

# 2017 ANNUAL REPORT

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## MESSAGE FROM THE CHAIR OF THE BOARD



### ***2017 was a momentous year for RPL, marked by challenges, innovation and success stories.***

The release of the 2017 provincial budget was a pivotal moment for RPL. Faced with the possibility of losing a portion of our funding, we responded efficiently, proactively and strategically. Yet, what could have jeopardized the offering of library services in the province triggered instead a reaffirmation of the importance of our work. Reginaans – and Saskatchewanians – lost no time in letting the provincial government know how much they value their public libraries, and public outcry resulted in the reinstatement of library funding province-wide.

Later in 2017, the RPL Board of Directors adopted a new Strategic Plan. The Strategic Plan sets high-level priorities and ensures that the entire organization is working together toward common goals. It outlines strategy, measures and targets to ensure RPL continues to be a valuable and integral part of the community.

By adopting a formal strategic plan, we have made yet another important step to purposely and efficiently serve the needs of our community, and in all our work we continue to uphold our commitment to enhancing the quality of life in Regina.

I invite you to look through this annual report to learn more about our work this year, and our continued efforts to fulfill our mission in the community.

**Sean Quinlan, RPL Board Chair**

## MESSAGE FROM THE LIBRARY DIRECTOR & CEO

Adding to the message from our Chair, I would like to thank our staff for their efforts to provide dynamic programs, events and services that proactively addressed Regina's growth and changing needs.

### ***RPL continues to build and adapt its offerings to ensure we remain relevant and of interest to our customers and the public.***

One of the highlights of 2017 was serving as host for a TEDx event in Regina. Five local speakers presented ideas and unique perspectives to a live, sold-out audience of 109 TEDx-ers, as well as to the entire online TED world.

Another highpoint came in the summer, when we completed the move of Albert Branch to māmawēyatitān centre. This was the final chapter in a long effort to see this new facility open its doors to the north central community, and a new chapter in service to all Regina residents. The branch has been welcomed with great enthusiasm, and we are excited to see customers take advantage of its new offerings.



## CONTINUED



These are but two examples of our growth in 2017, which also saw continued efforts to offer quality business, literacy and learning programs, as well as great strides on the digital front, with the introduction of a new website among other exciting innovations. We also started offering walk-in counselling, acquired a new collection of Braille books for children with visual impairments, and joined a number of community events, from Pride Parade to the Queen City Marathon.

In short, it was another wonderful year of participating in the vibrant life of Regina and striving to make a difference in the lives of Regina citizens.

**Jeff Barber, Library Director and CEO**

## VISION, MISSION & VALUES

At the end of 2016, the Board of Directors approved a new mission, vision, and values for the organization.

These important statements provide the backbone for the work we do, and include a Mission Statement, to express our fundamental purpose, a Vision Statement, to guide our current and future courses of action, and a set of Values, to describe an organization's core beliefs and principles.

You can find our Vision, Mission, and Values in full on our website.

## RPL STRATEGIC PLAN

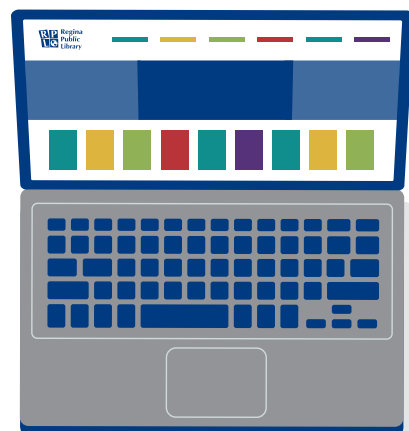
In early 2017, the RPL Board of Directors introduced the library's new Strategic Plan. The plan outlines a high-level set of strategic imperatives necessary for the organization to meet its mission and continue to strive toward its vision. It provides direction for the organization's priorities, envisions a desired future, and defines actions required to achieve that future.

Our strategic imperatives are our highest priority business goals and put into practice RPL's mission, vision and values via a specific set of objectives. These imperatives are foundational to our work, frame our priorities, and focus our efforts.

## NEW WEBSITE

RPL launched a new website in April, 2017 with the intent to improve the online customer experience. The new mobile-responsive design provides access on most electronic devices to a large array of online services and offerings.

Key findings to date indicate the new site is attracting more visitors who are staying longer and exploring more content. Customers are spending less time on individual pages, which indicates they are finding it easier to locate the content they are looking for, and then moving on.



## mâdawêyatitân centre

RPL is an owner/partner in mâdawêyatitân centre in Regina's North Central neighbourhood. mâdawêyatitân is a Cree word meaning "let's be all together." The centre was built to meet community-identified needs and to be a hub for the community. It is a place of cooperation and collaboration for integrated service development, delivery, and access by and with the residents in North Central and all Regina citizens.

RPL moved its Albert Branch to the new centre in July 2017, and since its move, staff at Albert observe new use of the branch space and report regular users have adopted the new Albert as their library branch. 2017 third-quarter numbers indicate that a 23 per cent increase in circulation of materials, an 87 per cent increase in visits and a 64 per cent increase in provision of library cards.

## PROGRAMMING

RPL has updated when and how programs are offered to more appropriately fit the lives of Regina's by increasing drop-in programming, after-school programming, and volunteer-based programs, and increasing our flexibility to add sessions to sold out programs whenever possible.

While the number of programs at RPL continues to increase, they are increasing in specific areas. For example, in 2017 we doubled the number of small group literacy workshops to accommodate demand. Volunteer-based programs and business programs are also in high demand, so additional programming was offered. We've increased the number of programs at Central Library to generate foot traffic from a variety of demographics to ensure all walks of life feel welcome and comfortable at our flagship location.

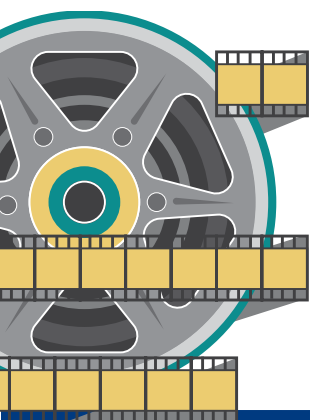


## RPL FILM THEATRE

Like commercial and arthouse theatres across North America, patronage at RPL Film Theatre has continued to decline. RPL film theatre attendance dropped almost 50 per cent from 2012 to 2013. This decline in customers is a concern to RPL - we believe in the mandate of the film theatre, and of its place in the community, and we want to do everything we can to encourage the community to take advantage of what we offer.

For the past few years, work has been carried out to determine what the people of Regina would like from the film theatre.

Based on that research, we began to make changes to film theatre offerings and operations in fall 2017 and into 2018. We believe these changes will increase attendance at our events, and we'll be monitoring carefully to see what works.



## 2017 BY THE NUMBERS

**25,479 HOURS**

open to the public

**1,686,152** in-person  
**VISITS**

**80,665** active  
library **CARDS**

**87,193 ITEMS ADDED**  
to the collection in 2017

**1,987,491 OVERALL  
CIRCULATION**  
(includes renewals)

**135,746 EBOOKS**  
borrowed

**41,357** streaming **MUSIC  
TRACKS** played

**12,177** streaming  
**TV SHOWS AND  
MOVIES** circulated

**202** public  
access **COMPUTERS**

**188,377 HOURS** of public  
**INTERNET USAGE**

**243,769** in-house  
**COMPUTER SESSIONS**

**7,480** library **PROGRAMS**  
provided

**116,950 ATTENDEES** at  
library programs

**194 PROGRAMS** and  
exhibitions offered at  
**DUNLOP ART GALLERY**

**33,745** in-person **VISITS**  
to the **DUNLOP ART  
GALLERY**

**486 FILM SCREENINGS**  
offered at the RPL Film  
Theatre

**7,006** in-person **VISITS** to  
the RPL **FILM THEATRE**

**1,119,207 E-VISITS** to  
reginalibrary.ca

## 2017 BOARD OF DIRECTORS

**Sean Quinlan**, *Chair*

**Barbara March-Burwell**, *Vice Chair*

**Elmer Brenner** (*to June 27, 2017*)

**Sharron Bryce**, *Councillor*

**Michael Fougere**, *Mayor*

**Marj Gavigan**

**Starla Grebinski**

**Elaine Kivisto**

**Cindy Kobayashi**

**Jeff Barber**, *Library Director and CEO*  
*Secretary to the Board of Directors*