



eVOLVE

2012 ANNUAL REPORT

EDMONTON PUBLIC LIBRARY

“Our public library is a meeting place for people and ideas; a hub for strengthening individuals and communities. It is an institution that does not judge, and seeks to meet our citizens where they are, standing ready to facilitate their learning and development, and nurture their sense of creativity and discovery. It’s one of the most important institutions in our City.”

– Don Iveson, City Councillor and Library Trustee

MESSAGE FROM THE BOARD CHAIR AND CHIEF EXECUTIVE OFFICER

Throughout its 99-year history, the Edmonton Public Library has anticipated and responded to the changing needs of customers and advances in technologies, realizing these changes compel us to constantly update services and implement new ones. Change brings opportunity.

Just as technology has influenced our everyday lives from commerce to education, so too has it impacted the use of the library. EPL provides customers with more than just a body of knowledge. It provides a lifetime of continuous learning, creativity and entertainment. While the library will always be a great place to share stories with children and families, the manner and setting in which these experiences are delivered has changed forever.

Today, EPL shares stories by way of its growing eCollections, via digital literacy workshops delivered across the city and by reaching out through social media. Tomorrow, we will see literacy vans offering programs to underserved areas of the city and additional lending machines to meet customer demand. Inspired by transforming technologies, the library has evolved into a fountain of serendipitous discovery, leading to different and better opportunities to connect with our customers and communities. Never has this been more important or valuable.

It is hard to believe, but 2013 marks EPL’s 100th year of providing services to the people of Edmonton. This is a major milestone, and we will be celebrating in a variety of ways that honor our past and reflect where we are headed. At every stage of our journey, we have been fortunate to receive the support of our Board of Trustees, Edmonton City Council, Alberta’s provincial government, the Friends of EPL, donors, staff and of course, our customers. Thank you all for believing in us and continuing to inspire us. Our future has never looked brighter.

Spread the words.



Brent McDonough
Chair, Board of Trustees



Linda C. Cook
Chief Executive Officer

2012 BOARD OF TRUSTEES

Mr. Brent McDonough, Chair
Dr. Carol Suddards, Vice-Chair
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Ms. Kiann McNeill
Mr. Jeff Reynolds

The Edmonton Public Library Board consists of 10 trustees, one of whom is a member of City Council.

OUR COMMUNITY



REMOVING BARRIERS

Efforts to reach underserved communities improved with the hiring of an Intern Librarian to work with Community Librarians and the communities themselves to identify underserved groups and potential barriers to accessing library services. Initial outcomes include:

- Identification of 11 groups across the city.
- A new membership card with a one-item borrowing limit for Edmontonians without address identification. At the end of 2012, over 100 customers had signed up for this card.
- A pilot project at the Woodcroft Branch allowing customers without identification to access the internet without logging on.



REACHING OUT

Creative ways to reach customers and communities outside the usual library walls were explored and several new initiatives developed:

- A partnership with MacEwan University to install a Lending Machine (library vending machine) on campus – installation planned for early 2013.
- eplGO, located in Cameron Library at the University of Alberta, was a Summer Reading Club (SRC) site for children on campus.
- Expanded outreach for eplGO included four campus daycares, area schools and the Stollery Children's Hospital.
- A book deposit program with Lillian Osborne High School loaned EPL materials to students while the school's library collection is still being built.



1,900 
children reached through
SRC and children's programs
at eplGO, the Stollery and
campus daycares (Mar – Nov)

HOWDY PARTNER

EPL continued to foster new partnerships across the city to offer programs and services to meet customer needs. Partners included the Edmonton Bereavement Centre, Alberta Health Services' Healthy Aging Resource Team, Catholic Social Services and BGS Career and Corporate Development.

The Library also signed a Memorandum of Understanding with the University of Alberta's Department of Computing Science and their Humanities Computing Program to develop EPL's Centennial Time Map website.

13,692,229
library visits

OUR CUSTOMERS



MEMBERSHIP KEEPS GROWING

For the first time, students at two Edmonton universities are able to use their institutional library cards to access all the services and collections available at EPL. A three-day membership blitz at both campuses in September netted over 1,200 first-time L-Pass activations at MacEwan University and nearly 6,300 new activations at the University of

Alberta. Alongside this added convenience for students, all EPL customers were able to register for a membership online beginning in March.

7,500+ NEW L-PASS
ACTIVATIONS

THE PLACE FOR EARLY LITERACY

The popularity of early literacy programs like Sing, Sign, Laugh and Learn, Family Storytime, Daddy and Baby Time, Langue de mon Coeur and Baby Laptime continued to grow. Due to overwhelming demand, EPL began offering early literacy programs during evenings and weekends at all branches and no longer required pre-registration. The Edmonton Catholic School District also translated EPL's award-winning Welcome Baby package into French, Vietnamese, Tagalog, Chinese and Spanish.



EVERYONE'S eSHOP

EPL continued to enhance its already massive digital content collection in response to growing customer demand for eBooks, eAudiobooks, eMusic, eMagazines, databases and more. Newly added digital content include OneClick Digital's eAudiobook collection of over 4,600 titles, EBSCOhost (5,200+ non-fiction eBooks), National Geographic Online (1888 to present) and Muzzy Online (children's language learning database) among others. EPL also joined the ReadersFirst initiative – a coordinated movement of 192 library systems

across North America to improve eBook access and services for public library users – while extending its eReader lending program to all branches, making 120 Sony Wi-Fi Readers available system wide.

4,846,547
items in EPL's
eCollection

IT'S A DIGITAL WORLD WE LIVE IN

In response to budding demand for digital content, EPL introduced several new pilot programs aimed at improving everyone's digital literacy. Many programs focused on the use of the popular iPad, including iPad Fun for Beginners/Kids/Teens and Puppet Mania on Your iPad, while others incorporated everyday gadgets like smartphones, digital cameras, eReaders and more.

Digital literacy programs also included 815 scheduled and 318 "on the spot" adult internet training sessions and 32 youth internet training sessions.

396%

increase in digital literacy program attendance



GET IT SOONER

Efforts to get materials into the hands of customers sooner were improved with the elimination of magazine renewals, giving these often time-sensitive items the broadest circulation among interested customers. The time allotted for customers to pick up holds was also reduced to seven days from ten, allowing the next person in line to get his/her reserved items sooner.

SOCIAL BUTTERFLIES

EPL continued to use its social media presence to reach customers and share information. The library's Twitter followers neared 15,000 making it the most followed public library in Canada, while EPL's Facebook page also reached 5,000 likes.

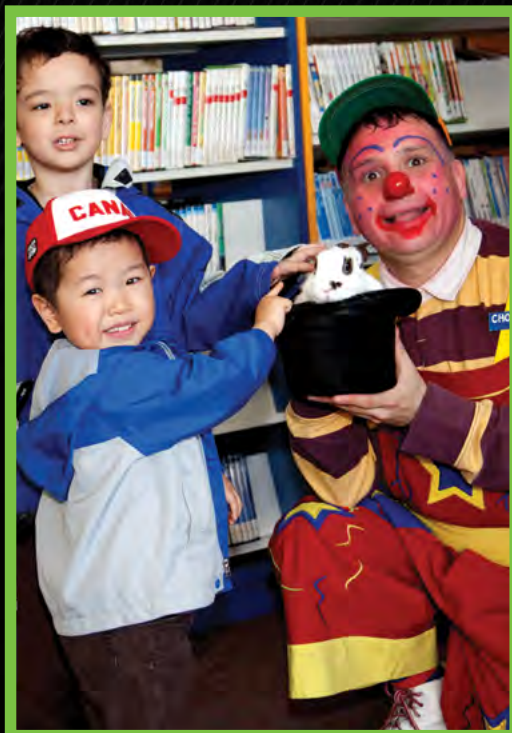
Through Twitter and Facebook, discussions on EPL's programs, events and resources are continually re-tweeted, commented on and shared. New features like EPL Picks – staff recommendations shared online – have increased holds and discussions with customers.

15,000

TWITTER FOLLOWERS

5,000

FACEBOOK LIKES



HONORING ABORIGINAL CULTURE

EPL celebrated the culture and contributions of Aboriginal Peoples in Canada during National Aboriginal History Month in June with a downtown art exhibit and traditional Aboriginal storytelling, flute playing, dancing and craft activities at branches across the city. Celebrations were highlighted with a Powwow dance led by Adrian LaChance and the Running Thunder Dancers at the Mill Woods Town Centre.



TAKE IT OUTSIDE



The library's second annual EPL Squared outdoor book sale and library festival in September was a hit with customers of all ages. An estimated 2,000 people joined EPL staff at Sir Winston Churchill Square for a full day of fun and entertainment showcasing the diversity of activities and resources to be discovered at the library. Proceeds from the ever-popular Books2Buy outdoor book sale supported the proposed Calder Branch.

GREAT CUSTOMER SERVICE

Results of a secret shopper study at the library conducted by a third-party indicated that EPL's customer service was rated highly. Not to rest on its laurels however, EPL's goal is to provide even better customer service. A comprehensive training program is underway and various other strategies have been introduced to ensure library staff find different ways to say 'hi' and 'yes'.

2,266,394
questions
answered



OPEN SPACES



TRANSFORMING EDMONTON'S DOWNTOWN CORE

Now in its second year, the Safe Communities Innovation Fund program – financed by the Province of Alberta – has had a positive impact on Edmonton's downtown community, including:

- Meaningful life changes seen in the clients of EPL's outreach program.
- A downward trend in the occurrence of crimes in the city's downtown core.
- Increase in program attendance, particularly the Friends of Milner program which attracts about 40 people every month.
- Nearly half of EPL staff participated in Non-Violent Crisis Intervention training providing basic principles and techniques in early intervention of managing disruptive behavior.



Every
3 seconds
someone borrows
an item from EPL

FIND IT FAST

Finding what you're looking for gets a whole lot easier for customers with the completion of EPL's signage and wayfinding standards project and research conducted by its 21st Century Library Spaces Interns. Implementation of a consistent approach to signage began with the installation of exterior signs at branches across the city while colorful, new interior signage identifying the primary areas within each branch will be installed in 2013.

BOLD NEW SPACES

Across the city, construction is well underway to bring four iconic, new branches to life. Jasper Place and Highlands branches are being reimagined in their original locations while Clareview and Meadows branches will anchor two brand new City of Edmonton multi-purpose recreation centres. Both Jasper Place and Highlands branches – opening in 2013 – continued to serve customers in nearby temporary locations. Clareview and Meadows branches are expected to open in 2014. Interior renovations were also completed at the Stanley A. Milner Library. The facelift was spurred on by a new service delivery model that introduced a single customer service area with continued support for EPL's on-the-floor approach that provides greater staff presence. On the outside, a tender was also issued for schematic design of a revitalized exterior of EPL's flagship downtown branch. Tenders were also issued for schematic design of a new Calder Branch and construction of a new Mill Woods Branch.



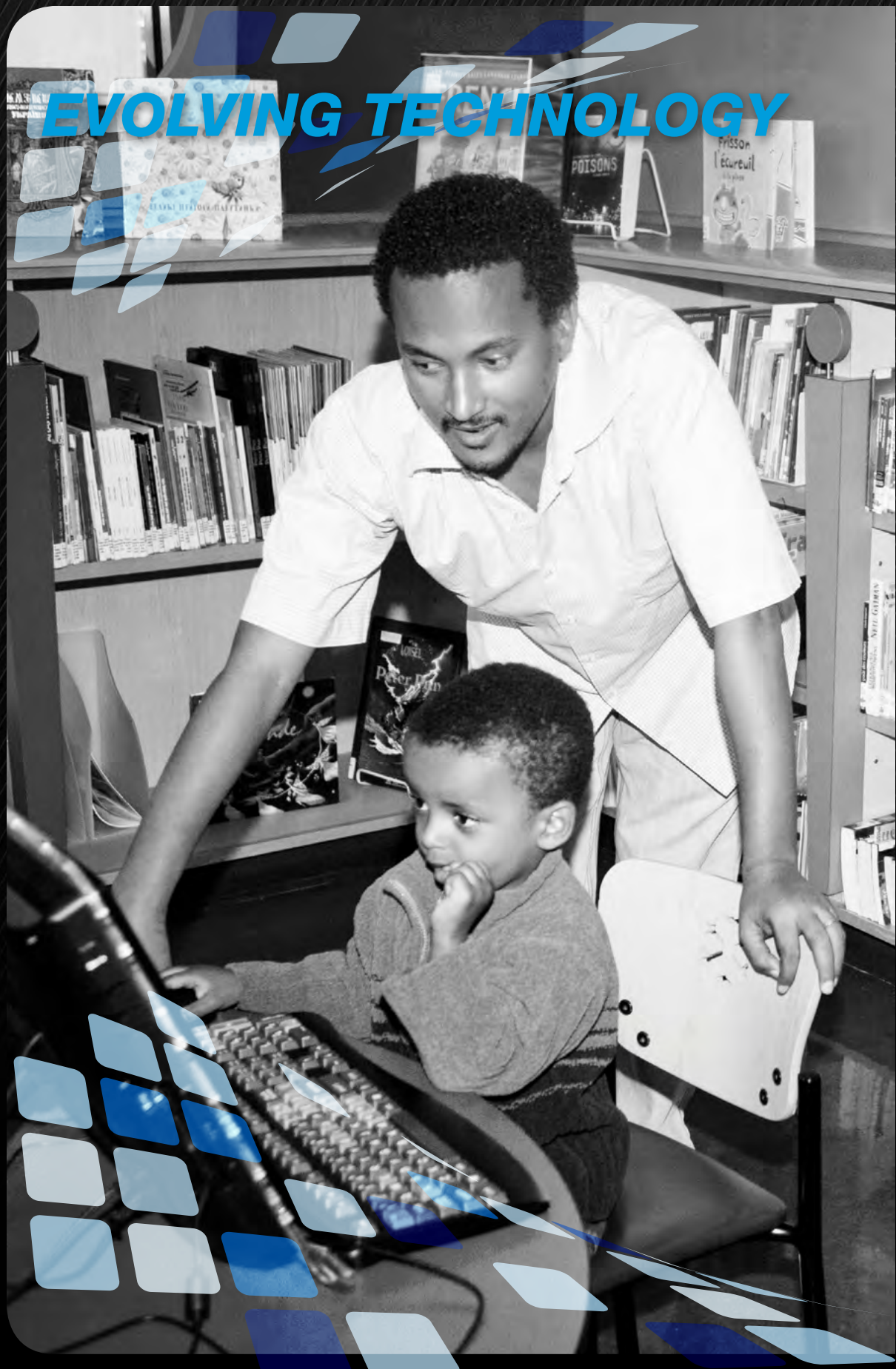
Rendering of new Jasper Place Branch



Rendering of new Highlands Branch



Rendering of new Meadows Branch



EVOLVING TECHNOLOGY

EPL ON-THE-GO

No matter where customers are, they can reach EPL. Mobile visits to epl.ca now account for 20 percent of all website visits, while the library's iPhone and Android mobile apps usage continue to grow. Within branches, the need to log in was also eliminated making customer Wi-Fi access easier.

20%
of all visits to epl.ca were
from mobile devices

YOUR HOME (OFFICE) AWAY FROM HOME

Keeping customers connected and productive at the library continued to be a priority for EPL in creating a digital workspace for the community, which included:

626,749
hours of
public
internet
usage

- A pilot scanning service at the Stanley A. Milner Library where customers can scan a document to a USB drive.
- Installation of Microsoft Office to all public computers in every branch.
- Laptop zones at Strathcona and Whitemud Crossing branches.
- Added power for mobile devices at seven branches.
- Three iPad kits for use in programs and staff training.



LIBRARIES WORKING TOGETHER

Partners in the Metro Edmonton Libraries Federation – EPL, Strathcona County Library, Fort Saskatchewan Public Library and St. Albert Public Library – are actively seeking ways to reduce barriers and increase customer access to materials and services, including the elimination of reciprocal borrower fees beginning March 2013.





A LEARNING CULTURE

HELPING OURSELVES TO HELP YOU

As technology changes, so too do the needs of our customers. In order to continue to help customers, staying on top of technology has become a priority for EPL. Based on a learning needs analysis, several instructional guides, videos and support materials were developed, along with hundreds of hours of professional development time, to build digital literacies among library staff.

13,440
customers visited EPL
on average each day



MAKE YOUR FAVOURITE PLACE YOUR WORKPLACE!



Efforts and strategies to attract and retain the best employees in a competitive job market were ramped up.

- Job ads and position descriptions were updated and revised to reflect EPL's fun and fresh approach.
- Taleo, an online recruitment system used by the City of Edmonton, was upgraded making it easier to apply for positions.
- EPL's Excellence Awards were announced in November. Four outstanding EPL staff members and one remarkable EPL team were recognized at this year's staff appreciation event.
- EPL's Knowledge Keepers, staff members with 15-45 years of continuous service, were recognized at a dedication lunch hosted by EPL's CEO and Executive Team.

LEARNING BY SHARING

Being a dynamic organization means sharing, and we do a lot of that at EPL. In 2012, almost 50 percent of permanent employees participated in a job shadow or job exchange, while internal instructors provided leadership development training for two of EPL's most well-regarded courses – Crucial Conversations and Leading From Any Position.

Once again EPL hosted its Leaders in Residence professional development program. The 2012 mentors were Melody Burton, Deputy University Librarian at the University of British Columbia/Chief Librarian at UBC (Okanagan) and Ken Haycock, Research Professor of Management and Organization, Marshall School of Business at the University of Southern California.



SERVICE EXCELLENCE



Councillor Don Iveson with wife, Sarah Chan, at EPL's Books2Eat Gala

KEEP IT SIMPLE...SUNSHINE

The K.I.S.S. principle was in full swing at the library as practices for customers and staff alike were simplified to provide more efficient and effective services. Based on customer research about library experiences, both in-person and online service improvements are being implemented, including:

- Simplified borrowing and membership policies and procedures.
- A new customer payment system which integrates and records customer payment information into one system, making payment processes more efficient and accurate.



GOING, GOING, GREEN

As part of the library's goal to reduce its environmental footprint, EPL's first Green Team was established to identify eco-friendly opportunities. Major initiatives included the purchase of a new fleet of vehicles that are 60 percent more fuel efficient than older models, renovations at five branches to enhance the efficiency of plumbing systems, and sustainable paper and copier toner purchasing practices.



IMPROVED STAFFING PRACTICES

EPL took several steps to meet current and emerging service needs of the library and the community.

- Increased the diversity of ways we deliver services.
- Created a Call-in Pool of former staff to address short-notice or emergency staffing needs.
- Selected a new staff scheduling software to allow more efficient and effective scheduling practices.

LEADING BY EXAMPLE

Members of EPL's Executive Team were praised for their dedication and library leadership roles.

- Linda Cook, Chief Executive Officer, received the Queen Elizabeth Diamond Jubilee Award presented by Alberta Premier Alison Redford.
- Pilar Martinez, Executive Director, received the Canadian Library Association's Ken Haycock Award for Promoting Librarianship.



Linda Cook with Premier Alison Redford and the Honourable Donald S. Ethell, Lieutenant Governor of Alberta

28,392 items
borrowed each day

FINDING NEW FUNDS

EPL examined ways to diversify its revenue sources to support sustainability including reinventing EPL's annual Books2Eat Gala as a kick-start to the library's Centennial celebrations.

The results were impressive as the Books2Eat Gala attracted over 400 guests and raised nearly \$140,000 in support of two Centennial initiatives – Literacy Vans and Welcome Baby in the Community. Revenue from grants and donations also reached \$539,000.



Mayor Stephen Mandel and Books2Eat Honourary Chair Ruth Kelly

DONORS (2012 Books2Eat fundraising gala)

\$5000 and above

Jack Agrios
Ann & John Dea
Steven & Day LePoole
Stanley A. Milner
The Dianne and Irving Kipnes Foundation

Keith & Cassie Williams
Carol Wilson
Cory Wosnack
Ralph & Gay Young
Gerry & Sharon Yuen

\$100 to \$499

John Agrios
Ghalib Ahmed
Halah Alhussaini
Tim & Susan Antoniak
Todd Babiak
Luis & Alexis Baptista
Annette & Fred Barth
Jane Batty
Carol Belanger
Pierre & Cecile Bergeron
Eva Mah Borsato
Carmelle Boston
Colleen Brennan
Bernice Briggs
Dan Bruha
Carolynne Bruha
Joyce Byrne
Jerri Cairns
C.H. William Cheung
Linda Cochrane
Maneesha Cote
Pemme Cunliffe
Satya Das
Raj Dhaliwal
Joseph & Karen Doucet
Jessica Duvold
Robin Everall
Stan C. Fisher
Millie Fouriner
Tami Friesen
Linda Garvin
Brian Gerdes
Vicki Giles
Tim & Sharon Grant
Paul & Win Greenwood
Glenn & Joanne Griener

\$1000 to \$4999

Bruce Bentley
Ellen Calabrese-Amrhein
Linda Cook
Dennis Denis
Gene Dub
Edmonton Airports
Kailash Jindal &
Kate Mackenzie
Joy Family
Bill Kelly
Celestine Montgomery
Al & Fran Olson
Eric & Elexis Schloss
Union 52 Benevolent Society
Yardstick Software Inc.

Krishna Gupta
Mavis Hahn
Louise Hayes
Ben Henderson
Joan Hertz
Shirley Heschuk
Gillian Horowitz
Ernie Ingles
Michael Janz
JGR Communications
Ruth Kelly
Gerald Kendal
Janice Kosak
Karen Leibovici
Donna Ludvigsen
Kathryn Luu
Alan Mabae
Maureen MacKay
Dave Majeski
Pilar Martinez
Jack McBain
John & Joan McDonald
Brent McDonough
Bruce McFadden
Dean & Mary Michailides
Reg Milley
Gastone Monai
Dave Mowat
James Muldowney
Doug Mulholland
Ronda Nedelec
Ron Norton
Simon & Lianna O'Byrne
Penny Omell
Dustin Ostrowerka
Brad Perkins
Michael Phair
Andeel Qureshi
Doug Ramsey
Namita & Jaggi Rao
Terry Reid
Jeff Reynolds
Carol Ritch

Mary-Jo Romaniuk
Jacques Romney
Lorna Rosen
Era Rowles
Morgan Russell &
Jasmine Matias
Barry & Maureen Schloss
Cheryl Seitz
Darren Steel
John Stelter
Sandra Tait
Neil Taylor
Brian Tiedemann
Wilfred Tiedemann
Eric Van Walsum
Renee Vanderwolf
Kim Wakefield
Lorne Warneke
Shelly Weinstein
Ross & Bernadette Welham
Doug & Kathy West
Susan West
Derek Wicks
Brian & Kelly Wiens
Tony Williams
Sandra Woitas
Sue Wolff
Richard Wong
Victoria Young
Zag Creative Group Inc.

Sponsors

EPCOR
National Oilwell Varco
Peller Estates
United Library Services
Vines Wine Merchants
3M
Alliance Ready
Mix Concrete
Gale Cengage Learning
Blanchett Neon
The Westin Edmonton

STATEMENT OF REVENUE AND EXPENDITURES

	2012	2011
City of Edmonton	\$30,945,897	\$29,738,457
Provincial Government	4,576,979	4,391,491
Federal Government	5,511	5,881
Fines and Charges	992,959	968,522
Annual Registration Fees	636,066	659,512
Other*	822,936	912,168
Funding for Library Capital Projects**	8,910,517	8,510,070
Total Revenue	\$46,890,865	\$45,186,101
Salaries, Wages and Benefits	\$28,411,453	\$27,011,346
Books and Library Materials	7,567,485	8,405,687
Building Operations	2,441,624	2,615,087
Utilities and Other	2,854,883	2,778,849
Material Goods and Supplies	1,467,368	1,428,316
Vehicles, Machinery and Equipment	1,188,191	1,467,052
Services	964,607	930,944
Total Expenditures	\$44,895,611	\$44,637,281
Excess Revenue Over Expenditures	\$1,995,254	\$548,820

Year ended December 31, 2012 (unaudited)

* Includes capital funding from grants and contributions

** Includes rentals, concession, interest earned, donations, and gain on disposal of capital assets

COLLECTIONS AND SERVICES

	2012	2011
In Person	4,905,881	5,303,482
Website	8,786,348	9,033,029
Total Visits to the Library⁽¹⁾	13,692,229	14,336,511
Adult	4,403,496	6,351,188
Juvenile	3,289,485	4,000,791
Electronic	286,416	130,736
Renewals	2,383,524	2,919,789
Total Items Borrowed⁽¹⁾	10,362,921	13,402,504
In-house collections use	1,301,100	1,290,050
Public internet use	1,108,119	1,088,291
Questions answered	2,266,394	1,450,316
Programs presented	12,172	10,935
Program attendance	282,702	251,624
Items purchased ⁽²⁾	324,525	327,230
Magazine subscriptions	2,317	4,000
Print, music and film collection	1,770,269	1,778,990
Digital collection ⁽³⁾	4,846,547	1,780,000
Number of databases	94	97
Population of Edmonton ⁽⁴⁾⁽⁵⁾	817,498	812,201
Number of libraries	17	17

(1) Decrease influenced by temporary closures of Highlands and Jasper Place branches

(2) Not including electronic materials

(3) Estimate of songs, videos, eBooks, eAudiobooks, magazines and newspapers in our collection

(4) 2012 population figures from City of Edmonton, 2012 Municipal Census

(5) 2011 population figures from Statistics Canada, 2011 Census of Population



Edmonton Public Library
7 Sir Winston Churchill Square
Edmonton, Alberta T5J 2V4

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epl.ca