WINDSOR PUBLIC LIBRARY Read Learn Discover

ANNUAL REPORT 2025

MESSAGE FROM THE CHAIR:

As we reflect on 2025, I want to express my sincere appreciation to our patrons, our staff, our volunteers, and our community partners for the energy, optimism, and dedication you have brought to our library system. Together, we embraced an important transition: establishing our libraries as a full seven day a week operation. It's a change we are proud of—one that increases access, removes barriers, and reinforces our commitment to serve every resident, every day.

We also recognize that creating new habits takes time. Awareness is the first step, and throughout 2025 we focused on ensuring our community knew they could rely on us—consistently, predictably, and every day of the week. Our "Kickoff Campaign" early in the year set the foundation by promoting our stable hours and our renewed focus on accessibility. Later, from October through December, we built on that momentum with our "What Are You Doing This Weekend?" campaign. This second phase invited residents not just to know we were open, but to picture the possibilities of spending part of their weekend—especially their Sundays—with us.

Through radio advertising, Windsorite.ca placements, social media promotions, website features, and appearances in free community calendars, we reached residents across multiple platforms. Our social media engagement continued to climb, offering us clear indicators of interest and connection. While measuring the impact of other media can be more complex, we know our paid channels delivered strong reach: radio quarterhour tracking and digital impression data confirm that audiences both heard and saw our message.

But awareness alone isn't enough. New routines form when messages are reinforced—by us and by the community. We encourage everyone to keep sharing the news that the library is open every day. With repetition, familiarity, and great programming, visiting the library can become a weekly habit for more households across our city.

We are here. We are open. And we have so much to offer. With your continued support, we will keep strengthening our seven day service model and ensure that everyone has the opportunity to read, learn, and discover—any day they choose.

Chair, Mark McKenzie
Windsor Public Library Board

WINDSOR PUBLIC LIBRARY IS STRONGER BECAUSE OF OUR COMMITMENT TO OUR COMMUNITY PARTNERS.

IN 2025 WE PARTNERED WITH:

- Windsor-Essex Fidget Makers
- Pelee Island Bird Observatory
- Ojibway Nature Centre
- Ontario Government/Ontario Parks Lending Program
- Art Windsor Essex
- Sandwich BIA
- Essex County Public Library
- Museum Windsor
- Windsor Region Society of Architects
- Essex Windsor Solid Waste Authority
- City of Windsor