



**VANCOUVER ISLAND  
REGIONAL LIBRARY**



# ANNUAL REPORT 2013



**Opening New Doors**

# A MESSAGE FROM...



## BOARD CHAIR

2013 represents an exciting year of growth and renewal for Vancouver Island Regional Library. With the opening of four new branches in our system for the communities of Port Renfrew, Cumberland, Cowichan Lake and Cortes Island, this year was marked by celebration and jubilation.

We are connecting over 38 communities by producing stronger libraries. Larger and more comfortable facilities, refreshed and more relevant collections, and new and cutting edge technologies and services are the foundational principles of VIRL's 5-year Strategic Plan. As we continue to deliver on these principles, we see how these new facilities are strengthening the culture of the community and opening the doors to lifelong learning and literacy.

**Bruce Jolliffe**  
Chair, Board of Trustees



## EXECUTIVE DIRECTOR

Due in large part to the hard work, dedication and commitment from the Board of Trustees and our staff, we have experienced a remarkable year of growth and accomplishments. Programming across our 38 branches increased by 23% and total visits to our libraries exceeded 2.6 million. Our eLibrary was bolstered, offering almost 1 million items, and our virtual engagement with the community (computers, WiFi and online catalogues) has increased to 3.5 million visits.

With the overwhelming support of the community and our Board, our Strategic Plan continues to propel us forward to deliver the resources and services that have made Vancouver Island Regional Library vibrant and vital destinations for knowledge, inspiration, innovation and renewal.

**Rosemary Bonanno, BA MLS**  
Executive Director

# YEAR AT A GLANCE

340,053  
PUBLIC COMPUTER  
SESSIONS

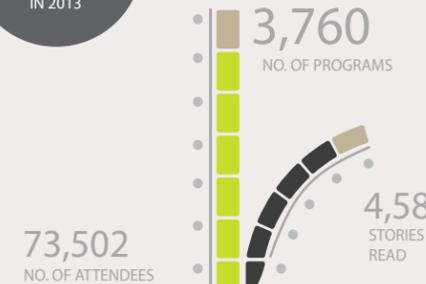
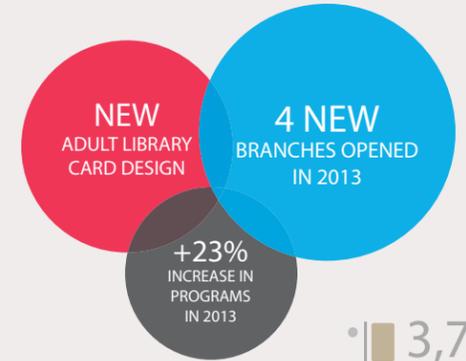
39,849  
LITERACY  
STATION SESSIONS

4,320,637  
ITEMS CHECKED  
OUT



## VISITORS

The chart above breaks visitorship down by usage. Note that one customer can use an internet station, tap into the WiFi, and take out a book within one visit! The chart does show the popularity of internet use to total visitorship.



## Total items borrowed: in 2013

996,668



Total eLibrary circulation, including eBooks, audiobooks, online catalogue, and other material downloads

4,320,637



Total physical circulation, including books, magazines, DVDs, Kobos and other physical materials

5,317,305



Total circulation for the Vancouver Island Regional Library, including eLibrary and physical materials

## PROGRAM GROWTH

From story-telling to adult education and digital literacy training: your local library is an invaluable resource to the community.

+15%

Increase in eLibrary circulation in 2013

3.5m

Visits to the eLibrary in 2013

+6.7%

Increase in visits to eLibrary in 2013





DEVELOPING LITERACY SKILLS EARLY IS AN IMPORTANT PART OF BECOMING A SUCCESSFUL READER.



Children participating in crafts and learning games - Cowichan Lake branch

# CHAMPION OF LITERACY AND LIFELONG LEARNING

## Programs that Promote Learning and Literacy

Library-based literacy programs are an important part of our mission and essential to developing lifelong readers. Our branches offer a wide variety of literacy programming including digital literacy (the ability to use technology like computers, the Internet, and eReaders); adult basic literacy skills; health literacy; and financial literacy! We also know how important early literacy programming is to ensuring children become successful readers for a lifetime. Here are just a few programs that we offered in 2013 to promote lifelong learning and literacy:

**Reading Buddies** program, conducted in partnership with the Rotary Club of Comox and Brooklyn Elementary School, provides a one-on-one reading opportunity for children to partake in with an adult volunteer.

In partnership with the Central Vancouver Island Multicultural Society, many VIRL branches taught a series of **Computer Literacy Classes** for English as Second Language students. These classes encourage adult students to learn computer skills as well as language skills. VIRL also hosts English as a Second Language **Conversation Clubs**.

**The Reading Link Challenge** helped to promote the love of reading to Grade 4 and 5 students by allowing children to compete in the 'sport of reading'. The program celebrates the fun of reading through a competitive game show complete with music, prizes and oodles of suspense. The winning team from each school then was invited to compete in the Grand Challenge Level with an audience of 250 classmates to cheer them on! Winners were the Red Hot Readers from Forest Park Elementary!

**Family Literacy Day** is a special event that takes place across the nation to celebrate adults and children reading and learning together and to encourage Canadians to spend at least 15 minutes enjoying learning together as a family every day. This year, branches featured drop-in activities and fun, interactive programs including create your own puppet shows using a stage and skills-building activity sheets. Throughout the week, parents took home information on how to incorporate fun literacy activities into their daily lives.

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**Our Mission:** To enhance lives and communities through universal access to knowledge, lifelong learning and literacy.  
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**Our Vision:** To develop strong library branches that are vital community destinations for knowledge, inspiration, innovation and renewal.  
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# CONT.

Champion of Literacy and Lifelong Learning

**Freedom to Read Week** raised awareness about our rights as Canadians to information and expression. Branches created a display featuring books that had been challenged in Canada while presentations detailed the reasons why these titles had been banned or threatened with censorship. Many Customers expressed their interest in the display and more than a few celebrated their own freedom to read by borrowing a challenged book.

**Summer Reading Club**, launched in early July, encourages children and families to include reading and learning in their summer break. In 2013, branch programs included Origami Yoda crafts and games, as well as Superhero Training Camp, a Grumpy Bird Puppet Show, Lego Club, a Fancy Nancy Stellar Stargazer tea party, a Wise Kids & the Wheel team trivia game, picnics and visiting astronomers, and a Cosmic Pendants craft program. Our branches also issued Summer Reading Club packages. In 2013, **4,964** children participated in the Summer Reading and Read to Me Club programs throughout VIRL's 38 branches and service areas. Each year, through the Summer Reading Club program, the Vancouver Island Regional Library continues its essential mandate of supporting and nurturing the early literacy skills of children.

**Spring Break** is an initiative that encourages children to continue developing their literacy skills during the school year. In 2013, branches participated in a 39 Clues Scavenger Hunt, a Create With Lego program and a variety of special drop-in Spring Break activities such as a Duct Tape Wallet Craft and a "Can you Find it?" Library Dewey Search Game.



Early literacy development - Cumberland Branch



Summer Reading Club Challenge Winners - Campbell River Branch



# COMMUNITY CONNECTIONS

Library Services Building Stronger Communities



Beach Reads - Qualicum Beach Branch



Librarians on the Radio - Gabriola Island Branch



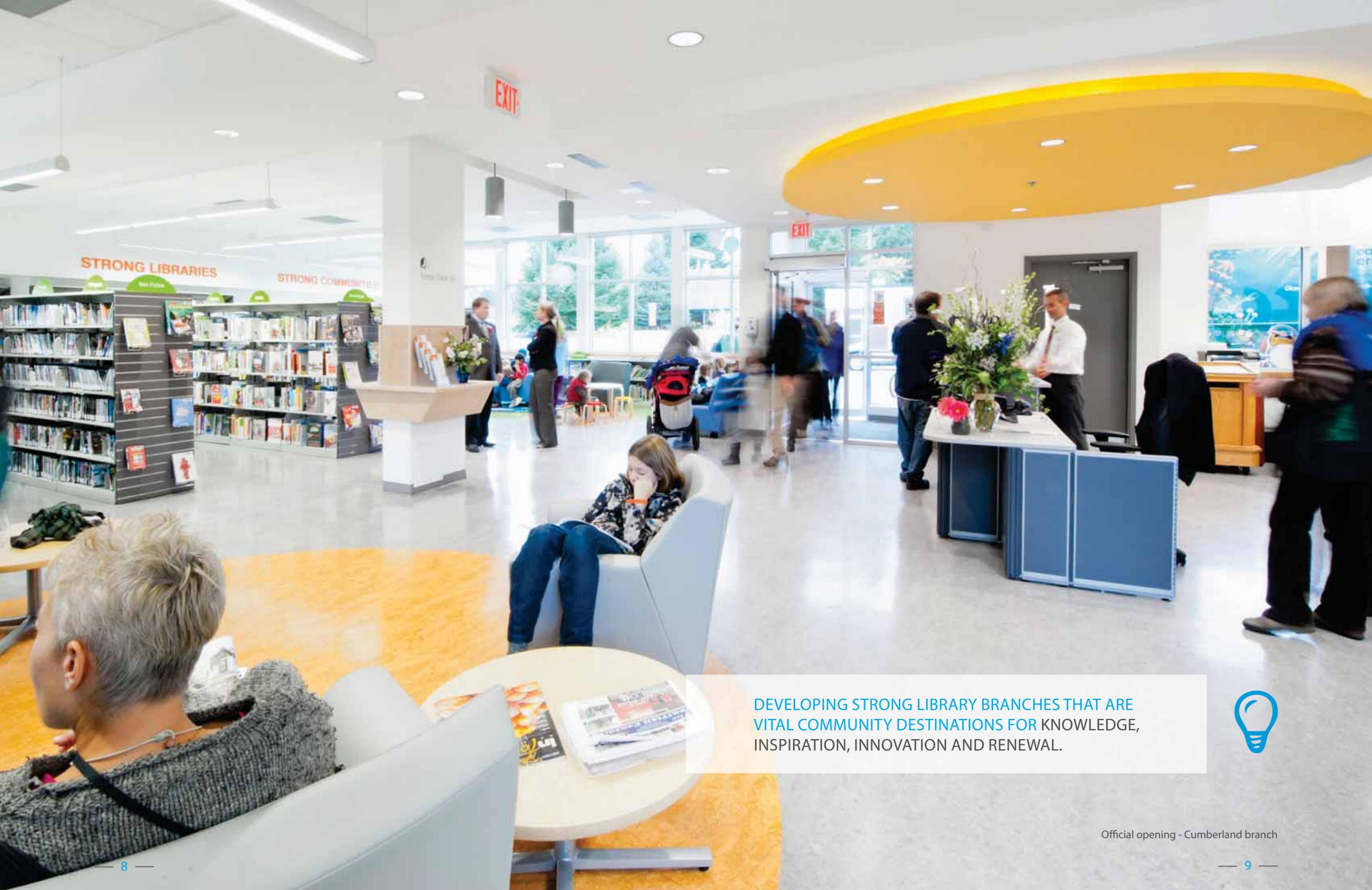
Vancouver Island Regional Library has a mission to enhance lives and communities through universal access to knowledge, lifelong learning and literacy. One of the ways we accomplish this is to engage the community in a variety of ways and places.

In 2013, we partnered with the Town of Qualicum Beach to offer **Beach Reads**, a free, take-a-book, leave-a-book program for the summer. Three bookcases — designed to look like birdhouses — are now located along the beach. The Beach Reads program has been a huge success with 120 likes on Vancouver Island Regional Library Facebook page and a "thumbs up" in the Victoria Times Colonist.

We've been busy outside of our library branches offering **Storytimes in the Community**: A new twist on classic storytime that takes place in local **parks, town centres, malls, recreation halls and at special events**.

This year, VIRL launched a new "**Librarians on the Radio**". Librarians promote upcoming initiatives, programs and resources with thought-provoking discussions during their 10 minute show on 101.7 CHLY FM radio (Nanaimo) under the "The Sweet and Sour Variety Hour".

**Service Excellence**: Our branches offer a variety of programs and events, including: French and Spanish conversation clubs, Knitting Circles, Technology Tutorials, Book Clubs, Movie Nights, one-on-one eReader workshops, and more!



DEVELOPING STRONG LIBRARY BRANCHES THAT ARE VITAL COMMUNITY DESTINATIONS FOR KNOWLEDGE, INSPIRATION, INNOVATION AND RENEWAL.



# INSPIRING SPACES

Learning laboratories. Creation spaces. Places of enlightenment. The new library is a welcoming place and community hub for the informational, inspirational, cultural and recreational needs and interests of its diverse community.

This is one of VIRL's strategic priorities highlighted within our 5-year Strategic Plan and is well underway. In 2013, VIRL opened the doors to four brand new facilities!

In early October 2013, we opened a new library facility in [Port Renfrew](#) which was highly celebrated by the community. Not only did the new facility offer the community a better location and greater hours of operation, the new library also provided a 24/7 book return, year-round operation, internet access with computer stations, a children's literacy station, an increased collection and comfortable seating. The new library was celebrated by the community with entertainment, cake and kid's activities.

Over 100 members of the town of [Cumberland](#) celebrated the official opening of their new branch in late October 2013. The new facility is over double the size of the previous branch and boasts over 12,000 items. The new branch includes comfortable seating and fireplace, a children's area with literacy stations, an Xbox learning game station and increased operational hours for improved service and programs. At the official opening, children and adults enjoyed entertainment by local entertainer, Captain Thunderpants.

eBooks, DVDs, online streaming music and movies and hundreds of thousands of books and magazines...we have something for everybody!



Port Renfrew Branch  
Officially opened: October 15th



Port Renfrew Branch  
Offers WiFi, computers and children's area



Cumberland Branch  
Officially opened: October 26th



Cumberland Branch  
A heart-warming community celebration



Cowichan Lake Branch  
Officially opened: November 5th



Cowichan Lake Branch  
A highly anticipated, purpose-built facility



Cortes Island Branch  
Opened to the public: November 22nd



Cortes Island Branch  
New children's area and literacy stations

# & CREATIVE PLACES

In November 2013, we hosted the official opening of the new [Cowichan Lake](#) branch to a large crowd of very eager community members. The long-awaited, purpose-built branch is more than twice the size of the previous location, and offers designated reading areas and comfortable lounge chair seating, numerous computer stations, a spacious children's section with colourful furniture and children's literacy computer stations. The opening celebration was well received by residents and local businesses alike, and will serve as a strong cornerstone to the community for many years to come.

Finally, in November 2013, we welcomed the community of [Cortes Island](#) to visit their new library which was relocated to the Linnaea Farm property. The new space allows for more open spaces and greater areas for reading, a children's area and literacy station, as well as free WiFi access and computer stations, a self-checkout and a comprehensive selection of new books, DVDs and CDs. The community of Cortes Island was very supportive of their new branch which reflects the culture and community of the island.

In 2011, our Board of Trustees approved the building of a new branch in the City of Nanaimo which is scheduled to open to the public in the summer of 2014! Residents of Nanaimo, especially the north end of the city, are eagerly awaiting the new Nanaimo North branch. We are very excited about the vibrant community space it will bring to the City of Nanaimo!

By improving our spaces, our branches enhance the excitement and adventure of learning, work to foster a sense of community, and act as a flexible platform for the introduction of new programs, services and technologies!

# MEMBERSHIP HAS ITS PRIVILEGES

Libraries connect people to information, ideas and experiences that enrich their lives and strengthen the community. Strong libraries are dynamic community destinations for knowledge, inspiration, innovation and renewal. In 2013, we introduced a newly designed [adult library card](#) to help encourage library membership and introduce our customers to a variety of new services and resources.



In 2013, a partnership with Vancouver Island Newspaper Group provided our customers with a new level of convenience as well as select discounts to local businesses within our service area (including Canadian Tire). The new library card [keychain](#) tags serve as both a discount and library card. Customers can add the tag to their keychain and always have their library card handy.

We're one of the latest public library systems to subscribe to [Zinio](#), a new mobile reading application that gives library customers access to popular magazines in digital format. Using their library card, customers can search and select from hundreds of titles and move seamlessly within each publication. Customers can also download their copy to their personal computer, tablet or mobile device.



## THE VALUE OF YOUR CARD

# \$846



The unique value of your library card is calculated by dividing the market value of resources borrowed from your library by the number of registered borrowers.



WE OFFER A WIDE VARIETY OF PROGRAMS INCLUDING BABYTIMES, STORYTIMES, AND CLASS VISITS FOR SCHOOL CHILDREN.



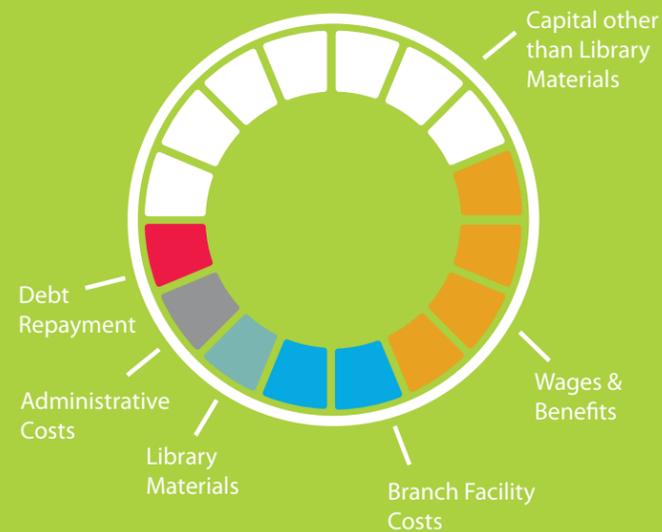
Official opening - Cumberland branch

# 2013 EXPENDITURES

In support of the 5-Year Strategic Plan

The budget of the Vancouver Island Regional Library is firmly grounded in the deliverables designated by the Board and follows the direction provided and supported by a 10-year Master Facility Plan.

The Board of Trustees takes the management and stewardship of public funds very seriously and continues to demonstrate financial leadership and discipline, ensuring value for the tax dollar spent. The 2013 budget continues to build on those core values and business practices to move the Strategic Plan forward.



The above chart is representative of financial operations for VIRL. Complete Audited 2013 financial statements can be found at [www.virl.bc.ca](http://www.virl.bc.ca)

# REVENUES AND EXPENDITURES

Consolidated Statement of Operations  
(for the year ended December 31, 2013)

	BUDGET (Unaudited)	2013 (see Audited Statements)	2012 (Restated)
<b>Revenues</b>			
Municipal levies	\$11,947,634	\$11,947,617	\$11,288,640
Rural levies	5,519,162	5,519,162	5,197,984
Government grants	1,200,765	1,282,983	1,345,160
Fines and other income	485,645	592,191	698,450
Interest earned	75,250	123,904	135,879
<b>Total Revenues</b>	<b>19,228,456</b>	<b>19,465,857</b>	<b>18,666,113</b>
<b>Expenditures</b>			
Wages and benefits	10,845,226	10,552,075	10,011,561
Branch costs	3,481,087	3,365,834	3,241,164
Miscellaneous Library materials	8,175	6,261	7,068
Administration costs	2,145,163	1,981,551	1,983,649
Retirement benefit accrual	81,500	31,515	85,131
Amortization Expense	2,910,060	2,910,060	2,426,385
<b>Total Expenditures</b>	<b>19,471,211</b>	<b>18,847,296</b>	<b>17,754,958</b>
Annual Surplus (Deficit)	(242,755)	618,561	911,155
Accumulated surplus beginning of the year	\$12,705,305	\$12,705,305	\$11,794,150
<b>Accumulated surplus end of year</b>	<b>\$12,462,550</b>	<b>\$13,323,866</b>	<b>\$12,705,305</b>
<b>Which is composed of:</b>			
Internally restricted funds		\$3,400,964	\$3,120,305
Unrestricted		3,343,721	9,482,478
Investment in tangible capital assets		6,579,181	102,522
		<b>\$13,323,866</b>	<b>\$12,705,305</b>

The above chart is representative of financial operations for VIRL. Complete Audited 2013 financial statements can be found at [www.virl.bc.ca](http://www.virl.bc.ca)

# OUR DONORS, FRIENDS AND FUNDERS

Our libraries enrich lives and communities through universal access to knowledge, lifelong learning and literacy. Through the support of donors, Friends of the Library and funders, our library branches are transformed into vital community destinations. With great thanks, we recognize the generous support of volunteers, organizations and individuals who contributed a total of \$21,368. Thank you for your invaluable contribution to your library!



## THANK YOU!

### Donors

Anonymous • Arogo Technologies Ltd • Jason Bell • Bruce Bjornson • Connie A. Blunden • James Brydon • Laura Buechler • Deborah Cawston • Chemainus Crofton Fraternal Order Of Eagles Ladies Auxiliary 4400 • Carol Clay • Comox Valley Book Friends • Cortes Community Health Association • Mike and Carol Coultas • Cowichan Valley Branch Arthritis Society • Michelle Davis • Alja Den Boer • Rosalind Driver • Elaine Eisel • Diane Ettles • James and Lorraine Fontaine • Thomas Forge • Friends Of The Library Cowichan Branch • Friends of the Library Gabriola Island • Friends of The Library Gold River • Friends of The Library Sidney Branch • G.R.O.W.L.S • Stanley Goodrich • Elaine Halliday • John Ham • Diane Hancox • Andry Isaksen • Joy John • Ian and Rosemary Kennedy • Erin Kostashuk • Ladysmith Fraternal Order of Eagles, Aerie 2101 • Don Lobban • Lucas Law • Marilyn Powell • Cathy McLean • Maya Mismanis • MNP Staff • Paul Mysak • Nichiren Peace Center • Catherine Patchell • Paul and Sheila Greenwood • Peninsula Lifetime Eyecare Centre • Samantha Powers • Shelley Reid • Heather Revesz • Roderick Campbell • Rohinton Kerravala • Michael and Janis Roper • Anny Scoones • Gary and Nancy Searing • Frank Sheran • Seet Lin Tan • Telus Cares Joyce Vaughan • John Venema • Victoria Foundation • Yvonne Wiggs • Christine Wilkinson • Jan Ytsma

FRIENDS OF THE LIBRARY CHAPTERS:
Gabriola Island
Gold River
Nanaimo Harbourfront
Nanaimo Wellington
Sidney/North Saanich
Cowichan

" Local libraries are central to a sense of community. The library has significantly improved quality of life in our community. "

CUSTOMER

### Grants

Provincial		Amount
	Per Capita	\$1,193,320
	Literacy	46,324
	BC OneCard Grant	24,000
	Resource Sharing	6,054
Federal		
	Canada Council BookFest	9,005
	Francophone Affairs Program	4,280
Partners		
	LawMatters Project	\$2,144



In 2013, we launched "Turning Pennies into Books", a customer-supported fundraising campaign that raised \$2,000!

# OUR BOARD

## Executive Committee

Bruce Jolliffe (Chair)  
Brenda Leigh (Vice-Chair)  
Ronna-Rae Leonard (Past-Chair)  
Penny Cote

Mel Dorey  
Joe Bratkowski  
Dave Rushton  
Sue Powell

George Holme  
Ron Kerr  
Gaby Wickstrom

## Board of Trustees - Municipal Members

Campbell River – Ron Kerr  
Comox – Hugh MacKinnon  
Courtenay – Ronna-Rae Leonard  
Cumberland – Kate Greening  
Duncan – Tom Duncan  
Gold River – Gordon Waterman  
Ladysmith – Steve Arnett  
Lake Cowichan – Bob Day  
Lantzville – Joe Bratkowski  
Masset – Andrew Merilees  
Nanaimo – Diane Brennan  
North Cowichan – Kate Marsh  
North Saanich – Elsie McMurphy  
Parksville – Sue Powell

Port Alberni – Wendy Kerr  
Port Alice – Jan Allen  
Port Clements – Wally Cheer  
Port Hardy – Nikki Shaw  
Port McNeill – Gaby Wickstrom  
Qualicum Beach – Bill Luchtmeijer  
Queen Charlotte – Greg Martin  
Sayward – Diane Mason  
Sidney – Melissa Hailey  
Sooke – Kerrie Reay  
Tahsis – Brenda Overton  
Tofino – Allen Anderson  
Ucluelet – Randy Oliwa  
Zeballos – Debra Morin Brown

## Board of Trustees - Regional District Members

Alberni-Clayoquot – Penny Cote  
Capital – Mike Hicks  
Central Coast – Cathi McCullagh  
Comox Valley – Bruce Jolliffe  
Cowichan Valley – Mel Dorey

Mount Waddington – Dave Rushton  
Nanaimo – George Holme  
Powell River – Merrick Anderson  
Skeena-Queen Charlotte – Evan Putterill  
Strathcona – Brenda Leigh

## Executive Leadership Group

Executive Director - Rosemary Bonanno  
Director of Finance - Adrian Maas  
Director of Human Resources - Harold Kamikawaji

Learn more about your  
Board of Trustees. Visit  
[virl.bc.ca/board](http://virl.bc.ca/board)

THE VANCOUVER ISLAND REGIONAL LIBRARY BOARD OF TRUSTEES  
AUTONOMOUSLY GUIDES AND SUPPORTS THE OPERATION OF ALL  
PUBLIC LIBRARY SERVICES IN VIRL'S SERVICE AREA.



The 2013 Executive Committee

(Back: left to right) Sue Powell (City of Parksville); Brenda Leigh, Vice-Chair (Strathcona Regional District); Mel Dorey (Cowichan Valley Regional District); Ron Kerr (City of Campbell River); Bruce Jolliffe, Chair (Comox Valley Regional District); George Holme (Nanaimo Regional District); Dave Rushton (Regional District of Mount Waddington). (Front: left to right) Ronna-Rae Leonard, Past-Chair (City of Courtenay); Penny Cote (Alberni-Clayoquot Regional District); Rosemary Bonanno (Executive Director); Gaby Wickstrom (Town of Port McNeill).



## KEY

- Service Area
- Outside Service Area

# ABOUT US

Strong Libraries | Strong Communities.

Vancouver Island Regional Library (VIRL) serves over 430,000 people on Vancouver Island, Haida Gwaii, and Bella Coola on the Central Coast through 39 branch libraries, a virtual branch, and a books-by-mail service. VIRL is the fourth-largest library system in British Columbia.

### Vancouver Island Regional Library

Administration

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This Annual Report is online at <http://virl.bc.ca/about-us/reports-and-plans>