

MANAGEMENT REPORT



Date: April 18, 2016
Author: Jacqueline van Dyk – Director, Library Services

Meeting date: April 28, 2016
To: Library Board
From: Jacqueline van Dyk – Director, Library Services

Subject: **DIRECTOR'S REPORT – 1ST QUARTER REPORT**

SUMMARY

This report provides an update of library operations and highlights the accomplishments of the first quarter of 2016, including a refinement of the 2016 work plan to support the success of the Strategic Framework.

PURPOSE

This report is for information.

ATTACHMENTS

This report includes the following attachments:

- I. Q1 2016 Accomplishments
- II. Q1 2016 Statistical Summary
- III. 2016 Library Work Plan – progress and status updates

Q1 ACCOMPLISHMENTS

Guided by the Strategic Framework, accomplishments from the first quarter of 2016 are provided in Appendix I. Additionally, priority highlights are detailed below.

STRATEGIC AREA	2016 LIBRARY ACCOMPLISHMENTS <i>organised within our Strategic Framework</i> 1st QUARTER	
1) INSPIRE AND SUPPORT A COMMUNITY OF LEARNING AND CULTURE OF READING		
Special Programs and Events	<ul style="list-style-type: none"> NVDPL hosted livestreaming TED Talks 2016 events at all 3 branches. These events were well attended. Google Expeditions: a virtual reality platform built to allow users to visit locations around the world including under water, on land, and in the skies via Google's technology. DNV Council presented author Dave Obee with Heritage Award for book, <i>Fifty! With a Fabulous Future: A History of the North Vancouver District Public Library</i>, at the 2016 Heritage Awards Presentations at District Hall on February 22, 2016. Lynn Valley Library opened on Family Day with self-guided activities. 	
Collections	<ul style="list-style-type: none"> Realigned Hoopla streaming media service to Hoopla <i>books</i>, and introduced e-comics and e-books. Collection evaluation activities in Q1 targeted the adult music cd collection and the teen collection. Collections team focused on Parkgate and Capilano branches, and schedules its team meetings in those locations, hosted by their respective adult services librarians. The aim was to have a close in person tour, discussions about what is working well, what challenges are being experienced and how to better serve the branches, with respect to collection services. Updated the <i>Intellectual Freedom</i> and the <i>Access Copyright</i> policies. The Law Foundation of BC announced the Law Matters Grant of \$1000 for NVDPL, for the specific purpose of purchasing new legal reference materials. 	
2) PROVIDE ENGAGING SPACES TO CREATE KNOWLEDGE AND SHARE STORIES		
Welcoming Spaces/Initiatives	<ul style="list-style-type: none"> Lynn Valley Circulation Renovation – ran a cardboard simulation and staff engagement activity to increase buy in and to provide accurate feedback for floor plan adjustments. To be continued in Q2. Displays included: “New Year, New You” to promote healthy living, “Fall in Love with Reading” for Valentine’s Day, “Nowruz” for Persian New Year, “Banned Books” to celebrate the Freedom to Read week, and more. 	

- “Shelf-Talkers” added to the collection to increase browse-ability of materials and as a “passive programming” initiative. Positively impacts staff engagement as all staff are invited to create these signs.
- Customer service baseline assessment: developed a project charter to outline this year-long project. To be continued in Q2.
- Developed a customer service training pilot and delivered to 1 new staff member in Circulation; developed a training assessment form. Further changes will be made in Q2.
- Implemented a new initiative where circulation staff will roam the library hourly with the aim to increase visibility and availability of staff for both customer service and health and safety purposes.
- Established “Learning Zones” at Lynn Valley and Capilano, where children and their caregivers can use puppets, puzzles and blocks to enhance their interaction.

3) SUPPORT THE DEVELOPMENT OF DIGITAL LITERACY AND DIGITAL CREATIVITY

Programs for Youth

- Liaising with North Shore Community Resources about the opportunity for a community volunteer to run a Lego Robotics program (will happen in Q2).
- Teen Tech Tutors from local high schools to aid adults with technology questions - provides necessary volunteer hours for students and encourages their ability to explain why & how devices, applications, etc. work, rather than just doing it.

Programs for Adults

- Programs offered by E-Support staff:
 - *Ease into Ebooks* is an opportunity for people to learn the basics about using Library2Go ebooks, including: the difference between various file formats; devices which work with the Library’s collection; information on how to find, checkout and download content to their devices.
- Tech Tutors provided on-to-one help.
- MOOCs: successful program at Parkgate expanded to Lynn Valley; weekly evening program January-April.
- Technology Talks with community volunteer; introduction to various Apple products; tech help in a group setting.

4) FOSTER A CULTURE OF COMMUNITY COLLABORATION

Programs Offered in Partnership

- Refugee Settlement on the North Shore; panel discussion with NSMC, NSIIP and local organizations: planned session to take place in April
- Family Services of the North Shore: library staff as co-facilitator for Mother Goose; held at iHope Centre in Maplewood; 10 week program; sessions for Infants & Toddlers.
- North Shore Community Resources: library staff as co-facilitator for Mother Goose; held at Lynn Valley and Capilano; 10 week program; sessions for Infants & Toddlers.
 - Total Mother Goose attendance: 703; 60 hr staff time
- School District 44:
 - Recruited teens from local high schools to be Tech Tutors and Book Buddies; 11 volunteers; 187.5 hours worked
 - 3 managers attended School Board reception for community partners
 - Attended Ready, Set, Learn at Ron Andrews Rec Centre; for parents of preschoolers to introduce them to the school system and the community resources available: 40 families

5) NURTURE AN ENGAGED, ADAPTIVE ORGANIZATION

Organizational Support

- Alison Campbell promoted from within NVDPL to fill the vacant position of Manager, Community Connections.
- Decreased maximum fine limit from \$15 to \$5 to demonstrate fiscal responsibility (This follows from Board report and new management guideline that were approved in Nov 2015.)
- Developed new staff procedures for communicating re: sick days to demonstrate operational efficiency (This follows from Library's new Sick Leave Management Guideline endorsed in 2015.)
- Cross-trained student librarians to support streamlined operations and increased ability to cover for sick/vacation time at minimal cost impact to the organisation.
- Developed new way to collect statistics in the Circulation departments that more accurately demonstrate the patron interactions we have and how long those interactions take. Q1 is pilot phase and feedback is being collected for Q2 changes.

Professional Development

- One Circulation Supervisor attended leadership training at the Justice Institute.
- Developed a “Working in Teams” presentation and staff engagement process to increase team effectiveness and ability to work together in alignment with the new culture. 17 people have participated so far.
- Led teams through Myers-Briggs assessments and conversation to increase self-awareness and understanding of each other. 10 people have participated so far.
- Manager, Welcoming Initiatives and Manager, Community Connections participated in the monthly LLEAD leadership program.
- Staff attended Early Childhood Education Conference.
- Staff attended “Serendipity”, the annual children’s literature conference.

6) FOUNDATIONAL STRATEGIC AREAS**Board Support**

- Posted 100% of the new and existing Board policies onto the NVDPL website.
- Developed and delivered a full Board Orientation through the presentation of printed and online material, and through delivery of a special NVDPL Trustee evening orientation meeting where members of the NVDPL Strategic Leader Team made individual presentations. .
- Facilitated training opportunities for Trustees at courses offered through BCLTA – British Columbia Library Trustees Association.
- Produced reports and briefing materials to support the Board in achieving its goals for the Library.

Friends of the Library

- Raised over \$5,000 at the March 2016 Book Sale.

Finance

- Revised Chart of Accounts, working in partnership with DNV Finance.
- Approved the 2015 Audited Financial Statements and Statement of Financial Information (SOFI).
- Facilitated a special presentation at a Finance and Infrastructure Committee meeting, to introduce Trustees to the DNV Staff who support Library operations, and to review the DNV financial processes, and how they dovetail with the needs of the Library.

Facilities	<ul style="list-style-type: none"> • Successfully hired Mr. Brett Davis as the new maintenance staff member for Parkgate library. • Completed stairwell fob access between the 3rd and 2nd floor at Lynn Valley for staff use. • Staff actively investigating solutions to improve the balance of the HVAC system.
Health & Safety	<ul style="list-style-type: none"> • Updated the Sharps Safety plan. • Rolled out sanitation wipes for all service desks. • Facilitated a training session for staff on “Tactical Communication” to be rolled out in Q2. • Rolled out the revised and updated staff <i>Emergency and Security Procedures Manual</i>. • 3 new members joined the Joint Health and Safety Committee; 3 stepped down, with thanks for their good service. • 3 staff trained on MSI (Musculoskeletal Injury) assessments in the workplace. • Monthly internal HUB (staff intranet) posts on Health & Safety topics.
Technology	<ul style="list-style-type: none"> • Installed the new 3M RFID gates at all three branches, replacing the outdated TechLogic RFID gates. • Improved and simplified the login process for NVDPL Wi-Fi users. Users no longer have to enter an email address. Users are now directed to the NVDPL website by default. • In collaboration with the Collections Department, Systems staff set up the Horizon ILS system to track book club collection use to better understand and manage this collection



1st Quarter Statistical Analysis January-March 2016

COLLECTION USE

<i>CIRCULATION</i>		Q1
TOTAL	2016	365,863
	2015	376,146
	2014	382,501
	% change	-4
DIGITAL CIRCULATION <i>(eBooks, digital streaming/downloads)</i>		
ALL BRANCHES	2016	21,764
	2015	19,560
	2014	16,977
	% change	28



SUMMARY OF STATISTICS

- **Circulation:** Print circulation in Q1 decreased by a total 4% when compared to Q1 2014.
- **Digital Circulation:** Digital circulation continues to increase, going up 28% in Q1 of 2016.
- **Total Circulation per hour:** Overall circulation (including print and digital items across all locations) per hour in Q1 of 2016 was 153 items/hr. YTD totals were 150 items/hr in 2015, and 155 items/hr in 2014.

TRAFFIC—DIGITAL AND WALK IN

<i>WALK-IN TRAFFIC *no data available</i>		Q1
ALL BRANCHES	2016	217,203
	2015	226,006
	2014	222,368
	% change	-2
VIRTUAL VISITS		
WEBSITE	2016	83,422
	2015	82,935
	2014	125,009
	% change	-33
BIBLIOCOMMONS	2016	182,818
	2015	156,877
	2014	138,302
	% change	32
TOTAL	2016	266,240
	2015	239,812
	2014	263,311
	% change	1



SUMMARY OF STATISTICS

- **Traffic (measured by gate counts):** Q1 totals for walk-in traffic have decreased slightly when compared to 2014 and 2015.
- **Virtual Visits:** In 2014 the NVDPL launched a more efficient website, which has led to positive patron experiences. Website hits remain consistent since its redesign 2014. Bibliocommons use continues to increase, resulting in steady totals for overall Virtual Visit.

SERVICE AND PROGRAMS—ADULTS AND CHILDREN

<i>INFORMATION QUERIES</i>		Q1
ALL BRANCHES	2016	29,083
	2015	28,065
	2014	29,650
	% change	-1.91
<i>ADULT PROGRAMS #</i>		
ALL BRANCHES	2016	96
	2015	116
	2014	92
	% change	4.35
<i>ADULT PROGRAMS ATTENDANCE</i>		
ALL BRANCHES	2016	1,521
	2015	1,548
	2014	1,574
	% change	-3.37
<i>CHILDREN'S PROGRAMS #</i>		
ALL BRANCHES	2016	223
	2015	233
	2014	185
	% change	20.54
<i>CHILDREN'S PROGRAMS ATTENDANCE</i>		
ALL BRANCHES	2016	6,478
	2015	6,317
	2014	6,444
	% change	0.53



SUMMARY OF STATISTICS

- **Information Queries:** In the 1st quarter of 2016, Librarians answered 29,083 questions. This is consistent with figures in 2014 and 2015.
- **Adult Programs:** 96 adult programs in the 1st quarter of 2016, with a total attendance of 1521 people. The average attendance per program for the 1st quarter of 2016 was 16 people, compared to 13 in 2015, and 17 in 2014.
- **Children's Programs:** 223 events for children were held in Q1 of 2016 with an attendance of 6,478 children and caregivers; this represents an average of 29 attendees per event in Q1 of 2016, compared to 27/program in 2015 and 34/program in 2014. Overall, Q1 statistics remain consistent over the last three years.

SERVICE AND PROGRAMS—TEENS AND ENGLISH LANGUAGE LEARNING

<i>TEEN PROGRAMS #</i>		Q1
ALL BRANCHES	2016	12
	2015	13
	2014	13
	% change	-7.69
<i>TEEN PROGRAMS ATTENDANCE</i>		
ALL BRANCHES	2016	50
*started tracking April 2014. No data Q1/14.	2015	96
	2014	No Data
	% change	-47.92
<i>ENGLISH LANGUAGE PROGRAMS #</i>		
ALL BRANCHES	2016	26
*started tracking April 2014. No data Q1/14.	2015	23
	2014	No Data
	% change	13.04
<i>ENGLISH LANGUAGE PROGRAMS ATTENDANCE</i>		
ALL BRANCHES	2016	174
*started tracking April 2014. No data Q1/14.	2015	185
	2014	No Data
	% change	-5.95



SUMMARY OF SERVICE AND PROGRAMS STATISTICS

- **Teen Programs:** 12 programs for teens were held throughout Q1 of 2016 with a total attendance of 50 teens. The decrease from 2015 attendance totals is likely due to the additional Book Buddies, Tech Tutors, and the Young Writers Create Your Own EBook program. There is no data for Q1 of 2014.
- **Newcomer/ELL Programs:** 26 English Language Learning programs were held throughout Q1, with an average attendance of 7 people; the 2015 attendance average for ELL programs was 8. There is no data for Q1 of 2014.

2016 Work Plan

WORK PLAN	Goal Statement	Milestones / Performance Targets	Q1 Status	Q1 Notes
1. STRATEGIC FRAMEWORK	<ul style="list-style-type: none"> ▪ Inspire and support a community of learning and culture of reading ▪ Provide engaging spaces to create knowledge and share stories ▪ Support development of digital literacy and digital creativity ▪ Foster a culture of community collaboration 	<ul style="list-style-type: none"> ▪ Continue to develop and support community connections and collaborative partnerships, and integrate Library services into community activities and events 	ONGOING	<p>Partnership activity with:</p> <ul style="list-style-type: none"> • Family Services • NS Community Resources • School District 44 • NS Immigrant Inclusion Partnership • NS Multicultural Society <p>348 programs with attendance of 8458</p>
	<ul style="list-style-type: none"> ▪ Nurture an engaged, adaptive organization 	<ul style="list-style-type: none"> ▪ Develop a Service Excellence strategy 	ON TRACK	<p>Project Charter completed for Customer Service Baseline Assessment. (Assessment will reveal priority areas for “Service Excellence Strategy”)</p>
		<ul style="list-style-type: none"> ▪ Establish a Communications Strategy that communicates and champions the cornerstone contributions of public libraries and their values 	80%	<p>Finalized draft being prepared for a Q2 Board meeting</p>

2016 Work Plan

2. FACILITIES	<ul style="list-style-type: none"> ▪ Optimize physical spaces as per the capital plan 	<ul style="list-style-type: none"> ▪ Lynn Valley Library circulation area redesign and renovation 	ON TRACK	<ul style="list-style-type: none"> • Cardboard simulation and staff engagement activity completed • Architects now working on design
		<ul style="list-style-type: none"> ▪ Capilano Library bathroom renovation 	NOT YET INITIATED	<p>DNV Facilities lead this project; we've been advised of a potential delay to 2017 due to capacity issues</p>
		<ul style="list-style-type: none"> ▪ Capilano Library furniture upgrade 	NOT YET INITIATED	<p>Q2 Establish staff working group</p>
		<ul style="list-style-type: none"> ▪ Safety repairs and upgrades at Parkgate and Capilano 	NOT YET INITIATED	<p>Q2</p>
		<ul style="list-style-type: none"> ▪ Create activity zones and improve signage in Lynn Valley Library to enhance usability of public spaces and foster a more welcoming environment 	NOT YET INITIATED	<p>Q2 Project Outline Q3-Q4 implementation</p>

2016 Work Plan

3. FINANCE, HUMAN RESOURCES, & ADMINISTRATION	<ul style="list-style-type: none"> ▪ Ensure strong financial and administrative framework and policies ▪ Maximize employee performance and accountability through development and engagement 	<ul style="list-style-type: none"> ▪ Complete the refresh project of financial, human resources, and operating policies, to support robust Library governance 	20%	<p>8 Policies and Management Guidelines completed in Q1; 41 remaining (of which 27 are Finance)</p>
		<ul style="list-style-type: none"> ▪ Create an Asset Management Plan for Library Collections 	INITIATED	<ul style="list-style-type: none"> • Initial AMP meeting w/ DNV scheduled with key Library managers • Q2 project launch • Q3 completion target
		<ul style="list-style-type: none"> ▪ Establish enhanced staff development practices and learning opportunities 	ONGOING	<ul style="list-style-type: none"> • Working in Teams workshop: 17 staff participants • Team EQ workshop: 10 staff participants

2016 Work Plan

4. LIBRARY COLLECTIONS	<ul style="list-style-type: none"> ▪ Balance collections to ensure our community's reading, viewing and listening preferences are met, within the constraints of funding, space, and availability 	<ul style="list-style-type: none"> ▪ Evaluate selected areas of the collection to focus their depth and breadth in response to community demands and changes in publishing 	100%	Completed: <ul style="list-style-type: none"> • Adult music CD collection; • Teen collection
		<ul style="list-style-type: none"> ▪ Balance the distribution of funds, reallocating to improve digital access 	NOT YET INITIATED	Q3 Target for budget transfer from Capital to Operating collections budgets
5. DIGITAL SERVICES, INNOVATION, & LEARNING	<ul style="list-style-type: none"> ▪ Support and engage the community's lifelong learning and digital literacy by providing programs, training, and access to digital content 	<ul style="list-style-type: none"> ▪ Continue to develop public training in digital literacy 	ONGOING	<ul style="list-style-type: none"> • Tech Tutors and E-Support • Provided 3 unique digital literacy events
		<ul style="list-style-type: none"> ▪ Host relevant events and programming 	ONGOING	<ul style="list-style-type: none"> • Hosted MOOCS, TED Talks & Google Expeditions
	<ul style="list-style-type: none"> ▪ Build staff and technological capacity 	<ul style="list-style-type: none"> ▪ Conduct staff technology skills assessment 	NOT YET INITIATED	Q3
	<ul style="list-style-type: none"> ▪ Complete outstanding technology projects, including: server migration, public printer solution, and complete Year 3 of 3M technology implementation 	50%	<ul style="list-style-type: none"> • 3M RFID Gates Installed • ¾ of NVDPL physical servers migrated to DNV IT 	
	<ul style="list-style-type: none"> ▪ Explore public access WIFI improvements 	50%	<ul style="list-style-type: none"> ▪ Wi-Fi heatmap completed. Working with DNV IT on installing additional Wi-Fi access hubs 	