



CALGARY  
PUBLIC  
**LIBRARY**

The background is a collage of various protest signs. Visible text includes 'PATRIARCHY' in orange, 'QUEER IN' in black, 'MINIS IS FO' and 'VERYB' in black, 'EMINIS' and 'KILLJOY' in black, '& PROUD' in pink, 'UNDE-' and 'FINED' in black, and 'and abs' in red. There are also some decorative elements like a pink leafy branch and blue dots.

# **Adventures in Animation:**

## **Engaging with your community in new and creative ways**

*Femme For All, March 2018*

**Julia Harrington, BA, MLIS  
Community Outreach Librarian,  
Memorial Park Library  
Calgary Public Library, 2018**

# Agenda

- ☐ Background: Memorial Park Library
- ☐ Memorial Park Library, Reimagined
- ☐ Animation Strategies:
  - ☐ Destination Services/Programs
  - ☐ Increase Community Engagement\*
  - ☐ Activate Spaces\*
  - ☐ Enhance Readers Advisory
- ☐ Why Animate?
- ☐ Animate your Library!\*
- ☐ Questions

\*activity



*Freedom to Read Week, 2018*





Memorial Park Library





Central Memorial Park



# A Challenge and an Opportunity

Central Library

Memorial Park Library

Despite population density, in **2015** Memorial Park Library accounted for only:

- 2% of Calgary Public Library's total visits
- 1% of system checkouts
- 2.4% of system computer usage



**63% 25-45 yrs**  
**10% Families**  
**Mostly Rentals**  
**Young, Urban, Arts**



# Memorial Park Library Reimagined

“Arts, Culture, Community Hub”

- Refocus upon Arts/Culture
- Wordfest / BNA Tenants
- Hire Staff (ex. Program lead)
- Increase Open Hours, After Hours
- Renovation of Spaces/ Collection
- Desktop > Chromebooks
- Sun Life Financial Musical  
Instrument Library





# Testing Ground for New Central Library







Destination  
Services &  
Programs



Increase  
Community  
Engagement



Activate  
Spaces



Enhance  
Readers  
Advisory



Exterior,  
Community  
Outreach

Animation Strategies



*Sun Life Financial  
Musical Instrument  
Library Launch,  
June '17*

## Destination Library Programs & Services





**SUN LIFE FINANCIAL**

**MUSICAL INSTRUMENT  
LENDING LIBRARY**

**#borrowandplay**

**Sun  
Life Financial**

Making the Arts  
More Accessible™

*Musical Instruments, Programs,  
Outreaches, Spaces, '17*



# SUN LIFE FINANCIAL MUSICAL INSTRUMENT LENDING LIBRARY

7

#borrowandplay



Making the Arts  
More Accessible™

## Instruments:

- Keyboards
  - 88, 66 note
- Violins
  - ¼-Full Size
- Violas
- Ukuleles
- Mandolins
- Banjos
- Xylophones
- Guitars:
  - Various Sizes
  - Bass
  - Electric
  - Classical
  - Acoustic
  - Pedal Steel
  - Parlor
  - Amps
- Drums:
  - Doumbek
  - Bongos
  - Cajons
  - Djembes



# Programs and Outreach



- *My First Music Lessons*
- *I'm With the Band*
- *Jazz Appreciation/Training*
- *Indigenous Drumming*
- *Vocal Boot Camp*
- *Music Performances*
- *And much more!*

# Top Tips: Destination Library Programs and Services



- ❑ Pros: Excellent for branding, developing authentic relationships in a specialized community. Popular draw.
- ❑ Cons: geographic inequality, technology hiccups.
- ❑ Research, prepare, and fund before pursuing instrument lending
- ❑ Most scalable? Volunteer-led music appreciation programs (ex. instrument discovery zoo, music lecture)
- ❑ Dream. You can do more than you think.



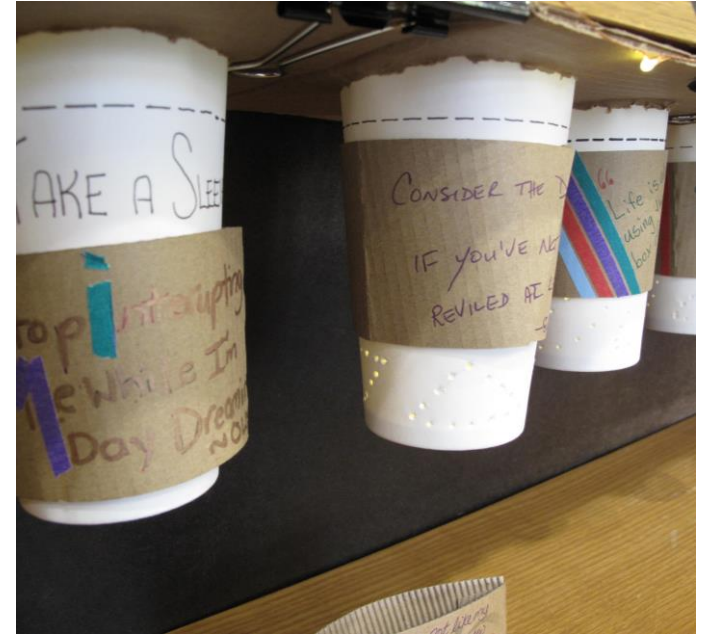
*Neighbour Day, 2017*





*New Year's Resolutions,  
Create Space, Jan '18*

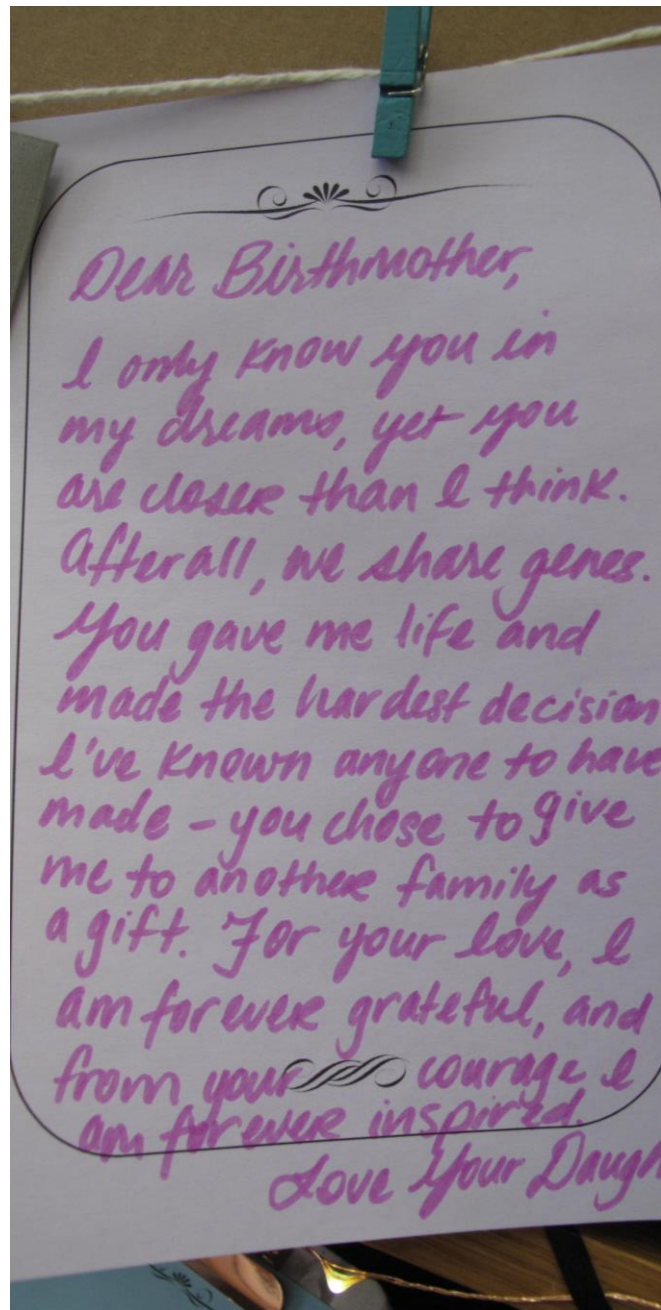
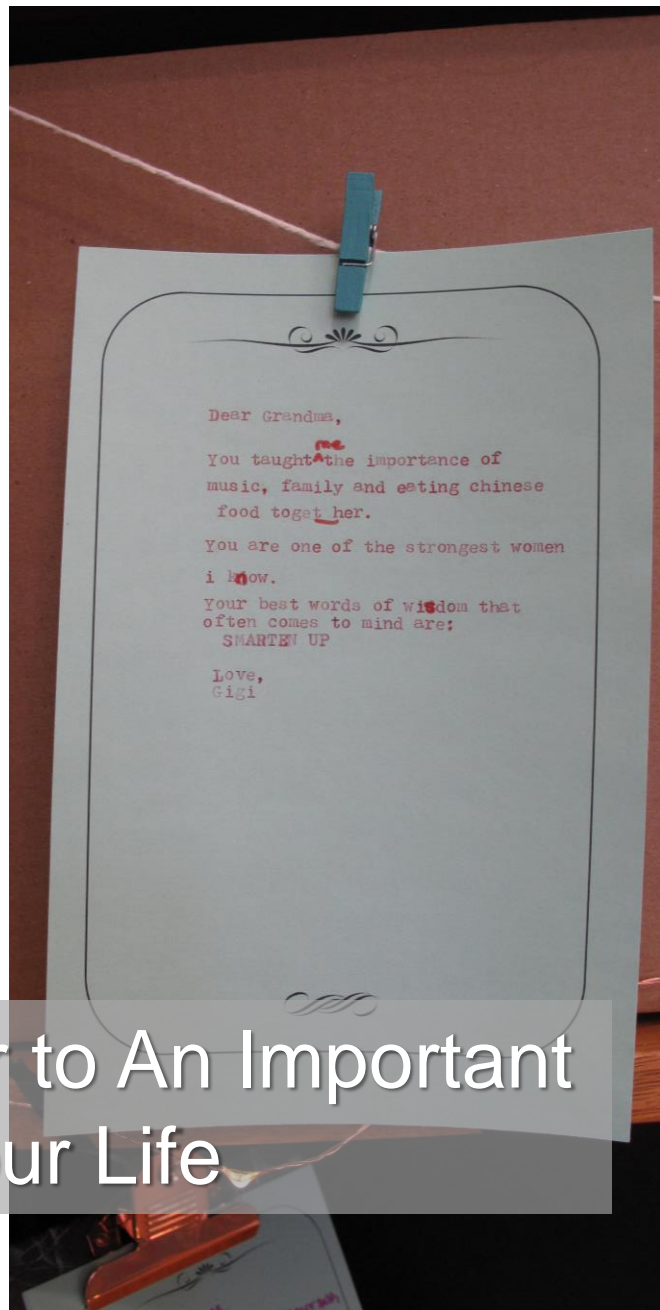
# Increase Community Engagement



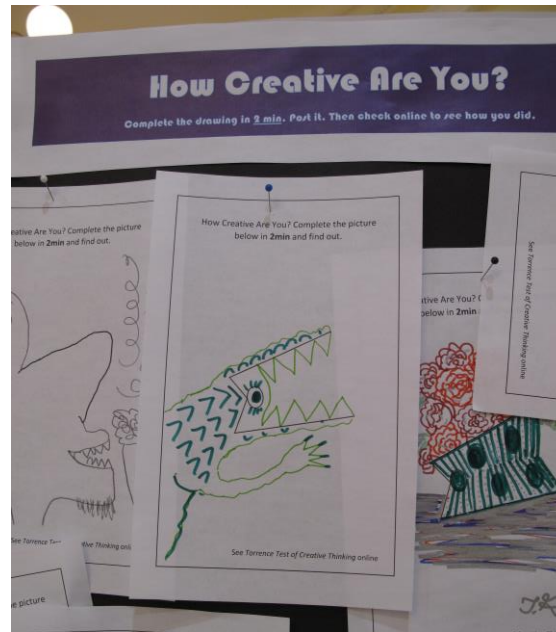
# Create Space

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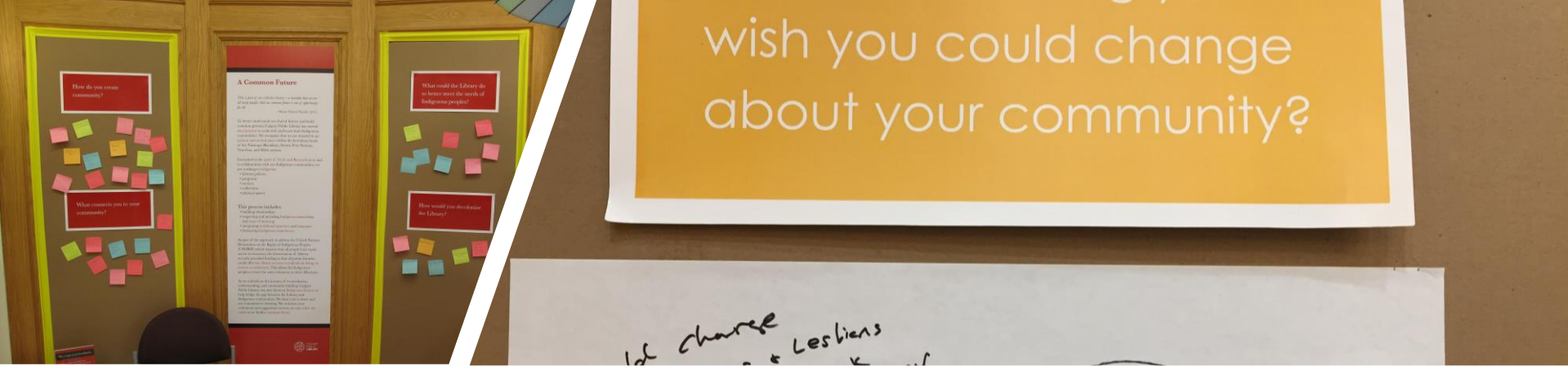


Write A Letter to An Important Woman in Your Life

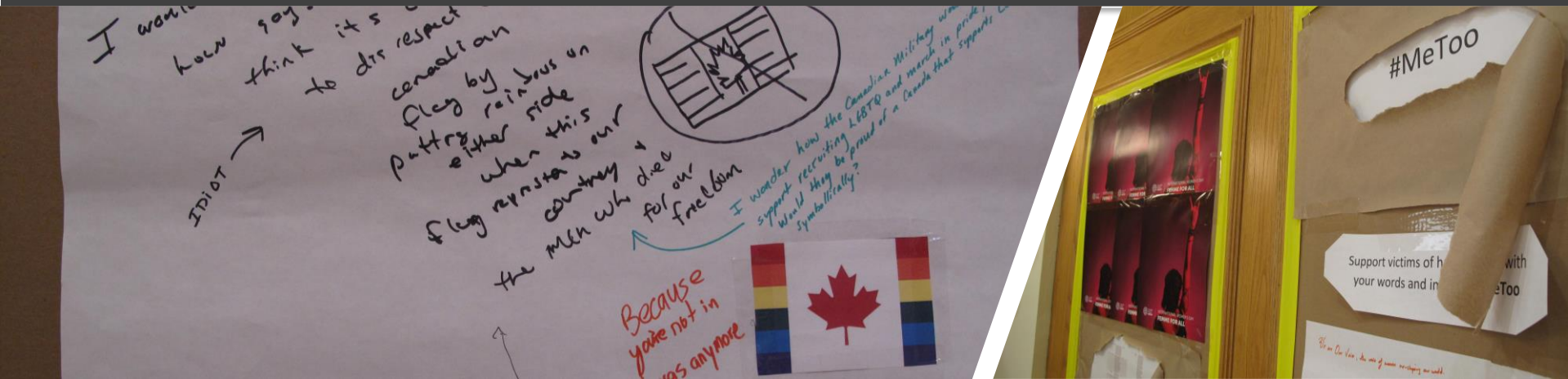


# Intrigue Stations





# Talk Back Wall



# Ex. Islam, refugees, and how to be a welcoming community

- Join your local community association
- Throw a black party / welcome party !!
- Learn a few basic things about a new culture

make friends with  
newcomer  
neighbors

[illegible]

How do you feel  
how much is correct  
during funeral?

Is it possible  
to have genuine  
kindness?  
Does moderate  
Islam even exist?  
Do you feel  
safe in the community?  
How do you  
deal with  
prejudiced  
people?

Je Aime

Je Love LOVE

Je You You

Friends and families

Je t'aime

To you ban

Key Questions Branch

Swanshire, C.  
The Ford  
Hewson 2nd 12

My Family

Family #  
and full

The first of many authors

My Friend

may 4/10 2010

far

game's 2

how / what  
from / from  
at / to

Surrounding  
and my people



What is one thing you  
wish you could change  
about your community?

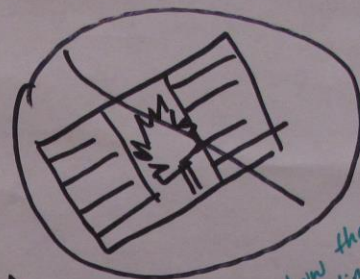
I would change  
how gays & lesbians  
think it's OK  
to disrespect our  
constitution  
flag by rainbow on  
putting rainbow on  
either side  
when this  
flag represents our  
country & our  
the men who died  
for our  
freedom



Difficult  
discussions

I would charge  
how gays & Lesbians  
think it's OK  
to disrespect our  
Canadian  
flag by rainbow on  
putting either side  
when this  
flag represents our  
country & our  
the men who died  
for our  
freedom

IDIOT →



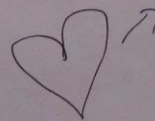
I wonder how the Canadian Military would feel? They support recruiting LGBTQ and march in pride parades. Would they be proud of a Canada that supports LGBTQ so symbolically?

Because  
you're not in  
Kansas anymore



♥ love a  
rainbow ♥

I'll help defend  
your rights too...



as a gay  
woman who is  
enrolling in the  
military in Dec.  
I humbly appreciate  
this.

Recommendation:  
Unless openly hostile,  
resist censoring,  
subtly engage and  
allow community  
discussion



# Top Tips: Community Engagement Strategies



- ❑ Be creative. Try to use what you have around the branch or purchase inexpensive craft supplies (ex. pens, jars, flip charts, etc).
- ❑ Get inspiration from programs, book displays, events, and exhibits. Use it to deepen patron experiences or just to surprise and delight.
- ❑ Let your patrons co-create their experience.
- ❑ Incorporate community engagement (ex. art wall, discussion).
- ❑ Can be pop-ups or formal installations
- ❑ Think about your audience, layout, etc
- ❑ Always “seed” with starter examples.
- ❑ Get staff involved.
- ❑ Have Fun!

*National Poetry Month, 2018*



# Animate Your Libraries!



Make a group of 4. You are a team planning to animate your library for National Poetry Month! **What creative strategies are you going to employ to increase community engagement in your branch?**







## Activate Spaces

*Alligator Pie, Wordfest, Oct '17*





*"Under an Umbrella we met", June/Nov 2017*



*"Artistic Expressions Awards, Dec 2017"*



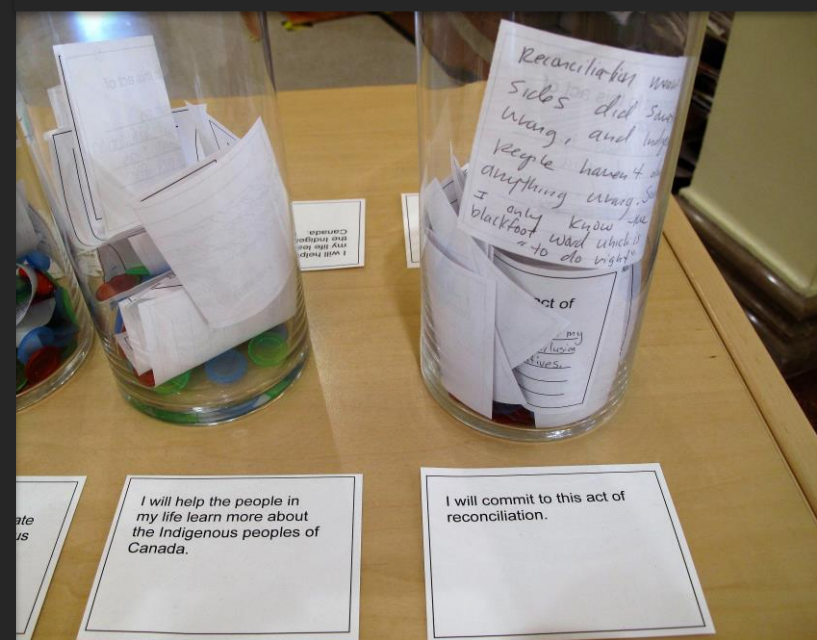
*"Beltline Photos", July 2017*

# Exhibits

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# Under An Umbrella We Met: Indigenous Youth Voices

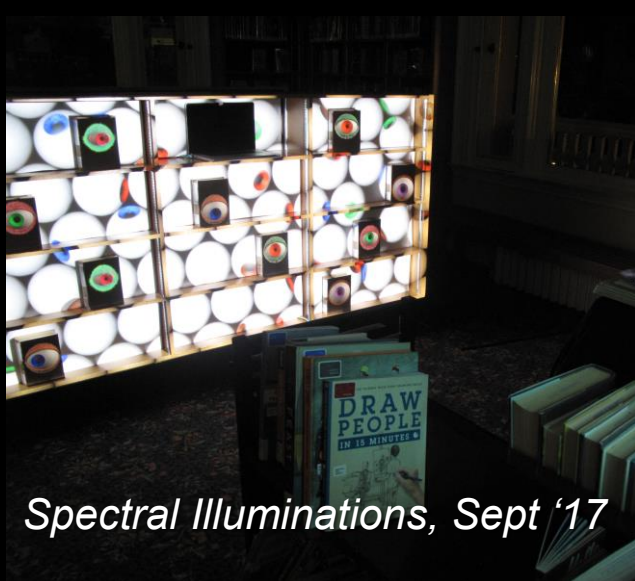




# Arts Experiences



Canzine, Nov '17



Spectral Illuminations, Sept '17



Femme For All, Mar '18





# Community Activation

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## Conference Style Activation

*Arts JAM, CBE Teacher Professional  
Day, Apr '18*



# TIMELY & TASTY



## Ongoing Partner Activation

Wordfest



# Top Tips: Activate Spaces



- ❑ Assess what you are working with, including: spaces (interior or exterior, room or open), staff, resources, etc.
- ❑ Think strategically. What are your goals? (ex. target audiences branch objectives)
- ❑ Dream first. Then consider parameters. You can always trial.
- ❑ Exhibits: Not a big draw, but great for creating an immersive experience or fostering community pride.
- ❑ Look for partners with deep roots in your target content and audience with an excellent promotional engine. Be tenacious. Get the partner to curate,
- ❑ Automate low profile bookings.



*Beltline Photos, July '1*



# Animate Your Libraries!



Take a moment to think about your spaces (open, meeting rooms, performance, exterior, etc). **Write them down.**

**Thinking creatively, what could they be used for? How could you animate them?**

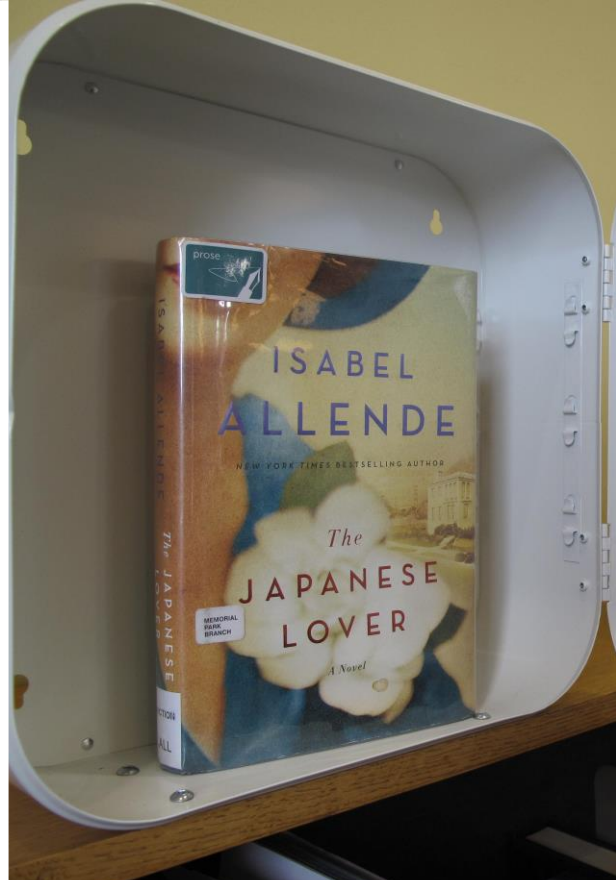


# Enhance Readers Advisory

*Bonus Holds, Nov '17*







Bonus Holds

# Results

## What Worked

- Patrons were more likely to check out a bonus hold than reject (56% vs. 44%, excl. expired)
- Patrons expressed appreciation for the service:  
*ex. "I loved the book that was chosen for me!"*
- Limited collection at branch not a big problem
- Staff gained further knowledge of RA

*Captain Carnegie*

## What did not work

- Expired holds (60% of total attempts)
- Hard on staff to put in effort and then see expire

**Take away:** Consider a variation

*E-Resource Cards*



THERE'S A WHOLE  
WORLD OF RESOURCES  
TO DISCOVER IN OUR  
E-LIBRARY.

HAVE YOU TRIED...

*Your life calling: Reimagining the  
rest of your life" by Jane Pauley  
an ebook in Overdrive (an  
ebook database)*

FIND IT AT: CALGARYLIBRARY.CA/E-LIBRARY

No need to take this card home – just snap a photo with  
your smartphone. Leave the card for me to make a  
recommendation to another.



# The Influencers



# Results

## What Worked

- Popular book? Popular Influencer? Fast Checkouts!
- Great grab and go location

## What did not work

- Popular book? Popular Influencer? Hard to keep books on the shelf
- Marketing required

**Take away:** Use influencers in a sustainable way.



Influencer Sign



# Top Tips: Enhance Reader's Advisory



- ❑ Think like a patron. What would surprise and delight you?
- ❑ Think sustainable. Consider staff time, marketing, book availability, etc.
- ❑ Prototype your ideas first (low cost). Keep track of what happens.
- ❑ Get inspired by others. Apply readers advisory concepts in creative ways to discover what works for your community.

*"Captain Carnegie, Bonus Holds"*



*"Hygge Lounge Display"*





Why **ANIMATE** our libraries?



# Animate Your Libraries!



Pull out your **phone** or a piece of paper. Two weeks from today, enter an event completing the following sentence in the description:

**I will animate my library by \_\_\_\_\_.**



# Questions?

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