

MANAGEMENT REPORT



North Vancouver District
Public Library

Date: March 19, 2015
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Meeting date: March 26, 2015
To: Library Board
From: Jacqueline van Dyk – Director, Library Services

Subject: **PROVINCIAL LIBRARY GRANTS REPORT 2014**

SUMMARY

The attached report, *Provincial Library Grants Report 2014*, has been submitted to the Ministry of Education. It fulfills a key component of the accountability framework that our Library is obligated to adhere to when receiving provincial funds. ([Appendix I](#))

The *Provincial Library Grants Report* was drafted by Barbara Kelly, Manager of Community Engagement.

PURPOSE

This report is for information.

POLICY

The attached report is in accordance with conditions placed on all provincial government grants for libraries. The provincial grant conveyance letter states:

In accordance with conditions placed on all government grants, libraries must submit specific documents as outlined below. Continued provincial funding for your library is contingent on the completion of three reports:

1. *2014 Provincial Library Grants Report (due March 1, 2015),*
2. *2014 Statement of Financial Information (SOFI) (due May 15, 2015), and*
3. *2014 Annual Survey of Public Libraries (also due May 15, 2015).*

The completion and submission of this report to the Libraries Branch, Partner Relations Division, Ministry of Education, is compulsory for continued provincial funding.

DISCUSSION

This report summarizes the role of the library, the community challenges and opportunities, our significant developments and the strategic framework. By focusing on our various initiatives with the community and our work with partners, we are demonstrating the NVDPL's strategic alignment with, and accountability to, the provincial government's stated priority areas:

1. ***A focus on equitable access to library services for all British Columbians, including efforts to extend library service, both physical and digital, to under-represented populations (e.g. Aboriginal users and visually impaired).***
2. ***Increased connections and supports for education transformation and the BC Jobs Plan particularly in the areas of personalized learning, and workforce/employment supports.***
3. ***A focus on collaboration and cooperation between libraries and other partners. For example, the development of shared service models and resources which extend or improve seamless access.***
4. ***Accountability and transparency in relations with the public, supporting open governance through strong planning, effective measurement, modeling decision transparency and clear reporting of outcomes for library programs and services.***
5. ***Community engagement and planning. For example, actively supporting community priorities and initiatives, and building collaborative community partnerships.***

Barbara Kelly, as the Manager of Community Engagement and manager responsible for the bulk of the public programs and services across the library system, has worked with staff over the past many months to achieve much of what is highlighted in this report. Through her work in developing staff to work collaboratively with each other and the community, to bring a critical-thinking, evidence-based lens to the work, and to approach library work from new perspectives, she has increased the engagement and capacity of our public service workforce.

To be clear: the entire management team has made a big difference in shifting the library's culture and developing our staff and their capacity. However, in the context of this report which highlights the public-facing programs and services and their impact on our community, it is important to acknowledge the work of Barbara and the accomplishments of her team.

While we are still at the beginning of this transformative work, we are already seeing profound impacts, as this report reveals.

The Libraries Branch uses the information from all of the reports submitted by public libraries and federations to demonstrate the value of libraries to the provincial government. As well, the Libraries Branch uses the report as a way of working with the libraries in delivering quality service and ensuring a focus on partnerships and outcomes.

PROVINCIAL LIBRARY GRANTS REPORT 2014
TEMPLATE



INTRODUCTION

Community Hub

The North Vancouver District Public Library (NVDPL) has three locations; Lynn Valley, Capilano, and Parkgate. Each of these locations are situated in village centres and are closely integrated with the community's rhythm of health and fitness activities, socializing, shopping, and commuting to and from school and work. Except for the summer months, the NVDPL is open 7 days a week at all three locations providing nearly 200 hours of service, each week. The NVDPL continues to provide traditional library services with strong circulation and a popular demand for reader's advisory. The library as a community hub is particularly exemplified at NVDPL through programming. The Library's early childhood programming, literary based programming such as book clubs and author readings, and programming that is initiated and delivered by community members such as discussion groups, writing workshops, and nature talks, make the library and the community come alive with connections and learning.

Community Challenges and Opportunities

The District of North Vancouver, like much of the metro-Vancouver region, is undergoing a demographic shift. According to the District's Official Community Plan (OCP) the projected growth on the North Shore is expected to increase by approximately 40,000 more people by 2030. The District has received fewer newcomers over all, and by percentage of population, than the rest of the region. None-the-less, immigration still has an effect on the needs and aspirations of the community, and the role of the library in facilitating the possibility of meeting those needs and aspirations. Of great significance to the District is that, according to the OCP, over the past 30 years the number of people aged 65 and over, living in the District, has increased fourfold and one in four residents are now over 55 (OCP, 6). As well, there is a demographic dip of people aged between 20 and 40 with an accompanying lack of young families and new businesses to fuel sustainable and locally rooted economic development.

Along with these demographic shifts, the District is challenged by its aging, yet expensive, single family housing stock and a 0% rental vacancy. The lack of diverse and accessible housing in the District can be a barrier to living here for young families, newcomers, and others in need of affordability. The traditional sprawl and low density of the District has some residents concerned for protecting the surrounding natural environment and for developing the community with more village centres and greater density, including multi-unit housing such as condo-towers and townhomes. As well as lessening the effects of sprawl on the environment, greater densification can result in greater affordability and access to housing which in turn can balance the age of the population with an economic renewal resulting from an influx of young families, workers, and new businesses. This would improve the District's tax base and increase available funding for infrastructure and amenity upgrades, including libraries.

The industrial waterfront continues to be the dominant shaper of the local economy with 3,500 employees and a municipal tax input of \$9.5 million. Unfortunately, the District has experienced a net loss of jobs during a time in which the region has had a net gain. This is closely related to the community's demographic, tax revenue, and housing stock challenges.

Strategic Framework

In September of 2014 the NVDPL Board adopted a Strategic Framework to guide the work and operational planning of the Library. The framework includes the following directions:

1. Inspire and support a community of learning and culture of reading
2. Provide engaging spaces to create knowledge and share stories
3. Support the development of digital literacy and digital creativity
4. Foster a culture of community collaboration
5. Nurture an engaged, adaptive organization

The Library staff work plans for 2015 include community engagement, staff development, the strengthening of strategic partnerships, enhancements for welcoming spaces, and foundational improvements to support digital literacy and creativity, and financial stewardship.

Significant Change in 2014

The Library has undergone significant changes in its management structure. NVDPL has transitioned from three separately managed branches, to an integrated team that manages the library system as a whole. In addition to the Director, the management team includes a Manager for Business, Welcoming Initiatives, Learning and Innovations, Collections, and Community Engagement.

GOVERNMENT PRIORITIES, GOALS, PROGRAMS AND SERVICES, PARTNERSHIPS

In this section choose 3 out of the 5 Provincial priorities and tell us how your library used the grants that you received to meet them. Indicate what library goal, programs and/or services, and partnerships you may have that support the provincial priority, and describe as well what outcomes were achieved.

GOVERNMENT PRIORITY 1

A Focus on Equitable Access

Library Goal that supports the priority:

The NVDPL supports a community of learning and a culture of reading through participating in the development of the National Network for Equitable Library Service, and engaging the District's print disabled community and its supporters, with its resources.

Programs and/or Services that aligns with the priority:

When the Library launched a new website in July of 2014, we also had the opportunity of introducing National Network for Equitable Library Service (NNELS) to our community through our updated Digital Services and Home Library Services pages.

NNELS was celebrated on October 23 at the Lynn Valley Library with a presentation and community event in celebration of Canadian Library Month. Leading up to the event staff produced a new brochure for NNELS and conducted video interviews with Talking Books patrons. The taped interviews were edited into a very moving and compelling video that promoted NNELS, Home Library Services and championed the print-disabled and home bound community members. While making home deliveries, staff presented Library book bags to current Talking Books patrons. The gift bags included a welcome to NNELS letter, information and instructions for NNELS, as well as a specially-designed USB key loaded with twenty book titles, donated by BC Libraries Co-operative.

Partnerships that support the priority:

The BC Libraries Cooperative was critical to our successful launch of NNELS. They provided technical assistance with linking NNELS to our website, advisement with our Talking Books registration form and its integration with NNELS, and the training services of Maryann Kempthorne.

InterLINK, through the Audio Books roundtable, has been an important partner in this initiative as it provides a forum for service providers to discuss the integration of NNELS into their Library's services and to discuss ways that the InterLINK libraries can support the development and successful operations of NNELS. Discussions have included access to InterLINK print disable resources and the possibility of centralizing disc creation and distribution.

Our community partners are of great importance to how we deliver services to the print-disabled and they have provided much feedback and direction on NNELS. These partners include the staff at residences such as Cedar View Lodge and Kiwanis Care Centre, the many organizations that work together and attend the The Canadian Council of the Blind hosted open house for White Cane Week at the Park Royal Mall, and the individual community members who advocate for improved services for the print-disabled.

Outcomes that were identified:

In October, a group of 5 women joined other community members at a Library workshop to learn about NNELS and other digital services. They self-identified as being there so that they could better support their loved-ones with accessing library materials for the print-disabled. These women asked many great questions and left the workshop with pamphlets and an excitement about sharing what they had learned at the Library with others in their community.

The Library provided leadership to the NNELS community. This demonstrated the capacity and capability of NVDPL that we, as an organization, are committed to developing further. In November of 2014 the following was posted to the NNELS forum:

The North Vancouver District Public Library was a true leader with NNELS libraries in the Fall of 2014. We are very grateful to the accessible services staff at the NVDPL library for sharing expertise on supporting outreach patrons from the library. They worked with NNELS to help prepare new video content for the site and offered much appreciated feedback on the website refresh as well as the support documentation available. NNELS strives to update our software,

the support documents and our services based on the expectations of our NNELS Libraries and their patrons. Thanks @nvdpl for growing the network with your local events, your NNELS requests and your input.

Visit the excellent North Vancouver District Public Library website for more info on [their services](#) for print-disabled patrons.

GOVERNMENT PRIORITY 3

A Focus on Collaboration and Cooperation

Library Goal that supports the priority:

The Library will foster a culture of community collaboration to support the welcoming and integration of newcomers to the District.

Programs and/or Services that aligns with the priority:

In the spring of 2014, the Library welcomed Library Champions to the District. This New-to-BC initiative provided the Library with the unique opportunity to work with, and learn from, newcomers who underwent training and development to become strong advocates of the Library in the community. With the support of their New-to-BC trainer, Helene Rasmussen, the Library Champions met with other newcomers and engaged them in conversations about library services. At the final session of this program the Library Board Chair personally thanked the Champions for their work and presented the participants with their Library Champion certificates. As well, along with the Library Director and Manager, Community Engagement, she spent time with the Champions listening as they told stories of their experiences out in the community. A huge benefit of this program was hearing how passionately they shared the story of the Library and hearing, from their experience, how we can improve the library and services to meet their expectations, such as conversation circles and home language collections.

In the fall of 2014 the Library began work on a series of Community Conversations with newcomers. This program uses the Harwood approach of engaging community members in a conversation that is purposefully formatted, with open-ended questions, for eliciting the needs and aspirations of the participants. The Harwood approach then shares the results with other relevant organizations or municipal departments who may be able to meet those needs.

Partnerships that support the priority:

The Library participates in the steering committees of InterLINK's New-to-BC initiative and the North Shore Immigration Inclusion Partnership. Both of these partnerships are critical to the success of the Library's goal to be a place of welcoming and community integration.

The New-to-BC steering committee provides the opportunity to collaborate with other public libraries in ways that strengthen access to home language collections and inspire creative partnerships and programming. For example, through learning about what other InterLINK libraries are doing, the NVDPL pursued a relationship with Trades and Innovation that is resulting in a series of work readiness programming for 2015. Being part of the North Shore Immigration Inclusion Partnership connects the Library with service providers across the North Shore and this is resulting in new program partnerships,

connections with immigrant communities, and shared resources such as demographic research and community surveys.

An important partnership for the Library is the close collaboration with the North Vancouver City Library. The two libraries share a New-to-BC grant that has funded Harwood training for staff (April 9 and 10, 2014) and the Community Conversations with newcomers' initiative (ongoing).

Outcomes that were identified:

Over 20 staff received the Harwood training in April of 2014. The learning from this training has infiltrated staff meetings, program facilitation and community engagement. This training emphasizes open-ended non-judgmental questions, listening, and taking appropriate action. This has been an important capacity builder for the Library during a time of change and it is likely that this way of approaching communication and library service development will fuel continued progress.

As we improve our understanding of how to develop and deliver welcoming and integrating experiences with newcomers, our work in this area will improve and will be significant in aligning our services and efforts to strategic directions. Newcomers are a specific focus in our 2015, and beyond, work plans. Already we are hearing that our awareness and efforts are making a difference. One family that had just moved here from China went home with books for their 12 year old daughter, and then returned for more the following week with everyone in the family wanting help from the librarians for more books to take home. Another family, recently arrived from India, came to the Library on Family Day and were surprised to find so much activity and even more surprised when we spent time with them finding books, sharing cookies, and helping their daughters connect with other children at the craft table. This family spent over 4 hours with us and the community and they left with big smiles and promises to return!

With increased staff confidence in welcoming and integrating newcomers to the District and with increased opportunities to connect with newcomers that are relevant to their needs and aspiration, the Library will grow with the changing community it serves.

GOVERNMENT PRIORITY 5

Community Engagement and Planning

Library Goal that supports the priority:

The Board and Staff look outwards to the community to inform service direction and program plans.

Programs and/or Services that aligns with the priority:

In 2014 the Library Board and Staff embraced looking outwards to the community. Programming, community partnerships, and the Board's strategic planning were the three focus areas for this goal.

On April 12th the Library co-sponsored an Edcamp with School District #44. This "unconference", on issues regarding social media and technology was open to the community. On the Saturday morning of the event the Library filled with students, teachers, library staff, and community members who were intrigued by the event and its theme. Participants declared their interests by co-creating the agenda and heading off to the areas of discussion. The discussion areas took place throughout the Library, some in areas that the Library doesn't traditionally program in, such as seating areas in the stacks or magazine

lounge areas. The spaces came alive with conversation, the sharing of ideas, and the community creation of knowledge.

For Culture Days 2014, the Library partnered with the North Vancouver Recreation and Culture Commission to build on the Edcamp experience of using non-traditional (or unexpected!) spaces in the Library for community members to connect with each other and build knowledge together. At our three library locations, for four hours on Sunday afternoon, September 28th, over 250 people attended the various artists, storytellers, and musicians that made up our Culture Cram event. Barb Maclean, the Cultural Services Officer from North Vancouver Recreation and Culture Commission, mentioned that wherever she went, attending the other Culture Day events, people were talking about the Library and our Culture Cram. The day finished with dancing and live music on the Lynn Valley plaza.

In January a group of library staff and local teacher-librarians met with Maureen Dockendorf, Superintendent of Reading. While there has been a connection between the youth and children's library staff and the teacher-librarians, out of this meeting came a renewed commitment from the Library to support the goals and desired outcomes of the School District teacher-librarians. Throughout 2014 the Library (along with North Vancouver City Library as the two libraries both serve School District #44) hosted regular "Chat and Chew" events for local teacher librarians. At these events the public librarians provided refreshments, book talks, listened to the needs of the teacher-librarians, and co-planned programs, school visits, and professional development opportunities.

In February the Library hosted a pro-d day session, co-organized with the teacher-librarian at Argyle Secondary School. The day included a field trip to the library for the teachers, a demonstration of the Library's catalogue, website, and e-resources, and a brainstorming session on how the Library and the School District can deepen its partnership. On March 14th a teacher librarian organized a Poetry Flash Mob at each of the Library's locations. In October the Library ran, with the support of the teacher librarians, "Start Grade 8 with a Clean Slate", a fee amnesty initiative with the goal of having all grade 8 students begin high school with a working library card.

All of these community engagement programs were inspired by the Board's direction, throughout 2014, to turn the Library outwards to the community. In September of 2014 the Board approved a Strategic Framework that will continue to guide the Library in its community engagement and planning.

Partnerships that support the priority:

In 2014 we had many opportunities to work with School District #44. A highlight of strengthening our partnership with the schools was increasing the collaboration with the teacher-librarians through professional development, programming, and the shared goal of children engaged with reading.

Working with the North Vancouver Recreation and Culture Commission was significant to our planning and community engagement goal as this partnership assisted us in connecting with other organizations, particularly arts groups, across the North Shore.

Outcomes that were identified:

Meeting this planning and community engagement goal through looking outwards to the community aligns the Library with supporting community outcomes, as identified by key partners such as the School District and the Recreation and Culture Commission. As a result, when the teacher librarians report back

that their quality of reading instruction has improved and that there is indication in the classroom, in regards to reading and learning, of greater self-regulation and improved literacy, the Library can, using outcome based evaluation, track how the inputs of a program, such as the Library hosted “Chat and Chew” make a difference to the outcomes that matter to the community.

Similarly, the co-development of programming for Culture Days with the North Vancouver Recreation and Culture Commission ensured that our planning for the event involved not just this key partner, but a large and diverse group of community member and groups who became involved in co-creating the Library’s Culture Cram. As well as some of these groups becoming ongoing community connections for the Library, the Library learned enduring lessons that are being applied to current planning and engagement initiatives.

The most significant outcome of this goal is the Library Board’s Strategic Framework. This document will guide the Library’s planning and community engagement and ensure its relevance to the future development of the North Vancouver District.

SUMMARY

Use this section as an opportunity to reflect on what your library learned throughout your year: what were some of the opportunities that presented themselves, what challenges you faced and overcame, and what challenges continue to be addressed.

2014 was a tremendous year for NVDPL. There were many changes, including a new management structure and Strategic Framework. The Library began work on a culture shift that has been informed by staff goals and values, and community needs and aspirations. The Library’s organizational structure, strategic direction, and desired culture of staff and community fuelled innovation, creativity, exploration, and fun closed the year on a note of hope and ambition for 2015.

In 2014 we learned and demonstrated that we are community connectors and collaborators, and that we are an engaged and adaptive organization. We learned this through the rigorous and rewarding work of co-developing programs with the community, strengthening key partnerships such as with the School District and the North Vancouver Recreation and Culture Commission, and nurturing ourselves to take risks and evaluate our outcomes.

We have challenges ahead as we assess our services and spaces so that they support meeting the desired community outcomes that we are committed to. We will need to advocate better, ensuring that our story has meaning and is reaching the diverse members of our community. We will also need to plan and evaluate within our constraints, while pushing the boundaries, so that we continue to be a relevant and significant player in the development of the District.