

Marigold Library System – Librarians Workshop 2010

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Community Connections: Partnering Programs for the Public Library

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In 2009 we ran a total of 586 sessions with 6,938 participants in our adult, teen, children and preschool programming. In adult programming alone, we served 2,071 community residents last year with 155 sessions of topical seminars such as author readings, book clubs, and current event speakers.

At Okotoks Public Library we strive to provide quality programming that is accessible to all community members, regardless of whether or not they are current library users, and supports both our Vision Statement: *Heart of the Community...Key to the World* and our Mission Statement: *The mission of the Okotoks Public Library is to serve our growing community by providing and promoting access to the world of knowledge, entertainment and enrichment in a welcoming, safe, and user-friendly environment.*

- With very few exceptions all programming is free.
- Programs are based on community needs and demographics as related to us through the various social agencies with whom we partner or trends we notice at the library (i.e. circulation, inquiries).
- Most adult programming runs in the evenings during regular library hours (allowing us to maximize our audience), with preschool programs held during weekdays and, for the most part, juvenile programming held on weekends, and non-school hours.
- Unless otherwise specified, we request registrations and place reminder calls a couple days before the program to confirm attendance.

When I became program coordinator in 2005 and with the expansion of the library which allowed us a dedicated program room plus two separate meeting rooms, one which is available after hours, I set a goal to increase the community's awareness of the library as a trustworthy information service provider. I believe that libraries are seen as safe, non-threatening public spaces and as such are in the unique position of being able to reach a wide cross-section of a community's population.

Forming Partnerships:

For the most part, at Okotoks Public Library, we provide the space and advertising of a program while our partners supply the expertise. This arrangement continues to work well for us, and whenever I approach new organizations one of the first things I do is map out what roles and responsibilities each of us will have (right down to who is in charge of room set-up and tear-down).

So just where do I find my partners? I regularly attend the Okotoks Interagency Committee monthly meetings and sit on the board of the Foothills Continuing Education Council which promotes life-long learning. On behalf of the library, I participate in Town-sanctioned committees and focus groups such as for the upcoming Community Social Wellness Survey that the Town of Okotoks conducting. I also advertise that the library is

wanting and willing to partner with agencies, businesses, and individuals to provide quality programming to the community.

Many non-profit organizations have a public education mandate and they are more than happy to bring their information to the library.

- Have since created partnerships to run programs with various social and healthcare providers.
 - Okotoks Healthy Family Resource Centre; Southern Alberta Child & Youth Health Network (SACYHN); Alberta Health Services; Calgary John Howard Society; Foothills Community Immigrant Services; Foothills Continuing Education Council; Alberta Law Society; Literacy For Life; Welcome Wagon; National Film Board; local Environment group; local Acupuncture and Herbal Medicine Specialist; local Chiropractor; local Financial Advisors; local Accountants; local Seniors' Club; local travellers; local entrepreneurs; and local Authors.
- Come to the table with the attitude that I can provide the facility and advertising of event – they provide the expertise and the speaker. We share resources and statistics.
 - Advertising of events:* our own website, www.okotokslibrary.ca; weekly article in community newspaper; Okotoks Community Guide – comes out three times per year (known as the activity & events bible in Okotoks); Foothills Continuing Education Council Course & Program Guide – comes out twice each year; timely placement of event in free Coming Events column of local newspaper; www.discoverfoothills.com – a website created and maintained by local radio station (they will often run free public service announcements for us advertising our events that I have placed on their community calendar); in-house program brochures, and monthly adult programming posters (posters also put up on bulletin boards around town); and placement on our partners' websites for specific events.
- We are very excited about being able to offer videoconferencing services. Several of our partners have expressed interest in having us as a videoconferencing site, and I now ask most of our presenters if they would like to have their session linked to other libraries.
- Again this year, we have targeted the Okotoks senior population as a demographic to whom we would like to increase our services, as well as create some multigenerational collaboration at the library.
- I would love to swap programming ideas.

Program partnering, if done correctly, is a win-win for all involved parties. Collectively, we can do more together than working independently.

The Cycle of Partnerships:*

1. Assess your readiness; vision and purpose, commitment, time/resources, capacity, leadership and funding.
2. Determine the reason for partnering and define the type of partnership you want and with who – consider the benefits against requirements and costs. This includes assessing your partners's capacity.

3. Start early – allow sufficient time to develop the relationship and test for compatibility.
4. Set realistic mandate, values, goals, targets, outcomes and timeframes.
5. Develop agreements and put them in writing. Consider policy and procedural issues as well as system needs/capacity.
6. Secure commitment at every level.
7. Develop a plan of events (roles and responsibilities) and process for *regular* communication and assessment. Utilize effective project management skills.
8. Establish accounting and evaluation procedures to allow for measurement of outputs and impact.
9. Build a learning culture that supports partnerships and synergy.
10. Maximize mutual benefit for the partnership – deliver on benefits, add unexpected value and be flexible.
11. Agree to internal and external communications, as required, and access marketing expertise as needed.

The Cycle of Fulfillment:*

1. Manage expectations. Communicate and stay connected.
2. Follow-up and look to performance: monitoring, evaluation, administrative, recognition, reporting, cultivation/stewardship, etc.
3. Discuss sustainability of relationship and develop a long-term relationship.
4. Maintain independence, as appropriate.
5. *Celebrate successes* and evaluate impact.

*taken from Suzanne Gibson & Associates – partnerships and the power of synergy

Here is a listing of some of Okotoks Public Library’s programming. Please feel free to email me if you have further questions or would like contact information:

Alternative Health

Join Acupuncture and Herbal Medicine specialist Dr. Jared McCollum as he delivers a series of free informative discussions on alternative healing options.

Introduction to Acupuncture and Chinese Medicine

Why is there such a need for complementary care in the health care market?
 Why is a Doctor of Acupuncture and Chinese Medicine the best complementary physician to work side by side with your Medical Doctor? How does Acupuncture and Chinese Medicine work?

Women's health with Acupuncture and Chinese Medicine

Learn how Acupuncture and Chinese Medicine treat conditions like PMS, weight management, menopause, depression, and other women's health concerns.

Meditation Series

6 weeks

Each class will begin with a 20 min lecture followed by 20-25 minutes of practical application. Over the course of 6 weeks, participants will learn the benefits of relaxation and meditation; explore the five elements of health both physically and emotionally. Limited space.

Author Talks

Dawn Hankins, *The Forces Behind Feng Shui*

Feng Shui has been practised for centuries and literally translated means 'wind and water'. Early philosophers discovered that there was a real connection between your surroundings and your own personal energy. When we pay attention to our environment you can bring harmony into your life to achieve life success.

Career & Employment Workshops

Workshops facilitated by McBride Career Group Inc.

The Internet & Your Work Search - New

Learn how to use the internet to enhance your work search:

- Review local job leads
- Tap the hidden job market
- Target specific employers or locations
- Learn about the art of social networking and how to make it work for you.

All of this and the best ways to prepare your resume for online job postings will be covered.

True Colors

This hands-on, interactive workshop will help you to:

- Understand and appreciate personality differences in yourself and others
- Recognize the values, joys, strengths and stressors of each personality type
- Build and promote self-esteem, respect and confidence

Career Exploration

Use an interactive online career exploration tool to:

- Identify careers that match your interests and skills
- Access online job search integrated with career choices
- Find links to education and training
- Create your own career portfolio

Computer Basics Workshop

Do you get stressed when it comes to using your computer? Or are you just confused and want to learn more? Join us for ongoing weekly workshops to introduce the basics and teach you more about the programs you usually use.

This class is facilitated by the Literacy For Life Foundation. Limited space.

Criminal justice Education Presentations

The Calgary John Howard Society's will present a series of Criminal justice Education seminars at the Okotoks Public Library this fall. All sessions are free.

Financial Know-How

Workshops facilitated by Brandon Mohr, Financial Advisor, Edward Jones.

Foundations of Investing is a 60 minute educational program geared to people who want an overview of investing, including key terms and investment types. Foundations of Investing covers the basic features of bonds, stocks and mutual funds; the importance of asset allocation and five steps to help you build a better investment plan.

Financial Workshop for Individual Investors

This educational workshop will help you develop a comprehensive financial plan, budget, save for retirement and your children's education, as well as provide you with an understanding of insurance and investments. Lunch will be provided.

10 Principles for Living in Retirement

This seminar is designed for retirees and those planning for their transition into retirement. Those attending will learn how they may achieve a stable, steady income so they can live the kind of retirement lifestyle they desire while helping to protect their retirement investments from unforeseen events.

Create Your Own Pension

Do you have a guaranteed source of income for the rest of your life? This 1 hour discussion will shed light on Guaranteed Minimum Withdrawal Benefit Investments.

French Reading Group

Ages 6, 7 & 8

French Reading Group is designed to encourage children to become life-long readers while promoting an appreciation for the French language, rhythm and imagination. It includes storytelling, puppets, finger plays, songs, rhyme, games and crafts.

Kids and Drugs: A Parent's Guide to Prevention

This Alberta Health Services-AADAC and RCMP program goes beyond providing parents with basic drug education by addressing some of the important protective factors for youth substance abuse: parents' important role when it comes to kids and drugs; practical strategies for communicating well with children; information about commonly used drugs, risk and protective factors, and peer influence; sharing ideas with other parents; and creating a personal action plan.

NFB Film Club at Okotoks Public Library

The Okotoks Library and the National Film Board of Canada have combined forces to bring you the NFB Film Club. With free monthly screenings, the NFB Film Club is your connection to the best in Canadian documentary. Films have been purchased through a generous donation by Okotoks Family & Community Support Services. Held the 4th Monday of each month, beginning at 7:00 pm.

Prairie Tales 12: Alberta Arts Days Special Screening

Prairie Tales is an annual touring collection of Albertan short film and video. We regularly include work from the shining lights of the Alberta media arts scene. Prairie Tales is produced by Metro Cinema in partnership with amaas and with funding assistance from the Alberta Foundation for the Arts.

Storytime

Ages: 3, 4 & 5

These children must be comfortable on their own with our library staff. They will hear stories, sing songs, play games, and create a craft (every other week). No cost.

Toddler Time

Ages: 2 years old

These children will enjoy and learn language through rhymes, finger plays, music, songs and simple stories. Caregivers are expected to stay with their children. This program is sponsored by the Literacy for Life Foundation. No cost.

Family Fun

Ages: 1 - 3 years old

Parents, grandparents, and caregivers: bring your children ages 1, 2, and 3 to the library and participant with them in a half-hour of literacy-filled fun. We will read stories, learn rhymes, and sing songs that will get both our minds and bodies active. No cost.

Rhythm & Rhyme

Rhythm & Rhyme is a program for caregivers and babies 0 – 15 months offered by the Literacy for Life Foundation. For class information call 403-652-5090.

The Prostate Cancer Survival Guide

Bob Shiell, managing director of the Prostate Cancer Canada Network. will present: "The Prostate Cancer Survival Guide". Entertaining and educational, this presentation will tell you all you need to know about prostate cancer, the #1 diagnosed cancer in Canada.

Pyjama Tales

Snuggle into your jammies and bring mom and dad down to the library for a drop-in storytime with Melissa who will read from the newest books in the library's children's collection as well as some of her favourite children's tales. No cost.

Real Life...in Print...

Imagine taking your digital photos into real life. I can show you how to take your images, combined with flexible and intuitive software, beautiful, versatile digital artwork, and make unforgettable keepsake albums to share with loved ones.

Tired of Juggling Jpegs - Beginner Digital class

I have your answer to digital photo overload. Easy ways to organize, cross-reference and fine-tune all the photos you have trapped on your computer.

Creating with Jpegs - Advanced Digital Class

Capture your memories with your PC instead of papers and pens! I'll show you how to create customer photo books, cards and more....

Overwhelmed by your boxes, and bags, and envelopes of older photos (from the days before digital)?

I will show you how to tidy up those files, folders, envelopes and shoeboxes in just hours....not days or months. Then I'll show you easy and fast ways to showcase your life and your stories in the way that suits your time and financial budgets with great options that will suit your needs.

Revitalizing Your Muscle Health with Massage Therapist, Jason Barlow

The Bandits of Back Pain

Discover the fundamental muscles that wreak havoc on your back, neck, hips and knees. Jason will enlighten the audience as to the powers of exercise, nutrition and massage in discovering the root cause(s) of back pain and how to kick start your healing program!

10 Things Every Back Pain Sufferer Should Know About Stress Relief

Stress bombards the body and mind in many forms. In this seminar Jason will share his secrets of how simple changes to your lifestyle can significantly help relieve your stress and ultimately your back pain.

The Top 5 Stretches for Alleviating Your Neck Pain, Headaches & Migraines

Did you know that certain muscles in your neck SHOULD NOT BE STRETCHED as they are already too long? Join Jason to discover which muscles are triggering your head, neck and facial pain and how to stretch the correct muscles to help you alleviate pain, tension and stress.

Nutrition & Muscle Pain Relief

Discover the vital connection between what we feed our bodies and the manifestation of physical pain. Jason will teach you what to eliminate from your diet and what to replace it with to help your body heal itself naturally.

Meditation Basics for Muscle Pain Relief

Adding meditation to your wellness program can help you to reduce your physical pain and even eliminate it completely! Come and join us for an enlightening evening to discover the benefits of a regular meditation practice and learn how to meditate more effectively.

FUNctional Fitness

Fitness has got to be fun and functional! Jason will share his experiences as a massage therapist and corrective exercise coach to help you understand the essentials to your exercise plan for relieving muscle pain and achieving greater health and vitality.

Yikes! My Tween/Teen Wants To Know About Sex

This workshop will help you to gain an understanding of what your 10 to 13 years old wants (and needs) to know about sexuality and sex, and will give you strategies and resources to help you talk with them. Presenter: Arlene Breadner RN is the sexual health coordinator for the Okotoks Health and Wellness Center.