

LIBRARY MANAGER'S COUNCIL REPORT

NLLS Executive and Board Meeting – May 3, 2019

LMC Executive

- Jodi Dahlgren, Chair (Wainwright Public Library)
- Tracy Woloshyniuk, 1st Vice Chair (Newbrook Public Library)
- Donna Williams, 2nd Vice Chair (Vegreville Public Library)
- Isabelle Cramp, Secretary (Morinville Public Library)
- Maureen Penn, Past Chair (Lac La Biche County Libraries)

Alberta Library Conference

I had the opportunity to attend the Alberta Library Conference in Jasper this past weekend (April 25-28, 2019). I attended the following sessions.

Big Ideas for Little Libraries – Jane Skacdopole and Rhonda O'Neill

The presenters for this session are the Library Manager and Board Chair of Stettler Public Library. They talked about a Bright Spots study done on libraries in Manitoba where they visited 10 libraries that had the highest statistics in circulation and number of visits. The study found that in all cases the same things were found. The most important factor was that the Library Manager had a “growth mindset” and was willing to experiment and try new things. In all the cases, the library building was highly recognizable and easy to access, the library had ongoing ties with local community groups, the library was welcoming and barrier free (great customer service!) and they had a responsive collection.

How to Hire a Library Superhero – Tanya Pollard and Jane Skacdopole

These two ladies are members of ALTA and talked about how to hire a great Library Manager. The question was asked “What does my Library Manager do?” and the answer was “...pretty much everything.” They discussed everything from having a strong job description to where to find great interview questions to how/where to advertise.

Say the Right Thing! Intro to Key Messages – Mary Kapusta

Mary is the Director of Communications for Calgary Public Library. She discussed how key messages are the feelings you get and not just the words and we discussed how to develop our voice and tone. You can use key messages in three different types of communication: awareness, call to action and strategic.

Increasing Membership and Awareness in Your Library with a Card Drive – Kerri Twigge and Michele Fedyk

Fort Saskatchewan Public Library had a year-long library card campaign running from October 2017 to October 2018. They ordered cards with new designs and launched a

campaign where they did a lot of outreach, radio ads and added applying for a membership to their website. They held special events and sent out letters with their utility bills. They gave out swag to people in attendance with examples of the materials they created for their campaign.

Cyber Hygiene 101 – Stephanie Thero

Stephanie is the Client Services Manager at Yellowhead Regional Library System and she says that the internet is not safe. It's not a small town and there are over 3 billion people online. We are responsible for keeping ourselves safe as well as the information we collect. There are different types of threats such as social engineering, malware, scareware, rapping and phishing. We can keep information safe by collecting only what we need, clean up old data no longer required, no generic logins, assuming everyone is eavesdropping when asking for personal information and using strong passwords that you change regularly.

Lightning Strikes 2 – Rob Hudson, Lorisia MacLeod, Daniel Galway and Jocie Wilson

This session consisted of four short presentations. Rob spoke about Filter Bubbles saying that we live in a bubble when searching online and we only see results that match our preferences and we do not see new ideas and views. Daniel talked about the 10 things to do as a Library Manager in your first year. Don't make promises you can't keep, know your staff and board, follow Plan of Service, evaluate program offerings, reach out to community groups, get social (both out in the community and with social media), review your statistics, evaluate your staff, make changes and take care of yourself. Larisia spoke about a citation template for Indigenous Elders and Knowledge Keepers especially for verbal stories. This template had been accepted a few colleges and universities and more are interested. Jocie talked about modelling good behavior and building a sense of trust with staff and co-workers.

LMC Meeting

Our Next LMC Meeting is on May 22, 2019 at 10am. This meeting will involve asking Library Managers for feedback on Polaris reports and if we would like to see additions or tweaks to make them more useful.

Respectfully Submitted
Jodi Dahlgren, LMC Chair
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