

Fall 2007

# THE Trustee Voice

THE COLLECTIVE VOICE FOR ALBERTA LIBRARY TRUSTEES



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## President's Message



Welcome to the Fall 2007 edition of ALTA's Trustee Voice. I hope you find the information helpful and interesting. If there are things you'd like to see in the next Trustee Voice send them along to the Editor, Trustee Voice, c/o the ALTA office.

I encourage all trustees to continue to take every opportunity to talk to your MLA and local politicians, and let them know how your library is contributing to the community and that public libraries are an essential service. Give them 2 or 3 concrete examples of what your board would spend more operational grant

dollars on (e.g. open longer hours, new programs such as literacy or senior's services, outreach programs, home-bound book delivery). Tell them how the new program or service would help your community. Conduct a telephone campaign to your MLA - get everyone on the Board as well as your library patrons to telephone the MLA and communicate your needs.

Letters are useful but are rarely seen by the politicians themselves. So ... catch them at a dinner, a community event, invite them to an author reading or award ceremony. Get them involved and talk to them!

A quick word on Board development - make sure as a trustee that you are familiar with the Libraries Act (Alberta), that you have reviewed your Board's Bylaws and Policies in the past year, and updated them as necessary. It's just good governance!!

In closing, let me say "Welcome" to new Board members and "Thank You" to those

retiring in 2007. I wish you all a joyous and relaxing holiday season and a very Happy New Year.

Donna Campbell,  
President, ALTA

*"We are continually faced by great opportunities brilliantly disguised as insoluble problems"*

*(author unknown)*

Alberta Library Conference April 26-29, 2008 in Jasper, Alberta

## Reach Out: Step Away From the Desk

(Theme for the ALC 2008)

Libraries and Library Boards are changing traditional service delivery in many ways. We are reaching out to our communities, bringing the library to more people, of all ages and cultures, outside the library walls. People in

the community are using their library online without ever coming to the Circulation Desk.

Reference librarians are leaving the Reference Desk to bring information to students wherever they are, across

campus or via social software. Library Boards are taking up the challenge of creating partnerships, and planning to meet the needs of the younger generation and the growing population of

the elderly in innovative ways. Our theme this year celebrates these developments and aims to support library staff and trustees in their activities to expand and enhance library service.

For more information, go to [www.albertalibraryconference.com](http://www.albertalibraryconference.com)



## 2007 Honorary Life Membership Award

In 2007 the Alberta Library Trustees Association was pleased to present the Honorary Life Membership Award to Yvonne Slemko, of the Onoway Public Library Board. The Honorary Life Membership Award was established to recognize and honour Albertans who have made a significant contribution to libraries and library trusteeship. The criteria the awards committee looks at include: leadership in the library community, service as a trustee in public libraries or public library systems, and service to libraries in capacities beyond their local library or system board.

During Yvonne's service as a trustee on her local Onoway Library Board she led the board in expanding the role of the library to include educational programs and events. As a trustee of the Yellowhead Regional Library Board, Yvonne served on the Executive Committee, the Advocacy Committee and the Service Committee. She led the board through two successive Plans of Service.

Yvonne also contributed by serving two terms on the ALTA Board as the representative of the Yellowhead region. She served as the co-chair of the Alberta Library Conference from 2001-2004.

In her letter of nomination, Maureen Wilcox, Chair of the Yellowhead Regional Library Board wrote of Yvonne, "There can be no question that her long-term efforts, enthusiasm, and unparalleled skills, added to her willingness to roll up her sleeves and work tirelessly for the success of any endeavour she undertakes, make her a most worthy candidate for this award".

Our congratulations and thanks go to Yvonne Slemko for her contributions to life in Alberta through libraries.



Ann Craig (L), presents the Honorary Life Membership Award to Yvonne Slemko.

Yvonne Slemko – Honorary Life Member Award winner.



### *Unabashed Librarian*

*"So where do you go to find a researcher who is intelligent, imaginative, skilled in the use of computers, devoted to discovering the truth, and knowledgeable about science, technology, history, and literature, and who usually works for dirt and gets credit for nothing?"*

*"After lunch I drove to the library..."*

James Lee Burke, *Last Car to Elysian Fields*



# Award of Excellence

The Alberta Library Trustees Association was pleased to present the 2007 Award of Excellence to the St. Paul Municipal Library Board. The Board addressed changes in their expanding and diverse community. They were innovative in the use of technology and took advantage of expertise across the province. They were very successful in obtaining grants from government agencies and private groups. The board established beneficial relationships with other community organizations and received the support and admiration of their community.

The library is proud of its adaptive workstation which through special programs and hardware meets many special needs. For example, the program "Read and Write Gold", a text to speech program, allows a user to simply highlight a word or phrase which the computer will read to the patron, providing them with a whole new way to access information. In addition to excellent software, the computer has special hardware to meet the needs of patrons with mobility issues.

Large keys on the keyboard help patrons with poor vision, and the computer itself sits on an adjustable worktable which makes the computer wheel chair accessible.

We congratulate the St. Paul Library Board for working hard to meet the needs of their community. They are a most worthy candidate for the 2007 Award of Excellence.



Donna Campbell (L), President of ALTA presents the Award of Excellence to Carmen Lefebvre, Library Manager, St. Paul Municipal Library

## Libraries...as valued destinations

Almost ten times more people visit Canadian public libraries each year than attended Canadian NHL hockey games in the three most recent years combined.

Canadian public library visits: 127,400,000

Canadian NHL hockey attendance:  
4,356,260 (2002)  
4,444,572 (2003)  
4,533,721 (2004) = 13,334,553  
(127,400,000 / 13,334,553 = 9.6)

If library patrons were to pay the average professional hockey game ticket price of approximately \$59 per visit, libraries would generate almost \$7.5 billion in annual revenues.

(127,400,000 x \$59 = \$7,516,600,000)

Nearly nine times more people visit Canadian public libraries each year than attend performing arts productions.

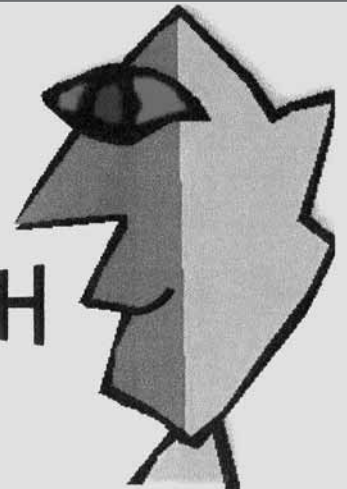
Canadian attendance at theatre, music, dance, and opera performances: 14,300,000  
(127,400,000 / 14,300,000 = 8.9)



**Viral Marketing:** a strategy that encourages people to pass on a marketing message to others, creating a potential for exponential growth in the message's exposure and influence. Before (or off) the Internet, it's word-of-mouth.

## WORD-OF-MOUTH

By Clara N. Bohrer,  
President of the Public Library Association  
*Excerpt from Public Libraries March/April 2005*



You have available a potent, but often underutilized form of communication that can advance both your library's advocacy and promotional efforts. Word-of-mouth is a powerful phenomenon that you can use to spread the word about your library. Using word-of-mouth marketing can increase your library's perceived value, as well as usage and support.

Malcolm Gladwell, keynote speaker at ALA's Midwinter Meeting last January, made a strong case for the powerful effects that are generated from word-of-mouth. In his bestselling book *The Tipping Point*, Gladwell writes that "viral marketing" (word of mouth), can provide big, dramatic changes in how people think and act. As people talk to each other about positive experiences at your library, excitement and momentum build. People who have been merely thinking about supporting or using the library or a new service are now motivated to actually try. Libraries can use this persuasive effect of word-of-mouth to great advantage.

Most libraries don't have large marketing or advertising budgets. We do, however, have large numbers of loyal users and talented staff members. This means we are ideally positioned to make use of and benefit from word-of-mouth marketing – if we can harness its power. But how many times have we ever said to a library user something as simple as, "Please tell your friends"? We often fall short in seeing ways to deliberately use word-of-mouth and integrate it into everyday library operations.

Word-of-mouth marketing isn't just one person talking to another. It is a strategic approach to delivering a specific message in a

conscious, consistent way. It is the result of the quality of each interaction we have with the public. It is about responsive customer service. It is about listening to and learning from our users, and about building relationships. It is about selling – not just telling.

Libraries that use word-of-mouth marketing effectively have a clear, consistent and compelling message that is concise enough to be said at the checkout desk or in a grocery store line. Every one of their frontline people understands the message, and can easily articulate it. Staff use testimonials to talk about the benefits of products and services. Staff collect and

give feedback on what they hear – good and bad. Conscious word-of-mouth is part of a coherent promotion strategy.

For word-of-mouth marketing to work, there must be a committed, passionate sales force of library staff, trustees, friends, supporters and other stakeholders. Everyone needs to get involved.

Imagine what it would be like if staff, trustees, and friends became as adept at word-of-mouth marketing as companies like Saturn, Harley-Davidson, and Apple, all of which have used word-of-mouth to build their brand, increase sales, and enhance their image.

SERVICE	Cost to you	
	@ your library	in the marketplace
Read a children's book	free	\$14+ /book
Surf the Internet	free	\$25+ /month
Search a subscription database	free	\$1000+
Read a bestseller	free	\$40
Read the newspaper or magazine	free	\$40-\$200/year
Check out a video or DVD	free	\$5/rental
Check out a CD	free	\$15+
Attend programs or computer training	free	\$25+ /hour
Meet authors	free	priceless
Participate in Summer Reading	free	priceless
Use your card in 240+ libraries	free	priceless
Return materials to any library in Alberta	less than \$35/year	priceless
Breakthrough for a literacy or ESL learner	free	priceless

**Good value @ your library®**



## The Education Committee of ALTA reports on: Great ideas at Jasper

The Trustee Forum session at the Jasper Conference was very informative, to both the participants and to the ALTA Board.

The discussion pointed out the need to not only have a good look at our present workshop presentation but to look at different content as well.

We realize that many Trustees still need the basic program that is now delivered. What was added to the mix at this discussion was the suggestion that many Trustees who would like to attend sessions which covered the following topics:

- understanding the political landscape
- resources needed to fulfill community needs
- awareness of insurance needs and understanding the need for a risk assessment
- the need for a vision and mission statement
- the need for a Plan of Service
- why advocacy is needed- the how and the why

In addition to the workshops presentations we discussed:

- on-demand materials- can be accessed any time/scheduled conference
- online modules- if dial-up problems, can use modules in library (high speed)
- partnerships with other libraries/regions/systems
- CD's for training- smaller topics

*One point of discussion that we have already acted on is to send out a survey to all Trustees.*

Mini-conferences would make it possible to invite subject specialists to speak on risk assessment, legislation, marketing, and budgets and panel discussions would allow for diverse views and questions. The biggest benefit to this type of workshop is getting different Boards together allowing everyone to share concerns by realizing the concerns they do share.

One point of discussion that we have already acted on is to send out a survey to all Trustees.

## Lois Hole Award 2007

In a draw of eligible library boards at the Jasper Conference the 2007 Lois Hole Award was won by the Banff Library Board.

The Alberta Library Trustees Association established the Lois Hole Award in 2001 in honour of the passion that our then Lieutenant Governor had for the role libraries play in our society, and in gratitude for her support for libraries in Alberta.

ALTA recognizes that every library strives to provide collections that meet their patrons' needs. The Lois Hole Award provides \$250 for the winning library to purchase new books of their choice.

Each book purchased through this award will have a bookplate indicating that it was acquired through the Lois Hole Award money.

*"Libraries are the jewel of the community"*



## UPCOMING

# Call for Resolutions

As passed at the ALTA 2005 AGM, regular trustee members, past trustee members and individual trustee members, may propose resolutions, vote in ALTA elections, attend and speak at the AGM, vote on resolutions and bylaws. Members must be in good standing.

Resolutions must be submitted to the ALTA office by mail by December 31, 2007. Resolutions received in the prescribed format and validated by the Resolutions Committee will be circulated to the ALTA membership in good standing 60 days prior to the Annual General Meeting (to be held April 25, 2008). Circulation will be by posting on the ALTA website, and emailing to all ALTA members in good standing at their last known email address as noted on their membership form. Please note that in many cases this is the email for the Board or the Library so members are encouraged to check with their library staff and Board Chair.

Resolutions must be in the prescribed format, which includes:

- Name of the sponsoring person and their affiliation with ALTA
- Background to the resolution, including the rationale for the resolution
- Documentation to explain the resolution including statistics, external comparisons, or other valid information that will serve to inform the membership

### ALBERTA LIBRARY TRUSTEES ASSOCIATION

## NOTICE OF 2008 ANNUAL GENERAL MEETING

**Friday April 25th, 2008**

**3:00 to 4:30 pm**

**Tonquin Room, Jasper Park Lodge**

Notice to Members of ALTA that the 2008 Annual General Meeting will be held in conjunction with the Alberta Library Conference, April 24-27th, 2008, at the Jasper Park Lodge, Jasper, Alberta.

The AGM Package will be available on the ALTA web site in early April, and will be available in paper format at the AGM.

Information on the Honorary Life Award, Award of Excellence, the 2008 Fee Structure, Call for Resolutions, and Nominations for Board positions will be posted on the ALTA Website in September. [www.librarytrustees.ab.ca](http://www.librarytrustees.ab.ca)

If you have any questions please contact Lisa Holmes at the ALTA office.

Alberta Library Trustees Association  
6-24, 7 Sir Winston Churchill Square  
Edmonton AB T5J 2V5.  
Tel: 780 481-1725  
Email: [admin@librarytrustees.ab.ca](mailto:admin@librarytrustees.ab.ca)

# Annual General Meeting April 25, 2008

The rationale shall not exceed 1000 words.

If you wish to submit a resolution for the 2008 AGM, please send it in the format outlined above, to be received no later than December 31, 2007, to:

Chair, Resolutions Committee - RESOLUTIONS  
Alberta Library Trustees Association  
6-24, 7 Sir Winston Churchill Square  
Edmonton AB T5J 2V5

# Call for Nominations for AGM 2008

The Alberta Library Trustees Association invites nominations from all regular trustee members, past trustee members, and individual trustee members, in good standing with the Alberta Library Trustees Association. Both nominators and nominees must be ALTA members in good standing. Both nominator and nominee must be serving or have served in the Area for which the nomination is being made.

Nominations must be received at the ALTA office by December 31, 2007. Nomination Forms will be accepted by regular mail or by FAX (not by e-mail).

Please note that elections for 2008 will be done by mail-in ballot. Notice of nominations and voting ballots will be sent out in March 2008 to all current members (i.e. paid up for 2008).

### DIRECTORS (two-year term)

Yellowhead (Area 2)

Marigold (Area 4)

Shortgrass (Area 6)

Northern Lights (Area 8)

### PRESIDENT (one-year term)

Nominations must be mailed or faxed to the Chair of the Nominations Committee (see below). Please use the official nomination form, available on the ALTA website at [www.librarytrustees.ab.ca](http://www.librarytrustees.ab.ca). Information on the duties of an ALTA board member can be obtained by contacting the ALTA office at (780) 481-1725 or e-mail: [admin@librarytrustees.ab.ca](mailto:admin@librarytrustees.ab.ca).

Chair, Nominations Committee, ALTA  
6-24, 7 Sir Winston Churchill Square  
Edmonton AB T5J 2V5  
fax 780 435 1445



# Spotlight On VERMILLION PUBLIC LIBRARY

Submitted by Donna Jones, Library Manager

## 75 years of "community"

Vermilion Public Library is about "community". Many of our present relationships have roots far back into the past. This year we celebrate our 75th Anniversary but the "footings" for the organization are older than this.

As early as 1917 a lending library operated out of a local bookstore. In 1931, the Frog Lake Chapter of the IODE established the first library and in 1932 the Vermilion Public Library was officially founded. Many years later the IODE turned the library over to the Town of Vermilion. The first official board meeting was held in May, 1953 and the library moved into its new building on 50th Avenue.

*"an interacting population of various kinds of individuals in a common location"*

*Webster's Dictionary*

In the seventies, a new larger library was in the planning. Midori Brown served on the library board from 1972-1974. In an effort to encourage the board to start a building fund she donated a pig to be raffled which raised \$700. Many people donated time, money and expertise and in 1980 the new library opened at its present location on 49th Ave. Midori continues to be actively involved in the library today as she has served as a weekly volunteer from April, 2000 to the present day.

Jean Wright is another pioneer from our past. She served on the library board for 22 years between 1966-1990. 15 of those years were in the role of Chair. Jean continues to support the Library as a weekly volunteer from 1989 to the present day and her comments and life experience are a treasure held by all.

Midori and Jean are part of our past and remain part of our present. Former library trustees, who have chosen to



Old Vermillion Public Library

support their local library in practical ways and have encouraged us to evolve and grow with the changing needs of our community.

In 1991, Vermilion Public Library joined Northern Lights Library System. This decision has allowed the library to provide enhanced service and to participate in ventures such as TAL, online library catalog and databases, and SuperNet to name a few.

During this past year the library board chose to enter into a front entry renovation project. The revisions now allow us to provide barrier free access to patrons with agility and mobility concerns. Those with disabilities are now welcomed through the front door opposed to the back door.

"Community" is what Vermilion Public Library is about!

Current Vermillion Public Library





# Alberta Library Trustees Association ALTA

## Why Belong?

### MEMBERSHIP BENEFITS

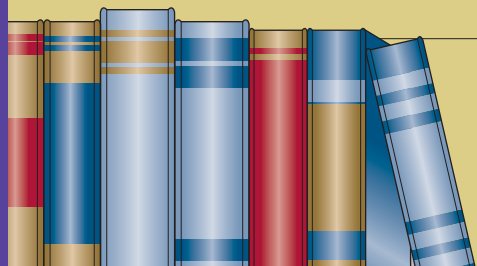
*Education, Advocacy and Leadership Opportunities for Alberta Library Trustees*

As an ALTA member you enjoy these benefits:

- ALTA Trustee handbook
- Website [www.librarytrustees.ab.ca](http://www.librarytrustees.ab.ca)
- Access to on-line trustee orientation modules
- Access to trustee education workshops
- Participation in the Alberta Library Conference at reduced rates
- Access to travel and registration subsidies to the Alberta Library Conference
- Information on what is happening in the library community both provincially and nationally
- Direct representation to the Minister's office
- Voting rights and eligibility to run for the ALTA executive
- Representation on other library associations
- Be eligible for ALTA's Award of Excellence
- Send a delegate to the ALC and be eligible for the Lois Hole Award
- Attend the ALC if selected as the Honorary Life Membership Award winner
- Join CLTA as an associate member

### Fee Structure for ALTA for 2008

Libraries	Library Systems	Others
1-200 pop. \$40		Past Trustees \$35
2001-5000 \$75	Up to 100,000 \$250	Supporters \$50
5001-20,000 \$125	Over 100,000 \$500	Individual
20,001-100,000 \$250		members 75%
Over 100,000 \$500		of the
		corresponding
		Member Board
		fee as per the
		following
		schedule:
		1-200 pop. \$30.00
		201-5,000 \$56.25
		5,001-20,000 \$83.75
		20,001-100,000 \$187.50
		Over 100,000 \$375.00



### Board of Directors 2006-2007

#### Executive

PRESIDENT Donna Campbell  
president@librarytrustees.ab.ca

SECRETARY TREASURER Edmonton Public Library  
Colin Minor

VICE PRESIDENT / Chinook Arch (Area 5)  
Marie Logan

#### Directors

##### Peace (Area 1)

Ray Skrepnek  
raymdf@telus.net  
Advocacy Committee

##### Yellowhead (Area 2)

Monika Cappis  
mcappis@persona.ca  
Communications Committee

##### Parkland (Area 3)

Melodie Stol  
melodie@blackfalds.com  
Education Committee

##### Marigold (Area 4)

Marilyn Wilson  
mhwilson@shaw.ca  
Communications Committee

##### Calgary Public Library

Ann Craig  
ancraig@cbe.ab.ca  
Education Committee

##### Chinook Arch (Area 5)

Marie Logan  
g-mlogan@telusplanet.net  
Advocacy Committee

##### Shortgrass (Area 6)

Gene Adamson  
ggadam@shaw.ca  
Finance & Admin Committee

##### Metro Edmonton (Area 7)

Joan MacDonald  
gwharper@telus.net  
C-Chair, ALC Committee

##### Northern Lights (Area 8)

Elaine Sorochan  
esoro@telus.net  
Education Committee

##### Edmonton Public Library

Colin Minor  
cminor@shaw.ca  
Finance & Admin Committee

### REMINDER:

*go to  
[www.librarytrustees.ab.ca](http://www.librarytrustees.ab.ca)  
for online trustee education.  
Click on Modules and follow the  
directions for education on  
Advocacy and Policy.*



Alberta Library  
Trustees Association

6-24, 7 Sir Winston Churchill Square, Edmonton, AB T5J 2V5

Phone: 780-481-1725 • Fax: 780-435-1445 •

E-mail: [admin@librarytrustees.ab.ca](mailto:admin@librarytrustees.ab.ca)

[www.librarytrustees.ab.ca](http://www.librarytrustees.ab.ca)

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