

# INCREASING PUBLIC LIBRARY USE AND SUPPORT

Ken Kuryliw

May 19<sup>th</sup>, 2010 10:45am

# Selkirk Public Library

- ▣ An undersized public library built in the 1980's, 5,000 square feet.
- ▣ Population served just over 30,000 (split pretty close to evenly between Selkirk, St. Andrews and St. Clements)
- ▣ Main industries Steel Mill/ recycling and SMHC
- ▣ Passion for Selkirk Steelers (Hockey)
- ▣ Adult literacy levels are a major concern
- ▣ Over 100 homeless residents
- ▣ The City has much lower levels of income than the surrounding RMs.

# Statistics Canada(2006)

- ▣ Selkirk slightly older population than Manitoba median 42.3 years - 38.1 years for the province.
- ▣ Average cost of dwelling in Selkirk \$128,676, St. Andrews is \$222,022 and St. Clements \$182,509 with \$153,307 being the Provincial average.
- ▣ Mainly English speaking population just over 1% French only, and 5% are English and French
- ▣ New Canadians are not a major factor for the area yet about 1%.
- ▣ Aboriginal population is very significant 4,615 (15%)

# 2006 Library Statistics

- ▣ Collection 37,819 (all non electronic)
- ▣ Borrowed 105,295
- ▣ Computers booked 6,979
- ▣ Visitors 53,886
- ▣ Membership 8,285

# 2009 Library Statistics

- ▣ Collection 44,321 up 17% (about 4,000 e-records)
- ▣ Non ebooks borrowed 184,516 up 77%
- ▣ Computers booked 16,676 up 238%
- ▣ Visitors 101,567 up 88%
- ▣ Membership 10,528 up 27% (probably a higher increase as over 2,500 memberships were deleted in 2008).

# 2006 Financial numbers

- ▣ Total income \$463,586
- ▣ Book spending \$52,482 (11.3%)
- ▣ A/V spending \$6,768 (1.4%)
- ▣ Periodicals \$3,343 (0.7%)
- ▣ Staffing \$204,486 (44.1%)
- ▣ Programming \$5,054 (1.1%)

# 2009 Financial numbers

- ▣ Total income \$526,835 up 14%
- ▣ Book spending \$73,999 up 41% (14%)
- ▣ A/V spending \$11,697 up 72% (2.2%)
- ▣ Periodicals \$5,099 up 53% (1.0%)
- ▣ Staffing \$320,743 up 56% (61%)
- ▣ Programming \$6,995 up 38% (1.3%)

# Where did the money come from?

- ▣ City of Selkirk no change in grant
- ▣ RM of St. Andrews up 15K (up 28%)
- ▣ RM of St. Clements up 13K (up 40%)
- ▣ Provincial Grant up 28.8K (up 12%)
- ▣ Employment grants up 9.7K (up 495%)
- ▣ Misc. (fines, donations) 6K (up 24%)\*
- ▣ Visa points (1.5K)

# What worked

## Convenience

- ▣ Expanded library hours to 57.5 hours a week, by adding Sunday afternoons and Friday nights (7 additional hours).
- ▣ Destiny(ILS) supports home based searches, holds, renewals, read-a-likes and virtual services.
- ▣ Eliminated fees (only fines, other library fees lost book and printing costs left)
- ▣ Library provides free handi-bus service for seniors to attend the Friday seniors group

- ▣ A truly great library contains something in it to offend everyone. ~Jo Godwin

# What Worked Collection

- ▣ Updated the look and breadth of the collection.
- ▣ Weeded 60% of the collection in three years.  
(people judge books and libraries by their covers)
- ▣ Discouraged donations (Only new materials added)
- ▣ Didn't just focus on the mainstream users (ie Myers-Briggs type `S` (80%), the intuitives Myers-Briggs type `N` (20%) (new agers, artists, alternatives, bikers, nerds, geeks, goths, etc.) are natural library users who read.

# Collection Part two

- ▣ Removed VHS and Cassettes (old collections which hurt the libraries image)
- ▣ DVD titles increased from 120 to 2300.
- ▣ Added the latest technology Playaways (MP3 players), ebooks, downloadable audio.
- ▣ Focused on attractive graphic novels (popular superhero, manga, and alternative)
- ▣ Highlighted new materials

# Collection

## Part three (staff)

- ▣ Have the staff who order also spend time on the circulation desk to gather a feel for what the users are wanting.
- ▣ Have the staff who order go through the stacks weeding.
- ▣ Encourage all staff and the public to make recommendations for purchasing.
- ▣ Follow the various best seller lists (McNally, Globe, Amazon, New York Times)
- ▣ Check the publishers catalogues not just Jobber lists

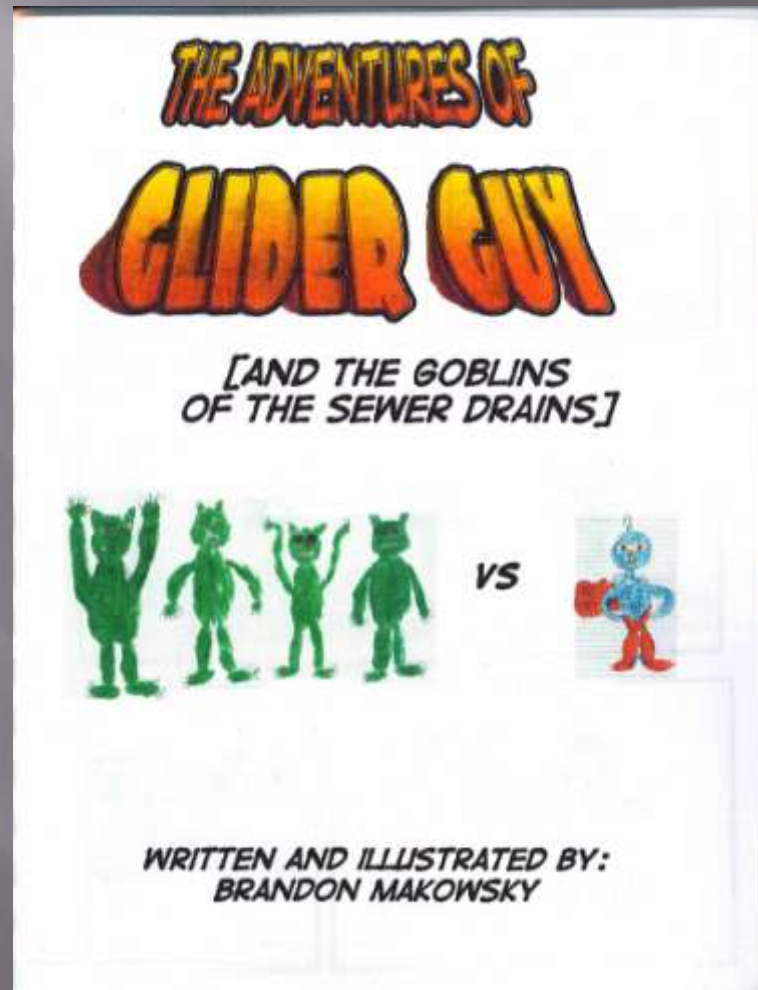
# Collection (use the Internet)

- ▣ Discount books suppliers like [bookcloseouts.com](http://bookcloseouts.com) provide 60-95% off the cover price of items.
- ▣ Great for audiobooks, filling in series, replacing copies, inspirational fiction, large print, second choice authors.
- ▣ Visit niche blogs especial for topics you and your staff may not be regular readers off.
- ▣ Amazon sometimes has discounts that are higher than jobbers especially short discount pubs.

# Community Community!

- ▣ Your users go to the library because its about community not your inventory!
- ▣ Be the third space, community commons, town square.
- ▣ Focus on your strengths, know your community.
- ▣ Hire staff that the public will like and want to approach.

# Support local artists



# Regular Programming (under 18)

- ▣ Expanded traditional storytime (Leesa Furgale) (3-5 year olds) from two days a week (Tuesday, Thursday and Sundays)
- ▣ Added babytime programming (0-2 year olds) – Received special UEY funding.
- ▣ Hired a youth coordinator (Mary Kate McDonald published YA author) for Friday night and Saturday programming. (card duelling, writing, book club, artistic pursuits)
- ▣ Summer reading program over 300 in 2009 up 48%.

# Regular Programming (Adult)

- ▣ Wednesday night events – (traditional programming of author readings, workshops, and information sessions)
- ▣ Seniors – Circle of friends on Friday afternoons. Hosted by Donna Sutherland a published author with local speakers and tours. Handi-bus provides the transportation for over half the attendees.
- ▣ Seniors outreach service to assisted living and independent living facilities.

# Childrens` programming



# Event programming

- ▣ Children's Market
- ▣ Spring Fling – Library open house with crafts, treats, soft drinks.
- ▣ Halloween – Like spring fling a library openhouse. It has seen unreal attendance of 200 children and various adults.
- ▣ Christmas party – adopt a book program

# Childrens ` Market



Red River North Regional Library

303 Main Street, Selkirk MB

## Children's Market

Saturday, June 5<sup>th</sup>  
11:00am - 2:00pm  
@ the Library



### Food

Do you have a special recipe? How about lemonade? Make up a batch and put it out for sale.

### Skill or Service

Love to sing, play music? How about juggling/magic or maybe you're an artist with face paint. Put out your hat and see what you can collect.



### For Sale

Can you make a unique craft? Or would you like to sell some old toys or other items (make sure its okay with a parent/guardian first).

### Game

Bring in your favorite carnival game, like ring or bean-bag-toss, bowling anyone? You decide.



The Red River North Regional Library would like to invite all children from Kindergarten to Grade Nine to spend an afternoon at the Library where you're the BOSS.

How would you like to make some money for your summer vacation or raise some funds for your favorite charity - its up to you.

Call us at 482-3522 to register.

### Attention Parents/Guardians:

The children are running the show. No child under the age of 12 is to be left alone, and you may supervise transactions.

# Childrens Market



# Staff

Management improved staff moral through

- ▣ Increase wages
- ▣ Responding to concerns
- ▣ Being open
- ▣ Requesting and acting on staff input
- ▣ Recognizing their success
- ▣ Encouraging creativity
- ▣ Make sure you have their backs – be supportive when they step outside the box
- ▣ Flowers and chocolate 😊

# Library Atmosphere

When I step into this library, I cannot understand why I ever step out of it.

(Marie De Sevigne)



# Library Atmosphere

- ▣ Make sure your library is welcoming (10 things to do model)
- ▣ Are people comfortable
- ▣ Would you come read, play, socialize or relax.
- ▣ Is everyone welcomed, by the collection, staff and policies
- ▣ Clean up and weed the collection (If its a classic but looking it then replace it – you`d be surprised how much it suddenly circs)

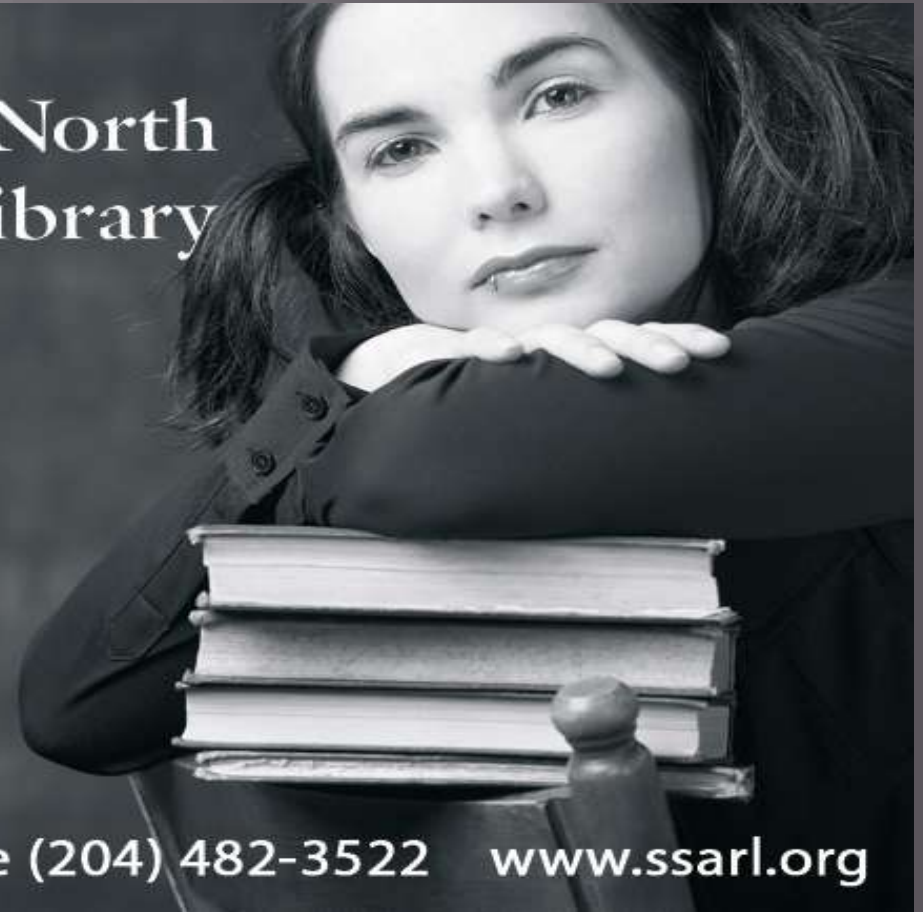
# Marketing

- ▣ Brochures upgraded (we have a staff person Katherine who has wonderful artistic publishing skills)
- ▣ Website updated and professional
- ▣ ILS that is attractive (Book covers, web 2.0)
- ▣ Attended community meetings (education, health, municipal , literacy and business)
- ▣ Library news articles in local papers and coffee news.
- ▣ Strategic ads in papers and coffee news.
- ▣ Email library newsletter to schools, groups, literacy, and councils.
- ▣ Geocache

# In house created



Red River North  
Regional Library



303 Main Street Phone (204) 482-3522 [www.ssarl.org](http://www.ssarl.org)

# Rita Book



# Marketing in the library

- ▣ Board books were made self-serve and placed for toddler height!
- ▣ New books are on special shelves by area
- ▣ Bookstore shelving employed
- ▣ Big screen LCD advertizing library services , collection items and events
- ▣ Front facing books whenever possible
- ▣ Hand-bills for upcoming events
- ▣ Gardens attractive and inviting

# Partnerships

- ▣ Seniors centre – Gordon Howard
- ▣ Handi-bus
- ▣ CMHA – Interlake
- ▣ Adult Learning Centre – provides computer training @ the library
- ▣ Early childhood education groups – regular 0-3 programming
- ▣ Arc industries

# Partnership

- ▣ SMHC – vocational placements
- ▣ IRHA – Patient safety
- ▣ Learning Centre – computers
- ▣ RCMP
- ▣ ECDC/UEY – funding
- ▣ “Turn strangers into friends.  
Turn friends into customers.  
And then... do the most important job:  
Turn your customers into salespeople.” Seth  
Godin.

# What didn't work

- ▣ Lending laptops – just too popular 😊
- ▣ Having more than two summer students
- ▣ Happy Potter night in conflict with Olympic gold medal game
- ▣ Events conflicting with other community events
- ▣ Software from another country (Europe) was a major issue re: support

# Thoughts to ponder

- ▣ There can be no vulnerability without risk; there can be no community without vulnerability; there can be no peace, and ultimately no life, without community. ~ M. Scott Peck
- ▣ Google doesn't try to force things to happen their way. They try to figure out what's going to happen, and arrange to be standing there when it does. That's the way to approach technology ~ Paul Graham

# Thank you for your time

- ▣ Ken Kuryliw
  - ▣ Director, Library services
  - ▣ Red River North Regional Library
  - ▣ Selkirk, MB
  - ▣ [kkuryliw@ssarl.org](mailto:kkuryliw@ssarl.org)
  - ▣ You see, I don't believe that libraries should be drab places where people sit in silence, and that's been the main reason for our policy of employing wild animals as librarians.
- Monty Python's Flying Circus