

What we heard: Nova Scotia Provincial Library Public Consultation

AVRL Public Round Table Wednesday, May 3, 2006

What do you value most about your public library?

- books
- knowledge, wisdom, history to young people
- pleasant staff
- helpful, informative staff
- computers
- children's programs
- atmosphere: seating, Bks.
- reflects community
- mobile branch
- free
- "just like family"
- symbol that knowledge is a public good
- extension of community
- no book stores in many communities
- fabric of community: like fire department
- staple of community
- access to a whole world of books and knowledge

Why do you come to the library?

- books, magazines
- children's programs
- reading
- research
- free
- can risk taking a book out
- can explore
- curiosity to find out things
- computer tutorial

How does the public library make a difference in your community?

- focal point fo community
- lets you know about the rest of the world
- draws people into town
- job opportunities eg. CAP students
- new people to community - library is 1st stop; made to feel welcome; start networking
- makes town more attractive as a place to move to
- tourists use the library for local information, internet scan
- bookmobile provides access to people who couldn't get to town

What words come to mind when you think of a public library?

- books
- world globe
- information
- accessibility
- peace - quiet
- vibrancy, stimulation
- intellectual
- community
- fun
- quality
- levels the playing field
- free

Are there obstacles to using a public library? If so, what are they?

- distance
- wheelchair accessibility
- open hours may not be convenient
- transportation
- literacy - can be intimidating
- lack of familiarity with library services
- lack of promotion, marketing, lack of outreach
- location
- lack of funding
- hard to access online services without a computer
- incompatible technology (apples.)

If you were building the perfect 21st century public library, what features (inside and out) would you include? What services would be offered?

- open space
- 1 level
- light, bright
- materials: books, videos, etc
- children's section
- reading chairs, comfortable
- leather recliner
- reading room for newspaper and other materials
- nice tables
- coffee, café like at Chapters
- adaptability, flexibility, expendable
- ability to change

- continuing ed. program space
- patio for outside programs; theater
- attractive outside
- landscaping
- AV room - screen for films
- cultural centre - art displays
- meeting space for groups
- easily maintained by the town
- family friendly - change tables; breast feeding area; child size bathrooms
- central location
- alternative media - adaptive technology
- homework room
- media - digital cameras, etc. room
- outside: walking trails, theater
- community centre

Services

- newspaper reading room
- programs to meet community needs
- good integration with other libraries - ILL
- information literacy guidance
- generating \$, eg bar

If tomorrow you were placed in charge of your public library and were offered a 25% increase to your budget, what would be the first change you'd make?

- bookmobile services with additional \$\$
- more hours, more programs
- outreach , educating parents about the importance of early childhood reading
- advertising - get the message out
- volunteer opportunities
- more audio books
- higher salaries for staff
- enhance technology
- more books
- improve literacy collection
- foreign language materials
- libraries are more accessible for literacy programs - should be more active
- book discussions groups
- larger collection on religion and politics
- larger book collections
- graphic novels
- computers

If you were the marketing manager of your public library, what would you promote about the

library and how would you deliver your message?

- good marketing - web site
- responsive service
- read 1st chapter online service
- print book catalogue
- merchandise - eg. Da Vinci Code
- ease of use - online services; online holds
- target young adults - eg. tie in with movies
- be proactive and up to date
- deliver to every household - mail
- better identification for buildings
- promote at places young people go - eg. skateboard park
- personal service
- good customer service
- celebrity endorsements - eg. ALA read
- use youth to deliver message to other youth
- everyone can get a card, no matter the age
- promote through schools - advertising
- focus on groups in high school
- library town for youth
- creative partnerships - eg Upper Clements
- school library partnerships

How would you see your library reaching out to rural users?

- books by mail
- bookmobile
- household delivery
- convenient bookmobile schedules
- regular stops
- transportation to the library

In conversation with a group of friends, you discover that several of them do not have a library card. What would you say to convince them to use the library?

- display what you are reading
- invite to join book club
- encourage people to read
- tell them about programs
- (computers brought in young people and they read while they were there)
- theme months: invite a friend to the library; contests
- promote authors
- provide talking points so supporters can tell others
- promote collection - many may not know what library has
- truck driver ads for audio books
- more audio books

- promote wireless access

Last thoughts

- can't do without them
- staff commitment to improving libraries
- orientation for elected officials should include library visit
- also school board members
- also teachers
- don't take libraries for granted

CBRL PUBLIC ROUND TABLE Thursday, May 11, 2006

“A LIBRARY IS NOT A LUXURY BUT ONE OF THE NECESSITIES OF LIFE”.

- HENRY WARD BEECHER

What do you value most about your public library?

- computer
- books +
- staff: helpful, creative +
- sense of community
- focal point of the community
- referral service - recommending books by staff
- support for children, alternative to bad habits
- stimulates creativity
- how much they can do with what they have

Why do you come to the library?

- genealogy
- books +
- wireless internet
- research
- French language
- Gaelic language
- government publications
- computers
- magazines, DVD's
- support hobbies
- get away from the phone
- school projects
- videos
- study space
- reading
- talking books
- cookbooks
- programs (adult)
- children's reading program

- support by volunteering
- literacy support
- resources
- cooperative staff
-

How does the public library make a difference in your community?

- no violence
- exposure to the world of books
- no barrier, no matter how much \$ you have
- computers for kids who don't have one at home
- marginalized people feel normal and accepted here
- safe place
- alternative to TV
- can learn to read, literacy support
- provides an important and necessary service
- provides programs from preschool on
- computers and wireless access

What words come to mind when you think of a public library?

- universal
- books +
- community
- gathering place
- friendly
- space (personal)
- discovery
- treasure
- relaxing +
- quiet +
- no TV
- excitement
- free
- variety
- research
- computers

Are there obstacles to using a public library? If so, what are they?

- can't look at talking books, need assistance
- delays in borrowing talking books on ILL
- levels of literacy
- people without computers
- no transportation + +
- library image
- people who think it is boring

- lack of interest
- too many other things going on
- closed on Sunday
- Dewey Decimal - don't know how to find things
- how to use online catalogue
- don't want to look stupid
- orientation for the public would help
- level of time allowed on borrowed books

If you were building the perfect 21st century public library, what features (inside and out) would you include? What services would be offered?

Features:

- talking books - not restricted access
- central location
- parking +
- glass walls to attract people
- light
- coffee shop
- Killam atrium idea
- air conditioning +
- environmentally friendly
- healthy space
- windows - lots
- local building products
- large, room for books and people
- more desk area at computers
- privacy
- signs showing where books are
- big inviting sign outside reading area
- garden +
- grassy area and outdoor seating for reading & relaxing
- comfortable seating
- video watching facilities
- work areas
- variety of furniture
- good layout, good use of space
- place for group work
- signs around the city
- signs for washrooms
- ramp for walking and wheelchairs
- glass notice board for outside viewing
- bike racks
- bus stop
- inviting architecture

- quiet area for reading & study
- adequate snow removal - for safety of children

Services:

- lots of computers
- good staff
- book renewal by computer
- more specific ways of finding things
- “if you liked this book” - list distributed with book
- “this month our reader liked...”
- lists of new books distributed via e-mail
- need to promote services better
- use e-mail to reach users
- Cape Breton Post column
- music - CD collection
- more desk area at computers
- privacy
- longer computer bookings
- meet the author programs
- wireless - promote!
- online books
-

If tomorrow you were placed in charge of your public library and were offered a 25% increase to your budget, what would be the first change you'd make?

- new fiction
- coffee shop
- raise for staff
- open Sundays
- better location - shopping malls +
- mobile service to schools to supplement school libraries
- deposit loans to schools/teachers
- more talking books
- more computers
- outreach: schools, service clubs, etc. seniors residences
- air conditioning
- quiet rooms
- better drop off for books
-

If you were the marketing manager of your public library, what would you promote about the library and how would you deliver your message?

- commercials on TV, radio, featuring interesting library users with compelling stories
- use cable TV
- outreach programs
- teach library use to school students, add it to the curriculum

- reading to grade 6 increases reading ability
- make reading a part of their life
- literacy is important for community development
- online marketing
- remote users increasing - more people using the web, you can reach them there
- knowledge is power
- PR in schools

How would you see your library reaching out to rural users?

- mobile library +
- special events for seniors and others
- homebound service
- big signs at bookmobile stops
- promote the schedule of stops
- reach parents through children
- church bulletins, community newspaper

In conversation with a group of friends, you discover that several of them do not have a library card. What would you say to convince them to use the library?

- cost factor - cheaper to borrow than buying or renting
- get people reading and away from TV
- show them it's not just books +
- build on hobby interests
- take a friend to the library
- books are friends, they can lift the spirit
- don't leave home without a library card
- add promo to tax bill
- tie in with topical issues, eg. year of the veterans

Find words - improve

- donate books to the library
- don't send books to Halifax for processing - make it faster
- booking ahead for forthcoming books
- online suggestion for purchase forms
- enhanced public funding
- support fundraising efforts
- lobby - talk to politicians at all levels
- tax receipts for donations
- in Europe for example library cards are not free
- use suggested donation at renewal times
- donation box in the library
- library lottery
- adult programming in rural areas
- 1 person library in remote areas; hard to have substitutes

Library's role in providing an open, welcoming community space

- provide a safe and secure environment for children working on school projects
- learn good reading skills at an early age
- bring people together through special events - book clubs, speakers, crafts +

CEHRL PUBLIC ROUND TABLE Monday, May 8, 2006

“A GOOD LIBRARY IS A PLACE, A PALACE, WHERE THE LOFTY SPIRITS OF ALL NATIONS AND GENERATIONS MEET.” - SAMUEL NIGER

What do you value most about your public library?

- ILL
- research for projects +
- safe place sense of freedom +
- able to be yourself here +
- non-judgmental
- can take out as much as you want
- picture books
- programs: BLAST, teen group + + + +
- technology: internet
- computer training
- staff expertise and attitude
- can bring family, safe place for all ages, don't have to be quiet
- social impact on the community
- draw people to the downtown core
- supports healthy life style - can walk to the library, don't need a car
- can't buy all these books
- widens your horizons
- latest books available +
- books +
- quiet
- computers

Why do you come to the library?

- books + +
- bring others (young cousin) +
- programs +
- place to get away from phones, etc. no interruptions, place to escape +
- quiet +
- compare to bringing kids to the movies - cheaper and more variety
- to support reading by kids
- health materials to support programs by community groups
- study place
- no phone

- internet access +
- use online database to support job
- reference books
- democratic principles supported
- importance in smaller communities
- offer programs in partnership with community organizations
- people go to enrich themselves
- supports health of the whole person
- non-judgmental
- BLAST + + +
- relaxing atmosphere

How does the public library make a difference in your community?

- socializing role + +
- help people find themselves
- place to meet people + + +
- adjunct to public school system
 - for school projects
 - literacy
- celebrates and captures local history
- promotes local art
- accessible to all ages
- support job seekers: interview skills, etc
- health and literacy
- people can re-educate themselves
- access to books you might have missed +
- programs +
- variety of materials
- place to study or check emails
- safe environment for teens to get away from stress of school and life
- quiet place to work

What words come to mind when you think of a public library?

- books + + + + +
- free
- friends
- safe
- computers + +
- dynamic
- community info centre
- meeting place
- art
- government info
- welcoming
- friendly, approachable staff +

- home
- accessibility +
- knowledge
- educational +
- anticipation (knowing what customers want)
- books are better than TV
- relaxing + +
- information
- advocacy (for community groups)
- fun
- egalitarian

Are there obstacles to using a public library? If so, what are they?

- not open every day +
- not enough available materials when needed
- transportation to the library + +
- staff may not reflect diversity of the community
- seldom a man on front desk
- old library image
- need to represent all members of the community
- age: when parents won't sign a card
- perceptions of things
- literacy level
- past history - may feel judged
- learning styles - how people approach learning
- comfort levels - did you use as a child
- no knowledge of what's inside
- people may cut themselves off from life
- rules
-

If you were building the perfect 21st century public library, what features (inside and out) would you include? What services would be offered?

Features:

- green space outside
- amphitheater
- bigger teen section
- brighter colors on walls, posters +
- warm inviting look
- dew decor
- group art projects
- atrium
- natural light
- fresh air

- green building
- 24/7
- wheelchair access
- elevator
- ergonomic chairs +
- various use areas - quiet, noisy, etc +
- film place
- art gallery
- soundproof room, with glass
- outdoor sitting area +
- celebrate community diversity
- wireless
- flexible space
- small table for food (8 years old)
- Tim Hortons
- coffee shop to make \$\$\$
- volunteer run services - herbal tea, etc
- small auditorium
- author readings
- open misc. space
- art making space
- study room (8 years old)
- audio books, DVD's, movies +
- more computers +
- literacy support programs - book buddies , etc
- program for kids, infants ⇒ up +
- more programs, more often +
- self checkout
- place to celebrate musical ability
- catalogue to let you see outside your local library
- teen section +
- better ways to locate books

Services:

- ILL regs. from home
- ILL interface with university library
- up to date technology
- full range of the culture through the library
 - art, music, books, etc
- make requests as transparent as possible
- personal service stays strong
- libraries are not ATM's
- greater collection of books + +
-

If tomorrow you were placed in charge of your public library and were offered a 25% increase to your budget, what would be the first change you'd make?

- easier way to find books - not Dewey Decimal System + + +
- more books +
- more hours, more regular hours
- more staff
- hire decorating experts, make the most of the space you have +
- more community meeting space
- more celebration of diversity
- strict capital building fund
- longer BLAST hours
- more shelving - get books out of storage
- room to have multiple programs
- change lighting to natural light
- bigger teen section +
- more new release novels

If you were the marketing manager of your public library, what would you promote about the library and how would you deliver your message?

- use peers - youth to approach other youth +
- mail out library cards to everyone
 - free pass
- free books, movies, music +
- posters - school, stores, bulletin boards + +
 - sidewalk signs
 - piggyback on other promotions, eg. bagging groceries
- promote computer training
- community newsletter - free cards - need a library card to access new services
- men listen to men - look at how men communicate and build on that
- move away from the stereotypes
- Dr.'s offices, pharmacies, places where people wait
- support for schools
- reading to hospital patients, library support visits to seniors' homes
- health promotion connection, libraries can be partners
- NSCC partnership, promote public libraries
- cable channels
- billboards
- summer activities for teens
- diversity of programs

How would you see your library reaching out to rural users?

- family literacy day
- people seeing other people reading
- advertise toll free number
- promote online services better +
- maintain library mail rate
- books by mail promotion

- showing up at events in rural areas, being visible
- more bookmobiles; library on wheels +
- have every school a branch
- online book discussion groups
- “the lord’s motel” video for the under-deserved
- book festivals, spelling bees, make reading fun
- library programs in non-library settings
- revisit connection with school libraries
- need champions for more dollars
- library as part of education process
- posters

In conversation with a group of friends, you discover that several of them do not have a library card. What would you say to convince them to use the library?

- get books free + +
- lots of different kinds of books + + +
- internet +
- connect with their interests
- programs that might interest them +
- take them to the library, to a program
- library is perfect for downsizing
- see what it’s like now!
- great for grandchildren
- find their reading interest +
- no barrier, rules need to make sense
- borrowing works of art would attract people
- BLAST - have a bring a friend day +
- contest to sign up for library card
- satellite sites: have report cards given out on library day, to get people in to see what’s there
- local solutions are the best
- make library visit a family event
- family literacy day to promote satellites
- downsizing in PARL, partnership with NSCC

Best things about the library

- can take out 30 books and not take any back (8 years old)
- keep longer than at the school library (10 years old)
- programs for people of all ages +
- reaches out to the community on all levels
- safe, sheltered place
- a place to meet

CRL PUBLIC ROUND TABLE Tuesday, May 16, 2006

What do you value most about your public library?

- literature
- books by mail +
- staff
- people you meet here +
- supply of new books
- requests for materials
- assistance in accessing info and entertainment
- both languages (English & French) +
- network - ILL
- supplement school curriculum
- access to computers
- quiet
- children's programs
- computer instruction
- online catalogue
- staff assistance +
- something for all ages
- free (books are expensive)
- CAP connection
- family oriented programs
- summer reading club
- develop reading habits in youth
- books to teach kids (tonsils, planes)
- movies
- info needs (museum support, ILL)
- local news (talking to people)
- access to literature
- books + +
- cultural, educational & recreational value

Why do you come to the library?

- book club
- intellectual stimulation
- staff expertise
- children's programs
- information seeking
- rural users can't come in - books by mail
- library habit developed as child
- community events - bulletin board
- library is a destination
- "like shopping without spending money"
- staff call you by name +
- internet access
- staff are approachable
- knowledge, wisdom
- books + +

- resources for school projects, etc
- quiet

How does the library make a difference?

- kids programs +
- sense of community +
- cultural heart of small town
- space for displays - heritage, crafts
- support for business
- wouldn't move here without a library
- "more important than sidewalks"
- infrastructure of community
- cultural events promotion
- lifelong learning
 - libraries crucial in reminding us of the importance of learning
- bookmobile was good service
- new Canadian - affordable access to technology, literacy support, language support, space for tutoring
- books by mail a necessity
- internet use for people that don't have a computer
- safe place to wait

What words come to mind when you think of a public library?

- books + +
- necessary
- connections +
- public
- freedom
- free access to knowledge
- lack of censorship
- resource +
- free +
- accessible
- welcoming
- quiet
- pleasure
- relaxing
- equity
- fun
- friends
- interesting
- computers
- learning
- knowledge
- community +
- information +
- books by mail
- cultural

- intellectual stimulation
- education
- experiencing life as an author sees it
-

Are there obstacles to using a public library? If so, what are they?

- hours - closed weekends, holidays
- limited open hours + +
- scented products - sent strips in magazines
- public perceptions - misinformed on what library has to offer
- intimidated by quiet
- fines
- literacy levels
- time restriction of loan period
- short computer bookings
- lack of understanding of online services
 - place holds, renew online
- transportation + +
- higher expectations - want things to come to them, not go somewhere
- funding by per capita in large rural area
- no after hours drop off box (in another location, not library)
- limited access to interlibrary loan file
- none if life in town, are healthy and mobile
- locations
- no bookmobile

If you were building the perfect 21st century public library, what features (inside and out) would you include? What services would be offered?

Features:

- wheelchair ramp
- east entry for seniors, special needs, stroller, etc +
- children's area that could be closed off
- puppet theater
- teen zone, comfy chairs, computers with headphones, glassed in walls
- meeting rooms for community group
- tea room
- large periodical and newspaper room
- portable DVD players
- laptops to use in library
- self check
- open seating in stack area
- life long learning opportunities
 - university level courses, in person on line or group online
- increase literacy levels
- clearinghouse for learning opportunities
- how to make sure that building will be designed with staff and users in mind

- consultancy - RA expertise
- reading to kids programs
- soundproofing for privacy, feel comfortable talking out loud
- multipurpose room
- book rooms for other purposes +
- drive through service
- exercise room
- coffee shop
- energy efficient
- natural low impact lighting
- atrium
- reader's advisors
- books + + +
- helpful staff
- no computers
- computers users become book users
- senior's computer use
- integration with other public info - like public health
- symbol of culture - should be beautiful inside and out
- outdoor seating
- parking
- place to make music (open mike nights)
- not just reading, but learning
- kits on specific topics (eg travel to another country)
- sculpture +
- paintings +
- hours accessible to community users
- space
- shelving displaying book titles easily seen - avoid low shelves
- quiet reading spaces +
- size to accommodate all services +
- beautiful grounds
- well designed building
- plenty of periodicals, audio visual materials & computers
- separate reading area, reference area, adult area, children's area, teen area and an area for community meetings
- larger computer room with more computers

If tomorrow you were placed in charge of your public library and were offered a 25% increase to your budget, what would be the first change you'd make?

- carrels (reading nooks) +
- staffing - pay more
- more books +
- open on Sunday
- more teen books for boys
- (new data central for Halifax)

- build on use - what are people doing? Support it
- liaison with schools for family literacy
- more author readings
- encourage writing
- scrap craft programs
- recommending and circulating of books
- enlarge quarters
- more funding for books by mail & interlibrary mail rate
- books by mail to include audio visual materials
- locate more funding for materials, computers
- more parking
- way books are shelved

If you were the marketing manager of your public library, what would you promote about the library and how would you deliver your message?

- access to all books in province and world books online +
- self guided walks - start at library, publish the brochure +
- one card you could use at all libraries
- information literacy development with youth
- CRL doing great marketing job
- promote latest books
- promote genres - theme for a few months
- economic prudence - promote books on money saving ideas, eg. making wine
- involve politician - get them on side
- flyers to help agencies for their clients
- know your user - do we have the data?
- market where our non users are
- have to connect to someone's life
- need a book
- community advisory committee for marketing
- be more proactive in organizing school visits +
- work on literacy levels - how to appeal to people with low literacy
- ESL to new Canadians
- self improvement to the un/under employed
- invite politicians to library, re. importance in society
- advertise with TV and media

How would you see your library reaching out to rural users?

- books by mail + +
- homebound services +
- 15 kms to liquor store - maybe for libraries too?
- need bookmobiles + +
- integrate libraries with schools
- online sharing, courses
- promote online services and presence
- free knowledge

- flyers in the mail system

-

How to convince friends to join the public library

- save money
- variety of materials and service + +
- programs will entice people + +
- audiobooks
- increase skills - golf books
- when where you there last? Lot of changes - come see us now
- get users to sign up other users
- “I never feel richer or more privileged than when I’m in a library”
- tell them about services, books by mail +
- develop book discussion groups

Library’s role in providing an open welcoming community space

- to provide pleasant, helpful, peaceful, friendly and homey space

ECRL PUBLIC ROUND TABLE Wednesday, May 10, 2006

What do you value most about your public library?

- free + + +
- nearby
- current or historical
- staff - knowledgeable, accommodating, welcoming
- access to unlimited knowledge +
- safe repository of antiquity
- inclusive information for any age or interest
- academic or recreation
- contributes to equity
- levels the playing field
- variety of materials
- place where people with mental challenges are welcomed
- seniors:
 - large print
 - hearing, visually impaired
 - books on tape
- more than just books
- internet access in rural areas +
- access to variety of material/information + +
- interlibrary loans
- no over due fees
- availability to all individuals

Why do you come to the library?

- read a lot of books + +
- place to meet people

- kids want to go
- programs, adult and youth
- support for online courses
- for genealogy research
- magazines (free lance writer) +
- audio books (traveling)
- services for tourists (wireless)
- newspaper - back issues
- books are too expensive to buy +
- access information + +
- CD's
- computers +
- entertainment
- information

How does the public library make a difference in your community?

- more educated population
- cultural enhancement to community
- quality of live enhancer
- “library deprivation” is not a good thing for a community
- can invite a community, provide meeting places, communities are losing those places +
- access to internet +
- “symbol of learning”
- literacy and learning
- non commercial, collective (not my book, everyone’s book), public property
- accessible to all ages +
- variety of materials + + + + +
- provides a meeting place
- community more welcoming
- free +
- outreach services

What words come to mind when you think of a public library?

- free +
- research
- access
- gathering place
- quiet
- information + + +
- genealogy
- cooperation
- inquisitive
- stimulating
- fun
- books + +
- relaxation
- entertainment

- safe
- inviting
- welcoming
- community minded
- technology

Obstacles to using a public library

- infirmity (old, not mobile)
- transportation + + +
- location
- school partnership is a huge obstacle (not family friendly)
- not able to get to a library in some areas
- limited hours + + +
- work ethic - reading is for lazy people
- finding the library - poor signs
- literacy levels
- layout - may be noisy - libraries without separate spaces for kids
- not enough space
- internet - people may find what they want there, don't need the library
- lack of knowledge of library services; need to promote
- you're forced to think, things are not pre packaged, youth are used to ease of use
- what are the acceptable standards for services (hotel restaurant)
- accessibility for mobility impaired persons +
- size

If you were building the perfect 21st century public library, what features (inside and out) would you include? What services would be offered?

Features

- separate children's room +
- more family oriented
- cloister in the center with trees, covered with a bubble
- comfy chairs (wingback, roomier)
- newer books displayed electronically
- inviting - see a reflection of yourself
- windows
- good hours
- flowers
- handicapped access
- sense of belonging, able to find themselves there
- diversity should be reflected and represented
- community learning centre
- community meeting rooms + +
- public library role in adult literacy
- need to connect with local literacy groups
- lifelong learning facility
- should be stand alone facility

- needs to be visible
- in a centre - more traffic with other agencies
- how to reach non users
- polls in elections at libraries - break the ice for people who are intimidated
- space for cultural, other centres (African NS Centre)
- coffee shop +
- get library materials out of the library and into the community, less intimidating
- partner with agencies with similar or supporting mandates
- reading room with current magazines +
- deck with lounge chairs
- space between stacks and aisles
- separate but visible computer areas
- good natural lighting
- artist gallery

Services:

- extended hours
- book, reading groups
- youth health centres
- community information place (info about the community)
- bookmobiles are the best way to serve rural populations
- service to nautical community
- access via shuttle bus
- conference rooms for guest speakers on various subjects
- drive through
- space for learning programs

If tomorrow you were placed in charge of your public library and were offered a 25% increase to your budget, what would be the first change you'd make?

- new library in Port Hawkesbury
- better security to prevent book loss
- more staff
- more hours +
- more diverse staff
- more program space +
- partnerships to share large space with other agencies
- more local authors to read
- more emphasis on local history/heritage
- air quality, lighting improvement
- more local storytellers featured
- more follow-up to Read to Me program
- outreach librarian - would get out to promote services and teach how to use
- needs to be a place where people want to spend their time
- promote with health care renewal form
- reading room with current magazines
- computers

- video and computer games
- periodic book sale
- install sprinkling fountain
- ban video games on computers
- more internet access for seniors - in-services to help people with these new skills

If you were the marketing manager of your public library, what would you promote about the library and how would you deliver your message?

- service excellence, people return after a positive experience
- greater are important, proactive approach
- level of service in rural areas
- promote your community through your library - unity within the community, people come together and share + +
- more outreach with library cards
- proactive in validating the community
- tap into community resources
- create a beginning place
- post open hours where public could see (bulletin board at post office)
- access through mail
- promote children's programs
- promote programs through schools/ librarian
- newsletter
- signage in library
- through internet
- advertise through media
- display window
- encourage reading & visiting to the library at senior groups and homes
- deliver books to seniors

How would you see your library reaching out to rural users?

- books by mail - need to teach people about it
- advertise - TV, radio
- need to lobby for book rate
- getting out to community events - connect
- health promotion uses grocery stores; can libraries do that; space at the end of the checkout line
- community groups - piggyback on other events, eg. senior bowling league
- promote library services at CAP sites
- teacher in-services, take every opportunity
- family resource centres
- use come to live campaign to discover libraries (use list of words, ideas for a promotion ad)
- advertise on radio re books available by mail and via internet
- delivery to seniors +
- shuttle to the library
- online services

- book sales at all libraries
- free mailing of materials
- newsletter
- more internet services +

In conversation with a group of friends, you discover that several of them do not have a library card. What would you say to convince them to use the library?

- “anybody who is anybody...”
- shame them
- info that would support their interests, hobbies
- borrow, don’t buy - save money
- make cards universal, distribute them to everyone
- (political panels at election time)
- you already pay for it
- take them and show them +
- do a book talk
- affinity program
- join the library, get a % off taxes
- free gift for using the card
- “become your own director”
- you can travel the world over....”
- people need to know that this resource is available - just because you can’t read, audio books
- free books + + +
- variety of information
- no over due fees
- access to latest edition of materials/books
- free internet
- Free videos, DVD’s

Public libraries - other ideas

- ask your candidates about public libraries during election campaign
- personally spread the word
- a place where information is shared
- assistive technology for those who need it and let people know
- connection with NSARM - keep local info local
- no longer just a quiet place
- annual celebration of libraries
- celebration of local music
- need more inviting interior- architecture - big desk is forbidding
- provide a place for relaxation and meetings
- crucial
- “custodian of inclusive heritage”

Library’s role in providing an open welcoming community space

- encourage retired teachers and other professionals to volunteer their services
- crucial

- provide a place for relaxation and meetings +

HPL PUBLIC ROUND TABLE - June 6, 2006

What do you most value about your public library?

- accessibility - all formats +
- breaking down boundaries
- location, open hours
- free
- range of books, quality
- access to large print, aging population
- home school support
- encouraging staff +
- can find what I need
- assistive technology for public access
- scanners, other adaptive devices
- need for longer sign up times for special needs
- will buy what I want to read
- helpful staff
- collection, eclectic nature of services
- lots of spirit in library
- programs +
- variety of languages
- language tapes (learning a language)
- active support for Junior Chess Program

Why do you come to the library?

- books +
- computers
- DVD's, CD's, non fiction +
- browse, dream, talk to staff
- new adventures in books
- research (historical) +
- reference to support literacy tutors
- fun, bring kids to library
- movies, magazines, music
- internet access at home
- school projects
- to see certain staff
- immigrant support
- safety
- friendliness
- diversity of collection
- free parking
- free
- fine free for seniors
- focus of the community
- book clubs

- to run Chess Program
- book sales
-

How does the public library make a difference in your community?

- centre where all people can come
- knowledge is power; library is power hub
- empower people, who might not otherwise have power
- meeting spot for community groups +
- support for business community
- increases knowledge of citizens
- everyone is equal
- help to support career development
- one thing leads to another; chaos theory
- education at your own pace
- not accessible to all, eg. visually impaired
- access to university courses
- free access to information, including internet
- offers a study area for students & researchers
- encourages literacy in young people

What words come to mind when you think of a public library?

- welcoming
- people place
- centre
- education
- knowledge
- relaxation
- empowerment
- lifelong learning
- entertainment
- “wow”
- alive valuable
- computer +
- community
- magazines +
- chess boards
- good staff
- information
- books
- assistance

Are there obstacles to using a public library? If so, what are they?

- receipts or not
- open hours +
- need better system than horizon
- accessible workstations
- time restriction for computer sign up
- system downtime - let people know in advance
- wireless - can't plug in laptops
- location, eg. Alderney Gate (and opposite prov!) +
- more Sunday hours
- hours in Musquodoboit Harbour hours
- small print reference collections
- some libraries are too small (Woodlawn)
- balance between print and computer
- get ready for increase in older people with reduced vision
- lack of free parking
- lack of public awareness of the resources of the library and its use
- low book shelves, hard to reach
- need for 24 hour drop boxes
- name tags for staff
-

If you were building the perfect 21st century public library, what features (inside and out) would you include? What services would be offered?

a) Features

- equal access to materials - large print, audio, online - for visually impaired
- windows
- light, natural
- atrium
- like Keshen - bright, noisy, welcoming
- coffee shop +
- separate, different areas - kids, reading areas, etc.
- no separate sections
- video games to borrow - helps reading - try before you buy
- integrate library & museum - cost savings of combining, research centre
- no coffee shop
- cozy reading areas for reading to kids
- quiet areas to practice reading aloud
- better signage
- color coded shelves for subject areas
- exhibit areas
- demonstration area
- quiet reference and study area with desks and easy chairs
- general area with book stacks, microfilm readers, computers
- public rooms to accommodate groups of varied size

- staging, piano/keyboard, movie and video projection facilities
- children's area with low book stacks, computers, games, reading area and project area
- pleasant indoor environment - trees, fountains, plants, rest areas

Outside

- architecture should reflect community - spirit & soul of community
- should be obvious it is the library
- location in or adjacent to shopping mall with extended hours
- adequate free parking and bus service +
- easy access from all areas of community +
- consistent look
- playground - would attract non users
- fines for DVD's are too high - sliding scale is too high

b) Services

- place to raise awareness of local and broader issues
- speaker
- spirit of mechanics, institutes
- neutral (kind of Switzerland)
- searchable data bases
- more things for teenagers - more nights, more youth collections, youth room, safe place
- more welcoming for teens
- staff work rooms to include copying, scanning, indexing and properly controlled environment storage for archival collections

If you were the marketing manager of your public library, what would you promote about the library and how would you deliver your message?

- everything in print available to print disabled
- hire more staff
- longer hours on Sundays
- teen programs - involve them
- part time staff - make them full time
- place to showcase cultures of new immigrants
- school library - public library cooperation - reach youth that way
- more video games
- change from horizon
- move location of Alderney Gate to a more central Dartmouth location
- promote to non users
- research on how to reach

If you were the marketing manager of your public library, what would you promote about the library and how would you deliever your message?

- focus on young people - maybe through schools +
- TV commercials

- visit schools
- take classes to the library
- orientation tours of library - no need to be embarrassed by not knowing
- provide teachers with lesson plans for library promotion +
- print ad campaign
- billboards
- bus signs; partnership with bus company
- put guides in school +
- no prize for new sign ups
- how to reach youth who are not in school
- promote in alternate formats - audio files, voice print +
- develop the library habit early, supported by teachers
- get to the parents 1st
- active web site of interest to youths
- library newsletter aimed at a young audience, distribute by fax to schools & post on internet
- place surplus books, magazines & information material in doctor's & dentist's offices, care homes, hospital emergency and lab service waiting rooms
- digitize and make accessible on internet selected specialist holdings
- provide access to specialized internet pay sites such as Ancestry.Com
- holiday camps for young people utilizing library facilities and services
- annual short story competition for young writers
- library skills seminars: internet searching, catalogues, etc.
- on going acquisition of materials of special local interest, including cataloging, indexing and scanning

How would you see your library reaching out to rural users?

- mobile libraries
- satellite locations for pick up and drop off +
- use the internet - voice print concept - to reach rural residents
- use Sobey's or other locations for pick up or drop off
- investigate cost effectiveness of using mail delivery with free paid return
- order by phone/internet
- volunteers to help with selecting, find books and delivery and collection from the home

In conversation with a group of friends, you discover that several of them do not have a library card. What would you say to convince them to use the library?

- sign up online
- put books on hold for them
- start a rumour (free beer with card)
- DVD's and video games are good marketing tools
- good ad campaign
- free speakers - take friends
- you've paid for it - use it
- partner with stores like Home Depot to promote

- latest best sellers
- need to get people off computers & come to the library - hard to do
- book signing - need a card to get it signed
- many don't know what's in a library - need to tell them
- get more community groups in for meetings - reach them
- people feel like part of community in the library
- find out why people don't use the library
- not just places for books - for people who can't read
- mail everyone on voter's list a library card and a short description of facilities and advantages of library use

Library's role as a public gathering place

- provide access of facilities for music recitals, seminars, non-profit meetings, etc;

Final word

- staff make it work
- less about the building - more about services and programs
- decentralize
- use it or lose it.

HRL PUBLIC ROUND TABLE - June 8/06

A GOOD LIBRARY IS A PLACE, A PALACE WHERE THE LOFTY SPIRITS OF ALL NATIONS AND GENERATIONS MEET.

- SAMUEL NIGER

What do you most value about your public library?

- books
- variety of books; for projects
- access to entire collection
- service
- library is a community
- real people (staff)
- see friends
- internet; magazines
- staff (efficient, helpful)
- use computers
- access to anything in the world
- ILL
- tax supported for anyone
- new ideas
- latest books
- presented with fresh ideas
- research (cruise ship guide)

- children's programs
- place to read
- telephone reference
- book the lab for computer training
- freedom - no pressure to buy something

Why do you come to the library?

- inter-loan system
- don't want to buy books or CD's - can try them out first
- can take out as much as you want
- local books available
- books as physical objects
- community information
- large print
- take books out; don't have to keep them
- better than Chapters
- book clubs
- reference books - can't afford
- home away from home
- puppet shows; movie nights
- public space
- cozy space
- home schooling support

How does the public library make a difference in your community?

- kids meet friends
- seniors - programs / classes
- cultures mix here
- creates a community centre
- safe comfort zone
- brings together people of different ages and interest
- equalizes; income doesn't matter
- imagine if it didn't exist

What words come to mind when you think of a public library?

- friendly
- helpful
- access
- free
- books
- welcoming
- electric
- public
- research
- collective consciousness

- fun
- home
- place to meet
- people
- schoolwork
- education
- expanding
-

Are there obstacles to using a public library? If so, what are they?

- fines
- transportation
- loan period
- (need to ask non users)
- competing values
- afraid of the library
- staff errors
- parking (lack of)
- lights at Keshen
- Sunday openings
- drop boxes
- staff not always welcoming
- Sunday closing
- location
- hours
- language skills (immigrants)
- deafness
- gaps in the collection
- Sunday openings all year around
- benefits with library cards - bus pass, like sports

If you were building the perfect 21st century public library, what features (inside and out) would you include? What services would be offered?

a) Features

- comfy chairs
- lighting, lamps, not fluorescent
- staff interaction - not self service
- don't use bottom shelves! More accessible shelves; stools
- no carpets
- coffee shop (make \$\$)
- family lunch room
- self check
- library shuttle
- better, more energy efficient, way of delivering books to people
- green space for picnics, concerts

- mini libraries in malls
- place to watch movies together
- place for activities, read newspapers
- water fountains
- drop boxes in other locations, not in libraries
- online reference section
- no cell phone zone
- home delivery - nursing homes
- don't need to have a single building - in a community centre
- don't make it too formidable
- locate libraries where people live and work
- NFB and others, available for lending and screening
- books should be predominant feature

Services

- fine amnesty
- separate books and movie fines
- no fine amnesty
- better ILL control (software)
- evening programs, speakers
- more public readings
- more non circulating magazines - to control vandalism

If tomorrow you were placed in charge of your public library and were offered a 25% increase to your budget, what would be the first change you'd make?

- buy more books
- DVD;s don't circulate well, without damage
- hire someone to buy books
- 7 day a week openings
- raises for staff
- literacy programs
- computer classes
- culture of reading has to be encouraged
- start with school libraries

If you were the marketing manager of your public library, what would you promote about the library and how would you deliver your message?

- advertising
 - local business, flyers
 - Coast
 - \$\$ but worth it
- school trips to libraries
- internet - reach kids that way
- bus ads / bus stops

- good, inviting ads
- older people need print ads
- promotional package to show what library has and where
 - illustrations
- PSA's
- Eastlink
- convert ads, human interest stories
- consult with companies with successful ads
- better circulation of library guide
- partnerships with sponsors for support (Chronicle Herald)
- who is interested in literate population? Find them and get them to help
- form arms lengths foundation for funding
- friends of NS libraries group
- grocery bag flyers, put in when you check out
- concerts
- online service enhancement - make web site a destination - readings by local writers

How would you see your library reaching out to rural users?

- bookmobiles
- internet
- need to include people who are not online
- use schools to reach out - community library
- schools are logical partners
- use service groups like women's institutes
- kiosks in grocery stores

How to convince to join

- show the guide
- save \$\$, tell them
- personal experience stories
- online registration
- appeal to hobbies & interests
- what do you value? Connect with that
- take them to the library, get staff to give a tour
- "get a life, get a library card"
- no fines for seniors
- censure computers, magazines, movies, CD's
- staff presentations in schools
- programs like Read to Me, partnerships
- use membership lists of clubs to reach people
- library lotto - like the QE11

PARL PUBLIC ROUND TABLE Wednesday, April 12, 2006

What do you value most about your public library?

1. Creativity and energy of everyone associated with the library
2. Availability of inter-library loans
3. BOOKS
4. Computers
5. Books by mail service and books for shut-ins
6. Programs - the variety - speakers, authors, kayaking, musicians
7. Newspapers, magazines
8. Summer reading program for youths
9. The education process, ie: letting grandparents know what kids may be interested in

Why do you come to the library?

1. Good fellowship, a meeting place, town square
2. Get the latest best sellers
3. Get information, projects, politics, general internet, local history, genealogy
4. Photocopying and other services
5. High speed internet
6. Phone books

How does the public library make a difference?

1. Built by the community, develops community spirit
2. Gathering place and a link for partnerships: Roots organization, literacy groups, CAP, writing groups, reading groups
3. Getting people interested in reading, computers and the world around us
4. Technology - use and learning new applications
5. Heart of community - built around it

What words come to mind when you think of the public library?

Helpfulness

Friendliness

Greeting

Free

Access, knowledge, computers, books, information, talking books

Town square

Gate way

Are there obstacles to using a public library? If so, what are they?

- accessibility - cars, wheelchair
- don't know what is available in the library
- more, so much more than books
- need more public information
- hours of operation, closed at dinner time
- coffee shop, added services needed

- need to be clustered with other services, banks, coffee shops, laundromats, etc
- lack of advertising, cameras, binding machines, GPS
- good dictionaries

If you were building the perfect 21st century public library, what features (inside and out) would you include? What services would be offered?

Location	Computer Lab
Centre of town	Kids area, including program room & daycare
Sustainability	Storage space
Accessibility	Gym - exercise - walking/reading
Display areas - local business, crafts	Books, magazines, newspapers
Green space	Programs - on-going
People space	Language lab
Coffee shop/tea room (like Chapters)	Photo
Bank	Learning space - several programs at once
Ability to preview movies - video viewing studio	Small rooms (quiet)
Glass walls	Music CD's
Art gallery - crafts	Easily visible to
Film co-operating	Stage for small theater - kids and adults
Lots of signage - passers by	licensed establishment
Drive through book drop	

If you were in charge what is the first change you would make?

- order more best sellers and other books
- hire Eric Stackhouse to take us in the direction we are going now
- have an office for writers
- open all libraries over the lunch hour
- put effort into getting more community involvement
- get influential people to serve on board - one from each community
- fund raising committee

If you were the marketing manager of your public library, what would you promote about the library and how would you deliver your message?

- take the show on the road, media splash - big launch - singers, authors, etc annually? - In Halifax so media will give lots of attention
- writer in residence should be known all across province, move around more. Convince other libraries to get on board
- build community involvement
- let people know libraries not just a book shelf
- music is a good media to exploit to get people out and then sell the library's other aspects
- lots of PSA, for all programs
- offer something free. CD's?

How would you see your library reaching out to rural users?

- don't stop mail service
- put satellite libraries in convenience stores. CAP or rural schools or halls, hospitals, and seniors residence, retirement homes
- get W.I.N.S., etc. to staff
- post office library areas
- on buses - get your ticket and book

1. What do you value most about your public library?

- meeting place - community house
- activity - speakers, free/available
- selection of materials - new stuff
- learning - computer access
- audio books - local history/genealogy
- research - job
 - personnel

2. Why do you come to the Library?

- free
- entertainment
- periodicals
- attend programs
- relaxation - time to kill
- research
- books/tapes/DVD's

3. How does the public library make a difference in your community?

- jump starts - small groups
- CAP sites
- hot spots
- provide resources/ cultural centre

- technology access
- level of life and the playing field

4. What words come to mind when you think of a public library?

- knowledge
 - books
 - community
 - communications
- trends
 - available
 - connection - people info
 - inter library loan
 - books by mail

5. Are there obstacles to using a public library? If so, what are they?

- illiterate
- ignorance
- no computer at home
- lack of desire
- limited selection/resource
- hours - closed Mondays
- wheelchair accessible - disability
- distance - location, rural
- fines
- intimidation
- seniors no access in their location

6. If you were building the perfect 21st century public library, what features (inside and out) would you include? What services would be offered?

- 1 level
- café - coffee
- children section
- teen centre
- vast selection of periodicals, CD's DVD's, movies and books
- technology program
- meeting rooms
- adjacent to park
- tourist designation
- MAIL/SERVICE
- inside book drop
- movie room
- music room
- atrium

- auditorium
- live drama
- online resources
- digital audio books
- easy access

7. If tomorrow you were placed in charge of your public library and were offered a 25% increase to your budget, what would be the first change you'd make?

- provide music - DVD's to loan/CD's
- leather chairs
- more movies
- cafes
- better signage
- no fines
- plants
- atmosphere
- windows/natural light
- name tags - staff
- free available parking

8. If you were the marketing manager of your public library, what would you promote about the library and how would you deliver your message?

- free - public service notices
 - school open house
 - open houses
 - welcome wagon
- get message to kids/schools - posters
 - outreach
 - activities
- local cable channel - services
- use local service groups/minor hockey to promote service
- time saver
- bookmarks
- better signage
- mall display
- museum display

How would you see your library reaching out to rural users?

- cable tv
- internet
- book mobile
- local business to give away pc's to rural areas
- co-promote with church hall, fire hall, community centre
- NSCC and STFX marketing help - marketing students do study

- books by mail
- remote satellite branch
- 800 phone number

“BE NOT AFRAID OF GOING SLOWLY, BE ONLY AFRAID OF STANDING STILL”

What do you value most about your public library?

- knowledgeable people
- human resources
- program rooms
- social activities
- Fred!!!
- technology
- card catalogue
- variety of programs
- access to knowledge
- speakers
- welcoming to everyone
- support of local authors
- teaches children freedom of speech
- local history
- staff
- speciality items
- dvd's

Why do you come to the library?

- programs
- share books with children and family
- variety of knowledge
- speakers and local authors
- writer in residence
- writer's group!!
- seniors café
- camera rental
- computers
- consult card catalogue
- talks
- read the papers
- research
- learn
- books!!!
- FREE

How does the public library make a difference in your community?

- meeting place for all age groups
- cap sites and internet
- promotes culture
- social
- free!! So it evens out playing ground
- place to get help to learn reading skills and social accept of reading
- provides current material
- entertainment
- writer's group
- story time
- adopt a literacy
- author in residence
- helps with school projects

What words come to mind when you think of a public library?

- FREE!!!!
- entertaining
- specious and cheerful and welcoming
- quiet
- comforting
- wealth of knowledge
- organized
- authors
- books
- speakers
- all ages
- central

Are there obstacles to using a public library? If so, what are they?

- have to drive to it - no buses
- lack of signage - large signs, highway signage
- rural access?
- what happened to the book mobile?
- how do you find out what's going on if you don't have a computer
- should be in weekend edition of newspaper that are free to everyone
- some aren't accessible to special needs
- some don't have public washrooms
- heavy doors - hard for elderly and young
- need a detailed map of library - don't know where to start to look
- web site not user friendly
- should be more libraries in small communities
- not open on Mondays - satellite branches
- parking
- seniors residence

If you were building the perfect 21st century public library, what features (inside and out) would

you include? What services would be offered?

- books - more; every subject; updated; dvd's; cd's
- one floor - no stairs- floor plan
- program rooms
- computers
- music room - head phones; public input for selections
- café
- quiet second floor loft
- spacious
- sliding doors
- big children's area
- outside landscaping - warm and inviting with flowers
- big glass windows on the front glass wall
- display space
- big public washroom - baby change area
- baby friendly area
- children and parents are stamped on entry - black light shows up - children can only leave with parent
- computers with many programs on it in the children's area
- web cam
- all info FREE!!!

If tomorrow you were placed in charge of your public library and were offered a 25% increase to your budget, what would be the first change you'd make?

- writer in residence all year
- floor plan of library
- add cd's
- more for visually impaired
- new books - lots of them!
- list of new books every month at front desk
- suggest age groups for books that are available
- libraries and schools working together
- class tours

If you were the marketing manager of your public library, what would you promote about the library and how would you deliver your message?

- more corporate sponsors and involvement
- free - to all ages - education is expensive; promote self-taught
- signage outside library - what is happening tonight
- radio spots and tv - start story but you have to come and get books; contests
- librarians visit community - schools; public area; flyers; dressed up
- make libraries cool
- should be at Word on the Street
- promotion that learn how to ?

How would you see your library reaching out to rural users?

- satellite libraries and cap site
- bring back book mobile
- mail book out
- promote web site and training on the web site
- community centres - sample of books; ordering centre
- more audio books and large print
- promote voice print - radio
- better ? - advertise on side of bus

SSRL PUBLIC ROUND TABLE Wednesday, April 19, 1006

**“A LIBRARY IS NOT A LUXURY BUT ONE OF THE NECESSITIES OF LIFE” -
HENRY WARD BEECHER**

What do you value most about your public library?

- staff willingness to serve + + + + +
- free + + + +
- convenience + +
- available to all
- resources - books/magazines/newspapers + + + + + + +
- mobiles + +
- programs - passion..... series/tale spinners/author readings +
- internet - home access to the library via @ site + +
- internet access - school, research, books catalogue + + + +
- very personal +
- senior's café/programs +
- “passion for...” series
- no fines, no user fee
- environment to work or do research
- trusted source of info +
- children's programs
- endless stories (tell, listen)
- talking books
- audio takes
- book mobile + +

Why do you come to the library?

- free book borrowing/more books/fresh books + + + + + + +
- provides affordable reading material, especially young children + +
- programs for children +
- children can use computers - no computer at home + +
- out of print book access
- research ie. Nova Scotia section/gardening/cooking/travel materials/business/employment + + +

- attend programs +
- social +
- access to info that is difficult to find/afford +
- reading environment +
- friendliness of staff +
- welcomed and recognized + +
- research for school assignments/projects
- newspapers and magazines + +
- a good place to donate books
- materials from groups
- smell of books
- meetings (as friend of the library)
- because they come to us (mobile) +
- books on tape
- access to computers
- attend author readings

How does public library make a difference in your community?

- educational opportunity + + + +
- information source - provides materials for families - wide variety, well chosen + + + + +
- a chance to meet others from around the world
- links us together + +
- programs + +
- re: mobile - great community spirit especially seniors and pre-school children/vital to communities/individual attention/lifeline for rural areas/a meeting place + + +
- health information access ie. IWK
- life style info, understanding of other cultures, places
- summer reading program
- feature local art - rotates monthly
- encourages teens +
- safe, friendly environment
- "friends of library" - good citizenship - "Bringer-outer"
- internet access - CAP centre -much used by visitors/tourists
- books, etc for shut-ins
- videos, audio tapes to borrow
- books for the blind
- BOOK SALE
- provides seniors a meeting place
- free access to info/newspapers/magazines
- a place for students to do homework
- well educated staff, involved in community planning

What words come to mind when you think of a public library?

- meeting place +
- refuge - "safe quiet place to be" - oasis + + +

- free + + + +
- variety +
- people + +
- stories + +
- information + + + + +
- new books “ADOPT A BOOK” + + + +
- studying +
- spell bound +
- entertainment +
- involvement
- physical sense of space
- eco friendly “library environment” +
- internet +
- librarians
- open
- comfortable + + + +
- friendly + +
- obliging + +
- quiet
- helpful especially with computers +
- variety
- child friendly
- bright
- outreach programs +
- book mobile - taking the library to the community
- education
- interlibrary loan
- trusted
- curiosity
- stacked shelves
- satisfaction
- imagination
- discovery
- humanity
- author visits

Are there obstacles to using a public library? If so, what are they?

- hours of operation + + + + +
- lack of public transportation to + + + +
- location
- access to mobiles - once in 2 weeks/knowing mobile times +
- Bridgewater & mobiles
 - physical access - strollers/wheelchairs/canes - mobility issues + +
- parking and Lunenburg +
- parking for mobiles
- fear of unknown - old stereotype of a “shhh environment”

- lack of seating
- way the funding works - values
- limited budgets
- lack of reading culture
- value of society?
- access - steps - physical (Bridgewater stairs)
- lost, missing items
- scents (for allergic reaction)
- availability of computer time
- hidden obstacles - just going into a strange place +
- lack of knowledge of services, understanding of how everything works ++
- using the (collection through) catalogue
- new material
- accessibility to building and within the building ++
- proximity to schools
- limited space ++
- coffee area
- literacy - lack of
- support by politicians
- lack of up to date technology/IT training rooms/publicity promotion
- size
- quiet/reading rooms

If you were building the perfect 21st century public library, what features (inside and out) would you include? What services would be offered?

- accessibility - doors/aisles/bathrooms/elevators - whatever one needs to get inside and function
- no stairways, one level ++
- light and airy +++
- natural light - non-fluorescent for auxiliary + + + + +
- atrium +
- roof top garden
- courtyard seating + + + +
- welcoming +
- really HUGE onsite collections +
 - classics/ new stuff/reference/LARGE PRINT/TALKING BOOKS + + +
- play areas for young children - board games-children, educational learning + + + + +
- free parking - PLENTY ++
- maps - nautical/geographical
- puppet stage
- community bulletin boards + + +
- community meeting rooms + + + + +
- small auditorium ++
- good air system
- noise absorbing material +
- environmentally friendly
- small business centre - photocopier/fax/computer +

- all material displayed
- lots of comfortable seating (why separate people when you don't have to) + + +
- café/gift shop (that's affordable) + + + +
- family "rest area"
- dedicated youth staff +
- senior expert +
- fiction specials +
- community outreach personnel
- staff reference area +
- great local art
- "all the new technical gizmos"
- teen area - books/music/CD's + +
- lots of computers + + + + +
- self check out
- good washrooms
- areas for different needs/groups/interests + + + + + + +
- air conditioning + +
- ceiling fans
- audio visual space
- location central in the community
- building fit well into its surrounding environment
- branch libraries in all communities
- large signs over shelves to identify categories

If tomorrow you were placed in charge of your public library and were offered a 25% increase to your budget, what would be the first change you'd make?

- budget
- new Bridgewater branch - with café +
- more mobile service +
- more books/staff + + + + +
- open hours - especially evenings & weekends - 9:00 a.m. - 9:00 p.m. 7 days a week + + +
- *lack of funding
- new building, location + +
- accessibility +
- parking +
- special areas/events/readings/interests/needs
- friend's café/gift shop + +
- audio visual materials +
- access to computers
- seating areas/comfortable ergonomic chairs/stability balls for sitting
- improve facilities

If you were the marketing manager of your public library, what would you promote about the library and how would you deliver your message?

- how to deliver messages + +

- media - regular column/radio/public service/announcements - FREE + + + + +
- recreation guides
- tourism guides
- regular reports to Council + +
- primary registration = library card
- total wellness
- programs and services + +
- get budget
- services - internet access/mobiles/computers/collections/reference/magazines/newspapers/new materials available + +
- it's yours - use it
- special events - target areas, eg children
- visit service clubs
- lighthouse log
- join forces, eg read to me program
- monthly newsletter/flyers to schools/promote to business/sign in post office + +
- interview children & youth who use the library for broadcast +
- kids activities on the web site
- representative on school advisory councils
- advertising in school newsletters
- CAP site
- sponsor an event

How would you see your library reaching out to rural users?

- books by mail/delivery service + +
- transportation solution - taxi chits/service clubs + + +
- sponsoring events
- becoming visual in rural communities
- telephone service toll free
- internet requests
- book mobile - frequency + + + +
- community bulletin board - advertise schedule
- book reading - on line - scanning
- integrate school libraries with public library in rural areas +
- small branches in rural community
- use local business as book drop and pick-up
- internet
- sponsoring events

In conversation with a group of friends, you discover that several of them do not have a library card. What would you say to convince them to use the library?

- "easy to use" + + + +
- "free, friendly" + + + + +
- private +
- find out their interest to the library

- let them know what is available + + + +
- small brochure which invites
- issue invitations
- talk to church groups, clubs
- go to schools
- ply them with liquor and drive them down
- take them with you to the library + +
- no overdue fees
- set a time and date to make the 1st visit and then buy coffee for them
- internet access

Library's role in providing an open, welcoming community space

- safe place for youth +
- provide meetings rooms and an atmosphere that draws people in
- giving youth a place of their own to gather
- provides a non-judgmental, accepting, helpful service

Libraries & communities response from a Councillor:

As our communities are changing and evolving, so do our libraries. Instead of a simplistic view of bringing education and knowledge to all communities, libraries have strengthened our communities by focusing on being information sources.

The internet has proven that straight knowledge is available, if one can sift through the tiring process of discernment. Schools are charged with the duty of education, if standards of education were the same throughout the system.

Libraries on the other hand have become the beacon for all information that is required for whatever purpose. I see the demise of the tourist bureau as this information will be instilled in our regional library, more thorough and more accessible than tourist centres ever were. Those with computers have now acknowledged that our local library can access information far quicker and with better results than our computers.

Libraries are the base of the foundation in every community. They supply common ground from which we operate. Our history is discovered in our local library. Whatever information is needed to grow our future is found at our local library. I believe the application of our present day needs are dependent on a strong, vibrant library system that meet the demands of our society at every level.

The evolution to bring our libraries into the twenty-first century is the realization of our libraries as the total Information Centre for all our citizens to enjoy. More than just books, more than an infrastructure reserved for the educated and privileged, libraries must expand into being the privatol core of our communities. They can do so by supplying to the

community that which makes it constantly and continuously functional, vital information.

Instead of several provincial, regional or municipal departments, one centre could hold the fountain of information, whatever form that may take, and that fountain should be our community/regional library; the one, and only one needed, institution, that touches all aspects of information. This, to me, seems totally logical. As financing of required departments that serve the public become increasingly strained, downloading of these portfolios to the "Library" makes the most sense. Who better?

I appreciate your allowing me to express my opinion. Thank you.

Bev Brown
Councillor
Town of Bridgewater
Nova Scotia

“LIBRARIES ARE NOT MADE; THEY GROW” - AUGUSTINE BIRRELL

**“A UNIVERSITY IS JUST A GROUP OF BUILDINGS GATHERED AROUND A LIBRARY_
- SHELBY FOOTE**

WCRL PUBLIC ROUND TABLE Wednesday, May 4, 2006

**“A GOOD LIBRARY IS A PLACE, A PALACE WHERE THE LOFTY SPIRITS OF ALL
NATIONS AND GENERATIONS MEET” - SAMUEL NIGER**

What do you value most about your public library?

- computers +
- reading
- librarians - helpful guides
- because it's there
- mix of materials + +
- learning materials +
- encompassing organization
- free +
- can get what you want anywhere
- audio books for driving
- magazines
- comfortable place to go to read
- computer lab teachers
- computer instruction
- fosters and encourages writing
 - writing groups
- author visits

- research
- books are expensive, person can't afford to buy them all
- French language materials
- variety of materials available
- school can borrow 200 books at a time - library will select
- supplement school library collections
- can public library support schools?
- programs
- web site
 - local community links
 - local history
- adult learning support
- support for homeschoolers
- audio books & movies

Why do you come to the library?

- a walk
- healthier than the tavern
- books that are free
- boys night out, writers camp for kids
 - youth programs (from a boy elementary age)
 - CD's
- reading material for entertainment
- ILL - no way to check on statics
- meeting room rental
- reading room
- drop in, see what's new in local history and genealogy
- computers
- book sale table
- to work, volunteer
- town bylaws
- building, plumbing codes
- NS legislation
- car repair

How does the public library make a difference in your community?

- access for people who can't afford it
- place for programs
- sharing opportunities, public speaking
 - giving programs
- CAP site - public access computers
- library supports CAP sites, makes it stronger
- catalyst eg. genealogical circuit project
 - tourist potential
- please to learn, keep up to date on printed material
- free income tax assistance

- variety of programs

What words come to mind when you think of a public library?

- public access
- welcoming + +
- quiet + +
- consistent
- something for everyone
- eternal: always here
- comforting +
- smell of books
- Killam family
- free
- books
- education
- fun
- diversity
- doorway to adventure
- professional
- relaxing
- teamwork
- cooperation
- interaction

Are there obstacles to using a public library? If so, what are they?

- hours of operation +
- times it is open
 - early morning
 - Sunday
- summer hours
- lack of knowledge of services
- more marketing
- literacy levels (can listen to a book even if you can't read)
- scared of library, lack of understanding
- old image of libraries
- books they want aren't there
- distance, transportation +
- senior's homes - outreach
- library information in the local paper
- pick up hitchhikers who are returning items
- not enough copies of reading material
- parking
-

If you were building the perfect 21st century public library, what features (inside and out) would you include? What services would be offered?

Features

- top selling books
- all books in all formats
- state of the art computers
- personal tracking system - what you've read
- separate: local, NS, Canada, other
- promote local writers
- soft music playing (10 yr. old boy) +
- online catalogue showing availability
- coffee room - people might stay longer
- quiet space - comfy chairs
- reading corner for kids
- parking
- make the best use of online resources
- do everything online
- drive through
- separate computer room
- reading tables at different heights
- rocking chairs
- sound proof room

Outside

- outside reading area
- no glass (not like KG)
- wood
- green space with plants & trees

Services

- cash register slips with list of books
- attractive - make you want to go inside
- school library support programs
- push e-mails to people telling about library news
- buddy system to promote use by non users
- software question and answer support
- traveling at exhibits
- open 8 hours per day
-

If tomorrow you were placed in charge of your public library and were offered a 25% increase to your budget, what would be the first change you'd make?

- new computers
- remove fines for overdues (replace with phone call)
- comfortable seating
- bookmobile
- do research on non users, why not?
- 1 on 1 literacy tutors, free
- everything would be bilingual
- better French language collections

- pay writers to work with young writers
- local writer wing - housed, promoted, teaching others, high activity, learning place
- writer in residence
- regular gathering place - for various groups
- transportation for classes to come to the library
- hours open
- family library card

If you were the marketing manager of your public library, what would you promote about the library and how would you deliver your message?

- how to promote +
- “it’s not just books”
- videos, CD’s, books on tape
- truckers listen to books on tape
- signs outside listing services
- ad campaign showing people using library services
- how the library can help you in your daily life
- computer training for seniors
- attracting youth -
 - monthly questionnaires & prizes; book reviews
 - technology
 - work through teachers directly
 - Hackmatack - related activities
 - bribe them
 - web page design class
- library docents program; greeting people; volunteers

How would you see your library reaching out to rural users?

- library bookmobile
- local calls for promotion
- radio
- schools will distribute flyers to students
- school newsletters
- cable could tape Wednesday’s programs
- library staff going out and asking how they could provide services
- help organize school libraries
- communities have lost meeting areas - libraries provide that
- mail outs

In conversation with a group of friends, you discover that several of them do not have a library card. What would you say to convince them to use the library?

- books on tapes +
- connect to their interest
- “here is what you can do, right now”
- how much do you spend on books, and what do you do with them after

- “we recommend”table
- people like suggestions
- recently returned
- ILL - promote

Library’s role in providing an open, welcoming community space

- forgive overdue fines for edible donation to food bank
- more programs for high achieving students and home schooled children