

## Vision

The Medicine Hat Public Library is a valued resource, fostering life-long learning and enhancing the vitality of the community.

## Mission

The Medicine Hat Public Library serves as a community hub, providing equitable and convenient access to books, media, information, and programs that help to educate, enrich, entertain, and inform.



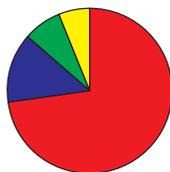
Building a ship during Pirate Night

## Financial Highlights

The Medicine Hat Public Library is funded through City and Provincial grants and some library generated revenues.

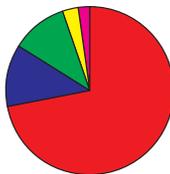
### Revenue

■ City of Medicine Hat:	\$1,780,100	(73%)
■ Provincial Grant:	\$329,924	(14%)
■ Other Grants:	\$184,362	(8%)
■ Library Generated Revenue:	\$147,646	(5%)



### Expenditures

■ Salaries & Benefits:	\$1,737,668	(72%)
■ Books & Materials:	\$288,601	(12%)
■ Building & Grounds:	\$261,138	(11%)
■ Administration:	\$72,362	(3%)
■ Promotion & Programs:	\$48,755	(2%)



## Highlights

2010 saw the launch of the "Who Picked This Book?" Book Club, an informal, drop-in book club that discussed *The Glass Castle*, *Man's Search for Meaning*, *The Mistress of Nothing*, *The Guernsey Literary and Potato Peel Pie Society*, *The Curious Incident of the Dog in the Night-Time*, and *A Prayer for Owen Meany*.

MHPL had another successful year of working with L.E.A.R.N. to provide introduction to computers for beginners, social networking, Wikipedia, and introduction to e-books classes, with 134 participants taking part in L.E.A.R.N. classes and many of these taking advantage of follow-up opportunities, e.g. senior's drop-in computer sessions.

We introduced meeting room booking software and automated telephone messaging. These advances improve our service and free up staff to spend more time helping patrons.

A major project moved biographies from their own collection into the non-fiction collection by topic.

We launched Overdrive to provide e-books and e-audiobooks for online borrowing. It was quickly embraced by 83 patrons and we had to hurry to order more e-books to meet demand.

MHPL circulated an Esplanade pass which allowed users to borrow the pass to gain admission to the Esplanade art gallery and museum.

Community Spirit funding helped replace aged shelving in the Children's Library.

Our ever popular summertime paperback exchange saw 5,861 books exchanged over the summer.

During our Professional Development Day we focused on customer service to encourage all staff members to keep up their good work.

In 2010 MHPL implemented a new logo standards guide and style guide to improve branding consistency.

## Trends

- 6% increase in circulation of print resources from 2009-2010
- Greater interest in e-books & e-audiobooks: 83 patrons at launch to 971 in March 2011
- Continuing demand for interlibrary loans: 22,000 items borrowed outside the Shortgrass region
- 14% increase in visitors to the library from 2009-2010
- Heavy use of the library's wireless internet: 2,115 sessions between July 1 and December 31, 2010
- Six additional public internet workstations resulted in 35,571 patron computer sessions in 2010
- Increased number of memberships issued: Almost 20% of the city's population had library cards at the end of 2010
- 40% increase in visits to the library's website

## Library Administration 2010

Carol Ann Cross-Roen, Head of Children's Services  
Marion Drake, Office Manager  
Sheila Drummond, Head of Reference Services  
Sarah McCormack, Community Liason Librarian  
Hilary Munro, Head of Adult Services  
Shelley Ross, Chief Librarian (From October)  
Rachel Sarjeant-Jenkins, Chief Librarian (To October)  
Annette Ziegler, Manager of Circulation Services

## Library Board Members 2010

Joan Armour	Alderman Julie Friesen
Bill Cocks	Michelle Gaucher
Grace Crisp	Jennifer Hart-Hubbard
Karen Cunningham	Janice Montgomery
Judith Dickie	John Weatherhead



medicine hat public library

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