

LIBRARY REPORT



January 1 to February 18

January and February were busy months at the Library! We celebrated several special events, including Family Literacy Day and White Cane Week, and we held many high-quality events and programs, many of which were made possible thanks to partnerships with community organizations.

FAMILY DAY



Lego party at Lynn Valley Library on Family Day.

Family Day took place Monday, February 9. While all three NVDPL locations normally close for stat holidays, this year we did something different for Family Day: Lynn Valley Library remained open from noon to 5pm, while Capilano and Parkgate Libraries closed.

The day was a huge success! The library was filled with families and students. Visitors enjoyed various activities planned by library staff, including crafts, drop-in Lego, scavenger hunts and more. Librarians were kept busy throughout the day responding to patron information requests and giving impromptu storytimes!

Additional details about Family Day 2015 at NVDPL will be made available in our "Inspiring Stories" handout for February. This handout will be distributed at the February board meeting.

SPECIAL CELEBRATIONS

In January and February, the Library celebrated Family Literacy Day, White Cane Week and the 50th Anniversary of the Canadian Flag.

Family Literacy Day

January 27 is celebrated across Canada as Family Literacy Day, an annual event to raise awareness of the importance of engaging in literacy-related activities as a family. Here at NVDPL, we celebrated family literacy the whole month of January! At each of our branches we posted a photo wall where families could post photos of themselves reading. We had displays in each of our branches and posted photos to social media. Last but not least, we had Family Literacy activity sheets at each of our branches, encouraging families to engage in literacy activities as a family. Families that filled out the sheet were entered into a prize draw, which was drawn on January 27.



Winners of the Family Literacy Day prize draw at Capilano Library.

White Cane Week

White Cane Week is an annual event sponsored by the Canadian Council for the Blind that raises awareness for issues that confront the blind and vision impaired community. In honour of the week, NVDPL held a celebratory tea and presentation on library services for people with print disabilities on February 2. Event attendees learned about the National Network of Equitable Library Service (NNELS) collection of digital audiobooks, the NVDPL Talking Books fiction and non-fiction collection, the range of materials available in the NVDPL digital library and NVDPL's Home Library Service. It was a sociable afternoon on a miserable, rainy day, with library staff and Talking Books patrons enjoying tea and conversation after questions. Library staff was also out and about in the community on February 4, promoting our services for patrons with print disabilities at Park Royal Mall.



Serving tea at our White Cane Week celebration event.

50th Anniversary of the Flag

On February 15, Canada celebrated the 50th anniversary of the Canadian Flag. In honour of the occasion, we put displays up in each of our branches and participated in the "Share Your Moment with the Flag" social media campaign. This is a campaign where participants post photos of themselves with the Canada flag, using the hashtag #flag50.



Library photo shared for the "Share Your Moment with the Flag" campaign.

PROGRAMMING HIGHLIGHTS

NVDPL continues to offer many high-quality events and programs. Here are a few highlights from January and February. Each of the programs highlighted have been made possible thanks to successful community partnerships.

Health and Wellness Month

In January, NVDPL and the North Vancouver Recreation and Culture Commission (NVRC) partnered to offer a series of free health and wellness programs. We offered yoga, trail walking, a stretch class, a film night, a nutrition workshop and tai chi. All attendees were appreciative of the partnership and the opportunity to attend these free sessions. They all received free Rec Centre passes to attend one session free at a future date (people always appreciate give-aways). Participants gave great verbal feedback, and there was good attendance, especially for events later in the month. At each of the events, librarians put out relevant book and DVD displays, and people were interested in checking out the items. The NVRC would like to repeat again next year, and judging from the response, so would the participants!

Capilano Universe

NVDPL kicked off the Capilano Universe Lecture series on January 14 at Lynn Valley Library with a presentation by Dr. Janet Walters on the Archetypal Psychology of Game of Thrones. The popular lecture series is put on in partnership with Capilano University, and features Capilano University instructors. There are lectures scheduled throughout January to May, with one lecture happening at each NVDPL branch, in addition to lectures happening at North Vancouver City Library, West Vancouver Memorial Library and Burnaby Public Library. The next lecture at NVDPL takes place on March 11 at Capilano Library where Chris Carnovale will speak on Building Connections with Vietnam Hill Tribes. You can learn more about the whole lecture series at www.capilanou.ca/universe.

Teen Volunteer Programs

We started up three teen volunteer programs in January and February: Book Buddies, Tech Tutors and Lego Robotics. For each of these programs, work experience teachers and counsellors in North Vancouver secondary schools help us find teen volunteers. Lego Robotics, taking place at Parkgate Library, is a new initiative that is sponsored by North Shore Community Resources and the United Way. This program involves teens encouraging and guiding the kids' learning in making robots using Lego kits. Through this program, children learn digital literacy skills.

Parent-Child Mother Goose

Alison Campbell, our Outreach Coordinator for Children and Teens, started co-facilitating Parent-Child Mother Goose at the I Hope Centre run by Family Services of the North Shore (next door to Maplewood Farm). Family Services provides the space and another co-facilitator, who is an Infant Development Specialist. This allows the library to get out into the community and make more connections with people who may not have been using our services. To find out more about what makes Mother Goose special, check out this video from the BC Council for Families, which was filmed in the very room where Alison is leading Mother Goose www.bccf.ca/program/parent-child-mother-goose.

COLLECTION HIGHLIGHTS

- **Persian Book Club Sets** – We've started offering book club sets in Persian. Book club sets are made available for self-run book clubs to use. We have many book club sets in English, but now, thanks to a donation by North Vancouver City Library, we've received six sets of seven books in the Persian language. We hope individual book clubs in our community will find these a great tool to connect and share their love of reading.
- **Great Courses Collection** – In response to patron demand, we're adding over 20 titles from the Great Courses Collection. The Great Courses Collection is the best-of-the-best college-level courses on CD, DVD, or digital formats. These are expertly-produced courses by professors chosen for their ability to teach. They come as kits, mostly DVD and audiobook sets with accompanying books. We're excited to bring these courses to our patrons as it truly supports part of our mandate of being a place that encourages life-long learning.

CREATIVE USE OF MEETING ROOMS

Two recent situations illustrate how the library is using its meeting rooms in more creative ways, providing engaging spaces for community members to create knowledge and share stories.

- On February 2, the Friends of the CBC booked the Enid Deering room at Parkgate Library in order to broadcast an interview with Tom Mulcair, and to provide community members the opportunity to discuss the interview. This event would not have been able to go ahead, except that Parkgate staff went the extra mile and provided technical equipment and support, as well as partnership expertise. In addition, because this event was identified as one of strong potential interest to community members, Parkgate staff went to some extra effort to promote the event. The event was a success, with a close to capacity crowd. Parkgate staff received a very appreciative thank you from the event coordinator.
- Two local daycares have recently stopped by to use our Lynn Valley program room for informal storytimes. Our librarians noticed the groups attempting to lead storytimes while squished into areas out on the floor – often in areas where there aren't that many books of interest to little ones! So, our librarians have gone over to introduce themselves, and have invited the groups to use the program room when it is available. These daycare groups appreciate that we are flexible about allowing others to use the programming space.

SUMMARY OF STATISTICS

- **Adult Programs:** In January 2015, our average attendance per adult program offered in January 2015 decreased by 6.7 per cent as compared with January 2014. (Representing an average attendance per program of 14 people in 2015 as compared with 15 people in 2014.) That being said, our total attendance for all our adult programs increased by 18 per cent (451 total attendees in 2015 vs. 381 attendees in 2014.)
- **Newcomer/ELL Programs:** In January, we held a total of seven newcomer and English Language Learning (ELL) programs with an average attendance of eight people. (No newcomer programming stats are available for January 2014.)
- **Teen Programs:** The teen advisory group met in January with eight teens in attendance. (No teen programming stats available for January 2014.)
- **Children's Programs:** In January 2015, our average attendance per children's program dropped by 11.4 per cent from the previous January. This decrease represents an average attendance of 31 attendees per event in 2015 vs. 35 attendees per event in 2014. So while we are statistically down in average attendance, our children's programs are still attended at a very high level.
- **Traffic:** Traffic (measured by gate counts) went up by 2.1 per cent in January 2015 as compared with January 2014.
- **Circulation and Holds:** Year-over-year print circulation and holds statistics decreased by 2 per cent in January.

- **Digital Circulation:** Digital circulation increased in January by 18.5 per cent as compared to the previous year.
- **Virtual Visits:** Virtual visits decreased by 8 per cent in January compared with the previous year. After re-launching our Library website in July 2014, we saw an initial drop in traffic to the site, and traffic is now gradually climbing back up. That's not uncommon, as it can take some time for a re-launched site to rise back up in search result rankings, which are the largest source of website traffic. One trend we've noticed is that the bounce rate for the old website was 70% - meaning that 70% of visits were looking at only a single page. The bounce rate for the new site is 40%, showing that the visits we are getting to the new website are exploring the site more deeply.

UPCOMING

- Freedom to Read Week, an annual event that encourages Canadians to think about and reaffirm their commitment to intellectual freedom, takes place February 22 to 28. Freedom to Read displays are already up in our branches and a Banned Books Café is planned for February 24.