

Spread the words.

2009 annual report



Quick Facts

17 NUMBER OF LIBRARIES

6,857 PROGRAMS PRESENTED

1,985,541 IN-HOUSE COLLECTIONS USE

1,787,995 QUESTIONS ANSWERED

372,065 ITEMS PURCHASED

2,020,998 TOTAL COLLECTION

12,014,589 ITEMS BORROWED

169,210 PROGRAM ATTENDANCE

782,439 POPULATION OF EDMONTON

1,235,151 PUBLIC INTERNET USE

14,123,814 VISITS TO THE LIBRARY

Spread the words.



Councillor Don Iveson

Message

Board Chair and Chief Executive Officer

As we take a final look at 2009 through these pages, we celebrate another outstanding year. The Edmonton Public Library (EPL) has evolved into more than just buildings filled with books. We are passionate about community, literacy, learning, entertainment and a sense of belonging. We are that welcoming and safe place to read, to learn, to be entertained and to share stories with friends and family. Through our community-led service philosophy we take our passion for sharing beyond our library walls, delivering programs and services where they are needed most and in partnership with schools, literacy organizations, newcomer associations and service agencies throughout the city. Whether in person or online, EPL is helping to shape, strengthen and positively influence how our society learns and grows.

EPL has reinvented library service in today's dynamic world of technology. As we leave the first decade of the 21st century behind, innovations such as digital and downloadable books, music and movies, Facebook, Twitter, iPod, Xbox, Wii and the Sony eReader, have changed the way we all - young and old - interact and share information, how we read and listen to music and what we do for entertainment. EPL's newest databases allow customers to access and download the world's music, books and newspapers online, anytime. EPL video games are always in high demand and have been integrated into programming. We are now part of Edmonton's social networking landscape, with thousands of fans and followers tracking EPL's every move.

In 2009, EPL saw an astonishing 23 per cent increase in the number of items borrowed. We expanded hours of service to ensure better access to the Library and all our resources, celebrated the grand opening of our 17th branch – ePIGO – inside Cameron Library on the University of Alberta campus and launched a new social-networking-inspired catalogue. Looking ahead, we are excited about the opportunities in our future. Major changes are in store for Jasper Place, Abbottsfield, Highlands and Mill Woods branches, while new branches in Clareview and The Meadows are being planned as part of multi-purpose facilities with the City of Edmonton.

None of this would be possible without the financial support of Edmonton City Council, increased funding from the Province of Alberta, guidance from our Board of Trustees, tireless effort from the Friends of EPL, generosity of our donors and of course, our dedicated staff and wonderful customers. We hope you enjoy this review of the Library in 2009, and we look forward to collaborating with the community to make the next decade even more successful.



Joan Welch
Chair, Board of Trustees



Linda C. Cook
Chief Executive Officer

2009 Board of Trustees

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

Ms Joan Welch, Chair
Mr. Brent McDonough, Vice-Chair
Dr. Stan Blade
Mr. Roger R. Breault
Mrs. Ellen Calabrese-Amrhein
Councillor Don Iveson
Mr. Michael Janz
Ms Karen Lynch
Mr. Colin W.J. Minor
Dr. Carol Suddards

Partnering with the Community

“I have been the user of more than 15 public libraries over the years... within Canada, the US and overseas. The EPL is tops in my opinion.”

Multicultural Edmontonians and Newcomers

EPL and the Edmonton Multicultural Health Brokers formalized their partnership in November during a multicultural celebration at the Stanley A. Milner Library that included singing, storytelling and drumming, followed by the official signing of a Memorandum of Understanding. Both organizations share a common belief in social responsibility through community dialogue and development, which led to a series of focus group discussions between the Library and various multicultural communities to better understand their library needs.

With funding from Citizenship and Immigration Canada and a new partnership with Edmonton Immigration Services Association, the Library Settlement Practitioner Program has become one of the touchstones to connect with newcomers. EPL's Settlement Practitioner worked with more than 500 clients at the Stanley A. Milner Library, Mill Woods branch and Londonderry branch, collaborating with EPL staff to develop library services and programs that addressed newcomers' specific needs.



EPL and Multicultural Health Brokers official partnership signing

Centre for Family Literacy

Helping parents and caregivers develop literacy skills in babies, toddlers and preschoolers touches the very core of what EPL does. EPL continued to develop early literacy programs for our youngest customers, some of these in partnership with the Centre for Family Literacy. For example, the Books for Babies program encourages parents to share books with their infants and Rhymes That Bind promotes oral language development in infants and toddlers.

Connecting with Students at the U of A

In only its second year, L-Pass memberships grew by 58 per cent as a result of a membership drive promotion during the “2009 Week of Welcome” at the University of Alberta’s Butterdome. The L-Pass gives U of A students access to all services currently available to any EPL card holder, including online resources, holds, books, magazines and more at all 17 EPL locations. This includes eplGO, located inside Cameron Library on the U of A campus, which had its official grand opening in March.

Working Together with Schools

With common goals of promoting reading, literacy and learning, EPL continued to work with both the Edmonton Public School Board and the Edmonton Catholic School District to enhance the school library card program. Total participation in the program increased by 248 per cent to nearly 12,500 students enrolled in the program and they borrowed 134 per cent more items than last year.



Grand opening of eplGO

Summer Programmers

For a second straight year, 20 passionate summer programmers took the Library outdoors to the City of Edmonton *Green Shack Program*, area Boys and Girls Clubs, playgrounds and daycares, presenting early literacy programs, children's storytimes, puppet shows and craft programs.

Great Neighborhoods

EPL became a member of the City of Edmonton's *Great Neighbourhoods Steering Committee*. Together with representatives from every City department and the Edmonton Police Service, the *Great Neighbourhoods* initiative seeks to improve the quality of life for citizens by working together to foster the development of more vibrant, equitable and sustainable neighbourhoods.

Community Librarians

Reinforcing EPL's commitment to a community-led service philosophy, 17 community librarians continue to make significant strides in connecting to our community, breaking down barriers, moving the Library outside our walls and providing the most responsive and relevant services, programs and collections. Relationships are being strengthened with agencies and organizations around the city to ensure library services meet community needs.



Marian Enow (centre), Community Librarian, with Multicultural seniors from Action for Healthy Communities.

Reaching Out to Youth in the Downtown Core

Twice weekly, YMCA youth workers reach out to young people in the Library, developing relationships and informing them about programming at their new downtown facility. The City of Edmonton's Community Services staff offered drop-in programs for youth at the Library, which included cooking, meal planning, physical fitness and gaming. Inner City High School began drop-in programming at the Stanley A. Milner Library with a focus on arts and self-expression.



“I’m delighted to be back and a member of such a good library system again and to receive such excellent service each time I need it.”

Making it Easy

“I really like the standardized new hours. I’m now able to bring the kids after work on any evening instead of just one or two or missing the opportunity entirely.”

Open Longer to Serve You Better

In mid-year, EPL expanded service hours to ensure customers had better access to all the great resources, services and programs available at the Library. Seven branches added anywhere from three to 16 additional hours per location to bring libraries across the city to a minimum of 60 hours of service per week. The doors were also open at 16 EPL branches as parents and children enjoyed fun activities together on Family Day – an increase from only five locations in the previous year.



Val Dunham, Circulation Assistant

Help Yourself

Customers embraced EPL's fast and easy self-serve check-out/check-in options as well as the convenient online payment service. On average, customers chose to use Radio-Frequency Identification (RFID) express check-out stations 77 per cent of the time, while at four branches, over 80 per cent of items were checked out through the express check-out stations. At EPL's five largest branches, more than 50 per cent of returned items were handled by automated check-in and sorting equipment giving staff more time to answer customer questions and to deliver programs. Many customers also began to renew memberships and pay late fees using the convenient and secure payment option through EPL's website.

Floating Collections and Paperbacks

EPL's "floating collections" were fully implemented by the end of the year with the addition of comic books, adult and kids' CDs, and adult and kids' books. Books, music and films are now put back on the shelf, where they are returned instead of being sent back to their home location. This helps items get back on shelves faster, refreshes selection for customers who regularly browse library shelves and reduces handling of library materials. In addition, paperback titles can now be found in the catalogue, allowing customers to easily find what they want to read.

Customer Service for the Hearing Impaired

EPL enhanced services for our hearing impaired customers by adding the NexTalk accessible telecommunication solution. Deaf and hard-of-hearing customers, who use special terminals known as teletypes (TTYs) to make "text calls" over standard phone lines, can now converse with EPL staff who respond using the keyboards at their computer work stations.



Liseite Guerra, Circulation Assistant



Staying Connected

A New Catalogue

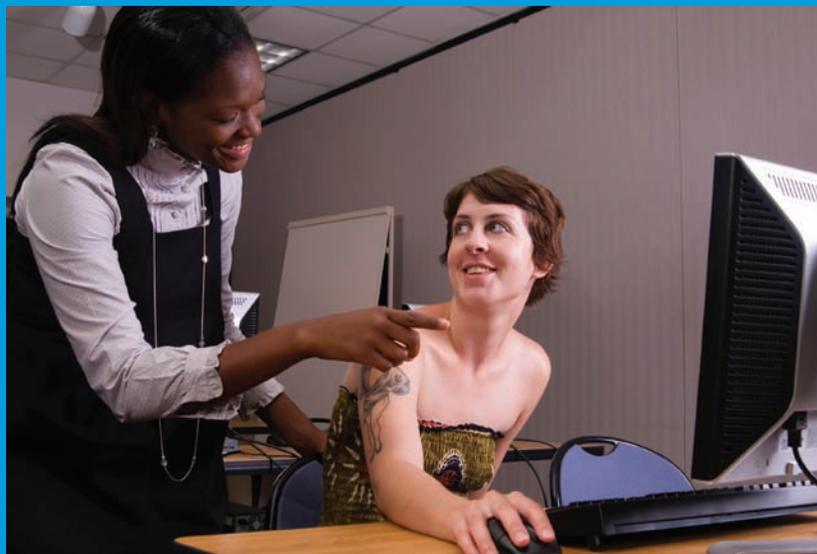
In the fall, EPL launched an innovative social-networking-inspired catalogue to make finding library materials easier, faster, more intuitive and a lot more fun. The new catalogue – jointly funded by EPL and the Alberta Public Library Electronic Network (APLEN) – offers customers improved features and functionality in a more user-friendly environment designed to help connect users with common interests. Customers can now share ratings and opinions with other users in Edmonton and across Canada or follow other users with similar interests and reading, viewing or listening preferences to get recommendations.

Social Networking

Social networking sites such as Facebook and Twitter allowed EPL to connect with customers and relay relevant information about programs and services in ways that were not possible even just five years ago. Throughout the year, well over 1,200 Facebook fans and 1,100 Twitter followers tracked everyday events, comments and observations about the Edmonton Public Library.

Cybercamps

Through Industry Canada's Community Access Youth Intern program and the efforts of Library staff, teens and adults at the Stanley A. Milner Library received one-on-one and group instruction in Internet searching, email and social networking at a series of 'cybercamps'.



Video Games

EPL officially announced its video game offerings in early 2009, and the collection has quickly grown to several hundred titles for the three most popular gaming consoles: Xbox 360, Wii and PlayStation. Several branches offered programs incorporating virtual games like Wii bowling, golf, tennis and other sports aimed at children, teens and older adults alike to encourage socialization, physical exercise and cognitive stimulation.

Digital and Downloadable

EPL's online library got bigger and better with more materials and a wider variety of digital formats from which to choose. Audiobooks, eBooks, music and videos can now be downloaded onto the most popular mobile devices, including iPods, iPhones, BlackBerries, Sony eReaders, MP3 players and laptop computers. New music services like Naxos, Alexander Street and Smithsonian Global Sound were added during the year, ensuring the range and diversity of the digital collection meet everyone's taste.

Computer Training

Social software, email and basic computer and searching skills training took place in EPL branches, the EPL training room, in one-on-one settings and with outside organizations such as the Bissell Centre's *Strengthening Our Spirit* and *Women's Pre-Employment Programs*, the Welcome Centre for Immigrants, and the Native Healing Centre.



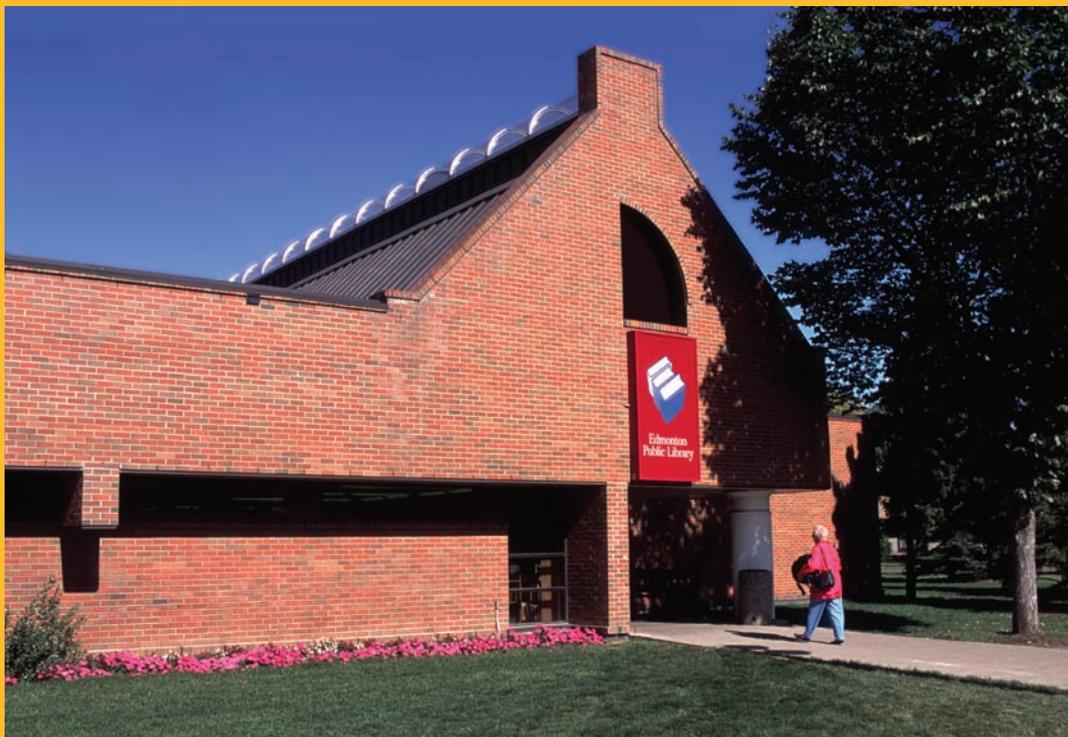
Growth and Renewal

Penny McKee - Abbottsfield and Highlands

Plans were announced to move the Penny McKee - Abbottsfield Branch to a nearby site on 118 Avenue, allowing for a much needed expansion. Plans for an expansion, major renovation, increased accessibility and improved parking at the Highlands Branch were also announced.

Jasper Place

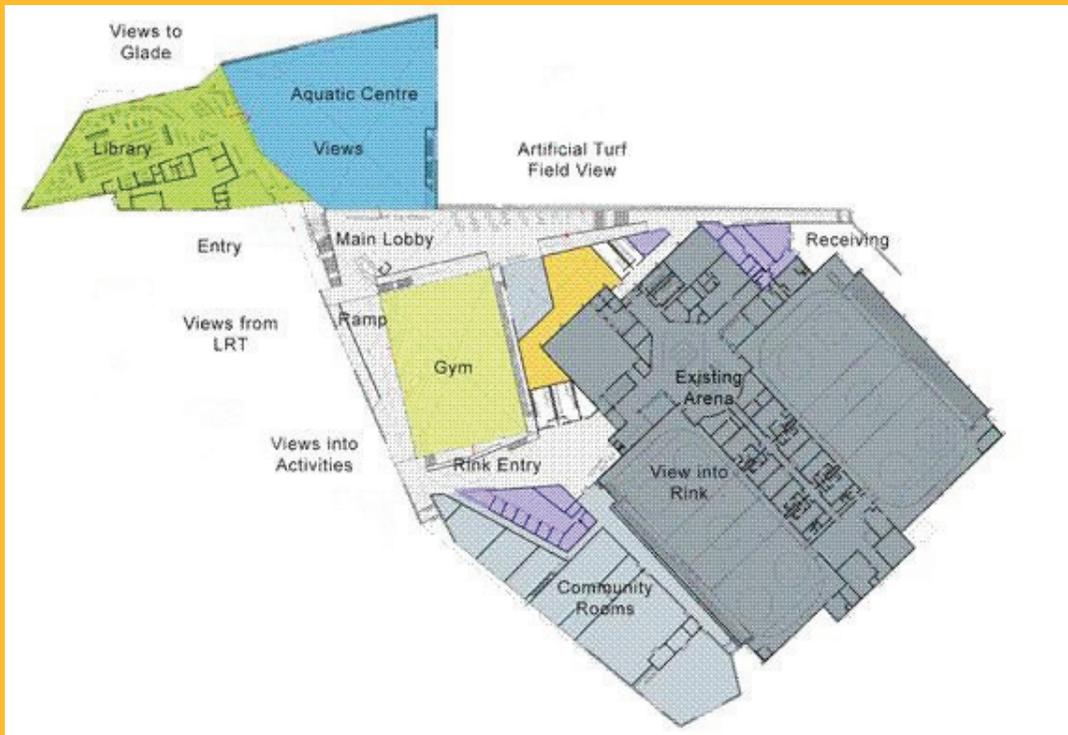
Twenty-one years after its last renovation, design work to replace the Jasper Place Branch got underway. The expanded library will be re-built on its existing location and have an extra 4,000 square feet with improved parking.



Current Jasper Place Branch

Clareview and The Meadows

With the growth in Edmonton's northeast and southeast quadrants, planning began for the construction of two new branches in Clareview and The Meadows. These new locations will be built as part of two City of Edmonton multi-purpose facilities featuring indoor swimming pools, skating arenas, and gymnasiums, along with outdoor sports fields.



Site plan for new Clareview Branch

“I learn so much about the world through EPL and just wanted to make sure y’all know you’re appreciated.”

Everyone is Welcome

Multicultural Connections

Showcasing EPL's role as a welcoming and relevant place for new Canadians, the Library hosted a Canadian citizenship ceremony at the Stanley A. Milner Library – the first time this has taken place at an EPL branch. Madame Judge Sonia Bitar presided over the ceremony and administered the Oath of Citizenship to 30 candidates taking their final step toward becoming Canadian citizens.

Many new Canadians use the Library regularly to practise their English skills, to help maintain their mother tongue, and even to learn an entirely new language. EPL's *English Language Learning* and *World Languages Collections* have grown by over 86 per cent since 2006. Titles in 25 languages are now available through the catalogue, with the 2009 additions of Oromo and Turkish.

Safe Harbour: Respect for All

All EPL locations received *Safe Harbour: Respect for All* designations after system-wide staff training. *Safe Harbour* is a national diversity initiative that fosters opportunities for organizations to create safer, more welcoming environments for customers and employees alike, by supporting a diverse workplace and standing up against racism and hatred. The *Safe Harbour* window decal can be seen at library locations across the city, reinforcing EPL's reputation as a safe and welcoming place for everyone.



Citizenship ceremony at Stanley A. Milner Library



Seniors

Seniors attended Spring and Remembrance Day teas at library locations throughout the city, as well as information sessions on elder abuse, government programs for seniors and the Lamplighters Program, which encourages community partners to watch out for seniors who may be at risk and may require help. The Library also hosted a writing workshop and film screening for the second Creative Age festival.

Aboriginal Services

EPL continued to enhance the collection of materials by and about Aboriginal peoples. While all 17 branches carry Aboriginal materials, 11 branches have dedicated areas that celebrate the arts, literature and culture of the Aboriginal community and include CDs, DVDs, children's materials, fiction and non-fiction materials, as well as Aboriginal language collections. The Library kicked off a full week of National Aboriginal Day celebrations across Edmonton with the official unveiling of the Aboriginal Collection, featuring a Pipe Ceremony led by Elder Jerry Wood, an opening song by the Amiskwaciy Academy Drummers with Elder Francis Whiskeyjack, and performances by poet Marilyn Dumont and Inuit throat singers Olooraik.

Introductory Cree conversational classes started this year with the help of a Cree language teacher, Charles MacLeod. These classes proved to be extremely popular for people wanting a refresher course in the Cree language, as well as for individuals interested in learning a new language altogether.

To help ensure Aboriginal cultures are reflected in EPL's collections, programs and services, the Library continually seeks advice and recommendations about library services to Aboriginal peoples from the Aboriginal Advisory Group, comprised of one Elder and members of the Aboriginal community.



Aboriginal Advisory Group. Standing: Mary Jane Bisland, Clive Maishment. Sitting: Larisa Kreider, Gisele Wood, Jacqueline Fayant. Missing: Marilyn Dumont, Miranda Jimmy, Maggie Mercredi, Laura Morin.

Reading and Writing

Experimental Novel

In support of Alberta Arts Days, EPL created a simple, fun and interactive way for all Albertans to participate in the weekend-long celebration by developing an online communal story writing project to which anyone could contribute. EPL's Experimental Novel received more than 400 Twitter-like contributions for a total of nearly 55,000 characters posted. In collaboration with the Writers Guild of Alberta, EPL also recruited David Brundage, author, playwright and professor of English at Athabasca University, to help moderate and facilitate the development and editing of the Experimental Novel each night.

Alberta Readers' Choice Award

Partnering with the Book Publishers Association of Alberta, EPL announced its \$10,000 sponsorship of the new Alberta Readers' Choice Award, designed to promote the works of Alberta authors and publishers and encourage the reading public to support books published in Alberta. This prize, whose dollar value rivals other Canadian literary awards, will be given to a work of adult fiction or narrative non-fiction published by an Alberta-based publishing house, with the top book being determined through a public vote.

Reading Buddies

A new program, *Reading Buddies*, was successfully piloted over the summer. The program provided the opportunity for high school students to volunteer their time and enthusiasm to mentor students in grades 1 to 4. *Reading Buddies* promotes the joy of reading at an early age through one-on-one reading and literacy-centred interactive games.



Honourable Ray Danyluk, Minister of Municipal Affairs contributes to the Experimental Novel



Writers in Residence / Exile

EPL welcomed playwright Conni Massing as Writer in Residence. She provided a valuable connection to the writing community by hosting a monthly “Writer’s Corner” program bringing together writers of all abilities to talk about their writing, listen to guest speakers and support and encourage each other.

The year also saw Sheng Xue become Edmonton’s third Writer in Exile. A member of PEN Canada’s Writer in Exile Program and the Independent Chinese PEN Center, she will provide services to immigrant writers in Edmonton during her term. Xue came to Canada following the Tiananmen Square massacre in 1989.

Poet Laureate

Ramping up support for the literary arts, EPL, together with the City of Edmonton and the Edmonton Arts Council named hip-hop artist Roland Pemberton (a.k.a. Cadence Weapon) Edmonton’s third poet laureate. He serves as the City’s literary ambassador by chronicling city events and happenings with his unique poetic style. The laureate’s two-year term officially began on Canada Day.



Mayor Stephen Mandel and Roland Pemberton

Funding the Library

Increased Provincial Support

In April, the provincial government announced a 39 per cent funding increase for public libraries representing \$1 million in additional funding for EPL. These funds allowed EPL to expand hours of service, redesign service desks and upgrade the Milner theatre and meeting rooms.

Friends of the Library

With great support from the Friends of the Library, EPL hosted three Books2Buy sales which generated a net profit of over \$48,000. The Friends of the Library contributed nearly 2,300 hours of volunteer time sorting books, organizing the book sales and coordinating volunteers, along with almost 500 hours of administrative time. They also made a large contribution to each branch by donating funds towards the purchase of LCD screens for every location. These screens have been a high impact method of informing customers about upcoming programs both at a specific branch and at locations city-wide.

Municipal Support

EPL continues to benefit from strong support from City Council. Significant capital funding was approved to allow the Library to not only rehabilitate existing branches, but also expand services into new communities, such as The Meadows.



Premier Ed Stelmach announces increased provincial funding



Edmonton City Council

Edmonton Arts Council

Working with a \$10,000 grant from the Edmonton Arts Council, EPL and local artist Margie Davidson celebrated Edmonton's cultural diversity with the unveiling of a new work of art. Davidson's unique fibre art triptych, *Stories I've Been Told*, interprets the experiences of new immigrants through colour, texture and symbols.

Raise-a-Reader Day

EPL once again took part in CanWest's national Raise-a-Reader Day on September 23 by selling copies of the *Edmonton Journal* at all branch locations and in the downtown core. Raise-a-Reader Day aims to raise awareness of Edmonton's children's literacy programs and needs. Approximately \$16,000 was received through this initiative helping to fund the Library's early literacy programs.

Books2Eat Gala Fundraiser

The 4th Annual Books2Eat Gala once again united literary and culinary worlds, as local chefs showcased their talents through edible book creations. Guests were treated to an evening of food, wine, music, as well as an amazing selection of silent auction items. Proceeds from the event went towards the purchase of books and materials for the new Clareview Branch, which is expected to open in 2012.



Stories I've Been Told by Margie Davidson



Linda C. Cook, Edmonton Oilers Captain Ethan Moreau and Books2Eat Chair Kathy Grieve

Stats

Statement of Revenue and Expenses

	2009	2008
City of Edmonton	26,922,000	\$23,007,971
Province of Alberta	4,338,011	3,301,157
Fines and Charges	1,034,269	972,884
Annual Registration Fees	730,271	683,265
Other	603,243	1,070,152
Funding for Library Capital Projects	10,063,261	11,166,916
] Grants	
Total Revenues	43,691,055	40,202,345
Salaries and Benefits	24,028,721	21,649,698
Books and Library Materials (Subscriptions and Licenses)	970,974	910,623
Maintenance of Properties	3,864,093	3,162,322
Supplies	2,325,456	2,336,088
Property and Equipment Rentals	1,478,944	1,607,592
Amortization of Tangible Capital Assets	9,134,938	8,073,606
Total Expenses	41,803,126	37,739,929
Excess of Revenue Over Expenses	\$1,887,929*	\$ 2,462,416

For the year ending December 31, 2009, with comparative figures for 2008

*Committed for Capital Projects

Collections and Services

	2009	2008
<i>In person</i>	5,623,814	5,494,912
<i>Website</i>	8,500,000	8,000,000
Total visits to the library	14,123,814	13,494,912
<i>Adult</i>	6,226,339	5,131,921
<i>Juvenile</i>	3,900,543	3,027,065
<i>Web renewals</i>	1,804,919	1,557,029
<i>Telephone renewals</i>	82,788	71,686
Total items borrowed	12,014,589	9,787,701
In-house collections use	1,985,541	1,623,500
Public internet use	1,235,151	1,083,326
Questions answered	1,787,995	2,089,400
Programs presented	6,857	5,264
Program attendance	169,210	146,742
Items purchased	372,065	390,296
Magazine subscriptions	4,035	2,950
Total collection	2,020,998	1,990,732
Number of databases	107	97
Population of Edmonton*	782,439	754,412
Number of libraries	17	17

*City of Edmonton, 2009 Municipal Census

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