



*To support and represent trustees in advancing public libraries*

## BCLTA at 40: Our Stories and Our Libraries

Trustee Roundtable  
Influencing Today, Shaping Tomorrow

- April 22, 2017
- Pinnacle Hotel Harbourfront, Vancouver, B.C.
- 47 participants from across the province.

The following is a transcription of the table notes recorded by roundtable participants.

1. **What could we be doing to influence our stakeholders and funders that we aren't already doing? What else?**
  - Build relationships!
    - Assign trustees to city councilors and MLAs
    - BCLTA delegation to new Education minister and similar actions at local level
    - Provincial relationships are key
    - Sports, Culture and Development
    - Innovation Council
  - Separate what is provincial (infrastructure) and what is local (service delivery)
  - Trustees to be role models of advocacy
  - Trustee writing club
    - Letters to editor / OpEds
    - Align strategic plan with provincial plan
  - Present solutions to systemic problems
  - Call to Dept. Aboriginal Affairs to assist libraries to support and encourage the **Truth and Reconciliation Report and Recommendations** and the Calls to Action.
  - Build a vision of what things could be
    - Invite others to be part of it
    - Offer models to aspire to
    - Create positive conversations for solutions
    - Research and share a plan for getting there
  - Social Media
    - Sharing resources for a B.C. campaign



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- Presence beyond libraries
- **Strategic marketing (Edmonton PL “borrow this”).**
- Social media links between municipalities and libraries.
- Rethink how we approach asking for donations
  - Donation boxes in library.
  - Estate donations (connect with Law Society and financial planners)
  - Public recognition from the board
  - Wall of Fame
  - Uniform advocacy package for donors
- **Awareness campaign about library’s role in the community.**
  - Day care and class visits, and library field trips
  - Pop-up libraries where people are
  - Prisons, senior centres, summer camps, Boys & Girls Clubs
  - Human libraries
- Leverage existing conditions
  - The solid reputation that the library has in most communities
  - Diversity of trustee networks
  - Relationships with groups such as Friends of the Library
  - Regional library board trustees are councilors and can speak to provincial representatives at UBCM.
- When asking for funding, identify specifically what it will be used for and how it will be measured.
  - Measure and articulate outcomes
- Petitions (1 million signatures!)
- Community members (non-staff and non-trustee) speak to councils in support of libraries.
  - Unprompted support
  - Have liaisons/advocates to speak in first in support of presentation
  - Have staff and trustees gather to support presentations
    - Make impression that we are all here to listen and support.
- Storytelling
- Regular contact with stakeholders and funders.
  - Invite stakeholders and funders to a variety of events/programs
  - Councilor shadowing
  - Create standard talking points
    - Understand what you need
    - Talk about how it benefits the community
    - **Be strategic and connect library needs with gov’t goals and needs**
    - Use stories
    - Elevator pitch
    - Unique pitch
    - Province wide consistent message for libraries to use with local MLAs and ministers



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- Meet face to face
    - Invite them out for coffee to discuss ideas
    - Express appreciation
    - Identify community benefit
    - Continuous contact
    - Updates
  - Align with stakeholder agendas
  - Need more ministry knowledge
  - Work together to create a business plan
  - Awareness of stakeholders being tapped out
    - Requests to provide more funding from municipalities
    - Council members on library boards need to convey back to their councils (politician to politician) library action such as refurbishing/opening of library branches.
2. What existing relationships can we call upon to increase the influence of public libraries in BC? And who are the unlikely allies for public libraries in BC?
- **Seek out the “connectors” in the community to gain their support.**
    - Famous authors and artists
    - Homegrown celebrities
    - City staff
    - Other advocates who are successful at securing dollars.
    - Politicians
    - immigrants
  - Non library users
    - Breaking stereotypes
    - Demonstrate value
    - Can be advocates
    - Need to spread the importance of community benefit.
  - Post-secondary institutions teaching library governance.
  - School District
  - Build relationships with Chambers of Commerce.
    - Presentations on how library services support small business.
    - Attend events.
    - Asking them to speak on behalf of the library
  - Service clubs/groups
    - For example, Rotary, Kiwanis, Lions
    - Look for alignment and overlaps
  - **Women’s groups**
    - Financial planners – 100 women



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- Professional Associations
  - Learning and teaching opportunities
- Port of Vancouver – shared history
- Writers Festivals
- Ethnic associations and community associations
  - Can have a lot of political influence
  - Thai Consulate; work together on digital archiving of cultural records.
- Refugee organizations
  - **“My first identity in Canada was a library card”**
- Planners and developers
  - Urban Development Institute
  - Schools of architecture and planning
  - Connecting with students about public space and social ROI
  - create a library district; co-locate with social services
  - partnerships for developing public infrastructure
- Technology sector
- CBC
  - Library promote Canada Reads
  - Ask CBC to promote libraries
- Publishers
  - Recognize what they have to lose if libraries decrease collections
  - Keep strong provincial relationships
  - Expand to larger publishers
- Media
  - Can bring attention to importance and support.
  - Connect with journalists
  - Tagging onto the momentum of another story
- Young mothers
  - Recognition as ally to motivate
- Kids
  - Storytime kids make kites and fly them on legislative building lawn
  - Guides and Scouts
- Museums
  - Coming together to be more aligned (BCMA/BCLA MOU)
  - Leverage being part of GLAM (Galleries, Libraries, Archives, Museums).
- Seniors
  - Influential and vote
  - Particular groups such as Red Hats
- Community Centres
- Outreach and emergency services
- Gaming community



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- Churches
- Unions
- First Nations
- Sports organizations
- Partners with shared values such as Credit Unions