

# 2017



EXPLORE ▶

# ANNUAL REPORT

# MESSAGE FROM THE DIRECTOR

**Melissa Legacy - Library Director/CEO**

2017 was an exciting year that saw many new tech initiatives and new community partnerships. Being a good community partner is very important to us.

One of the goals of our strategic plan is to work outside our walls and build strong community partnerships. We introduced a new position to focus on digital initiatives and to assist with outreach to our schools and communities.

We collaborated with a number of community groups including the Bruce County Museum and Cultural Centre providing free museum passes.

We collaborated with Bruce County Business Development staff to offer business-training workshops in a number of library branches. We plan to work on even more partnerships in the coming year!





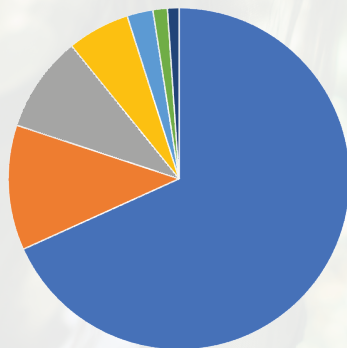
# 2017 BY THE NUMBERS

428,736 physical items circulated  
61,834 digital items were checked out  
28,319 library card holders  
1,545 programs were offered  
16,897 people attended library programs  
238,901 website and online catalogue visits  
Over 87,000 Internet sessions on library computers

## 2017 Expenditures

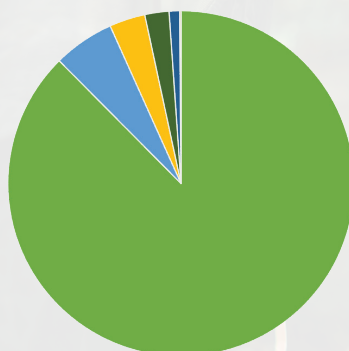
**Total Budget: \$3,204,478**

Wages and benefits - 75%  
Capital (includes books, DVDs,  
and audio books) - 13%  
Branch rent - 10%  
Materials and services - 6.5%  
Facility costs - 2.7%  
Contract services - 1.5%  
Staff training and travel - 1.2%



## 2017 Sources of Funding

County of Bruce - 89%  
Ministry of Tourism and  
Culture - 5.8%  
Reserve funds  
(operating and capital) - 3.4%  
Fees and services revenue - 2.3%  
Other provincial funding - 1%  
Donations - 0.12%



# 2017 HIGHLIGHTS

In 2014 when we were preparing our strategic plan, we held a number of community consultations to hear what people wanted from their local library. We want to let you know what we have accomplished so far.

## HATCH Donation

A \$3,500 donation from the nuclear engineering firm HATCH allowed us to purchase Dot and Dash robots to encourage fun and learning with STEM (science, technology, engineering, math) programming.



## AWE Stations

In 2017 we added new early literacy stations to our Kincardine, Wiarton, & Walkerton Branches. These stations include educational games for children without being connected to the internet.





# Accreditation

In 2017 we were officially accredited by the Ontario Public Library Guidelines Monitoring and Accreditation Council.

The Ontario Public Library Guidelines were developed by the library community to help improve the quality of public library service across the province. This is a significant accomplishment for the library as we spent two years preparing our system and branches for the audit.

All Ontarians, regardless of where in Ontario they live and work, have a right to public library service that meets basic, widely accepted norms of library practice and service.



# WHAT WE'RE WORKING ON

Becoming a hub where community groups across Bruce County come together and to host creative events for people of all ages to explore & connect.

## Change the way patrons access the library:

We provide a virtual library through our online book and audiobook collections, various learning databases, various links to community information and children's educational games. We are always looking for ways to expand what we currently offer. This is assessed annually.

Library hours are assessed annually during the budgeting process. When an opportunity for a change to branch hours presents itself we do make small changes.

The mobile circulation app is used at outreach events in the community to register members for cards and to check out items without having to visit a branch.

## Customer Survey

Our annual survey provides insight into customer service levels and highlights potential areas for improvement. We thank the library users who responded.

### Highlights

81% of respondents are happy with the library's external communications.

59% would consider our in-person customer service as being exceptional.

67% are very satisfied with the library overall.

After reviewing the survey responses, three areas were identified for improvement. Here are our action plans to address these issues:

#### **1. Improve marketing and communications**

Our action plan includes simplifying our advertisements and providing more regular updates to our social media. We have recently created a marketing strategy to be implemented in the second half of 2018.

#### **2. Improve the library website**

In 2019 we will launch a new website that highlights our programs and services.

#### **3. Improve audiobook collection**

We've increased the number of audiobooks purchased and are working on a plan to refresh our collection.





# THANK YOU!

## Friends of the Library

Chesley Friends of the Library  
Port Elgin Friends of the Library  
Sauble Beach Friends of the Library  
Tara Friends of the Library  
Tobermory Friends of the Library  
Wiarton Friends of the Library

## ABOUT US

### Board Members 2017

Mayor Mike Smith, Saugeen Shores  
Mayor David Inglis, Brockton  
Mayor Milt McIver, Northern Bruce Peninsula  
Warden Mitch Twolan  
Patricia Symon, Wiarton  
Mike Moszynski, Ripley  
Catherine Dickison, Brockton

### Bruce County Public Library Headquarters

1243 Mackenzie Rd.,  
Port Elgin, Ont. N0H 2C6  
Office Hours: 8:30am-4:30pm  
Monday - Friday  
519-832-6935  
[libraryinfo@brucecounty.on.ca](mailto:libraryinfo@brucecounty.on.ca)

### Library Branches

Cargill	519.366.9990
Chesley	519.363.2239
Kincardine	519.396.3289
Lion's Head	519.793.3844
Lucknow	519.528.3011
Mildmay	519.367.2814
Paisley	519.353.7225
Port Elgin	519.832.2201
Ripley	519.395.5919
Sauble Beach	519.422.1283
Southampton	519.797.3586
Tara	519.934.2626
Teeswater	519.392.6801
Tiverton	519.368.5655
Tobermory	519.596.2446
Walkerton	519.881.3240
Wiarton	519.534.2602