2018 ANNUAL REPORT

Waterloo PUBLIC LIBRARY

OUR AUDACIOUS GOAL

Our audacious goal is to be a transformational force in the development of Waterloo and its citizens.

OUR PURPOSE

Our purpose is to fulfill the multiple literacy needs of our community.

FROM OUR CEO

Looking back at WPL's accomplishments over the past year is always a highlight for me. Seeing the ways in which we embrace our role as a transformational force in our community brings me great pride in our staff. 2018 was certainly another wonderful year at WPL, with inspiring programs, services and events for all ages.

Over 50,000 people attended 1,570 programs, covering a wide variety of interests and topics. From family yoga to coding, an end-of-life planning series to an augmented reality sandbox, WPL offered something for everyone.

Our digital collections continue to see growth with a 27% increase in circulation and our library staff answered over 54,000 reference questions on a diverse range of subjects including reader's advisory and digital literacy. Our 188 dedicated volunteers contributed 5,041 hours of their time in helping make WPL the inclusive neighbourhood anchor that it is known to be.

Thank you to the Library Board whose leadership, commitment and involvement provides a solid foundation for our achievements.

Thank you to our library customers who tell us daily the ways in which WPL has impacted their lives. We are truly grateful for the opportunity to create endless possibilities in our community.

Laurie Clarke
CEO, Waterloo Public Library

FROM OUR BOARD CHAIR

2018 brought the approval of a new Strategic Plan (2018-2021), which thoughtfully builds upon the success and momentum of the previous strategic planning process (2014-2018). We continue to hold the audacious and overarching goal of 'being a transformational force in the development of Waterloo and its citizens' and we work to achieve this goal every day.

2018 was also a year of transformation for the board, as we said goodbye to three long-serving board members - Ian Gilchrist, Helen Kaluzny and Alison DeMuy– after completion of their appointments. Ian is a great champion for the WPL, leading the way by Chairing the Fundraising Committee and spearheading the successful After Hours @ The Library events. Helen is a former Chair of our board and acted as a key link for us at the SOLS table. Alison's system-level perspective of how the public library plays a role in a healthy and equitable community left an impact on all of us. Additionally, Councillor Angela Vieth wrapped up her four-year appointment as Council Liaison for the Waterloo Public Library. We thank these dedicated library supporters for their support and guidance, while serving on the library board.

I would like to thank Jude Doble (Vice-Chair), John Strong (Finance), S.S. Ahmad and Rachel Harder for their continued passion, and active advocacy for, the Waterloo Public Library.

I would like to thank our CEO, Laurie Clarke, for being an incredible leader and a wonderful person to work with. Your team continues to exceed our expectations of quality leadership and performance as they meet the diverse and emerging needs of our patrons.

I would like to thank Mayor Dave Jaworsky for his willingness to walk this winding road with us, on our way to a sustainably-funded four-branch library system.

Finally, we all owe a great deal of thanks to the citizens of Waterloo. We will continue to work hard for them and for their public library.

Karen Coviello
Chair, Waterloo Public Library Board

2018 LIBRARY BOARD

Karen Coviello, Chair
Jude Doble, Vice Chair
Ian Gilchrist, Fundraising Committee Chair
John Strong, Finance Committee Chair
Angela Vieth, City of Waterloo Councillor
S.S. Ahmad
Alison DeMuy
Rachel Harder
Helen Kaluzny

LIBRARY AS SPACE AND PLACE

GOAL The Waterloo Public Library will foster inclusion and understanding through the library's place in the public realm.

61,361 ACTIVE MEMBERS

1.5 MILLION+ ITEMS BORROWED

NEW MEMBERS
ADULTS: 7,096
CHILD: 1,652 ⬆12%

1,470,831 IN-PERSON & VIRTUAL VISITORS

THAT'S 4,400 VISITORS EVERY DAY

AN INCREASE OF 27% IN NEW CHILD CARDS AT THE MCCORMICK BRANCH

PROGRAMS & EVENTS YOU LOVED

- Writers' Workshops
- Historical Walking Tours
- Family Yoga in the Park
- Superhero Science
- Online Dating for Older Adults
- Book Clubs
- PD Day Special Events
- STEAM4Good
- Halloween Hackathon

1,570 CHILDREN'S & ADULT PROGRAMS ATTENDED BY 50,568 PEOPLE

19% INCREASE IN PROGRAM ATTENDEES

354,574 PC & WIRELESS SESSIONS ⬆21%

Summer Night Socials

YOU GOT SOCIAL AT WPL

A Picnic in the Park

Hipster Hoedown

Harry Potter Gaming Party

21 in UpTown Scavenger Hunt

WPL's "Summer Night Socials" were very popular with both adults and families, creating opportunities for gathering and celebrating.

Over 50,000 people of all ages attended WPL programs and events in 2018.

LIBRARY AS A CATALYST

GOAL

The Waterloo Public Library will spark connection, inspire collaboration and take literacy to the next level.

NEW @ WPL

- **A collection of books created for people with dementia, Alzheimer's or memory loss**
- **Pressbooks and Self-E for formatting self-published books in EPUB or for printing**
- **Road to IELTS (International English Language Testing System), an online language test preparation resource**

MORE PROGRAMS YOU LOVED

- Get Organized
- End-of-Life Planning Series
- RCITalks
- BabyPalooza
- Stranger Things Escape Room
- Unwind Your Mind for Students
- Waterloo Reads
- Adult Maker Programs
- High-Tech Jewelry Making

THANK YOU!

WATERLOO REGIONAL HERITAGE FOUNDATION & GOOD FOUNDATION INC.

We are very grateful to the Good Foundation Inc. and the Waterloo Regional Heritage Foundation for their generous funding of the Waterloo Public Library's Waterloo Chronicle newspaper digitization project.

Now, you can view Waterloo Chronicle articles ONLINE that go as far back as 1860!

Waterloo Public Library now has publications available digitally as far back as 1860!

Available publications include:

- Chronicle Telegraph
- County Chronicle
- Waterloo Chronicle

LIBRARY AS A CATALYST

SUMMER READING CLUB

YOU LOVE SUMMER READING CLUB!

2,273
KIDS REGISTERED

The number of kids who visited Summer Reading Club 5+ times

728

7,561

Elementary students were reached through in-library and outreach Class Visits

Summer Reading Club Party 2018!

273 TEENS & TWEENS PARTICIPATED IN THE TEEN SUMMER CHALLENGE

"OF COURSE, THE LIBRARY!"

GOAL The Waterloo Public Library and its staff will foster delight, creating a community narrative that declares "of course, the library!"

Introduced IN THE LOOP, WPL's new Programs & Events Guide

THANK YOU

188 VOLUNTEERS CONTRIBUTED 5,041 hours

LIBRARY SETTLEMENT PARTNERSHIP (LSP)

6 LSP staff are on site for 59 hours weekly across all 3 WPL locations
Settlement staff served 696 individuals including 125 families

LSP STAFF SPEAK 12 LANGUAGES AND HELPED CLIENTS FROM 70+ COUNTRIES

- Over 56 newcomer-focused programs attracted 800+ participants
- Over 600 people practiced their English language skills at the monthly Conversation Circles at the McCormick Branch (in partnership with YMCA Immigrant Services)

"OF COURSE, THE LIBRARY!"

SOCIAL MEDIA

Twitter Followers: 6,873 ↑12%

Flickr Views: 190, 363 ↑23%

Facebook Likes: 2,350 ↑34%

Meetup members: 959 ↑64%

Instagram

Followers: 1,519 ↑66%

Likes:12,414 ↑263%

More Books Please Blog

Visitors: 3,735 ↑32%

Page Views: 16,411 ↑12%

TECH CONNECT

138 customers made Tech Connect appointments and received one-on-one help with their specific digital needs from our Tech Connect experts.

VISITING LIBRARY SERVICES

Visiting Library Service (VLS) volunteers made 177 visits to individuals in care facilities and to individuals in their homes.