

Position Profile
Chief Executive Officer
Muskoka Lakes Public Library
Spring, 2010

The Library: "*established 1887*"

The Muskoka Lakes Public Library serves a primarily rural population of just over 6,800. In the summer, the population may rise to 33,000. The library system is comprised of one main branch with three satellite branches.

Mission statement

The Muskoka Lakes Libraries are committed to enhancing the development of vibrant communities through the promotion of literacy and lifelong learning.

Goals

To provide the best possible library service to all residents of Muskoka Lakes in the most cost-efficient and cost-effective manner possible with maximum use being made of the collection by the greatest number of residents.

To develop a library collection that will appeal to the greatest possible sectors of the Township, allowing for widest possible coverage of views and opinion, bearing in mind a need for balanced collections and for a clear representation of all sides of any issue without regard for the unpopularity or the unorthodox nature of the material and, to ensure that library materials, information and programs are available to all individuals in the Township through maximum co-operation with provincial and national organizations.

Branches

The locations of our satellite branches are Bala, Milford Bay and Walkers Point. The locations are relatively small and have accessibility issues. Due to space restrictions, programming has been largely limited to the main branch. The programming includes, children's activities, book club, university testing, and events sponsored by our "Friends" of the library that has been recently restarted.

Friends of the Library

The Friends of the Muskoka Lakes Library is a volunteer, charitable, organization comprised of individuals from across the Township of Muskoka Lakes. The Friends work throughout the year to provide programs for children and adults, that will be of interest and value to the community. Programs are fun as well as educational and are designed to expand the awareness of the many services provided by the community libraries. It is the Friends' goal to increase the use of the library facilities and services and to help nurture the appreciation of literature and culture in our communities. Through membership fees and fundraising efforts, the Friends not only provide programs but also help to meet the material needs for the Township's libraries.

Programs include entertainment for children, workshops to encourage and improve skill in art, writing and reading for adults and children, educational exhibits to excite the inquisitive minds of all ages, story hours and author visits, as well as an adult book club. All are intended to engage community members in an enjoyable and thought provoking manner.

Staff demographics

Our library is consistent with those of most Ontario public libraries. Currently

two full time and two part time staff members are employed by the board. There are also three part time employees in our satellite branches. Staff members live in the community, and know the library's users. The staff is not unionized.

Library board

The board includes one township councillor, one chair and three board members.

Funding

The library is funded through the municipality and province in the same manner as other public libraries. It has been successful in developing self generated revenues and as mentioned through the Friends .

Township

The library is developing a working relationship with the Township. While treated as a departmental line at budget time and definitely seen as part of the suite of municipal services, the library enjoys the arm's length relationship it is afforded by having its own board. The municipality assists with facility maintenance and recently provides payroll services. The library has adopted the townships human resources and purchasing polices.

Library statistics

Holdings

print 34,432

non-print 4,954

periodicals 1,548

circulation 33,055

program attendance 320

members 3,146

Note: these are the people who have library cards but this is not an accurate count of people using the library. A mom might come in with a couple of kids or Gramma lends her card to her kids and grandkids during the summer. The number is probably closer to 3 times that.

Annual Budget \$272,800

Square footage 8,200

Automation System: Horizon 7.4

THE COMMUNITY

As a place to live, nothing quite compares to the Township of Muskoka Lakes. Its blue lakes and pine- studded shorelines have made it the preeminent tourism destination in Ontario. Nothing tops the view from Huckleberry Rock, the unspoiled charm of Hardy Lake Provincial Park, or the majesty of the night sky as seen from the Torrance Barrens Dark Sky Reserve. Within our boundaries lie 80 sparkling lakes, 16 parks, 12 swimming beaches, hiking trails, many snowmobile trails and an Adventure Playground that is the envy of other municipalities. The Township of Muskoka Lakes is a wonderful year-round destination that offers endless activities for all ages, in an excellent location. It truly is a community for the discriminating consumer of place.

As more people make the Township their home, opportunities abound for entrepreneurs to establish year-round, service-based businesses such as: retail outlets, self-improvement and fitness facilities, restaurants, and light industries such

as cabinet making, boat-building and fine woodworking.
Property on any Muskoka Lakes will always be at a premium, however homes without water frontage are most affordable, with an average three bedroom home selling for about \$300,000.

<http://www.realtor.ca/splash.aspx>

Further information

Please check out the Township of Muskoka Lakes for a complete community profile
<http://www.muskokalakes.ca/>

If you would like a complete area package email us and we will send you the package.

dunrovinmuskoka@rogers.com

The Candidate

The position will appeal to those who have:

- A degree in library science, equivalent education or experience.
- Experience in strategic and operational planning.
- Demonstrated leadership and problem solving skills.
- Demonstrated success as a motivator of staff.
- Ability to delegate.
- A sound knowledge of the evolving role of the public library.
- Provided support to or lead fundraising and public relations effort.
- An understanding of the library's importance to the social and economic fabric of the community.
- Excellent oral and written communications skills.
- Comfort in representing the library in a range of forums.
- The ability and energy to "multitask."
- Show the ability of a manager and "doer."
- A strong desire to be an integral part of the Muskoka Lakes community.
- A willingness to grow with the library system.
- An ability to commit for several years.

Immediate Challenges

- Review staffing structure, roles and responsibilities - focusing on strengths.
- Developing a larger internet presence.
- Cultivate presence in community.
- Continue to develop collections to respond to diverse needs.
- Connect with smaller branch libraries.
- Provide opportunities for staff to build a strong bond.
- Create programming for youth and seniors.
- Collection development.
- Examine best solutions for archiving.
- Educate the public about the library.
- Develop and implement a plan to build community partnerships.
- Create a collections development plan.
- Engage board in developing a new long range/strategic plan.

Compensation

The Muskoka Lakes Library offers a competitive salary for its size.
The 2010 salary range is between \$65,000 and \$74,000.

The library offers a benefit plan, and participates in the OMERS pension plan.

Additional Information

Muskoka Lakes Library: <http://users.muskoka.com/library/index.html>

Township of Muskoka Lake: www.muskokalakes.ca/siteengine/activepage.asp

Port Carling: <http://www.port-carling.muskoka-ontario.com/>

Bala: <http://www.bala.muskoka-ontario.com/>

Muskoka Tourism: <http://www.discovermuskoka.ca/>

For more information about the position, the selection process and the schedule, please contact:

Library CEO Selection Committee

Linda McAuley

1-705-765-1117

thepan@vianet.ca

Wilise Mann

1 (705) 764-1743

dunrovinmuskoka@rogers.com

Application Procedure

To apply for this position, please prepare a results oriented resume outlining, your achievements and listing your previous positions. Your covering letter should address your interest in Muskoka and the contribution you could make to the community.

Please submit in hard copy no later than **March 24th, 2010** to:

Library CEO Selection Committee

C/O Linda McAuley

Box 337, 12 Bailey Street

Port Carling, Ontario

P0B 1J0

Interest in the position is sincerely appreciated, however only those applicants to be interviewed will be contacted. Preliminary phone briefings are planned following March 29th, 2010. The First round of on-site interviews will be held April 8th, 2010 in the Township of Muskoka Lakes. Final interviews will be scheduled subsequently. The Library Board hopes to announce a new CEO early May for a June 1, 2010 start.

The CEO's Role

Specific responsibilities:

1 Reports at each Board meeting and attends at all times except when her/his performance and/or salary are to be discussed.

2 Is knowledgeable of municipal, provincial and federal laws which effect Library operations and responds to such legislation effecting libraries.

3 Informs the Board of the community's need and participates in setting goals and objectives, and formulating long and short range plans to fulfill those needs.

4 Recommends library policies and procedures to the Library Board for their consideration. Directs the implementation of same once approved by the Board.

5 Prepares the preliminary budget forecast and participates in budget presentation (supplying statistics and analysis as required); advises

- the Library Board of available grants and funds for library utilization.
- 6 Is responsible for selecting and ensuring the maintenance of all technical systems of operations such as acquisitions, circulation and automation for the main branch and 3 other branches.
 - 7 Selects and acquires all materials for the library collection with input from the staff and within the confines of the budget.
 - 8 Ensures that the collection is properly maintained and organized that an effective collection control system is in place, through regular weeding, replacement and repair.
 - 9 Directs the organization, cataloguing and classifying of the library.
 - 10 Acts as liaison between staff and Board.
 - 11 Hires, promotes and dismisses staff.
 - 12 Documents incidents of concerns re: employment issues.
 - 13 Oversees the management of public service computer systems.
 - 14 Orders supplies, furnishings and equipment as required and within the library budget.
 - 15 Prepares and presents a monthly report of library activities, monthly statistics and items of interest and concern.
 - 16 Prepares the Annual survey of Public Libraries for the Ministry.
 - 17 Responsible for the day to day operations of the library, including answering patrons queries, problems and complaints.
 - 18 Responsible for establishing active public relations programs; promotes and publicizes the library and Board efforts/concerns in the community.
 - 19 Represents the Library and Board at meetings, conferences and workshops having a bearing on the operations of the library.
 - 20 Recommends compensation levels and salary administration policies to the board.
 - 21 Prepares work and vacation schedules.
 - 22 Serves as signing officer of the Board.
 - 23 Makes applications for and administers special grants.
 - 24 Acts as liaison with other community organizations.
 - 25 Other powers and duties as assigned by the board.

As Secretary to the board:

- 1 Performs the duties of Secretary to the Board in accordance with the current Public Libraries Act.
- 2 Conduct the Board's official correspondence.
- 3 Maintain files of library records and correspondence.
- 4 Prepare the agenda and minutes for all Board members and sends a copy of minutes to the Township for their records.

As Treasurer to the Board:

- 1 Performs the duties of Treasurer to the Board in accordance with the current Public Libraries Act.
- 2 Receives and accounts for the Boards' money.

3 Ensures that all money received on Board's behalf is deposited to the credit of the Board's account of accounts.

4 Disburses the money as the Board directs. Receives and pays all bills and maintains financial records in accordance with good business practice.

5 Prepares and presents regular financial reports or receipts and expenditures.

6 Prepares T4's and T4 summary yearly.

CEO'S Knowledge, Skills and Abilities

Knowledge

The incumbent must have proficient knowledge in the following areas:

- library policies, procedures, methods, ethics & professional standards.
- library programming standards.
- research and information gathering systems and methods.
- a variety of information database systems.
- conducting internet searches.
- organization and structure of library.
- other information and library resources.
- Northern cultures.
- computerized information database systems.
- library systems for cataloguing, acquisitions and searching, on line bibliographic utilities.
- capabilities and information resources of the Internet and other electronic databases.

Skills

The incumbent must demonstrate the following skills:

- ability to manage a library and its collection.
- team building.
- research.
- organization.
- analytical and problem solving.
- decision making.
- effective verbal, presentation and listening communications.
- effective written communications.
- computer skills including troubleshooting the Integrated Library System.
- computer skills including the ability to operate email and conduct internet research.

- stress management.

- time management.

Personal Attributes.

The incumbent must maintain strict confidentiality in performing the duties of the Librarian. The incumbent must also demonstrate the following personal attributes:

- be honest and trustworthy.
- be respectful.

- possess cultural awareness and sensitivity.
- be flexible.
- demonstrate sound work ethics.

TOWNSHIP HISTORY

The Township of Muskoka Lakes was established in 1971 and is an amalgamation of several former municipalities including the Township of Cardwell, the Township of Watt, the United Townships of Medora and Wood, the Town of Bala, the Village of Port Carling, the Village of Windermere and a portion of the former Township of Monck.

TOWNSHIP GEOGRAPHY

The Township of Muskoka Lakes is situated at the southern tip of the Canadian Shield. The craggy cliffs that rise above lakes and roadways date back to the days when life first began on this planet. About two million years ago, this section of the Shield was covered by a series of glaciers, which carved out the numerous lakes that define the municipality today.

The Township of Muskoka Lakes encompasses a large geographic area around Lakes Muskoka, Rosseau and Joseph. Within the 781.6 sq kilometres lie 80 lakes. The natural beauty of the shorelines and the abundance of wildlife make Muskoka Lakes a pre-eminent tourism destination. While the Canadian Shield is a challenge to farmers, pockets of tillable land support a thriving local agricultural community. Whether you prefer small communities, rural areas, country settings or spectacular waterfront properties, the Township of Muskoka Lakes has it all. The municipality has encouraged positive growth, while at the same time protecting the historic significance, character and natural beauty of the area. The communities of Bala and Port Carling are the largest urban centres. Bala is located at the confluence of Lake Muskoka and the Moon River. Port Carling is situated between Lakes Rosseau and Muskoka.

Depending where you live in the Township of Muskoka Lakes you will find yourself relatively close to towns such as Gravenhurst, Bracebridge, Huntsville and Parry Sound. The city of Barrie is about an hour's drive away, while North Bay, Sudbury and Toronto are easily accessible in about a two hours drive.

TOWNSHIP SERVICES

Arenas

Bala Sports Centre , 1009 Maple Avenue
Port Carling Arena , 3 Bailey Street, Unit 2

Banks

Scotiabank (Port Carling)
TD Canada Trust (Bala)

Several other financial institutions are found in the surrounding urban centres.

Museums

Muskoka Lakes Museum
100 Joseph Street, PO Box 432
Port Carling, ON, P0B 1J0
Tel: (705) 765-5367
1-888-579-7739
Bala's Museum
1024 Maple Avenue, PO Box 14

Bala, ON, P0C 1A0
Tel: (705) 762-5876

Parks and Beaches

The Township of Muskoka Lakes has a number of well-loved parks and beaches to suit all needs. From playgrounds and beaches, to pavilions, soccer and baseball, our well-kept facilities are a must see. You can sit and enjoy the renowned waters of the many lakes or you can overlook the picturesque Bala Falls.

We have 16 parks with picnic tables, most of which have public washroom facilities. Jaspén Park in Bala and Hanna Park in Port Carling have pavilions, which are well utilized for family and community functions. Ten of these sites have beautiful beach areas. Four have children's playgrounds including the famous Muskoka Adventure Playground at Hanna Park, Port Carling.

EMERGENCY SERVICES

911

911 emergency service is available in the Township of Muskoka Lakes for police, fire and ambulance. The District of Muskoka implemented the 911 system in 1997 and it has proven to be very successful.

Police

OPP – The Township of Muskoka Lakes has a community-based police office in Port Carling and a satellite detachment office in Bala. For non-emergency police calls telephone 1-888-310-1122.

OPP detachment stations are located in Huntsville and Bracebridge. OPP Headquarters are located in Orillia, just south of the Township of Muskoka Lakes. MUSKOKA WATCH – Muskoka Watch is a community/OPP initiative for crime prevention. Muskoka Watch helps ensure safety by reporting crimes, impaired/dangerous drivers, snowmobile/watercraft incidents and suspicious persons or vehicles.

CRIME STOPPERS – Crime Stoppers is an anonymous service available to provide information regarding crimes. Call 1-800-222-TIPS or 1-800-222-8477.

Fire

The Township of Muskoka Lakes' Fire Department is on call 24 hours a day to respond to emergency situations. The Fire Department consists of one full time fire chief, one full time assistant chief, seven district chiefs and 165-185 part-time firefighters (depending on the season). There are 10 fully equipped fire stations located throughout the Township of Muskoka Lakes. The fire chief and fire fighters are well trained in medical first response, auto extrication and water, ice and winter rescue.

There are 10 fire stations located within the Township of Muskoka Lakes:

Bala 1015 Grey Street
Foot's Bay 1006 Buckeye Road
Glen Orchard 3951 Muskoka Road 169 – Unit 2
Milford Bay 1229 Milford Bay Road
Minett 1131 Juddhaven Road
Port Carling 1 Lee Valley Drive
Raymond 1002 Spring Street
Torrance 1030 Torrance Road

Walker's Point 1074 Walker's Point Road
Windermere 2201 Windermere Road

Doctors

There are two family medical clinics presently operating within the Township of Muskoka Lakes, one in Bala and one in Port Carling