ISSUE 4 NUMBER 2 APRIL-JUNE 2007

# Celebrating Our Community's Public Library

The News

# 2006 Annual Report



MISSISSAUGA



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**2007 YEAR OF THE BOOK** 3





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client service experience and bring a background in a contact centre or call centre environment. Superb communication skills and English-French bilingualism are essential. The ability to work a variety of shifts between 7 am and 11 pm, Monday – Saturday, is required. **Position ID# 65836** 

#### We also have Client Service Consultant Opportunities for Persons with Disabilities.

See for yourself how we are committed to providing our employees with the tools, training, confidence and resources to help put clients first. If a disability has impacted your career progress, you'll want to learn more about these opportunities. At RBC, we encourage a barrier-free career journey with knowledgeable Managers who have completed sensitivity training and progressive employment practices incorporating work/life initiatives. You may request assistance with your application by e-mailing us at **project.hired@rbc.com**. **Position ID# 67855**.

#### Visit www.rbc.com/careers and apply to your Position ID# of interest.

We value diversity in the workplace, are committed to employment equity/equal opportunity employment and will provide reasonable workplace accommodation to applicants with disabilities.



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Tbank you to all the Advertisers and Library Staff for their support of this publication. A special thank you to Rachel Silva, Russel Weber, Tracey Su, Don Alleyne, Barb Fink and Beatrice Lang for their participation in the cover photo.

#### a production of

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# MESSAGE FROM THE **DIRECTOR**



### **DON MILLS**

Over the past few years, the Library has committed to identify the key changes library users want to see in the coming years through community consultations. As a result, the first strategic plan based on wide user input was produced at the end of 2006. It consists of five main strategies for the next few years. They are:

*Library Space that Works* – ensuring facilities are functional and appealing.

*Innovating through Technology* – staying on top of new developments in technology.

*Celebrating Our Community* – making the 18 libraries around the city and the Library's website a showcase for the community.

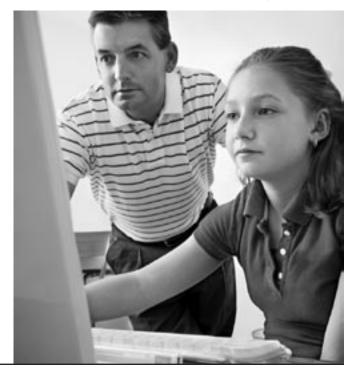
# MESSAGE FROM THE BOARD CHAIR



The Library Board's current term ended this spring. Over the past 3 years I have been proud to be Chair of the Mississauga Public Library Board. It has been an honour and a pleasure to work with six other residents who are **Providing Support for Life-long learning** – ensuring library resources in all formats are meeting demand. **Offering Superior Service at a Reasonable Cost** – ensuring cost-effective delivery of a quality service to all users.

That is a tall order – but the Library is committed to pursuing customer satisfaction on all these priority fronts.

So how are we doing? Our success depends on continual contact with and feedback from you – the user. Let us know how we can continue to serve you better. Comment forms are available in all libraries and via the Library's website.



committed to excellence in our public library service. They are: John Brierley, Darrel Carvalho, Lorraine Harris, Barbara O'Neil, Ijaz Qamar, and Jim Wilde.

As members of the Library Board these citizens attend 10 monthly meetings over the year to review the Library's performance and plans. They seek ways to hear from library users and community stakeholders on how the Library is doing and what is needed. They work with the Library's Director and managers to guide the \$25 million a year operations. This group of capable and committed members have worked together harmoniously to assess today's results and determine tomorrow's needs. As a result, they are leaving the Library and the City the first Strategic Priorities Plan for the new Library Board who will serve until 2010.

In addition, Councillors George Carlson and Nando Iannicca have served on the Library Board over the past 3 years, providing solid support and wise counsel. As I leave the Library Board, I take this opportunity to thank all the members of the Library Board for their important contribution to the ongoing excellence of our local library.

MARIO

PASCUCCI

### **Leaders and Libraries**

My first recollection of a library was in Grade 1 at an inner city school that later I recalled was quite advanced for it's time. It had food programs (milk and even chocolate milk), it had dental inspections and fluoridation and the school even had 3 storeys!

As many immigrant kids in Mississauga now may experience in Grade 1, I didn't know a word of English - only Dutch. Although it was not in my nature, I remember being so frustrated by this that I threw a ruler at the blackboard one day.

However, a more positive recollection of the school was going to a special room the teachers called "the Library". It was huge and we had a special place where there were picture books and my first introduction to more than Dick and Jane and Spot. Later that year, the books came alive when people would read out loud and I became determined to master getting something out of those pages myself!

Years later, as many boys of the day, I read every Tom Swift and his (for the time) high-tech adventures, and of course, later, the Hardy Boys mysteries.

So much of rounding out a person's perception of the world is framed by positive reading experiences. Years later when my own children were growing up, visits to the local library were seen as positive. My daughter in particular developed a love of reading - which she will need in law school. My son, as boys sometimes do, loved "Ninja Turtles" and later, wrestling. His first hardcover book was about a particular wrestler!! Not my first choice but at least he was reading! (he is progressing well intellectually at university in his second year). He also loved an old "Tom Swift" book that I saved for him over 30 years!

The Mississauga system of pairing branch libraries with community centres provides stimulation, growth, family activity and a safe place of contemplation. It encourages you to explore at your own pace and progress in today's society. For all those library staff who help people every day - do not underestimate your impact on anyone receiving your assistance. You are essential in helping our residents along their own path of personal and social growth like so many over the years, decades and generations.

John Lohuis Director - Recreation & Parks



**APRIL - JUNE 2007 • THE MISSISSAUGA NEWS** 



## Why do girls need Guides?

Girls today face countless pressures: to be thin, to grow up faster, to wear expensive clothes, to pretend to be something they're not. We believe girls need a balancing force. Guiding stands for what it's always stood for. Friendship. Adventure. Fun. A safe place where girls can escape their daily pressures and focus on being themselves, while building the confidence they need to face the modern world.

Because today, more than ever, Girls need Guides.



7



A picture says a thousand words. Your neighbourhood baristas have not only been busy brewing your favourite delicious cup of Starbucks Coffee, but they have also been busy reading their favourite books and supporting their local library. The Mississauga Starbucks Coffee store baristas (Starbucks employees) have been supporting the Mississauga Library System since not long after they opened in the community in June 1997.

It all started with an annual writing contest that grew into ongoing volunteerism. From coffee services for reading circles, grand openings and re-openings, Starbucks baristas, clad in their green aprons have been there to lend a hand and serve a cup. The relationship took on a whole new dimension when the Starbucks Foundation awarded the Library a \$6,490 grant to support their new Cooksville Branch and with a \$11,730 grant to support the development of an interactive wall at the Courtneypark Branch.

The relationship continues to grow as Starbucks Coffee explores new ways to support the Library through different reading groups and volunteer initiatives. As a company Starbucks is committed to supporting community based literacy programming to foster and education passionate and avid readers. Starbucks' partnership with the Mississauga Library System is a shining example of how a few passionate Starbucks partners can help create a great relationship, one page (and cup) at a time.



# **2006** YEAR AT A GLANCE

| Total Visits                             | 4.267.692 |
|--|-----------|
| Total Visits to Central Library          |           |
| Average Daily Visits                     |           |
| Average Daily Visits to Central Library  |           |
| Reference Questions Answered             |           |
| Circulation                              |           |
| Library Collection                       |           |
| Number of Library Customers              |           |
| Number of Story times                    |           |
| Attendance at Story times                |           |
| Number of Class Visits                   |           |
| Attendance at Class Visits               |           |
| Number of Outreach Programs              |           |
| Attendance at Outreach Programs          |           |
| Number of Homebound Customers            |           |
| Number of Items Delivered to             |           |
| Homebound Customers                      | 10,561    |
| Number of Visits to Library webpage      |           |
| Number of Visits to Electronic Databases | 106,080   |
|  |           |

# **2006** YEAR IN REVIEW

Over the past year numerous improvements in library service were introduced:

- the hours of the Cooksville Branch were expanded due to unexpectedly high levels of use
- the Churchill Meadows Branch, the City's 18th, was completed and its collections assembled for a March opening
- wireless service was introduced at the Mississauga Central Library to great acclaim
- "Placemaking" was introduced to the Mississauga Central Library as part of the upgrading of the Civic Centre area
- a review of the Library's staffing levels (over 400 employees) was completed resulting in some reassignments
- a review of the Library's collections adult, children's, audio-visual, and electronic was completed resulting in clear priorities to meet future needs
- an audit of all furniture and equipment needs was completed and will be addressed in 2007

- two more local history books were published on the Dixie and Malton communities
- a review of services to over 300 local community schools from the 17 branch libraries across the city was completed
- the Reserve-a-Computer service was introduced at all locations with great results
- summer hours were introduced from May to October for the first time

# **2006** OPERATING BUDGET

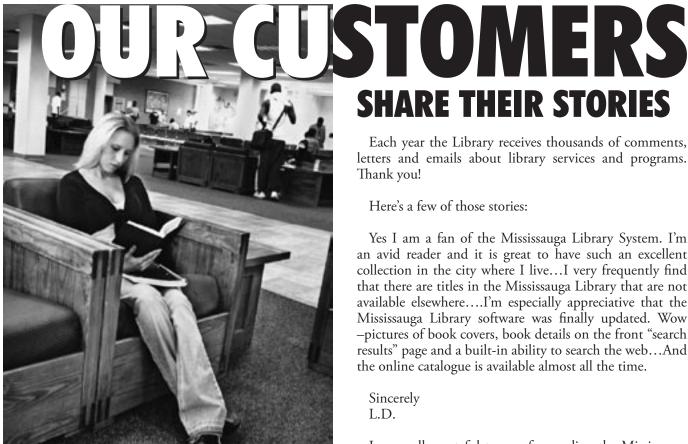
(All amounts are in \$000. Based on unauditted year end figures.)

| Revenues                            | 2005   | 2006   |
|-------------------------------------|--------|--------|
| Municipal Contribution              | 17,396 | 18,639 |
| Province of Ontario Grants          | 715    | 715    |
| Fines and Other Service Charges     | 1,174  | 1,265  |
| Total Revenues                      | 19,285 | 20,619 |
| Expenditures                        |        |        |
| Salaries, Wages and Fringe Benefits | 16,541 | 17,645 |
| Library Materials                   | 2,241  | 2,395  |
| Other                               | 503    | 578    |
| Total Expenditures                  | 19,285 | 20,618 |



# **2006** CAPITAL BUDGET

| Library Materials                | . 1,274 |
|----------------------------------|---------|
| Renovations at various locations | 22      |
| Other miscellaneous equipment    | 107     |



#### Why do families in Mississauga Family Day choose Family Day?

- your choice of licensed home child care or centre-based care
- attentive, safe, reliable child care
- stimulating, educational programs
- nurturing, skilled teachers and caregivers
- for children, infants to 12 years



10

#### **Spaces** available in many locations throughout Mississauga.

416.922.3434 www.familydaycare.com

Develop a child care business in your own home - become a Family Day caregiver.

SHARE THEIR STORIES Each year the Library receives thousands of comments, letters and emails about library services and programs. Thank you!

Here's a few of those stories:

Yes I am a fan of the Mississauga Library System. I'm an avid reader and it is great to have such an excellent collection in the city where I live...I very frequently find that there are titles in the Mississauga Library that are not available elsewhere....I'm especially appreciative that the Mississauga Library software was finally updated. Wow -pictures of book covers, book details on the front "search results" page and a built-in ability to search the web...And the online catalogue is available almost all the time.

Sincerely L.D.

I am really grateful to you for sending the Mississauga Library bookmarks I have just received in my letterbox. You have been really kind. I like them really much. They are a great addition to my collection.

Best wishes and have a nice day. Natalia from Spain

I have always enjoyed reading and studied English literature in university but while undergoing illness, I frequented the Central library both for leisure purposes and for information.

I appreciate the library's vast collection of resources. I was undergoing a lot of confusion and physical pain in my illness and due to my frustration in the medical system, I started to read a lot about health including diet and exercise. Being able to go to the library helped me gain more control over my illness and actually helped me get rid of chronic pain for example exercise tapes... If I did not have access to those materials, I would have felt very lost, helpless and alone in my illness. Through my experience, I learned knowledge is definitely power.

S.L.

I have to tell you – I grew up and was weaned on the Mississauga library System. I contacted several municipal library systems with this request (for gently used books to be donated to a village in Africa) and the Mississauga

Library was the most efficient and accommodating to me.

Thank you for affirming my faith in the very best library system in Ontario.

Take care

M.R.

Hello, As a child I spent my time in Port Credit/Lakeview from 1952 to 1965. My dad was the manager of Lakeview Golf Course on Dixie Road till his death in 1967. An old school friend from Lakeview park Public School sent me the link to your (Historic Images) site yesterday which I enjoyed seeing. I am now retired from the world of professional photography and as a pastime during my retirement, I have taken up the hobby of photo restoration, using needy photos I find on the internet.

I found a shot of James Robinson Shaw on your site which as with a lot of old photos, was showing the signs of age. It was a perfect candidate for a bit of TLC. And so I went to work on it and was able to improve it immensely. I've included with this email, the original and my restoration. Please fell free to use it if you wish for any purposes you may desire. I had a lot of fun working on it.

D.F. - Toronto, Ontario.

Just to let you know that I think you are doing a wonderful job on the historical part of the site. Things change so quickly in this world it's nice to at least have images of the past especially in the urban Mississauga where most wouldn't remember the dirt roads and apple orchards of yesterdays gone by.

K.M.



Manager, Area 1 (Mississauga Central Library) – Anne Murphy

**Beth Martin, Manager** - The Business Department represented the Library at many events the past year including "Meet City Hall" Day; the "Mission Employable" Workshop, sharing a booth with the City's Human Resources Department; and the Peel Youth Village Job Fair. Basic computer training classes for seniors were re-introduced last year. Over 100 Career Centre tours for 1,900 participants were offered in 2006.

Ted Sharp, Manager - The Arts and History Department's

Historic Images Gallery was awarded the OLA Archival and Preservation Achievement Award in 2006. The Gallery continued to grow with the addition of approximately 1,400 photographs and transparencies. The Library was cited by the Mississauga Heritage Foundation for "their continuing hard work aimed at preserving and promoting the heritage and history of this city". Significant local history acquisitions included 4800 photographs of heritage properties received from the City's Heritage Coordinator and the ongoing acquisition of 250 historic images from the Bert Hoferichter Collection. Major progress on the Mayor's Memorabilia Project was made as staff sorted, described, photographed, and scanned over 1,300 artifacts.

**Pamela Frick, Manager** - The Sciences Department partnered with the Mississauga Astronomical Society, The Mississauga Y, Complete Medical Communications, Riverwood Garden Park, Peel Community Connections, Trillium Health Centre, Credit Valley Hospital, University of Toronto at Mississauga, Peel Health, Peel Month of Photography and AstraZeneca Canada. A renewed focus on merchandizing and displays of library materials garnered compliments from users and increased collection awareness. The use of visual merchandising has resulted in an average 75% turnover of the total items on show.

Lynn McLeod, Manager-The Readers' Den Department's Reading Buddies Program was launched in the summer

| BUSINESSCHIMINAL<br>JUSTICEBusiness<br>AdministrationPolice FoundationsAdministrative<br>AssistantParalegal<br>Legal AssistantAdministrative<br>AssistantParalegal<br>Legal AssistantOffice Administrator<br>Travel & TourismLaw & Security<br>OfficerHEALTHCARE<br>Pharmacy<br>TechnicianTECHNOLOGY<br>Network Engineer<br>Network Specialist<br>Network TechnicianMedical Office<br>AssistantNetwork Engineer<br>Network Specialist<br>AvailableCommunity<br>Services Worker<br>Physiotherapist<br>Assistant* Internships<br>AvailablePersonal Support<br>Worker* Flexible Morning<br>& Afternoon<br>Classes | DUONEDO  | 0000000  |
|--|--|--|
| Personal Support& Afternoon  | Administration<br>Administrative<br>Assistant<br>Office Administrator<br>Travel & Tourism<br><b>HEALTHCARE</b><br>Pharmacy<br>Technician<br>Medical Office<br>Assistant<br>Community<br>Services Worker<br>Physiotherapist | Police Foundations<br>Paralegal<br>Legal Assistant<br>Law & Security<br>Officer<br><b>TECHNOLOGY</b><br>Network Engineer<br>Network Specialist<br>Network Technician |
|  | Personal Support   | & Afternoon  |

of 2006. The program was created through a partnership between Readers' Den and the Children's Department. The Department took over the administration of the Homebound Service. A new service was launched called, Books to Go. Responding to the knowledge that our users love to read and share great fiction, it offered customers the opportunity to borrow books for their own book clubs

John Moore, Manager - The Circulation Department's partnership with Enersource created the Kill-a-Watt Meters Program. The Mississauga model has become the prototype for such partnerships across the province. Magazine usage increased 22% over last year with the introduction of shorter loans and allowing renewals. WirelessMississauga, the Library's free wi-fi service, regularly has in excess of 50 users connected to it. Peak connections are approaching 100. Floating collections were expanded to fiction DVDs and videos, French and large print materials. This move increased availability of these items, created a refreshed selection at all locations, and resulted on thousands fewer items sorted and transported by our courier service each week.

**Daria Sharanewych, Manager** - The Children's Department participated in the Success by Six Forum to develop the Peel Charter of Children's Rights. Staff was involved in a community meeting "From Understanding to Action in Dixie Bloor" to discuss action areas identified



by research related to Understanding the Early Years. Staff conducted five workshops to 150 family literacy volunteers on the importance of sharing books with children. In addition to hospital visits and storytimes at Early Years Centres, the Department extended its visits to prenatal groups. The menu of preschool programs continues to address the city's diversity with a bilingual storytime, a Polish storytime and a Russian storytime (to be re-introduced in 2007). Members of staff were involved with the Multicultural Interagency Group's publication, Keeping the Eastern European Cultures Alive.

#### Manager, Area 2 – Betty Mansfield

*Todd Kyle, Manager* - Churchill Meadows Branch Library saw a year of exciting developments. Staff selected and processed the new branch's collection. Furniture, shelving, and computers were ordered. Opening is planned for early March 2007.

**Diane Kendall, Senior Librarian** - Clarkson Branch Library participated in many partnership initiatives this year including the Family Literacy Program with Peel Region Health and the Turn Off the Screen initiative Peel Region Health. The Reading Buddies Program, which pairs new readers with teen volunteers, continued to be a popular program. The year culminated with Clarkson celebrating 50 years of library service in the Clarkson area.

*Marilyn Braaten, Manager* - Courtneypark Branch Library celebrated the unveiling of the mural "From Hieroglyphs to Hyperlinks". The mural was a community art project in partnership with the Courtneypark Branch Library and the St. Marcellinus and St. Joan of Arc Catholic Secondary Schools. The Branch was honoured with a 2006 Mississauga Urban Design Award nomination.

**David Penteliuk, Manager** - Frank McKechnie Branch Library focused attention on its collection creating a more user friendly collection. Staff offered a wide variety of programming - baby, toddler and family storytimes were popular and March Break and summer programs exceeded expectations. The Reading Buddies Program had its first full year with more than 150 sessions of the one-on-one reading program being offered.

*Laura Higginson, Senior Librarian* - Lakeview Branch Library saw some facility improvements which included a new countertop for the circulation desk, an improved entranceway with an automated door opener, a relocated book drop and repainted public washrooms. A puppet stage for children proved to be very popular with customers. Branch staff wrote and performed in a live action version of Mary Poppins to an appreciative crowd.

Aileen Wortley, Manager - Lorne Park Branch Library celebrated 50 years of library service in the area by having

a Customer Appreciation Day featuring local history information, book displays and refreshments for all the family. The Branch continued to be a popular location for community art groups and artists to display art work which adds charm to the Library and elicited positive comments from customers.

*Ingrid Masterson, Manager* - Malton Branch Library focused on outreach and partnerships especially with the Lancaster Public School and Hub programs. A library staff member spoke to parents at a Family Hub Night and manned a display at the school's family night. Parents and children from the Hub program visited the library several times for an orientation tour and talk about the services and materials available at the Library. Library staff participated in Kathleen Hick's launch of her book, Malton: from Farms to Flying.

**Ruth Denyer, Manager** - Port Credit Branch Library received financial support from the Lions Club ensuring the popular youth drop-in program was offered again. A series of afternoon programs aimed at older adults was very successful. The branch hosted an open house regarding the redeveloped Memorial Park. Staff took part in the official re-opening ceremonies. The proposed redevelopment/ relocation of the Library is of particular interest to customers. Library staff continued to work with City staff, architects and consultants, attended community meetings, and fielded questions from the public.

Amy Colson, Manager - South Common Branch Library saw a busy and successful year of programming. March Break programs were sold out. The summer season saw "heroic" programs by staff with a 34% increase in junior book club attendance. Many special events celebrating heroes were held and 125 attended a special program with author/illustrator Loris Lesynski. September saw the introduction of an adult book club.

#### Manager, Area 3 – Sharon Moore

*Larysa Koshil, Manager* - Burnhamthorpe Branch Library celebrated 30 years of service to the community and received a \$500 donation from the Habib Bank of Canada to purchase dual language books for their diverse community.

**Penny Carr, Manager** - Cooksville Branch Library has developed a tremendous relationship with its community. Circulation rose all year with increases to Checkouts of 21.69% and Check ins of 27.56% over 2005.

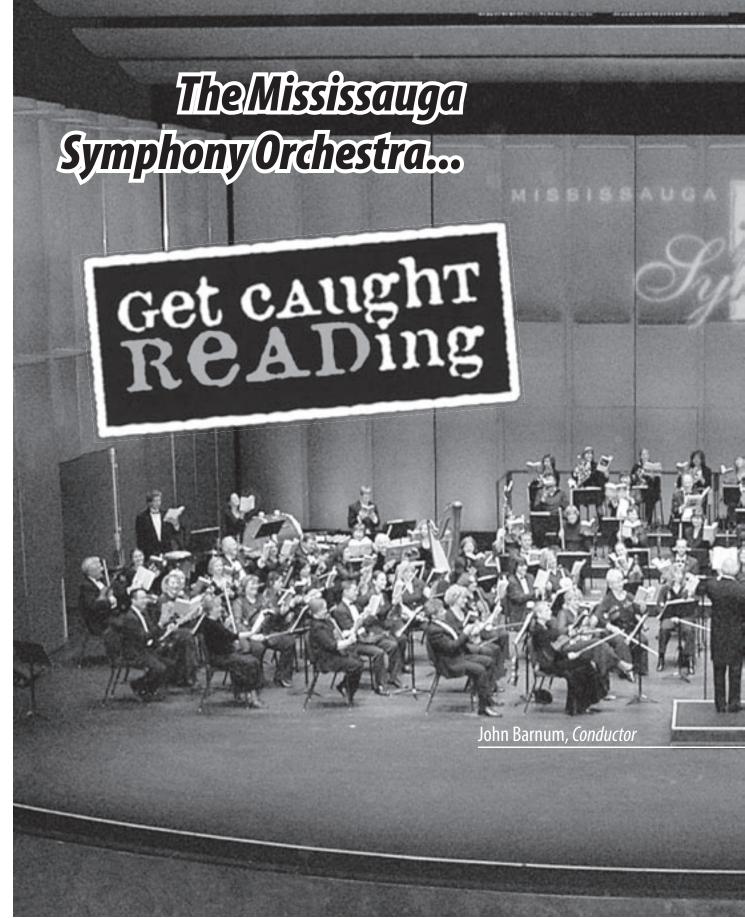
*Sue Coles, Manager* - Erin Meadows Branch Library had an incredibly successful programming year in 2006. In partnership with Recreation and Parks, 2000 flyers were distributed promoting Library summer programs. The Branch supported literacy initiatives such as the regional "Turn Off the Screens" campaign. The Branch received a ServiceOntario grant to provide access to provincial government resources and services on-line.

*Kathy Oakleaf, Manager* - Meadowvale Branch Library was extremely successful in programming in 2006. The family storytime typically attracted about 50, and babytime was so successful they now offer two sessions back to back. The Branch restarted its adult book club.

**Ann Jacob, Manager** - Mississauga Valley Branch Library circulation was up more than 11%. Programming was a key success with the introduction of an extra Wee Ones session and two new drop-in storytimes that allowed working parents to participate. Class visits were welcomed from all neighbouring schools and Region of Peel Daycare. Outreach to Cherry Hill continued.

*Patricia Hayes-Aziz, Manager*-Sheridan Branch Library circulation steadily increased in 2006. Staff organized a May Open House to promote the Library and to thank its loyal customers. The Branch organized two evening storytime programs to encourage families who were unable to attend daytime storytimes. The Branch co-sponsored a Family Literacy Night with the Region of Peel. A specific example of a unique and creative method of community outreach is its work with the Oakridge Public School Hub Program.







Orchestras Mississauga operates the Mississauga Symphony Orchestra (MSO), The Mississauga Philharmonic Orchestra and Sinfonia Mississauga. Each year, Orchestras Mississauga prides itself in presenting a series of unique and captivating classical performances in the heart of Mississauga.

For information about the MSO, volunteering, their upcoming concert schedule, ticket information and their annual used book sale, visit them at www.mississaugasymphony.com

MISSISSAUGA hhony

Since 1972

*Sandra Laird, Senior Librarian* - Streetsville Branch Library made changes in displays to market their collections. Themes such as "The Beat Goes On' for music or "Let the Games Begin" in the sports area were attention grabbers. The Branch ran a Junior Booktalking Workshop which was well attended and received.

**Jo-Anne Storen, Manager** - Woodlands Branch staff hosted an Open House. Other outreach activities included donating books to the local homeless shelter and having a regular presence in the Erindale-Woodlands newsletter. Staff worked with the Peel Region Family Literacy group to host a Family Fun Night for families new to Canada. The Branch offered Russian storytimes and Russian Club meetings. Grade 4 class visits continued – here's a quote from an Ellengale teacher's email "The kids were spellbound by your book talk, and all the way back to school in the rain, buzzed about the trip and the books.... You confirmed their suspicion that librarians are crazy! Thank you!!"

#### Manager, Shared Services - David Smith

In May 2006, the workstation booking system (Reserve a Computer) was piloted at Erin Meadows and the Mississauga Central Library. By the end of August, Reserve a Computer (RAC) was installed at all library locations. On average 10,000 reservations are made system wide each week. The Web Coordinator coordinated and analyzed detailed financial and operational information from the 68 participating libraries forming the annual national statistical report. The annual national statistical report on 413 branch library activity was also co-ordinated. The Library Web Co-ordinator updated content on the Library web site and Intranet. In 2006, over 6,000,000 hits were recorded

During 2006, a Library System cash handling audit was conducted at 18 branch locations. Ordering and purchasing was conducted for all branches and departments in adherence with the approved budget and policies. Competitive costing ensured the best possible price for product and record keeping ensured accuracy.

The Community Development Team produced publicity and marketing products for its internal customers. Seventy five community and library events were executed throughout the year. Ten television appearances on Rogers including First Local, Talk Local and One on One were initiated this year. Three hundred thousand pieces of community information were distributed throughout the branch locations in 2006. The Library continues to be the #1 place for the community's groups and clubs to market their good work. Over 250 community groups including the Friends of the Library contacted the Library this year to be a part of their communication plans into the community.



More effective and efficient ways of acquiring materials were implemented. Improved access to our collection allowed Public Services staff to better serve our customers and our customers to better serve themselves - 101,442 new items were acquired, 24,659 new bibliographic records were catalogued and 13,257 existing bibliographic records were corrected.

In 2006, approximately 300,000 tranship boxes were moved by the couriers. This is an increase over the 2005 record of 264,000 boxes. Did you know that ....stacked one on top of each other, these tranship boxes would reach the distance of 30 CN Towers.

# placemaking and the MISSISSAUGA CENTRAL LIBRARY

Over 2006, City of Mississauga staff and the Project for Public Spaces ("Building Mississauga Around Places: A Vision for City Centre Parks and Open Spaces in the 21st Century") developed a vision for the revitalization of the City Centre with particular focus on the new parks and existing public spaces. And the Mississauga Central Library is a major player in this process.

Coming in 2007 - The plaza outside the Library will be a place where library activities spill out and create a fun place, especially for families and children, using a vibrant mixture of games, art, learning, and retail. Library staff is planning an exciting slate of outdoor family and teen programs this summer, along with author readings and some outdoor movie nights. 2007 is the Year of the Book and an outdoor reading room will be an inviting space to enjoy. Many other programs and events are planned for the summer, making a visit to the Library and the places around it, a "must do" this summer.

While much is happening outdoors, things are also changing inside the Library. The Children's Area has a number of new features including a train set and bead board game, a colouring centre and lots of attractive displays to catch the attention of our younger visitors. The central atrium will come to life with displays and programs to inform and excite. Look for more attractive displays of our collections and programs which meet a variety of interests. As a first wireless facility in the City, customers with valid library cards have the convenience of using their personal laptops throughout the building.

Placemaking is signalling a time of change for the Library. Do you have some ideas that you think should be explored? Get involved - the Library ( and City) is eager to hear what you have to say!



# **2006** WAS THE YEAR OF ELECTRONIC LITERACY

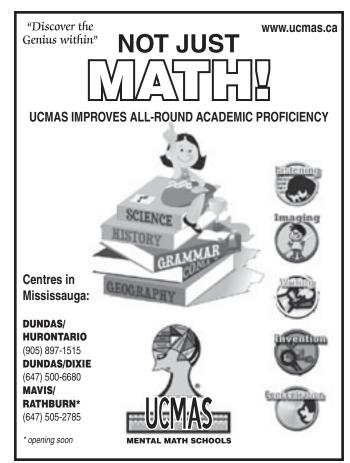
The Library set the goal to further develop and market the electronic resources and services available to both its customers and staff.

#### Service enhancements included:

- renaming of tabs in HIP to facilitate user access to resources;
- streamlining of website to improve intuitiveness;
- implementation of web based Reserve a Computer service;
- implementation of remote access to suite of electronic resources;
- expanding the collection of electronic databases

#### Marketing accomplishments included:

- the hanging of promotional banner in the Mississauga Central Library atrium;
- a feature article in first issue of LINK in 2006;



- the promotion of the full range of resources and services at the City of Mississauga Tech Day;
- the promotion of web based Reserve a Computer service through the website and through printed bookmarks and signage;
- the promotion through class visits and other outreach efforts of remote access to resources;
- a presentation at staff conference highlighting the technology trends in libraries;
- the promotion of electronic databases in Library Matters publication.

#### Staff training provided included:

- Internet Specific Sites Level 1 and 2 sessions to introduce staff to web sites that have been deemed to be useful reference sources by the staff in the various subject departments at Central;
- Electronic Databases Level 1 session covering the general news databases;
- Little Clickers presentation at Staff Conference covering Internet sites for children;
- the development and distribution of a checklist for staff "10 Ways to Highlight MLS Electronic Resources".

Efforts to grow the Mississauga Library System electronic services will continue in 2007. Plans are well underway to introduce access to 14 new databases and the Gale Virtual Reference Library in addition to a new collection of reference ebooks. Marketing and training will be provided as these resources become available.



### FRIENDS OF THE MISSISSAUGA LIBRARY SYSTEM

is a non profit, volunteer, citizens' group that promotes literacy and the programs and services of the Mississauga Library System. Membership brochures are available at all branch locations. Join today – and help make a great Library even better! For more information contact the Friends at 905-615-3200 x 3604 or by email at fol\_ mississauga@hotmail.com

### **EVERY PARTNER** HAS A STORY

is a regular feature about the many businesses, community groups and individuals that financially support the Library each year and help make a great library even better ! The 2006 Partner of the Year is Starbucks Coffee Company.



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### **STAFF PICKS OF THE YEAR 2006**



#### 10 Best Business Books of 2006

- The Long Tail: Why the Future of Business is Selling 1. Less of More by Chris Anderson
- 2. The Wal-Mart Effect: How the World's Most Powerful Company Really Works and How It's Transforming the American Economy by Charles Fishman
- 3. The Innocent Man: Murder and Injustice in a Small Town by John Grisham
- 4. Freakonomics: A Rogue Economist Explores the Hidden Side of Everything (Rev. ed.) by Steven D. Levitt
- 5. Blue Ocean Strategy: How to Create Uncontested Market Space and Make the Competition Irrelevant by W. Chan Kim and Renee Mauborgne
- 6. The Little Book that Beats the Market by Joel Greenblatt
- 7. Snakes in Suits: When Psychopaths Go to Work by Paul Babiak
- 8. The Truth about Managing Your Career: and Nothing but the Truth by Karen L. Otazo
- 9. The Little Book of Value Investing by Christopher H. Browne



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10. Mavericks at Work: Why the Most Original Minds in Business Win by William C. Taylor

#### Top 10 Recommended Science Fiction and Fantasy of 2006

- The Thousandfold Thought by R. Scott Bakker 1.
- Kushiel's Scion by Jacqueline Carey 2.
- 3. Next by Michael Crichton
- 4. Widdershins by Charles de Lint
- 5. Fragile Things by Neil Gaiman
- 6. Danse Macabre by Laurell K. Hamilton
- Hunters of Dune by Brian Herbert 7.
- 8. Cadmian's Choice by L. E. Modesitt
- Fifty Degrees Below by Kim Stanley Robinson 9.
- 10. Rainbow's End by Vernor Vinge

#### The Most "Popular" 2005/2006 films at the Library

- Water 1.
- 2. Mrs. Henderson Presents
- 3. Elizabeth I
- 4. Syriana
- 5. Rent (the musical)
- 6. Last Holiday
- 7. Something New
- Transamerica 8.
- 9. Firewall
- 10. High School Musical
- 11. Lord of War
- 12. The Producers
- 13. Rumour has It



Top 10 Canadian Children's Reads for 2006 **Picture Books** 

- The Farm Team by Linda Bailey 1.
- 2. Stanley's Wild Ride by Linda Bailey

20

- 3. Taming Horrible Harry by Lili Chartrand
- 4. Fox Walked Alone by Barbara Reid
- 5. Ancient Thunder by Leo Yerxa

#### Fiction and Non Fiction

- 1. Johnny Kellock Died Today by Hadley Dyer
- 2. Torrie and the Firebird by K.V. Johansen
- 3. I Did It Because...How A Poem Happens by Loris Lesynski
- 4. Squirt! The Most Interesting Book You'll Ever Read about Blood by Trudee Romanek
- 5. You Can't Read This: Forbidden books, Lost Writing, Mistranslations and Codes by Val Ross

#### Top Ten Teen Reads for 2006

- 1. An Alphabet of Dreams by Susan Fletcher
- 2. Anahita's Woven Riddle by Meghan Nuttall Sayres
- 3. The Book Thief by Markus Zusak
- 4. A Brief Chapter in My Impossible Life by Dana Reinhardt
- 5. Dreamhunter by Elizabeth Knox
- 6. It's Kind of a Funny Story by Ned Vizzini
- 7. Just Listen: a Novel by Sarah Dessen
- 8. Ophelia by Lisa Klein
- 9. Sold by Patricia McCormick
- 10. Street Love by Walter Dean Myers





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### THE 10 BEST WEB SITES OF 2006

The Canadian Encyclopedia Online http://www.thecanadianencyclopedia.com

CIA the World Factbook http://www.cia.gov/cia/publications/factbook/index.html

The Link to Learning http://www.linktolearning.com/

#### Peel Information Network

http://www.pinet.on.ca

Medlineplus http://medlineplus.gov/

Science and Technology for Canadians http://www.science.gc.ca/

Service Ontario http://www.serviceontario.ca/

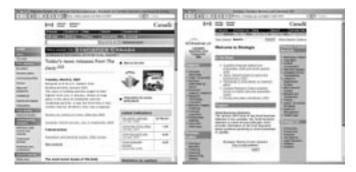
Settlement.org http://www.settlement.org

Statistics Canada http://www.statcan.ca

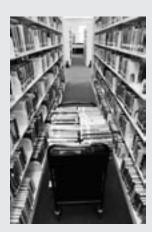
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# PROGRAMS at the LIBRARY



Let's celebrate Canada Book Week! Lakeview Branch Library Saturday, April 21, 2007 • 10:30am - 11:00am All ages. Admission is free.

El Dia de los Libros International Book Day/Children Day Lakeview Branch Library Saturday, April 28, 2007 • 2:00pm - 3:00pm All ages. Admission is free.

# HERITAGE SERIES

This series of local history books is presented by the Mississauga Library System and the financial support of the Friends of the Library. This series of nine books explores the story of the people, places and events of our communities. Author and historian Kathleen Hicks has assembled research and photographs collected from each community. Book six dedicated to the Port Credit community will be launched in August 2007.

The following titles are on sale at the Library or online at the City of Mississauga e-store: Meadowvale: Mills to Millennium; Cooksville: Country to City; and Dixie: Orchards to Industry. For more information, contact the Library at 905-615-3200 x 3606.

Interested in local history? Check out the awardwinning Historic Images Gallery at www.mississauga. ca/library a joint project of the Mississauga Library System, Museums of Mississauga, Planning and Heritage, Community Services and Administration and Cemeteries, Community Services.



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• One bottle of house wine (red or white), cheese tray and four souvenir Entertainer Glasses delivered to the room upon check-in





Additional person \$105.99 plus taxes, maximum 6 adults per suite. Only for Quad Occupancy packages. Price subject to change without notice. Not valid with other promotions or discounts.

#### SATURDAY PACKAGE

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One bottle of house wine (red or white), cheese tray and four souvenir
Entertainer Glasses delivered to the room upon check-in



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