

# RICHMOND PUBLIC LIBRARY BOARD

## REGULAR MEETING

Wednesday, June 28, 2017

Board Present:

Susan Koch, Chair  
Robin Leung, Vice Chair  
Diane Cousar  
Traci Corr  
Alexa Loo, Alternate Council  
Representative  
Jordan Oye  
Arseniy Shchedrinskiy  
Simon Tang

Susan Walters, Chief Librarian  
and Secretary to the Board

Teleconference:  
Chaslynn Gillanders

Regrets:  
Chak Au, Council Representative

Staff Present:

Allen Chi  
Anne Bechard  
Bob McGall  
Cathy Gettel  
Cindy Ho  
Kate Adams  
Mark Ellis  
Melanie Au  
Ping He  
Serena Griffin  
Shaneena Rahman  
Stephanie Vokey  
Wendy Jang  
Betsy Blair, Friends of the Library

Regrets:  
Lee Anne Smith

1. Call to Order

The meeting was called to order at 5:35 pm.

2. Approval of Agenda

MOVED: That the agenda be approved as presented.

LEUNG/CORR.....CARRIED

### EDUCATION SESSION

3. Education Session

(a) An outline of past and upcoming educational session topics was included.

(b) Melanie Au presented on Summer Reading Clubs and Metrics.

The current challenge for libraries is recording and reporting on metrics that go beyond numbers to focus on the impact our services have on our community. What do the numbers mean? What is the story they tell? Outcomes and impact are the benefits to our community, short and long term. How do we capture this?

To know where we are going, we must begin with the end in mind. We need to identify what we want to report on and then determine the outcomes and goals. Guided by the library's strategic plan, staff conducted service reviews in 2016 and the resulting Charters set goals, objectives and outcomes within the strategic framework.

One of the challenges for libraries is that for privacy reasons, we don't track individual use. This makes it difficult to track impact over time. In order to capture impact, we are moving toward implementing surveys that collect this information by asking questions about what the person gained and what impact the session had on them. This tells the story we need. Having parents simply write a brief impact statement on a sticky note is also proving effective – it is an easy way to share a story indicating the impact of the program on their family.

In addition, library staff are implementing staff evaluations of programs. Before the program, staff set the goals, outcomes and indicators of success. After the program, staff evaluate how well the program reached those targets – not only measuring what we are doing, but also the outcome.

Exit surveys are planned for end of summer. Staff will then analyse and draw conclusions to share. Data will be translated into graphic representation and paired with research facts that help communicate the impact that Summer Reading Programs have on Richmond children, teens and adults.

The Board asked why we offer the SRC program. Melanie explained that this provincial wide program is supported by research indicating that children who do not read over the summer break often experience setbacks when starting school in the fall. An added benefit is that it is a lot of fun for participants and introduces families to the library.

**BUSINESS SECTION**

4. Approval of Meeting Minutes

MOVED: That the minutes of the regular meeting of May 31, 2017 be approved.

COUSAR/SHCHEDRINSKIY.....CARRIED

5. Business Arising

None.

6. Correspondence

- (a) Letters regarding the Ben and Esther Dayson Charitable Foundation's annual donation were included.
- (b) Letters congratulating elected provincial MLAs were included.
- (c) A letter to N&Z Futures was included..
- (d) A letter to IKEA Richmond was included.

**COMMUNITY**

7. Report from Councillor

Councillor Loo reported that the summary of council term goals and highlighted achievements are available online. The city also completed an Economic Impact Assessment of Richmond Olympic Oval study that found property values increased 488%.

The Board asked if the Minoru Centre for Active Living construction is on schedule? Councillor Loo believes so and noted that the plan is to demolish the old pool building and transform the area to green space.

8. Report from the Friends of the Library

Betsy reported that mini sales will be scheduled soon. The Friends are dealing with a lot of antiquarian books and investigating ways to sell those other than the book sale. Packing, sorting and preparing for the next sale is already underway.

9. Customer Comment Forms

- (a) A summary of comments was included for information.

**BOARD**

10. Items for Decision and/or Discussion

- (a) Value Proposition Statements

Stephanie thanked the Board for their participation at the May 24<sup>th</sup> special meeting. Responding to their feedback, staff simplified the document from four key statements to three. Two of the three are highlighted in the centre spread of the printed 2016 Annual Report to the Community and our next strategic planning process will revisit these value propositions. The Board complimented staff and noted that the value propositions are specific.

- (b) Municipal Facilities

Susan noted that the Steveston Community Centre Building Committee is looking for Library Board volunteers to participate. Tours for a variety of co-located community centres and libraries are being scheduled. This is the first step in planning for the new facility. Diane confirmed she can participate. Jordan offered to be an alternate.

**INTERLINK**

11. InterLINK Report

No meeting this month.

**BRITISH COLUMBIA LIBRARY TRUSTEE ASSOCIATION**

13. British Columbia Library Trustees Association Report

Arseniy reported that there is some interesting work to do for the Association's conference and AGM, and that the trustee orientation program (TOP) is valuable.

- (a) The June Board Brief was included.  
(b) The June Bulletin was included.

**STAFF OPERATIONS**

13. Chief Librarian's Report

Susan Walters thanked everyone who could attend the Launchpad Grand Opening. Susan noted that in addition to Mayor Brodie, Councillor McNulty and Councillor McPhail, many City staff also attended. The Capital Buildings Project Team and library staff worked together very successfully on this project and are mutually pleased with the resulting space and service.

Stephanie distributed the printed 2016 Annual Report to the Committee. Susan Koch will present the report to City Council on Monday, July 10<sup>th</sup>, with Susan Walters, in Council chambers. Details of the meeting time will be forwarded to the Board as soon as possible.

Susan reported that she is working on the 2018 budget and will present a draft to the Board at the July meeting, and is planning to submit additional levels requests for senior's services (staff positions and resources) and technology that improves collections access for the Hamilton Community.

Susan noted that Cathy Carlile, General Manager, Community Services will retire in August.

Susan reported that City staff are collaborating with staff on many different activities. A joint request for proposal for library facility needs in City Centre is going out this summer. The

City is reviewing their Code of Conduct for customers and the library will share our guidelines, which are tied to our respectful workplace policy. The library's Indigenous Services Plan will be shared with the Board at the July meeting and then with City staff to ensure alignment and continued collaboration.

#### 14. Staff Reports for Information

Susan introduced Cindy Ho, the new Head of Digital Services and Kate Adams, the new Head of Kids' Place.

(a) Lee Anne Smith reported on Adult Programming.

The Board noted that registrations may be higher than attendance because it is hard to cancel a registration. Customers can't cancel from the reminder email, which would be helpful. Staff will look into improving cancellation service.

The Board asked how staff choose the community partners the library works with? Melanie Au noted the program proposal form includes criteria and that the programming team reviews this criteria regularly and interviews all potential partners.

(b) Melanie Au reported on Children and Family Services Programming.

(c) Serena Griffin reported on Circulation and Merchandising.

(d) Shaneena Rahman reported on System-wide Vacant Shift Coverage.

The Board asked for more information on scheduling. Shaneena noted we started the circulation schedule review by focussing on what services needed immediate solutions. For example, during crossover shift time (mid-day), staff from branches came to Brighthouse to assist in processing the pick list for holds. This quickly helped improve the turnaround time for our holds service.

Staffing needs at the Brighthouse branch compared to the three smaller branches was also reviewed. Positions were posted and filled at the Brighthouse branch to ensure minimum staffing levels each day of the week. As a result, auxiliary staff are scheduled for the branches and Brighthouse staff only assist with vacancy coverage in the branches when required and not always for the full shift. This has proved to be a good organizational learning opportunity for staff and created efficiencies in the staffing budget.

Susan noted when positions are vacated, there is always a review and even if the position is not changed, the schedule often will be to improve efficiencies. This helps to balance system-wide staffing and positions that have shifts at multiple branches ensure that staff acquire varied branch experience as part of their training and development.

(e) Anne Bechard reported on Community Services.

The Board asked how we evaluate qualitatively on community-led service? Anne reported that staff are focussed on connecting with the community to hear what they need from us and what barriers are in preventing the use of library service(s). Once the Community Services Team, along with community members, develops strategies and programs to overcome those barriers, we will be able to measure not only the programs themselves, but the relationships and connections made. Community-led service will result in personal stories about the value and impact of community-led library programs, services and relationships.

(f) Cindy Ho reported on Digital Services.

(g) Ping He reported on Information Services.

(h) Mark Ellis reported on Information Technology.

The Board asked if we know who is pulling the Cambie fibre connection cable? Mark noted that as this is a City project, that is likely a contractor.

(i) Allen Chi reported on Livestream Pilot Project.

Allen confirmed that the Launchpad Grand Opening event was streamed live to the internet. With this technology staff can also live cast events to another room for viewing on screen or save for on-demand viewing.

(j) Kate Adams reported on Kids' Place Programming.

Kate reported that 263 kids had registered on the first day of Summer Reading Club. Kate confirmed that White Spot donated coupons for every participant to get a pirate pack for \$2.99 and staff are working with another vendor to get a coupon for an ice cream for every reader who completes SRC.

(k) Stephanie Vokey reported on Marketing and Public Relations Services.

(l) Ray Lam reported on Social Media Activity for May.

(m) Wendy Jang reported on Multicultural and Chinese Community Services.

**ITEMS FOR INFORMATION**

- 15. An invitation to the Summer Reading Club Kick-off on July 8<sup>th</sup> was provided for information. Chaslynn confirmed she can attend.
- 16. An invitation to Young Entrepreneur Summer Program Finale on August 15<sup>th</sup> was provided for information. Staff will email a reminder in early August.
- 17. The Board Calendar and work plan was provided for information. Susan asked the Board to hold Saturday, September 9<sup>th</sup> for the Summer Reading Club finale. We are moving it into September to increase participation in the celebration.

**OTHER BUSINESS**

None.

**NEXT MEETING**

The next Regular Board meeting is scheduled on **Wednesday, July 26, 2017.**

**ADJOURNMENT**

There being no further business, the Chair declared the meeting adjourned at 7:05 p.m.

CHAIR Susan L. Koch

CHIEF LIBRARIAN SWalter P.