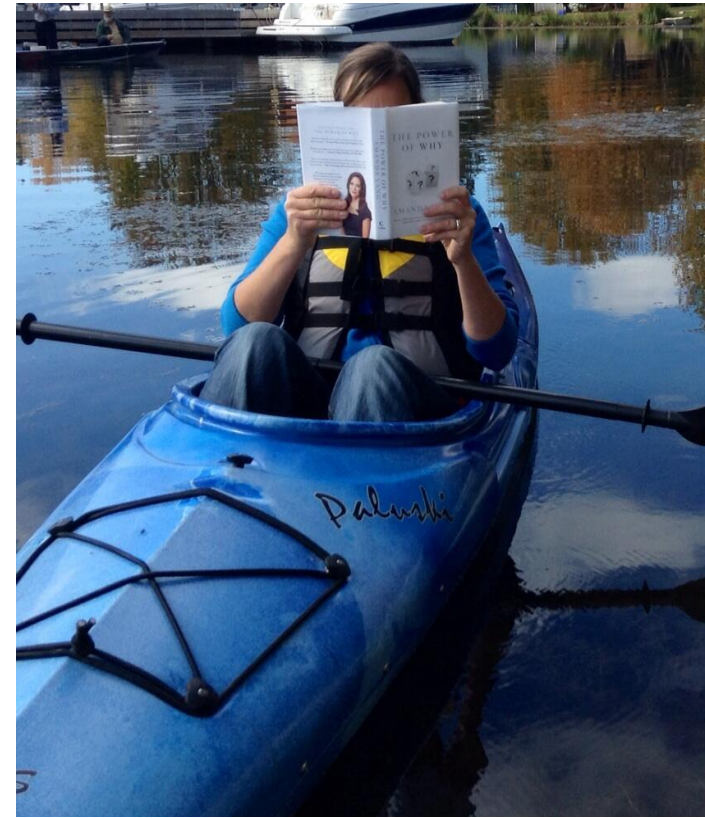




Embedded in the Community MPL Style





MARKHAM PUBLIC LIBRARY



introductions

a little bit about us



AGENDA

1. Introductions
2. Who we are
 - City of Markham
 - Markham Public Library
3. MPL Community Librarian Model
4. Projects
 - Group
 - Individual
5. Looking back and going forward
 - Successes
 - Recommendations

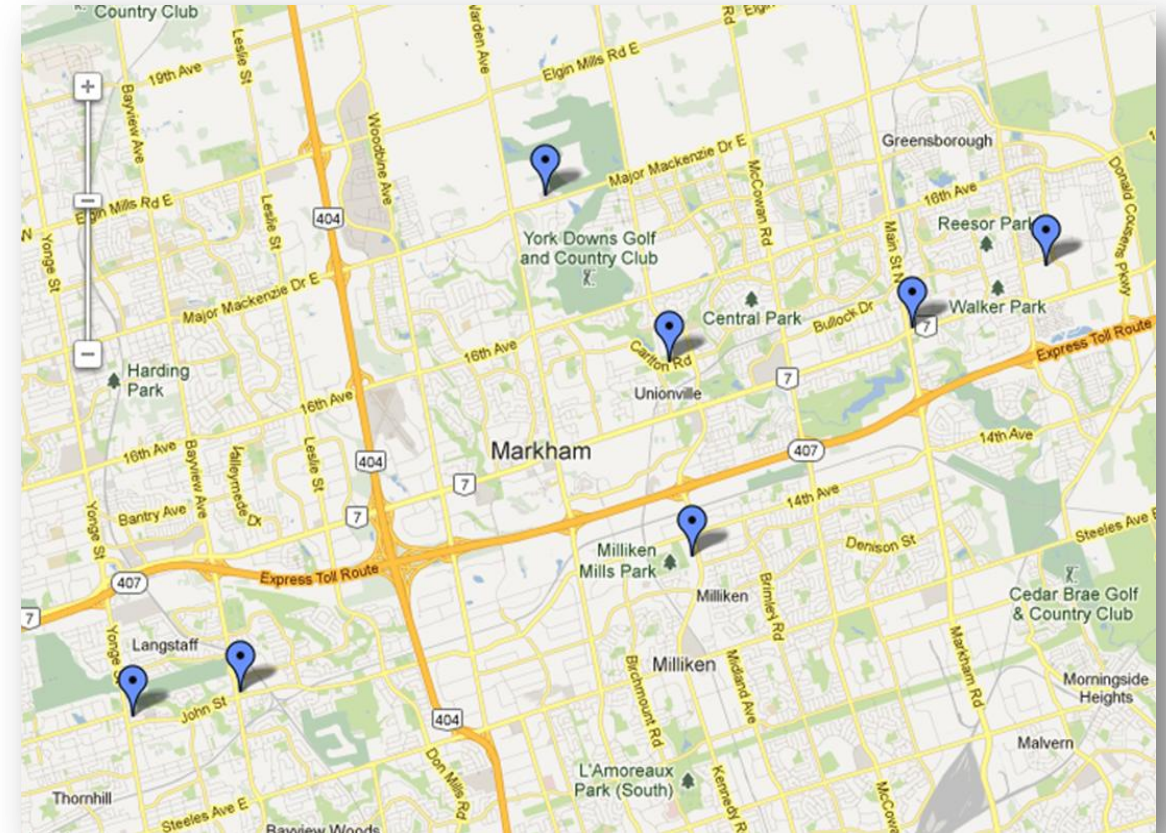
CITY OF MARKHAM

- North/North-East of Toronto
- Population: 301,709
- Languages spoken in Markham:
 - Cantonese
 - Mandarin
 - Tamil
 - Urdu
 - Persian (Farsi)
 - Tagalog
- Canada's high-tech capital
 - 400 company headquarters
- Pan/Parapan American Games
 - 2015



MARKHAM PUBLIC LIBRARY

- 7 branches
- 180+ staff
 - 6 Community Librarians
- Strategic priorities
- Customer Service Revolution
- C₃ (Customer Centered Classification System)
- Initiatives:
 - Creative Library
 - Fail Camp



SOME BACKGROUND



COMMUNITY LIBRARIAN MODEL

- 6 Community Librarians
- System-wide responsibilities
- Branch based
 - NOT part of branch operations
- Areas of engagement
 - Inclusivity
 - Engagement
 - Health
 - Economically Viable
 - Literacy
 - Culture



DEVELOPING THE ROLE & ONBOARDING

- Community Librarian position – organizational vision for the role
- Team building
- Community asset mapping
- Project planning
- Strategy development

TEAM VISION & PURPOSE

VISION

The Community Librarian develops strong relationships that position MPL as vital to Markham's vibrant community.

PURPOSE

Build strategic partnerships that support MPL's mission and vision.

Strengthen community bonds by making connections; connecting people with the resources they need, and connecting organizations with one another so that they are stronger together.

Engage with stakeholders outside of the library, raising MPL's profile in the community, by serving on boards, attending community events.

Empower people by listening to their needs, working together to develop collections, programs and services, and ensuring that they feel a sense of ownership and belonging in the library.



MARKHAM PUBLIC LIBRARY



accomplishments



GROUP PROJECTS

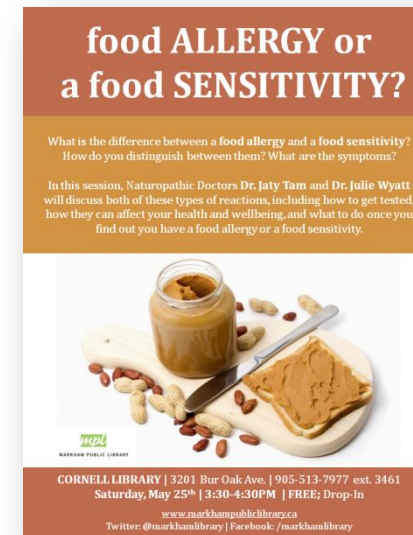
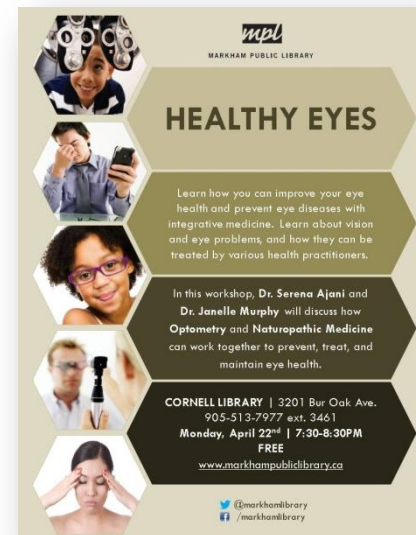
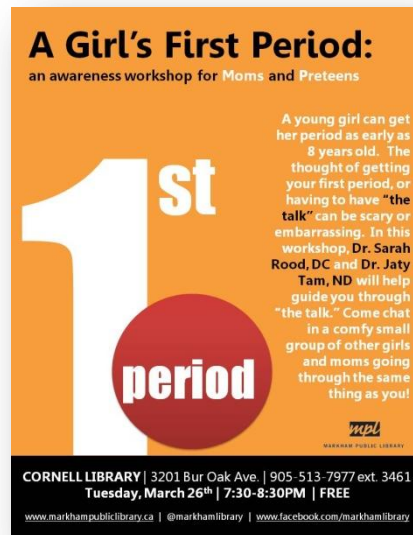
Part of our mandate as Community Librarians is to develop and implement community - based, system wide programming, as a team.

These include:

- Family Literacy Day
- Book as Muse (BAM)
- Welcome Centre Bus Tour
- One Book One Markham (OBOM)
- Social media presence and social media engagement strategy

DEVELOPING HEALTH CONNECTIONS

- Cornell Community overview
- Library's partnership with Markham Stouffville Hospital
- Focus on health
- Monthly health workshops with partners from within the Cornell community, and Markham Stouffville Hospital



THE MARKHAM GROWS SEED LIBRARY

- The glory of serendipity, and how quickly things can come together
- Pilot project in partnership with the City of Markham's Sustainability Office
- Sustainability Office Responsibilities: Selection of seeds, development of seed growing/saving resources, paying for seeds/materials for programs
- Library Responsibilities: Development of process/displays, space for workshops, promotional material
- Stats: 2000 packets of seeds out into the community, 89 seed library members, 20 seed donations, 3 gardening workshops and 3 seed saving workshops



MARKHAM
GROWS
SEED LIBRARY

LET'S TALK IN ENGLISH

- Pilot joint project between MPL and Catholic Community Services of York Region (CCSYR) through Library Settlement Partnerships (LSP))
- Newcomer youth identified as being in need of assistance with English skills and integration. Summer is peak time of newcomer youth arrival in Canada. Limited youth newcomer-oriented programs available in community. Public library deemed best place to provide programs for this group
- 9 youth mentors were recruited and facilitated the sessions, together with CCSYR staff
- 26 newcomer youth registered for the 5 session series

York Region Community & Health Services

- The Pedometer Lending program - A partnership with the Community & Health Services Dep't of York Region - specifically with their Healthy Lifestyles division – began in January 2013 in the interest of participating in the York Walks! Pedometer Lending program
- Stay Active –iWalk – In March, the partnership linked to the pedometer lending program led to a another project in which Markham Public Library collaborated with York Health's GIS dep't, as well as other organizations that we had not previously connected with
- Parenting Workshops - In September, based again on the initial contact , I was able to connect with yet another division of York Health – this time it was their Child and Family Health Division – and this has resulted in a series of multi language parenting workshops being currently planned



looking back &
going forward



What we've learned (AKA: tips!): Measuring Success

- Understand how you're measuring success
 - Align your efforts with your strategic plan
 - Count both numbers and value: Quarterly boards report focusing on value and developments, biannual statistical report focusing on numbers
 - Know your value

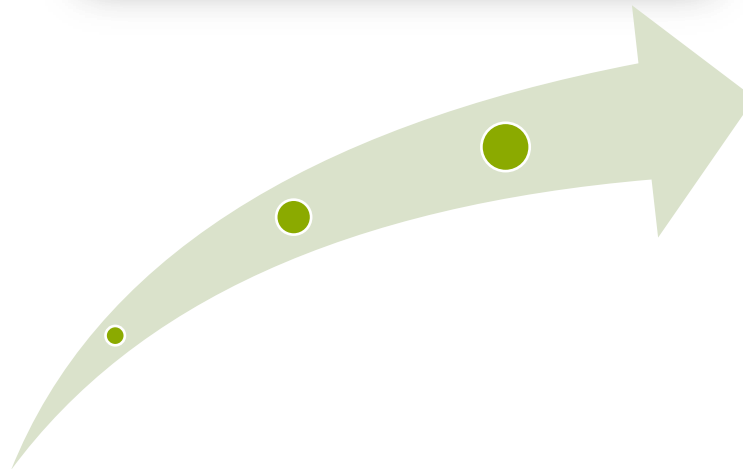
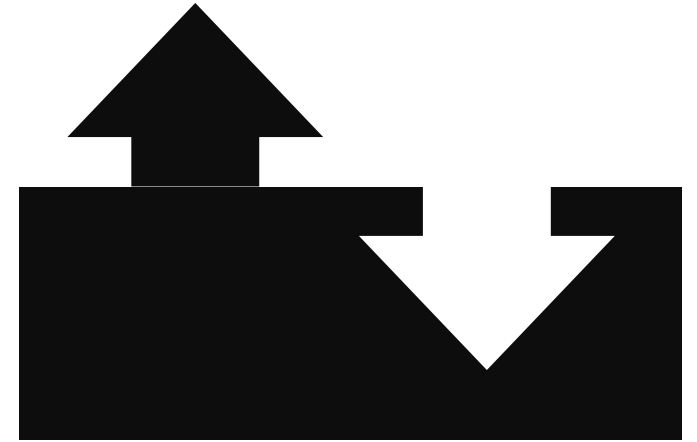
What we've learned (AKA: tips!): Communication

- Communicate with your team
 - Weekly team meetings include a roundtable discussion highlighting what's new, we can connect one another to other partners/resources
- Communicate with branch staff
 - Share what you're working on and what's coming up with branch staff regularly
 - Ensure other staff feel like they're a part of what you're working on, that their knowledge and connections are important

What we've learned (AKA: tips!): Connections

- Keep making new connections with your community
 - Asset mapping
 - Get out of your comfort zone – meet new people
 - Ask your connections who you should be talking to
 - Let people know you're interested in making a connection, not creating a program
- Know what you want
 - It's okay to keep your organizational needs and wants in mind – form partnerships that are good for you, and know how to say no

OVERVIEW

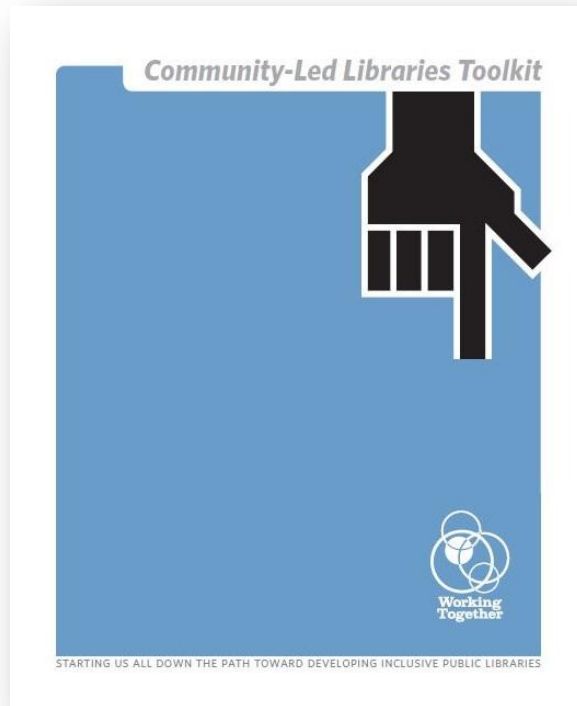




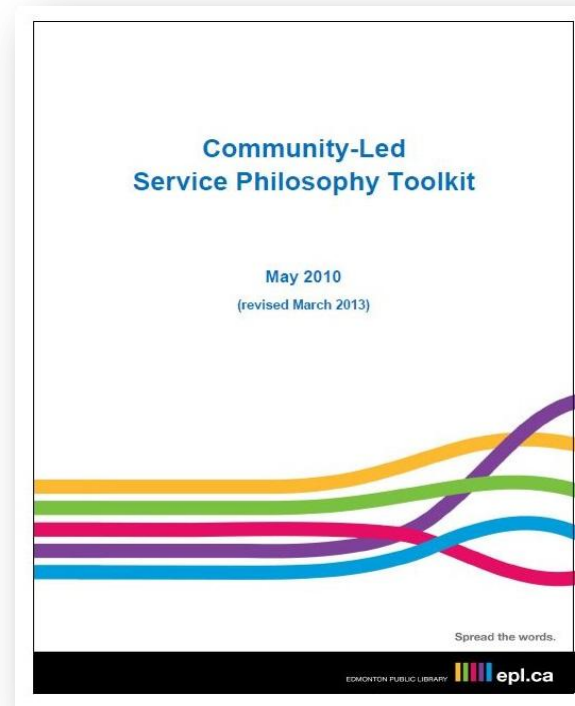
questions?



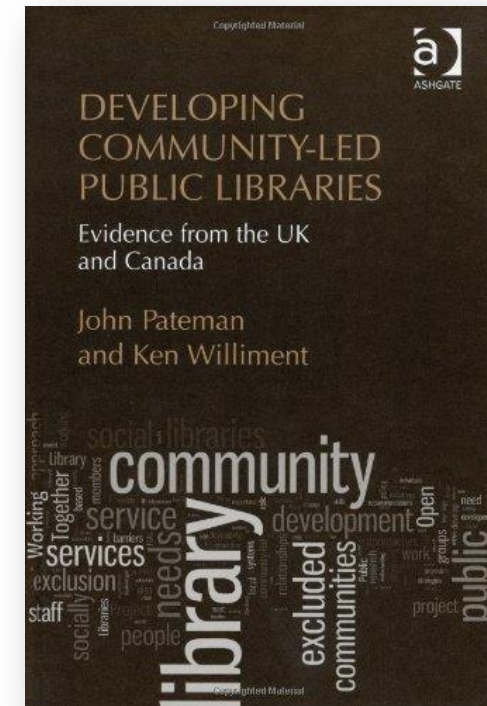
RESOURCES



Community-Led Libraries Toolkit



Community-Led Service Philosophy Toolkit



Developing Community-Led Public Libraries

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