The Northern Relay ......................... 1
Skills Development: Setting Your Goals ...... 2-3
A Message from Elk Lake Public Library ........ 4
Marketing Services .......................... 5
Promoting Early Literacy: Best Practices .... 6-8
Coming Soon: www.olsn.ca 2.0! ............... 9-10
Connecting Books with Customers ............ 11-12
OLS-North: Contacts ....................... 13
Happy New Year to all of you and we hope you had a wonderful holiday season.

It is now 2008 and we are busy working on various projects which we hope will benefit all of you.

Staff are putting the final details on both conference programs and your library should be receiving your registration kits in February.

We are hosting another Joint OLS-North conference which will be held in Sudbury from May 6th to 8th at the Radisson Hotel. We hope you enjoy this training and networking opportunity. The 2008 theme is “Nurture your Library and Watch your Community Grow”. We will also have a Talent Night where all of you get to show off your many talents. The success of this night will depend on you so please contact Steven Kraus with your entry.

We are also pleased to announce that in conjunction with SOLS we will be having a joint North/South First Nation conference in North Bay at the Clarion Resort Pinewood Park Hotel from May 27th to Friday May 29th. The theme for this event is: Knowledge Makes our Circle Stronger. This conference is always a good sharing opportunity which benefits everyone who is in attendance. For those who wish to participate we will once again have the Christmas in May gift exchange. This is great fun and everyone looks forward to this event every year.

The First Nation Advisors are preparing to give a two day training session to all First Nation Northern Clients. Topics are: Policy Development, Programming “How-To” and Project Management. We hope all our First Nation clients will take advantage of this training opportunity.

We are in the process of upgrading our OLS-North servers and buying new software to add interactive and social technology to our website. The launch for our new website will be at our May conferences.

To date we have thirty libraries that have joined the JASI program. If you plan to join please contact us as soon as possible. We will try to make this transition for you and your library as easy as possible.

We envision 2008 to be an exciting year, we hope our programs will make your tasks a little easier.

Lorraine
Greetings Librarians! Welcome to 2008. Many of you are surely already engaged in planning budgetary estimates and gearing up for a new year of local challenges, planning for library improvements and even some for new large scale projects!

In one fashion or another all libraries and their boards are at some stage of setting their goals for the New Year. All your libraries over the past year have engaged in some kind of planning project, be it the adoption of JASI, library centric strategic plans, municipal co-operative projects and other types of initiatives.

Some of you are beginning the initial stages of large scale projects which will progress into multi-year plans. The course or larger plans however are not ultimately necessary if your library has not reached a position where time, efforts and funds can be dedicated to the production and development of large scale planning ideas. Conveniently, there are many smaller scale options available to your library to maintain momentum and progress and be engaged in sound planning processes.

Here are a few easy planning ideas for the year:

1. Knowledge Ontario: This provincially funded service is expanding in 2008. Currently online are tools, tutorials and resources from: Ask Ontario, Resource Ontario, Our Ontario, Connect Ontario, Teach Ontario and Video Ontario with more modules to come! Did you know?
   i. You can order free promotional materials through the Ontario Library Association to promote all the above programs and tools!
   ii. Virtual reference services are now available to all of the Ontario through the Ask Ontario project!
   iii. Local History and digitized content from across the province is available for access through the Our Ontario Archives!
   iv. Teach Ontario will offer introductory to advanced information on a variety of topics to help you learn techniques to acquire the skills and information you need to accomplish your personal, professional or scholarly research tasks!

2. Collection Plan: When was the last time you completely evaluated the state of your library’s collection? With the start of a new fiscal year, now is the time to fill material gaps and plan for your 2008 acquisitions.
   i. Collection planning is one of the requirements for Public Library Accreditation.
   ii. It is also very useful in terms of analyzing your library collection as a whole. By cross referencing with circulation statistics, you will be in a position to set priorities and goals.
   iii. Collection planning also provides the opportunity for user input. Create a survey, formulate an advanced “suggestion box” and collect other relevant information relating to collection practices. These tools and input can be extremely useful in focusing your priorities for spending, especially when budgets are limited.
3. Technology Plan: Although this should be a continual project in all your libraries, the New Year is as good a time as any to take stock of your technology needs. Consider the following:
   i. Has the library evaluated and taken an inventory of its current equipment and systems?
   ii. Has the library budgeted for 2-3 years of upgrades, new equipment and technology training?
   iii. Has the library taken time to evaluate current trends in technology, the internet and telecommunications
      a. Social networking: Facebook, Myspace, Flickr
      b. WiFi: Does your library provide wireless access?
      c. Digital Media: there are many free open source editing products available which you can provide for patrons on library computers. There are also many online tools available to help accomplish all kinds of creative or scholarly projects! (Open Office, The GIMP, Audacity)
      d. Consider investing in some for fee software to support library training courses or patron interest courses.

4. Policies: Update, Review and Draft. Considering the larger implications of policy (Accreditation, Library Operations, and Board Planning) This very straight forward and directed process will allow you and your board to map out goals for the coming year. Filling gaps in policy, creating and drafting new policies and committing to a policy process for year is a sound attainable goal for all libraries. The merits and benefits in the end will be of considerable value in the long term.
   i. Consider your major policies: Collections, Internet, Intellectual Freedom, Services and Programming. Are these policies relevant to the current working environment of the library?
   ii. Does the board have a regular agenda item dedicated to the review of policy at each board meeting?
   iii. Are there certain policies that don’t reflect library practice?
   iv. Are there certain practices that don’t reflect policy or do not have companion policies?

Not unlike a New Year’s resolution, there is always time to set your goals! Be realistic, be conscious and be engaged as we welcome 2008, here is your opportunity to make your library’s development a priority for this year.

If you would like further information about space planning, strategic planning, technology planning, Knowledge Ontario, policy development or project planning please don’t hesitate to contact the Skills Development Team at 1-800-461-6348 ext 505 or email us at skills@olsn.ca

Setting goals is the first step in turning the invisible into the visible.
-Anthony Robbins-
Christmas 2007:
Elk Lake Public Library

The Public Library here in Elk Lake has a novel approach to fundraising during the Christmas Season. Ever since our fire in 2001 we have hosted an Open House at the Library prior to the Christmas celebrations. Over the year we collect items that are recycled gifts or double books or old movies. We also have the Board members donate some items valued at no more than $10.00 toward the Tree Treasures. The items are all wrapped according to whether they are for a child or an adult and are placed under the tree. This year we collected 97 gifts under the tree.

The patrons spend $1.00 to enter their name to draw a gift from the tree. We usually sell most of the tickets during our Open House evening. This year we had the entire Library festively decorated. The Board Members all brought in some Christmas treats to share with our patrons. We had Christmas Carols, hot apple cider and much comraderie. The towns people love to come out for this event. We had 53 people attend this year (for a population of only about 500 that is pretty good!)

We also held two raffles during the evening. A homemade tree skirt and a beautiful doll on a stand were both donated by our patrons. Overall we raised $397.00 during the 2 hours of our Open House. This year we also had door prizes of poinsettias (6) which were drawn at the close of the evening. It should be noted that during this evening we also signed up two new members!

I am happy to share our success story with the other Libraries and I’ll be looking forward to hearing more ideas from all of you.

All the best in 2008

Peggy Verrier
Elk Lake Public Library
Township of James
elklake@ontera.net
At the beginning of this New Year, we’d like to take a moment to remind you of the marketing services available from the Capacity Building team at OLS-North.

OLS-North staff will work with you to design marketing material that will take your library’s marketing to the next level. Currently, public libraries from across Ontario are accessing our graphics design resources to create logos, brochures, bookmarks, signage, posters, and to format strategic plans and annual reports. Help is also available to create library stationary, and certificates to acknowledge important library achievements. Samples are available. Contact us for assistance in creating advertising for your library services. When contacting us about any of these services, ask us about help in developing your unique library brand.

The Booth-in-a-Box is a very popular marketing tool with public libraries. It is a cost effective visual tool that can help promote your library to the public. Use the Booth-in-a-Box at events such as After Business Chamber of Commerce events, library events, community events, and mall displays. The booth is easy to assemble and includes space for personalized library signage. Generic signage is also available with the booth. Two brochure stands may also be borrowed to professionally display library materials. Currently, the booth has been booked through February. Contact us for availability from March 2008 onward.

The Capacity Building team would be pleased to assist you in preparing media releases, media invitations, and PSAs (public service announcements) to promote your library event. Our interview guidelines can help to prepare you for your library’s media interview.

Libraries have already received a variety of tool kits prepared by the Capacity Building team. These tools are designed to help you help yourself and include kits on branding, marketing, media relations, partnerships, and community development. Assistance is available in conducting market research and writing marketing plans. Training is available on these and other topics.

Plan to increase your library’s visibility in the community. Contact the Capacity Building team at OLS-North: Telephone: (705) 675-6467 or 1-800-461-6348 ext 507 Email: marketing@olsn.ca
More and more, teachers are finding that children are not ready to read when they start school. Instead of being able to focus on teaching children how to read and spell, teachers are preoccupied with having to teach the basic literacy skills that children should develop in their early years (between birth and age 5).

New research shows that reading to young children can dramatically improve their literacy skills and school success. Libraries across Canada are now taking this research and turning it into practice by offering traditional storytime – with a twist!

Before learning what your library can do to enhance literacy skills of children, let’s define a few terms:

**Early Literacy**

Early literacy (or “emergent literacy”) simply refers to what children know about reading and writing before they can actually read and write.

**The Research**

The research that has inspired libraries to offer new and improved storytime sessions was compiled by the Public Library Association (PLA) and the Association for Library Service to Children (ALSC). The research is important to libraries because it shows that literacy skills should be learned before school and gives libraries the science to support requests for funding.

Children who read at an early age and who read often tend to read better than those who start to read at a later age. The more a child is introduced to books and the more he/she is read to, the more opportunities they have for learning skills such as phonological awareness and print motivation (see below for the 6 Early Literacy skills). If children are not read to, there is less motivation to read at an older age because the child’s early literacy skills will not have had a chance to fully develop.

**How can First Nation libraries promote Early Literacy?**

1. By offering interactive storytime at your library for children aged 0 to 5, focusing on developing the six skills of early literacy;
2. By informing parents how to help their children develop the six early literacy skills at home (parents and caregivers play a key role in developing their child’s early literacy)

To illustrate what libraries can do, let’s take a look at one library’s success at promoting early literacy.

Anapolis Valley Regional Library in Nova Scotia offers an early literacy initiative called “Talk, Sing, READ!” that consists of 4 workshops that inform parents of early literacy and literacy activities. Even though the workshops consist of reading to children and doing activities with them, they are primarily aimed at parents.
This approach gives parents the information they need so that they can help their children develop the necessary literacy skills. In the “Story Times” workshop, for example, librarians select a book from the list of 100 Terrific Books (see Relevant Resources below) and present it in a way that focuses on one or two of the 6 Early Literacy skills listed below. The book Goodnight Moon, for example, would be a good book to develop vocabulary: “There were three little bears sitting on chairs. There were 2 little kittens and a pair of mittens and a little toy house and a young mouse.” Parents and caregivers leave the workshops with educational material and – not homework – but homefun!

If you’d like to contribute to early literacy by offering storytime at your library, take into account the 6 Early Literacy Skills:

- **Print Motivation**: a child’s interest in and enjoyment of books
- **Vocabulary**: knowing the names of things
- **Phonological Awareness**: the ability to hear and play with the smaller sounds in words.
- **Narrative Skills**: the ability to describe things and events and to tell stories
- **Print Awareness**: noticing print, knowing how to handle a book, and how to follow the written word on a page.
- **Letter Knowledge**: learning to name letters, knowing they have sounds, and recognizing them everywhere.

Libraries have traditionally offered storytime to children in the community. Traditional storytime (reading books to children) is a good place to start – but don’t stop there! Librarians need to focus on stopping to point out pictures of objects (this will help with children’s vocabulary), asking the children “What do you see?” (this will improve narrative skills), and adding singing to the program list (this will give them practice with phonological awareness). Keep in mind that storytime is not only about reading to children, but about helping parents and caregivers improve the way they develop their child’s early literacy skills at home.

For a more comprehensive list of practical applications for using the research in your own library, check out the “Storytime Programs Based on Research” series in the list of Relevant Resources below.
Relevant Resources

Talk, Sing, READ!
Program details of Anapolis Valley Regional Library’s approach at enhancing Early Literacy.

100 Terrific Books
Children’s librarians in Nova Scotia have compiled a list of 100 books to share with your child before school. You can access this list at:

Ontario Early Years Centres (OEYC)
Parents can pick up a free Newborn Literacy Kit, which includes a book by award-winning author Barbara Reid, a video, a CD or audiocassette by Kathy Reid-Naiman and a passport to store records like immunization cards.
Visit the OEYC website to find out where there is a centre near you:
http://www.ontarioearlyyears.ca/oeyc/en/home.htm
or call toll free 1-866-821-7770 for more information

PLA/ALSC Research
Storytime Programs Based on Research
http://www.ala.org/ala/alsc/ECRR/ecrrinpractice/storytimeapplications/researchbasedprograms/
ResearchBasedProgs.htm

Storytime Early Literacy Observation Checklist
http://www.ala.org/ala/alsc/ECRR/ecrrinpractice/storytimeapplications/observationchecklists/
ObservationChecklists.htm

You can read more about the project called “Every Child Ready to Read @ Your Library” at http://www.ala.org/ala/alsc/ECRR/ECRRHomePage.htm

As librarians, you can help spread the message: It’s never too early to start reading to your child!

Mette Kruger
First Nation Skills Development Advisor
1-800-461-6348 / (705)-675-6467 ext. 227

Acquiring literacy is an empowering process, enabling millions to enjoy access to knowledge and information which broadens horizons, increases opportunities and creates alternatives for building a better life.
-Kofi Annan-
Ontario Library Service-North is currently in the process of developing a new website to improve our services to our client libraries. To take advantage of many of the new “Web2.0” technologies available, OLS-North has purchased a Content Management System (CMS) by Ektron called CMS400.net (www.ektron.com). Ektron is a world leader in CMS development, and we are very excited to be able to use this technology to assist our client libraries.

If you aren’t familiar with the term “Web2.0”, it refers to the current direction of websites as community building tools, as opposed to the internet’s original purpose of simply providing information. “Web2.0” technologies allow the Users to be as much a part of the websites as the developers. By allowing users to add or modify content, decide what they want to see and how they want to see it, the web has become much more interactive.

These are some of the features we are looking at implementing in our new website:

**BLOG**: An abbreviation of weB LOG, this is like a personal journal where you can share your ideas, pictures or links with others. Visitors can comment on your posts. BLOGs are a great way to let people know what you are up to! For a detailed overview of Blogging, take a look at the article in the Winter 2005 issue of Libraries North.

**Forums**: Also known as Message Boards, these usually focus on a particular topic which can branch out into new areas; Forums are a great way for people to carry on group discussions. Basically you post your message to a webpage (board) either in response to another comment, creating a ‘thread’, or start your own new topic for people to discuss around. Forums usually have an administrator or moderator who can create and ban other users or delete or edit inappropriate messages. Often participants select or create their own icon (avatar) which appears alongside their posted messages for easier identification.

**Tag Cloud**: A Tag Cloud collects commonly searched words or terms and places them in a hierarchical view on the webpage. The most searched for word will appear more prominently in the ‘Cloud’ with the next most popular item being slightly less emphasized. Each of these words or phrases is clickable. This is a quick way for users to access the most commonly used pages on your website.

**RSS Feed**: Really Simple Syndication (RSS) is a great way to keep informed when new information is added to your favourite websites. If a website you like has RSS Feeds, you can ‘subscribe’ to the Feed which will be picked up by an Aggregator (Feed Reader) of your choice. The Aggregator keeps track of all the Feeds you subscribe to so you can see at a glance the latest updates for each of your subscriptions. There are many Aggregators available some are web based (www.bloglines.com, reader.google.com) or part of your browser (Internet Explorer 7, Sage extension for Firefox). RSS feeds can consist of text data, images, audio or video. Streaming audio or video feeds are often referred to as Podcasts.
Wiki: A Wiki is a collaborative website where anyone can add or modify content to a continually growing collection of information. A great example of a successful Wiki is the online encyclopedia www.wikipedia.org, consisting of millions of articles all written by people from around the world who logged in and added their own information.

We are planning to launch the new olsn.ca website to coincide with the 2008 OLS-North Conferences in May. In addition to offering more interactivity on our new website, the new CMS will enable us to get information ‘live’ faster than ever. We are sure that all the great new features we will be implementing in our updated website will help us to help you, our client libraries.
The New Year is always a good time to take stock of your collections and consider how customers can find books that interest them.

S. R. Ranganathan (1892-1972) was a mathematician first and a university lecturer before becoming a librarian in India - a very passionate librarian. Ranganathan’s laws are general principles and guidelines for planning and providing patron services in libraries and apply to how we provide library services to the communities we serve. These laws apply to collection development, organization of collections, and marketing our collections. His five laws are:

1. Books are for use.
2. Every reader his or her book.
4. Save the time of the reader.
5. The library is a growing organism

Ranganathan’s laws apply equally well to library marketing, impacting upon our philosophy of customer service including location of the library and determining service priorities. If you substitute library resources for books and customer for reader, you have the beginnings of a library marketing plan (Siess, 2003, p. 35)

Today, libraries use merchandising to connect readers to books and books to readers.

What are some ways that you can ‘merchandise’ your library collections? Consider how Ranganathan’s laws form the basis of the following tips:

• Book displays are the most effective way to recommend books. Effective displays recommend books by being located where the display will be seen.

• Give your customers a chance to browse. Put books on display where people tend to wait for service.

• Display lists of bestsellers in strategic places (where people enter the library) along with displays of bestsellers. Expect all library staff can list the bestsellers and know where they are located in the library.

• Locate displays in high traffic areas in your library. Books near the front desk are checked out 300% to 1000% more frequently than books on shelves!

• Select a high traffic area to display ‘staff picks’ grouped by staff name because customers learn which staff recommends books they like.
• End panel displays, or displays of merchandise (books, magazines) at the ends of book shelves, are also more likely to be selected.

• Display books face out. Beautiful covers attract a customer’s attention.

• Make the books important! Organize books around holidays, movie releases and other current events.

• Promote community events via library displays. During Heart and Stroke Month create a heart smart display which provides customers with information on healthy eating and habits.

• Consider cross-merchandising your library products. Display books with related items such as audio books, CDs and videos. For example, display audio and videos next to travel books. Cross-promoting encourages people to try different products.

• EXPERIMENT! Find two new services that would delight and surprise your users and put them front and center. Ask people what they want and then deliver.

Displays may be time-consuming but they are worth the effort and can increase your library’s circulation (sales) and consumer awareness. If you aren’t yet convinced that merchandising would work in your library, be adventurous and set aside the month of February to experiment. Ranganathan would be proud of your library’s merchandising efforts!

References


Siess, Judith A. The Visible Librarian: Asserting Your Value with Marketing and Advocacy. Chicago: ALA, 2003


OLS-North
334 Regent Street
Sudbury, ON
P3C 4E2

Phone: (705) 675-6467
Toll Free Phone: (800) 461-6348
Fax: (705) 675-2285
Toll Free Fax: (800) 398-8890

Management Team

Leanne Clendening
CEO (on leave)
lclendening@olsn.ca
ext. 209

Lorraine Leblanc
Acting CEO
lleblanc@olsn.ca
ext. 207

Michael McKeever
Manager of Innovation and Technology
mmckeever@olsn.ca
ext. 211

Capacity Building Team

Karen Thistle
Service Team Lead, Capacity Building
kthistle@olsn.ca
ext. 206

Marjatta Asu
Marketing and Revenue Development Advisor
masu@olsn.ca
ext. 212

Rita Chiblow
First Nation Capacity Building Advisor
rchiblow@olsn.ca
ext. 210

Dana Seabrook
Marketing and Community Development Advisor
dseabrook@olsn.ca
ext. 229

Finance and Administration Team

Anne Langevin
Executive Assistant
alangevin@olsn.ca
ext. 214

Gwen Boyd
Finance and Payroll Assistant
gboyd@olsn.ca
ext. 204

Kim Brady
Finance and Purchasing Assistant
kbrady@olsn.ca
ext. 203

Skills Development Team

John Slater
Service Team Lead, Skills Development
jslater@olsn.ca
ext. 213

Steven Kraus
Skills Development Advisor
skraus@olsn.ca
ext. 228

Mette Kruger
First Nation Skills Development Advisor
mkruger@olsn.ca
ext. 227

Innovation and Technology Team

Jeff Laitinen
Technology Advisor
jlaitinen@olsn.ca
ext. 201

Nadine Park
Technology Advisor
npark@olsn.ca
ext. 205

Ray Sonier
Technology Advisor
rsonier@olsn.ca
ext. 202