



**RED DEER LIBRARY BOARD**  
**6:30 p.m. Thursday, September 24, 2015**  
**Waskasoo-Kiwanis Meeting Room**

## **AGENDA**

### **Welcome & Chair's Remarks**

### **Conflict of Interest Declaration**

### **Approval of Consent Agenda**

1. Approval of Agenda
2. Approval of Minutes of the Previous Meeting (June 25, 2015)
3. Report from the Planning & Finance Committee
  - a. Approval of Financial Statements of June 30, 2015
  - b. Approval of Financial Statements of July 31, 2015
  - c. Approval of Financial Statements of August 31, 2015
4. Report from the Personnel & Administration Committee
5. Acceptance of the Managers' reports & Library statistics

### **Items for Decision**

1. Planning and Finance Committee
2. Personnel and Administration Committee

### **Strategic Discussion and Board Development**

- Sarah Cockerill – Director of Community Services, City of Red Deer

### **Adjournment**



**RED DEER LIBRARY BOARD**  
**6:30 p.m. Thursday, June 25, 2015**  
**Waskasoo-Kiwanis Meeting Room**

## **MINUTES**

**Present:** Verda Lee Gilchrist, Lisa Wakefield (Chair), Sylvia Bolkowy, Anita Thomas, Mark Waters, Christina Wilson (CEO), Jackie Ammeter, Lionel Lustgarten, Leah Tymko, Jannie Ypma (Minutes)

**Regrets:** Lawrence Lee

**Guest:** Jay Archibald, CHRP, Senior HR Manager, Foothills Region, Canadian Operations

### **Welcome & Chair's Remarks**

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

Lisa introduced Jay Archibald.

### **Conflict of Interest Declaration**

There were no conflicts of interest.

### **Approval of Consent Agenda**

27. Approval of Agenda
28. Approval of Minutes of the Previous Meeting (May 28, 2015)
29. Report from the Planning & Finance Committee
  - a. Approval of Financial Statements of May 31, 2015
30. Report from the Personnel & Administration Committee
31. Friends of the Library report
32. Acceptance of the Managers' reports & Library statistics

**MOTION:** To approve the consent agenda as presented.  
GILCHRIST / TYMKO / CARRIED

## Items for Decision

### 29. Planning and Finance Committee

- a. Approval of the financial statements to May 31, 2015.

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

### b. 2016 Operation Budget

- The 2016 Operating Budget including Fund Adjusted Requests (FAR) was reviewed. This includes the following:
  - o Promotions plan (\$50,000).
  - o Increase to cost of online resources (\$10,000). This cost increases when the population of Red Deer goes over 100,000, which will happen in the near future.
  - o \$20,000 to position the Downtown Branch to be a safer, more secure place.
  - o CUPE increases, following contract settlement in May
  - o Timberlands staffing increase, adjusted from 2015
  - o IT position
- Christina and Sylvia met with Sarah Cockerill, Community Services Director, to review the Library's budget. The City is very supportive of the library.

### c. 2016 Capital Budget

- 2015 document was approved and submitted as the 2016 Capital request.

### d. Library's 2016 Plan of Service was submitted, as requested with the understanding that it will be replaced by a 3-year strategic plan in 2016.

**MOTION:** To approve the 2016 Operating Budget, 2016 Capital Budget and 2016 Plan of Service as presented.  
BOLKOWY / AMMETER / CARRIED

### 30. Personnel and Administration Committee

- The exempt staff personnel item, from the P & A Committee meeting was discussed "in camera" at the end of the meeting.
- Personnel and Administration Committee meeting is scheduled for Thursday, July 16, 2015 at noon in the Waskasoo/Kiwanis Meeting Room.

31. Friends of the Library Report

- The Friends of the Library Board would like to submit Eligibility for a Casino Licence application to the Alberta Gaming and Liquor Commission and are seeking endorsement from the Library Board for this fund raising initiative. Aid to libraries is one of the specific categories outlined in the AGLC guidelines. There is a waiting period of 32 months.

**MOTION:** To approve the Friends submission for Eligibility for a Casino Licence application to the Alberta Gaming and Liquor Commission.  
TAYLOR / WATERS / CARRIED

**Strategic Discussion and Board Development**

The planning process to develop the Library’s strategic plan was outlined. The approach being used is “Planning for Results”, which is recommended by the Public Library Services Branch. A facilitator, Anne Smith, has been contracted to assist with the development of the process, including facilitating focus group sessions. The task group of Verda Lee Gilchrist and Jackie Ammeter will continue to work with Christina on development of the Library’s 3-year Strategic Plan.

**MOTION:** To move to “in camera” at 6:55 p.m.  
THOMAS / TYMKO / CARRIED

**MOTION:** To move out of “in camera” at 8:15 p.m.  
GILCHRIST / WATERS / CARRIED

**Adjournment**

Verda Lee made a motion to adjourn at 8:15 p.m.

Approved \_\_\_\_\_  
Lisa Wakefield (Chair)

## CEO Report – Summer 2015

It has often been said that Alberta has two seasons: winter and construction. The first phase of the Library's major roofing project completed over the summer and we now have a beautiful, new cedar shake roof on the Armoury portion of the Library that is compliant with its historical designation and will also keep us dry for another 25 or so years. The roofing project benefited from dry, fine weather in June and July, allowing the project to move along ahead of schedule and with few disruptions to library services.



In addition, the City was successful in receiving partial funding from Alberta Heritage (approximately \$35,000.00 of the \$50,000 requested). As you may recall City staff Janet Pennington, Curtis Martinek and I worked together on this grant. The Centennial roof project is the next phase and involves the replacement of one of the older air conditioning units. Scaffolding has been erected on the south corner of the Centennial Library as this phase gets underway, with completion by the end of September.

Planning for other capital projects (telephone system (affecting all 3 branches), Downtown's security cameras and Timberlands air conditioner) took place over the summer.

### Downtown Branch Security

We have a two new, full time, Commissionaires: Larry Carr, also site supervisor and Pam Ayotte. Jim Duncan and Patrick O'Neil will continue to work part-time at the Library. These changes have allowed Larry to develop a more regular schedule for all contractors.

Several initiatives occurred to help staff and security cope with the changing populations downtown and ensure a safe, but still welcoming library:

- Outreach workers from the Red Deer First Housing Team met clients in the Downtown Library on three, half days during the week during July and August as part of our pilot partnership. This was set up in anticipation of Parks and Provincial Transportation staff clearing out various makeshift camps in and around Red Deer.

- Library staff involvement in the City’s warming centre project. Amy Trepanier attended a meeting with the City’s Social Services staff and I spoke at a City Planning meeting regarding a warming centre location.

### **Library Statistics**

The Managers’ reports alone paint the picture of how busy the Library is over the summer months and our library statistics also reinforce their words. Some trends worth noting are:

- Basic reference questions are now being counted by Member Services staff. They are included in the “Reference” statistics in all areas (Adult and Youth, for all branches). Referrals to another department, location are not counted.
- Adult, Teen and Children’s Fiction and AV use circulated well throughout the summer, perhaps boosted by the various games and displays created by staff designed to entice all ages into summer reading, in addition to our community wide book club promotion. The novel, Station Eleven is appealing to ages young adults and upward.

Overall, I was pleased to see our numbers staying up over previous months.

### **Strategic Planning Process**

The Community Advisory Committee (CAC) has been formed, thanks to the work of Verda Lee and Jackie during the early part of the summer. The approach being used is “Planning For Results”, which is endorsed by the Public Library Services Branch. Anne Smith has been contracted to provide plan facilitation services. “Planning for Results” has been effectively used by several public libraries in Alberta in achieved their service plans (Grand Prairie, Strathcona County, Spruce Grove, to name a few). Background materials and the full timelines have been posted on the Board site and shared with CAC, Library Management and staff. Notable are the 2 CAC meetings planned for the fall and the opportunities for staff and Board feedback during the process.

### **Staffing Changes**

Hiring for the Digital Literacy Coordinator completed in June, with an offer being made, and accepted by Ben Smeets, Ajax Public Library. I want to acknowledge the work of the diligent hiring team led by Cory Stier, Deputy CEO and comprised of Nicole Charles, IT Librarian, Briana Ehnes, Manager Adult Services, Candice Putnam, Manager Timberlands Branch. Ben will start work in October. .



The Library Board provides a \$500.00 bursary for Student Pages who opt to pursue post-secondary education. Pictured is Greer McIvor, Youth Services Page, receiving a Student Bursary from supervisor Laural Grimes. Greer plans to pursue nursing studies at the University of Lethbridge this fall.

## **Public Library Services Branch (PLSB) Digital Strategy**

PLSB intends to continue funding several digital resources until September 30, 2017:

Hoopla (streaming of movies, music and audiobooks)

Zinio (an online magazine collection of about 90 titles)

Mango (language learning software)

PressReader, a database of national and international newspapers, will be funded until the end of 2016.

Legislative approval was received over the summer for the PLSB budget, which means that TALOnline received some needed funding (it supports interlibrary lending in Alberta) and all public and regional library systems received their provincial grants at the slight increase promised in the spring.

## **Alberta Public Library Administrators' Council (APLAC) meeting**

On a dour Friday, August 21, I car pooled with Parkland Regional Library staff and library managers to the summer APLAC meeting, held in Lac La Biche County at their beautiful new BOLD Centre, a multi-use facility that serves the three communities in the county and contains a new, well equipped library. As we heading north, we encountered some of the fames large roadside sculptures, a little free library (Andrew) and a Lac La Biche welcome as warm at their library's hearth. The pictures say it all:







<b>Library Statistics – Summer, 2015</b>						
	<b>2015</b>	<b>June 2014</b>	<b>% Difference</b>	<b>July 2015</b>	<b>July 2014</b>	<b>% Difference</b>
<b>CIRCULATION</b>						
<b>Total Circulation</b>	70,377	62,109	13.3%	79,033	67,354	17.3%
<b>Adult Materials</b>	35,761	32,382	10.4%	38,614	34,664	11.4%
<b>Paperback</b>	2,449	2,052	19.3%	2,731	2,548	7.2%
<b>Fiction</b>	6,111	5,286	15.6%	6,584	5,808	13.4%
<b>Non-Fiction</b>	3,296	3,169	4.0%	3,465	3,527	-1.8%
<b>Large Print</b>	1,070	1,420	-24.6%	1,072	1,066	0.6%
<b>Teen</b>	3,155	3,109	1.5%	3,631	3,422	6.1%
<b>Audio-visual</b>	16,011	13,548	18.2%	16,968	14,252	19.1%
<b>Magazines</b>	1,001	1,088	-8.0%	985	975	1.0%
<b>Other Languages</b>	24	17	41.2%	37	46	-19.6%
<b>Daisy CDs</b>	136	50	172.0%	30	48	-37.5%
<b>eBooks</b>	2,508	2,643	-5.1%	3,111	2,972	4.7%
<b>Children's Materials</b>	19,197	18,548	3.5%	23,401	20,705	13.0%
<b>Paperback</b>	1,771	1,740	1.8%	2,457	2,574	-4.5%
<b>Non-Fiction</b>	1,395	1,393	0.1%	1,617	1,533	5.5%
<b>Other Languages</b>	208	222	-6.3%	298	288	3.5%
<b>Fiction</b>	1,550	1,496	3.6%	2,095	1,293	62.0%
<b>Easy</b>	6,977	6,593	5.8%	7,629	7,394	3.2%
<b>Audio-visual</b>	5,762	5,682	1.4%	6,676	6,649	0.4%
<b>Magazines + Comics</b>	502	530	-5.3%	751	706	6.4%
<b>eBooks</b>	1,032	892	15.7%	1,878	268	600.7%
<b>Timberlands Circ</b>	4,215	0	0	5,507	0	0
<b>Dawe Circulation</b>	11,204	11,179	0.2%	11,511	11,985	-4.0%
<b>Visits-Timberlands</b>	3,675	0	0.0%	3,320	0	0.0%
<b>Downtown</b>	27,790	22,884	21.4%	27,514	23,559	16.8%
<b>Dawe</b>	11,672	11,761	-0.8%	11,750	11,722	0.2%
<b>Website Visits</b>	50,022	37,367	33.9%	50,761	31,761	59.8%
<b>Total Visits</b>	89,484	72,012	24.3%	90,025	67,042	34.3%
<b>Interlibrary Loans</b>						
<b>ILL In</b>	295	252	17.1%	300	290	3.4%
<b>ILL Out</b>	182	188	-3.2%	221	271	-18.5%
<b>Total</b>	477	440	8.4%	521	561	-7.1%
<b>New Memberships</b>	911	667	36.6%	896	652	37.4%
<b>Renewals</b>	178	166	7.2%	198	228	-13.2%
<b>Total</b>	1,089	833	30.7%	1,094	880	24.3%

	June 2015	June 2014	% Difference	July 2015	July 2014	% Difference
<b>REFERENCE</b>						
Adult Total	6,747	4,538	48.7%	6,838	4,905	39.4%
Juv Total	1,823	1,751	4.1%	2,260	1,967	14.9%
Timberlands Total	570	0	0	470	0	0
Dawe Total	1,344	767	75.2%	1,288	850	51.5%
Total Ref Questions	10,484	7,056	48.6%	10,856	7,722	40.6%
Database Queries	1,314	1,405	-6.5%	1,280	1,647	-22.3%
Total Questions	11,798	8,461	39.4%	12,136	9,369	29.5%
<b>PROGRAMS</b>						
Adult Programs	19	35		6	48	
Attendance	245	139		116	179	
Youth Programs	34	29		37	37	
Attendance	1,785	1786		747	852	
TL Programs	43	0	0	9	0	0
Dawe Programs *	22	16		41	58	
Dawe Attendance	479	258		1,070	946	
TL Attendance	907	0	0	125	0	0
Total Programs	118	80	47.5%	93	143	-35.0%
Total Attendance	3,416	2,183	56.5%	2,058	1,977	4.1%
<b>VOLUNTEER HOURS</b>						
Friends	24	46		28	34	
Library *	656	751		606	704	
Library Board	47	46		15	0	
Total	727	843	-13.8%	649	738	-12.1%
<b>PUBLIC INTERNET</b>						
Timberlands	306	0	0	341		
Adult Sessions	2,824	2750		2,876	2,907	
Youth Sessions	380	500		457	541	
Dawe Sessions	1,162	650		1,299	905	
Total Sessions	4,672	3,900	19.8%	4,973	4,353	14.2%
<b>* Includes</b>						
<b>Adult Literacy Stats</b>						
Tutors	94	109	-13.8%	97	101	-4.0%
Hours	599	664	-9.8%	473	514	-8.0%
Students	130	134	-3.0%	133	122	9.0%
Hours	619	593	4.4%	448	502	-10.8%

	<b>August 2015</b>	<b>Aug 2014</b>	<b>% Difference</b>	<b>2015 YTD</b>	<b>2014 YTD</b>	<b>% Difference</b>
<b>CIRCULATION</b>						
<b>Total Circulation</b>	75,475	68,385	10.4%	574,513	531,021	8.2%
<b>Adult Materials</b>	38,343	34,467	11.2%	287,652	278,869	3.1%
<b>Paperback</b>	2,265	2,836	-13.6%	6,828	20214	-16.8%
<b>Fiction</b>	6,263	5,365	13.9%	4,445	42318	5.0%
<b>Non-Fiction</b>	3,301	3,397	-3.0%	27,214	28198	-3.5%
<b>Large Print</b>	1,164	1,290	-17.1%	9,768	9524	2.6%
<b>Teen</b>	3,453	3,151	0.1%	3,249	23893	-2.7%
<b>Audio-visual</b>	17,592	14,333	11.7%	33,168	124100	7.3%
<b>Magazines</b>	1,050	1,088	-8.0%	7,228	8644	-16.4%
<b>Other Languages</b>	26	20	20.0%	176	230	-23.5%
<b>Daisy CDs</b>	156	34	300.0%	580	488	18.9%
<b>eBooks</b>	3,073	2,953	4.1%	24,996	21260	17.6%
<b>Children's Materials</b>	19,632	19,561	0.4%	154,429	147,850	4.4%
<b>Paperback</b>	1,925	1,983	-2.9%	3,971	13,984	-0.1%
<b>Non-Fiction</b>	1,524	1,426	-2.2%	3,320	12,798	4.1%
<b>Other Languages</b>	228	649	-64.9%	2,500	2,450	2.0%
<b>Fiction</b>	1,848	1,779	-12.9%	12,299	9,680	27.1%
<b>Easy</b>	7,198	6,849	5.1%	57,402	53,445	7.4%
<b>Audio-visual</b>	6,252	6,319	-8.8%	45,074	46,853	-3.8%
<b>Magazines + Comics</b>	524	370	35.7%	3,963	4,153	-4.6%
<b>eBooks</b>	133	186	-28.5%	5,900	4,487	31.5%
<b>Timberlands Circ</b>	4,950	0	0	37,944	-	
<b>Dawe Circulation</b>	12,550	14,357	-12.6%	94,488	104,302	-9.4%
<b>Visits- Timberlands</b>	3,254	0	0.0%	31,125	-	
<b>Downtown</b>	25,049	23,978	4.5%	169,004	180,769	-6.5%
<b>Dawe</b>	12,453	10,331	20.5%	99,893	97,700	2.2%
<b>Website Visits</b>	56,516	34,803	62.4%	349,474	290,483	20.3%
<b>Total Visits</b>	94,018	69,112	36.0%	639,247	568,952	12.4%
<b>Interlibrary Loans</b>						
<b>ILL In</b>	374	278	34.5%	2,612	2,198	18.8%
<b>ILL Out</b>	192	231	-16.9%	1,657	1,637	1.2%
<b>Total</b>	566	509	11.2%	4,269	3,835	11.3%
<b>New Memberships</b>	1,455	1449	0.4%	6,924	5,935	16.7%
<b>Renewals</b>	173	202	-14.4%	1,562	3,099	-49.6%
<b>Total</b>	1,628	1,651	-1.4%	8,486	9,034	-6.1%

	<b>August 2015</b>	<b>Aug 2014</b>	<b>% Difference</b>	<b>2015 YTD</b>	<b>2014 YTD</b>	<b>% Difference</b>
<b>REFERENCE</b>						
<b>Adult Total</b>	7,298	5,361	36.1%	48,847	9,553	23.5%
<b>Juv Total</b>	1,871	1,627	15.0%	14,341	12,879	11.4%
<b>Timberlands Total</b>	554	0	0	4,225	-	
<b>Dawe Total</b>	1,478	765	93.2%	9,500	6,589	44.2%
<b>Total Ref</b>						
<b>Questions</b>	11,201	7,753	44.5%	76,913	59,021	30.3%
<b>Database Queries</b>	1,331	2,030	-34.4%	16,302	15,152	7.6%
<b>Total Questions</b>	12,532	9,783	28.1%	93,215	74,173	25.7%
<b>PROGRAMS</b>						
<b>Adult Programs</b>	10	27		126	206	
<b>Attendance</b>	122	155		1,566	1,091	
<b>Youth Programs</b>	30	18		362	314	
<b>Attendance</b>	549	341		9,678	8,316	
<b>TL Programs</b>	9	0	0	482	-	
<b>Dawe Programs *</b>	50	48		453	511	
<b>Attendance</b>	958	808		9,958	9,452	
<b>TL Attendance</b>	106			9,738	-	
<b>Library Programs</b>	99	93	6.5%	1,423	1,031	38.0%
<b>Attendance</b>	1,735	1,304	33.1%	30,940	18,859	64.1%
<b>VOLUNTEER HOURS</b>						
<b>Friends</b>	26	74		397	450	
<b>Library *</b>	533	492		5,124	4,977	
<b>Library Board</b>	5	0		352	454	
<b>Total</b>	564	566	-0.4%	5,873	5,881	-0.1%
<b>PUBLIC INTERNET</b>						
<b>Timberlands</b>	365	0		2,380	-	
<b>Adult Sessions</b>	2,769	2899		21,543	19,088	
<b>Youth Sessions</b>	439	566		2,374	3,606	
<b>Dawe Sessions</b>	1,253	998		9,460	5,997	
<b>Total Sessions</b>	4,826	4,463	8.1%	35,757	28,691	24.6%
<b>* Includes Adult Literacy Stats</b>						
<b>Tutors</b>	93	101	-7.9%			
<b>Hours</b>	437	453	-3.5%	4,549	4,999	-9.0%
<b>Students</b>	127	122	4.1%			
<b>Hours</b>	495	429	15.4%	4,356	4,487	-2.9%

## Managers Reports – Summer 2015

### A. Learning and Literacy

- Continuing most of our Early Literacy Programs in the Children's Department Downtown has proved to be a great success, showing demand for year-round programming. Our Toddler Fun and Baby Fun programs have been full every week. The Toddler Fun program at the Dawe Branch has been full as well. The Timberlands Branch Babes & Tots Fun and Books Before Bed Pajama Fun also continued throughout the summer, and both were well-attended each week.
- Adult Literacy Program completed annual report to Innovation and Advanced Education. This program had 155 volunteer tutors over the year assist a variety of learners. 254 learners were registered with the program last year - 177 returning learners and 77 new registrations. The tutors gave 7123 hours, not counting 638 hours of training they took part in.
- Adult Literacy ran two classes during the summer months. General CELPIP was offered as no other agency is working to prepare learners for this exam which is part of the registration process now for Citizenship and Immigration. Also a class of twelve Ukrainian speakers had a two evening a week class working to improve their English language skills in order to apply for permanent residency. Tatiana Tilly, Manager, Dawe Branch offered this class a digital library tour highlighting the library digital resources that could be beneficial in learning English. As a result, the entire group got library cards.
- Tatiana Tilly, Manager, Dawe Branch attended the PNLA (Pacific Northwest Library Association) conference in Vancouver, WA where she presented School/Public Library Branch in a Community Centre Setting: Challenges and Successes session. The conference was an excellent event, Tatiana shared interesting presentations with the Management group.

### B. Access and Inclusion

- Reading College, developed by Red Deer Public Schools and sponsored by The Optimist Clubs of Central Alberta, Red Deer Public School Foundation and Red Deer College, has developed a literacy program for students finishing Grade 2 who are struggling readers. These students build skills, but more importantly increase their interest and motivation to read. This summer 60 students from Reading College got library memberships, toured the Children's Department as part of a scavenger hunt, and made imaginative wall art. And of course they signed up for the Summer Reading Club! Overheard from several of the participants "Best day ever!!!!"
- The Reading Pals program at the Dawe Branch that provides one-on-one or one-on-two tutoring for struggling readers was again a great success. We had 110 students registered for the program this year, 64 sessions that ran in six weeks from July 6 to August 16th, two paid Reading Pals tutors, two Reading Pals tutor-interns and one volunteer tutor. Interestingly enough, this year we had many ELL students in the program.



- The Teen Summer Reading Club programs at the Dawe Branch were attended this year by the participants of Camp Pachamama which is a summer day camp for youth with special needs ages 12 - 17. The primary goal of the camp was to provide an opportunity for youth to connect and work with the Earth, Community and One's self. The campers would come to work at the Dawe Friends of the Library Reading Garden and stay for the Teen Summer Reading Club program. It was heartwarming to see everyone included and having fun!
- In preparation for another busy year of class visits and public programs, Candice Putnam (Manager, Timberlands Branch) spent some time rearranging the Timberlands Branch before the end of summer to make the space more accommodating for all user groups. This involved re-organizing the furniture, shelving, and collections (especially in the children's area) to make more space for students and members of the public to enjoy the library together and to accommodate the ever-growing collection of books and AV materials.



### C. Community

- Two of the Adult Literacy tutors were honoured at the Mayor's Recognition Awards in the Distinguished Voluntary Service category on June 18th. Connie MacDonald and Judy English have worked tirelessly for the benefit of many learners in the Adult Literacy Program.
- Lois Prostebby - Adult Literacy- participated in two half day workshops presented at CARE on Intercultural Training - Level 1 and 2.
- A relatively new business in downtown Red Deer - The Geek Emporium Rishi Maze, specializing in CosPlay - holds a fundraising event once a month to benefit a local charity. Tyler, the owner, fondly remembers his junior high years in the library, and wanted to know if the library could benefit from his event. I suggested 1000 Books Before Kindergarten, and he said that his wife "would be all over that" and she was! Their event will ironically be the same day as our 1000 Books Before Kindergarten Launch on Saturday, September 12th. We are already on their Facebook page, and we will be promoting as well.
- Another outreach / partnership cultivation. Cafe O'Play, a children's indoor play space, offers space to non-profits and home-based businesses so the DT Children's Department approached them to offer a storytime and information about children's fall programs and they were thrilled! From the Cafe O'Play Facebook page:  
*Don't forget to bring a book donation tomorrow from 9:00-11:00am to receive free admission! Are you looking to get your kids out of the house for some fun before they head back to school? Come to the cafe this Friday (August 28) from 9:30-11:00 for story time and crafts with Red Deer Public Library Children's Services. Bring a new or used book donation and get FREE admission between 9:00-11:00!*
- The Dawe Community Bike Fair made a debut this June at the Dawe Branch. The event was the result of collaboration between City of Red Deer, Red Deer Association for Bicycle Commuting, Safe Communities Coalition of Central Alberta, Pedal Heads, and Red Deer Public Library. This first Community Bike Fair celebrated cycling as an active transportation option that helps reduce traffic congestion, conserve Red Deer's road infrastructure, and protect the environment.



#### D. Relationships

- The Dawe branch pioneered a new volunteer opportunity for teens this summer: Lego proof building. We have a collection of Lego City kits that was loaned by a Red Deer teen to the branch to use in our Lego programs for the kids. The kits had to be proof built to make sure that they are complete. 32 teens volunteered for 190 hours this summer. As a result, we will be able to offer Lego Builders Tuesdays where kids could come and build Lego City kits of various difficulty levels.
- Over the summer, members of the Red Deer Reads Committee worked hard to promote this exciting initiative within the community. Candice Putnam, Jill Griffith, and Christina Wilson spread the word about Red Deer Reads at the Farmer's Market on July 4 and gave away seven copies of the book. In addition, we made a valuable connection with Primestock Theatre, whose Bard on Bower performances this year included *King Lear*, the very same play that opens our Red Deer Reads book, *Station Eleven*. We were thrilled to be invited to set up a table during their performances to talk to theatre-goers about Red Deer Reads. Library staff from many different departments manned the table during nine Bard on Bower shows, gave away LOTS of copies of the book (approx. 90), and got people really excited about the fall program! We are planning to take this partnership even further by having some of their actors perform at our Red Deer Reads Launch Party on September 25. These outreach opportunities allowed us to really hype up Red Deer Reads and spread the word about how awesome RDPL is and how many amazing things we have going on!





1. In order to provide more balanced, fresh, and engaging content on our Social Media platforms, we have formed a Social Media Team, which consists of eight staff members from eight different departments, headed by Candice Putnam. We have set up a posting schedule, and each team member chooses a few times per week to post content related to their department/branch on our three main social media sites (Facebook, Twitter, and Google+). Since implementing this “team approach,” we have seen a notable increase in interaction from our followers. In addition, Claire Brown, Member Services Assistant (and member of the Social Media Team), is leading an Instagram pilot, and is doing an amazing job of showcasing the library’s collections, resources, and programs in a visually appealing manner. A few highlights from our different social media platforms are included below:





- We have also received many great compliments and mentions via social media. Here are a couple of our favourites:



## **E. Fun**

- The Friends of the Library Reading Garden at Dawe was well used by the staff, volunteers and the library members this year. We hosted a number of programs at the patio and the appreciation lunch for our Summer Reading Coordinators and Summer Reading Pals tutors. The RDPL Staff Development Day ended at the patio as well. We are very excited that our promise to the Friends of the Library that this patio will enable us to enhance our services and programs for the staff and community was fulfilled.



- Adult Literacy hosted a Senior's Tea at Dawe during Senior's Week to honour our many volunteers who are seniors.
- Adult Literacy and staff at Dawe planned an Open House to celebrate International Literacy Day on September 8th. Michael Dawe was secured as the guest speaker.

## **F. The Arts**

### **G. Additional Management Notes**

- The Reading Pals program received \$4000 grant again from Red Deer Firefighters in June. The grant is for 2015-2016.
- The Adult Literacy Program received the contract from Innovation and Advanced Education which comes with a \$137 676 grant for the July 2015 - June 2016 program year.
- The \$1000 TD Summer Reading Club award money went towards purchasing book prizes for our Summer Reading Club at all three branches.
- I.T. Services staff have been clearing out obsolete/unused cabling in preparation for the installation of a new surveillance system
- Nicole has joined the TAL Project Opportunity Working (POW) Group to review new products with other members of the province. Currently, they are reviewing options for TALOnline.

## **2015 Summer Reading Club Report**

By Kaylene Hubley and Kevin McGourty

### **Theme: Play!**

This year's theme "PLAY!" was very broad, which made planning weekly sub-themes, books and crafts extremely easy. Promoting the theme was easier as well, especially with the school visits, because we could come up with our own skit centered around "Play", which the kids enjoyed. Our sub-themes this year were "PLAY with animals", "PLAY with friends", "PLAY with science", "PLAY sports", "PLAY outdoors", and "Silly PLAY".

### **Promotion**

#### **School visits**

Starting the third week of May, we went around to all the schools and gave out letters to the principals, asking if we could come back and present to their school at an assembly. Most schools have requested a presentation every year, so we managed to make appointments with many of the schools on our very first visit there. If not, the secretary or principal would either call or e-mail us in the next few days. At our school presentations, we did a brief skit that contained a bowling competition, as the theme this year was "play". We found that the contents of our skit were memorable and many children associated us with our character roles from the skit later on in the summer. Having a well thought out, entertaining script is essential when trying to leave a lasting impression. We found it helpful to let the kids participate (we just asked them to cheer a couple of times), which helped everyone listen and get excited about the program. Also, don't forget to mention FREE CAKE at the Kick-off Party.

#### **Child Care Organizations**

While dropping off letters at the schools, we dropped off as many letters as we could at Child Care Organizations in the city. While not many were interested in us coming in to do a presentation, we did see some Child Care Organizations at our programs this summer, so we would recommend advertising with them again next summer.

#### **Regular Library Programs**

During our first month as coordinators, we were invited to help out with a couple of the regular morning programs run by Deb and Carrie. This was a great chance for us to get to know other staff, learn how programs were run, and promote the SRC.

#### **Puppet Show at the Mall**

On May 14th, we had the opportunity to join Dawe Library Assistants, Anya Wolkowski and Lucinda Sheardown, at the monthly story time at Parkland Mall. This was very valuable because it was our first experience in doing a program, and gave us a chance to get to know the Dawe staff, promote the Summer Reading Club, and interact with the kids.

### **Children's Festival**

We attended the Children's Festival for both days (Friday and Saturday), where we performed story times, puppet shows and dance-along activities. We found it was a huge success, as we were able to interact with so many parents and kids, and spark interest in the Summer Reading Club.

### **Collicutt Centre**

In the beginning of June, we joined Janet to put together a great display at the Collicutt Centre. It was eye-catching, colourful, and had theme-related objects and TD graphics. We also included dates for registration and our special events throughout the summer. This display remained at the Collicutt for the duration of the Summer Reading Club.

### **Website**

This year, Cory made us a website where parents and kids could register for the SRC and view our SRC calendar online. We didn't get too many people that used the online registration, but having the calendar online was a huge help. At the end of the summer, Cory added the Parent Survey to the website as well. We recommend using an online format for registration and surveys again next year.

The registration packages included web access codes for the TD Summer Reading Club website, where they could access resources for the summer. These resources included book reviews, quizzes, an online reading log, and many more activities. Despite these great features, we found that not many participants used the TD website.

### **LinQ**

The spring edition of the LinQ included an advertisement for the SRC as well as the date of the kick-off party, which had already been established by Jill prior to our arrival.

Both Jill and Janet ensured that all SRC information was in the summer edition of the LinQ. This included all special events along with our program days and times. Because there were not many paper versions of the calendar available, it was beneficial to have it featured in the LinQ. This year, Janet also transferred the information from the LinQ to bookmarks, which we handed out in the registration packages and had available at the front desk.

### **Decorations Downtown**

We created a book display for the SRC to promote the program and the Top Summer Reads that we received from TD. Janet made us a banner that was placed above the double door entrance to the children's section, which was later moved to the registration table. We helped Rachelle hang up a large banner underneath the upstairs office window that thanked all of the SRC sponsors. Also with the help of Rachelle, we did a hanging display in Member Services with the names of all of the SRC sponsors.

### **Decorations Dawe**

At the Dawe branch, we were given a whiteboard to decorate. We had a large SRC poster (made by Janet) that we attached to the whiteboard. We also took miscellaneous “Play” themed objects from the basement to add to the display. The whiteboard was placed behind the Dawe registration table and was decorated with colourful tablecloths.

### **Decorations Timberlands**

We had a smaller whiteboard to decorate at Timberlands, which we measured and covered completely with another poster made by Janet. We brought a few more items with the “Play” theme from the Downtown basement, and filled the empty space with theme-related books. We used a large table from the Program Room. This display was also used as the registration table.

### **Programs:**

#### **Maryview School**

Maryview created a partnership with the Library and the SRC to encourage their students to keep reading throughout the summer. The whole school took a field-trip to the library (2-4 classes at a time, across 2 days) and participated in activities to get them excited about reading and interested in the SRC. The students were split into two groups. The first group had a story time (usually with us) while the other half had a tour of the children’s section with another member of Children’s Services. At the end of the session, every student was given a library card, and was allowed to take out a maximum of 5 items, with a minimum of 3 being books.

Before their visit, the students were all pre-registered for the SRC. Jill then gave us the number of students in each class so that we could put together the reading packages. Following their field trip, the reading packages were dropped off at the school and given to the teachers to pass out to their students.

We noticed a lot of Maryview students at our programs throughout summer. In the future, we would love to see this partnership expand to more schools in Red Deer.

#### **The Reading College**

This year at the Downtown branch, the Reading College joined us with their 60 students on the afternoon of Parade Day. This year we did not take part in the parade, but it is a good idea to prepare program materials ahead of time if you do participate in the parade. We started by reading two silly stories to all of the students downstairs in the Snell. The students were then divided into two groups, one of which stayed downstairs with us to do a craft, and the other which went to the Children’s Section to do a scavenger hunt with Jill and other Children’s Services members. After both groups got to do each activity, all the kids were given library cards, and were allowed to browse the library to take out books. The students were only allowed to take out one book each, which was a limit set by The Reading College leader.

### **Reading Pals**

Reading Pals is a program that is offered at the Dawe Branch but is closely linked to the SRC. All of the students in the Reading Pals program were registered in the SRC and the Reading Pals coordinators aided the students in filling out their reading tracker and receiving prizes. The SRC website was cross-referenced with the Reading Pals Program, as they used the Mad Libs and silly stories off the website with the Reading Pals as well as for Family Fun night.

### **Dawe Day Camps**

As with previous years, we formed a partnership with the Dawe Day Camps. Early on, we kept in contact with Crystal Mason, Dawe Day Camp Coordinator, to work out this partnership. We shared the program times for the Dawe with Crystal early on in the summer, so that all of the age groups could come. The camps came weekly to the programs and enthusiastically participated in our activities. We contacted Crystal weekly to get an estimate on numbers so we were able to prepare for our program.

### **Weekly Programs for 3-5 Year Olds**

The 3-5 year old programs were a huge hit this year. In total 338 parents and children attended these programs. We read stories, sang songs and did age appropriate crafts. This year, we tried to keep similar songs every week in an effort to get the kids to be able to sing along. We started each program with the song "The More We Get Together" because many of the kids know it from the programs during the year.

### **Weekly Programs for 6-8 Year Olds**

The 6-8 year old programs were lots of fun this year. In total 376 parents and children attended these programs. This year, we substituted one of the songs for a game of Simon Says every week, because we chose stories that were a bit longer than the stories for 3-5, so it helped the kids move so they could focus for the next story. Even though it was the same game every week, the kids still enjoyed it.

### **Weekly Programs for 9-11 Year olds**

The 9-11 year old programs were great this year! In total 209 parents and children attended these programs. We started each program with reading either the back of a chapter book, or the first few pages. This worked extremely well, as most of the time; one of the kids would want to take out at least one of the books that we read. We then did an activity with the kids, and we tried to have every activity have something to do with literacy in some way. The kids enjoyed the activities, which were very easy to plan around the theme. One challenge we faced was planning the activity for different numbers at different branches. For example, we would sometimes go from having 2 kids downtown to 40 the next day at the Dawe.

### **Weekly French Programs**

The French Program started out great this year. In total, 64 children and their parents came to the program. The French program incorporated stories and a craft. We usually played French Simon Says as well. We had very strong numbers at the start, and we believe they fell as the summer went on because the parents didn't realize that the program was completely in French, or the level of French that their child is realistically capable of understanding.



## **Kick-off**

Kick-off was a great success this summer, with 300 people in attendance we managed to run the party smoothly, as we were well organized. Before staff and volunteers arrived, we had everyone assigned to a specific station. We spent time with each helper going over instructions, materials and expectations for their station to ensure everyone was prepared and knew what they were responsible for.

It worked well to have the event on a Saturday, as we got a great turnout. Mary Lambert was our entertainment for this year, and we also had many other activities set up around the children's and teen departments. The event worked as a drop in event and many families stayed until the end. We found it beneficial to direct people solely to the entertainer in the Snell for the performance from 2-3pm. Following the performance, the other activities were available to participation from 3-4pm. This worked great as it allowed us a chance to prepare all of the stations, and pre-make popcorn and prepare cake slices.

## **Promotion**

This event was held on Saturday, June 27th, and was promoted prior to our arrival by Jill and Janet. We had posters put up all three branches as well as "bowling pin posters" that highlighted the event and were attached to the TD "PLAY!" posters. We included the date and time (as well as mentioned FREE CAKE AND POPCORN) in our skit that we presented to schools which gained a lot of excitement from kids.

## **Volunteers**

We had 5 volunteers helping us this day, as well as two Pages that Laural had scheduled to help out. Rachelle, Karen, Amy and Jill also volunteered their time to give us a hand, as well as Laurie who subbed in Children's to run the front desk. The pages sliced and prepared the cake, as Rachelle prepared the popcorn. Two volunteers managed the registration table, two worked the art station, and one supervised paper-airplane making. We had Karen reading stories to the children, and Amy supervising the tech station in the Mezz. Overall, with all the support we had from everyone the event was well supervised and well enjoyed!

## **Decorations**

We utilized signs to provide people with instructions while at the different activity stations. The registration table was set up which was very bright and eye-catching, which drew in many visitors. We utilized a small whiteboard on a stand that was placed out in Member Services, as a program of events for the day. This helped direct people down to the Snell for the concert.

## **Cake and Popcorn**

This year, we ordered two cakes from Costco, one vanilla and one chocolate, which cost us \$40. The majority of both Cakes were gone by the end of the event. Everyone received one piece of cake, and one bag of popcorn. We also provided water and cups.

### **Free Craft Station**

Miscellaneous art and craft materials were placed on the table in the Waskasoo. We gave the children the opportunity to create anything they wanted. We also provided an example of a paper bag-puppet to guide those who were not sure what to create. Overall, there were about 20 people who visited this station.

### **Tech Station**

The Little Bits, Makey Makey's and Lego Mindstorm were all set up in the Mezz. We really appreciated Amy supervising the technology station as she was familiar with all of the tech toys and was able to assist anyone in need. We had the Makey Makey's set up as two musical instruments (Banana Piano, and a Drum set). The technology was well received by both kids and parents who attended the event. In total, approximately 70 people experimented at this station.

### **Entertainment**

Mary Lambert joined us this year at the Kick-off party; she performed for the first hour of the wind-up party downstairs in the Snell. She put on a great show and truly engaged the children and their parents.

### **Registration tables**

We had two volunteers at the registration table, both did a great job registering children and handing out reading packages. The table was very busy throughout the event and many children were registered.

### **Special Events**

This summer we chose to host 3 special events. As per-usual we felt that this was a good number of special events because it allowed for a few extra activities but the number of activities was not overwhelming for parents or staff.

#### **Movie Day**

On August 7<sup>th</sup>, we hosted a movie day Downtown where we provided popcorn and water and showed the movie "Home". In total, we only had 22 people come to attend the program. Due to the event being on a Friday in August (with beautiful weather), we did not have the turn-out we had hoped for. Perhaps having the event on a Saturday would allow for a better turn out as it is not a work day for most.

#### **Lego Day**

On August 17<sup>th</sup> we hosted a Lego Day at the Timberlands branch. We organized fun activities that took place in the program room for the first hour, followed by free play for the second hour. The kids really enjoyed the Lego Challenges, as well as the opportunity to be creative with their building. At this event we had a total of 26 people in attendance.

## **Tech Day**

The Tech Day event was held on August 24<sup>th</sup> at the Dawe. Again, we set up the Makey Makey's, Little Bits and the Lego Mindstorm. At this event we only had 7 participants in total. Having Lego Day and Tech Day so close together did not allow for sufficient advertising of the event. Although we had a small turn out, those who came enjoyed themselves.

## **Wind-up/Wrap-up**

The Wrap-up party at the Timberlands Branch was a very exciting event, with 103 individuals present! Bravo Circus Entertainment performed at the event, and we had another Costco cake, purchased for \$20. This event was circus-themed and included animal mask-making, hoop-jumping, tight-rope walking, scarf juggling, a miniature parachute, bowling and balloon-making stations.

## **Bravo Circus Entertainment**

Bravo Circus Entertainment did a great job of having the children participate. The performer would do an act for about 5 minutes, following which she would allow the children to test out the props used in the performance. However, the performances were mediocre, as they were not nearly as entertaining as we had hoped. After the children had a chance to play with the props, the performers had difficulty regaining composure of the children. Throughout the hour long performance, many guests left and did not return. Prior to their arrival, the performers mixed up locations twice, despite being given clear directions numerous times via email. For future reference, we recommend speaking with them over the phone the day before to confirm location, direction and expectations. This entertainer required an honorarium of \$230.

## **Animal Mask-Making**

We offered a craft in which children could colour and cutout a print-out of a lion mask, and then glue a popsicle stick on the back to form a mask they can carry to jump through a "flaming" (streamer-covered) hoola-hoop (hoop-jumping station).

## **Tight-Rope**

We set up a 2x4 plank on the ground for children to practice their tight-rope walking.

## **Scarf-Juggling**

Scarves were set out and used for scarf juggling. Children enjoyed throwing them up in the air and attempting to catch them. Throughout the day, Kevin spent time teaching a few children how to juggle.

## **Mini-Parachute**

Timberlands also had a small parachute that we used as another station. Rachelle stepped in and ran a few parachute games with the children.

## **Bowling**

We also set up bowling pins for children to play with. Many kids enjoyed this activity.

## **Balloon-Making**

Mark Honert volunteered his time making balloons at this station. He had a constant line-up from start to finish time, so clearly the kids enjoyed him. He brought much joy to all of the children as he created them anything they asked of him. We found the other stations were great for keeping children busy while siblings and parents waited in line for balloons.

## **Decorations**

We decorated Timberlands using balloons to mark each station. We colour-coordinated the balloons to make it easy to direct people to a particular area of a station. In addition, we decorated the doorway by hanging colourful streamers from the top of the door frame.

## **Prizes and Donations**

This year, we received \$3000 from the Friends of the Library along with \$500 from NOVA Chemicals. This money was put toward the book prizes as well as other prizes that we purchased at the book fair. (A Lego storybook/playset, a Minecraft set).

We also received donations from the Little Ice Cream Shoppe (25 child sized cone coupons), the Red Deer Rebels (a signed hockey stick), City of Red Deer Recreation Department (200 2-for-1 passes), Westerner Fair and Exposition (4 Ride All Day Passes), Babycakes Cupcakery (20 gift cards for single cupcake), and Kids in Harmony (\$25 gift card). These items were used as draw prizes, some after programs but most for special events and the wind-up.

## **Volunteers**

### **Recruitment:**

We designed and printed a volunteer poster to hand out during our initial school visits when we stopped at all the middle and high schools.

We also contacted all the volunteers from the previous summer to see if they would like to return. However, we only had one returning volunteer (Alex), and 4 new ones.

### **Volunteer Review**

Overall, we were very satisfied with our group of volunteers this summer. Although we only had 5, our volunteers worked several shifts a week so we were never short-handed. They were all great with the kids, and enjoyed making and preparing the crafts.

### **Volunteer Appreciation**

Since there was just a small group of volunteers, we printed off thank you cards for each of them, and included two 2-for-1 passes to the Rec Centre, 1 Babycakes coupon, 1 Little Ice Cream & Soda Shoppe coupon as well as a letter of reference with the number of hours they volunteered.

## **Final Comments**

This year's SRC was very successful. We had a total of 1338 children register for the program. We enjoyed the theme and thought it worked well to spark interest in a variety of books. "PLAY!" was a broad theme that we were able to easily expand on, and create sub-themes for each week of programs.

Having three branches in operation this year was a great chance to reach more children, and cater to more families. Hosting a special event at each location gave families a chance to visit another branch, and perhaps encourage them to come back again.

However, at times traveling between all three branches may not have been the most efficient. On program days, it worked well as we were able to spend the full day at that particular branch. On other days, we found it a bit challenging to make the most of our time when we had to travel to and from different branches on the same day, and relying only on one vehicle to do so. We also found at times, that staff members were somewhat confused as to why we were at a branch for a full day because it was different than how things were done in the past.

Having a laptop available for use was a great idea, as well as using Google Drive to store work. Ideally, having two laptops would have been even better as it would have allowed us to both work on computers at the same time.

Transferring everything to an online format next year would be much more environmentally friendly as we did go through a lot of paper! As discussed with Jill, we found the times of programs to not be ideal for targeting school-aged children. As most school-aged children are in day camps during the week, or do not have a parent available to bring them to a program in the middle of a work day, it may be something to consider revamping for next year.

Perhaps continuing the regular library programs throughout the summer, and focusing only on promoting a few special events may be more worthwhile. Overall, the 3-5 year old, and 6-8 year old programs were both well attended. However, looking at our program statistics chart, these numbers mainly reflect the number of children who attended our Wednesday programs as Dawe day camp participants. The program attendance for school aged children (6-11 year olds), at Downtown and at Timberlands was not as high as we had hoped. As many of these kids are old enough to be in day camps or day care and do not have parents available to transport them to programs, this may have influenced the numbers of this age group.

Focusing on even more of a partnership with Dawe day camps in future years may be something to think about to help increase program numbers. In speaking with a day camp leader, it was mentioned how popular the library program was among day camp children and staff. The kids enjoyed having a chance to relax and listen to stories, and of course the staff always enjoyed a short break as well. The staff had mentioned how wonderful it would be to have a library time every day of the week, as it would continue to promote literacy and activity throughout summer.

Both being new to the program this year, we found it to be quite confusing at first, but overall, to be a great experience! As this was our first year, we found communication difficult as to

begin with...we had no idea what anyone was talking about. To be honest, it took us a few weeks to establish that the SRC registration and the summer programs were unrelated as many of the small details were overlooked and assumed that we knew. Because the SRC Coordinator position is so independent, it took us a while to figure out exactly what everyone was talking about, and what all it was that we were responsible for, what we were to only assist with, and what we were to seek help from others for. Perhaps more guidance or a layout of tasks (and the process of how to complete them) for new coordinators would be beneficial in future years. As new coordinators, ensure to ask many questions for clarification.

### **Kaylene and Kevin's Top Tips**

1. Organize program categories into grades instead of ages
2. Take lots of pictures all summer long!
3. Get 2 laptops from I.T.
4. Keep a photocopy log.
5. Keep a mileage log.
6. Make yourself familiar with RDPL, TD Summer Reading Club websites
7. Ask about having your own SRC website.
8. Drop off information packages at as many daycares as you can.
9. Drop off SRC posters at all schools, even if you don't present to them.
10. Make sure to call the schools the day before (at least) to confirm, and get number of students so that you can prepare packages to take ahead of time.
11. When you go around to the schools to deliver the information packages, ask the secretary for an email that you can send the newsletter to electronically.
12. Talk to Candice (Timberlands) and to Tatiana (Dawe) about signing up the school students for the club when they visit the library in their last weeks of school.
13. Ask about, and learn how to do SysAid.
14. The LinQ is quarterly so be sure to get all dates established before the LinQ Call in June.
15. Make it EXTREMELY CLEAR that the French program will be ENTIRELY in French.
16. When showing a popular movie watch it in the Snell so that all who attends can fit in the room!

- 17.** Discuss having an online registration for special events so that you have a general idea of what to expect for numbers. (And then account for 10% more for those who may drop in)
- 18.** REMEMBER that you need to inform IT of ANY tech requirements three weeks before you need to use it.
- 19.** Change your voicemail message at the end of the year. "We had a great time with the TD Summer Reading Club, but the program is done for another year. If you need to contact the Children's Department, please call 403-346-4688."
- 20.** Memorize the SRC phone number...it will come in handy!