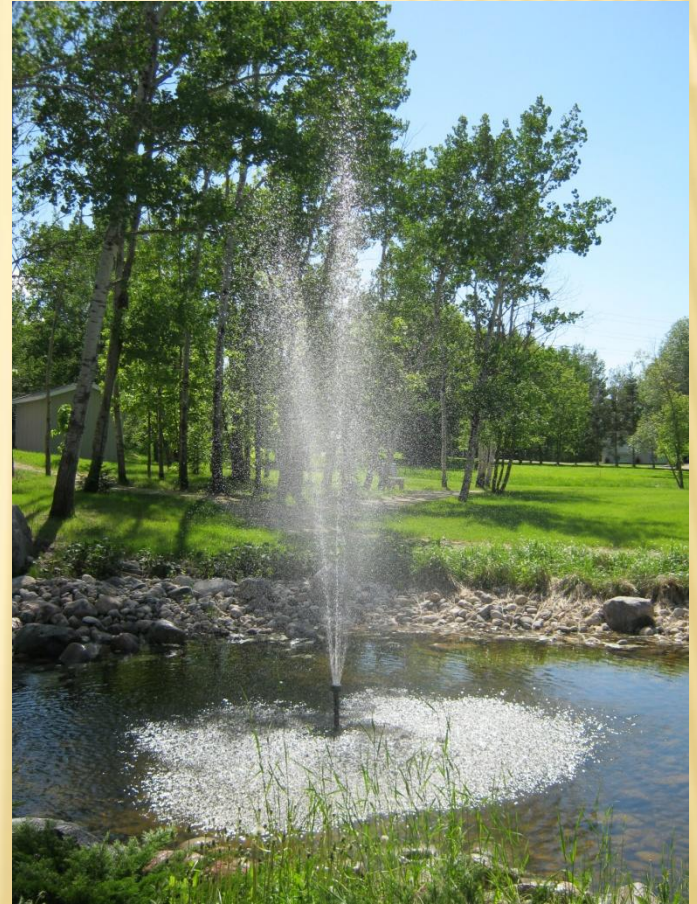


OUR BACKGROUND

Bibliothèque Allard Regional Library





8 TIPS ON HOW TO BECOME A COMMUNITY HUB

1. Develop a Strategic Plan 5 year plan

WHY?

Copies of our overview, agendas for the sessions and the final Strategic Plan for our Library have been made available for you to use as a guideline. I would highly suggest getting someone outside of your organization to do your initial Strategic Plan planning sessions. After you have one in place it is easier for someone within the library to run future planning sessions.



2. Change the Atmosphere Within your Library



Red	Yellow	Green	Blue	Pink	Violet/Purple	Brown	Black	White
Lust (S) ^[23]	Jealousy (S) ^[23]	Good Taste (F) ^[23]	Masculine (S) ^[23]	Sophistication (S) ^[21]	Authority (S) ^[23]	Ruggedness (S) ^[21]	Grief (S) ^[23]	Happiness (S) ^[23]
Power (S) ^[24]	Competence (S) ^[21]	Envy (S) ^[23]	Competence (S) ^[21]	Sincerity (S) ^[21]	Sophistication (S) ^[21]		Sophistication (S) ^[21]	Sincerity (S) ^[21]
Excitement (S) ^[21]	Happiness (S) ^[23]		High quality (F) ^[23]	Feminine (S) ^[23]	Power (S) ^[23]		Expensive (F) ^[23]	Purity (S) ^[23]
Love (S) ^[23]			Corporate (F) ^[23]				Fear (S) ^[23]	

Special Display



New Arrivals



Best Sellers



3. Communication/Marketing

Consistency is KEY



Everyone knows what this is



JUST DO IT.



Think different.



i'm lovin' it®

- Social Media





4. Partnerships

With who?

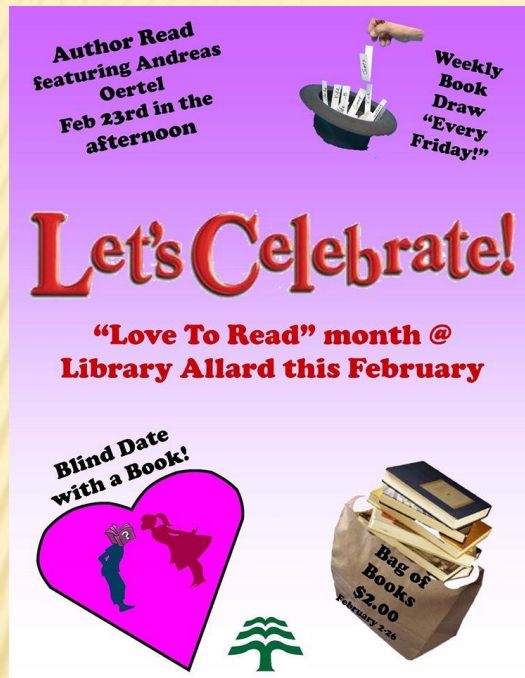


5. Programming

- Don't limit yourself to story times or author reads
- We view a library as an information source ...
- Our local museum does 3-4 displays/exhibits a year at our library



- Highlight Love to Read month with multiple activities



- Approach groups about getting together at the library




One Day Events

- Lego Sculpture Contest
- Superhero for a Day
- Mature Driving
- Healthy Eating
- Painting
- Wills and Estate Planning
- Funeral plans





Wills and Estate Planning



Thursday, February 11th, 2016
Steve Kulyk of Onyx Financial Group
and Darrell Tarrant, CA
will be speaking at
Library Allard at 6:30 pm.

Do you have a strategy to keep your cabin within the family?
How do I minimize estate taxes and probate fees?
Are you or have you been asked to be an executor?
What are the financial risks?

Pre-registration is required...Please sign up at the library!



Continual Events (operates multiple times)

- Cooking
- Cake Decorating
- Lego Club
- Crochet Club
- Craving Change
- Better Together Now
- Technology for Seniors
- Introduction to Scratch 2.0
- Computing Class
- Photo Rally
- TD Summer Reading Club



Consider large community events – outreach

➤ Kickass Women's Day



May 2, 2015

KickAss Women's Day


HOSTED BY BIBLIOTHÈQUE ALLARD REGIONAL LIBRARY

SPECIAL POINTS OF INTEREST:

- Yoga, Amy Blatz
- Self Defense, Dave & Kim Ogren
- Guest Speaker, Kristen Dubé
- Food samples with dietitian and herbalist
- Multiple vendors
- Relaxation sessions
- Child care
- Silent auction—book sale—50/50—door prize—silver collection


INTERACTIVE PRESENTATIONS

YOGA—10:30 AM with Amy Blatz



Amy has been practicing yoga for five years and teaching for 1 year. Yoga is a holistic practice penetrating not just our physical health but our mental, emotional and spiritual well being too! Remembering that yoga is not about getting anywhere but about being exactly where you are, having fun, and exploring your boundaries. Always practicing in a way that honours YOUR body! The most important aspect of yoga is being mindful of your breathing, linking breathe with body movement.


SELF DEFENSE—2:15 PM with Dave and Kim Ogren



Dave Ogren Training in Shotokan karate since 1984 Teaching karate since 1999 4th degree black belt (Yondan) Provincial & national tournament medalist in both kata & kumite NCCF level 1 (karate) We have been running our club in Lac du Bonnet for 12 years

Contact info: 204 340 5492 or kim-bar5897@gmail.com To check out their website please go to lacdubonnetkarate.wordpress.com

MOTIVATIONAL SPEAKER—KRISTEN DUBÉ



Kristen Dubé, a Certified Life Skills Coach will be speaking at 1:00 pm.

The topic she will be speaking on is **Empowering woman... May we know them... May we raise them. May we be them...**

Life skills coach training prepares individuals to work in social services, career counselling, education, mental health, human resources, rehabilitation or as consultants and trainers.

➤ Walk/Run for Literacy



- Our library is now having venues/artists approach us about doing programming in the library
- They have witnessed the response we have to our programs due to promotion and Facebook followers
- This took 5-7 years to happen ... That is taking into account that this position didn't exist until 2009.



6. Money

- Will your changes/programs be provided through grants or self-sustainability?
- The last two years we have received 25% of our annual budget from grants and/or fundraising ... This is not including the funding we receive from PLS or municipal funding!!



Our library did not have a programming budget on the revenue or the expense side until 2 years ago.

7. Look outside of your space

Make sure what you do is dynamic **YOU WANT TO STAND OUT!!**



8. Time

Change takes time



- Track results ... Is this change successful ... Worth our time and effort ... What should we change if we run it again

Where do I find the inspiration?

- Google search libraries
- Check out Pinterest and type in libraries or library displays
- Attend some webinars that PLS finds for us on the training calendars
- I take about 2-3 a month, all have been free but as the library Board has seen the benefit they have now approved a professional development budget



Professional Development – Suggestions to Read

- Guide to the Use of Libraries and Information Services – Jean Key Gates
- The Guy Friendly YA Library: Serving Male Teens – Rollie James Welch
- Fundamentals of Collection Development and Management – Peggy Johnson
- 101+ Great Ideas for Libraries and Friends – Sally Gardner Reed
- Read Unselling – Scott Stratton
- David and Goliath – Malcolm Gladwell
- Nitty Gritty Guides – Laura Solomon
- Why Smart Marketing is About Help not Hype Youtivity – Jay Baer



What is the point to all this work?

- Raise awareness about your library
- Raise interest in your library
- To create a yes atmosphere and attitude within your library



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