
2012
Provincial
Library
Grants
Report

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CRANBROOK PUBLIC LIBRARY
expand your universe

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EXECUTIVE SUMMARY

The Cranbrook Public Library uses the funds entrusted to it to fulfill its mission to provide superior library services to residents of Cranbrook, RDEK Area C and visitors to our region.

The Province of British Columbia provides four grants that enable the library to deliver its core programs and services, as well as facilitating its participation in provincial initiatives such as resource sharing, BC OneCard and collaborate with other libraries in the region with the strong support of the Kootenay Library Federation. This report highlights the key projects, programs and services undertaken by the Cranbrook Public Library in 2012 in the context of provincial priorities.

PROJECTS PER PROVINCIAL PRIORITIES

Equitable access and resource sharing

- ◆ Seven-day operations
- ◆ Interlibrary loans and BC OneCard
- ◆ Working with the Ktunaxa

Early reading support

- ◆ Toddler Storytime
- ◆ Books for Babies

Library collaboration and cooperation

- ◆ Author readings and book club sets
- ◆ Subscription database licensing

Community engagement and collaboration

- ◆ Programs for adults and seniors
- ◆ Strategic plan and marketing strategy

Accountable and transparent open government

- ◆ Board meetings and reports

The Cranbrook Public Library reaches out to support the needs and aspirations of everyone in our community by promoting literacy and providing access to the world's information, ideas and culture through a diverse range of services in a welcoming, respectful environment.

INTRODUCTION

Connecting people to information is the core premise that has shaped all of the Cranbrook Public Library's activities since it first opened its doors in 1925. The range of services and programs offered to fulfill this mandate evolved over the years until in 2012 these connections included: availability of lending collections of print books, DVDs, ebooks, downloadable audiobooks and more; programs for all ages, ranging from Toddler Storytime to computer basics courses for seniors; information services spanning readers' advisory to in-depth reference; and providing space for people to meet, study or just relax. The Library is in the process of transforming itself from being a repository of information to the community commons where people can connect and share ideas with each other as well as access information.

To fulfill its mandate, the Library uses the funding it receives from a variety of sources – including the City of Cranbrook, Regional District of East Kootenay's Electoral Area C, the Province of British Columbia, project grants, donations and internally generated revenue – to provide these programs and services. The Province of British Columbia's support, both in the form of support from the Library and Literacy Branch and annual grants, enables the Library to participate in regional and provincial initiatives that have a positive impact on the quality of the services provided to members of our community as well as members of other public libraries.

As a public agency, the library recognizes its duty to demonstrate how it uses the resources entrusted to it to provide public library services to our community. This report highlights some key projects, programs and services undertaken in 2012 that address internal goals arising from the Library's 2008 – 2012 strategic plan and five provincial priorities for public libraries:

- ◆ Equitable access and resource sharing
- ◆ Early reading support
- ◆ Library collaboration and cooperation
- ◆ Community engagement and collaboration
- ◆ Accountable and transparent open government

The Cranbrook Public Library is the dynamic centre of our community, welcoming everyone, inspiring creativity and enhancing quality of life.

KEY PROJECTS MEETING INTERNAL & PROVINCIAL PRIORITIES

SEVEN-DAY OPERATIONS

Since it first opened its doors in 1925, the Cranbrook Public Library has striven to serve its community to the best of its ability. There was a long-standing recognition that when its doors are locked, the Library cannot fulfill its mandate effectively. Although the advent of electronic resources helped address this problem, it required that people have access to the Internet and the skills to use the online resources.

Members of the public identified 7-day operations as their top priority during the last strategic planning process, clearly demonstrating the continued value people put on the library as a physical space. The outcome of this feedback was that Monday openings became one of the major objectives of the Library's 2008 – 2012 strategic plan, with the Board working with City Council over a 5-year period to secure the resources required to achieve it.

*To make the Cranbrook
Public Library accessible
to people every day of
the week*

Provincial Priorities

- ◆ Equitable access
- ◆ Community engagement and cooperation

Outputs

On 4 September 2012, the Library's operating hours changed to accommodate 7-day operations with available resources.

	Old Schedule		New Schedule	
Sunday	12 pm	6 pm	12 pm	5 pm
Monday	Closed		9 am	8 pm
Tuesday	9 am	9 pm	9 am	8 pm
Wednesday	9 am	9 pm	9 am	8 pm
Thursday	9 am	9 pm	9 am	8 pm
Friday	10 am	6 pm	9 am	8 pm
Saturday	10 am	6 pm	9 am	5 pm
Total Hours Open	58 hours per week		68 hours per week	

The change in operating hours means that the Library is only closed for statutory holidays rather than the entire weekend when the statutory holiday fell on a Saturday, Sunday or Monday. As a result, the Library went from being open 292 days in 2011 to 347 days in 2013. This change makes the Cranbrook Public Library one of the most open public libraries in British Columbia, based on an analysis of the 2010 provincial library statistics and data gathered from library websites.

Usage figures, as measured by circulation of material, have shown a steady upwards trend since the Library opened on Monday, shifting from Tuesday which was traditionally the busiest day of the week. Monday circulation now averages 51 items checked out per hour, as compared to 68 items per hour on Tuesday. Sunday remains our busiest day, with an average of 83 items checked out per hour.

Outcomes

One of the first people to walk through the doors on Monday, 4 September was a woman visiting her family who had decided that morning to take her grandson to the Library. Before this day, her expectations for access to the library would not have been met. Not only were her expectations met on this day, she helped her grandson get a library card.

The best indicator of success for staff was that most people did not realize the change until it was pointed out to them. This indicates that the Library successfully aligned its hours of operation with people's expectations, fitting into their routines seamlessly.

BC ONECARD & INTERLIBRARY LOANS

Interlibrary loans and BC OneCard enable our library to offer a range of collection material and services to our members, and to members of other public libraries, far greater than what is possible if we had to rely solely on our internal resources.

To ensure that library material is available for those who need it when they need it

Participation in the provincial interlibrary loan program forms an integral component of our library's overall collection development plan since makes the millions of books housed in libraries across British Columbia accessible to our members. This makes it possible for us to support people's specific needs even when they exceed what we can normally provide through in-house collections. It also contributes to our collection development strategy because the material people borrow through interlibrary loans may highlight gaps that we can fill within our own collections.

Residents of our community also travel regularly to other parts of the province for business and personal reasons. Participation in the BC OneCard program ensures that cardholders at Cranbrook can access the collections of libraries in the communities they visit and conversely that our library's collections are accessible to visitors to our community. Building on the reciprocal borrowing service instituted in the 1980s amongst East Kootenay public libraries, we allow BC One Card members to borrow up to 20 items at a time. Beyond making our library more accessible to people, it raises awareness of the library in these members' home communities because they have to visit there at least once to get a library card and there are certain services, such as interlibrary loans, that they can only access through their home library.

Provincial Priorities

- ◆ Resource sharing
- ◆ Equitable access
- ◆ Library collaboration and cooperation

Outputs

Staff normally processes an ILL request within 24 to 48 hours of a member placing it. Staff will contact the requestor if a request cannot be filled to explore other options. At times, people place ILL requests from home before they actually become a member of the library making the processing of the request contingent on them visiting the library to join. In 2012, Cranbrook Public Library members borrowed approximately 1,800 books from other libraries. BC OneCard users represent approximately 7%, or about 750 individuals, of our active membership and borrowed over 10,000 items in 2012 accounting for about 5.2% of our library's circulation of physical material.

Outcomes

BC OneCard is a particularly useful service for people who live in surrounding communities, such as Kimberley, but work in Cranbrook because they find it more convenient to fit our library's services into their routines. However, because they must visit their home library to get a card, they become aware of their home library's services. A number of BC OneCard members from Kimberley and Fernie have told staff that they now regularly use their home library because they can find material that is on loan in Cranbrook and they can make use of services such as interlibrary loans.

REACHING OUT TO THE KTUNAXA THROUGH CHILDREN'S PROGRAMS

The library has worked with the St. Mary's Band of the Ktunaxa First Nations on a number of occasions for special projects, including the development of a collection of books on First Nations issues, Ktunaxa Summer Storytimes in the Park, a display of the Ktunaxa alphabet and the acquisition of materials published by the Ktunaxa. A member of the band has been a special guest at both Preschool and Toddler Storytimes. The library works with the 'Aq'amnik' Elementary School to deliver a series of school visits and library tours to promote the Summer Reading Club and library services for children. As part of these visits, the children could get a library card and, if they were part of a library tour, immediately borrow material.

Our Children's & Youth Librarian participates on the Early Childhood Development committee along with a representative from Paq'mi Nuq'yuk, the local aboriginal early years services organization. This networking opportunity has led in increased awareness for both organizations on how they can work together on literacy-based projects for children.

*To reach out to
members of the First
Nations community
through the Library's
programs and services*

Provincial Priorities

- ◆ Equitable access and resource sharing
- ◆ Community engagement and collaboration
- ◆ Early reading support

Outputs

Rather than creating a specific program or series of programs for the Ktunaxa, our focus has been to find opportunities to build strong relationship. Some of the ways this relationship building manifests itself is in the fact that the library has:

- ◆ Developed an extensive collection of material related to aboriginal issues
- ◆ Acquired copies of all material published by the Ktunaxa for our collections
- ◆ Had a Ktunaxa storyteller was a special guest at 2 Preschool and 1 Toddler Storytime
- ◆ The kindergarten class from the 'Aq'amnik' Elementary School did a library tour
- ◆ 25 Books for Babies bags are delivered to the St. Mary's band health services annually

Outcomes

For the first number of years, all contact between us and the Ktunaxa was initiated by the library. Recently this changed when someone from the band contacted the Children's and Youth Librarian to look into the possibility of her doing a Storytime program for them. Prior to the last Family Literacy Day our library was contacted by the organizers of the local activities for the day. Because of our relationship, we referred them to the Ktunaxa storytellers, who did end up participating in the event.

TODDLER STORYTIME

Since its inception almost 5 years ago, Toddler Storytime has become a vital and extremely popular component of our children's and youth programming strategy, with attendance regularly exceeding 50 toddlers and parents. This interactive half-hour long program introduces toddlers to the world of reading through stories, songs and rhymes. As they grow older, children can participate in other programs: Preschool Storytime, Primary Storytime, the Summer Reading Club, Book Bites and Chatterz after school book clubs, amongst others; all of which induce children to delve ever more into the wonderful world of books and through them develop reading skills that will benefit them throughout their lives.

To make sure that each child born in Cranbrook has at least one book in their home

Beyond introducing toddlers to reading, Toddler Storytime provides an integral link with children's programs delivered by other organization within our community. The person who presents Toddler Storytime also delivers programs for babies under the auspices of the local Early Childhood Development committee. This allows the library is able to integrate its programs with others offered within the community and actively participate in the development of a holistic strategy to cost-effectively deliver a broad range of children's literacy development programs in Cranbrook through the reduction of duplication of services.

Provincial Priorities

- ◆ Early reading support
- ◆ Community engagement and collaboration

Outputs

Toddler Storytime consistently draws a large number of children and parents. An average of 31 toddlers and 23 parents attended each of the 28 programs conducted in 2012. The largest attendance was at the hats-themed Storytime on 30 March 2012, with 51 children and 36 parents participating. Unlike Preschool Storytime, which several daycares attend, individual parents with their children comprise the attendees of Toddler Storytime.

Outcomes

Through the connections forged in her other work with babies, our Toddler Storytime programmer has encouraged parents attend this program who otherwise would think of visiting the library. Recently, a mother came up to our programmer and thanked her for encouraging her at a *Baby and Me* program in 2011 to come to Storytime when her child got older. She had always thought of the library as a quiet place for study and borrowing books and so never even considered visiting. As a result of the program, her preconceptions were completely overturned and she now comes to Storytime every week and has become a heavy borrower, particularly of DVDs and children's books.

2012 PROVINCIAL LIBRARY GRANTS REPORT

BOOKS FOR BABIES

Books for Babies reminds new parents of the importance of reading to their babies at a time when they may be feeling overwhelmed with all the changes parenthood brings. It also is an important vehicle for the library to work with a broad cross-section of community organizations to fill and deliver the bags. The key community partners we work with include public health nurses, the Columbia Basin Alliance for Literacy (CBAL), and the Early Childhood Development (ECD) committee, as well as the Kootenay Library Federation.

To introduce children to the joys of reading at an early age

In 2012, the ECD and CBAL each contributed funding towards purchasing board books for inclusion in the bags. The bags contained 2 board books, 2 CDs with children's songs and lullabies, a bookmark encouraging parents to get a library card for their children, plus a variety of health information added by the public health nurses. Library staff worked with volunteers to fill the bags and deliver them to the public health unit several times per year.

Provincial Priorities

- ◆ Early reading support
- ◆ Community engagement and collaboration
- ◆ Library collaboration and cooperation

Outputs

Library staff delivered over 250 Books for Babies bags to the public health unit, where nurses distributed them to parents at their baby's one-month checkup. 2,700 board books got borrowed in 2012, an increase of 5% in circulation over the previous year.

Outcomes

Library staff has noted that on a number of occasions parents have come to the circulation desk with a stack of board books that they then put into their Books for Babies bag.

PROGRAMS FOR ADULTS & SENIORS

The perennially popular computer basics course for seniors continued to be offered in partnership with the Columbia Basin Alliance for Literacy, with an additional course getting added for adults. One-on-one computers training sessions give people a personalized opportunity to learn about specific topics, everything from how to download ebooks to how to download apps onto an iPad.

To offer life-long learning opportunities to adults and seniors on topics relevant to their lives

The adult summer reading club expanded last year to include regular weekly programs in addition to offering reading passports for people to complete on their own. Several scrapbooking weekends and evenings were held in the spring and autumn. In addition to giving local scrapbook enthusiasts a venue to share ideas and work on projects together, participants got to tour the library and learn about the resources available for crafters.

At the end of the year, the permanent display of historical photographs expanded with the addition of another 11 images that highlight scenes of life in the early days of Cranbrook and the surrounding area.

2012 PROVINCIAL LIBRARY GRANTS REPORT

Provincial Priorities

- ◆ Community engagement and collaboration

Outputs

The three 6-week computer basics classes for seniors were all fully subscribed, with 12 seniors enrolled in each session. Most of the participants stayed at the end of each session for an Afternoon Tea, which was put on with the support of the Friends of the Library, where seniors listened to a book talk by library staff, had refreshments and, most importantly, had the chance to relax and socialize. A total of 204 seniors participated in the 18 afternoon teas. The autumn computer basics course for adults also had the maximum of 12 registrants. The one-on-one personalized sessions also proved very popular, with over 80% of available sessions booked over the course of the year.

28 people registered for the adult summer reading club, created to complement the summer reading clubs for children and youth. Programs developed specifically for adults were held for the first time, consisting of 4 movie nights and 4 Scrabble games. A total of 24 people participated in these event.

The scrapbooking weekend was created to encourage a specific group within the community to use the library. Based on the popularity of the first one, which had a full registration plus a waiting list, several more were held. During the autumn, staff conducted a series of 3 evening scrapbooking sessions in addition to the weekend. Overall, 41 people participated in the four scrapbooking event.

Outcomes

The feedback received from participants in these programs has been overwhelmingly positive. Seniors who started the computer basics course not able to point and click with a mouse later signed up for a one-on-one session to learn how to set up a Facebook account so they could keep in touch with their grandchildren. The day after the last scrapbooking session ended in November, circulation staff already began taking names on a waiting list for the next session in January. One man even gave his wife the February scrapbooking weekend as a Christmas present saying he could think of no better gift for her.

AUTHOR TOURS & BOOK CLUB SETS

It is only through the extensive efforts of the Kootenay Library Federation that the Cranbrook Public Library is able to host authors throughout the year. In 2012, this included partnering with local elementary schools to put on a Red Cedar Book Awards celebration at the end of April featuring two of the nominated authors, Rachele Delaney and Gillian Richardson. In October, Summer Reading Club illustrator Mike Deas thrilled students with his stories and pictures. May Q. Wong visited the library in July to read from her book, *A Cowherd in Paradise* as part of the adult summer reading club, and Rita Moir, the winner of One Book One Kootenay, visited in October to talk about her book, *The Third Crop*. This reading was held in conjunction with the library's 45 Books in 45 Minutes evening, where participants get one minute to convince the audience to read their favourite book and the audience gets the opportunity to build their winter reading list.

To connect people to the books they read through conversation

All the library federations working together resulted in the creation of a number of book club sets which have been used by the 2 library book clubs, plus at least 2 other reading groups in the community.

Taken together, author readings and book clubs are two important ways in which our library reaches out to encourage readers in our community to visit the library. And they are only possible because of the support of the Kootenay Library Federation and other federations and libraries around BC.

2012 PROVINCIAL LIBRARY GRANTS REPORT

Provincial Priorities

- ◆ Library collaboration and cooperation
- ◆ Community engagement and collaboration
- ◆ Equitable access and shared resources

Outputs

A total of 188 children attended the Red Cedar celebrations in April, and 118 came to Mike Deas' presentation in the fall. 5 people came out to listen to May Q. Wong, with 22 attending Rita Moir's reading in October. Interlibrary loan staff works closely with the reading groups to bring in the book club sets in time for the reading groups meetings.

Outcomes

At the end of 45 Books in 45 Minutes, one of the participants stated that she would normally have never considered picking up more than 3 or 4 of the titles people talked about that evening, but as a result of hearing the reviews she was planning on trying out some new genres. The Library stayed open longer that night so that audience members could sign out the books and more than half were borrowed that evening.

LICENSING SUBSCRIPTION DATABASES

People increasingly borrowed ebooks in 2012, reflecting the overall trend in both libraries and book sellers. To meet this increasing demand for ebooks and other online resources continues so too did the Library's collections in these formats. The cost for Ancestry.ca, one of the most popular databases we offer decreased significantly through the efforts of the Kootenay Library Federation,

*To responsibly use
available funds to
license online
information resources to
meet people's needs
and interests*

which in part made it possible for us to acquire Zinio, an online magazine service that delivers over 1000 magazines directly to a person's computer or mobile device. The KLF also made it possible for our library to offer A to Z World Travel, a companion to Global Road Warrior.

The rates that the KLF can offer us are only possible because of the agreements forged by the BC Libraries Cooperative with the database vendors. Without their support, the cost of all the online services we subscribe to, including Library-to-Go, would constitute more than half of our overall collection development budget. In other words, it is only through the collaboration with the other libraries and the other agencies that support them that we are able to deliver the online services that our members expect of us.

Provincial Priorities

- ◆ Library collaboration and cooperation
- ◆ Equitable access and resource sharing

Outputs

People searched the library's 20 licensed databases 10,134 times in 2012, an increase of 165% over 2011. Ebook and audiobook downloads increased by 107%, from 3,559 downloads in 2011 to 7,370 in 2012.

Outcomes

A number of people visited the library for the first time ever because they wanted advice on which ebook reader to purchase either for themselves or as a gift for a family member and later came in to learn how to download ebooks from Library-to-Go. In the autumn, one lady came into the director's office asking if she could donate an ebook she had purchased. When she learned she could not, she stated that from now on she would only borrow ebooks from the library rather than purchasing them only for her sole benefit.

STRATEGIC PLAN & MARKETING STRATEGY

In November, the Library Board adopted a new 5-year strategic plan which was the result of an intensive community engagement process that included surveys of members and non-members, and interviews with individuals and organizations representing a cross-section of our community.

The central theme of the new plan is to ensure that the Library is where people will go to explore ideas, socialize or relax. It will do so by working with others to offer informative and relevant programs and services, seeking out innovative approaches to provide up-to-date access to information in the formats people desire and getting out into our community to provide services where people are rather than expecting them to come to the library.

In recognition of the fact that the library must change the way it communicates its message within our community, a young entrepreneur was hired to conduct a full review of the library's current marketing strategies to create a long-range, sustainable marketing plan. The plan highlighted the need of effectively utilizing social media tools and taking advantage of direct marketing opportunities within our community to spread awareness of the library through word-of-mouth. This resulted in the redevelopment of the library's Facebook page and the addition of a Twitter account to promote the library's programs and services, while an advertisement in the Canadian Museum of Rail Travel's Heritage Map informs visitors of its services in a more traditional format.

*To create a plan for the
Library's transformation
over the next five years
and share it with our
community*

Provincial Priorities

- ◆ Community engagement and collaboration
- ◆ Accountable and transparent open government

Outputs

The key outputs of the community consultation processes undertaken in 2012 were the strategic plan and marketing strategy which will guide the library's development over the next 5 years.

Outcomes

The outcomes of the strategic plan will be charted as it gets implemented starting in 2013. The same holds for the marketing strategy.

REGULAR BOARD MEETINGS & REPORTS

As a Board appointed by City Council and entrusted with public funds, the Cranbrook Public Library Board is continuously cognizant of its duty to inform the public and various levels of government of its activities.

Provincial Priorities

- ◆ Accountable and transparent open government
- ◆ Community engagement and collaboration

Outputs

The Board undertakes the following measures to fulfill its duty:

- ◆ Conducts 10 meetings per years that are open to the public where they make decisions on how public library services are delivered in Cranbrook and the surrounding area.
- ◆ Provides regular administrative updates to City Council on current programs, services and initiatives.
- ◆ Submits an annual report on its annual objectives for inclusion in the City's annual report.
- ◆ Undergoes a full annual audit.
- ◆ Submits annual statistical and written reports, and a Statement of Financial Information, to the Libraries and Literacy Branch of the Ministry of Education.
- ◆ Creates and makes available generally an internal public annual report.
- ◆ Completes the Government of Canada's Registered Charitable Organization return.
- ◆ Posts information about the members of the Library Board on the library's website.

*To govern the
Cranbrook Public
Library in a responsible
and accountable
manner*