

Stratford Public Library

2015 annual report to the community



A Message from your Board Chair and CEO

In 2015, Stratford Public Library continued to show its value to the Stratford community through its services and achievements.

SPL has one of the highest use rates in the Province, with over 1 million uses last year alone, and an economic impact of \$7.48 for every dollar invested. The Library Board is proud to be overseeing such an important service in the City of Stratford.

Jeff Orr, SPL Board Chair



2015 was a great year for SPL, full of exciting changes to our physical building and our services. The staff continue to work very hard to continue to transform your library to meet your needs and we've been encouraged by the positive feedback we've received. We are looking forward to even more new and exciting changes in 2016!

As always, we love to hear from you. Please send any comments to askspl@pcin.on.ca.

Julia Merritt, CEO



Your Library Board 2014-2018

Jeff Orr, *Chair*
Danielle Ingram
Lorraine Butson
Dr. Kenneth Clarke
Brandi Gillett
Charlene Gordon

Lisa Grogan
Jack Groothuis
Marianne Hawley
Scott Mitchell
Bruce Whitaker

Impacts

Using the formula provided by the Martin Prosperity Institute at the University of Toronto Rotman School of Business, the Library's annual economic impact in the City of Stratford was calculated.

For every dollar invested in your library, **Stratford residents** receive **\$7.48** in value

The **return on investment** to the City of Stratford and its citizens is **648.2%**

SPL produces more than **\$14.91 million** annually in total economic impact on the City of Stratford



Stratford
PUBLIC LIBRARY

19 St. Andrew Street, Stratford www.stratford.library.on.ca askspl@pcin.on.ca

2015 By the Numbers

154,775+ Visits to the library

1,868 New library cards issued

13,500+ Reference questions answered

181,000+ Catalogue searches performed

1,750 Volunteer hours contributed

350,400+
checkouts

12%
digital

88%
physical

422,250+ social media impressions



2015 Highlights

- The **Children's Floor** was revitalized with reorganized spaces, updated furniture and a fresh new look.
- All children's **storytimes are now drop-in**. SPL storytimes now follows the American Library Association's Every Child Ready to Read curriculum, focusing on school readiness.
- **10 new parking spaces** on St. Andrew Street were added.
- The Summer Reading Club hosted many events **in the community**, partnering with the Stratford Municipal Airport, the Stratford Fire Department, the Local Community Food Centre, and Festival Marketplace.
- The 11-year old **Public Library On Wheels** van was replaced through community fundraising.
- SPL partnered with the Avon Maitland District School Board to offer **all students** a card and orientation to Library resources.
- SPL was nominated for the Minister's Award for Innovation for its collaborative "**Code-A-Character**" program with the University of Waterloo. (Ministry of Tourism, Culture & Sport)
- **Chromebook** computers were added to increase the number of public computers available for use in the Library.



Plans for 2016

- Redesigned **Adult program** launch featuring a variety of hands-on events and a celebration of our many wonderful local book clubs
- Creation of a **quiet study room** on the adult floor
- Refurbishment of the children's floor **programming room**
- Launch of a **Tech Tutor** program
- Expansion of **services for teens** ages 12+. Stay tuned for the chance to contribute your ideas!



Stratford
PUBLIC LIBRARY

19 St. Andrew Street, Stratford www.stratford.library.on.ca askspl@pcin.on.ca