

Annual Report

2020



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LETTER FROM THE PRESIDENT

*SUBMITTED BY KERRY
MACDONALD*

The last year has been an eventful and sometimes challenging year for many of us. I'm pleased to report that the MLA Board did an excellent job of responding to COVID-19 and offering support to members. The Board managed to continue their monthly meetings virtually as well as conduct their June 2020 AGM successfully online. In addition, the Board implemented several positive initiatives to support members and the greater library community, including:

- MLA released a Survey in May 2021 to gauge Manitoba public libraries response to the pandemic. We received an 80% response rate (44 responses of 55) and thank all those who participated. Thank you to PLSB for their support and collaboration.
- The MLA Board put forward an article submission to The Partnership Journal on the Association's survey and activities related to COVID-19 (pending acceptance and publication).



MLA Board Members in Strategic Plan Meetings.

- The Prison Libraries Committee successfully put together and distributed hundreds of COVID care packages to halfway houses at the Elizabeth Fry Society and the John Howard Society as well as to Bar None-Prison Ride Share families.
- MLA continued outreach with public library administrators during the pandemic, with Board members providing information and support via telephone, email and, in one case, by attending a meeting.
- The MLA Communications Committee and the Website Director created a webpage for COVID-related information for libraries and worked to strategically post various messages via the Association's Facebook and Twitter accounts.
- The MLA Communications Committee created a dedicated MLA News issue on the subject.

Additional highlights from 2020 include:

- Under the direction of Richard Bee, Advocacy Director, MLA sent a letter to Dr. Christine Watson, Vice-President, Red River College, dated August 4, 2020 in response to the closure of the Library and Information Technology daytime program. All advocacy letters and statements can be viewed on our webpage.



Vice President Report

Submitted by Melanie Sucha, Vice President

Many activities in the 2020-2021 year were focused on onboarding to the MLA Board and Manitoba Library Community:

- Introduction to MLA and board knowledge transfer from MLA President.
- With support of MLA President, introductory call with Public Library Services Branch.
- Worked with MLA Director of Advocacy on an introductory letter to new Deputy Minister, Manitoba Sport, Culture and Heritage.
- Worked with MLA President on MLA-SLA Joint Conference Executive Committee for 2021.

My warm thanks to Kerry Macdonald in her warm welcome to the Association and Board this year, and her coaching and support!

Secretary Report

Submitted by Caralie Heinrichs, Secretary

My name is Caralie Heinrichs and I joined the MLA Board as Secretary in September 2020. Having just completed my Master of Information Studies at the University of Ottawa in Spring 2020, the secretary role has been an excellent way to learn about the key players and current issues in the Manitoba library community. I work at the University of Manitoba (currently from home!) as the Access Services Librarian, and enjoy the opportunity that being a board member has provided to connect with people working in all types of libraries across the province. Over the coming months, I am looking forward to collaborating with Breanne Bannerman-Gobeil, our Director at Large – Website, to set up the MLA's Google Suite for Nonprofits, which will streamline Board communications and processes.

Website Report

Submitted by Breanne Bannerman-Gobeil, Director at Large - Website

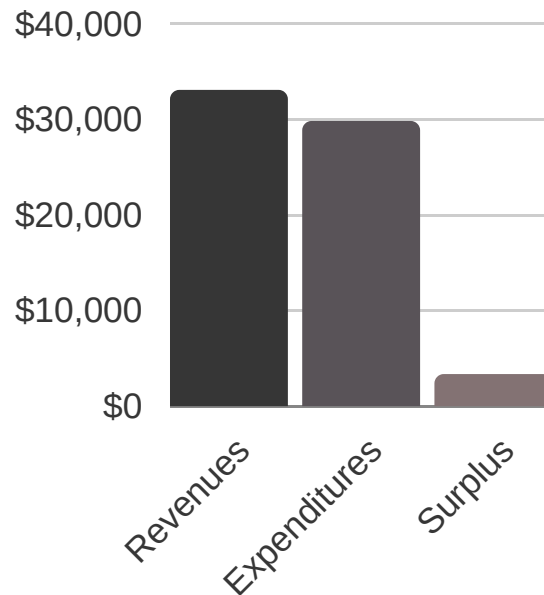
My name is Breanne Bannerman-Gobeil and I have been volunteering with MLA as the Director at Large - Website since 2018. What I really enjoy about volunteering in this role with MLA is all the new things I learn, such as editing CSS, finding new plugins, and troubleshooting various issues with the design and functionality of the website. Over the past year, Andrew Robert, the Trustees Division Chair, and I have collocated various [COVID-19 resources](#) to assist information professionals in their decision-making regarding library services during the pandemic.

Additionally, letters MLA penned in 2020 to [The Honourable Cathy Cox and The Honourable Cliff Cullen](#) and [Dr. Christine Watson](#), Vice-President, Red River College are available to read via MLA's website.

One upcoming project I'm excited to tackle, in partnership with Caralie Heinrichs, MLA's Secretary, is setting MLA up with G Suite for Nonprofits. We're hoping this change will help streamline our work and make file storage and sharing more efficient.

Financial Report

Submitted by Kelly Murray, Treasurer



2019-2020 was a challenging year with the near success of hosting a collaborative conference with CFLA-FCAB and CULC cancelled in mid-swing of preparation due to closures with COVID-19. The MLA took a small loss with some deposits not being able to be retrieved as well as already committed funds spent. MLA also made some other financial decisions in purchasing Survey Monkey to be able to connect through a provincial survey. Thankfully we were able to come out with a small surplus.

Financial Statements

2019-2020 Audited Fiscal Year Totals

Revenues \$32,985

Expenditures \$29,732

Surplus \$ 3,253

Account as of September 1, 2020: \$92,734.83

Library Trustees Division

Submitted by Andrew Robert

This year started with high expectations, which were interrupted by the pandemic. Ultimately response to COVID-19 resulted in a significant increase in Trustee and rural public library participation. In March 2020 the Division was beginning a review of its revised Trustee Handbook (last updated 2004) by a select group of trustees and library administrators. While this process was temporarily halted, we are pleased to be able to finalize a revised version, presented at the AGM. The Trustee Handbook is available on the MLA website for use by Library Boards and Trustees and updated by MLA as appropriate.

Volunteer Manitoba was engaged to present a 2 hour training session on Board Governance in Brandon in April – this was cancelled, but has been rescheduled for the June 2021 virtual conference. Like all businesses and organizations across Canada, public libraries in Manitoba had many questions about how to operate during the pandemic response and in accordance with public health orders. MLA was active in communicating with library administrators and trustees, including hosting various videoconferencing calls, and responded to many inquiries. MLA was in communications with Public Library Service Branch, the Provincial COVID-19 portal and library trustee associations in neighbouring provinces, and shared information by email, MLA News and social media. A dedicated site was created on our website to provide up to date and reliable news and information about COVID-19 response.

Several information surveys were conducted with public libraries. In conjunction with PLSB, MLA created and ran a formal survey on public library response to COVID-19. This survey provided valuable information about public library practice, successes and challenges; the results of the survey were shared with public libraries, and an article was prepared on the survey for the Partnership Journal. The Trustees Division joined the President in a meeting with Library Administrators, and along with the Advocacy Chair, met with the Association of Manitoba Municipalities to discuss issues of common interest including funding and broadband internet access. A Job Description for the Trustee Division Chair was developed and finalized with the help of the president.

Membership Report

Submitted by Alan Chorney, Membership Director

The Manitoba Library Association, along with the greater library community, has faced much uncertainty in 2020 as we have continued to deal with the COVID-19 pandemic. I am happy to report that our membership numbers have not suffered this year.

While our membership numbers have dipped compared to last year, this is in line with our trend of seeing lower numbers during 'off conference years. When compared to 2019, our last 'off conference year, our numbers are on par—great news in light of the ongoing pandemic.

Of note, while we do have lower Individual Membership numbers compared to 2019, we make up with an increase in the Institutional and Public Library Board Membership categories.

MLA Membership (past five years)

	2017		2019		2021
Individual Membership	53	88	74	86	67
Institutional Membership	14	15	17	22	21
Public Library Board Membership	n/a	27	17	20	20
Total	67	130	108	128	108

Divisional Breakdown (past three years)

	2018	2020	2021
Individual Membership	17	24	23
Institutional Membership	20	22	15

Advocacy Report

Submitted by Richard Bee, Advocacy Director

I began the position in June of 2020. There were two major efforts undertaken by this position during the year:

- Taking the lead for MLA's efforts to communicate the library community's concerns with Red River College (RRC) suspending in-person courses of their Library and Information Technology program.
 - After conferring with the Advocacy Committee to gather information about the reason for and potential impacts with discontinuing these in-person courses, a letter was sent to RRC administration to voice these concerns. The letter (and response from RRC) are posted on MLA's website.
- Assisting the Director - Trustees to draft a letter of introduction between MLA and the Association of Manitoba Municipalities AMM.
 - The intent of this letter was to seek out strong allies to help MLA advocate for public libraries to the provincial government, as AMM has several active resolutions that call upon the government to increase financial support that has been frozen for well over a decade. This letter led to a meeting between Andrew, myself, and Gaynor Family Regional Library's Director Ken Kurilyw and representatives of AMM to discuss this potential alliance.

Education Report

***Submitted by Stacey Lee,
Professional Development
Director***

My name is Stacey Lee (Metadata and Collection Management Librarian, Brandon University) and I am the MLA Professional Development Director-at-Large. My role is to develop and help to deliver interesting PD offerings for the MLA membership.

This past year, what that has looked like is investigating and trying out alternate delivery methods for professional development, given the COVID-19 pandemic and the changes it has required for how we meet, interact, and learn. Based on my research, an MLA Moodle site was developed and demonstrated to the Board. It is still in development, but it holds promise for extending professional development opportunities past in-person conferences and workshops.

One of the best things about this role is that it allows me to be on the MLA board and to influence how MLA moves forward. The perspective I bring might be considered unusual: I was born in Baldur and raised near Flin Flon; I have also lived and worked in Brandon, as well as Winnipeg. Thus, while I appreciate the ease of access in our urban centres, I also understand the needs of rural communities as well as the challenges they face.

A parting recommendation: One of my favourite professional development resources is actually the librarian's subreddit - these kinds of forums contain all sorts of information shared by others in the field, and learning from other professionals is the best way to learn.



Communications Report

Submitted by Meg Antoine and Jaime Orr

The MLA Communications Committee, including Meg Antoine, Jaime Orr, and Chris Read, have worked collaboratively over the past year to facilitate consistent communication with the Manitoba library community via MLA social media channels (Facebook, Twitter and Instagram) and our monthly newsletter, MLA News.

On Twitter, the committee saw an increase of approx. 10% followers over the year. The platform received consistent engagement with a spike in February 2021.

On Facebook, the committee saw consistent engagement, including the number of page 'Likes', and the overall reach of our page, with a spike in May and June 2020; a result of the sharing the results from the Manitoba Public Library COVID Response Survey, distributed by MLA, in partnership with the Public Library Services Branch of Manitoba (see Annex A).

On Instagram, the committee saw an increase of approx. 20% in followers over the past year.

Finally, the Communications Committee sent out 12 newsletters over the course of the past year. At the beginning of the year, we started with 362 subscribers and now have a total of 420 subscribers to the newsletter. The MLA Newsletter has a 75% open rate.

The Committee would like to say a special thanks to Rémi Fontaine, who joined the Communications Committee in 2018. Thank you, Rémi, for your hard work and dedication to the MLA Communications Committee over the past three years!

Prison Libraries Committee Report

Submitted by Kirsten Wurmman, PLC Chair



Committee Purpose

The Manitoba Library Association – Prison Libraries Committee (MLA-PLC) is a volunteer group that works with our community members impacted by incarceration. Formed in 2012, the MLA-PLC believes that while access to reading and information inside correctional institutions is a rare connection to the outside world, it is also a basic right.

We support community members inside the following correctional centres:

- Winnipeg Remand Centre
- Headingley Correctional Centre (HCC) for Men in Headingley, MB
- The Pas Correctional Centre in The Pas, MB

Long-time volunteer Lauren Wadelius left her position at The Pas Regional Library and moved to Saskatchewan. Before she left, the responsibility for the library program at The Pas Correctional Centre was written into the responsibilities of her successor.

NEW:

- Manitoba Youth Centre, Winnipeg, MB

NO SERVICES DURING PANDEMIC:

- Women's Correctional Centre (WCC) in Headingley, MB

Regular Programs and Services

Due to the global pandemic, our regular services and programming including our book exchange programs inside the Remand (weekly), WCC (bi-monthly), and The Pas (bi-monthly), WCC Book Mates book club and our annual book drive and book & bake sale were suspended during 2020 (and as of February 2021). However, by late 2020, our book collection, delivery, as well as processing, and sorting for the Winnipeg

Remand Centre (bi-weekly), and Headingley Correctional Centre (every 3 months) was able to start up again.

Financials

As of January 2021, the Prison Libraries Committee total funds are: \$2,175.33 despite the creation of covid packages during the pandemic and the purchase of items for those items. Thanks to regular donors, as well as the \$500.00 annual support from the Manitoba Library Association, the PLC has been able to continue creative programming throughout the pandemic.

Volunteers: Pandemic Projects

Care Packages

Building on the popularity and success of our Pandemic Care Packages to halfway houses at the Elizabeth Fry Society and John Howard Society, and to Bar None-Prison Ride Share families in May 2020, PLC volunteers created another 100 care packages for halfway houses for the holiday season in December 2020.



This Place: 150 Years Retold

Highwater Press generously donated 100 copies of the graphic novel, *This Place: 150 Years Retold* to the PLC. Volunteers were able to deliver those copies as well as colouring books, and pencil crayons, beading materials, and other resources to the youth at the Manitoba Youth Centre in September 2021.

MYRCA Book Donation

Four boxes of past year's MYRCA books were donated to PLC and delivered to Manitoba Youth Centre in January 2021.

Practicum Student

Ashley Huot, a graduate library school student from U of A (and current PLC volunteer) is conducting her practicum with the MLA-PLC. Projects include: Job shadowing at various MLA board and committee meetings MLA annual report Documentation, research, liaison for the

proposed Email Reference Service – a new PLC program and service that can be offered during both pandemic and non-pandemic times to our community members inside Manitoba prisons. The pilot project will be conducted at Headingley Correctional Centre, Manitoba Youth Centre, and Agassiz Youth Centre.

Black Lives Matter Movement Statement

The PLC, in response to the BLM movement of June 2020 and beyond, wrote a statement in support of the BIPOC and Black Lives Matter movements. The statement can be found on our PLC webpage on the MLA website. In it we state:

“We echo and support their call for an end to police brutality and the over-incarceration of Black, Indigenous, and people of colour in this country. We recognize that white supremacy is responsible for these disproportionate rates, and commit to doing our part to change this.”

As part of the solidarity statement, we have joined the Saskatchewan Manitoba Alberta Abolition Coalition (SMAAC). Recognizing that we, as individuals and as a committee need to learn and work on ourselves, we have also met as book club in August 2020 to discuss *Are Prisons Obsolete?* by Angela Davis and we will meet in February 2021 to discuss *The Skin We're In* by Desmond Cole.

Thank you!

To our community members inside and outside carceral institutions. To the Manitoba Library Association board of directors for its guidance and support, both financial and otherwise.

To our Community Partners: Bar None – Prison Rideshare, the Elizabeth Fry Society of Manitoba, the John Howard Society of Manitoba.

To our Prison partners: Chad Pierson, Ryan Knight and Darlene Anderson McGinnis at the Winnipeg Remand Centre, CindySchultz and Marcel Laurendeau at the Headingley Correctional Centre for Men, Jamie Wardrop and Crystal Wilson of the Manitoba and Agassiz Youth Centres, Emily Dyck and Teresa Barrault at the Women's Correctional Centre, and the staff at The Pas Correctional Centre.

To the Winnipeg Public Library for their continued support in the form of storage space for our collections, for donations of post-book sale book, and much more.

To Highwater Press, Portage & Main Press, University of Manitoba Press, Griffin Trust for Excellence in Poetry for their donations

Last but definitely not least, an enormous thank you to our PLC volunteers who work tirelessly and creatively and enthusiastically. Thank you!

Scholarships and Awards

Submitted by Kathleen Williams, Committee Chair

Scholarships

Each year the Manitoba Library Association provides scholarships to deserving students. The Scholarship funds are managed by The Winnipeg Foundation with two Awards being given out to one or more recipients. This year, the Association had \$16,000 available for the John Edwin Bissett Scholarship and \$4,000 for the Jean Thorunn Law Scholarship.

John Edwin Bissett Scholarship

Katherine Boily-Bernal
Laura Smith
Hannah Oudenaar
Sarah Lee
Bethany Paul

Jean Thorunn Law Scholarship

Ashley Huot
Elliot Hanowski
Diana Saunders

Awards

This year we received nominations for the Library Service Award and we were also able to give out the Red River College Library & Information Technology student Awards.

Library Service Award

Jean-Louis Guillas

Manitoba Library Association Award

Frances (Olivia) Osborne

Library Technicians Division Award

Danica Loewen

Congratulations to all recipients! Thank you to Kathleen Williams for chairing this year's Scholarships & Awards Committee and to Melanie Godin and Carolyn Minor for their willingness to serve on the Committee.

MLA 2020 Board of Directors



Kerry Macdonald, President



Melanie Sucha, Vice-President



Caralie Heinrichs, Secretary



Kelly Murray, Treasurer



Andrew Robert, Trustees Rep



Alan Chorney, Membership



Richard Bee, Advocacy



Stacey Lee, Education



Breanne Bannerman-Gobeil,
Director at Large - Website

Annex A

The Manitoba Library Association, in collaboration with Public Library Services Branch, issued a survey in May of 2020 to inform library community stakeholders (including library board trustees, municipal and provincial funders, and library administrators) about challenges and needs facing public libraries as a result of the response to the COVID19 pandemic. MLA is pleased to have released the results of our COVID-19 survey with the following survey snapshot (see Annex A). We received responses from 44 of 55 public libraries in Manitoba, on how they have responded to the pandemic. Please consult [Annex B](#) for a full overview of the results.

Survey Report Snapshot:

Manitoba Public Library Responses to COVID-19

June 2nd, 2020



Manitoba Library Association

% OF LIBRARIES REPORTED

service changes in:

Online checkout:

Stayed same: **35%**
Expanded: **33%**

Online renewal policies:

Stayed same: **28%**
Expanded: **56%**

Virtual programming:

Stayed same: **12%**
Expanded: **34%**

Online virtual reference:

Stayed same: **43%**
Expanded: **28%**

Phone reference:

Stayed same: **47%**
Expanded: **28%**

Item delivery:

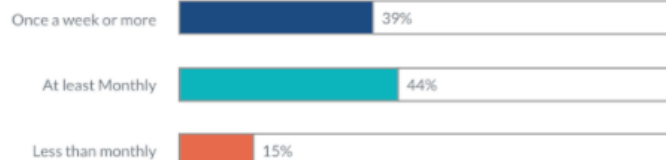
Stayed same: **5%**
Expanded: **26%**

Curbside pickup:

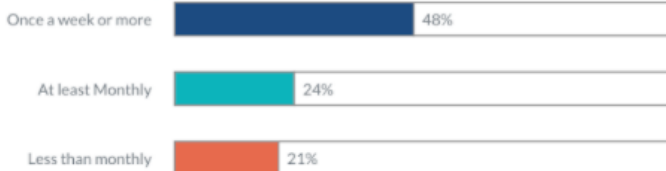
Stayed same: **0%**
Expanded: **70%**

COMMUNICATIONS:

Public libraries kept in contact with their boards:



Public libraries kept in contact with other libraries:



Pre May 4th

Public libraries remained active:

Post May 4th

62%

Services with staff onsite or remote

91%

16%

Limited services without staffing

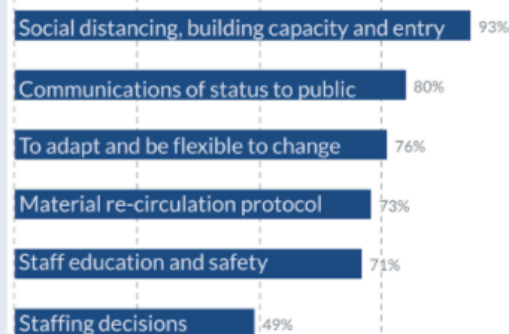
2%

23%

All services suspended

7%

Key considerations for development of service restoration plans:



Areas of support most wanted (ranked):



Curbside pickup was the most frequent success story. Others included:

"Our story time has reached over 8000 people. Feedback from families is that they are using it as part of their homeschooling."

"We quickly enacted online registration to allow non-users the chance to get their library card; social media team became especially critical; Ask Us online team handled large uptick in usage for online inquiries."

"Our community is realizing (more than ever) the importance of our library and feeling very fortunate to have the service available."

Survey circulated and analyzed in partnership with the Public Library Services Branch and closed May 21 2020. Visit MLA.MB.CA for the full survey report.

Only 7 libraries that responded said they have a business continuity plan

= 13% of public libraries in MB

44 of 55

separate Public Library systems in Manitoba responded

Thank you!

