



RED DEER LIBRARY BOARD
6:30 p.m. Wednesday, February 24, 2016
Waskasoo-Kiwanis Meeting Room

AGENDA

Welcome & Chair's Remarks

Conflict of Interest Declaration

Approval of Consent Agenda

6. Approval of Agenda
7. Approval of Minutes of the Previous Meeting (February 3, 2016)
8. Report from the Planning & Finance Committee
 - a. Approval of Financial Statements of January 31, 2016
9. Report from the Personnel & Administration Committee
10. Friends of the Library report
11. Acceptance of the Managers' reports & Library statistics

Items for Decision

8. Planning and Finance Committee
9. Personnel and Administration Committee

Strategic Discussion and Board Development

- Library Board Mandate – Follow-up from the Board/Management Retreat regarding the discussion of the Service Plan 2016 to 2018.

Adjournment



RED DEER LIBRARY BOARD
6:30 p.m. Wednesday, February 3, 2016
Waskasoo-Kiwanis Meeting Room

MINUTES

Present: Jim Taylor (Chair), Anita Thomas, Colleen Nederlof, Vanessa Gilbertson, Sylvia Bolkowy, Tanya Handley, Christina Wilson (CEO), Verda Lee Gilchrist, Jannie Ypma (Minutes)

Regrets: Mark Waters, Lionel Lustgarten, Jackie Ammeter

Welcome & Chair's Remarks

Jim called the meeting to order at 6:30 p.m.

Conflict of Interest Declaration

There was nothing to declare.

Correction to the Minutes of December 16, 2015:

- Jackie Ammeter was present at the meeting.

MOTION: To accept the consent agenda with the correction to the minutes as stated above.

GILCHRIST / HANDLEY / CARRIED

Approval of Consent Agenda

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3. Report from the Planning & Finance Committee
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4. Report from the Personnel & Administration Committee
5. Acceptance of the Managers' reports & Library statistics

There was some discussion regarding the library statistics. The number of library card renewals is down, in part, due to free cards being issued in 2015. Database queries are down due to a software change to Novelist as noted in the February 2015 and March 2015 CEO reports. There was some discussion regarding the reporting practices of Library Board members regarding the volunteer hours spent on library work.

Items for Decision

3. Planning and Finance Committee

The December 31, 2015 financial statements presented at this meeting are not to be considered end of the year statements. End of the year statements will be provided by the auditors. They will be starting this process on February 8th. Revenue from room rentals is increasing. We are still a bit over on salaries and benefits due to Timberlands staffing, increased Adult Literacy staffing and fully staffed Management positions. As per Board motion, funds from the Smith bequest were used to cover the Digital Literacy Coordinator position and the salaries and benefits line reflects this. Librarians and acquisitions staff have been busy ordering and cataloguing new items for our collection which is reflected in the Library materials budget line. Large amounts on the revenue side reflect the funds made available for Timberlands.

MOTION: To approve the draft financial statements to December 31, 2015.
BOLKOWY / GILCHRIST / CARRIED

4. Personnel and Administration Committee

Items are still under discussion but not yet ready to present to the Board for a decision.

Strategic Discussion and Board Development

Ontario Library Association Conference (January 27 to 30, 2016) was attended by Christina. Items on the agenda were very interesting and useful. There was a meeting to vote on the dissolution of the national association (Canadian Library Association). The motion passed and a task group will work on the new structure. RDPL has an institutional CLA membership. Future membership will likely be through the Library Association of Alberta (LAA).

Library Board / Management Retreat on January 25, 2016 – So far 16 attendees have responded to the survey. A question was raised regarding the Mandate as stated in the Library Board Policies. The Vision and Mission do not need to be reviewed at this time. The facilitator, Anne Smith, will prepare a chart of the discussion. The information from this chart will help with the discussion regarding the Mandate for the library.

Alberta Library Conference in Jasper (April 28 to May 1, 2016) – Jim will be attending. Board members are asked to check their schedules to see if they are able to attend.

Adjournment

Verda Lee made a motion to adjourn at 7:15 p.m.

Approved _____
Jim Taylor (Chair)

CEO Report – January 2016

The City Council concluded their operating budget debates a little later this year, by January 13. The Library's portion was included in the discussion. The good news is that we received budget increases to staff pay and online collections, with one time funding for health and safety equipment and training. The first two are ongoing commitments from the City, which is very positive. Two requests (a new IT position and for more staffing hours for Timberlands Branch) were not supported in this debate, but Councillors raised questions that the Library Board can respond to in the next budget cycle. This means that our current service levels both in I.T. and at the Timberlands Branch will be maintained at a minimum level during this year. Note in the library statistics below that Timberlands circulation, program figures and visitors are steadily increasing each month.

Joint Board and Management Retreat, January 25^h



Held at Red Deer Golf and Country Club, and facilitated by Planning for Results consultant, Anne Smith, Library Managers and Board trustees met for a final and thorough review of the 5 tenets of the Library's community-based Plan of Service, to consider the outcomes that will likely be achieved and to ensure that the goals and objectives are in keeping with the Boards vision, mission and values. Board members will consider the Library Board's mandate. The survey results indicate it was a successful day!

Community Energy Emissions Plan, January 25, 2016

While senior library staff and Board members participated in the retreat, Jannie Ypma, Executive Assistant, represented RDPL at the City of Red Deer's Community Energy and Emissions Workshop. Various representatives from the community worked in groups to discuss goals for reducing energy emissions in the City. As a member of RDPL's Green Team, Jannie was the best person to present the library's perspective and accomplishments in developing several initiatives in cooperation with the City's Environmental Services staff, such as lending City-provided energy-saving devices, providing energy-saving collection materials, presenting educational workshops ("Lunch Bag events") and our own recycling programs. You may have noted the ad in Wednesday's paper thanking participants: that was Jannie Ypma!

Public Library Services Branch Nodes meeting, January 13, Edmonton

Library Board Chair Jim Taylor and I met with the Library Board chairs and directors of the 16 "node" libraries who form a stakeholder advisory group to the Government of Alberta staff. The Honourable Danielle Larivee, Minister of Municipal Affairs met with the group to hear the

key issues facing Alberta's public libraries. Minister Larivee, is a former public health nurse, who received her degrees through distance education, has raised three library users and volunteered at her home public library in Slave Lake. While she indicated support for public libraries, understood the value of equitable service to rural communities and the need to extend services to First Nations, she was frank about the constraints and priorities facing her government. She plans to attend the Alberta Library Conference and hinted at a few announcements that touch upon the above areas that would please the library community. In the meantime, the PLSB staff will continue to provide services and to learn more about models of First Nations librarianship to pass along to Alberta's public library staff.

Ontario Library Association Conference (OLA)

Held in Toronto, from January 26th to 29th, this year's SuperConference theme of "Library Lab: the Idea Incubator" resulted in a stimulating program featuring high quality presentations, keynotes and vendor exhibits. I benefitted from sessions on "Managing Media Relations", "Ask an HR Expert" (which could have been a full day), Professor Bill Irwin's "The Art of Stakeholder Seduction" and John Pateman's "Marx meets Maslow" and several different approaches to measuring library services and program evaluation presented by different libraries. Keynote speakers included author and broadcaster Wab Kinew, honorary witness at the Truth and Reconciliation hearings, Syracuse University library science professor David Lankes, speaking on building a culture of innovation, renowned Canadian conductor, Boris Brott who helped us learn to "play together" and Bonnie Brooks, Vice Chair, Hudson's Bay Company who spoke on targeting and learning your audience/customer base. Gaining access to over 700 library-specific vendors, including being able to book a consultation with a marketing person, is a unique strength of OLA'S "marketplace". One of the innovations at OLA this year was the "graphical summaries" of spotlight sessions and keynotes. Although I attended most of these, it's a great way to share notes. Below is a summary from Brott's keynote and some colourful shelves:



A high point this year was attending the OLA Gala awards at the invitation of IdeaExchange CEO, Helen Curry, so that I could meet up with colleagues of a former employer, Cambridge Libraries and Galleries, as our Board member, Gary Price, received the W.J. Robertson medallion as Ontario Library Trustee of the Year.

Library Statistics - January 2016

	Jan 2016	Jan 2015	% Difference
CIRCULATION			
Total Circulation	74,701	70,050	6.6%
Adult Materials	39,100	36,017	8.6%
Paperback	1,872	1,763	6.2%
Fiction	4,695	4,940	-5.0%
Non-Fiction	4,098	3,706	10.6%
Large Print	1,254	1,256	-0.2%
Teen	2,979	2,946	1.1%
Audio-visual	19,305	17,002	13.5%
Magazines	806	879	-8.3%
Other Languages	68	3	2166.7%
Daisy CDs	39	39	0.0%
eBooks	3,984	3,483	14.4%
Children's Materials	17,611	17,820	-1.2%
Paperback	1,512	1,319	14.6%
Non-Fiction	1,433	1,708	-16.1%
Other Languages	312	301	3.7%
Fiction	1,231	1,353	-9.0%
Easy	6,539	6,471	1.1%
Audio-visual	5,849	5,655	3.4%
Magazines + Comics	428	390	9.7%
eBooks	307	623	-50.7%
Timberlands Circ	6,625	4,663	42.1%
Dawe Circulation	11,365	11,550	-1.6%
Visits-Timberlands	4,708	4,262	10.5%
Downtown	24,085	18,752	28.4%
Dawe	12,724	11,843	7.4%
Website Visits	87,713	38,110	130.2%
Total Visits	124,522	68,705	81.2%
Interlibrary Loans			
ILL In	402	334	20.4%
ILL Out	211	287	-26.5%
Total	613	621	-1.3%
New Memberships	656	797	-17.7%
Renewals	177	171	3.5%
Total	833	968	-13.9%

	Jan 2016	Jan 2015	% Difference
REFERENCE			
Adult Total	6,697	5,214	28.4%
Juv Total	1,942	1,902	2.1%
Timberlands Total	1,130	418	0
Dawe Total	1,130	815	38.7%
Total Ref Questions	10,899	8,349	30.5%
Database Queries	1,775	6,673	-73.4%
Total Questions	12,674	15,022	-15.6%
PROGRAMS			
Adult Programs	6	10	
Attendance	216	167	
Youth Programs	42	50	
Attendance	1172	1014	
TL Programs	109	89	0
Dawe Programs *	91	57	
Attendance	1624	1278	
TL Attendance	2,251	1,843	
Library Programs	248	206	20.4%
Attendance	5,263	4,302	22.3%
VOLUNTEER HOURS			
Friends	7	38	
Library *	189	604	
Library Board	75	76	
Total	271	718	-62.3%
PUBLIC INTERNET			
Timberlands	320	192	
Adult Sessions	2,623	2,624	
Youth Sessions	286	224	
Dawe Sessions	986	1011	
Total Sessions	4,215	4,051	4.0%
* Includes			
Adult Literacy Stats			
Tutors	100	98	2.0%
Hours	573	572	0.2%
Students	136	121	12.4%
Hours	575	452	27.2%

Managers' Reports – January 2016

A. Learning and Literacy

- Deanna Walker, a former Children's Services Page, shadowed Ben Smeets and Amy Desjarlais in Digital and Teen Services as part of the University of Alberta School of Library and Information Science Partnership Initiative on January 28th. This program is a win-win as we get to meet prospective employees, and students get to see what a fabulous place Red Deer Public Library is to work!
- Adult Literacy did two tutor training sessions in January - one an orientation for new tutors to the program which attracted ten participants. On Saturday, January 16th the program hosted a session on using digital resources facilitated by Matt Dissen. Both tutors and learners attended this session.
- Amy Desjarlais, Manager-Teen Services, hosted a SAIT Library Technician practicum student for three weeks in January, teaching her the ins-and-outs of public library operations. Kristen Curry is a former page and "regular mezz teen" who has gone on to pursue a career in the library world thanks to the passion for reading instilled in her over her many years spent within RDPL's walls!
- Staff from the Adult Services department attended a webinar in January titled 'Community Engagement: Serving Diverse Communities Where They Are'. The content was quite interesting, and helped us get some ideas of ways to reach out to library users/non-users in new ways.
- Staff from the Adult Services department is undergoing a major schedule change, slated to start as of February 21, 2016. The goal of trying a new schedule is to be more efficient with our staff time, which will hopefully give us the agility to try new programs/outreach/services in response to the Plan of Service. We also hope the new schedule will allow us to serve our customers better, and in new ways (for example, staff will now be wandering around the department with a tablet, asking customers if they need help finding anything).

B. Access and Inclusion

- The Dawe Branch welcomed again students from the Foundations program in St. Francis and Notre Dame High schools as a part of Community Connections program series that introduced students to the library in a fun and interactive way.
- Donna Stewart, Adult Services Library Assistant, came up with the idea to promote DAISY CDs in the LINQ to help increase their visibility as well as (hopefully) their circulation. The Adult Services department is also planning to purchase some new WiFi enabled DAISY Victor Readers, in the hopes that we can encourage more print disabled Red Deerians to use our resources, as well as the resources from CELA/NNELS.

C. Community

- Books on the Bus launched on January 21st at Civic Yards. The initiative was started by the Central Alberta Poverty Reduction Alliance Literacy Alliance and the City of Red Deer's Small Acts Matter campaign to get free books into the community for those who might not otherwise have access to them. Red Deer Public Library / The Friends of Red Deer Public Library are partners and are providing bins in all of the branches for 6 weeks to kick-start the book donation program. The books then go to Cosmos where they are stored until the clients put stickers on and in the books with messages about the importance of reading, and that library cards are free for children and teens! The clients also re-load the buses with books. Currently 4 buses are running with book bins but they hope to expand after the 6 month trial. RDPL logos appear inside the buses, on banners and posters advertising the program. It has generated buzz far and wide to date and we are so pleased to be part of this worthwhile program!



- Adult Literacy hosted Central Alberta chapter of Teachers of Second Language on January 20th. Two presentations were done by staff members from CARE who were in Europe this past summer doing humanitarian work with Syrian refugees.
- Lois Prostebby, Manager Adult Literacy, attended Settlement Services Network Meeting on January 27th. Catholic Social Services gave us an update on the Syrian refugees that have arrived in Red Deer. To date 78 individuals (14 families) under government sponsorship have arrived. Most have been moved into permanent housing. The next step is assessing language skills and work on getting them into English language classes. Many of the refugees coming have few English language skills, so the Adult Literacy Program could be a resource for this group.
- Amy Desjarlais, Manager-Teen Services, represented RDPL at a half day Career and Life Management event for grade 12 students, acting as a community-based interviewer for students soon to be building careers in Red Deer. Teen card registrations were distributed in the learning commons during the event.

- Jessica Dinan, Teen Services Assistant, launched the Wednesday Teen Cafe (a homework hangout where free coffee, tea and hot chocolate are provided to all teens studying, reading or socializing in the mezz). The Cafe will be hosted every Wednesday afternoon through the end of the school year and is already drawing crowds.

D. Relationships

- Our January social media statistics were way up from last month, with 67 new Twitter followers (compared to 30 in December), 227 retweets (69 in December), 138 new Facebook followers (62 in December), and a weekly Facebook reach of 11,756 (5806 in December). One contributing factor to the increase in followers and reach on Facebook was the use of sponsored Facebook ads for Red Deer Reads and the Read for 15 Challenge, both of which were extremely successful and led to high levels of engagement on our page. See an example of the sponsored Red Deer Reads ad below:



Red Deer Public Library

Published by Hootsuite [?] · January 12 at 2:58pm · 🌐

Which book should everyone in Red Deer read? We are now taking nominations for our 2016 Red Deer Reads title! Post your suggestions below! #RDReads



10,359 people reached

Boost Post

👍 Like

💬 Comment

➦ Share



Manja Lavergne, Jess Porring-Dinan, Jennifer Lilly-Barritt and 79 others like this.

Chronological ▾

36 shares

View previous comments

2 of 59



Gabriel Adam Caine Varying Paramour by A.L.Rose

Unlike · Reply · Message · 👍 1 · January 19 at 8:28am



Lorraine Johannson The Mountain Story by Lori Lansens

Unlike · Reply · Message · 👍 1 · January 19 at 1:44pm

E. Fun

- Read for 15 was the little initiative that grew. It started as a challenge to Red Deer Public Library to see who is the most “readerly” community among Sylvan Lake, Rimbey, Camrose and Stony Plain Public Libraries, and grew (thanks to some good-natured “trash talk” among libraries on social media) to include any library in Alberta who wanted to challenge their citizens to read for 15 minutes on Family Literacy Day, January 27th. It was a win for everyone as we discovered that reading is alive and well! Although we didn’t win the crystal trophy, we did have the most participants of any community in Alberta at 12,851 or 13.04% of our population.
- Adult Literacy hosted a “Games Night” for tutors and learners January 26th. Several games were played as a group as the turnout was small.
- Overheard in the Downtown Children’s Department: “Well, it’s official, Miss Jill. There are just too many fun things to do in the Children’s Department!”
- The Teen Department hosted their first ever Teen Yoga event, led by professional yoga instructor (and Teen Services Assistant) Jessica Dinan. The second session will take place in February.
- Fifteen teens attended a “Day at Camp Halfblood” event in the mezz where they pinned the eye on the cyclops, answered Greek god trivia, created camp crests and watched Percy Jackson and the Sea of Monsters on the big screen.