

*Report to the
Community*
2012



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Message from the Calgary Public Library CEO



Over too quickly, the Library's centennial year was a memorable one. I am pleased that our celebrations, programs and activities successfully honoured 100 years of exceptional public library service in an exciting and fun-filled way. Calgarians showed their enthusiasm for the Library with record turnouts at our Centennial Community Birthday Block Parties and participation in various centennial-inspired programs and events throughout the year.

This year saw further exciting developments, including: the New Central Library project's extensive public engagement campaign; the grand opening of our 18th branch, Saddletowne Library, in the city's northeast; the relocation of our Bowness Library to a new and vibrant location; and the renewed funding of our Services for Newcomers by Citizenship and Immigration Canada.

A special thank you goes out to our community partners, The City of Calgary and the Province of Alberta, for their support this year. I would also like to thank the Library Board, our employees, volunteers, customers and all other supporters for always recognizing the value of our services. We should all feel proud of this year's accomplishments!

With our next century of service well underway, we are continuing to offer exciting programs, guest speakers, expanding our extensive eLibrary collection and moving forward with development plans for the New Central Library. I am looking forward to see the new and innovative ways in which we will support our community and inspire life stories in the years to come.

Sincerely,

A handwritten signature in blue ink that reads "Ellen Opie Humphrey". The signature is written in a cursive, flowing style.

Ellen Humphrey, Interim C.E.O.

Message from the Calgary Public Library Board Chair

The past year has been an exciting one for the Calgary Public Library. Our centennial celebrations brought with them pageantry and enthusiasm for the Library staff, past and present Board, and Calgarians. With this momentum, our customers remain our primary focus directing our second century of service.

For those of us privileged to serve on the Board, we are committed to effectively represent the community and support the Library's important work in a way that continues to inspire, lead and educate. In 2012, we implemented a number of dynamic changes on the Board level, including structuring new board committees to strengthen our governance role within the organization and advocating for the Library on both the municipal and provincial levels.



The leadership demonstrated by the Library executive, staff and Board is one of the main reasons Calgary continues to have one of the leading Library systems in North America. We take pride in our Library and know our users do too. With many exhilarating changes on our doorstep such as the New Central Library project and branch expansion, we look forward to 2013 and beyond. On behalf of the Calgary Public Library Board, it is an honour to serve Calgarians and our Library.

Regards,

A handwritten signature in black ink, which reads "Janet Hutchinson". The signature is written in a cursive, flowing style.

Janet Hutchinson, Board Chair

Calgary Public Library Board

Ms. Lorraine Chan
Dr. Susan Ditchburn, Vice Chair
Alderman Druh Farrell
Ms. Janet Hutchinson, Chair

Mr. Robert Lowther
Alderman Gael MacLeod
Mr. Avnish Mehta
Ms. Colleen Pound

Ms. Jane Sidnell
Mr. Fred Valentine

celebrating 100 Years Celebrating 100 Years

The Calgary Public Library: A Century of Inspiring Life Stories

From early beginnings at Memorial Park Library in 1912 to a network of 18 branches (Saddletowne Library opened in 2012) serving the city today, the Calgary Public Library remains a vital, vibrant and dynamic institution. This year is an exciting time in the history and in the thriving future of the Calgary Public Library; it's the centennial!

It's time not only to celebrate the Library's rich history, but also to realize the bright future for one of Calgary's most used public services. In 2011, the Library reached a record 17 million items borrowed, making the Calgary Public Library the sixth busiest municipal library system in North America, behind only Toronto, three of New York City's boroughs and Los Angeles.

In the digital, information and interconnected age, the Calgary Public Library is smashing some stodgy perceptions of dusty books in silenced stacks. It's the new Starbucks where you grab a coffee, download a book and enjoy an afternoon at your public library; it's your new living room.

The Calgary Public Library has always been a community hub and cultural leader. Over the years, Calgarians became involved in thought-provoking lectures with Stephen Lewis, George Stroumboulopoulos and David Suzuki; set the Twitter feed ablaze after electrifying PechaKucha (Japanese "chit chat") nights; rhymed with Sheri-D Wilson, read with Michael Ignatieff and sang with the late Paul Quarrington and the Porkbelly Futures; and listened to Mayor Naheed Nenshi deliver an animated Storytime to smiley-faced tots.



Popular Bookmobile serving Calgary seniors in the 1960s

Central Library cataloguing staff circa 1970

Looking back on a hundred year history makes the Library excited to launch into the next century of service. Like public libraries everywhere, the Calgary Public Library is in the midst of an exciting period of transition: from a world where information was scarce to one where it is abundant; from physical collections containing mostly print items to the virtual world of e-content; from an era of Storytimes delivered in front of a captive audience of children to one of families fully engaged in early literacy events they help create; and from a world of enforced silence to one where the library hums with community conversations.

Tens of thousands of Calgarians joined the party throughout 2012 at an array of special centennial events and programs, including scavenger hunts, speakers, community gardens and, of course, birthday parties. Why not? It only happens once a century!



Our Story in Pictures

As part of celebrating 100 years of Inspiring Life Stories, the Calgary Public Library with a generous grant from the Alberta Historical Resources Foundation digitized more than 3,000 archival photographs so that Calgarians enjoy, reminisce and remember their favourite faces and places.

Users can glimpse inside the now-retired fleet of bookmobile buses, evolving library branch décor and defunct technologies through the decades. There are also pictures documenting famous author visits to the Calgary Public Library, as well as special moments such as the opening of new branches, which are permanently installed in the Community Heritage and Family History Digital Library as the Library's Centennial Collection.

Investing in Communities: New Central Library Public Engagement

Think Big, Dig Deep

A two-phased public engagement strategy took place from June to October 2012, inviting citizens to share their thoughts about the new Central Library and the overall library system. Engagement started with a 'Think Big' phase that ran from June 14 to the end of August. This phase uncovered the key expectations and priorities citizens have about public libraries. Staff and volunteers were out at dozens of community settings such as parks, malls, recreation centres and transit stations, Library branches and other mainstream events (i.e. festivals, farmer's markets, concerts and sporting events) to reach people. Respondents had their choice of iPad or paper surveys, which made gathering input during this phase easy and fun.

The second phase of public engagement, 'Dig Deep,' took place throughout September and October. In this phase, citizens evaluated the options, challenges and solutions for addressing the issues and priorities identified in the first phase and focused on how the system and the new facility can best meet a range of needs.

More than 16,000 Calgarians outlined the guiding principles for the New Central Library and top priorities for the Calgary Public Library system as a whole.

The New Central Library should be:

- Democratic and inclusive, a space for everyone with appropriate access for all physical and intellectual needs;
- An inspiring destination, a civic landmark and a source of pride for the city;
- A safe and secure space for collaboration that values learning and knowledge.

Calgarians also felt the Library's key priorities are:

1. Children and families
2. Community public spaces
3. Creativity and imagination
4. Programs and events/life skills (tie)

INVESTING IN
Communities  New Central Library



Lt-Rt: Dr. Erika Hargesheimer, Alderman Druh Farrell and Alderman John Mar and many volunteers launch the New Central Library public engagement initiative.

Gerry Burger-Martindale, Jean Ludlum and Anne Marie Fryer supporting the team.

One of 16,000 Calgarians who contributed to a public engagement activity.

Inspiring and Innovative Spaces

Saddletowne Library Opens in Our 100th Year of Service

In 2004, City Council approved a feasibility study for a \$125 million recreation centre in northeast Calgary that would include a \$12 million Library branch. The City committed \$70 million toward the centre, other levels of government gave \$30 million, the YMCA provided \$10 million and the rest of the money was raised by a society of area residents from surrounding communities.



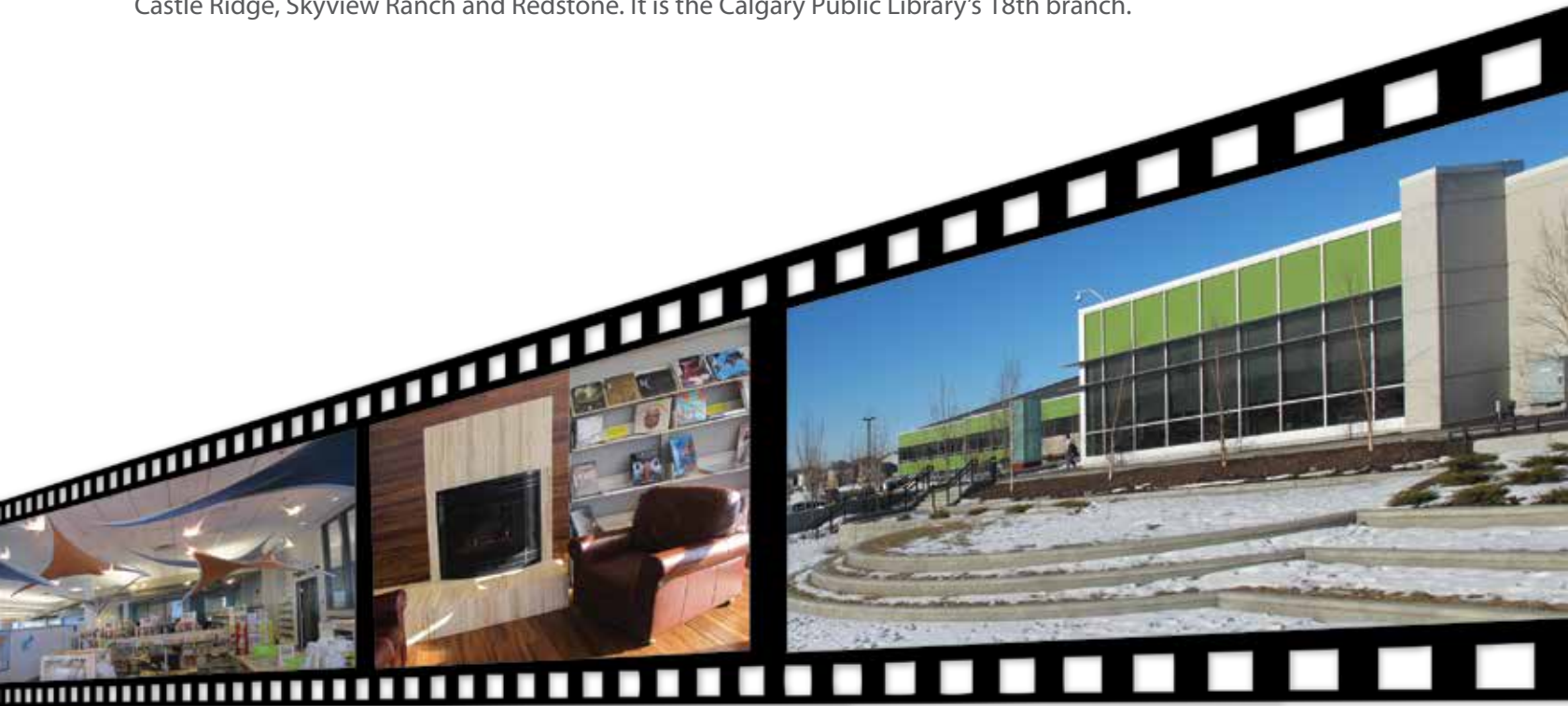
Saddletowne Library

© Photo Credit: Genesis Centre of Community Wellness

Years Celebrating 100 Years Celebrating 100

Four years later, the society was pleased to announce that the bulk of their funding was donated by Genesis Land Development Corporation. Construction of the Genesis Centre of Community Wellness began in the summer of 2009.

The centre's much-anticipated Saddletowne Library opened its doors in January 2012 offering 18,000 sq. ft. of floor space, a fireside reading area, reading lounge, waterfall features, enhanced Wi-Fi access and more than 150,000 materials. Immediately, Saddletowne Library became a destination for all ages by serving tens of thousands of people in the communities of Martindale, Taradale, Saddle Ridge, Falconridge, Coral Springs, Castle Ridge, Skyview Ranch and Redstone. It is the Calgary Public Library's 18th branch.



Signal Hill Library Earns LEED® Gold for Its Expansion

In 2012, Signal Hill Library earned the distinction of being a LEED® Gold Certified facility. LEED® (Leadership in Energy and Environmental Design) is presented to qualifying buildings by the Canada Green Building Council to encourage and facilitate the development of more sustainable buildings and infrastructure.

This distinction marks the Library's continuous commitment to providing outstanding public library services and facilities to Calgarians. Signal Hill Library officially opened its new expansion and renovated space in October 2011.

The New Space and Place for Bowness Library

Mandating to provide exceptional public library service and building community resulted in expanding Bowness Library. Relocated to a community landmark in a higher-use area, the larger and brighter branch offers enhanced conversation as well as parent and child-friendly spaces, additional computers, more study space, two breakout rooms for Calgary Public Library sponsored learning opportunities and fresh, expanded collections.



Bowness Library

Signal Hill Library

The Library's New Mascot – Meet Curious the Chameleon!

Kicking off its centennial year, the Library introduced a new mascot after holding a city-wide naming contest. The chameleon was chosen because it best represents the Library as adaptable, accessible to all, and able to celebrate its history and to look forward to the future.

The winning name was “Curious,” which captures a ubiquitous characteristic of Library customers of any age!



Inspiring Life Stories in Print

Weaving together a century of photos and the stories of those who made a difference to the Library and to Calgary, award-winning popular historian Brian Brennan writes the Library's story in *The Calgary Public Library: Inspiring Life Stories Since 1912*.

This keepsake publication received both a private launch on April 24 and a public launch on May 17 at Memorial Park Library. At both events, Brian Brennan introduced the book and recounted meaningful stories of the people and events that shaped the Library's history.

In addition, *The Calgary Public Library: Inspiring Life Stories Since 1912* was added to the Library's circulating collection and a limited edition copy added to the local history collection. The book is also available for purchase at select bookstores and through the Calgary Public Library Foundation.



Author Brian Brennan



THE CALGARY PUBLIC LIBRARY

INSPIRING LIFE STORIES

SINCE 1912

The origins of the Calgary Public Library date back to the first decade of the 20th century when Calgary was emerging as western Canada's fastest-growing farming and ranching centre. At the time, the men of the frontier city predicted that sustained economic growth would soon cause the population to increase tenfold to 100,000. The women said that such a great city would require a great library.

Prominent among those women was a literary enthusiast named Annie Davidson who led the successful drive to have Alberta's first public library built in Calgary. With an endowment from the Carnegie Corporation, the Calgary Public Library opened to the public in early 1912. Over the ensuing century it has continually proven its value to seekers of enlightenment, enrichment and entertainment. Much more than a repository for books, this award-winning institution provides a cornucopia of services and programs to empower, enable, and excite the imagination of Calgarians.

In *The Calgary Public Library: Inspiring Life Stories Since 1912*, award-winning popular historian Brian Brennan introduces us to the principals in the Library's ongoing success story. As he connects the stories of those who made a difference to the Library and to Calgary, Brennan paints a vivid portrait of an ever-evolving community resource that will continue to provide valuable service for centuries to come. He begins his narrative with Annie Davidson and pioneering founding librarian Alexander Callhoun, and ends it with Mayor Naheed Nenshi and visionary Library leader Gerry Meek. In between, Brennan tells of such respected former Library leaders as Bill Castell, Les Fowle and John Dutton, of beloved former librarians Louise Riley and Georgina Thomson, of library users, artists and politicians, of late-fee amnesties, Story Hours and architecture, of expansion, of cost-savings, of equal access to the Library for all, of finding joy in a good book. In the end, the story of the Calgary Public Library becomes the story of Calgary itself.

Once dubbed "the friendliest door in town," the Calgary Public Library remains a welcoming haven for people of all ethnic, linguistic, political, religious, and socio-economic stripes. In the history of this progressive city, no place has touched more people, more powerfully, and in more ways than the Calgary Public Library.



Brian Brennan

celebrating 100 Years Celebrating 100 Years

Centennial Community Birthday Block Parties Presented by Cenovus

On June 2, more than 50,000 Calgarians joined the biggest party of 2012 to celebrate the Library's 100th Birthday! The action included free performances, magicians, Storytime, music, games and, of course, birthday cakes, all uniquely themed at every branch.

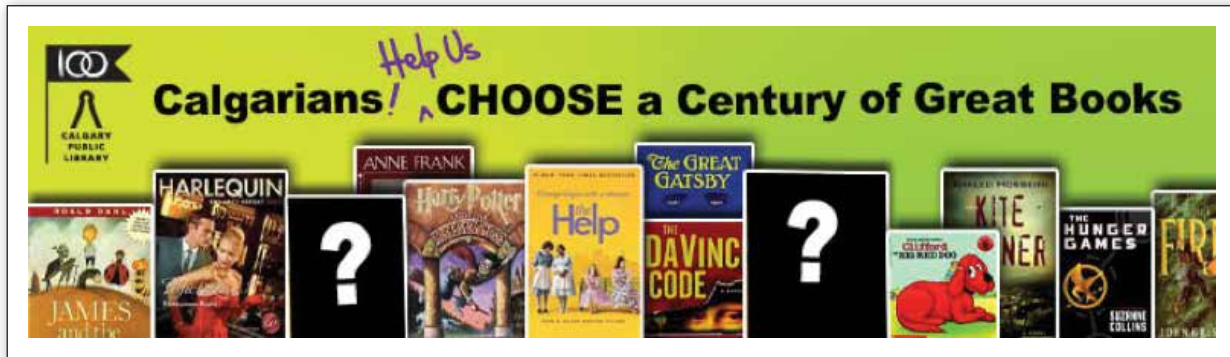
In addition to the city-wide action, official cake-cutting and remarks were held at Signal Hill Library and included former Library CEO Gerry Meek, Alderman Richard Pootmans, MLA Ken Hughes and MP Rob Anders.



Years Celebrating 100 Years Celebrating 100



A Century-Old Institution Names a Century of Great Books



The Library invited Calgarians to nominate books they felt deserved to make the list of “Top 100” books from the past century. From June to September, readers nominated titles from all genres for the Calgarians Choose a Century of Great Books program. From more than 2,000 nominations and nearly 1,000 titles, these are the top 10 from 100 books chosen by our city’s avid readers.

The Top 10 Titles:

- *The Hunger Games* by Suzanne Collins
- The Harry Potter series by J.K. Rowling
- *To Kill a Mockingbird* by Harper Lee
- *The Lord of the Rings* trilogy by J.R.R. Tolkien
- *Anne of Green Gables* by L.M. Montgomery
- *The Help* by Kathryn Stockett
- *The Hobbit* by J.R.R. Tolkien
- *A Fine Balance* by Rohinton Mistry
- *Gone With the Wind* by Margaret Mitchell
- *Geronimo Stilton* series by Geronimo Stilton

The Library’s Little Scavengers

Families joined Curious the Chameleon for a scavenger hunt at Crowfoot Library, in partnership with City of Calgary Parks and Recreation. Over 100 children and adults attended this interactive geo-caching project throughout the summer.

“The **Library** provides
stimulus to the intellectual
development of its citizens by
introducing into their minds the
thoughts of great *writers* of
the past and present.”

Rev. John Clark, Library Board Chairman 1912

celebrating 100 Years Celebrating 100 Years

March On: The 2012 Stampede Parade

More than 350,000 live spectators and a million television viewers worldwide watched the Library's Stampede Parade entry complete with show-stopping storybook characters, boot-stomping beats, sparkling cowboy regalia and a custom "Inspiring Life Stories" float on July 6.

The Library's energetic staff volunteers earned the well-deserved Best Miscellaneous Costume Award for the Stampede's centennial parade. The entry marked an unforgettable past and another century of remarkable stories.



Ready to march! The parade assembly was complete with banner, volunteers, magnificent costumes and a beautiful float.

Years Celebrating 100 Years Celebrating 10

Parade Volunteers:

Amanda Balding
Nelli Boutchev
Gerry Burger-Martindale
Winnie Chan
Mei Chen Ling
Cindy Chuong
Elizabeth Coates
Gabrielle Doyle

Stephen Gibbs
Lori Graff
Katrina Green
Andrea Grotemeyer
Sara House
Miranda Johnson
Tina Kuang
Monique Langille

Michaëlle LeManne
Gerry Meek
Courtney Novotny
Christine Pinkney
Natasha Qereshniku
Umashanie Reddy
Christine Percival Anderson
Heather Robertson

Ryan Postic
Michael Saldanha
April Serink
Daniel Slessor
Guinevere Soare
David Tickner
Mike Thompson
Nicky Valbonesi
Alison Walker



TD Summer Reading Club Launches Nationally in Calgary

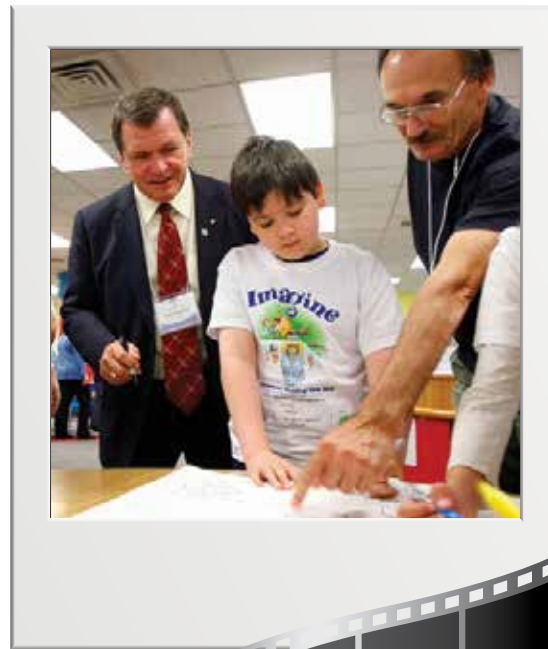
Literacy is an important skill for children to practice all year long, not just while they're in school. In 2012, the Calgary Public Library joined the nation-wide TD Summer Reading Club in an effort to help children build and maintain strong reading skills throughout the summer months. Calgary was also chosen as the program's media launch city because of the Library's centennial.

The official Club launched on June 13 at the Central Library with a live press conference. TD Bank Group Deputy Chair, Frank McKenna spoke at the kick off, as well as representatives from the program's partners, Library and Archives Canada and the Toronto Public Library.

Fifty-seven children from Connaught elementary school also attended and were given the opportunity to draw with award-winning children's illustrator, Dusan Petricic.

The TD Summer Reading Club is rolled out to over 1,900 public libraries every year and features activities and reading lists to foster continued reading and learning in children over the summer months. Last year's theme *Imagine* encouraged kids and their parents to use their creativity and bring the fun of reading to life.

The TD Summer Reading Club's goal to maintain kids' reading activity while out of school fits perfectly with the Calgary Public Library's Growing Readers mandate to foster children's literacy and create a life-long love of reading. In total, 16,628 children registered in the program.



Students from Connaught School let their imaginations run wild while learning to draw with Dusan Petricic, right, and Frank McKenna, Deputy Chair, TD Bank Group, left, to celebrate the national launch of the TD Summer Reading Club at the Calgary Public Library.

Library Customers “Talk to the Future”

The Calgary Public Library is about Inspiring Life Stories and that’s exactly what the centennial future capsule project did. Calgarians “talked to the future” by submitting their ideas, stories, predictions or drawings for inclusion in a time capsule that will be opened in 2062.



Meet Clock Monster, the face of the Talk to the Future campaign.



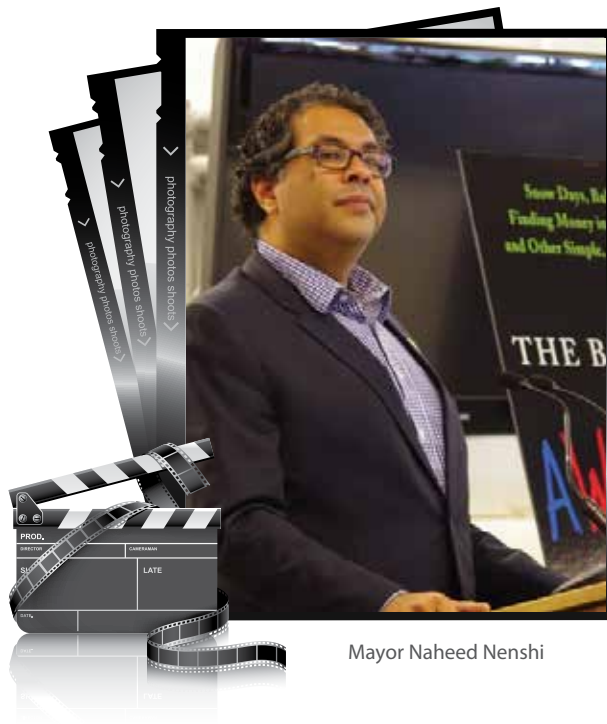
celebrating 100 Years Celebrating 100 Years

One Book, One Calgary

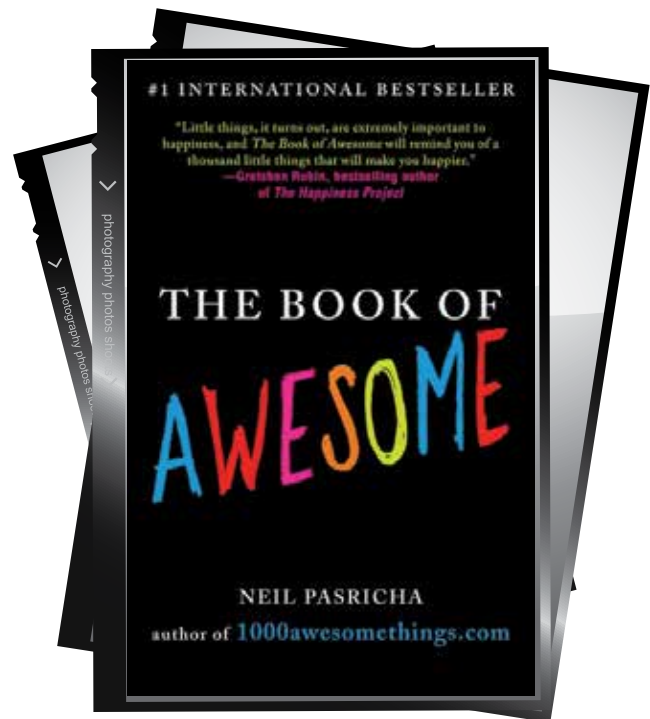
One Book, One Calgary is a city-wide book club. This year's book was Neil Pasricha's international bestseller, *The Book of Awesome*.

A vibrant and much-anticipated evening on November 2 launched this year's One Book, One Calgary program. Calgary Poet Laureate, Kris Demeanor, took the stage to showcase all things awesome, including unveiling a community art wall on the Central Library's main floor.

The event also featured remarks from Mayor Naheed Nenshi, entertainment by the Calgary Creative City Collaborative and a performance by local band Rotary Park.



Mayor Naheed Nenshi



“Books
have been around
for so long... **surviving**
the advent of radio, television and cinema...

that it is *difficult* to conceive of a
world without them. Indeed, **books** seem to
come out of each struggle **STRONGER** than before.”

William R. Castell, Chief Librarian from 1945-1973



The Dream of Annie Davidson



The seeds for a public library in Calgary were sown in February 1906 when Annie Davidson, a 68-year-old widow and mother of 10 with a passion for books, invited a small group of literary enthusiasts to start a female reading club and encouraged imparting reading to the wider community.

In 1907, the two-year-old Alberta government ratified an Act to Provide for the Establishment of Public Libraries, which prompted Mrs. Davidson and the Calgary Women's Literary Club to petition and succeed in establishing the city's first library board. With an endowment from Andrew Carnegie, work began to construct Calgary's first public library – Memorial Park – which opened with great popularity on January 2, 1912. More than 3,000 residents - nearly 10 per cent of the population - registered for cards in the first month and by the end of 1912, the original collection of 5,280 books had grown to 12,343 and the number of patrons had grown to 8,911.

The official opening of Memorial Park Library took place on April 26, 1912 with an immense crowd in attendance to recognize not only The City of Calgary and Andrew Carnegie, but also Annie Davidson, the energetic visionary who had inspired a small, yet mighty group of women to transform their passion for reading into a cultural institution that has inspired life stories for a century.



Years Celebrating 100 Years Celebrating 100



Memorial Park under construction in 1911



Children's reading room, 1912



Memorial Park staff at welcome desk, 1912



“Growing Readers” Literacy Initiatives Thrive

Early literacy has always been one of the Calgary Public Library’s strongest service offerings. With dozens of programs and thousands of materials available for parents and children, the Library continued to provide excellent support to grow young readers throughout 2012.

In January, the Library introduced its new mascot Curious the Chameleon at the Saddletowne Library grand opening. Curious continued to appear at numerous events throughout the year, including Fort Calgary’s Winter Festival on February 20, where Services for Children, Teens and Families spoke to over 500 Calgarians and created 100 birthday cards for the Library’s centennial.

Both of the Library’s summer reading programs – the TD Summer Reading Club for kids and Youth Read for teens – saw substantial increases in participation from previous years. This was the Library’s first year participating in the TD Summer Reading Club, which had 16,628 children register – a 24 per cent increase in participation from 2011’s summer reading program. Youth Read was an even bigger success, with a 75 per cent increase in participation. The 817 teens who registered submitted 1,205 creative entries to the weekly challenges and read for a total of 14,462 hours.

A new and improved children’s website was also launched over the summer with a cleaner, more playful look that’s easier for kids and parents to use. The website’s popular Storytime Anytime video page also got a makeover in the re-launch.



The five Growing Readers commercials continued to reach Calgarians last year with more placements on local stations, including City TV, CTV and Global. Each commercial features a parent and child practicing one of the five key behaviours for early literacy – talking, singing, reading, writing and playing – and encourages parents to use the Library to support their child’s growth.

Years Celebrating 100 Years Celebrating 100

To close out the year, the Calgary Public Library teamed up with the Calgary Board of Education, the Calgary Catholic School District and the United Way's UpStart program to ensure students from kindergarten through grade nine have a Library card, encourage Library membership and provide parents and students with the benefits of the many resources available to them as cardholders.

The Card for Every Child campaign is an integral part of the Library's literacy initiatives for school-aged children. A child's first membership card is the beginning of a life-long relationship with the Library and the passport to a world of exploration and imagination.





A Rich Arts and Culture Experience

Throughout 2012, the Calgary Public Library enthusiastically participated, supported and cultivated rich arts and cultural opportunities not only in support of Calgary's Cultural Capital of Canada distinction, but also in celebration of the Library's centennial year. As the cultural institution most attended by the public, the Library's trusted community spaces provided an essential staging ground for other arts and cultural organizations to reach Calgarians.

From participating in Doors Open YYC, Calgary 2012 Open Houses and lip dub to being a community member in the city-wide Harvest Festival, the Library encouraged its customers and Calgarians to sample new arts experiences inside and outside its branches. The Library developed signature activities such as the "Art On the Go! Words on the Move!" program and the Century Homes legacy database with Calgary 2012 grant funding and support. The "Art On the Go! Words on the Move!" program initiated a post-modern conversation through a variety of visual and literary forms by lending a journal and sketchbook for contributors to share their stories. The Library also, as a partner of the Calgary Heritage Initiative Society, created the Century Homes legacy database that contains detailed information of the city's heritage homes collected through the Century Homes Calgary project, which earned the esteemed 2012 Governor General's History Award for Community Programming.

Finally, Sun Life Financial funded the launch of the Sun Life Financial Arts + Culture Pass in 2012. Through this program, Calgary Public Library card holders who are registered with the City of Calgary Fee Assistance Program may choose passes to theatre companies, museums, historic attractions, cultural festivals, dance and music performances, and the zoo.



Calgary 2012 window collage in City Hall acknowledging Calgary's largest institutions celebrating their centennial. Lt-Rt: Calgary Stampede, Calgary Public Library, the City of Calgary Recreation and Calgary 2012.

Thank You 2012 Volunteers!

With so many activities and programs going on across the branches every day, the Library relies heavily on its volunteers. Their support ensures that the Library achieves its goals and far exceeds its expectations. The Library provides opportunities for members of the community to get involved and give back through many exciting avenues.

Some of the ways in which our fantastic volunteers supported the Library this year included:

- Supporting several high-profile events including: the Bob Edwards Award Gala, Centennial Community Birthday Block Parties, Foundation casino, public engagement for the New Central Library and in the creation of the new, multi-language *Welcome to the Library* DVD.
- Participation in new volunteer-based programs including acting as library mascot, peer-to-peer study groups, virtual volunteering and new volunteer-based programs implemented at the Saddletowne Library.
- The expansion of career coaching, computer technology assistance, Read Letter Day and the Youth Volunteer Corps programs to other Library branches.

In appreciation of the Library's many volunteers, a volunteer recognition event was held for more than 600 guests, including Mayor Naheed Nenshi.



Mayor Naheed Nenshi (far right) poses with this year's award winners.

Lt-Rt: Norman Senn, Lisa O'Brien, Barbara Shorrocks, Aiswarya Madhu, Yuna Kim, Sabina Souliere, Evette Berry, Maria Serban and Tony Tighe.

Usage Statistics for 2012



393,430

Calgarians hold a Library Card.



This year alone, the Library had ...

2,195,354

items
available in its
collections

offered
8,543
programs for
children, teens
and adults

How do Calgarians use the Library?

14%

Attend Programs

21%

Visit calgarypubliclibrary.com

66%

Borrow materials to circulate a total of **17,121,718** items.

But ebooks are on the rise with **509,015** online database uses.

With **1,689,315** books, **155,563** music items, **87,648** magazines and **188,005** blu-rays

and DVDs the Calgary Public Library has *Everything* at **18** branches.

YOU'RE INTO

One Library for All

Calgary Public Library Services For Newcomers



The Library works to connect with all Calgarians, especially among the city's diverse populations and mix of cultures. This year saw several new and engaging programs, initiatives and partner collaborations with outside organizations to achieve this goal.

With funding from Citizenship and Immigration Canada, the Library was able to significantly connect with the newcomer community by enhancing and expanding programs and services for Calgary's immigrant population.



A welcoming smile from the Services for Newcomers staff.

Settlement Services at the Library was launched at five locations in collaboration with five immigrant-serving agencies. Newcomers to Canada and Calgary now have more convenient access to settlement and orientation information on English language learning, employment, Canadian law, finances and banking, recreation, housing, education, health services, transportation and more. In addition, the multilingual *Welcome to the Calgary Public Library* DVD was produced to assist in this new immigrant orientation.

Additionally, the Library hosted numerous cultural events such as a citizenship ceremony, GlobalFest, Diwali Festival, World Refugee Day and Jamaican Independence Day.

There are many in the community who would love to utilize the Library but are unable to access its resources. The creation and continuation of various specialized services ensured Library services reached these individuals. These services included Homebound Reader Services, software updates and new accessible furniture for Accessible Library Experience (ALEX) workstations, and the Library in Residence program offered to 44 senior care facilities.

The Library also joined the Aboriginal Awareness Week Planning Committee to help plan and host events, such as Storytime in Teepees for children and teens.



Lt: Doi Chang Coffee Delegation, GlobalFest

Rt: Storytime in Teepees hosted, in part, with Curious the Chameleon during Aboriginal Awareness Week.

Innovative Ways to Market an Enduring Institution

The Calgary Public Library is a vibrant, 100-year-old cultural institution. It remains an integral and well-used community fixture, despite the rise of rapidly developing technology and popular book store chains, creating a new competitive market for the Library's services and collections. To continue to reach Calgarians on a personal level, the Library seeks to market its services in new ways, replacing stereotypes with fresh and vibrant images.

Diving Into Everything, Feet First

Using a multi-layered, targeted marketing strategy, the popular 'Feet Campaign' was designed to show Calgarians that the Library indeed has everything they're into. Ads appeared throughout the city on train platforms, in movie theatres during preshows, in lounge washrooms and in local magazines, including *Avenue*, *Impact*, *Calgary's Child*, *City Palette*, *Calgary Bridal Guide* and *Swerve*. These ads embody the Library customer, showcasing their varied interests through diverse and colourful 'personalities' cleverly depicted in the materials filling their iconic purple Library bags.

The ads are designed to connect with Calgarians, specifically non-users who may have misconceptions about what the modern Library can offer them. Ad personalities were developed around pop culture and niche interests to resonate with Calgarians on a personal level. For example, the specially-produced creative for Cineplex Theatres was timed with blockbuster releases such as *Rock of Ages* and *The Dark Knight Rises*. The remainder of the personalities reflected the specialized interests and hobbies of Library customers.



Years Celebrating 100 Years Celebrating 100



Everything Sophie's into.



Get your card today!

© 2012 Calgary Public Library. All rights reserved.



Everything the bridesmaids are into.



Get your card today!

© 2012 Calgary Public Library. All rights reserved.




Everything Wesley's into.



Get your card today!

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Everything Bruce's into.



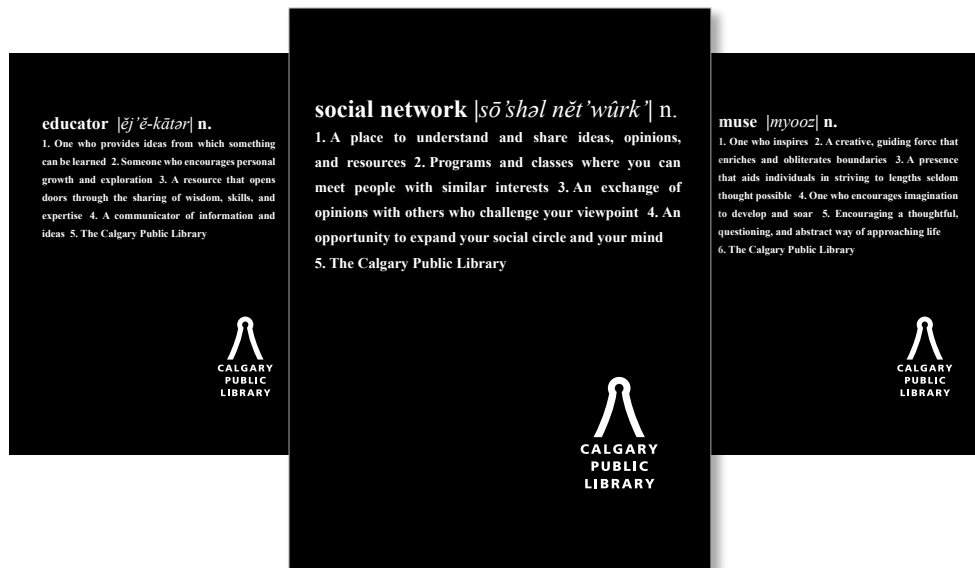
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Advocating Inclusion

Public library advocacy supports the Calgary Public Library's financial and philosophical goals by reaching key decision-makers and leaders in the community to demonstrate the fundamental importance, value and heart of the organization. New technologies have created immediate access to infinite information. Customers are now accustomed to getting what they want and need with an immediacy and convenience never before seen. They are wiser, savvier, but still very much emotionally-driven.

In May 2012, the Library launched a unique and introspective advocacy campaign by defining key roles of the Library and presenting them like dictionary definitions to successfully reach decision makers and passion players in Calgary's community. The concepts played not only on the literary leadership of the Library, but also relayed the Library's many roles as a social network, partner, equalizer, muse, dream maker and educator to every citizen through an emotional connection.



Calgary Public Library Foundation Activities

Though primarily a government-funded organization, much of the Library's success is due to ongoing support from corporate partnerships, community organizations and private donors facilitated by the Calgary Public Library Foundation.

Last year was an especially important year for the establishment of Calgary Public Library Foundation's Centennial Partners, notably Cenovus Energy, Encana, TD Bank Group and the Calgary Herald, that enabled the Library to hold special celebrations, including: throwing city-wide Centennial Community Birthday Block Parties; opening two new community gardens at Southwood and Forest Lawn Libraries; contributing to the Library's Stampede Parade entry; hosting the TD Summer Reading Club; and funding One Book, One Calgary 2012.

The Encana Community Gardens, which opened in June, heralded a new kind of community engagement for the Calgary Public Library. At the two new gardens, Encana Book n' Worms community garden at Forest Lawn Library and Encana Common Ground community garden at Southwood Library, community members can plant in the garden or just read and relax in a beautiful public space.

Literacy remains a fundamental core strength of the Library. Through generous support from Canadian Oil Sands, the Library launched the unique math literacy program, Canadian Oil Sands Math Minds. The program provides students in grades one through six with specialized math help from qualified adult volunteers. In addition, the Library continued to collaborate with the Boys and Girls Club, JUMP Math, University of Calgary, and Calgary Separate School System to help ensure children have the fundamental math building blocks to succeed.



The Calgary Public Library Foundation's highlight of 2012 was the Bob Edwards Award Gala on November 8. The event honoured Mary Walsh, Canadian comedienne and member of the Order of Canada. The award was created by Alberta Theatre Projects, who gave custody of the fundraising event to the Calgary Public Library Foundation in 2012 to celebrate the Library's centennial. In its first year hosting the gala dinner and accompanying Eye Opener Scotch Tasting, the Foundation raised \$100,000 in support of the Calgary Public Library.

Through the generosity of donors, the Library Foundation raised \$1.1 million last year to enhance the special services and programs the Library provides.

celebrating 100 Years Celebrating 100 Years

Encana Book n' Worms
community garden at Forest
Lawn Library.



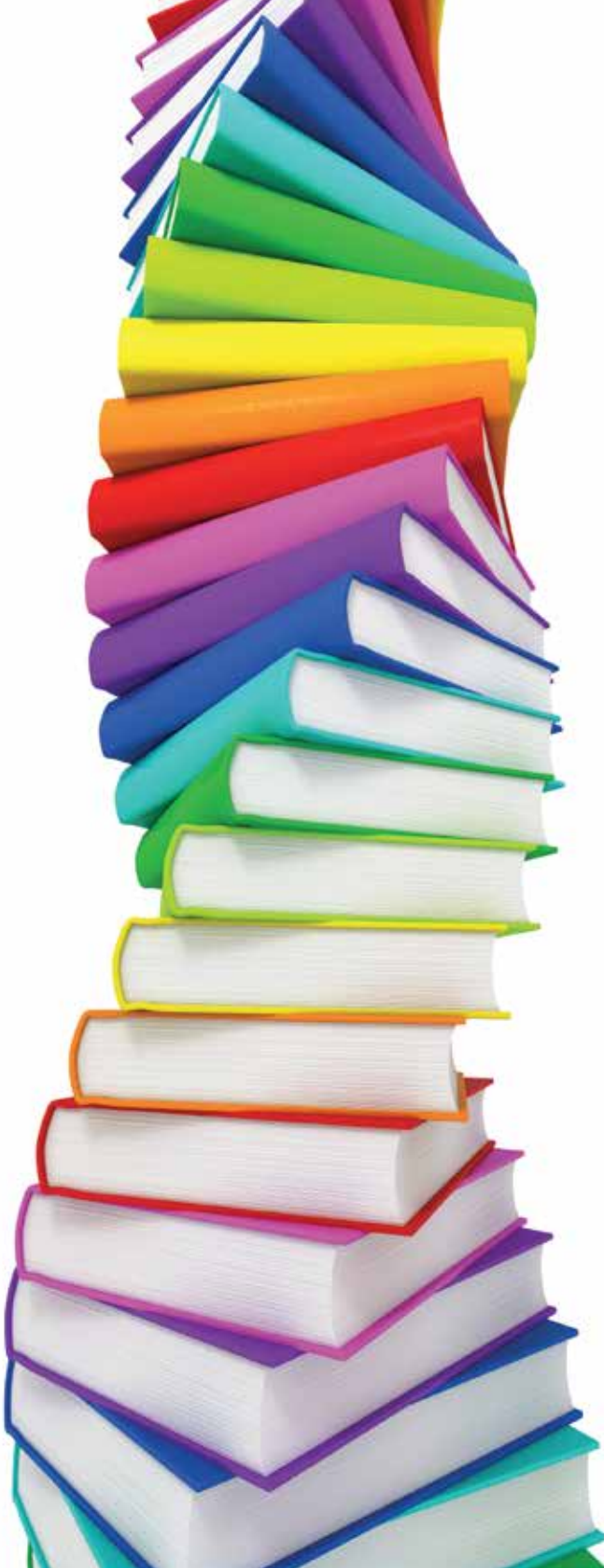
Encana Common Ground
community garden at Southwood
Library.



Awards

The Calgary Public Library's commitment to excellence in public service and community engagement was honoured last year with the following awards and recognition:

- Governor General's History Award for Community Programming – The Century Homes Calgary project, created in partnership with the Calgary Heritage Initiative Society, saw over 500 homeowners researching their century old houses for inclusion in a digital database stored at the Library.
- Calgary Chamber of Volunteer Organizations' Non-Profit Innovation Award – The Library's internal Dragon's Den competition won for encouraging innovation through employee engagement. Staff were asked to write and present proposals for new Library initiatives; the winning proposal was a "Welcome to the Calgary Public Library" video made by Diversity Services that is available in 10 languages.
- *Calgary's Child* Publisher's Award of Distinction – The Library received this award for supporting and sharing *Calgary's Child's* vision of encouraging, educating and empowering families in Calgary. The Library offers a full range of resources and programs, and has both approachable staff and family-friendly facilities that help maximize the potential of children and enhance the quality of life for families.
- Volunteer Calgary Volunteer Engagement Award – The Library's Living Library program received this award for the unique way it uses volunteers; customers can "borrow" Library volunteers, who tell stories about personal experiences.
- Runner Up 2012 First Calgary Financial Community Vision Award – Library volunteers submitted the nomination on behalf of the Library for the way it treats and engages volunteers.
- Calgary Stampede Best Miscellaneous Costume Award – The Library's 2012 Stampede Parade entry featured enthusiastic Library staff in bright and eclectic storybook costumes.



Branches:

CENTRAL – 616 Macleod Trail S.E.

ALEXANDER CALHOUN – 3223 14 Street S.W.

BOWNESS – 7930 Bowness Road N.W.

COUNTRY HILLS – 11950 Country Village Link N.E.

CROWFOOT – 8665 Nose Hill Drive N.W.

FISH CREEK – 11161 Bonaventure Drive S.E.

FOREST LAWN – 4807 8 Avenue S.E.

GLENMORE SQUARE – 7740 18 Street S.E.
(Glenmore Square Shopping Center)

LOUISE RILEY – 1904 14 Avenue N.W.

MEMORIAL PARK – 1221 2 Street S.W.

NOSE HILL – 1530 Northmount Drive N.W.

SADDLETOWNE – 7556 Falconridge Boulevard N.E.

SHAGANAPPI – 3415 8 Avenue, S.W.

SHAWNESSY – 333 Shawville Boulevard S.E.
(South Fish Creek Complex)

SIGNAL HILL – 5994 Signal Hill Centre S.W.

SOUTHWOOD – 924 Southland Drive S.W.

THORN-HILL – 6617 Centre Street N.

VILLAGE SQUARE – 2623 56 Street N.E.



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