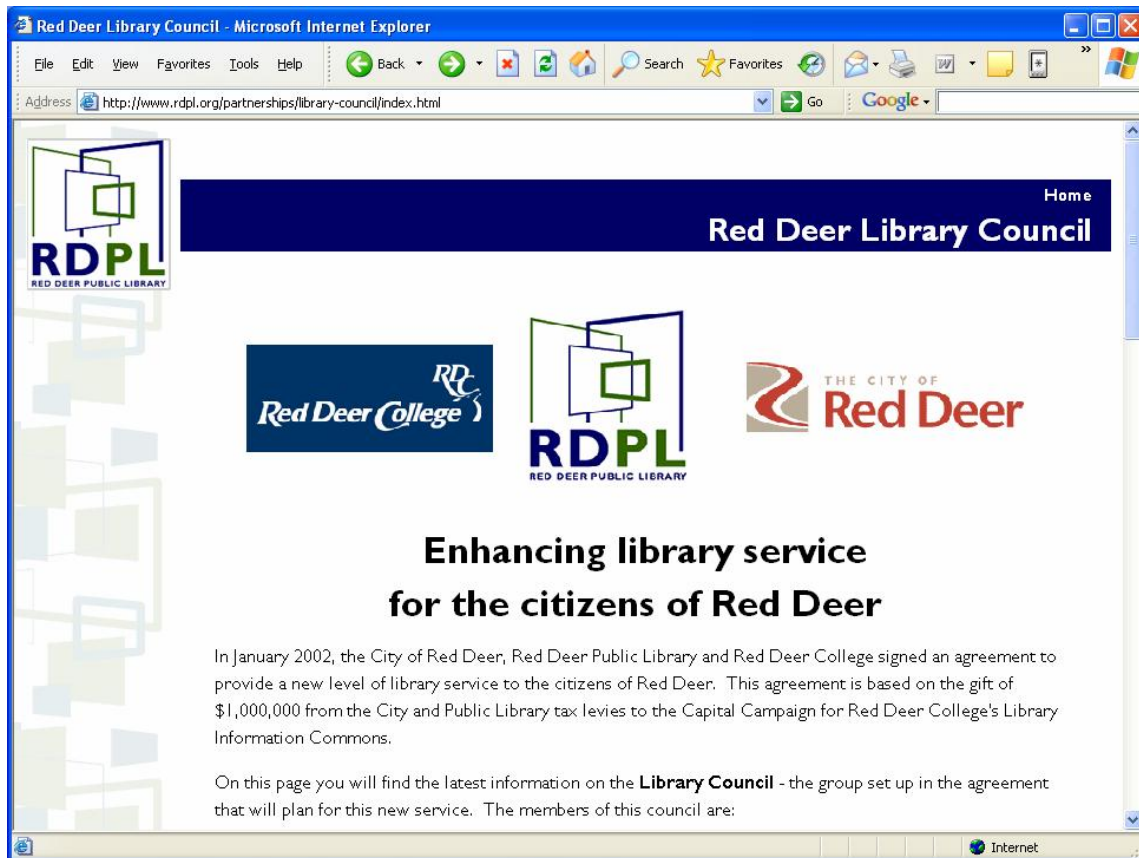


Red Deer Library Council ANNUAL REPORT 2004-05



A partnership of

**Red Deer Public Library
The City of Red Deer
Red Deer College**

November 21, 2005

Introduction

In 2004-05 the partnership between the City of Red Deer, Red Deer College and Red Deer Public Library entered a mature phase, as the citizens of Red Deer become more aware of the library resources available to them in three facilities: the Library Information College (LIC) on campus and the Dawe and Downtown Branches of Red Deer Public Library (RDPL). The management and staff of both libraries are also more aware of the services offered by both libraries.

Service in both libraries has changed since the days before the partnership. The LIC is more likely to host public events and exhibits, and to welcome community users of any age or interest; while public library collections are better used by College students, staff and faculty members. Our challenge is to increase awareness and mind share of our libraries among all stakeholders, and to provide a more seamless library service between our facilities.

Members

From Red Deer College:

Alice McNair, Chair, Red Deer College Library

Michelle Diamond, Student, RDC

Dr. Torben Andersen, Instructor, RDC

From the City of Red Deer:

Colleen Jensen, Community Services Director

From Red Deer Public Library:

Suzanne Alexander-Smith, Red Deer Library Board

Dean Frey, Director



Highlights

In June of 2005 members of the Library Council made a presentation at the annual conference of the Canadian Library Association. Unfortunately the rapidly rising Red Deer River kept Colleen Jensen from attending. In Calgary, presenters Dr. Torben Andersen and Dean Frey were flooded with questions from a very interested group of attendees, which they handled with the assistance of Alice McNair.

Though models of public/academic library partnerships are still quite rare, there seems to be an enormous amount of interest in creating them across Canada. We will be watching for new projects in other communities.

Saturday, June 18, 2005

Concurrent Session H: 11:00 am - 12:15 pm

51. Building a Values-Based Community Public/Academic Library System for the 21st Century

Speakers: *Colleen Jensen, Community Services Director, City of Red Deer, AB; Dr. Torben Andersen, Dean, Humanities & Social Sciences, Red Deer College, AB*

The Millennium inspired a new level of library service in Red Deer, introducing an integrated, innovative library system that removes traditional institutional and social barriers. Based on the values of The Alberta Library, the system delivers the resources of two vibrant libraries - Red Deer College Library & Red Deer Public Library - to every citizen in the community. The Library Council, with members from the City of Red Deer, Red Deer College and the Red Deer Public Library Board, plans and guides this dynamic partnership. The outcomes: new facilities and major renovations, high public profile, increased government support and record customer usage.

This session will be of interest to: Broad appeal to all including librarians, trustees and advocates

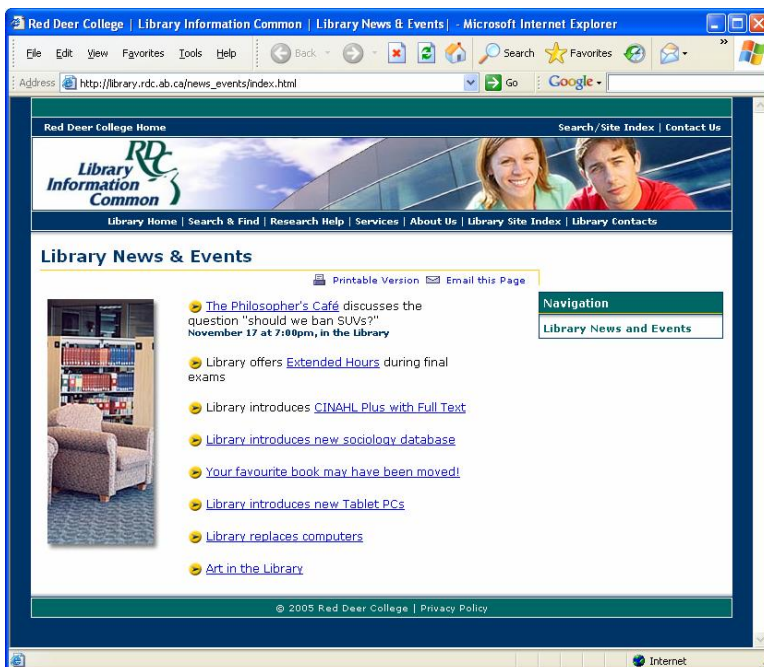
Streams: Advocacy and Public Relations



Getting the Word Out

An important focus of the Library Council partnership is marketing. RDPL's marketing activities are summarized at its webpage: www.rdpl.org. Promotional activities at the RDC LIC are highlighted below:

Events and exhibitions in the RDC Library were featured regularly in the Red Deer Advocate and Red Deer Express.



The LIC partnered with the University of Alberta and the University of Calgary in a Letter of the LAA (Library Association of Alberta) feature on the concept of the information common in today's academic libraries.

To market to our internal audience, the Library continued to use the plasma screen. Slides were changed on a regular basis, highlighting Library events, workshops, and services. As a service to the College at large, we opened up our plasma screen to non-Library submissions, and hosted

slides from Marketing and Communications, the Students' Association, and Student Services. Tent cards were another way to get our message out to customers in the Library in a timely, effective way.

The Library was involved in three conference presentations this year. In May, Alice McNair and Maureen Toews, along with Patricia Silver from Parkland Regional Library, presented a session on the RDC Library-PRL partnership at the Alberta Library Conference in Jasper. Then, in June, Sona Kothari presented a session at the NEOS Mini-Conference, on our Library's innovative "summer camp" concept for technology training. Finally, Torben Andersen, Academic Dean at RDC, and RDPL



Director Dean Frey presented a joint session about Red Deer's unique partnership of libraries, at the Canadian Library Association's June conference in Calgary.

Something to Look At

Art once again was a focal point of the RDC Library, drawing in both the internal and the external community. Rotating displays of student art were featured in the Four Corners Gallery and in the PortHole Gallery, curated by Paul Boulton.

Exhibitions on the panels were changed on a regular basis throughout the year. Below is a listing of the exhibitions which the Library mounted for 2004-2005.

July-August	Series Instructors' Exhibition
September-June	Second-year Sculpture Students Display
October-December	RDC Visual Arts Faculty Exhibition
December	Millennium Prints: CAAF Recent Acquisitions (AFA Travelling Exhibition)
January-February	Write-On: Lettering Arts Guild Exhibition
February	Archaeology of Water: Five Prairie Poems (Poetry Submerged in Print) Exhibition
March	Inspired Landscapes (AFA Travelling Exhibition)
April	ARS Poetica (AFA Travelling Exhibition)
May-June	Paul Boulton Impromptu Exhibition

Timely and relevant book displays and plinth displays were also mounted throughout the year, due to the efforts of many staff members.

The Downtown Branch of the public library also has a significant visual arts exhibition program, with community and AFA traveling exhibits in the Kiwanis Gallery, and art and artifacts from the Red Deer & District Museum in plinths on Level 4.



Bringing Them In

The RDC Library was involved in organizing 24 events this year, in various capacities. For all listed events, library staff were involved in the local arrangements and in the advertising. For events in the library, library staff were also in attendance to provide on-site assistance.

In addition to the events listed below, Thursday evening receptions were held in the library for each of the six weeks of the summer 2004 Series programs. Library staff were not involved in arranging, promoting, or hosting those events, but were on hand to offer assistance to the Series organizers.

Month	Event	Attendance
September	Philosopher's Café	30
October	Philosopher's Café	19
	Sheri-D Wilson (reading/performance)	50
November	Mark Giles (reading)	10
	Philosopher's Café	11
	Creative W/Rites: Lynda Adams	22
December	English 376 student readings	58
January	Philosopher's Café	30
	Leslie Greentree and Yvonne Trainer	33
	Lettering Arts Guild gala reception	65
	Creative W/Rites: Darold Roles	25
February	Birk Sproxton and Gordon Trick	33
	Philosopher's Café	24
	Gisèle Villeneuve (reading)	12
	Creative W/Rites: Larry Reese	30



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March	The Poet's Eye: Craft and Critique	6
	Philosopher's Café	35
	English creative writing student readings	49
	Creative W/Rites: Cheryl Cooney	30
	Alistair MacLeod (reading)	30
April	Bears project (student presentation/discussion)	19
May	Ten Days in May workshop	30
	Dave Margoshes (reading)	18
	Hand Weavers, Spinners, and Dyers of Alberta reception	180
Total	24 events	849

Red Deer Urban Community Access Program Network

Both Red Deer library systems are leaders in Urban CAP, a program originally funded by Industry Canada to provide public Internet access. The 200 computers available at the three libraries dwarf the total of the other 20 sites (mainly smaller agencies) combined. The libraries provide quality as well as quantity, though, with the highest level of support available in basic computer literacy as well as more advanced research using online resources. "Public Internet access" at the Red Deer College LIC and RDPL is actually a value added service involving customized support in finding and evaluating the appropriate information sources.

Partnerships

The Urban CAP partnership is only one of a web of community partnerships that the Library Council partners are involved in. Others include the literacy partnerships at the Dawe Branch, where RDPL and RDC programs provide support to families and individuals with low literacy skills; the Library Exhibition Project, which provides visual art exhibits in RDPL's Downtown Branch; Arts a la Carte, a community arts and wellness initiative; and the planning activities relating to a possible new museum/ archives/gallery/library in Red Deer's Downtown. Successful partnerships create trust between community stakeholders, and tend to spawn further joint projects that benefit our community.



Common Business – Different Use

Indicators of use in the two Library systems need to present the sometimes quite different use that our common customer base makes of library resources.

The two libraries each have significant collections of books and audio-visual materials: RDPL has more than 250,000 items in its collections, while the RDC collection is over 130,000. Thus more than 380,000 items are available to Red Deer's citizens for borrowing or in-house consultation. RDPL's collections are more likely to be borrowed, while RDC resources are most often used in-house. Still, more than ¾ million books and a/v items were borrowed from Red Deer libraries in 2004/05.

As library service evolves into a more even mix of paper-based and electronic information sources, the traditional indicators of usage are less valid than they once were. Both partner libraries are exploring new measures of use that will more accurately reflect online use of library resources. For example, database usage at the RDC Library went from 252,528 in 2003/04 to 287,097 the following year. At RDPL, public Internet workstation sessions went from 50,000 to more than 63,000 in the same period.

Since the focus of the Library Council partnership is on enhancing library service for the citizens of Red Deer, it is instructive to consider that more than 1,460,000 visits were made to the three facilities in 2004/05.

For complete information on the Red Deer Library Council and library partnerships in Red Deer, please go to www.rdpl.org/partnerships/library-council.

