

Stratford Public Library

2016 annual report to the community



A Message from your Board Chair and CEO

In 2016, the Board was pleased to see the Strategic Plan achieve new heights, with so many making use of the Library. In 2017, the Library Board is looking forward to the creation of a MakerSpace and the renovation of the Auditorium, supported by the fundraising efforts of the SPL Foundation. These new and renewed spaces will support learning and community engagement for all ages; we look forward to seeing you there.



Jeff Orr, SPL Board Chair

2016 was a year of rejuvenation for SPL. There were incredible increases in usage, from walk-in traffic and information queries to storytime attendance and social media engagement. We are all thrilled that the Library continues to be a vibrant and welcoming space for so many people! It is our pleasure to serve you. 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

Zac Gribble
Lisa Grogan
Jack Groothuis
Marianne Hawley
Scott Mitchell

Heard in the stacks

On a daily basis, we hear wonderful stories from the public about what the library means to them and the impact the library is making on their lives.

You're better than **ice cream!**

We don't want to go **yet!**

You teach us Moms too, so we can **teach our kids.**



Stratford
PUBLIC LIBRARY

2016 by the Numbers

171,000+ people walked through our doors

1,400 new SPL card holders

18,100+ information questions answered

132,700+ searches in the catalogue

1,750+ hours volunteer contributed



10,710 people attended
450 programs

355,500+ items borrowed



13% digital



87% physical

736,000+ social media impressions



2016 Highlights

- **Over 500 people walked through our doors every day!** This is a 20% increase when compared to 2014.
- **Created a Quiet Study Room** to meet the needs of those who prefer to use the library with less noise.
- The **Children's Floor Program Room was refurbished** thanks to a generous donation by the International Order of the Daughters of the Empire.
- Building on the success of 2015, the Summer Reading Club partnered again with community organizations including the Stratford Municipal Airport, the Stratford Fire Department, the Local Community Food Centre, and Festival Marketplace. **Attendance in 2016 was 40% higher than 2015!**
- Our fantastic storyteller **Trish MacGregor was awarded** the Ontario Library Association's Advocacy in Action: Excellence in Children's or Youth Services award for her tireless work in early childhood literacy.
- SPL was the **recipient of Aboriginal Planning Funding**, which was used to build a collection of books and early literacy tools to increase awareness of Indigenous culture and issues.



Plans for 2017

- With the help of the Stratford Public Library Foundation's fundraising efforts, **create a dedicated MakerSpace and renovate the Auditorium** so that the Library can support emerging learning needs in our community.
- Launch formal **re-branding strategies** to ensure that the Library's services are communicated to all Stratford residents.
- Continuing expansion of **engaging programs for all ages!**



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