

2016 was the third year for our four-year Strategic Plan, the overall goal of which is the provision of an exceptional and inspiring library experience for people of all ages and cultural backgrounds. The goals of the plan include: financial sustainability; the maintenance of a stable, highly qualified and motivated workforce; strengthening WMRL's visibility as a regional resource in the communities served; and expansion of library programs and services through the effective use of innovative technology.

### Chapter One: Financial Sustainability

- An increase to the municipal levy meant that our members contributed additional funds for library services
- A gifts and donations brochure was created and distributed
- Generous monetary donations from our borrowers to "Buy A Book" funds and donations of gently used books helped us to both expand our collections, and raise funds through book sales
- Funds for Summer Reading Program support were provided by the Canada Summer Jobs program
- Grants from Glenboro's Donor's Choice Program, the Carberry & Area Community Foundation Inc., the Brandon Area Community Foundation's Nowatzki Family Fund, and the Winnipeg Foundation helped us build collections and services



### Chapter Two: Staff

- 2016 marked Jackie Steele's 25<sup>th</sup> year as Branch Supervisor in our Glenboro branch, and she announced her plans to retire from her position. At year's end, we were still looking for someone to fill Jackie's position. Jackie will be missed by staff and library users alike
- Staff attended the OLA SuperConference and the MLA conference, gaining new knowledge about library service through sessions, vendor displays and informal conversations
- Branch Supervisor meetings were held in May and October – a great opportunity to get together and talk about all things library
- Staff shared their talents through the creation of thematic displays, including Staff Picks, that brightened up our libraries and helped individuals select titles for their reading lists

### Chapter Three: Visibility

- The Library's presence on Facebook and Twitter was expanded and we gained more followers, more likes, and more shares
- The focus of the Assistant Librarian's role was changed to programming and outreach services
- The Hartney branch celebrated its 10<sup>th</sup> anniversary with an Open House event that included special guests, displays, and draws
- The "Love to Read . . . Love your Library" display in Brandon grew quickly with hearts purchased in support of the Buy a Book Fund
- The Neepawa branch collected mittens, hats and scarves for use in Christmas hampers prepared by the Salvation Army
- The Brandon branch served as a pit stop for the Manitoba Lung Association's Awesome Race for Breath
- Submitted articles, press releases and colourful ads in the Brandon Sun, "Library Updates" in the Neepawa Press and Neepawa Banner, a bi-weekly column "Library Happenings" in the Glenboro Gazette, a "What's happening at the Library" column in the Grassland News, an events board in the Carberry branch, and the opportunity to be a guest on CKLQ's Open Mic show, all helped to promote library events and services



- We connected with our communities through programs including:
  - Author visits and book signing events with Gordon Goldsborough, Martha Brooks, Angela Misri, C.J. Lovatt, Karen Emilson, Rick Sparling, Craig Russell and others
  - Literacy for Life Programs, Storytime, Time for Twos, Pajama Storytime, Book Clubs, Tours, Classroom visits, Art displays, and Kids' New Year's Eve Party
  - Summer Reading Programs in all locations that invited children to be "wild" through words, games, and activities
  - Online Summer Reading Program for adults that included book reviews and draws
  - Outreach Book Delivery programs to Seniors

### Chapter Four: Technology

- Flipster, offering a variety of digital magazines, was prepared for launch in early 2017
- OverDrive and OverDrive Advantage titles, Mango Languages, hoopla and Tumblebooks expanded our collection
- The WMRL app put the Library @ our members' fingertips and provided easy access to our services

### Contributors:

- Shelley Mortensen, Chief Librarian
- Erika Martin, Assistant Librarian (March 29 to August 31)
- Debbie Unger, Branch Supervisor Neepawa Branch
- Diane Gawel, Branch Supervisor Carberry/North Cypress Branch
- Jackie Steele, Branch Supervisor Glenboro/South Cypress Branch
- Helen Weitman, Branch Supervisor Hartney/Cameron Branch
- Our staff and volunteers who give of their time and talents to provide and promote library service

### Acknowledgements:

- Library patrons who are the reason behind all that we do – thank you for your support!!
- Our staff members who contribute their talents to make it possible to deliver responsive library services to our communities.
- Thank you to Public Library Services Staff, and to the support teams at SirsiDynix, hoopla, CELA, Info-Metrics and Modern Earth for their assistance throughout 2016.

Circulation						
	Brandon	Carberry	Neepawa	Glenboro	Hartney	TOTAL
Adult Materials:						
Print formats	70,070	8,108	12,320	4,710	2,380	97,588
Non-print formats	7,962	699	323	104	46	9,134
Teen Materials:						
Print formats	7,009	239	859	229	92	8,428
Non-print formats	31	0	1	0	0	32
Children's Materials:						
Print formats	53,637	5,619	9,161	4,060	1,046	73,523
Non-print formats	5,223	626	568	210	41	6,668
Hoopla	5,401					5,401
Overdrive Advantage	2,166					2,166
CELA	1,846					1,846
Tumblebooks	12,192					12,192
Mango Languages	667					667
<b>TOTAL 2016</b>	<b>166,204</b>	<b>15,291</b>	<b>23,232</b>	<b>9,313</b>	<b>3,605</b>	<b>217,645</b>

Membership						
	Brandon	Carberry	Neepawa	Glenboro	Hartney	TOTAL
Adult	7,267	555	885	401	167	9,275
Children	1,448	106	91	66	51	1,762
Non-Resident	95	2	25	3	2	127
<b>TOTAL 2016</b>	<b>8,810</b>	<b>663</b>	<b>1,001</b>	<b>470</b>	<b>220</b>	<b>11,164</b>

Holdings						
	Brandon	Carberry	Neepawa	Glenboro	Hartney	TOTAL
Adult Books	46,787	9,050	10,230	5,283	4,593	75,943
Teen Books	4,329	790	910	678	174	6,881
Children's Books	24,640	4,895	4,947	4,588	1,769	40,839
Government Documents	2,986	14	0	0	0	3,000
Magazines/Newspapers	136	45	34	22	22	259
Audio Books	1,323	178	67	24	10	1,602
DVDs	1,287	586	326	286	139	2,624
Microforms	815	208	0	0	0	1,023
Miscellaneous	881	135	24	5	18	1,063
<b>TOTAL 2016</b>	<b>83,184</b>	<b>15,901</b>	<b>16,538</b>	<b>10,886</b>	<b>6,725</b>	<b>133,234</b>

**Statement of Revenue and Expenditures  
For the Year Ended 31 December 2016**

Revenue	2016
City of Brandon	605,468
Municipality of Glenboro South Cypress	14,830
Municipality of Grassland	14,800
Municipality of North Cypress-Langford	26,270
Town of Carberry	16,690
Town of Neepawa	36,290
Province of Manitoba:	
Operating grant	484,067
Collection development grant	27,500
Technology grant	24,265
Memberships and fines	27,379
Interest	3,343
Canada Summer Jobs	11,750
Amortization of deferred contributions	2,839
<b>TOTAL</b>	<b>\$1,295,491</b>



**Expenditures 2016**

Advertising	10,871
Amortization	10,573
Audio visual	4,543
Bank charges	479
Books	93,561
Building maintenance	30,341
Collection development	27,500
Computerization and IT services	32,972
Convention and travel	6,880
Employee benefits	63,098
Equipment	3,591
Insurance	3,566
Miscellaneous	781
Postage	6,078
Professional fees	33,332
Rent	227,503
Salaries	591,563
Service contracts	27,854
Staff training	300
Stationery and supplies	22,583
Sundry	5,120
Telephone	11,510
<b>TOTAL</b>	<b>\$ 1,214,599</b>

**Chairperson's Report**

**2016: Year in Review**

The trustees serving on the Board of the Western Manitoba Regional Library (WMRL) had a busy and productive year as we continued to work on and monitor the implementation of our 2014-2017 Strategic Plan.

**Board Highlights:**

- ❖ Finalized and signed reciprocal agreements with Boissevain-Morton Library & Archives, and Glenwood & Souris Regional Library in order to provide service options to residents of the former R.M. of Whitewater (now part of the M. of Grassland)
- ❖ Approved the new "Institutional Memberships" Policy and the 2016-2020 MGEU-WMRL Collective Agreement
- ❖ Celebrated the Hartney Branch Library's 10<sup>th</sup> Anniversary
- ❖ The Board's Strategic Plan work focused on the goal to "enhance financial sustainability to improve WMRL's financial position". This included the creation, publication and distribution of a "Gifts and Donations" brochure, and the drafting of a "Fundraising Policy". We also sent a letter to Hon. Rochelle Squires, Minister of Culture, Heritage and Sport regarding the funding challenges of public libraries in rural and northern Manitoba, and the need for an increase to the maximum provincial per capita levy of \$8.50 that has remained unchanged since 2004
- ❖ Began discussion of Accessibility legislation, the Customer Service Regulation, and the mandated deadlines for the development and implementation of an Accessibility Plan

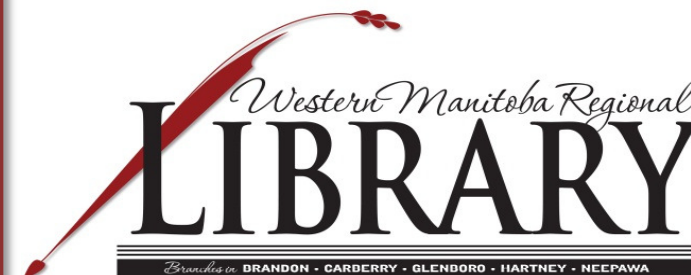
As I conclude my second year as Board Chair, and the last of my terms as one of the citizen representatives from the City of Brandon, I must say that it has been a pleasure to work with such a dedicated Board and staff. There is real interest and willingness shown by both staff and trustees to ensure that the WMRL strives to provide the best possible service and resources to our patrons and communities. Appreciation is extended to our Chief Librarian, Shelley Mortensen, for promoting our goals and working with staff to achieve them.

Respectfully submitted,  
Donna Kormilo, Chairperson  
WMRL Board of Trustees

**Library Board of Trustees**



Councilor Nick Nowazek, M of Grassland, Councilor Ron Brown, City of Brandon, Councilor Bill Stilwell, Town of Neepawa, Deanna Henderson, (Alt) M of Grassland, Councilor Leanne Gates, M of Glenboro South Cypress, Linda Baron, M of North Cypress-Langford, Councilor John Anderson, Town of Carberry, Sharon McNeily, Town of Carberry, Suyoko Tsukamoto, City of Brandon, Donna Kormilo, Chair, City of Brandon, Councilor Norman Campbell, Vice-Chair, M of North Cypress-Langford, Myrtle Nichols, M of Glenboro South Cypress  
Missing: Linda Phillips, M of Grassland



**MISSION STATEMENT**

The mission of the Western Manitoba Regional Library is to enrich lives and strengthen communities by providing universal access to broad and diverse collections of resources relevant and responsive to community needs.

**ANNUAL REPORT 2016**



**SERVING THE COMMUNITIES OF**

City of Brandon	pop.	46,061
Town of Carberry	pop.	1,669
M. of North Cypress-Langford	pop.	2,627
Town of Neepawa	pop.	3,629
M. of Glenboro South Cypress	pop.	1,483
M. of Grassland	pop.	1,480