

About Aurora Public Library

Aurora Public Library is a modern information centre located in the heart of Aurora's downtown, and provides residents with both traditional and virtual access to library materials relating to individual enrichment, self-education, culture and recreation. The Library is also seen as a community hub, a place for social interaction as well as a provider of materials and information, and is regarded as an integral place in the community to introduce children to early literacy and the love of reading.

APL operates under the direction of a nine member Library Board appointed by the Town of Aurora Council. The Board is governed by the *Public Libraries Act* and other relevant legislation and has the authority of full management and control of Aurora Public Library. It assumes with that authority, the duty to develop policies related to the framework, governance and operation of the Library.

Our Values guide us as we strive to achieve our vision and fulfill our mission...

Intellectual Freedom • Literacy • Accessibility • Excellence • Accountability

Our Mission describes our purpose...

Discovery and Inspiration...

Connecting Aurora to information, lifelong learning, literacy and the love of reading



Our Vision speaks to what we would like to be known for in the future...

We are Aurora's place for exploring possibilities, fostering ideas and mobilizing knowledge. With our partners we provide spaces and connections to stimulate learning, share information and build a better community. Our passion is to make a positive difference in Aurora and in the lives of those who live, work and study here.

To realize our vision the *Aurora Public Library Strategic Plan 2010 – 2015* focuses on three strategies:

- Engaging Our Community
- Mobilizing Knowledge
- Collaborating and Partnering

Services That We Provide

The Library provides its activities and support to the public through:

- *Community Services*
 - Customer and welcoming services
 - Circulation services
 - Collection development
 - Technical services
 - Information services
 - Program development
 - Partnerships and collaboration
 - Corporate communication and marketing services
 - Community service development and delivery

- *Support Services*
 - Systems management
 - Public computing services and support
 - Business management
 - Support services development and delivery
 - Corporate leadership and support (policy, planning and management)
 - Library Board liaison and support
 - Effective administration of the Corporation

Collectively these divisions provide a wide range of associated materials, programs and services including:

- in-depth collections including print, electronic and audio visual
- information and readers advisory services
- access to online, authoritative databases
- public computers and internet access including wireless
- programs for children, youth and adults
- community information
- visiting library service for the homebound
- adaptive technology for special needs
- self-services including check-out and holds pick-up
- web-based services for renewals, account and hold information, library catalogue, database searching and current events and program information, all available virtually through the website or Facebook

Key Objectives for 2014

The following supports the *Aurora Public Library Strategic Plan 2010 - 2015* and the three strategies identified:

Engaging Our Community

To engage the people of Aurora with library services, spaces and resources to enrich their lives and the life of our community.

- Engage in a re-design of the library's interior to create space for community involvement – meeting rooms, programming space and areas to foster innovation
- Investigate upgraded material handling processes
- Implement a Marketing Plan that establishes a promotional strategy to successfully reach out to more Aurora residents
- Participate in the ongoing evaluation of our service plan to understand how our community uses our services, spaces and resources. Use this feedback to improve our outreach efforts.
- Find new and interesting ways to link the library with the community, such as programs like One Book, One Aurora and the launch of our interactive catalogue, BiblioCore

Mobilizing Knowledge

To play a central role in generating ideas, fostering creativity and putting knowledge to work in people's education, employment and everyday lives.

- Invest in our staff and our systems to ensure we are up to date and able to deliver the latest and best quality services
- Expand our broadband width to allow residents to get the information and resources they are looking for in the format and location most convenient for them
- Inform the community about our technological advances and enable them to optimize their benefits, for example: BiblioCore interactive catalogue, Hoopla streaming services, Freegal music downloads and Chrombooks mobile devices.

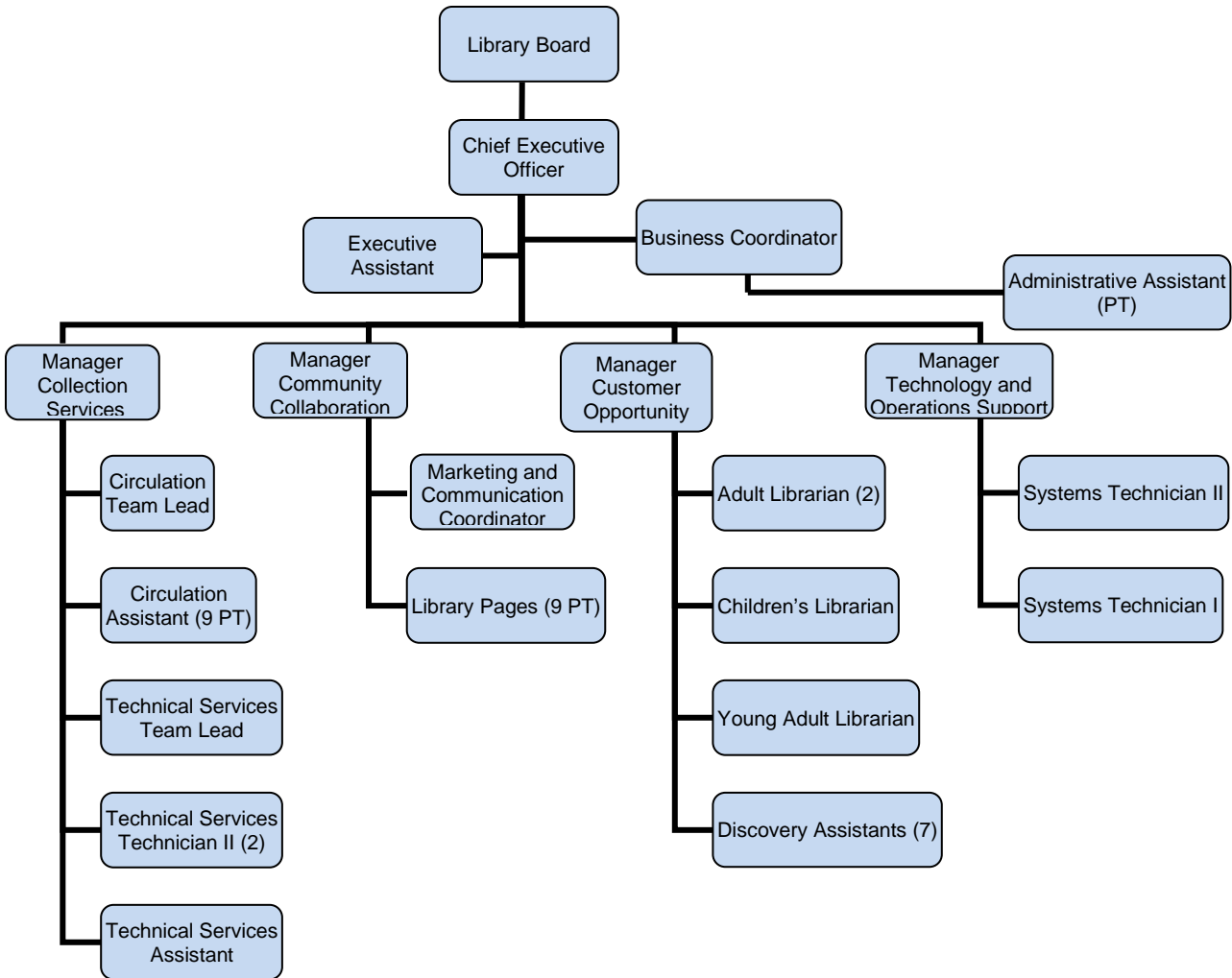
Collaborating and Partnering

To develop and strengthen partnerships and collaborative service delivery and align Library initiatives with those of other community agencies and interests.

- Continue cooperative efforts with community cultural partners including active participation in the Aurora Cultural Master Plan Steering Committee
- Investigate targeted partnership opportunities for collaborative service delivery, focusing on the One Book, One Aurora program



Aurora Public Library 2014 REPORTING STRUCTURE



Full Time (Equivalent) Complement

Positions (FTE)	2013 Base Complement	2014 Base Complement
Full-time	20.0	20.0
Part-time	16.0	16.0
Total Permanent	36.0	36.0

	Actuals as of Dec 31, 2012	Actuals as of Dec 30, 2013	2013 Approved Budget	2014 Final Budget	Variance Unfavourable (Favourable)	%
Personnel Costs	2,522,110	2,616,014	2,718,434	2,814,055	95,621	3.52
Other Expenditures	740,423	767,771	730,886	756,144	25,258	3.46
Total Expenditures	3,262,533	3,383,785	3,449,320	3,570,199	120,879	3.50
General Revenue	131,473	129,892	135,820	131,020	- 4,800	-3.53
Trans. from D&B Reserve	11,320	13,579				
Municipal Requisition	3,218,036	3,313,500	3,313,500	3,439,179	125,679	3.79
Total Revenues	3,360,829	3,456,971	3,449,320	3,570,199	120,879	3.50

2013 Municipal Requisition	3,313,500
Increase due to Growth: 1.6% *	53,016
	(adj.) 3,366,516
Increased Requirement	72,663
2014 Municipal Requisition	<u>3,439,179</u>
* figure provided by Town staff	1.71% increase

Expenditures

The Library's budget assumes maintenance of both 2013 service levels and the annual contribution to the capital reserve to fund repair and replacement of assets, new initiatives and planning and studies. With an adjusted 2013 base owing to growth assessment of 1.6%, the Library's tax-funded increase is 1.71%.

Salaries and benefits increased due to base pressures including step rate progression of applicable staff and corporate increases for salary grid adjustment; and committed annualized costs. Other expenditures have increased to accommodate business increases in materials and contracts and services and rents.

Revenues

Opportunities to earn revenues are limited by the Public Libraries Act. Fees and service charges are applied where allowable and adjustments were made as per Board direction, effective in 2013.

Accomplishments in 2013

- ✓ Targeted implementation of Aurora Public Library Strategic Plan 2010 – 2015
- ✓ Welcome and orientation for new Chief Executive Officer and new Manager of Technology and Operations Support
- ✓ Improving bandwidth and enabling mobile computing for staff and the public
- ✓ Completed digitization of Aurora Banner microfilm for the years 1985-1992
- ✓ Implementing BiblioCore, an online interactive catalogue
- ✓ Increasing investments in non-traditional formats (e-resources, DVDs), social media, and APL's online presence
- ✓ Successfully participated in Culture Days, featuring Human Library and Slam Poet events
- ✓ Introducing drop-in children's programs – craft make shops, Lego and puzzle building
- ✓ Increased participation in TD Summer Reading Program due to outreach efforts and partnering with local schools
- ✓ Strengthened community engagement through increased outreach at schools, daycare centres, businesses, seniors' centres, organizations and through attendance at community events
- ✓ Negotiated a new Collective Agreement for unionized employees (March 2013-March 2016)
- ✓ Enhanced APL's online presence through website improvements and social media, including Facebook, Twitter and the creation of videos for the APL YouTube channel
- ✓ Provided training and development opportunities in a variety of formats on wide-ranging topics to enhance staff professional development
- ✓ Library materials drop box established at Aurora GO Station
- ✓ Introduced mobile computing for staff
- ✓ Staff delivery of programming and creation of displays to appeal to all ages and stages, collaborating with community partners in new and exciting ways