

Brampton Public Library Board
2011 PUBLIC REPORT CARD

for

Closing the Gap, Strategic Plan 2009 – 2012

Very Good	Good	In Progress	More Effort Needed	No Action
-----------	------	-------------	--------------------	-----------

Direction 1: Phased Facility Growth

#	Initiative	Rating	Comments
1.4	Expand the number of deposit collections.	Very good	
1.5	Secure additional leased space for additional interim sites	Should no longer be pursued	Given the recent library building activity and prospects, the updated Facilities Master Plan confirmed an approach to library expansion that is preferable to establishing additional interim locations.
1.6	Open a permanent Library facility.	Very good	Although this initiative was targeted for 2012, the MPV location opened in 2011. BramEast is scheduled to open in November 2012. As a result, the progress on this initiative exceeds the original intent and timeline.

Direction 2: Multicultural Strategy

#	Initiative	Rating	Comments
2.3	Expand the Library settlement services to provide more services to newcomers.	Very good	The Brampton Library Settlement Program continues to be supported, in partnership with the Brampton Multicultural Centre and in spite of federal cuts to the program. The program is being piloted at the NE interim location, in advance of being rolled out at the new BramEast location in November 2012.

Direction 3: Dramatic Increase in Virtual Access and Services

#	Initiative	Rating	Comments
3.2	Implement the newly developed guidelines for introducing new technologies and formats/media and phasing out of the old.	Very good	A new subscription service for downloadable music has been confirmed for implementation in 2012.
3.5	Increase access to technology training for library customers.	Good	Public workshops on ebook technologies have been implemented.

Direction 4: Enhanced Core Services

#	Initiative	Rating	Comments
4.2	Roll out the Customer Centred Service Model (1 branch per year)	In progress	The model has been implemented at Mount Pleasant Village. Refinements to the model at Cyril Clark are being implemented.
4.3	Continue to refine and apply the Core Service Review processes for acquisitions and programs to ensure that they are driven by changes in usage and demographics.	More effort needed	Core Services Review process requires review and updating, and should be considered as part of the new Strategic Planning process.
4.4	Implement service model delivery evaluation results.	In progress	Refinements to the model at Cyril Clark are being implemented.

Direction 5: Strong Operating Base

#	Initiative	Rating	Comments
5.1	Investigate service agreements with the City of Brampton for the provision of selective services and expertise to avoid duplication within the Municipality. (Also supports Direction 7.)	Very good	Negotiations regarding Draft Joint Operating and Maintenance Agreement, and negotiation of licence agreement for Mount Pleasant Village, are in their final stages. In 2011, courier and delivery service was transferred to the City of Brampton.
5.3	Introduce electronic book tracking technology (RFID) and self serve checkout of materials.	In progress	Self-service technology being introduced at Four Corners Branch Library, and in place at all other permanent locations.

Direction 6: Broad Community Outreach and Alliances

#	Initiative	Rating	Comments
6.1	Update the current communication strategy and enhance efforts to increase awareness of Library services.	Good	The development of a “Welcome” brochure, launch of a library newsletter and program calendar are complete. The redesign of the website is in progress. Cross-marketing with the City of Brampton has been advanced.

Direction 7: Strengthened Civic Accountability Relationships

#	Initiative	Rating	Comments
7.2	Develop an annual Board plan that identifies how the Board will support the strategic goals and champion strengthening relationships with the City and key stakeholders.	Very good	Plan is in place and being executed.
7.3	Seek out opportunities for shared development and use of public facilities.	In progress	Discussions with the City of Brampton regarding a possible partnership with a YMCA facility are ongoing.
7.4	Develop mechanisms to support integrated planning of community based services and facility requirements	Good	Updated Library Facilities Master Plan identified and advanced opportunities for shared planning and building. Library participates on HACE and arts/culture visioning and planning.

Direction 8: Human Resources Development and Succession Planning

#	Initiative	Rating	Comments
8.2	Develop an internal human resources strategy to ensure a well-qualified pool of in-house talent to support current requirements and future expansion	Very good	BLIS program will conclude in spring 2011, and staff graduates will enhance the pool of in-library staff to fill openings due to library expansion and growth.
8.3	Develop recruitment and engagement strategies that will position Brampton Library as an employer of choice and will promote staffing that is reflective of the community.	In progress	New Manager of Human Resources position created, to enable a greater focus on HR and labour relations as the library moves through a period of growth and development.