



ONTARIO LIBRARY ASSOCIATION



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:: ontario library association
2014 ANNUAL REPORT

REPORT OF ANITA BROOKS KIRKLAND

2014 PRESIDENT, ONTARIO LIBRARY ASSOCIATION



Think It, Do It!

That simple phrase was the theme of Super Conference 2015, and to me it sums up the work of the Ontario Library Association (OLA) during 2014. Over the past few years, the OLA has done some remarkable work

in articulating the values at the core of its mission and in developing a strategic plan that translates thinking into doing.

The *Think It, Do It!* mindset is really an expression of one of the OLA's core strategic priorities, *Transforming Ideas Into Solutions*. Nowhere was this mindset more evident than in the progress we've made in advocacy. The **VIP (Value, Influence, Positioning) Summit** of February brought together stakeholders concerned about the future of Ontario's libraries in all sectors. We realized our common values could ground a powerful, collaborative approach to extending libraries' strategic voice.

The VIP Summit inspired our first ever **Library Day at Queen's Park**, and it is my hope that this becomes an annual event. Small teams composed of members of the OLA Board and representatives from the Federation of Ontario Public Libraries (FOPL) and the Special Libraries Association (SLA) met with politicians from all parties, cabinet ministers and senior bureaucrats. We hoped to help Ontarians understand libraries as essential contributors to the economy, education, lifestyle and culture; while also positioning libraries' positive impact on Ontario's prosperity. Impact Public Affairs,

a government relations consulting firm, helped us develop our strategy and made all of the practical arrangements for the day. Feedback from the meetings was generally very positive, and there have been several opportunities for follow up on specific topics. This was just the beginning of a very powerful collaboration to extend libraries' strategic voice.

The **2015 Super Conference** was another demonstration of OLA transforming ideas into solutions. We took the bold but informed step of restructuring the conference. Feedback about the new timelines and the varying lengths for sessions has been very positive. Many thanks go out to the conference planners and especially to OLA staff for their outstanding efforts in making this transition work so well. The *Think It, Do It!* mindset seemed to capture attendees' collective imagination while creating a buzz around positioning libraries to lead innovation.

I took inspiration from the many award recipients at this year's conference, but particularly from the "two Kens", Ken Haycock and Ken Roberts, joint recipients of the **Larry Moore Distinguished Service Award**. Their words of acceptance poignantly reminded us all of the value of service. I was very pleased to present the **President's Award for Exceptional Achievement** to the Leading Learning Project, a collaboration of stakeholders from every province and territory to create new national standards for school library programs. *Leading Learning: Standards of Practice for School Library Learning Commons in Canada*, published by the Canadian Library Association, is a remarkable document which frames the potential of the learning commons model and guides program growth. To see all of OLA's 2014 award winners,

turn to page 14.

The Ontario Library Association is strong because it continually strives to balance accountability with being responsive to the evolving needs of its members. Behind the scenes, OLA continues to examine its governance structure and explore new opportunities for revenue generation to support growth in programs and services. The board and divisional councils used this strong foundation to ground a bold and creative approach during 2014, and that makes me especially proud to have had the opportunity to serve as president. I am also proud to have represented the OLA at many events over the course of the year. Libraries make a difference, and the OLA makes a difference to libraries and all who work in them and care about them. I encourage you all to become involved in this great organization.

Anita BK



2014 OLA President Anita Brooks Kirkland with incoming 2015 OLA President Jane Hilton at Queen's Park.

ASSOCIATION DES BIBLIOTHÈQUES DE L'ONTARIO-FRANCO

JULIE DESMARAIS, PRÉSIDENTE

ABO-FRANCO

2014 ABO-Franco Membership: 187



Un grand merci à toute l'équipe du Conseil 2014 de la division et à tous ceux qui ont travaillé au sein des comités d'OLA.

DOCUMENTATION DISPONIBLE EN FRANÇAIS

- Traduction des documents sur les valeurs de l'Association et du formulaire du *Prix Micheline-Persaud*.
- Identification des autres priorités de traduction : le plan stratégique, la documentation du Comité de mentorat, et les informations sur les bourses disponibles aux membres.
- Promotion de notre atelier-vedette dans les deux langues officielles offerte dans le programme de la Super Conférence 2015.

INFORMATIONS AUX MEMBRES

- Ajout de liens vers des ressources en français sur le site Web de la division – liens sur les Agences francophones en Ontario et au Canada, et des ressources académiques gratuites.

PARTENARIATS ET PROMOTION DES SERVICES EN FRANÇAIS

- Participation au *Collectif de la Communauté du Savoir* dont le mandat est de faciliter la mise en oeuvre de projets communautaires qui offrent des occasions d'acquisition et de partage du savoir.
- Collaboration avec l'Association des bibliothèques de la capitale nationale

(ABRCN) quant à l'organisation de deux (2) événements communs (Soirée 5 à 7 et Conférence présentée par Monsieur Guy Berthiaume, bibliothécaire en chef et archiviste de la *Bibliothèque et Archives Canada*). Cette collaboration avait et a pour but de favoriser la mise en valeur des deux associations.

LIENS AVEC LES COMITÉS D'OLA

- Liens établis avec le Comité de levée de fonds d'OLA afin d'améliorer les ressources en français de ce comité et d'encourager les échanges.

FORMATION DES MEMBRES

- Présentation de cinq (5) ateliers en français à la Super Conférence 2015 avec un service de traduction simultanée pour notre atelier-vedette grâce à une commandite offerte par la Librairie Archambault.

PROMOTION DE LA LITTÉRATURE DE LANGUE FRANÇAISE

- Participation de nos membres à l'organisation des différents volets du programme de la *Forêt de la lecture*.
- Éventail de livres en français disponibles au magasin OLA (suggestions en littérature

jeunesse tels que documentaires, albums illustrés, romans et bandes dessinées).

PROMOTION DE LA PRÉSENCE FRANCOPHONE EN ONTARIO

- Commémoration du passage de l'Explorateur français Samuel de Champlain en Ontario (célébration du 400e anniversaire) avec notre atelier-vedette, présenté par Michel Prévost, archiviste en chef de l'Université d'Ottawa et Président de la Société d'histoire de l'Outaouais.

RECONNAISSANCE DES MEMBRES

- Remise du *Prix Micheline-Persaud* à Carole Marion pour sa contribution au développement et à la promotion des services de bibliothèque en français dans le Nord de la province.

RÉUNIONS DU CONSEIL

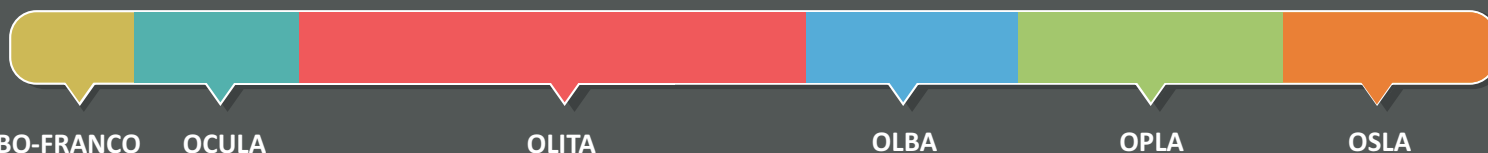
- Au nombre de quatre (4) : trois réunions par Skype, une réunion en personne à Ottawa.

OLA BY THE NUMBERS

HOW DID OLA STACK UP
AT THE END OF 2014?

5,002
MEMBERS

The Ontario Library Association (OLA) consists of six divisions: L'Association des bibliothèques de l'Ontario-Franco (ABO-FRANCO), Ontario College and University Library Association (OCULA), Ontario Library and Information Technology Association (OLITA), Ontario Library Boards' Association (OLBA), Ontario Public Library Association (OPLA), and Ontario School Library Association (OSLA).



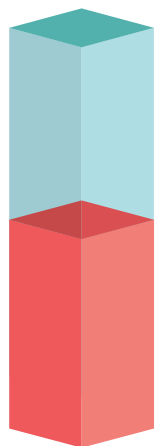
OLASTORE



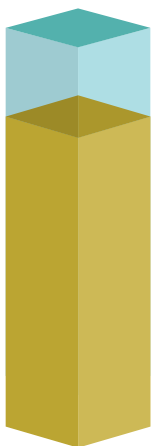
28K
items sold

In 2014, the OLAStore had approximately 2,800 titles available in print. The most sought after items were: "I Love Books" buttons, the Q-Wheel, LEGO® Movie poster, and *Marvelous Minilessons for Teaching Beginning Writing*.

FOREST OF READING® registrants



2,654
registered sites
in 2013



3,157
registered sites
in 2014

FESTIVAL OF TREES™ ticket sales



Each circle represents 400 Festival attendees.

- THUNDER BAY**
975 tickets sold
- TORONTO**
7,000 tickets sold
- LONDON**
1,600 tickets sold
- FRENCH**
1,100 tickets sold
- OTTAWA**
600 tickets sold
- PARRY SOUND/
NORTH BAY**
1,300 attendees

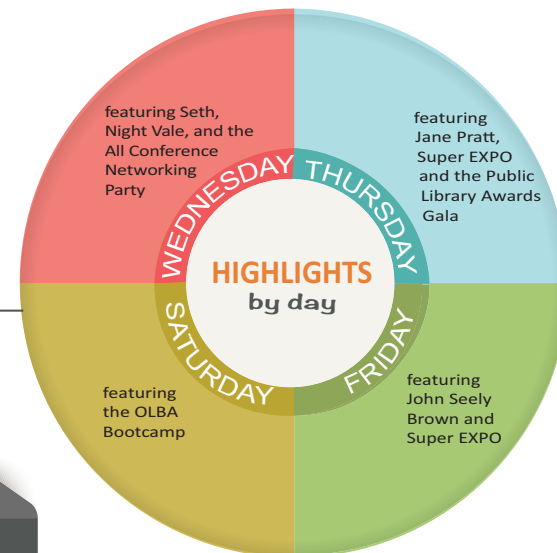
Think it, Do it! was the theme of the 2015 Super Conference.

Over 240 sessions were attended by 4,500 delegates from around the country.

OLA SUPER CONFERENCE



Other OLA Signature Events include the Annual Institute on the Library as Place (127 registrants) and the Copyright Symposium (77 registrants)



QUICK FACTS

FOREST OF READING®

264 K program participants
118 nominated titles in the program
1.6M books sold by the official Forest of Reading wholesaler
198 K registered voters

4121 TWITTER FOLLOWERS as of December 31, 2014

1411 FACEBOOK FANS as of December 31, 2014

1298 WEBINAR (SITE) REGISTRANTS for 59 Education Institute webinars, with 86 presenters

45K WEBSITE VISITS exclusively to the OLA homepage

176 STUDENT VOLUNTEERS who volunteered over 660 hours collectively



MOST watched WEBINARS



ONTARIO COLLEGE AND UNIVERSITY LIBRARY ASSOCIATION

SOPHIA APOSTOL, PRESIDENT

OCULA

2014 OCULA Membership: 635

OCULA had a great year in 2014, and I'm pleased to share a snapshot of a few of our activities with you.

OCULA has continued to excel in providing professional development for our members. The **OCULA Spring Conference**, "Celebrate the letter M: marketing, mobile, and more" focused on social media marketing and featured Melissa Ramos, owner of Sexy Food Therapy Inc. The **OCULA Spring Dinner** featured Kevin Bryan, Professor for Public Safety and Police Studies at Seneca College. Kevin enlightened the audience on the many secrets of the forensics world and shared his experience investigating high profile cases. The focus of the **OCULA Fall Event** this year was "From information gatekeepers to information designers: communicating and designing information to enhance the learner's experience." The keynote speakers were Devon Mordell, an instructional designer from McMaster University; and Tara Ogaick, an industrial designer from Carleton University.

The **New Librarian Residency Award** was awarded to Humber College, and they hired Caleb Domsy to be the Digital Learning Librarian. Caleb has already completed many projects for the library, including presenting at the eLearning Symposium, creating a series of instructional videos, collections work, and orientations and teaching for the Business School.

The **2014 OCULA Award for Lifetime Achievement** went to Jim Brett, User Services Librarian at the University of Guelph. We recognized Jim for his outstanding contributions to mentoring and the development of academic librarians at all stages of their careers, and for his commitment to OLA and OCULA.

Our **Super Conference** planners, Jeannie An and Jaclyn Chambers-Page, did an amazing job gathering input from council, planning the OCULA sessions and coordinating the session conveners.

There have been big and exciting changes to our divisional publication, **InsideOCULA**, as it was integrated with *Open Shelf*. I would like to thank Martha Attridge-Buften, Carey Toane, Jenaya Webb and Elizabeth Yates for their efforts.

Information briefs are two-page backgrounders on issues relevant to Ontario's college and university library staff that we make available on our website. This year, the following information briefs were written and posted to the **OCULA Information Briefs** webpage: Digital Humanities, Demand Driven Acquisitions, ACRL Framework for Information Literacy, and The Big Deal.

A new initiative this year was to partner with the University of Toronto to host a practicum student. Kathryn Sickle chose to work with OCULA and

OLA for her practicum placement and spent her time assisting with the OLA Super Conference and providing OCULA with knowledge management support.

One of our key initiatives was participation in **Library Day at Queen's Park**, which focused on the positive impact libraries have on people, communities, and Ontario. Shanna Pearson and I attended on behalf of OCULA. We spoke with three MPPs and attended Question Period. The MPPs were engaged and interested in what we had to say, and the plan is for this to become an annual day of advocacy for OLA and the divisions to engage in.

Thank you to everyone on OCULA Council for your commitment, creativity, and enthusiasm — we certainly could not have achieved all that we did without your time and dedication. Thank you to the OLA staff for your ongoing support. Thank you also to all of our members for your participation at our events, volunteering your time, and inspiring us to continue developing programs that will benefit you.



ONTARIO LIBRARY BOARDS' ASSOCIATION

DON LYNCH, PRESIDENT



2014 OLBA Membership: 1,119

Unlike the other divisions, OLBA's membership is comprised of volunteer members of public library boards. With 2014 being an election year, newly elected municipal governments appointed new library boards. Work began early at **Super Conference 2014** with an election year **Boot Camp** especially planned for board members. Topics included the Board/CEO relationship, and recruitment and selection of board members. To assist the new municipal councils with selection of their library boards, educational material in the form of a document titled *Choosing An Effective Library Board* was updated and made available in English and French on the OLA website.

Gaps in existing tools and documents were identified and formed the foundation on which to build an educational plan for each of the four years of a library board member's term. Thanks to a partnership between the OLA and the Federation of Ontario Public Libraries, and a grant from the Minister of Tourism, Culture and Sport's Cultural Development Fund, **Leadership by Design – The Next Generation** was created to address these gaps. This project aims to strengthen public library board performance and effectiveness across Ontario. Steps were taken to create a learning framework for online dissemination, as well as developing the first learning module: year one for new boards. The new program builds upon the resources developed for the original Leadership

by Design, and through the support of the Ontario Library Services, North & South, it will be available to all public library boards at no charge via LearnHQ.

Personal contact with member and non-member boards by **OLBA's Regional Representatives** was encouraged. The use of video on the OLBA website began in September. In the future, councillors will be able to introduce themselves and put a voice to the name and face of each councillor.

In an effort to increase membership, any board that had not been a member of OLBA for at least five years was offered a one-year trial membership. We are hopeful the benefits of a trial membership will entice them to renew at the appropriate time. We continue to encourage boards to join and are striving to increase membership one board at a time.

InsideOLBA, our bi-annual newsletter, was promoted with the aim of increasing readership. The publication is distributed exclusively in electronic format and its circulation can now be quantified by open and click rates.

OLBA continued to be represented at **SOLS Trustee Council** meetings and through participation at an annual conference for northern boards sponsored by OLS-North.

Planning for the first, all-day **Trustee Boot Camp** held on the Saturday of Super Conference 2015 was a top priority. Workshops and speaker topics of particular interest to board members were developed with an emphasis on the CEO and Board relationship.

Responsibilities and liabilities for board members were addressed at the Boot Camp. To assist board members in recognizing fellow board members at future Super Conferences, a button with the slogan, **Keep Calm, Govern On!** was created.

The tradition of a joint meeting with OPLA to share success stories and concerns was continued. Representing both the operational and governance aspects of Ontario's public libraries, we share many common interests.

Several questions were posed to the council from the membership and each one was given careful consideration and addressed in the strictest confidence. The experience and collective wisdom of the council helped me in so many ways to serve the membership of OLBA as its President. I am extremely grateful for their help and support.



ONTARIO LIBRARY AND INFORMATION TECHNOLOGY ASSOCIATION

MAY YAN, PRESIDENT

OLITA

2014 OLITA Membership: 2,010

It has been my privilege to lead and work with the 2014 OLITA council. We had a very successful year with achievements in areas that I am passionate about: code literacy and creating diverse, safe spaces in technology.

Thanks goes out to our **Super Conference** planners, Jacqueline White-Appleby and Stephanie Orfano, for helping to organize a great program for 2015 Super Conference this year. I'm thrilled we were able to provide a diverse program that appealed to attendees across all types of libraries. The OLITA spotlight speaker was Chris Bourg (whose session was entitled, Never Neutral: Libraries, technology and inclusion). Chris presented a very engaging and informative talk that earned rave reviews with attendees.

The theme for **Digital Odyssey** in 2014 was "Code: the most important language in the world." The very successful June 6 program was created to provide attendees with inspiration and help in developing code literacy within themselves, in their communities and with their patrons. Our keynote speaker was Chrys Wu, Developer Advocate for *The New York Times*.

A big project for the council this year was rethinking the **OLITA Award for Technical Innovation**. We acknowledged technology is now everywhere in libraries and moved from a focus

on awarding the development of technology to awarding projects *utilizing* technologies. Our goal is to encourage submissions, especially from libraries that cannot take on in-house development. The newly named **OLITA Project Award** encourages all types of projects to be included across all budgets, resources and types of libraries. The award now recognizes five criteria: problem solving, innovation, impact, timeliness, and contribution to the library community. The **2015 Award Recipient** is "Cultivating a Hacker Ethic" at Innisfil Public Library & IdeaLAB. I think the following feedback from the committee sums it up well, "This project overall is a great example of what goes right with technology projects. It's not about the tech, but the community and empowering the individual (at all levels, in your organization and in your community)."

For the **Technology Lending Library**, we started the year by deaccessioning the Sony e-readers that have not been circulating. We put out a call to 'hack' an e-reader and all 22 were claimed within a day. There was a lot of interest from schools, elementary and secondary, public libraries and individuals. We close the year by refreshing the Technology Lending Library with new Arduino kits, Raspberry Pi's, Squishy Circuits, and Makey Makeys. Please take a chance to explore these fun technologies.

The library technology community has been proactive in trying to adopt Codes of Conduct to define acceptable community standards of behavior for organizations and attendees of events; and to outline a clear path of what needs to happen when one community member harms another. In other areas of librarianship, participants have not been as aware of why we would want to have Codes of Conduct. We want to be inclusive and welcoming to diverse participants, while also preventing harmful behaviours toward people based on gender identity, race, religion, disability, etc. In the past year, social media has helped to bring these types of harmful behaviors and instances to a larger audience of librarians (sadly, because of events that happened within our community). I believe that, when members are made aware of acceptable and unacceptable behaviors, we can support each other in creating and maintaining safe and diverse events and communities. I am proud **OLA has adopted a Code of Conduct** for all of its events and that OLITA was instrumental in developing the procedures for the OLA Code of Conduct. I encourage all OLA members to look for Codes of Conduct in events they attend and to advocate for the adaptation of a Code of Conduct where it is missing. For more information on anti-harassment policies, see <https://adainitiative.org/what-we-do/conference-policies>.



ONTARIO PUBLIC LIBRARY ASSOCIATION

LISA MORAN, PRESIDENT

OPLA

2014 OPLA Membership: 1,429

In 2014, your OPLA Council and committees put into action the principles that guide libraries in the 21st century: collaboration, advocacy and engagement.

OPLA initiated a **Teen Video contest** to bring excitement to **Ontario Public Library Week**. Council members implemented the contest, which challenged teen users of public libraries to make a video showing how their public library inspired them. Teens at Whitchurch-Stouffville Public Library created a sample video that was posted to the OLA Facebook page. Youth Advisory Groups from all over Ontario participated and demonstrated what their library meant to them.

In November, a new group that emerged from the Children's and Youth Committee developed a one-day event for children and youth services staff: the **Children's and Youth Blow Out**. The event was held in conjunction with first Toronto International Book Fair and was sold out almost immediately. A full day of speakers, poster sessions, authors and media enthusiasts led discussions and demonstrations on topics such as makerspaces, LGBTQ youth and special needs children.

The **OPLA Child and Youth Services Committee** will undergo a structure review that includes a new governance model of having two co-chairs, which will help ensure consistent leadership within

the committee and opportunities for professional development of committee members. Their big project in 2015 will be the creation of the *Children and Youth Services Committee Children's Services Benchmarks and Statistical Report*, to be published in 2016.

The **Community-Led Libraries Committee** had a very active year in 2014. The Committee has been evaluating the original Community-Led Toolkit with regard to updating it specifically for use by Ontario libraries. The Committee will be incorporating components from the Vancouver Public Library *Connecting the Dots* document as well as moving ahead with using WordPress to manage the toolkit on an ongoing basis.

The 2014 **Community Led (CL) Think Tank** was held in June at the Hamilton Public Library and was received with enthusiastic support from participants. There was consensus from the committee to proceed with a CL Think Tank for 2015. The evaluations, circulated to the committee in the summer, were positive and indicated interest for an annual event. The theme of the 2015 event is: "Community-led or community engagement. What is our vision for moving forward?"

RA in a Day 2014 was envisioned as a special event to honour the work of Catherine Sheldrick Ross, Professor Emerita from the University of Western

Ontario's Faculty of Information and Media Studies. The event, entitled "Transformative: Understanding the Reading Experience," featured a talk by Ross and a group activity that taught participants how to understand their own reading experience. Claire Cameron, author of *The Bear*, joined the event for lunch. Jo Altilia from Literature for Life and Paulette Rothbauer from the University of Western Ontario gave short talks on the power of reading. Finally, Peter Mendelsund impressed the crowd with his talk about the reading experience and cover art. The new venue, the University of Toronto's Faculty Club, was a sold out success.

As members of the OLA Board, the OPLA Council executive participated in several collaborative initiatives in 2014. Meetings with several library/ education organizations that spanned special, school, academic and public libraries worked toward identifying our common issues and a shared strategy that sends a comprehensive message to decision makers and stakeholders. The Vice President of OPLA attended a meeting of the Ministry of Agriculture, Food and Rural Affairs, which provided an opportunity to demonstrate how the public library can further the ministerial goals of providing economic support and job growth in small, rural communities.



ONTARIO SCHOOL LIBRARY ASSOCIATION

DEB KITCHENER, PRESIDENT

OSLA

2014 OSLA Membership: 1,333

This year has been a very busy one for the OSLA Council. Our focus in 2014 has been a vitally important one...advocacy. It was also a year of making connections, sharing and learning—something Teacher Librarians do exceedingly well!

The **OSLA Advocacy Committee** worked to create tools for Teacher Librarians to use when advocating for program, staffing and funding for their programs – all available on our website. The OLA Advocacy Committee worked to make connections with Ministry of Education personnel and again with other like-minded organizations such as People for Education.

Council members dedicated themselves to creating webinars to support **Together for Learning** in order to keep the document growing and to share exemplary practice in our digital document. This practice will continue and we welcome contributions from our membership.

Our council also played a big role in contributing to the new Canadian Library Association (CLA) document, **Leading Learning**. Shelagh Paterson and I had the opportunity to share the process OSLA council worked through to contribute to *Leading Learning* at the Treasure Mountain 3 Conference in Victoria, BC last June. *Leading Learning* is a guideline for school library programs to look to across the country as they strive to

create a true learning commons. This document is more proof of the great work being done in school libraries across our country as well as the collaboration between associations across the country and within Ontario.

Together with the Association for Library Consultants of Ontario (TALCO), OSLA council members will be working on a document funded by the Ministry of Education that will connect Inquiry Based Learning to the work Teacher Librarians do in elementary school libraries. Additionally, we have Teacher Librarians working on an eLearning Ontario project to help educators and administrators better understand inquiry based learning. I have presented at the Subject Association Forum about *Together For Learning* and the connections to our document, inquiry based learning and the work of Teacher Librarians.

The OSLA council will continue to reach out to other subject associations, faculties of education and across divisions within the OLA to ensure understandings and learning about the OSLA, school libraries and effective school library programs are shared and developed collaboratively.

Finally, this year the OLA Board agreed to invest resources in advocacy for libraries in Ontario and that school libraries specifically needed support. On November 26, we held the first **Library Day**

at Queen's Park. With the support of Impact Public Affairs and our Executive Director, we had teams of library advocates meeting with public officials throughout the day to draw attention to the things libraries do for communities across Ontario. Our team—comprised of myself, incoming OSLA President Jeanne Conte, OLA President Anita Brooks Kirkland, and our Executive Director Shelagh Paterson—was formidable! We made sure that the message was loud and clear: adequately staffed and funded school library programs make a difference to student learning and success; and equitable access to digital resources for students across Ontario is a necessity for learning.

This year we have made an effort to contact co-ordinators of Additional Qualification (AQ) programs across the province offering Librarianship AQ's. First, we ensured all Instructor Leaders were accessing the resources available through the OSLA, and second, we offered a one-year free membership to candidates completing an AQ course. Our hope has been to grow our membership numbers. We will continue to track data to see how our membership numbers increase or decrease over the next couple of years. This will continue to be a focus area for OSLA council members as we move forward.

REPORT OF SHELAGH PATERSON

EXECUTIVE DIRECTOR, ONTARIO LIBRARY ASSOCIATION



As the OLA Board and Divisions have noted throughout in this report, our **Library Day at Queen's Park** was a success; but what struck me was the diversity of our delegation. We are all in the library sector, but our delegation represented all sorts of different types of

libraries and perspectives. This only strengthened the unity of our message of engagement to Ontario's decision makers: support for libraries equals support for Canadians. Value, influence and positioning of libraries is an ongoing adventure, and we'll have a further call to action for OLA members and partners in 2015.

OLA had the opportunity to welcome back key supporters and decision makers while also greeting new ones (and tweeting with others, as you'll see to the right!). This included the reappointment of the Hon. Liz Sandals, Minister of Education; the appointment of the Hon. Michael Coteau, Minister of Tourism, Culture and Sport (replacing the Hon. Michael Chan, who we thank for his support throughout his term); and Dr. Guy Berthiaume, appointed in 2014 as the Librarian and Archivist Canada. The Hon. Michael Coteau officially recognized OLA during Legislative Assembly at Library Day at Queen's Park and also launched **Ontario Public Library Week** with Toronto Public Library Board Chair Michael Foderick at the Parkdale Branch in October. OLA also signed the **Lyon Declaration on Access to Information and Development**

(www.lyondeclaration.org/signatories).

As part of our master plan to create the next generation of readers, 2014 was another year of growth for the **Forest of Reading®** program. In celebration of the 20th anniversary of the Silver Birch Award® program, OLA launched a contest to determine the ultimate Silver Birch book – *Hanna's Suitcase*, by Karen Levine. This was also a banner year for the **Festival of Trees™** with Meredith Tutching, Director, Forest of Reading, clocking 4,838 kilometers to coordinate festivals with local planning teams of OLA members in North Bay, Parry Sound, Thunder Bay, Ottawa, London and Toronto (including the new French Festival), for a total of 15,000 young readers. OLA also welcomed Tinlids as the new official wholesaler for the program.

2014 witnessed the move from *Access*, OLA's print membership magazine, to **Open Shelf** (www.open-shelf.ca), an online and ever-changing magazine beautifully designed and curated under the leadership of Mike Ridley, editor-in-chief, and the editorial team. Visiting *Open Shelf* is like opening a candy box filled with various tips, tricks and treats for library staff and supporters. I encourage you to visit today and indulge (for free, of course!).

2014 was a big year for the 2015 OLA Super Conference Planning team. We said a fond farewell to Liz Kerr, staff Super Conference Planner extraordinaire who retired from the OLA early in 2014 after 7 years on our staff team. We decided to re-think how we 'conference' and unveiled new



Kathleen Wynne @Kathleen_Wynne · 20h

Libraries bring joy, exploration & adventure to our fingertips. We're working with local libraries to make IT upgrades. @ONLibraryAssoc

45 32

events and presentation structure for Canada's largest library conference. A big thank you to the 2015 OLA Super Conference Planning Team, led by co-chairs Richard Reid and Andrew McAlorum, and with staff leadership from Michelle Arbuckle.

The advocacy work for 2014 was incredibly ambitious...and the OLA board under Anita Brooks Kirkland's leadership was completely up to the task. While the OLA President has stewardship of the association as a whole, each year, every president comes from a specific library sector and brings invaluable and unique perspectives that enhance our work. Anita is a teacher, a social media maven, and a collaborator extraordinaire. Jane Hilton, OLA's 2015 President and a board member of Whitby Public Library, is the second president in the past 25 years to come from the public library governance sector. She has already spearheaded a much needed governance review for OLA. Her 2016 OLA Super Conference theme 'Library Lab: The Idea Incubator' will entice the library community to experiment, percolate, test and incubate ideas that build dynamic library experiences for all.

OLA FINANCIAL STATEMENTS, 2014

STATEMENT OF OPERATIONS & CHANGES IN NET ASSETS (GENERAL FUND)

	Audited 2014	Audited 2013
GENERAL OPERATIONS AND ADVOCACY		
Revenues (\$)		
Membership	341,366	329,689
Conference	1,144,947	1,175,672
Continuing Education	166,890	157,891
Publications - The OLASore	393,835	445,612
Contract Administration	137,519	146,033
Programs and Projects	440,618	353,502
Government Grants	39,175	35,800
Contributions	5,314	1,129
Investment Income	10,017	13,256
Other Income	64,349	67,780
	\$2,744,030	\$2,726,364

Expenses (\$)		
Salaries and Benefits	888,669	945,679
Conference	605,266	633,701
Continuing Education	81,638	160,868
Publications - The OLASore	288,254	377,934
Programs and Projects	284,939	347,366
Provision for Doubtful Accounts	86,514	109,932
Honoraria and Awards	17,958	9,261
Catering	22,116	11,746
Purchased Services and Materials	63,801	17,521
Travel, Lodging and Meals	57,211	49,957
Occupancy Costs	128,796	131,929
Equipment Rental & Maintenance	38,470	23,686

EXPENSES continued in next column...

	Audited 2014	Audited 2013
EXPENSES (\$) continued from previous column...		
Supplies, Printing Delivery, etc.	20,309	23,762
Telephone	9,791	11,938
Professional Fees	75,475	50,243
Depreciation	52,999	67,364
Bank Charges, Credit Card Fees, and Foreign Exchange	50,362	47,483
	\$2,772,568	\$3,020,370
Deficiency of revenues over expenses for the year	(28,538)	(294,007)
Net assets - general fund - at beginning of year	\$789,880	\$1,083,887
Net assets - general fund - at end of year	\$761,344	\$789,888

The Statement of Operations & Changes in Net Assets (General Fund) and the Statement of Financial Position are drawn from the audited statements for the year ended December 31, 2014, with the audited comparative figures for the year, which ended December 31, 2013.

Complete audited statements for the year ended December 31, 2014, as prepared by the accounting firm of Clarke Henning LLP, and approved by the Board of Directors on May 29, 2015, are available on the OLA website at www.accessola.com.

STATEMENT OF FINANCIAL POSITION

	Audited 2014	Audited 2013
ASSETS (\$)		
Current assets		
Cash	853,242	611,691
Short-term investments	101,846	203,085
Accounts receivable	549,253	531,133
Inventory	91,993	75,329
Prepaid expenses - conference	38,275	80,177
- other	11,721	18,687
	\$1,646,330	\$1,520,102
Long-term assets		
Investments	395,762	393,802
Loan receivable	50,000	50,000
Capital assets	210,420	258,070
	656,182	701,872
TOTAL	\$2,302,512	\$2,221,974
LIABILITIES (\$)		
Current liabilities		
Accounts payable and accrued liabilities	660,814	505,677
Deferred revenue	752,373	796,886
	\$1,413,187	\$1,302,563
NET ASSETS (\$)		
Restricted fund	127,981	129,531
General fund	761,344	789,880
	889,325	919,411
TOTAL	\$2,302,512	\$2,221,974

REPORT OF LITA BARRIE OLA TREASURER



In 2014, I completed my final year as OLA Treasurer. It has been a privilege for me to work with OLA in this capacity. We've continued to face some challenges in 2014, but I remain confident that the Association is moving in the right direction. I want to thank the staff and Board for their ongoing dedication and commitment to serving the OLA membership and the Ontario library community. We ended 2014 with a small operating deficit of \$28,538, but our accumulated surplus continues to be very strong at \$761,344.

In 2014, revenue increased while expenses were reduced and controlled. The growth in membership is an excellent achievement as many member-based associations are struggling to retain members in the online age. The continued growth in revenue in continuing education is also a testament to the excellent work of staff. Free webinar opportunities are abundant, but the quality and timeliness of OLA's education programs has clearly demonstrated value to our members and the broader library community. The exciting expansion of the Forest of Reading® Festival of Trees™ and associated programming has also resulted in an increase in financial support.

With these successes, the Board appointed Revenue Generation Committee has begun to identify opportunities for growth. The OLA Board of Directors is committed to diversifying and continuing to strengthen the Association's revenue base. I look forward to seeing this important work continue in 2015.

Lita Barrie
OLA Treasurer

CONGRATS TO OUR 2014 AWARD WINNERS!

OLA PRESIDENT'S AWARD FOR EXCEPTIONAL ACHIEVEMENT

Leading Learning Project

Canadian Library Association

OLA LARRY MOORE DISTINGUISHED SERVICE AWARD

Ken Haycock

Ken Haycock & Associates Inc.

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Kathy Scardellato

Ontario Council of University Libraries

OLA MEDIA AND COMMUNICATIONS AWARD

**The Grand FM 92.9 and
CBC Radio 1**

OLA TECHNICAL SERVICES AWARD

Connie Mitchell

Durham District School Board

ABO-FRANCO'S PRIX MICHELINE-PERSAUD

Carole Marion

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OLITA PROJECT AWARD

Cultivating a Hacker Ethic

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OCULA LIFETIME ACHIEVEMENT AWARD

Jim Brett

University of Guelph

OPLA ADVOCACY IN ACTION: EXCELLENCE IN CHILDREN'S OR TEEN SERVICES AWARD

**The Staff of the Atikokan
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OSLA ADMINISTRATOR OF THE YEAR AWARD

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Not pictured: Carey Toane

