

Stratford Public Library

REPORT to the COMMUNITY

2014



Our Mission

In February 2013, we proudly adopted our new mission statement for the library:

An equitable, safe and welcoming environment where anyone can **explore, learn, create and connect.**



Message from the Library Board Chair

This past year was a year of improvements with everyone working very hard to help improve our existing and new services,

including our new front desk which was installed to make the library much more user friendly for customers and employees. The new Library Board's term started in January 2015 and the Board is looking forward to 2015, starting with the exciting changes happening on the children's floor.

Jeff Orr, SPL Board Chair



Message from the CEO

2014 was a busy and successful year for SPL. Our customer service survey (September 2014) demonstrated that the

Library's efforts to turn its Strategic Plan into reality are making a significant difference to the quality of your experience at the Library. In particular, we received a great deal of positive feedback on the improvements to the physical library – and we're not finished yet! As always, we love to hear from our community. Please send any comments to askspl@pcin.on.ca.

Julia Merritt, CEO

2014 By the Numbers

- **314,328** items borrowed by SPL customers
- **92,037** items in SPL's collection
- **14,733** reference questions answered
- **9,099** active card holders
- **6,698** dvds in the SPL collection
- **3,131** items requested from libraries across Canada
- **2,014** people attended **81** TD Summer Reading Club programs/events
- **1,611** hours of volunteer time was contributed
- Over **143,579** in-person visits in 2014
- **700** deliveries to Home Library patrons
- **228,356** website visits
- **35,232** ebook and audiobook downloads
- Public Access computers were used **20,479** times
- **8,176** Wi-Fi connections made by library users
- **1,949** Twitter followers
- **1,159** Facebook "likes"

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2014 Highlights

- We extended our **opening hours** to be open year-round on Sundays and on Monday mornings
- We saw an improvement in **customer satisfaction** as indicated in our Customer Survey in September 2014
- We constructed an **accessible** service desk on the adult floor to serve you better
- We introduced **self checkout** to speed up the checkout process
- We created Youth and Adult **reading lounges** with comfortable seating and device charging stations
- We launched new **iPads** for Children and Youth
- We developed the **Xpress DVD collection** for faster access to the latest films
- We **simplified services** for easier access across the Perth County Information Network (PCIN)
- We introduced **Maker Culture** into our children's programs and outreach activities



Children playing a Banana Piano, made using a Makey Makey at Savour Stratford

Plans for 2015

- The **Children's Floor** will be revitalized with reorganized spaces, updated furniture and a fresh new look
- The Library will be hosting **more events in the community** with exciting partners
- All children's **storytimes are now drop-in**; come when you can!
- We are seeking feedback from the community on what types of experiences people want to find at the Library—look for new and exciting adult programming!
- Construction is planned for **additional parking** on St. Andrew Street in the summer of 2015! This may cause disruptions to your regular library access. Please stay tuned for additional information.

Join us on June 9 for the Winnifred Henderson Open House to celebrate the ongoing transformation of the children's and adult floors. Further details to be announced!

2015-2018 Library Board

Jeff Orr, *Chair*
Danielle Ingram, *City Council Representative*
Lorraine Butson
Dr. Kenneth Clarke
Brandi Gillett
Charlene Gordon
Lisa Grogan
Jack Groothuis
Marianne Hawley
Scott Mitchell
Bruce Whitaker

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