer creative programming by joining with other service providers. *Working in Ontario*, a series of information programs on apprenticeship, training requirements, skills assessment and other issues related to employment was offered in libraries with the support and involvement of Ontario Welcome House, Ontario Training and Adjustment Board and Metro Community Services. Such partnerships reflect the understanding that organizations in both public and private sectors can succeed in providing services that Scarborough residents need and value by combining resources and expertise. Divisional reports highlight many more examples of improving service through community partnerships.

Measuring Performance

In 1995, the Library Board operated 19 branches and one Bookmobile with stops at eight locations. Three hundred and twenty-nine residents unable to use branch library service received library materials delivered to their residence by the Home Reader Service. Materials were available in 28 languages other than English and French, and in a variety of formats including hardcover, paperback, audio, video, magazines, newspapers - and computer databases.

The Library Board's overall operating budget increased by 1.3% in 1995, primarily because of increased support from Scarborough Council which permitted the Library Board to maintain existing hours of service. The table below summarizes financial support for library service as reflected in hours of service.

INDICATORS	1994	1995	%
Population	535,000	542,000	1.3%
Operating Budget	\$19,525,300	\$19,788,300	1.3%
Operating Budget/Capita	\$36.49	\$36.51	0.1%
Library Materials Budget	\$ 2,063,000	\$2,077,700	0.7%
Library Materials Budget/Capita	\$3.85	\$3.83	-0.5%
Hours of Service	47,549.75	47,462.35	-0.18%

As indicated in the table below, output measures have continued to rise, reflecting both increased public use of libraries and staff's ability to deliver a higher service output with relatively constant resources. Noteworthy results include more than six million items circulated - a first for Scarborough - and a 9.5% increase in program attendance which was achieved with only a 3.4% increase in the number of events. Contributing factors were the full year of service in the new Highland Creek branch location, higher use of the three district libraries and continuing growth in the use of libraries in the northern area of Scarborough.

INDICATORS	1994	1995	%
Circulation	5,792,004	6,118,799	5.64%
Estimated Reference Requests	1,245,293	1,242,044	0.3%
Estimated Annual Uses	4,286,968	4,593,413	7.1%
Programs	2,253	2,329	3.4%
Attendance	59,802	65,498	9.5%

Another performance measure which indicates the trend toward increasing library use is the number of library borrowers in Scarborough.

INDICATORS	1994	1995	%
Registered Customers	288,483	315,885	9.5%
Percentage of Population Registered	53.9%	58.3%	8.2%

Achieving Objectives

One of the Library Board's service objectives has been to take advantage of computer technology to enhance customer service. The installation of software which enables borrowers to renew materials by telephone has assisted those people whose busy schedules or limited mobility makes it difficult to get to the library in person. Availability of employment information has been improved with the installation of the Job Bank database at the Cedarbrae District Library, in co-operation with the Department of Human Resources Development Canada. The "Online Ontario Government Service," which was launched by the former Minister of Culture, Tourism and Recreation at Albert Campbell District Library in February, provides information about provincial programs and services. Inter-divisional staff teams are hard at work on the planning and development of networked services for implementation in 1996 and 1997.

As much as the Library Board plans for the future, there is also a commitment to honour the accomplishments of previous generations. As a participant with the City of Scarborough, the Board of Education and the Scarborough Historical Society in the Archival and Records Management Committee, the Library Board has reviewed its policy on the mandate and scope

of its Historical Collection. This action on the part of each of the four participating organizations will pave the way for the co-operative retention and preservation of Scarborough's historical record. It seems appropriate then, that in anticipation of Scarborough's 1996 Bicentennial Year, *The Boyle Exhibit* of reproductions from David Boyle's history, *The Township of Scarboro, 1796-1896*, began its tour of Scarborough libraries in late 1995. Other events leading up to the Bicentennial year were the summer reading program, which adopted the theme *200 Summers of Reading* and made Scarborough authors the focus of its recommended reading and *Authors' Night*, celebrating the accomplishments of Scarborough's many authors and illustrators.

Other noteworthy objectives accomplished in 1995 were the renovation of the Guildwood branch which brought a more contemporary appearance and ease of use to the plaza storefront which has served local residents for upwards of 20 years. On the administrative side, the completion of *Customer Access: A Marketing Plan* creates a focus for communication between the Library Board and its customers.

Staffing issues figured prominently among the Library Board's internal objectives. The redeployment of staff whose positions had been displaced by the previous year's budget reductions was completed. This endeavour was facilitated by a number of employees taking advantage of the early retirement option made available through the Ontario Municipal Employees Retirement System. Among staff training programs offered, the supervisory training program assisted front-line supervisors to sharpen the skills required in today's demanding environment.

Looking Forward

Throughout the 1990's, residents of Scarborough have shown the value they place on their public libraries by making ever greater use of the library system. The organization has adapted to an environment of limited public resources not only by delivering service more efficiently, but also by finding creative and inventive ways to work with the community we serve. As the most recent provincial financial initiatives loom on the near horizon, the Library Board and its staff will have to rely even more on commitment, creativity - and an understanding and supportive community.

Service Development and Promotion Division Review

The challenge to characterize the library's customers becomes greater every year. On the one hand, more and more households are now not only computer-literate, but access to the information highway has become an integral part of their lifestyle; in some cases their primary source of information. On the other hand, more residents than ever before depend on food banks and on the declining community resources that helped newcomers, cared for children and gave support to seniors and people with disabilities.

Increasingly groups and individuals in the community are looking to the library for the provision of space and materials, for expertise and participation. Partnerships in providing service are now a mainstay of the way work has to be done. This year the division worked with City of Scarborough departments, community, cultural and professional organizations and with determined and committed citizens to maintain a library environment that is welcoming and responsive.

The advent of the Bicentennial year in 1996 has been preceded by considerable effort on the part of staff to help customers, through programs, resources and displays, appreciate and celebrate their city. The *Authors' Night* celebration held during Ontario Library Week served as a heartening reminder of the rich literary life of the city and the important role the library plays in maintaining and making it available. The City of Scarborough's grant of funding to the Library Board to prepare *The History of the People of Scarborough* has provided an additional opportunity for this important role to be fulfilled.

Service to Children and Young Adults

Class visits, preschool storytimes, Tales for Twos and the Summer Reading Club continued as indispensable library programs and represent a service to children not offered by any other community agency in the city. In 1995, 1,175 such programs welcomed almost 29,000 children to their public library and to the pleasures of reading. The goal of all these programs is to encourage reading as a life-long activity.

Two particular programs reflect the difficult economic times that many customers now face. Parents and care-givers have become increasingly intrepid in their search for activities that will provide stimulating and enriching experiences for their children and not place greater demands on their limited financial resources. As fewer children leave the city for vacations, March Break programs are filled to capacity and the Summer Reading Club had its largest participation

ever with 2,200 children diligently working through the reading activity packages prepared for them by staff. To ensure that children too have the opportunity to celebrate their city, the theme *200 Summers of Reading* introduced the forthcoming Bicentennial to Reading Club participants, introducing local authors and illustrators and the rich, diverse cultures that make up Scarborough today. The “Young Readers Choice Award” provided the opportunity for Scarborough children to choose their favourite book written or illustrated by a Scarborough author. This year Robin Mueller’s *The Magic Paintbrush* won the award.

Introducing children to Canadian authors and illustrators has continued to be a priority. This year twenty-six authors made a total of thirty-seven visits to library branches. Children were thrilled to meet the creators of their favourite books, some of whom might live nearby or had gone to a local school.

These wonderful experiences are reflected in the avid use children make of the library materials selected for them. In 1995 childrens’ materials which include books, magazines and audio and videotapes accounted for 25.5% (1,536,400) of the library system’s total circulation of 6,118,799. Teen borrowers (age 12-17 or in grade seven and over) accounted for 9.5% (569,327) of the system total. Collection development to ensure that collections for these groups continue to be successful is an ongoing challenge. Individual titles may be available as books, videos or audiotapes. The proliferation of “edutainment” products now available on CD-ROM has further complicated the selection process.

In this environment where staff are called upon to assess an increasingly diverse array of materials and match them to the personal interests of children from so many backgrounds and interests, staff training and development have become a vital component of staff activity. In addition to training on reference skills required in answering childrens questions, workshops were held to acquaint staff with children’s horror fiction (currently the most popular genre) and to introduce innovations in information technology as they apply to serving children.

The Co-ordinator, Children and Young Adult Services has maintained an active role in both the local and professional communities, seeking out new alliances with day care and boards of education, with the Scarborough’s Department of Health and the Scarborough Town Centre Youth Centre and other library systems and agencies throughout the province to ensure that the resources that Scarborough’s children and teens value so much can reach as many customers as possible.

Multicultural Services

In Metropolitan Toronto, 1995 has been a challenging year for multilingual services, primarily as a result of the economic crisis that affected all service providing organizations.

Changes that occurred at Metro Toronto Reference Library had a direct impact on the delivery of multilingual services in the City of Scarborough. The withdrawal of support for the selection, acquisition, cataloguing and bibliographic control of 18 language collections has resulted in a different approach to service delivery, that will stretch limited resources and will no doubt test staff ingenuity in adapting to this new reality. However, 1995 was another year of high circulation and service growth. It is evident that the multicultural services of the library with their long history and the continuous support by the Library Board are playing a significant role in the lives of the many communities of the city.

Collections

To date, the multilingual materials stock has reached 118,623 items. These collections include print materials (88,544) audio materials (20,850) and video (7,779). This relatively small stock accounts for almost 20% of all the items borrowed by customers in 1995, a record 1,176,343 and represents almost 150,00 more items circulated than last year. Although most libraries showed an increase in use of these materials, the libraries north of Highway 401 are higher than all others, an indication of the concentration of newcomers in this area of the city.

Multilingual and ESL Circulation

1994	1995	Increase	%
1,031,899	1,176,343	144,444	14

English as a Second Language (ESL) materials have become increasingly indispensable to newcomers who are eager to communicate effectively in the Canadian environment. These items not only foster language skills, they provide important insights and information into the everyday working of life in Canada. Although the ESL collection is small, it generated a circulation of almost 45,000 in 1995, about 5,000 items more than in the previous year.

ESL Circulation

1994	1995	Increase	%
39,465	44,611	5,146	13.04%

Chinese language materials in all formats accounted for almost 60% of the multilingual circulation, well over half a million items (670,257). In 1995 significant increases in use occurred in the Tamil and Persian collections.

Language with Highest Circulation

Language	Circulation
Chinese	670,257
Hindi	102,177
Tamil	30,626
Greek	17,129
Gujarati	15,294
Japanese	15,011
Italian	14,150
Urdu	13,081
Persian	10,824
Polish	9,992

Multicultural Initiatives

The development of *Multilingual Acquisition Resources: A Guide To Suppliers* was lead by division staff with input from other multicultural service staff throughout Metro. This important and instantly high demand publication addresses the ongoing and increasing need for information on where one can purchase multilingual materials in all formats.

As part of ongoing outreach activities, an invitation was accepted to meet with representatives of the Muslim community to discuss possible joint ventures that could be undertaken both to promote library use and to identify areas of mutual interest and co-operation. A comprehensive bibliography of library holdings on Islamic culture in English and other languages was prepared and the

meeting participants were favourably impressed to learn how comprehensively their culture was represented in the library branches of Scarborough.

Two new annotated bibliographies featuring Polish and Chinese literature in translation were added to the *Cultural Perspective* series. This series is intended to celebrate the rich literary heritage of Scarborough's many cultural groups. Printed in English, it serves as an introduction for many residents to writers and works that may not be as well known to them and each new issue meets with an enthusiastic reception.

Multicultural Programs

Although multicultural programs are organized throughout the year, February, Heritage Month focuses specifically on cultural enrichment events. Heritage Month provides the opportunity for staff to join residents in celebrating the often little-known traditions of their neighbours. This year's programs, the Islamic World: a Celebration of Culture, Peruvian Heritage, The Art and History of Iconography, Prospects of Democracy in Russia and a Korean dance program, give an indication of the type and range of events that were enjoyed by communities throughout Scarborough.

Other programs arranged by staff addressed the many needs of newcomers to adapt to a new environment and acquire the basic skills to participate productively in their new communities. Newcomers Language and Orientation Classes (NLOC) and Canadian Citizenship programs are co-sponsored with government and community agencies in every community in the city. These classes have become an indispensable first step to acquiring skill and confidence in speaking English and serve as a pleasant first introduction for participants to the many resources the public library can provide for them and their families. Information about employment is a priority for newcomers. This year collaborative programming efforts resulted in *Working in Ontario*, a series of programs that provided orientation and information on employment prospects, apprenticeship, training requirements and skills assessment and development. Working with the Ontario Welcome House, Ontario Training and Adjustment Board and Metro Community Services provided a chance for the library to reach many more customers than might otherwise have been possible. Two other successful partnerships developed this year included Partners Promoting Independence for New Canadians (PINC) and Business Access for New Canadians (BANC), a group supported by the Centre of Entrepreneurship of the Business School at Centennial College.

Programming for children in the multicultural community has a special importance. Newcomer children are often the family members with the greatest fluency in English and, through their attendance at school, the most sustained contact with Canadian culture. Programs for children while acknowledging their unique situation as newcomers are also intended to encourage fun and enjoyment. Programs offered in Tamil, Cantonese and Spanish include stories, songs and activities that encourage children to think of the library as a welcoming and happy environment. The annual *English Can Be Fun* program intended to help newcomer children maintain their language skills during the summer holiday, had its highest registration in the six years that it has been offered. This year parents were required to register their children instead of having them registered through the school. This change brought a great many parents into the library for the first time and seemed to ensure the children's attendance as parents had a better understanding of the program.

Class visits by ESL students, a regular activity at all districts, continued at many locations and were conducted by either the library staff or the ESL teachers using the ESL tour information package.

Communications

The implementation of *Customer Access: A Marketing Plan* was one of the most important undertakings of the division in 1995. Development of the three-year plan began in 1992 with research, focus groups, and reviews that culminated in the *Communications Review*. The 1995 *Marketing Plan* will take customers of the City of Scarborough Public Library Board toward the end of the century, ensuring that customers are informed of on-going service initiatives and refinements. The plan provides strategies to allow customers to make better use of services and collections, to become more self-sufficient, and to become better acquainted with the range of services available to them.

Employing new technology was another important task for Communications staff in 1995. The massive expansion and acceptance of the Internet and World-Wide Web presented the Library Board with a variety of new opportunities to employ innovative techniques for communication. The Toronto Free-Net (TFN), which became operational early in the year, was an enormous public success. The City of Scarborough Public Library Board provided TFN with a digital, text-only version of the *Customer Guide* and supplemented this with other collection and resource information. Encouraged by this success, a plan was undertaken to establish a presence on the Internet. Working with the Library Board's Communications personnel, staff at the Scarborough Campus of the University of Toronto developed a proposal to supply the library with a free Internet Web site. Development began in December and it is expected that the site

will be made public in mid-February of 1996. The free site will allow the Library Board to acquire feedback, determine the number of people who have Internet access in Scarborough, and how they might want to use a Scarborough Public Library Board site. This information will be helpful when a more permanent presence is established in the future.

The promotion of library events, resources, and programming represented a large percentage of staff time and resources. The department produced over 23,000 flyers in support of 46 of the Board's programs. More than 29,500 bookmarks, up nearly 100% from 1994 (15,000), were designed and printed in support of a further 59 programs. Over 140 full-colour posters were designed and produced drawing awareness not only to important Board programs, but also to key services and resources. The 12 exhibits held over the course of the year were promoted to the public with 6,000 art cards and more than 26,200 *Events* calendars were produced and distributed through the city at venues such as the Civic Centre and the Scarborough Town Centre.

Part of Communications' responsibility is to facilitate the dissemination of community information throughout the 19 branches. Over 47,000 flyers and brochures from arts and non-profit organizations were shipped from the distribution office in 1995. Distribution of community papers increased 86% from last year (27,700) as more than 40,000 copies from 13 community specialty papers were made available in local branches.

The Bicentennial also provided the impetus for another Communications initiative in 1995. In 1896, celebrating Scarborough's *Centennial*, the Executive Committee of the Township, published a history of the municipality, edited by David Boyle. *The Township of Scarboro, 1796-1896*, was printed by William Briggs and dedicated to the "Sons and Daughters of Scarboro ... at home and abroad." Several of the camera-ready plates, which were used in the publication, were preserved by Communications as part of the Scarborough Historical Collection. To preserve the unique history captured by these photographic records, all fourteen surviving plates were re-photographed, using a fine-grain reproduction film. Because in some cases portions of the images were missing, the photograph of each plate was accompanied by a photograph of the corresponding page from the printed text, thereby preserving the integrity and information contained within the original images. To further ensure the longevity of the record, the entire roll of negatives, containing photographs of both the plates and the printed pages, 28 images in all, were transferred digitally to CD-ROM for storage. Eight of the images from this newly-created archival record, *The Boyle Exhibit*, were chosen to be part of a traveling display in celebration of Scarborough's Bicentennial in 1996.

Communications assisted the branches in the southwest area with a customer use survey in September. The compiled data will be analyzed early in the new year to determine what trends, if any, may be determined by changes in use which are identified. The results of the survey will also be used to support future planning of library service, including the availability of staffing, the development and allocation of library resources, and the configuration of service hours.

An important aspect of ongoing activities is participation on Metro committees. The Metro Public Relations Committee received direction in 1995 to design and conduct an anti-theft, anti-vandalism campaign throughout six Metropolitan Toronto library systems. The Co-ordinator, Communication Services was responsible for assisting in the creative development of the campaign, writing the communications plan, and assisting in media relations for the project. More than 120 Toronto Transit Commission posters were set up in subway cars on both the Yonge-University and the Bloor-Danforth lines. Posters and bookmarks were also displayed in all 19 branches of this library system and received very favourable responses. A follow-up survey to determine effectiveness of the campaign found that approximately 50% of residents had been made aware of the issue through the campaign. More importantly it found that Scarborough has a lower incidence of library material theft and vandalism than any other Metropolitan Toronto community.

A primary objective for 1995 was the design and production of a French language Customer Guide. Work began late in the year to create a design that was compatible with the other guides in this series of instructional brochures. The new guide went to press in the last weeks of the year and should be available for distribution early next year.

Community Outreach Service

The Outreach Service continues to experience change reflecting not only the changes in Scarborough's communities and in the lives of the customers that are served but also the system-wide priority to streamline service delivery. The Outreach Service working with the other public service divisions has continued to adapt, ensuring that customers continue to receive the services they value so much in the most efficient and economical manner.

As in 1994, the priority has been on the maintenance of operations with minor emphasis on service review and assessment resulting in changes in delivery format as well as planning for the future. The absence of the co-ordinating position continues to make itself felt as participation with other Metro libraries and Scarborough agencies has been limited.

The strategies to deal with changing circumstances appear to have been successful as the overall use of the outreach service increased 5% from 129,048 in 1994 to 135,516 in 1995.

Outreach Circulation

1994	1995	Increase	%
129,048	135,516	6,468	5%

The Bookmobile continues to provide an interesting indication of change in the community related to age and language preference of residents and as the use of various stops increase and decline, other more subtle changes in neighbourhoods can also be detected. The Bookmobile showed a healthy increase in use this year with an 8.9% increase from 87,495 items circulated in 1994 to 95,289 items in 1995. This increase was due to a combination of circumstances as fewer mechanical problems and the first full year of changed hours at the Newport stop resulted in a 5% increase in the number of hours the Bookmobile was available to customers (from 1,004.5 in 1994 to 1,058.5 in 1995).

The most spectacular increase in use occurred at the Markington Square stop which circulated 106% more materials in 1995 (14,860) than in 1994 (7,181). The circulation per hour increased from 58.6 items to 115.64, a considerable challenge for the staff working in the relatively limited space of the Bookmobile trailer. The change at this stop has been due visibly to an increased use by members of the Tamil community and by children. The small Tamil collection that was added to the Bookmobile this year is in perpetual circulation at this stop. Increased use by children has been noticeable at a number of stops with circulation to this group accounting for over 40% of the Bookmobile's total circulation. Other stops also reflect changes in the community: at the Cliffside stop an influx of young families resulted in an 11% increase from 10,356 items circulated in 1994 to 11,491 in 1995; at Camarague II circulation decreased slightly over the year when a number of regular customers moved away but began to pick up again toward the end of the year as new families found the service.

Bookmobile Circulation

1994	1995	Increase	%
87,495	95,289	7,794	8.9%

The Home Reader service was reviewed and a discussion paper prepared for consideration by the Outreach Librarians and the Supervisor of Outreach Services. The review suggested a number of ways that technology could assist in streamlining the labour intensive procedures associated with providing this service. It also indicated that new customers would benefit from an orientation brochure and revisions to the application form. Some of these potential changes will be undertaken in 1996. Overall the number of home readers remained exactly the same although many new customers joined the service, keeping numbers constant as long term users left. In 1995 there were 140 home readers using regular format materials and 189 using large print material. There was a slight decline in Home Reader circulation from 22,170 in 1994 to 21,187 in 1995.

Circulation at institutional visits, in which staff provide direct service to residents on-site, declined by 20% from 20,684 in 1994 to 16,374 in 1995 due primarily to the cancellation of regular visits to two locations: Providence Villa and Woodland Acres. At Providence Villa the service was changed to a deposit collection because the needs of residents had changed and it became more economical to change formats. At Woodland Acres, the area assigned to the library became the smoking area for the building, resulting in a change to Home Reader service for those customers who were made uncomfortable by the smoke.

Institutional Visits - Circulation

1994	1995	Increase	%
20,684	16,374	-4,310	-21%

Three new deposit collections (bulk loans) were added in 1995: Providence Centre which had previously been a visit location and Leisure World which was able to accommodate a deposit subsequent to their renovation and an influx of new residents with varied reading interests. A deposit of Chinese language materials was initiated at the Chinese Community Nursing Home in the northern part of the city. The deposit at Seven Oaks was cancelled due to an increase in the number of residents with health problems too severe to enjoy the

reading experience. Overall the circulation at deposit collections increased from 5,712 in 1994 to 7,268 in 1995 (27.24%).

Bulk Loans - Circulation

1994	1995	Increase	%
5,712	7,268	1,556	27.24%

Toward 1996

There were many successes in 1995; small but important steps on what is becoming an increasingly long and largely uncharted journey. Ingenuity will be, as it was in 1995, the watchword for 1996. Division staff will continue to look for and develop new alliances, try new ways of enriching the service, challenge tradition, and do their best to see the library through the eyes of the customer.

Southern Division Review

1995 was a year of many achievements. Customers continued to show their strong support for library services and usage was high. We witnessed the 35th anniversary celebration of one branch, renovations of two others and a successful *Authors' Night* program in recognition of the City of Scarborough's Bicentennial. Staff completed numerous collection development projects and expanded the availability of electronic information resources to meet customers' needs.

Community

A noticeable development in the community was the arrival of young families in the catchment areas served by the branches in the Southern Division. High registrations of preschool storytimes were recorded at Eglinton Square, Guildwood, and Maryvale branches. Extensive housing developments are taking place near the Port Union branch: when these units are completed, there will be significant changes in the composition of the branch's catchment area.

The multicultural communities of southern Scarborough maintained their extensive use of library resources. The division's circulation of materials in a language other than English and French increased 13%, with the highest uses being reflected in Chinese, Hindi, Tamil, Greek, Italian, Polish, Gujarati, Persian, Spanish and Korean. A summer children's program entitled, *English Can be Fun*, designed to assist newcomers, ran for its fifth year and drew record attendance by children of various cultural backgrounds.

Difficult economic times were evident in the community. Materials on resumés, interview preparation and job advertisements were constantly in demand. In co-operation with the Department of Human Resources Development Canada, staff established access to the Job Bank database at the Cedarbrae District Library. Many customers have used this electronic file to find up-to-date job listings in Metro Toronto and the province.

Towards the end of the year, staff participated with the City of Scarborough's Recreation, Parks and Culture Department in the "Recreation Facility Requirement" studies for the McGregor Park, Dorset Park, Maryvale and Wexford communities. Several community meetings were held as a first step in consulting the residents regarding their needs and use of various facilities including libraries.

In the fall, eight branches in the division participated in a Customer Survey designed by the Service Development and Promotion Division with the guidance of Library Board member, Anne Termaten. The purpose of this survey was to try and determine the change in circulation at Albert Campbell District Library and some of its neighbouring branches. Customers were asked to indicate why they chose to use certain branches. The response was high, with over a thousand survey forms being returned. The analysis will be completed in early 1996.

Services

1995 marked the 35th anniversary of service for McGregor Park branch. The event was celebrated with an open house where residents, library staff, and Library Board members came to enjoy the occasion.

The fastest growing area of change in library services continued to be information technology. There was a great demand for periodical articles in full text. Some customers used the Toronto Free-Net terminals to access the Internet, another rich information resource.

To increase the availability of CD-ROM databases, a new Wide Area Network (WAN) was installed. As a result, the district libraries, Eglinton Square and Highland Creek branches gained access to centralized databases housed in administration headquarters. These included Ontario Libraries INFO (containing bibliographic records of all Ontario public libraries) and KIOSK, the full text version of the "Canadian Business and Current Affairs" database.

In February, Albert Campbell District Library was the site where the "Online Ontario Government Service" was launched by the Minister of Culture, Tourism and Recreation. Information on the Ontario government's services and programs can be easily retrieved from this electronic bulletin board.

Total divisional circulation reached 3,140,700 representing a 4% increase from 1994. A major factor of the increase was attributed to the Highland Creek branch which has been in operation for a full year at its new location. This facility drew almost four times the circulation as the former branch. More important was the growing number of neighbourhood branches such as Cliffcrest, Kennedy/Eglinton, McGregor Park and Taylor branches which have maintained and/or exceeded the 1994 circulation. This indicates that customers might have adjusted to the reduced service hours introduced in 1994. To staff, it meant constant review of priorities and accomplishing more work in less time. Another characteristic was the superior performance of both Albert Campbell and Cedarbrae District Libraries, which showed increases of 5% and 4% respectively over 1994. This trend will likely continue into the future.

In the past year, 33,000 residents, 40% of them children, participated in various library programs. The proportion of children's attendance has increased as a result of the reduction in adult programming.

One of the most outstanding adult programs in 1995 was the *Authors' Night* held in celebration of Ontario Library Week and the City of Scarborough's Bicentennial. About 90 authors and illustrators were present at the Cedarbrae District Library for this major event.

Physical Facilities

The year was marked by two major branch renovations. In August, Guildwood branch was closed for three weeks for recarpeting and rearrangement of shelves. The customers visiting this branch commented favourably on the new layout.

In September, Morningside branch was moved to a much more visible and accessible location on the second floor, as a result of a co-operative venture between the Library Board and owners of Morningside Mall. The new location, which was opened in October, was responsible for the subsequent sharp increase in performance. The last quarter of the year showed a 10% increase in circulation over the same period in 1994, reversing the branch's downward trend in the past few years.

Staffing

On November 1st, the previous Southeastern and Southwestern Divisions were amalgamated into one, as part of administrative restructuring and cost-efficiency measures. The larger division provides us with a broader perspective on issues and administrative matters, and can draw on the experience and expertise of over one hundred and forty staff.

Five long-service staff members, including two senior library assistants, took early retirement in 1995. This, together with transfers and promotions led to a steady turnover throughout the year. At times staff had to assume temporary tasks until the positions were filled. Their co-operation and flexibility ensured smooth daily operations.

The Future

As we enter into the new year, we are faced with tighter economic restraints. In order to meet the increasing demand, we will aim at upgrading the efficiency in service delivery. Our priorities will remain focused on community needs. We have always been encouraged by the firm support from our customers. We look forward to serving the community and fulfilling our role as key informational, educational and cultural providers.

Northern Division Review

Public libraries in the Northern Division continued to respond throughout 1995 to the escalating information needs of a diverse and demanding public. The annual circulation of library materials reported by the division was double that achieved a decade earlier and roughly equal the City of Scarborough Public Library Board's 1975 total circulation. In this first full year of operations following the 1994 reduction of hours necessitated by the financial exigencies of provincial downloading, circulation levels at all northern locations rebounded to pre-reduction levels.

With fiscal realities firmly in mind, the members of the City of Scarborough Public Library Board implemented a corporate reorganization of administrative structure as of November 1st in order to safeguard the quality of library service without apparent impact to its hundreds of thousands of registered customers. Substantial economy of scale resulted from the reduction of the public service management complement and elimination of one geographic public service division, requiring a realignment of the remaining divisions' service boundaries. As a result, the existing complement and network of the Northern Division assumed responsibilities for library service delivery and planning over a wider territory incorporating all of Ward 14 as responsibility for the Rouge Community migrated to the division.

Community

Diversity remained a fundamental characteristic of northern Scarborough's population, as newcomers continued to locate and relocate within the area. Research indicated that, in the Malvern area alone, the population included people from 82 different countries speaking 40 different languages. These newcomers have "internationalized" both residential and commercial areas, with heritage languages prominent in the many commercial developments lining both sides of the area's major arterial roads. Whether members of a established communities, such as the Chinese or Tamil -- or as the earliest arrivals of an emerging community, such as the Somali -- these new Canadians have turned to the public library for assistance in their efforts to become fully contributing members of their adopted society. Coming to the library individually or as members of classes in English as a Second Language, these residents make tremendous use of our collections of language-learning materials. Many immediately request a public library card as a fundamental piece of identification for use in subsequent application to other provincial and federal agencies.

Throughout the year, representatives of the Library Board participated in the finalization of a feasibility study for development of lands at Markham Road and Sheppard Avenue East. The projected Scarborough Community Complex, entailing partnership among the public, private and non-profit sectors, could constitute a recreational, cultural, social and educational amenity for local residents and a major international tourist attraction. The proposed Scarborough Community Complex, including a Chinese Cultural Centre, a possible Metropolitan Separate School Board facility and parkland, could also feature a community recreation centre, a neighbourhood branch library and a classical Chinese Garden to be operated by the City of Scarborough. At year's end, the nature and timing of the Scarborough's involvement in this high-profile project was a matter for intense public scrutiny as final proposals were prepared for submission to Council.

Another of the year's significant developments was the evolution of the Malvern community network of local teachers, social service providers and community leaders. Successful in an application for financial support to conduct a needs assessment in Malvern, the coalition -- with the support and direct participation of the Community Branch Head -- projected public release of the final report early in 1996.

Services and Resources

With provincial funding support, the Malvern Community Library joined the Agincourt District Library in providing public access to the provincial Information Network For Ontario (INFO) database of catalogued Ontario public library holdings. These public access workstations offered access as well to a range of information products, including full-text databases of articles appearing in several hundred periodicals, offering access to a wealth of information far beyond the storage or purchasing capacity of all but the most affluent research libraries.

Customers also responded massively to the introduction of the Computerized Notification System's telephone renewal module. Thousands of calls were made monthly by housebound and pressed-for-time library customers and at service counters across the division, customers applauded the new and long-awaited service enhancement.

After years of being unable to satisfy the demand for children's preschool programming, a widespread decline in the number of children registered for *Tales for Twos* and *Preschool Storytime* required considerable modification of divisional practice. Storytimes were consolidated among branch libraries and the district library tested its first no-registration storytime sessions to great success. Children new to the neighbourhood -- or caregivers discovering a free moment on a storytime morning -- thronged to these sessions, greatly increasing the number of children experiencing these invaluable activities. Successfully introducing a *Twilight Tales for Twos* over the summer at Malvern allowed those working parents and caregivers whose schedules could not accommodate more traditional program hours to participate in fundamental socialization and stimulation programs.

Performance Measurements

Public libraries of the Northern Division continued to achieve record performance, with fully 2,842,507 items loaned to clients of the six service points -- an increase of fully 7% relative to the prior year. Significant benchmarks included the resurgence of circulation at Woodside Square to levels normally

reported prior to the inauguration of the Goldhawk Park facility, a 13.5% increase in annual circulation at Goldhawk Park, as well as the loan of a million items from the Agincourt District Library by mid-November, more than a month earlier than this was achieved in 1994. Most libraries in other jurisdictions which support demand of this magnitude have been outfitted as central library programs.

Collections in the public libraries of the Northern Division continued to be developed in recognition of community preferences. The turnover in heritage-language library materials remained considerable, with this material representing little short of one of every four items borrowed. Demand led to the introduction of video collections in Urdu, Tamil and Hindi -- with a considerable number of subtitled productions in other languages -- Greek, Polish, and Spanish among them -- rounding out the division's international collection of materials in this format.

The Challenges of 1996

The continued extension of electronic information systems -- at existing sites and at new locations -- will certainly enhance the profile of the Northern Division's libraries at a time that networks -- including the Internet and digital libraries -- are each day more realistically described as critical features of all 21st-century communities. Networks and digital libraries might mean at least as much to the "life of the mind" in the knowledge communities of the 21st century as roads and energy sources have meant to the "life of the body" in the agricultural and industrial communities of the 19th and 20th centuries.

During the municipality's Bicentennial year, the staff of the Northern Division will strive to maintain as high a level of service as possible, given the financial fallout of the November 29th Ontario Economic Statement -- and its projected 20% reduction in the provincial library household grant for both 1996 and 1997. The tested tolerance of both staff and public will be the key to successfully navigating the pressures of the day and sustaining the services required by a diverse and challenging community.

Technical Services Division Review

The imperative of continually and judiciously upgrading the technology used by the organization continues from year to year, except that with the proliferation of new products, the rate of change has accelerated and this puts pressure on decision making and implementation. While it is necessary to upgrade we have tried to ensure that the upgrades cause minimum disruption and assure that we are compatible with our city and vendor partners upon whom we depend. It is not always possible to install the latest hardware and software available nor is it necessarily desirable. Some changes are better delayed until the bugs are removed from new software. The comparative advantages of various products can also set up conflicts with retained software and require extensive evaluation particularly in a network environment.

The final goal is to provide a holistic technological capability which is as seamless and user friendly as possible so that both staff and public can have the requisite tools by which to deliver and obtain service in today's cost abatement environment. The cost of such an enterprise can be prohibitive necessitating the search for partnerships among libraries and municipal agencies. It also necessitates the recapturing of existing costs to fund future technologies. These comments illustrate the context in which the division attempted to support the work of the organization in 1995.

Acquisitions/Interlibrary Loan

Implementation of two new computer systems: AVISO for interlibrary loan service and the Geac acquisitions and serials modules created changes that improved service. The AVISO system which had been in gestation with Information Systems Management Corporation (ISM) for several years was finally effected in September across Metro Toronto and the province. This brought us into bibliographic partnership not only with Metro Toronto libraries but those of the Southern Ontario and Ontario Library Services North. Bibliographic access is now more evenly available across the province and a different pattern of usage seems to be emerging. Scarborough still lends more than it borrows (1,960 against 1,248) but the quantities loaned are diminishing (3,709 in 1994) as other sources become more accessible.

This was the first full year of using the Geac acquisitions module. It was successfully linked to the library's general ledger system at the city which is necessary to provide a complete picture of the organization's finances. It also provided staff with online financial information that better controls materials selection and expenditure. The public is better served with current, on order and

serials receipt information not previously available. Synchronising the two systems to meet auditing requirements was established by year's end.

Work to review and evaluate several electronic database products and services was completed and contract negotiations for selected products will ensue as budgets are finalized. Network access to these services through Internet and CD-ROM products on centralized and local towers will enable public services to provide these demand services. Additionally the requirements for CD-ROMs for loan collections were investigated and should be available in 1996.

Cataloguing and Processing

37,004 titles were catalogued ensuring that collections were refreshed to sustain interest and usage. The popular audio and video titles increased by 20 and 22 percent respectively. The Bibliographic Access Task Force completed its work and its recommendations will streamline the cataloguing requirements for several categories of materials and speed delivery to the collections. The improved capacity will be helpful in cataloguing materials in selected languages which used to be done for Scarborough by Metropolitan Toronto Reference Library through the co-operative and deposit programs which partnership was a casualty of their budget reductions. The processing section released 142,467 items to the collections and repaired 7,816.

Circulation Control

Early in the year, this section was confronted with extensive database corruption which did not get completely resolved until the end of February. Not only did this consume unexpected staff energy it created a catch up situation that needed nearly six months to stabilize. Two branches were reconfigured for service in renovated or new locations. New equipment was used to replace obsolescent items and reopening branches on committed dates was a partnership success with System Support staff.

To recapture Bell circuits costs for Integrated Services Digital Network (ISDN) uses, branch cabling was reconfigured to reduce the number of ports required for host connections. This also streamlined micro backup and made usage easier for staff. This work continues and will eventually provide the two remaining branches with full micro backup capability and many others with an increase to 9600 baud rate and some response time relief.

Staff wrote several Geac report programs to extract planning data needed for budgeting and normal maintenance routines. The Computer Notification System (CNS) project progressed to provide renewal as well as hold available notices to about 5,000 customers per month each. A fourth dial in line to the catalogue was added to improve customer access.

System Support

The technological future of the organization was incubated in the work of this section during the year. The convergence of the Geac and network communications technology was the goal for the year. The year began with the official launching of public access to provincial government databases by the former Minister of Culture, Tourism and Recreation at the Albert Campbell District Library. In addition to access to the Information Network for Ontario (INFO) database, Free-Net and the province's Environmental Bill of Rights registry the workstation was networked to all of the CD-ROM products in the branch. During the year more branches were brought to network level. The completion of this effort involves the switch over to ISDN circuits and implementation of the UNISYS contract which was awarded to equip branches with ISDN capability. Staff experiments to ensure Geac and network communications could be merged, together with a Request For Proposal well crafted by the Division Manager and Purchasing Agent, were largely responsible for the Library Board's ability to procure this solution. This solution reduces the number of circuits needed by branches, increases circuit capacities and cuts costs.

The foregoing indicate that a growing, diversified and product rich network is being built to provide staff with the toolset needed to deliver economical and effective services to the public.

Conclusion

The work of the division has been of necessity frenetic and juggling all of the pieces has been challenging to staff. We expect to continue in this mode until the network is completed and the search for a Geac 9000 bibliographic system replacement is concluded. The search began with a joint staff group working on module specifications and vendor demonstrations and will continue with site visits and a procurement exercise next year. Budget concerns make technology considerations unavoidable. Bringing it all together with limited resources and minimum disruption will engage all staff energies for the near future.

Appendices

OPERATING BUDGET		
EXPENDITURES	1994	1995
Board & Administrative Support	\$1,889,500	\$1,907,400
Technical Services	2,044,100	2,076,700
Public Services:		
Service Development & Promotion	999,300	991,700
Southern Division	8,537,300	8,708,100
Northern Division	5,603,100	5,684,400
Capital Debt	452,000	420,000
TOTAL	\$19,525,300	\$19,788,300
REVENUE	1994	1995
City Grant	\$17,209,300	\$17,576,300
Provincial Grants	1,313,000	1,313,000
Levied Charges	340,000	370,000
Recoverables	170,000	140,000
Carryover	493,000	389,000
TOTAL	\$19,525,300	\$19,788,300

COLLECTIONS		
	1994	1995
Books (Includes ESL, ABR)	1,064,950	1,019,704
Paperbacks	490,572	475,037
Videocassettes	20,029	27,040
Audio Recordings and Kits	110,086	97,171
Framed Prints	424	343
Microforms	25,742	26,203
Toys	514	433
Computer Software	7	7
TOTAL	1,712,324	1,645,938
SERIALS		
	1994	1995
Titles	934	828
Subscriptions	4,290	3,911

CATALOGUING SECTION		
TITLES CATALOGUED	1994	1995
Books, Adult	24,541	23,606
Books, Juvenile	4,841	4,790
Audio Visual Materials	7,026	8,507
Toys Indexed	107	101
TOTAL TITLES CATALOGUED	36,515	37,004
PROCESSING SECTION		
MATERIALS PROCESSED	1994	1995
Books, Adult	57,276	56,557
Books, Juvenile	18,545	19,843
Audio Visual Materials	17,801	18,317
Toys and Prints	107	101
Paperbacks and Pamphlets	49,175	47,649
TOTAL MATERIALS PROCESSED	142,904	142,467
INTERLOAN SECTION		
LOAN REQUESTS FILLED	1994	1995
Items Borrowed	1,269	1,248
Items Lent	3,709	1,960
TOTAL LOAN REQUESTS FILLED	4,978	3,208

PERSONNEL ESTABLISHMENT		
	1994	1995
FULL-TIME		
Executive	4	4
Directors	5	4
Managers	8	7
Executive Support Staff	5	6
Librarians	43	43
Code VII	5	5
Code VI	21	21
Code V	24	24
Code IV	22	22
Code III	62	65
Code II	4	1
Code I	13	13
TOTAL	216	215
PART-TIME		
Librarians	11	11
Code IV	2	2
Code III	18	19
Code II	0	0
Code I	86	85
TOTAL	117	117
Shelvers/Pages	165	160

PERSONNEL OVERALL SUMMARY*		
	1994	1995
STAFF		
Full-time establishment	216	215
Part-time establishment	<u>117</u>	<u>117</u>
TOTAL ESTABLISHMENT	333	332
FULL-TIME		
New Employees	0	3
Full-time to Part-time	2	0
Promotions	15	16
Transfers	13	10
Reclassifications	3	0
Terminations	2	6
Retirements	7	9
PART-TIME		
New Employees	13	25
Promotions	6	5
Transfers	16	9
Part-time to Full-time	1	7
Terminations	11	10
Retirements	2	2
Reclassifications	2	0
Temporary Internal Promotions	5	6
Temporary Internal Transfers	11	7

* Does not include Shelveers/Pages

CIRCULATION OF ALL ITEMS				
		1994	1995	
OUTREACH				
Bookmobile	87,495		95,289	
Home Readers/Bulk Loans/ Institutional Visits	41,553	129,048	40,227	135,516
SOUTHERN DIVISION				
Albert Campbell	509,306		536,472	
Bendale	172,945		168,956	
Cedarbrae	696,360		725,943	
Cliffcrest	137,556		139,450	
Eglinton Square	264,904		246,515	
Guildwood*	112,555		112,260	
Kennedy/Eglinton	138,416		145,939	
Highland Creek***	108,440		211,259	
Maryvale	221,433		222,115	
McGregor Park	134,355		138,517	
Morningside**	224,695		200,519	
Port Union	191,932		191,349	
Taylor	99,399	3,012,296	101,482	3,140,776
NORTHERN DIVISION				
Agincourt	1,043,464		1,111,645	
Bridlewood	338,936		363,513	
Goldhawk Park	293,302		332,930	
Malvern	336,889		360,276	
Steeles	271,102		279,935	
Woodside Square	366,967	2,650,660	394,208	2,842,507
TOTAL FOR THE YEAR		5,792,004	6,118,799	
HOURS OF SERVICE		47,549.75	47,462.35	
CIRCULATION PER HOUR		121.8	128.9	
POPULATION OF THE CITY OF SCARBOROUGH		535,000	542,000	

* Closed for refurbishing Aug. 8 - Aug. 22, 1995 and re-opened Aug. 28, 1995.

** Closed for relocation and refurbishing Sep. 5 - Oct. 1 and re-opened Oct. 2, 1995

*** Closed in old location June 18, 1994 and re-opened Aug. 22 1994

CIRCULATION BY DIVISION				
	1994		1995	
	Number of items Circulated	Percentage of Total Circulation	Number of items Circulated	Percentage of Total Circulation
SERVICE DEVELOPMENT AND PROMOTION				
Home Readers/Bulk Loans/ Institutional Visits	41,553	0.72%	40,227	0.66%
SOUTHERN DIVISION				
Albert Campbell District Library	509,306		536,472	
Cedarbrae District Library	696,360		725,943	
Neighbourhood & Community Branches (11)	1,806,630		1,878,361	
Bookmobile Stops	47,913		59,100	
	3,060,209	52.84%	3,199,876	52.30%
NORTHERN DIVISION				
Agincourt District Library	1,043,464		1,111,645	
Neighbourhood & Community Branches (5)	1,607,196		1,730,862	
Bookmobile Stops	39,582		36,189	
	2,690,242	46.45%	2,878,696	47.05%
SYSTEM TOTAL	5,792,004	100%	6,118,799	100%

CIRCULATION PER HOUR OF SERVICE				
	Annual Hours Open	Average Circ/Hour Branch	Annual Hours Open	Average Circ/Hour Branch
SERVICE DEVELOPMENT AND PROMOTION	1994		1995	
Bookmobile/Institutions	1,090.50	118.34	1,145.50	118.51
SOUTHERN DIVISION				
Albert Campbell	2,985.00	170.62	3,025.50	176.65
Bendale	2,135.00	81.00	1,992.00	84.82
Cedarbrae	2,984.25	233.35	3,026.00	239.03
Cliffcrest	1,959.50	70.20	1,990.75	70.07
Eglinton Square	2,967.25	89.28	2,847.75	85.96
Guildwood	1,958.00	57.48	1,878.75	59.74
Highland Creek*	1,632.00	66.45	1,992.00	106.05
Kennedy/Eglinton	1,960.00	70.62	1,992.00	73.26
Maryvale	2,313.00	95.73	2,352.00	94.72
McGregor Park	2,062.25	65.15	1,991.25	69.56
Morningside	2,964.00	75.81	2,631.00	75.63
Port Union	2,311.50	83.03	2,350.45	81.65
Taylor	1,959.50	50.74	1,990.65	50.98
NORTHERN DIVISION				
Agincourt	2,984.50	349.63	3,026.00	366.03
Bridlewood	2,960.25	114.50	2,849.00	126.70
Goldhawk Park	2,412.50	121.58	2,466.00	135.01
Malvern	2,516.75	133.86	2,580.00	140.08
Steeles	2,494.75	108.67	2,487.00	112.45
Woodside Square	2,899.25	126.57	2,848.75	137.41
	47,549.75	121.81	47,462.35	128.07

* Closed in old location June 18, 1994 and reopened new location Aug. 22, 1994

ESTIMATED REFERENCE REQUESTS		
SERVICE DEVELOPMENT AND PROMOTION	1994 [Estimated]	1995 [Estimated]
Bookmobile	7,806	7,406
Home Readers/Bulk Loans/ Institutional Visits	1,370	3,540
SOUTHERN DIVISION		
Albert Campbell	99,885	98,132
Bendale	34,600	34,646
Cedarbrae	336,098	307,369
Cliffcrest	32,926	35,408
Eglinton Square	46,559	44,389
Guildwood	32,881	26,019
Highland Creek	11,727	22,294
Kennedy/Eglinton	48,892	35,225
Maryvale	31,069	31,619
McGregor Park	26,578	25,343
Morningside	53,916	32,563
Port Union	35,809	25,672
Taylor	15,208	14,779
NORTHERN DIVISION		
Agincourt	207,918	238,086
Bridlewood	48,638	48,852
Goldhawk Park	46,728	52,343
Malvern	44,642	45,338
Steeles	33,560	34,828
Woodside Square	68,032	69,181
SYSTEM TOTAL BASED ON ADDITION	1,264,842	1,233,032
TOTAL BASED ON PROVINCIAL FORMULA	1,245,293	1,242,044

ESTIMATED ANNUAL USES		
SERVICE DEVELOPMENT AND PROMOTION	1994 [Estimated]	1995 [Estimated]
Bookmobile	31,223	27,953
Home Readers/Bulk Loans/ Institutional Visits	4,369	7,655
SOUTHERN DIVISION		
Albert Campbell	314,891	328,610
Bendale	87,106	86,103
Cedarbrae	670,947	610,261
Cliffcrest	97,200	110,218
Eglinton Square	266,095	263,930
Guildwood	73,034	78,634
Highland Creek	46,389	82,625
Kennedy/Eglinton	124,115	122,190
Maryvale	154,237	152,563
McGregor Park	81,689	83,586
Morningside	163,652	134,038
Port Union	127,136	132,989
Taylor	51,807	55,251
NORTHERN DIVISION		
Agincourt	633,290	819,038
Bridlewood	363,710	397,901
Goldhawk Park	209,783	239,790
Malvern	229,960	250,701
Steeles	168,000	167,542
Woodside Square	407,499	427,588
TOTAL BASED ON ADDITION	4,306,132	4,579,166
TOTAL BASED ON PROVINCIAL FORMULA	4,286,968	4,593,413

ESTIMATED IN-LIBRARY USE		
	1994	1995
SOUTHERN DIVISION		
Albert Campbell	176,259	175,928
Bendale	48,439	47,928
Cedarbrae	335,213	308,406
Cliffcrest	28,498	40,360
Guildwood	32,144	22,924
Eglinton Square	91,098	111,397
Highland Creek	18,613	31,079
Kennedy/Eglinton	101,192	84,420
Maryvale	61,512	59,763
McGregor Park	53,264	42,706
Morningside	67,735	68,992
Port Union	53,964	57,564
Taylor	23,590	28,713
NORTHERN DIVISION		
Agincourt	565,581	609,686
Bridlewood	152,672	153,116
Goldhawk Park	89,847	107,073
Malvern	117,398	96,614
Steeles	86,549	98,566
Woodside Square	144,134	131,919
SYSTEM TOTAL	2,247,702	2,277,154
TOTAL BASED ON PROVINCIAL FORMULA	2,236,053	2,328,908

SYSTEM PROGRAMS				
	Number	Audience	Number	Audience
ADULT	1994		1995	
Authors/Illustrators	5	765	4	557
Book Clubs/Book Talks	82	1,018	67	926
Class/Group Visits	45	1,014	48	865
Instruction/Assistance	53	257	47	492
Performing Arts/Presentations	6	783	4	357
Visual Resources	0	0	0	0
Book Sales	6	1,415	7	2,641
Co-sponsored Groups	115	3,854	108	3,718
TOTAL ADULT	312	9,106	285	9,556
CHILDREN				
Authors/Illustrators	28	1,581	36	2,234
Book Clubs/Book Talks	77	2,641	88	3,239
Class/Group Visits	381	9,948	358	9,544
Instruction/Assistance	36	437	14	120
Performing Arts/Presentations	22	1,797	30	2,519
Preschool Visits	53	1,167	91	1,559
Storytimes/Tales for Twos	574	8,804	550	8,968
Visual Resources	1	28	1	22
Co-sponsored Groups	18	283	7	254
TOTAL CHILDREN	1,190	26,686	1,175	28,459
MULTICULTURAL				
Authors/Illustrators	0	0	1	15
Book Clubs/Book Talks	1	36	0	0
Class/Group Visits	94	1,854	95	1,625
Instruction/Assistance	13	253	0	0
Performing Arts/Presentations	12	364	4	146
Storytimes	28	487	26	420
Visual Resources	0	0	0	0
Co-sponsored/ESL/Citizenships	567	20,097	709	24,538
TOTAL MULTICULTURAL	715	23,091	835	26,744
TEEN				
Authors/Illustrators	1	67	1	65
Book Clubs/Book Talks	0	0	1	26
Class/Group Visits	30	665	32	648
Instruction/Assistance	5	187	0	0
Performing Arts/Presentations	0	0	0	0
TOTAL TEEN	36	919	34	739
SYSTEM TOTAL	2,253	59,802	2,329	65,498

