

# **The Community-Led Library Model and How to Get Started**

**OLA Super Conference 2014  
OPLA Community-Led Libraries Committee**

# Panel Presenters

**Jenny Schnoll – Toronto Public Library**  
*Community-Led Libraries Toolkit*

**Erin Scuccimarri – Innisfil Public Library**  
*Engaging the Community*

**Laura Lukasik – Hamilton Public Library**  
*Programming and Statistics/Outcome Measures*

**Miranda Hill – Project Bookmark Canada**  
*Project Bookmark Canada Overview*

**Sarah Gauthier – University of Toronto**

# **The Community-Led Library Model and How to Get Started**

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# 1. Community Entry

- 211Toronto/Ontario
- Community Events
- Neighbourhood Walkabout
- Other Service Providers
- Other Staff
- Outreach Activity
- Word-of-Mouth

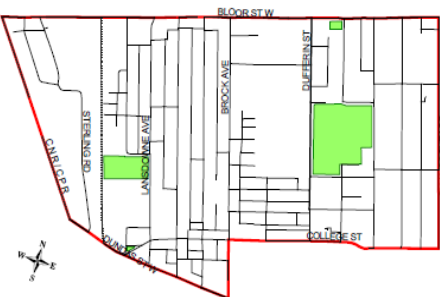
## 2. Community Mapping

- Demographic
- Geographic
- Assets
- Community Asset Log

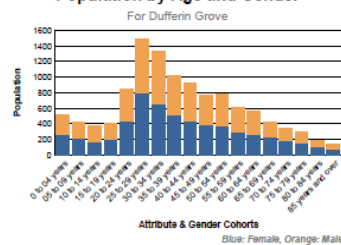
# Demographic Mapping

2011  
City of Toronto Neighbourhood Profiles  
Dufferin Grove (83)

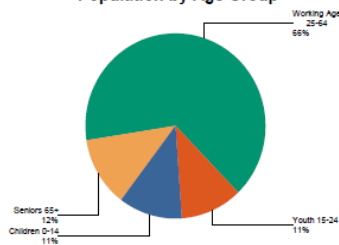
Social Profile #1  
Age & Gender  
Page 1 of 2



Population by Age and Gender

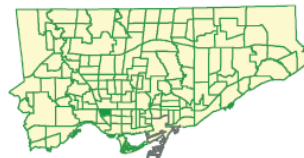


Population by Age Group

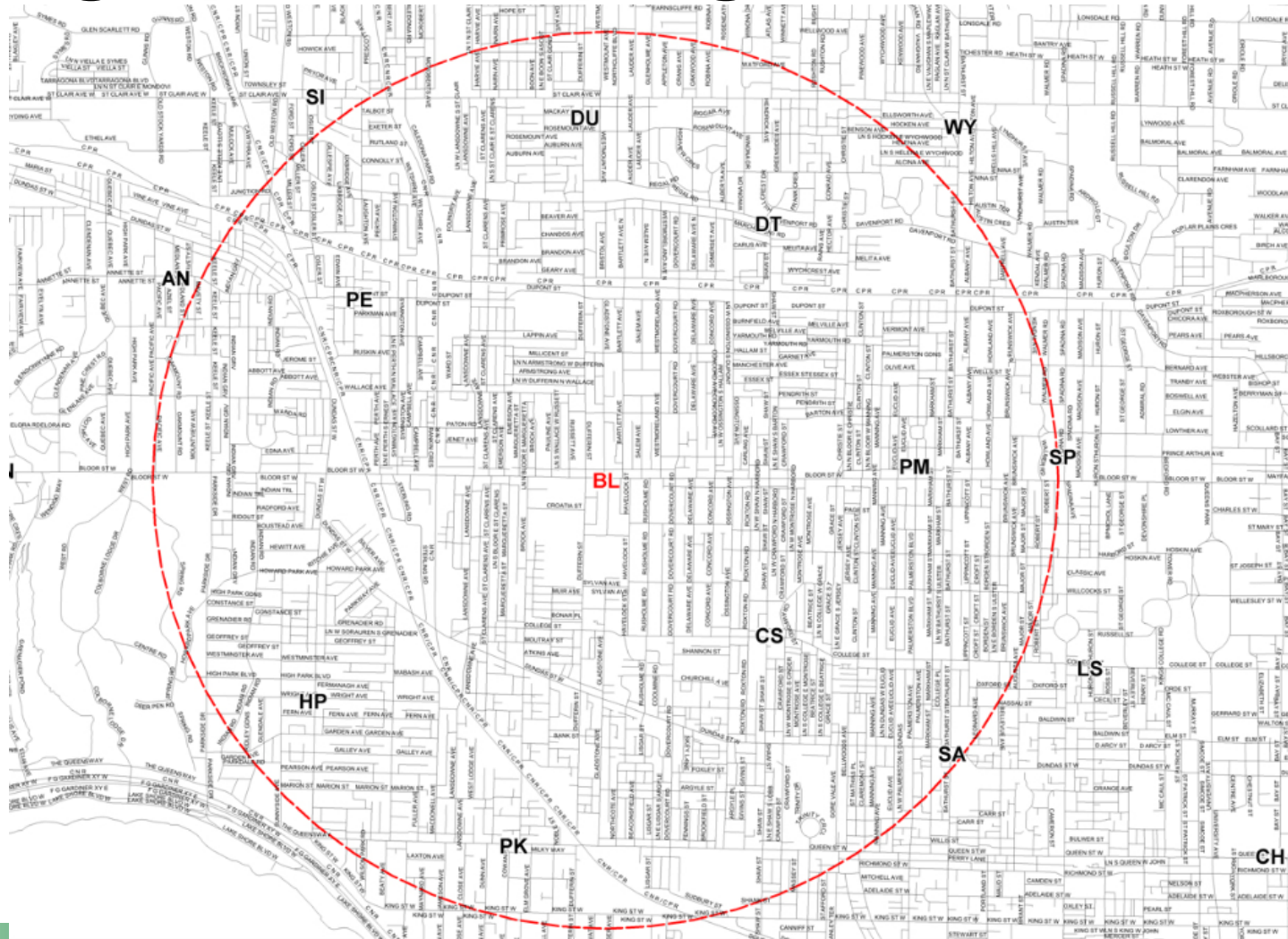


How does Dufferin Grove differ from the equivalent City of Toronto Age Groups?

Children 0-14	-25.4%
Youth 15-24	-13.8%
Working Age 25-64	14.0%
Seniors 65+	-16.6%



# Geographic Mapping



# Asset Mapping

- Community Asset Map identifies assets of the local community surrounding the branch
- Branch Asset Map identifies the people, knowledge and materials that can be shared with the community

# Community Asset Log

	A	B	C	D	E
1	<b>Arts &amp; Culture</b>				
2					
3	<b>TIP 1:</b> To start a new line inside a cell: -click to get the cursor active inside the cell -Hit "Alt + Enter"		<b>TIP 2:</b> To insert a new Tab: -Right click on any Tab at the bottom of the page -Click on "Move or Copy..." -Indicate "Before Sheet" -Check "Create a Copy" -Hit "OK" -Rename Tab		
4					
5	<b>Organization</b> (incl Name, Address, Office Phone, E-mail, Fax, Website, Online Profile e.g. facebook, twitter, etc.)	<b>Contact</b> (incl. Name, Title, Phone + ext., E-mail)	<b>Date Contacted/ Type of Contact</b> (month/day/year) (in-person, e-mail, phone)	<b>Contacted by</b>	<b>Comments/Outcome</b> (potential partnerships, needs, challenges, perceptions, etc.)
6	Neighbourhood Arts Network 26 Grand Trunk Cres., 2nd Fl. Toronto, ON M5J 2T8 416-392-4802  Facebook: <a href="http://www.facebook.com/NANToronto">http://www.facebook.com/NANToronto</a> Twitter: <a href="http://twitter.com/NANToronto">http://twitter.com/NANToronto</a> YouTube Channel: <a href="http://youtube.com/NeighbourhoodArtsTO">http://youtube.com/NeighbourhoodArtsTO</a> Vimeo: <a href="http://vimeo.com/nantoronto">http://vimeo.com/nantoronto</a>	Ella Cooper Manager x212 <a href="mailto:ella@torontoarts.org">ella@torontoarts.org</a>	November 13, 2013 Met at Toronto Arts Council meeting	Jenny	Will reconnect in New Year to discuss Neighbourhood Artist-in-Residence Program
7					
8					
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19					

Arts & Culture Associations Businesses Child & Family Programs Child Care Centres Community Centres

# 3. Relationship Building

- Get to know Agency staff and their clients
- Attend regular meetings and events
- Participate in group discussions
- Follow-up

# RESOURCES

Community-Led Libraries Toolkit (2008)

[http://www.librariesincommunities.ca/resources/Community-Led\\_Libraries\\_Toolkit.pdf](http://www.librariesincommunities.ca/resources/Community-Led_Libraries_Toolkit.pdf)

The Engaged Library: Chicago Stories of Community Building (2005)

<http://www.abcdinstitute.org/docs/ULCReport.pdf>

# ENGAGING OUR COMMUNITY



# **The Words We Choose Matter**

# Bridging the Gap

**“If I’d asked people what they wanted, they would have said a faster horse.”**

**- Henry Ford (maybe)**

# Moving From Opinions to Ownership

# Programming



**Art Gallery of Hamilton**



**McMaster**  
University

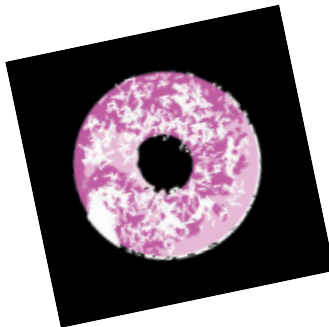


**HAMILTON  
PHILHARMONIC  
ORCHESTRA**



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tagxedo.com



/ o p l a

∴ ontario public library association



*Miranda Hill, Founder*

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# Project Bookmark Canada

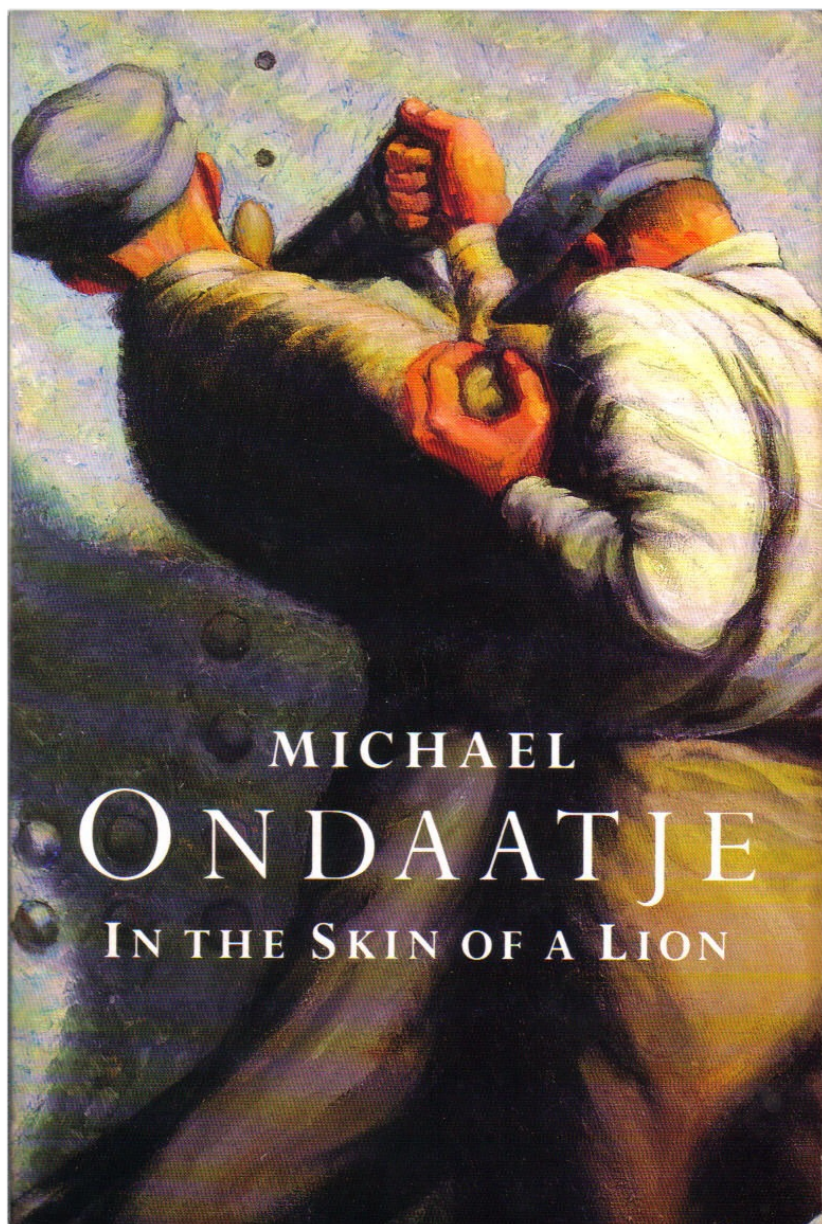
Where real and imagined  
spaces meet.

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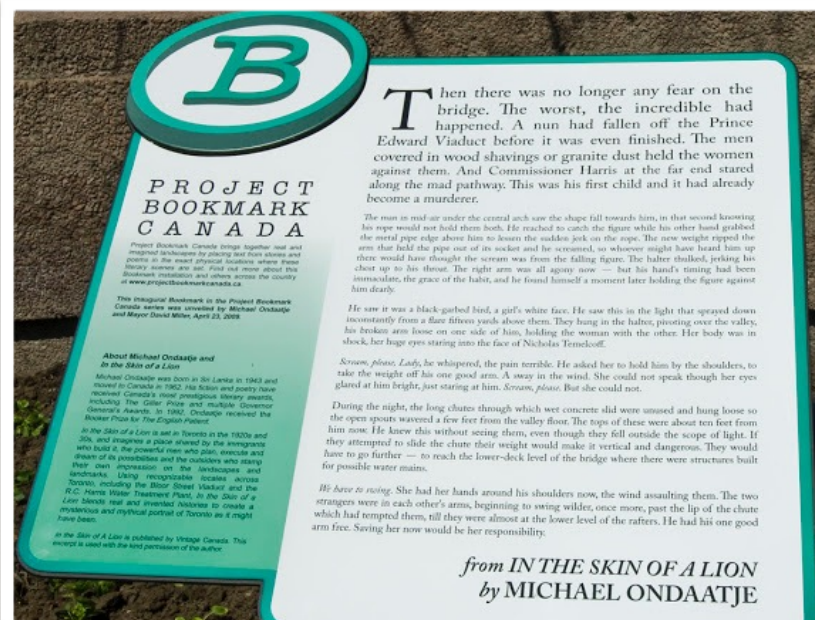
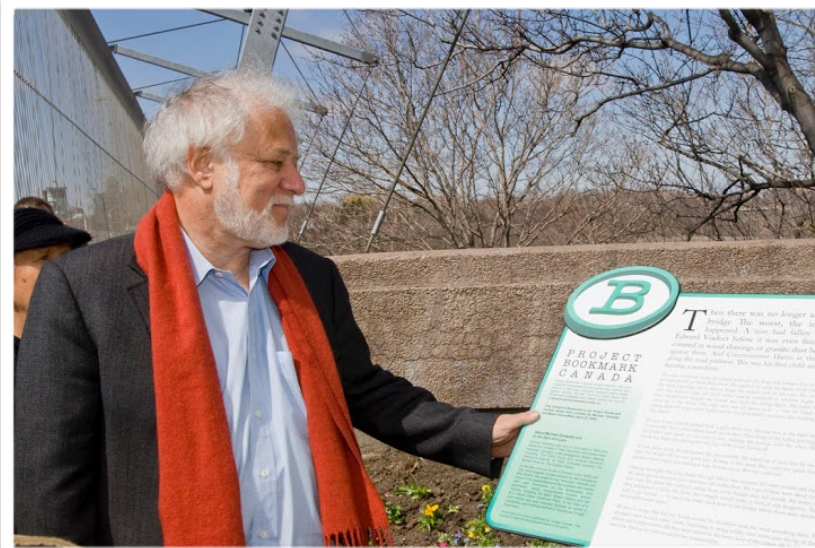
PROJECT  
BOOKMARK  
CANADA

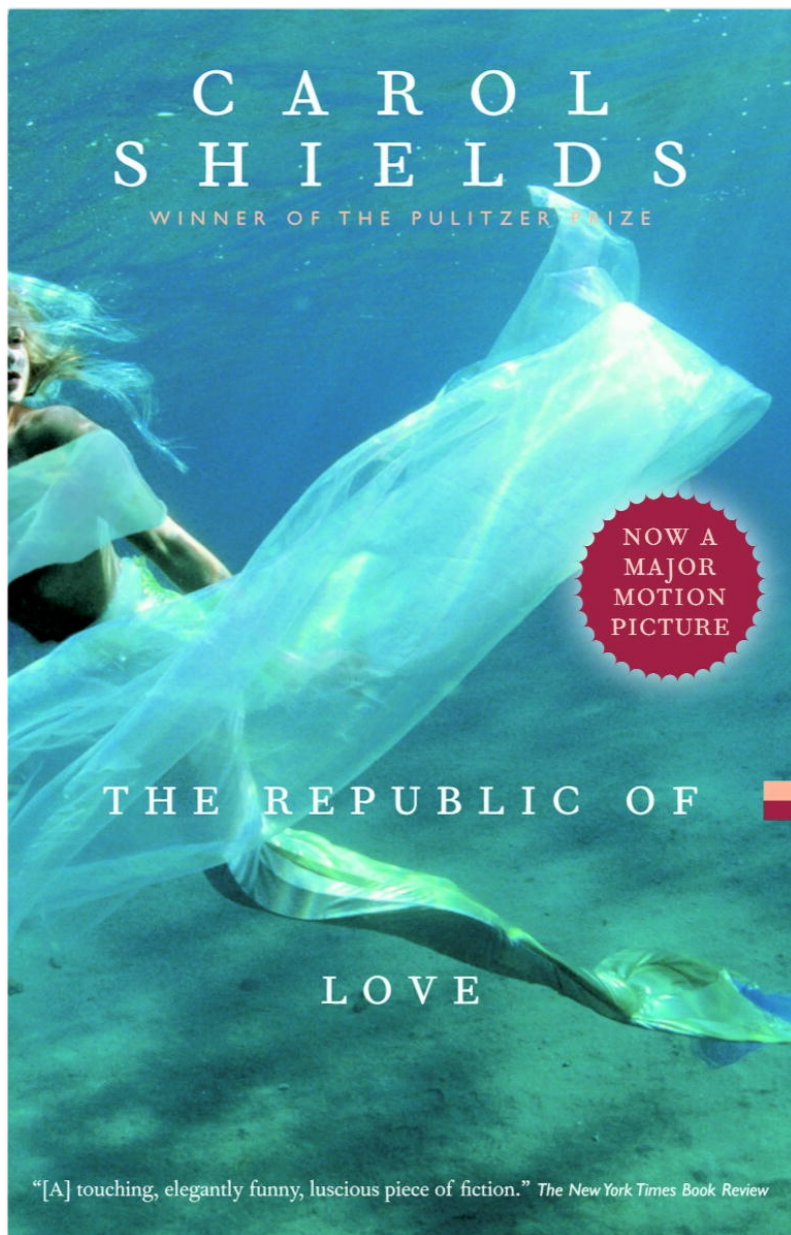
We call these Bookmarks.

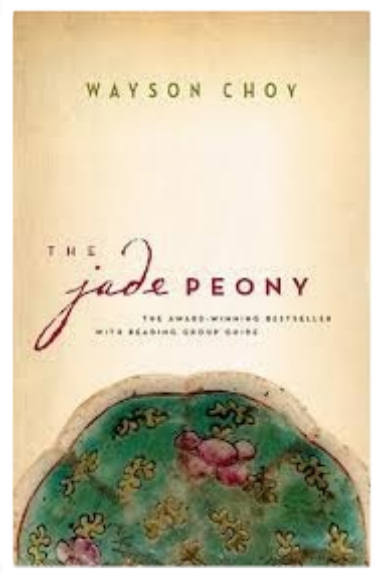


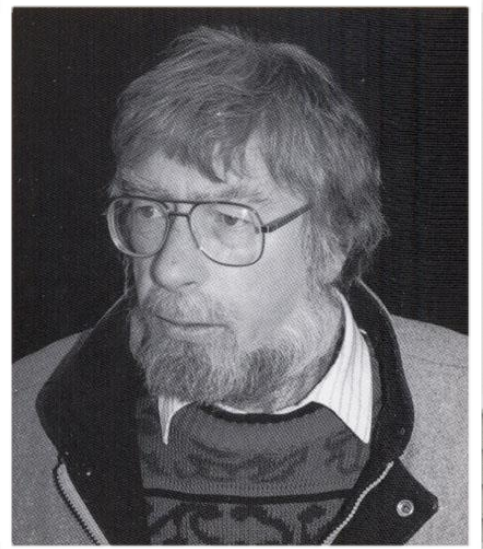
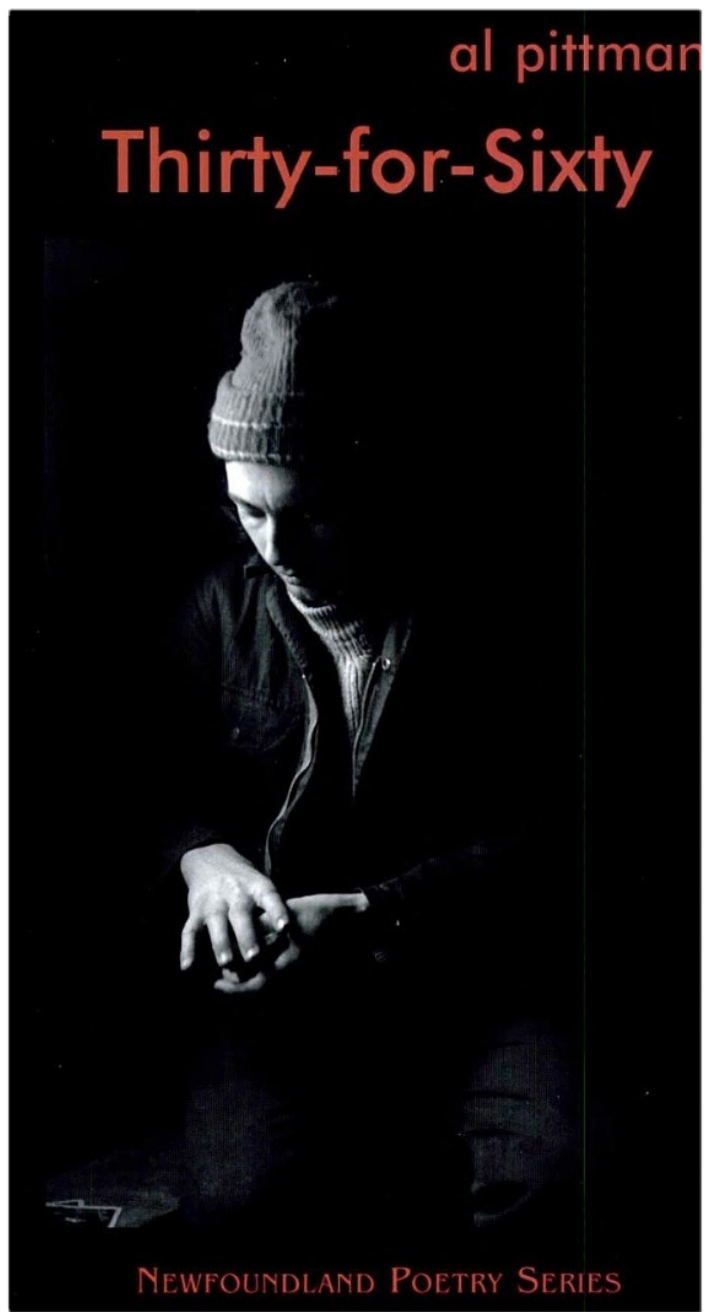
# MICHAEL ONDAATJE

## IN THE SKIN OF A LION











PROJECT  
BOOKMARK  
CANADA

Imagine....

“Quintessentially Canadian...”

– *Jian Ghomeshi, CBC Radio's Q*

“Lucky Canada. Why can't we do the same thing  
in the UK?”

– *Guardian Books, April 2009*



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# Community Readers Fill Key Roles

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- ❖ Stoking an appetite for local literature and Bookmark's celebration of the area
- ❖ Increasing, exponentially, the number of books read for potential Bookmark passages
- ❖ Cultivating future funding possibilities for local Bookmarks



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# Read, Pin, Share

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- ❖ Book
- ❖ Author
- ❖ Genre
- ❖ Passage
- ❖ Page Number
- ❖ Pin: street address or landmark



## PROJECT BOOKMARK CANADA

Project Bookmark Canada is a national literacy initiative that aims to increase the number of Canadians who are literate. The project is a partnership between the federal government, the provinces, and the private sector.

### Project Bookmark Canada and Author Sherie-Lee Olson

Sherie-Lee Olson is a Canadian author and journalist. She has written several books, including *Sailor Girl*, which is the first book in the *Sailor Girl* series. The book is a memoir about her life as a sailor and her journey to become a writer.

*Sailor Girl* is a memoir about the author's life as a sailor and her journey to become a writer. The book is the first in a series of books about her life as a sailor. The book is a memoir about her life as a sailor and her journey to become a writer.

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I took a sailor's phone home, smelling of tobacco and desperation. She held the receiver away from her face as she dialed Hazel's number, dragging the ring peaking through Hazel's hair. I knew from the heavy black phone in the hall. Thinking she should have just called a cab, because now she would be making Hazel wait all the way downstairs, waiting.

But she was waiting, the door was open, hanging up for a brief moment. When the door was open, it was a moment, and that moment was the moment when she was waiting for Hazel to come. It was a moment, and that moment was the moment when she was waiting for Hazel to come.

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from *SAILOR GIRL*  
by SHERIE-LEE OLSON

# Statistics and Outcome Measures

Counting Opinions – InformsUs

Sarah Gauthier



# Community-Led Libraries Committee

Coming in 2014...

- Community-Led Libraries Think Tank
- Web Presence – [www.accessola.org](http://www.accessola.org)
- Outcome Measures
- Best Practices



# Q & A

